

Our January Clearance Sale Starts January 18th

when Thousands of Dollars worth of seasonable merchandise will be sold at prices away below market value. This sale means saving money for you, for we have bought out the entire stock of several manufacturers at rock-bottom prices, thus enabling us to sell them to you below the regular market value.

IN ADDITION TO THESE STOCKS ALL OF OUR VARIOUS LINES WILL BE GREATLY REDUCED

We have been working for months planning this great sale, and it is only through our strenuous efforts that we have succeeded in better preparation, larger quantities and more attractive values than any other sale that we have ever held.

BUYING SHOES

is simply paying the dealer in advance for a certain amount of shoe service. Honest dealers see that you get not only the shoes, but the service. The difference in dealers is the difference in their ideas of this service. Start the new year right and buy your Shoes at the Big Department Store.

- \$4.00 Men's Gun Metal Bluchers, **\$3.49**
- \$4.00 Men's Patent Colt Button, **\$3.39**
- \$2.00 Men's Gun Metal and Blucher, **\$1.69**
- \$2.50 Ladies' Patent Colt, Russia Calf and Velvet, Button and Bluchers, **\$1.69**
- \$2.25 Boys' Gun Metal Blucher, **\$1.69**
- Boys' Satin Calf Blucher and Box Calf Blucher **\$1.49**
- \$1.50 Little Gents' Box Calf Blucher, full round toe, **\$1.25**
- Little Gents' Satin Calf Blucher, standard nailed, double sole, **\$1.19**

SWEATERS

Now is the time when you feel the comforts of a Sweater coat. A few specials for this week:

- Men's Sweaters in red, navy and black, collars attached, \$2.50 and \$3.50 values. Special, **\$1.49.**
- Men's Sweaters in gray, brown and navy, 50c value. Special, **39c.**
- Boys' gray coat Sweaters with navy and cardinal trimming; also plain gray, \$1.00 value. Special, **79c.**
- Children's gray Sweaters with cardinal trimmings, 25c value. Special, **17c each or 2 for 25c.**

UNION SUITS

Boys' fine-ribbed gray Union Suits, fleeced lined, in sizes 24, 26, 28, 30, 32 and 34, 65c values. Special, **49c.**

MEN'S HOSE

Every man wants dependable Hose and every man can have them by taking advantage of these special prices in Hose of the highest quality.

- Men's Mercerized Hose, 4 pair in a box, regular price \$1.00. Special, **75c box.**
- Men's 10c Seamless Hose, in all shades. Special, **3 pair 25c.**

For the man that works outdoors no Hose will give better service than the National U. S. Army Hose, regular 10c quality. Special, **4 for 25c.**

COLLARS

In going through our stock of Men's and Boys' Slidewell Linen Collars, we find that there are not all the sizes in all the styles. We are going to close these out and if your size is here they are

5c each or 6 for 25c.

SHIRTS

Men's \$1.00 Percale and Madras Shirts, with fancy stripes, pin stripes and checks.

Special, **75c.**

Men's 50c Shirts, with collar and cuffs attached, with navy, black and tan stripe.

Special, **39c.**

Handkerchiefs

Men's pure linen soft finish hemstitched Handkerchiefs, 10c quality. Special, **3 for 25c.**

FREE

WE GIVE ABSOLUTELY FREE A

\$25.00 Harmony Talking Machine

WITH

\$30.00 Worth of Merchandise

In this offer we include all purchases made from December 26 and on. This offer is for a limited time only. Before withdrawing the offer will give two weeks' notice, so that if you should not have the required amount at the time of notice of expiration, you will then have two weeks to do so.

HERSHEY STORE CO.

HERSHEY, PA.