





**Salem's**  
OF SILVERTON  
JANUARY

**CLEARANCE**

**SALE!**

STORE CLOSED ON WEDNESDAY TO MAKE FINAL PREPARATIONS FOR THE SALE

**BEGINS THURSDAY, JANUARY 7, AT 9 A.M. -- ENDS MONDAY, JANUARY 11**

ALL SALES FINAL  
NO REFUNDS  
NO EXCHANGES  
NO ALTERATIONS  
ON SALE MERCHANDISE

**FOUR SALE DAYS ONLY -- EACH DAY A CARNIVAL OF BARGAINS**

We do not believe in carrying over merchandise, so in order to move winter clothing and footwear quickly, we are disregarding cost and are slashing prices to the limit. In many instances, there are savings up to 50 and even 75%. This is not an ordinary sale, but an event which comes only once a year. It will pay people for many miles around to stock up on our famous branded merchandise at unusual savings. Many items not featured in this ad will also be on Sale. **FIRST COME - FIRST SERVED COME EARLY FOR BEST SELECTIONS AND SOME OF THE BEST BUYS!**

<p>51 GAUGE, 15 DENIER FIRST QUALITY <b>NYLON HOSE</b> Beautiful stockings in Good Shades <b>EXTRA SPECIAL</b> <b>37¢ A PAIR!</b></p>	<p><b>LADIES SHOES</b>  Good styles in Kid, Suede and Calf, Low, Medium and High Heels. In Three Sale Groups. VALUES TO 10.95 <b>1.98 - 2.98 - 4.79</b></p>	<p>ONE GROUP <b>CHILDRENS SHOES</b> GOOD QUALITY IN SHORT LOTS VALUES TO 4.95 <b>SALE 1.98</b></p>	<p>One Group High Grade <b>MENS SHOES</b>  SHORT LOTS OF GOOD STYLES. A WONDERFUL BUY IF WE CAN FIT YOU! VALUES TO 15.95 <b>NOW ONLY 7.98</b></p>	<p><b>MACONA BOOTS</b> TAN - BLACK - GREY REG. 27.50 - 29.50 <b>SALE 19.95</b></p>	<p><b>LOOK WHAT YOU BUY!</b> MENS <b>SPORT SHIRTS</b> SHORT LOTS TO BE CLOSED OUT WHAT A BUY! 2.98 TO 5.00 VALUES OTHER SPORT SHIRTS ON SALE <b>\$1.00</b></p>
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**Fabrics**  
  
BEAUTIFUL 49¢  
**QUADRIGA PRINTS**  
NOW **37¢**  
YARD  
FANCY PRINTS & PLAIDS  
**GILBRAE COTTONS**  
REG. 98¢  
NOW **67¢**  
YARD  
GORGEROUS PATTERNS  
**BATES**  
DISCIPLINED FABRIC  
REG. 1.39  
SALE **89¢**  
54", 60", 70" WIDTHS  
PLAIDS AND SOLIDS  
**WOOLENS**  
REG. 2.49 TO 3.95  
EXTRA SPECIAL  
YARD **1.97**  
HEAVY, UNBLEACHED  
**DOMESTIC**  
A REAL BARGAIN  
**20¢ YD.**  
GOOD QUALITY SOLIDS  
AND FANCIES  
**CORDUROY**  
REG. 1.29 TO 1.49  
NOW ONLY **69¢**  
YARD  
REG. 59¢ - 98¢ FANCIES  
**DRIP DRY COTTONS**  
ONLY **43¢ YD.**

NATIONALLY KNOWN LINES  
**DRESSES**  
SEASONS' CURRENTLY  
MOST STYLISH  
GARMENTS  
REG. 4.95 - 24.95  
ENTIRE STOCK  
**WHILE THEY LAST**  
**1/2 PRICE**  
2.47 - 12.47

ENTIRE STOCK OF SEASON'S BEST GARMENTS  
By BETTY ROSE  
**COATS 1/2 PRICE SUITS**  
LET OUR LOSS BE YOUR GAIN  
29.95 now 14.97 44.95 now 22.47  
34.95 now 17.47 49.95 now 24.97  
**GIRLS COATS ALSO 1/2 price**  
KORET AND PADDLE AND SADDLE  
BEAUTIFULLY STYLISH MATCHING SETS  
**LADIES SPORTSWEAR**  
DURING SALE **33 1/3 OFF**

ENTIRE STOCK STYLISH NEW GARMENTS  
**LADIES SKIRTS**  
DURING SALE **33 1/3 OFF**  
LARGE GROUP NYLONS - CREPES - COTTONS  
NEWLY STYLISH AND CRISP  
**BLOUSES 1/2 PRICE**  
3.98 now 1.99  
4.98 now 2.49  
OTHER BLOUSES  
INCLUDING  
SHIP - N - SHORE  
FOR GIRLS AND  
LADIES 25% OFF  
**Costume Jewelry**  
1/2 Price

TWO GROUPS  
WHILE THEY LAST  
**MILLINERY**  
**\$1.00 - \$2.00**  
FIELD AND STREAM  
LADIES  
**LEATHER COATS**  
**33 1/3 OFF**  
39.95 now 26.63  
49.95 now 33.30  
SHRANKS FLANNEL  
**GOWNS**  
AND  
**KNIT PAJAMAS**  
**1/2 PRICE**  
3.98 GOWNS now 1.99  
4.98 PAJAMAS now 2.49

WOOL AND MIRACLE  
FIBERS  
WHILE THEY LAST  
**SWEATERS**  
LADIES AND GIRLS  
**1/2 PRICE**  
ENTIRE NEW LINE  
AT HALF AND  
LESS THAN HALF  
REGULAR PRICE  
REG. 3.98 - 4.98  
**LADIES BAGS**  
YOUR CHOICE  
PLUS TAX **1.99**  
MENS WINTER  
**UNIONS**  
**SALE 1.79**

BEST QUALITY ARMY TWILL  
**DICKIES WORK SUIT**  
REG. 4.95  
PANTS NOW **3.79**  
REG. 4.45  
SHIRTS NOW **3.49**  
GOOD QUALITY ARMY TWILL  
**POOLS WORK SUITS**  
SALE PRICE  
PANTS **2.69**  
SHIRTS **2.29**

MENS WESTERN FANCIES  
**LEVI SHIRTS**  
REG. 4.95 - 5.95  
NOW ONLY **2.98**

ONE GROUP BOYS  
**WESTERN SHIRTS**  
REG. 2.98 - 3.98  
NOW ONLY **1.98**  
ALL TOM SAWYER SPORT  
SHIRTS ON SALE  
MENS TURTLE NECK KNIT  
**TEE SHIRTS**  
SEVERAL COLORS AND WHITE  
REG. 1.98  
NOW ONLY **1.29**

MENS GREY OR WHITE  
**SWEAT SHIRTS**  
SALE **97¢**  
REG. 2.98 SHIRTS  
WITH HOOD ONLY 1.97  
WOOLENS - NYLONS - COTTONS  
MENS AND BOYS  
**JACKETS**  
FULL NEW LINE  
**33 1/3 OFF**  
NOW 3.32 TO 15.00

ONE OF THE  
NATIONS TOP  
LINES  
**CURLEE SUITS**  
REG. 59.95  
**SALE 39.95**  
MENS HURRY IN  
FOR YOUR SIZE.

MENS BLANKET - LINED  
**JACKETS**  
DICKIES 5.98 ARMY TWILL KHAKI  
WITH ZIPPER AND BLUE  
DENIM WITH BUTTONS  
**SALE 4.79**

**GARZA SHEETS**  
PRICES GOOD DURING  
SALE ONLY  
81 x 108 AND FITTED **1.99**  
COLORS  
81 x 108 AND FITTED **1.89**  
WHITE **1.69**  
81 x 99 WHITE **1.69**  
PILLOW CASES TO MATCH ON SALE

72 x 90 - BEAUTIFUL COLORS  
WIDE SATIN BINDING  
**GOLDEN SEAL BLANKETS**  
UNUSUAL VALUES!  
6.95 RAYON - COTTON - ORLON **3.77**  
9.95 FANCY RAYON - NYLON **5.97**  
1.95 MOTH PROOFED 100% **6.97**  
FLUFF-LOOMED VIRGIN WOOL  
ALL OTHER BLANKETS ON SALE

DURING SALE  
ONLY **WASH CLOTHS**  
**12 FOR 66¢**  
25 x 46 HEAVY QUALITY PRETTY COLORS  
**TURKISH TOWELS**  
DURING SALE **66¢**  
LARGE 1.50 DOUBLE LOOP TOWELS **88¢**  
SALE PRICED AT

**BATH MAT SETS 1/3 OFF**  
1.98 NYLON COMMODOE TOP **1.33**  
4.98 NYLON RUG **3.30**  
8.95 LARGE NYLON RUG **5.30**  
**BEDSPREADS**  
4.98 FULL SIZE CHENILLE **2.97**  
7.95 FIELDCREST COTTON **4.59**  
ALL OTHER BEDSPREADS GREATLY REDUCED

41 x 81  
**CURTAIN PANELS**  
REG. 1.39  
NOW **77¢**  
OTHER BEAUTIFUL  
LINES OF CURTAINS  
NOW 20% OFF  
MENS  
**HANDKERCHIEFS**  
15¢ value white now **6 for 57¢**  
25¢ VALUE FANCY  
**4 FOR 57¢**

WHITE AND FANCY  
ARROW DRESS  
**SHIRTS**  
ONE LOT  
VALUES TO 5.00  
**ONLY 1.98**

ONE LOT MENS  
ALL WOOL  
AND ODDS  
AND ENDS  
TO BE  
CLOSED OUT  
**DRESS PANTS**  
A BARGAIN IF WE  
CAN FIT YOU!  
**ONLY 1.98**

ALL OTHER MENS  
TROUSERS 25% OFF  
FRUIT OF THE LOOM  
POLISHED COTTON  
**WASH AND WEAR PANTS**  
MENS REG. **2.77**  
3.95 NOW **2.77**  
BOYS **1.77**  
SIZES

ONE LOT ARROW  
**SPORT SHIRTS**  
REG. 4.00 - 5.00 KNITS  
**1/2 PRICE**  
REG. 55¢ - 59¢ MENS  
FANCY STRETCH

**SOCKS**  
3 Pairs **1.00**  
OTHER SOCKS ON  
SALE

REG. 4.98 HANES KNIT  
**MENS PAJAMAS**  
**1/2 PRICE**  
**2.49**  
ALL BROADCLOTH AND  
FLANNEL PAJAMAS ON SALE

MENS AND BOYS  
ORLON - WOOL - NYLON  
**SWEATERS**  
COAT AND SLIPOVERS  
**1/2 PRICE**

ONE LOT BOYS  
**PANTS**  
VALUES TO 6.95  
WHILE THEY LAST  
**1.89**  
ALL OTHER BOYS  
DRESS PANTS ON SALE

**Salem Dry Goods**  
"The Mirror of the Plains"  
SILVERTON, TEXAS





