## JANUARY CHALLENGE SALE

Special

OUR CASH BARGAINS are popular because they are genuine High-Class. Stock will be so underpriced
that you will find here MANY OPRORTUNITIES FOR TREMENDOUS SAVINGS
Ladies' Hosiery | Boys' Wool Hose | Pillow Cottons White Cottons Ribbed Cashmere,
Were 30 c ., 40 c, , 50 c .
Now 23 c ., 32 c ., 38 c .

 10 doz. Ladies' Fleceed Hose.
Worth 25c. Now 20c

$\qquad$ | cular Pillow Cotton. Wiath 40in. |
| :--- | 18c. 20 c. 21 c . made with soft puras, very event

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January savings in
LaDIES' UNDERWEAR
Buy your Underwear now and seve
Buy your Underwear now and save
money. Vets and pravers that were:
25c.
Children's Vests \& Drawers
Were 18c. to coc
Now 15c. to 42 c
Childrn's $C$ mbination Suit s
Ware 75 c . to 85 c .

## Flannelette Blankets

1 CASE Best Quality Flan nelette Blankets, medium size, very pretty borders, in white and grey, regular $\$ 1.25$ quality, oniy

95c.

| STANFIELD'S \& HEWSON'S <br> guaranteed enderwear <br>  <br> Mrices 81.00 to 81.25. <br> Underwear <br> Men's Heary Fleeced Underwear in <br> Former price per parment <br> Challenge price only <br> $\substack{\text { 60e } \\ \text { 3se }}$ <br> 3cel <br> Men'sScotchWoolUnderwear <br> Men's Scotch Wool Underwear winter weight, former price 75 c . <br> lenge price per garment |
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Bargains in Furs Challenge Prices in

| Our stock of Furs, consisting Coney, Marmot, Alaska Sable, firey Squirrel, Opossum, ete; will be sold at exceptionally low pices. Ruffs and Muffs. Were: $\$ 2.75 ; \$ 3.50, \$ 5.3 \mathrm{C} . ~ \$ 7.50$. Now: $\$ 2.10, \$ 2.57, \$ 3.98, \$ 5.13$, Were: $\$ 9.75, \$ 10.50, \$ 12.50$. Now: $\$ 6.98, \$ 7.95, \$ 8.75$. Were: $\$ 13.50, \$ 24.50$. Now: $\$ 9.98, \$ 18.00$. | Bleached Sheetings |  |
| :---: | :---: | :---: |
| Ladies' Jackets <br> Your opportunity to purchase nice, warm Jacket at your own fg ures. We have a large stock of Jackets in all weights. Worth $\$ 3.50$ to $\$ 15.00$ Challenge prices 99 c . to $\$ 3.99$ |  | $\$ 1.00$ Corsets for 75 c . <br> have a few pairs of Corsets ch formerly sold for $\$[.07$, vicw <br> Corsets for $\mathbf{2 5}$ c. to $\mathbf{3 5}$ c. <br> pairs drab Corsets of good qila |

 for C ISH ONLY. JUHN LOUKEII \& SUN

## Your yearning, longing tea-thirst is to be

 satisfied more deeply, more completely than smooth that it simply brims with tastepleasure has at last been perfected. It cost years of expensive study of flavor-blending to produce. But now it is yours-for ev lasting enjoyment-in King Cole Tea. Buy a package now ; to day : Then whenyou feel ." just dying ". for an you feel " just dying " for an unusually
full-fiavored satistying cup of tea, turn to King Cole for joy-full relief


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