

—KNOLLENBERG'S STORE—

—A TEN DAY—

JANUARY SALE EXTRAORDINARY!

Beginning Wednesday, Jan. 13, and Ending Saturday, Jan. 23, '09.

When the opportunity comes to the public to make bargain purchases at KNOLLENBERG'S STORE it means the actual saving of hundreds of dollars. A stock of such variety and immensity, offered at such marked reductions as will prevail for a period of ten days, means much to the buying public.

The different departments of the store will vie with each other in BARGAIN OFFERINGS, and no matter what the wants or requirements of the buyer may be, they can be fully satisfied. It is scarcely possible to enumerate, and it would in fact be unnecessary to mention the many lines and class of goods represented in our stock; so we append herewith only a comparatively small list of the

SUBSTANTIAL BARGAINS

Department A

Extraordinary Values in Every Class of Domestic Dry Goods

Prints, Percales, Gingham, Tickings, Shirtings, Muslins of all kinds, Ready-made Sheets, Pillow-cases, Pillows, Feathers, Pillow-tops, etc.

Table Linens, Napkins, Towels, Tray Cloths, Etc.

- 1 Bale 36-inch Unbleached Muslin, 7½c grade, 16 yards for\$1.00
- 1 Bale 40 inch Unbleached Muslin, 10c grade, 12 yards for\$1.00
- 1 case Bleached Muslin, 11c grade, 12 yards for\$1.00
- 1 case Bleached Muslin, 11c grade, 11 yards for\$1.00
- 1 case Hemlock Cloth for shirt waist suits and shirt waists, 12½c yard grade, to go at per yard9c
- All Best Prints, per yard5c
- 1 case good Apron Gingham, per yard5c
- 1 case best Apron Gingham made, per yard only7c
- 200 yards 72-inch Bleached All Linen Table Damask, worth 75c and 85c yd., to go at65c Yd.
- 200 yards 72 inch Table Damask, \$1.00 yd. grade 83c Yd.
- 200 yards \$2 Satin Damask Linen, only\$1.50 Yd.
- 50 Doz. Huck and Damask Towels, 50c pair, to go at42c Pair
- 50 Doz. Bath Towels, special to go at 34c a pair, sizes 19 and 42 inch and other equally good values.
- 500 yards 10c Crash, only8c Yd.
- 500 yards 12½c Crash, only9c Yd.
- 500 yards 15c Crash only12c Yd.

Department B

Hosiery, Underwear and Furnishing Goods Bargains

- Children's Black Ribbed Stockings, splendid quality, only12c Pair
- Ladies' Fancy Cotton Hose, very desirable and handsome, all at special bargain prices.
- Men's Fancy Cotton Sox, worth 25c at only 18c a Pair
- Great Bargains in Ladies', Misses', Men's and Boys' Underwear.
- Special lots of broken sizes will go very cheap.
- Children's Union Suits at19c
- Boys' Fleece Union Suits at35c
- Ladies' Fleece Union Suits at45c
- Men's Fleece Shirts and Drawers, splendid quality, only43c
- Men's Fancy Shirts, only a small lot will go on sale at35c
- Men's Fancy Shirts with attached and detached cuffs at only78c
- Ties, Scarfs and other Furnishings at reduced prices.

Department C

See the List of Splendid Values

- 1 Counter machine made Torchon Laces, 1 to 3 inches wide, worth from 5c to 8c per yard, to go at3c Yd.
- 1 Counter Torchon Laces 2 to 3½ inches wide, with Insertions to match, worth from 8c to 10c per Yd. to go at5c Yd.
- 1 lot fancy floral warp print Ribbons, good wide widths, worth from 20 to 35c per yard, to go at12½c Yd.
- 1 lot Ladies' Silk Neck Scarfs, 2 yards long, good width, worth 50c to 60c each, to go at25c Each
- 1 counter Ladies' Handkerchiefs, plain and barred, neatly hemstitched, worth from 5c to 8c each, during this sale3c Each
- 1 lot All Linen Handkerchiefs, hand drawn corners, the kind you can depend on wearing, during this sale12½c Each
- 1 lot Ladies' Belts, silk and leather, worth from 25c to 50c each, during this sale 10c Each
- 33 1-3 per cent off all China and Dolls.
- 25 per cent off all cut glass
- 25 per cent off all Smoking Jackets.
- 10 per cent off all Leather Goods.

Departments D, E, F and S

Represent the Dress Goods, Silks and Trimmings

- In these departments there will certainly be something doing if the following items and prices are observed. It will pay to read them over carefully.
- 15 pieces plain and fancy Dress Goods in Batiste and Serge weave Goods, worth up to \$1.50, Sale price79c Yard
- 6 pieces fast Satin Stripe Challie to go in this Sale 29c Yd.
- 5 pieces 50c Novelty Dress Goods19c Yd.
- 1 lot plain and fancy Taffeta, worth up to \$1.50, Sale price73c Yd.

Department G

READY-TO-WEAR DEPARTMENT

BARGAINS! BARGAINS! BARGAINS! Suits, Skirts, Fur Coats, Coats, Waists, Fur Scarfs, Capes, Dresses, Muffs.

- 15 Ladies' Tailored Suits to close at\$9.98
Former price \$15.00 to \$25.00
- 20 Ladies' and Misses' Long Coats in Black, Colored and Mixtures to close at\$4.98
Former price \$10.00 to \$20.00
- 7 Ladies' Wool Cravenette Coats to close at ONE-HALF OF THE REGULAR PRICE
Regular price \$10.00 to \$20.00
- 4 Brown Caracul Coats to close at \$5 each
- 7 Velour Coats, 27 and 36 in. lengths to close at ONE-HALF OF THE REGULAR PRICE
Regular price \$25.00 to \$32.50
- 14 Opera Capes and Coats to close at ONE-HALF OF THE REGULAR PRICE
Regular Price \$15.00 to \$30.00
- 7 Children's 3-4 Length Coats to close\$3.48
- 15 Ladies' Silk Shirt Waist Suits, Black and colors, to close at ONE-HALF REG. PRICE
Regular price \$18.50 to \$35.00
- 15 Ladies' White Lingerie Dresses to close at ONE-HALF OF THE REGULAR PRICE
Regular Price \$7.50 to \$20.00
- Special Discount Prices on Coats, Suits, Furs, Waists and Skirts that are not put out at special prices.
- Two Special Lots of Dress Skirts, great bargains—
Lot 1, Black and Colors\$2.48
Lot 2, Black and Cream\$4.48
THESE ARE THE GOODS THAT BEAR DOWN HEAVY ON US, BUT LIGHTEN THE BUYERS' BURDEN.

Department H

A Great Collection of Staple and Fancy Merchandise

Read Over the List Following Here:

- Bargains in Embroideries and White Goods.
- Great Bargains in Muslin Underwear.
- Bargains in Petticoats—Black and Colored Taffeta, Black and Colored Heather-bloom, Black Mercerized Satine, Morine and Alpaca.
- Bargains in Long and Short Fleece Kimonos, Bath Robes and Dressing Sacques.
- Bargains in Children's Wool Dresses—sizes from 6 to 14 years.
- Bargains in Children's Headwear and Cloaks.

Department M

Lace Curtains Curtain Materials Blankets, Comforts and Spreads

- All single pairs of Lace Curtains at half price.
- Lot 1—Swiss Curtains worth \$2.00 at\$1.50
- Lot 2—Swiss Curtains worth \$1.50 at\$1.00
- 10 per cent discount on all Curtain Materials.
- 100 yards of 12½c and 15c Silkolines will be closed at7c per Yd.
- Large assortment of Cotton and Wool Blankets, Comforts, Spreads and Couch Covers at a Special Discount.

Department I

CARPETS, RUGS, MATTINGS, LINOLEUMS

If ever there were Bargains—Real Bargains offered in this line in Richmond, these certainly will eclipse them. We quote herewith only a few items:

- All Wool Ingrain Carpets at50c per yard
- Half Wool Ingrain Carpets at40c per yard
- Granite Carpets at20c per yard
- Tapestry Brussels Carpets at50c per yard
- Velvet and Axminster Carpets at60c per yard

- Size 9x12 Tapestry Rugs from\$ 9.50 to \$15.00
- Size 9x12 Velvet Rugs from\$18.00 to \$20.00
- Size 9x12 Body Brussels Rugs from\$18.00 to \$22.00
- Size 9x12 Wilton Velvet Rugs from\$23.50 to \$35.00

All other Carpets at a big reduction.
All Mattings, Oil Cloths and Linoleums at a reduced price.
This is an opportune time to buy even for later use.

It is our purpose to make this sale one of the greatest of selling events. If low prices and a large stock of merchandise, such as our store contains, can be made attractive to the buying public, then there will be ten days of great activity prevailing.

Bear in mind the dates, from Wednesday, January 13, to Saturday, January 23, 1909.

THE GEO. H. KNOLLENBERG COMPANY