

Boston Store

H. C. HASEMEIER CO.

RICHMOND, INDIANA

Boston Store

H. C. HASEMEIER CO.

For Twenty-seven Years

We have gone steadily forward with faith, foresight and courage. We have demonstrated commercial ideals that were regarded as beyond all bounds of possibility. One and not the least of these is one and the same price to all. Here we give you the best, and all we can without the asking.

Winter Clearance

Talk don't amount to a snap of the finger. After all is said and done it's GOODS and PRICES that the people want. LOWER PRICES. If you have any doubts in the matter where the goods are and the savings are real, you can easily settle them by a visit to the BOSTON STORE during this Winter Clearance Sale.

Sale Opens

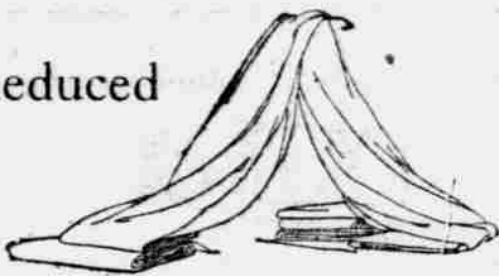
Saturday
January 14th

Closes Saturday
January 28th

13-Sale Days-13

Dress Goods and Silks

All Reduced



\$1.69 A YARD—Yard wide all Silk, Satin, Messaline, full line of colors including black
—Sale Price, \$1.39

\$2.39 A YARD—Yard wide all Silk Chiffon Taffeta, all the wanted shades, including navy, brown and black
—Sale Price, \$2.39

\$2.49 A YARD—40-inch all Silk Satin Charmeuse, plenty of navy, brown and black—Sale Price \$2.49

\$1.19 A YARD—23-inch all Silk natural Pongee, for Handkerchiefs, Blouses, Dresses and Undergarments.

\$1.39 A YARD—36-inch all Silk Black Chiffon Taffeta, beautiful finish.

\$1.29 A YARD—36-inch all Silk Black Satin Messaline, fine bright finish.

89c A YARD—33-inch Fancy Silk Shirtings, beautiful multi-colored stripes.

1.49 A YARD—44-inch all Wool French Sergé in the two best shades, brown and navy blue.

\$2.00 A YARD—50-inch all Wool French Sergé in all wanted shades with plenty of navy blue.

\$1.00 A YARD—5 pieces fancy Wool Plaids, good color combinations and width.

NAVY BLUE TRICOTINES—Still the favored cloth for Dresses, Suits, Skirts, etc. The widths are 50 and 54-inch
—2.95, \$3.50, \$4.50

Small Goods for LESS

O. N. T. SEWING THREAD—All Numbers black or white
—Sale Price, 6 spools, 29c

O. N. T. CROCHET COTTON—All Numbers, white or ecru
—Sale Price, 5 balls, 45c

PALM OLIVE SOAP—Limit 6 bars
—Sale Price, 6 for 39c

BOB WHITE TOILET PAPER—Limit 12 rolls
—Sale Price, 12 rolls, 48c

DOLLS—12-inch Dressed Doll with hat, shoes and stockings, wig and sleepy eyes, about 100 left from Christmas
—Sale Price, 39c

In Our Second Floor Department

Not a single item in the Ready-to-Wear Dept. but what will show a reduction of one-fourth to one-half



SUITS

Our entire line at just HALF PRICE. None held back. Sizes up to 47 bust. Price range \$20.00 to \$60.00. Now—

\$9.98 to \$30.00

Enough said.

COATS

All at one-third and one-half off, including the new goods received the past week. Fur collars, silk lined. Note the range:

COATS worth up to \$25.00, choice..... **\$13.48**
COATS worth up to \$32.50, choice..... **\$17.98**
COATS worth up to \$45.00, choice..... **\$22.98**
COATS worth up to \$55.00, choice..... **\$33.98**
COATS worth up to \$70.00, choice..... **\$42.98**

See the special lot of Coats, values up to \$30.00, choice..... **\$9.98**

Blouses

All the newest and latest colors and combinations, also suit colors—all one-fourth to one-half off. See the special lot in values up to \$5.98. Choice, \$1.48.

Wool Middies

Red, navy, green, \$5.98 value. \$4.48. Cotton Middies all reduced \$1.00 to \$2.25.

Raincoats

Ladies', Misses' and Children's. Entire line one-fourth off.

Petticoats

Jersey and Taffeta, all show a reduction of 25%.

Furs

Entire line at one-third and one-half off.

Children's Wool Dresses
Sizes 6 to 14 years, all one-fourth off.

Children's Gingham Dresses
Sizes 2 to 14 years, all one-fourth off.

House Dresses
Percale and gingham, sizes up to 52 bust, all show one-fourth off. Specials at \$1.50, \$1.88 and \$1.98.

Dress Skirts

Serges, Tricotines, plaids and stripes, pleated models, all sizes at one-fourth to one-half off.

Sweaters

Ladies', Misses' and Children's, all one-fourth off. All color or style you may wish. Children's 50c to \$4.48; Ladies' and Misses' \$3.75 to \$16.50.

Ribbons and Small Goods

at Big Reductions

100 PIECES—Wide Ribbons in Moire or Taffeta, some plain, others fancy; regular values up to 69c
—Sale Price, 39c

50 PIECES—Extra wide Ribbons for Hair Bows, Sashes, Girdles, etc. etc., regular values worth up to \$1.00
—Sale Price, 50c

STATIONERY—Just received 100 Boxes, 4 colors assorted, 48 sheets and envelopes, the colors are pink, blue, buff, white
—Sale Price, 50c

HOT WATER BOTTLES—All of our regular \$1.25 and \$1.50 values, your choice
—Sale Price, \$1.00

FRENCH IVORY—Our entire line of this popular item including Hair Brushes, Combs, Mirrors, Trays, Boxes, Hair Receivers, Puff Boxes, etc., all to go at One Fourth Off

PURSES AND BAGS—We offer during this sale our entire line of Bags and Purses at 1/4 off. All new goods, many received since Christmas. See the special values
—95c, \$1.88, \$3.00, \$3.75



Gloves

68c PAIR—Kaysers 2-clasp Chamoisette Gloves, all wanted shades and sizes
—Sale Price, 69c

\$1.00 PAIR—Ladies' strap wrist Chamois Suede Gloves, full 8-button length, most all shades and sizes—Sale Price \$1.00

\$1.50 PAIR—Ladies' 2-clasp real Kid, white only, all sizes, regular values worth up to \$3.50. About 100 pairs in the lot
—Sale Price, \$1.59

Spring Percales

19c YARD—200 pieces all new goods, light or dark in checks, stripes or figures; a splendid time to make your selections
—Sale Price, 19c

27c YARD—These are the famous Manchester Percales, the finest percale made, with a permanent Cambric finish, good line of light or dark colors
—Sale Price, 27c

Underwear and Hosiery

Exceptional Low Prices

LADIES' KNIT UNDERWEAR—Union Suits in cotton, all styles and weights
—Sale Prices from \$1.25 to \$2.50

Large lines of Ladies' Wool and Silk and Wool Union Suits in all styles. Sale prices, wool, \$3.25 regular sizes; \$3.50 extra sizes. Silk and Wool for \$3.50 and \$3.75. All Forest Mills brand.

See the special Ladies' Union Suit in fine carded cotton, high or low neck, half or long sleeves, good weight fleeced, all sizes, \$2.50 value
—Sale Price, \$1.50

LADIES' VESTS AND PANTS—Medium weight or heavy fleeced vests, half or long sleeves
—Sale Prices, 90c and \$1.10

MEN'S KNIT UNDERWEAR—Shirts and Drawers, ribbed, with light fleece, also a number in heavy flat fleece, all sizes, from \$4 to \$1.75 value
—Sale Price, 90c

Men's Union Suits, medium weight ribbed with light fleece, at \$1.60 and \$2.00. Heavy flat fleece, all sizes, \$1.80
Men's Dr. Wright's wool fleece Union Suits
—Sale Price \$2.70

CHILDREN'S KNIT UNDERWEAR—Union Suits greatly reduced, all styles. We call special attention to the number with waist attachment, all sizes for \$1.10

See the extra special Union Suit for children, good weight, long sleeve, all sizes, 50c

OUTING GOWNS—Ladies' special number good patterns, all sizes
—Sale Price, \$1.00

Others from \$1.50 to \$3.50. In some instances the better goods are half the regular price.

Men's Outing Gowns and Pajamas, all greatly reduced—\$1.50 to \$3.00

HOSIERY—Ladies' thread silk fashion back good quality, all the leading shades, every size
—Sale Price, \$1.00

Special in a ladies fiber silk Hose, all the desired colors, long silk boot
—Sale Price, 75c

CHILDREN'S HOSE—Pony brand, choice of five weights priced from 25c to 55c. Buy Pony hose and end your hosiery troubles.

CHILDREN'S HOSE, 15c—Special number in black only, medium weight, all sizes
—Sale Prices, 15c

INFANTS' HOSE—Splendid line in black, white and brown, priced from 25c to 55c

LADIES' MUSLIN UNDERWEAR—Special discount, all choice, new, clean merchandise. Gowns, Chemise, Corset Covers, Drawers, Pajamas.

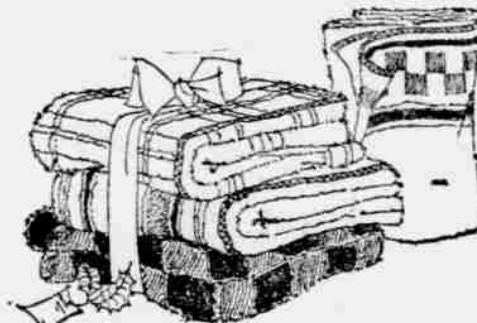
Now is the Time to Buy Your Blankets

One lot grey cotton, good size and weight, \$2.98 value, choice, pair—

\$1.98

One lot grey, extra large and weight, \$4.00 value, choice, pair—

\$2.79



Beacon Bath Robe Blankets

Assorted colors with cord to match, \$6.50 value; choice.....

\$4.98

Dress Gingham

One counter, 32-inch wide, assorted Plaids and Stripes, values up to 59c; choice, yard.....

25c

Madras Shirtings

One lot striped assorted colors, 36 inches wide, values up to 40c; your choice, yard.....

25c

One lot Woolnap, 74x84-in. extra heavy, \$7.00 value; choice, pair—

\$4.98

All St. Mary's Wool Blankets reduced, special pair—

\$7.65 \$8.98

\$13.50

Bed Comforts

Will all show a reduction. See the special home made \$3.98 Silkoline or Challie.

Kimono Aprons

One lot light and dark Percale, full size, \$1.25 and \$1.50 values; choice.....

69c

See the special lots, Gingham or Percale at \$1.23 and \$1.79

Long Cloth

One lot 36-inch soft finish, 30c value, per yard.....

20c

Sheets, Pillow Case, Towels, Damasks

—at Substantial Reductions

Sheets and Pillow Cases

Now is the time to save on Sheets and Pillow Cases. Made from good standard Muslins, with wide deep hem, beautifully finished.

72x90 Seamless Sheets
—Sale Price, \$1.05

81x90 Seamless Sheets
—Sale Price, \$1.15

90x90 Seamless Sheets
—Sale Price, \$1.25

42x36 Pillow Cases
—Sale Price, 25c

45x36 Pillow Cases
—Sale Price, 27c

FANCY TOWELS—All Fancy Turkish and huck towels reduced. Here you will find some very special values.

BETTER SHEETS and CASES

We show a wonderful line of fine scalloped and hem-stitched sheets and cases to match done in the finest sheetings. You will be pleased with them. Sale Price—

Sheets, \$1.65, \$1.75, \$1.95

Cases, 48c, 50c, 65c

TOWELS—The Towels offered in the January Sale are the best values offered in years. Three special lots.

19c—25 dozen of a good double thread towel, good weight and size
—Sale Price, 19c

25c—25 dozen of this number, which we think is our best value. Good weight and size.

35c—Just 15 dozen of them, extra large size and very heavy weight double thread.

Table Damasks

LOT NO. 1—5 pieces 58-inch mercerized Table Damasks, good line of patterns
—Sale Price, 50c

LOT NO. 2—5 pieces 64-inch mercerized Table Damasks, all good designs, very special
—Sale Price, 79c

LOT NO. 3—5 pieces, 70-inch, very fine mercerized Damasks, the finish is beautiful and the patterns are all new
—Sale Price, \$1.19

BETTER DAMASKS—No regular prices, all reduced, the better opportunity to buy fine linens you have had in years. We will be pleased to show you the line.

DOMESTIC DEPT.

Everything at Reduced Prices

Business comes of its own accord, but prices like these bring more business.

HOPE or SAXON MUSLIN—Your choice of these well known brands, full pieces, perfect goods, none sold to dealers
—Sale Price, 7 yards for \$1.00

HILL, FRUIT, LONSDALE—You know the brands. Take your choice of any of these
—Sale Price, 18c

LONSDALE or BERKLEY CAMBRIC—Soft finish, fine smooth thread, for fine sewing
—Sale Price, 29c

UNBLEACHED MUSLIN—500 yards good weight and clean, easily bleached
—Sale Price, 7 yards for \$1.00

UNBLEACHED MUSLIN—Full yard wide, heavy thread, strong and firm, very special
—Sale Price, 17c

PILLOW TUBINGS—Only standard brands, that is the only kind we sell.

36-inch—Sale Price, 32c 40-inch—Sale Price, 35c

42-inch—Sale Price, 37c 45-inch—Sale Price, 39c

PEPPEREL or SAXON SHEETINGS—At reduced prices for this big selling event.

74 Width Seamless 55c

84 Width Seamless 57c

94 Width Seamless 60c

104 Width Seamless 65c

INDIAN HEAD—For all sorts of uses, we carry all widths, better buy all you need. 36-inch—Sale Price, 29c; 44-inch—Sale Price, 37c; 54-inch—Sale Price, 53c.

TABLE FELT—Protect your table top with our heavy felt padding. The width is 34-inch, very heavy
—Sale Price, 90c

FEATHER TICKING—All standard goods and guaranteed to hold feathers; the two best widths.

36-inch—Sale Price, 50c 32-inch—Sale Price, 50c

APRON GINGHAMS—All standard goods, full line of patterns and colors
—Sale Price, 15c

CANTON FLANNEL—Either bleached or unbleached, good weight, fine soft fleece
—Sale Price, 20c

TOWELING—500 yards, either bleached or unbleached, full width, good weight, very special
—Sale Price, 12½c

STEVENS ALL LINEN TOWELING—Full width, good close woven, either bleached or brown
—Sale Price, 19c, 21c, 23c, 25c

THE STORE WITH ONLY ONE PRICE