

1912

Butterick
Patterns

Booth's Big Annual Clearance Sale

1912

Bon Ton and
Gossard Corsets

Lace Remnants Cut and Marked

Inventory has made a lot of Lace Remnants to be closed out at small prices. Each piece marked with yards and price. Wait on yourself.

Outing Flannel---The Best, 9 1-2c yd.

During this sale our 12 1/2 and 15c line of Heavy Outing Flannels in pretty patterns, will go at this remarkably low price.

9c For Curtain Swiss Worth 15c

Every day finds their use. The drapery department must give these out.

Ladies' Neckwear---Choice 9c

A large assortment of Fishu and Dutch Collars in embroidery and lace. At this sale, choice.

Ladies' Chamoisette Gloves---25c

These for while they last. You have never seen them sold so low. Every pair our regular stock, but now sold at.

Clearance Prices Best Kid Gloves

A remarkable opportunity to buy Gloves. Our \$1.50 Tryphosa French Kid Gloves, \$1.19. Our best \$2.00 Geneva kids, wonderful \$1.69.

Entire Stock of Furs Greatly Reduced

This our greatest fur season, is finding us with a few extra good values for GREAT CLEARANCE SALE. \$7.50, \$8.50 and \$9.00 Scarfs or Muffs in different furs and styles. Entire line of better grades, in many instances Half Price. We won't reserve—the stock must now go. Will be higher next year—a good investment.

Ladies' Underwear

25 per cent off.

Clearance savings that are actual. Many people don't realize what a saving that means. Go through our department and price with this discount our lines of Monitor & Athena Underwear and get an idea. This Underwear fits better, wears longer and at the prices offered a two year's supply is warranted. We can't talk too strong about this department and the saving to you.

White Wash Waists

\$1.00

About 100 nice White Waists, lace trimmed, worth \$1.50 to \$2.00. Fit perfect, and quality good. \$1.00. Extra quality new Black Messaline Waists, fancy braided designs. Absolutely the latest. Equal to \$5.00 and \$6.00 Waists. On sale \$3.69. Novelty Waists of Chiffon, Marquessette, Etc. All the latest and prettiest at clearance prices.

Children's Underwear At Clearance Prices

Many odds and ends accumulate here. Everyone needs some odd garments to fill out the season. Here's your opportunity to get two garments for the price of one. All displayed.

Crib Blankets, 59c

Pink and Blue, with animal figures, each.

Ladies' Knit Shawls

Knit Shawls for Ladies in good warm wool—good size. All at Clearance prices.

Bleached Turkish Towels, 12 1-2c

Full bleach, good heavy Towels, each one hemmed. A bargain.

SPECIAL ART GOODS SALE.

This new department bids fair to be one of the best in the store. Special 24-in. Drawn Work Doily, 75c. Special lots of Battenberg, Drawn Work and Fancy Pieces of all kinds, will be displayed at cut prices, to boost this Art Department. Watch this department the year round. It is interesting.

WOOL DRESS GOODS.

50 pieces of Dress Goods in all colors, will be placed on sale at big reductions. We want everybody to see these values. We want to clean up the entire stock right now and no price will stand in the way.

Safety Pins

Regular 5c Pins everywhere. Good quality, all sizes. 3 packages for.

19c Tacum Powders 19c

Williams', Colgate's, Mennen's. 19c. Dr. Grave's Tide, large package, guaranteed. 15c.

20c Flannelettes 15c

Pretty patterns in Heavy-Fleece, dandy for Kimonos, etc., in stripes and Oriental colorings.

SPECIAL DISCOUNT ON HAND-PAINTED CHINA AND BRIC-A-BRAC—25 PER CENT OFF.

This will comprise our finest lines and make a great opportunity to purchase home decorations and party prizes at a marked reduction.

We want to impress on you the value of this sale. No effort will be spared for its success. We will go into each season with new stocks—hence these Clean-up Sales. Watch our store advertising all the time. It will mean real sales, and when we say so it will be so.

BEGINS SATURDAY, JAN. 6TH 10 DAYS

Read—This Annual Sale has become a Real Event. This is a Sale that is all it implies—a Clearance of Winter Stocks—grand reductions to reduce stocks. Nothing reserved in this great store. Our inventory is completed early that we might find the various items we specially wish to close now and the price at this sale is marked where the buyer can't resist. We desire you to watch our sales this whole year, for we are determined to make it chuck full of the real business sales that are legitimate and honest—this is the starter. Many items we can't mention will be on sale at irresistible prices. Tell your friends and bring them and shop in pleasure. Read every word we say. This is to be a great year with us and this, The Big Dry Goods and Ladies' Store of Twin Falls.

Booth Mercantile Company

Grand Clean Up Afternoon and Evening Dresses—Street or Party Wear

This department has been a grand success. The beautiful costumes now left in Misses' and Ladies' sizes will be sold regardless of cost or previous price. The line includes Party Gowns in Messaline, Silk and Challies, and Street Dresses in Serge, etc., and every one a classy garment—and it's wonderful what a little money will buy in this department and how little it costs to make a good appearance.

Coats and Suits Greatly Reduced

Any Suit in the house, Half Price—15.00 Suits, \$7.50; 20.00 Suits, \$10.00; 25.00 Suits, \$12.50; 35.00 Suits, \$17.50.

Ladies' Black Broadcloth Coats Greatly Reduced

Good style for every year—full length, good quality Coats, that never go out. This sale reaches even them. Don't delay; your size will be gone.

Silk Petticoat

25% Off

50 Taffeta Silk Skirts, 25 per cent off. Black or Colors—all good. This department must furnish its share of discounts. 20 per cent Discount on Kimonos and Matinees. Silk, Crepe or Flannelette.

20% Off

CHILDREN'S WOOL GLOVES.

Regular 35c, all wool 25c.

HAIR BRUSH SPECIAL.

Extra quality real bristle, hand made, solid back, worth \$1.00 to \$1.50. One big lot, your choice.

Don't Forget

We are sole agents for ROYAL WORCHESTER, BON TON and GOSSARD CORSETS. Competent person in charge to do fitting.

Chinaware on Sale

25% Discount

Our store will not permit of a regular display of these goods, hence we wish to close them out. Plain white, Gold band and Gold and Black, all high class imported china, at 25 Per Cent Discount. 25 per cent discount on this grade of goods makes a price extra ordinary, indeed. Full sets or open stock. Don't pass this great opportunity.

MEN'S AND WOMEN'S SPATS.

Black, Grey and Tan. Rain-proof regular 75c. 50c.

MEN'S WOOL SOX 19c.

Fine black Cashmere sox. 19c. Extra quality black wool sox, sold most places at 75c, to close.

Closing Out Men's Rubbers And Overs

Entire line of Men's Overshoes and Rubbers to be closed out at cost.

Children's Coats Less than Cost

The entire stock as above advertised. Select your choice. Sizes 2 to 4.

Children's 20c Hose---Heavy and fine--15c

Odds and ends of 20c line, both heavy rib and fine rib hose. 3 1/2 to 9 1/2. Heavy for boys and fine ones for girls. Every one a bargain.

35c Colonial Draperies 25c

Nothing made equals the Colonial. A rare opportunity. Fast colors in conventional designs on Peru, Madras, Solid everywhere at 35c. One lot to close out.

Children's and Misses' Sweaters, Half Price

This lot is solid Knit Sweaters, regular retail prices \$2.00 to \$4.50.

HALF PRICE

Ladies' Hose Specials, 9c, 19c and 25c

An opportunity not offered often. Good cotton Hose, sure dandies. 9c and 19c. Our regular 35c Mercerized Tisle Hose, none better.

Remnants

Inventory found many in Silk, Gingham and Wool, Etc. All tagged and at a great money saving. We will close them out now.

Entire Stock of Millinery Half Price and Less.

Our trimmer is leaving for the east. You can buy a fill-in hat in modish patterns for the least money ever. When the season is over these are of little value to us and now we will close them out for that little. This has been our biggest season and we can afford to close the balance at a big loss. We will give a hat to any woman bringing us two hat sales.

Bargains in Good Blankets

Our Blanket customers are our best friends. Bargains to all.

A great heavy Cotton Blanket in large size and a good color, worth \$1.75.

REMARKABLE—Heavy wool finish Blanket in pretty plaids, different colors.

Heavy wool plaids, soft and fine, simply beautiful. Here are values cutting enough to buy for years to come.

Great Rug Sale

We hold the Rug Supremacy of Twin Falls. Our eastern buying connections enable us to buy at the lowest possible prices. During this sale prices never made in this city are offered and won't soon again be equalled.

8 only 9x12 extra quality heavy Axminster, Oriental patterns and good colors, \$30.00 values. 20.00. 7 1/2x9 Oriental one-piece Velvet Rugs. 13.75. 9x12 Velvet Rugs—pretty—great for. 20.00.

Clearance Sale of Shoes, Jan. 6 to 16

Men's, Women's and Children's. Not a single pair of this great stock reserved. This clean up means a remarkable saving to every patron.

Ladies' Shoes

This stock comprises hundreds of pairs of Patent, Vici, Gun Metal, etc., in dress shoes and party slippers, that will be sacrificed to make this big sale a success and to reduce this stock to a new basis. On hundreds of pairs \$1.00 to \$2.00 per pair can be saved. Many broken sized lots at half their value. The big shoe sale of the season.

Children's Shoes

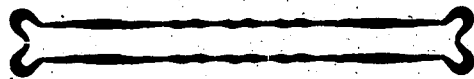
One brand of manufacture will be discontinued. To get these off our shelves the most attractive prices possible will be made for ready action. This is an extreme effort to clear up this stock. These are reliable shoes and to go quick we will take the sacrifice.

Men Look Here

Every pair of Men's Shoes to be closed out. We are discontinuing Men's Shoes of all kinds. Work Shoes, High Cuts and Dress Shoes—Patent, Vici, Gun Metal, Etc. Every pair cut to close. E. Z. Walker, Napco-ton, Crockett, etc. Two or three pair will be a great saving for each man. E. Z. Walker's, \$2.50. (Dress Shoes, \$2.38. Crockett \$5.00 Shoes, \$3.55. \$6.00 Crockett \$4.50. Don't fail to fit your feet at this sale.

BOOTH MERCANTILE COMPANY

A ROCKY ROAD AHEAD FOR POOR PRINTING



Every bit of good printing done for your competitor makes the poor printing---or the ordinary printing---which you are "using up" because you have it, more certainly and inevitably harmful to your business.

For this is the day and the hour and the vogue of distinctive, GOOD printing. And it does, usually, cost somewhat more, of course ---in "first-cost." After that, it doesn't "cost" ---it "pays."

Good Food Makes

Healthy Children

Good food need not be dear

Good, plain, healthy groceries that are one hundred per cent pure—the only kind we can find worth while to eat—are of more value than all the fancy food schemes you hear so much about. Give your children the kind of groceries we keep. We have the kiddest and you may rest assured that a child may eat any food article in this store with every advantage to his health.

Good food makes healthy children. Let us show you what we have done to help along the pure food movement. Come in today and compare our prices and quality with any other store in this country.

Some Specialties This Week

Kellogg's Corn Flakes.....10c	Mrs. Robert's Coffee.....10c
Violon Corn Meal, 2 for.....25c	Orange Pudding, per lb.....25c
Violon Corn Meal, 2 for.....25c	Monarch Coffee, per lb.....25c

Twin Falls Grocery And Mercantile Co.

Twin Falls, Idaho

Local and Personal

John—To Mr. and Mrs. Levi Starnum, a daughter.

F. A. Clark is in the city today from his home in Tuley.

Miss Grace Bryant is spending the week in Idaho, visiting with friends.

J. A. Potter was in the city Wednesday from his home in Kimberly, transacting business.

Mr. and Mrs. W. H. Munroe spent Christmas in Hansen, the guests of Mrs. Munroe's parents.

James H. Greenback was in the city Wednesday from his home in Jerome, looking after business matters.

W. A. Delow of Pomeroy, Wash., was in the city last week visiting with his daughter, Mrs. George Lacy.

County Superintendent T. W. Potter departed Sunday evening for Boise to attend the state teachers' meeting.

O. M. Elliott, city superintendent of schools, departed Monday for Boise, to attend the State Teachers' association.

Mr. and Mrs. Clyde Hardy of Rupert, will spend the winter in the city with Mrs. Hardy's mother, Mrs. A. C. Young.

Mrs. C. E. Booth, who has been confined to her home for some time just by a severe illness, is slowly recovering.

A deal was made the first of the week whereby Ernest White sold his elegant home in East Tuley to the Tandy Whitesworth.

C. A. McIntire, one of the prominent business men of Jerome, was a business visitor in Twin Falls for a day the middle of the week.

Ernest Seaton, one of the prominent business men of Jarboe, was in the city for several days this week looking after business matters.

Thomas Keel of Fairbanks, Alaska, is in the city visiting with his brother, John Keel, of the Twin Falls Tuley and Avenue company.

The Ladies' Guild of the Episcopal church will meet with Mrs. I. B. Perrine Thursday afternoon, January 11. A silver tea will be served.

Thursday morning of this week was the coldest of the season. The government thermometer registered seven and one-half degrees below zero.

Don H. Clark of the U. S. Government experimental staff with headquarters in Boise is in the city this week attending the State Dairy convention.

The Wednesday Sewing club met at the home of Mrs. H. J. Hill Wednesday afternoon, the following ladies being present: Meddies Mallory, Miss White, Janvrite, Milson and I. B. Perrine.

Miss Edith Taylor returned home Saturday from Hansen, where she had been visiting friends for several days. Miss Taylor was accompanied home by Miss Mable Gager, who will visit with her for several days.

Edward J. Konrad and Miss Alice D. Porter, both of Heyburn, were married by Rev. John Gierke, pastor of the First Presbyterian church Wednesday afternoon. The newly weds departed for their home on the evening train.

Prof. S. R. Scott, who is engaged in teaching at Elgin, Fremont county, was in the city for several days during the holidays visiting with his old time friend, H. C. Scranton. He also spent a day or two near Piler, where he taught last winter.

J. P. Green arrived in the city today from Corvallis, Oregon, where he is attending the state agricultural college. He was called here by the serious illness of his father, Mr. Green was accompanied by his brother, William, who resides in the state of Washington.

Miss Stella Perrine gave a New Year's party Saturday evening to a few of her friends to watch the coming of 1912. The young folks spent the evening listening to music and with much merriment the clock struck twelve when they went out in the yard and assisted in welcoming the new year in the usual way. Those present were Lydia McMaster, Lena Woods, Stella Perrine and Keith Jones, Glen Kirkpatrick and Joe Stetler.

Mr. and Mrs. W. R. McMillan of Hagerman, were visitors in the city for a day or two this week. They were here to attend the state dairy convention.

For next week at the Orpheum, Manager Anderson has been able to secure the Jarboe Musical act, said to be one of the best acts of its kind on the road, and should be seen to be appreciated.

Miss Rose Dyrgert is spending the week in Boise visiting with friends.

Attorney J. C. Rogers arrived in the city yesterday and will remain for a day or two on legal business.

Prof. and Mrs. Harry Jones have leased the Frank Mitchell residence and will make that place their home during the absence of Mr. and Mrs. Mitchell in the east.

PRIEBE'S WATCH REPAIR DEPARTMENT

No doubt when your watch comes to us for repairs. Our work is backed up with a guarantee by the oldest reliable Jeweler firm on the Twin Falls tract. Our prices are very low considering the class of work we do. We are fitted up to do work on short notice, but advise work to be left for timing and adjusting which receives our best attention. Satisfactory Watch Work.

W. R. PRIEBE

115 Bank & Trust Bldg.

JEWELER

Twin Falls, Idaho.

O. S. L. Watch Inspector.

Complete Optical Parlor in Connection.

Lee Stetler took several of his young friends out for a jolly sleigh ride Monday evening. The following made up the party: Pauline Evans, Margaret Wilson, Lydia McMaster, Stella Perrine, Donald Adams, Willard McMaster, Keith Jones and Glen Kirkpatrick.

On Saturday afternoon Mrs. I. B. Perrine entertained at a four-course luncheon in honor of Mrs. Marshall who is visiting with her daughter, Mrs. W. H. Greenback. Following were those present: Meddies Greenback, Dobb, E. B. Williams, Graham, Allen, M. J. Sweetley, Roy, L. B. Perrine.

Just after they had left the yards coming out of Twin Falls Monday morning on the motor car used on the Hillier branch, Foreman Gus Follis and another workman of the section crew were overtaken by a freight train. The car was taken to the repair shop. The men escaped without injury. (Herald.)

J. W. Craven arrived home the last of the week from Boise where he had been for several weeks attending to the stockholders of the Jarboe Central Mining company held a meeting in this city December 27, and elected officers for the coming year. The company will take steps to at once start developing work on their property, which is one of the best in the camp. Following are the officers elected: President, J. P. Duncan; vice president, Ernest White; secretary-treasurer, A. E. Paine; directors, John Macfate, H. O. Milner and Ira Brackett.

The Twin Falls band will give a concert and dance at Collison hall this evening. The concert will commence at 8 o'clock and will last until 9:30 and dancing will continue from that time until 12 o'clock. The boys have received a large amount of new music and the program for the concert will contain a large amount of the latest musical selections. The band boys deserve liberal support and it is to be hoped that the citizens will turn out in force. Admission to the concert is twenty-five cents and fifty cents for the dance with ladies free.

Twin Falls lodge, No. 23, I. O. O. F., and Phrymire Rebekah lodge, No. 76, will hold a joint installation in regular form, on the evening of Jan. 8th, 1912, in the K. of P. hall. There will be other things doing besides the installation and a good time is expected. All Odd Fellows and Rebekahs are cordially invited to be present.

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L. A. Nelson was a business visitor in the city Wednesday from his home in Milner.

Mrs. H. T. West and Abner were in the city Tuesday afternoon to be in attendance at the dairy convention.

A. E. Gibson, editor of the Gem State Rural of Caldwell, arrived in the city Wednesday afternoon to be in attendance at the dairy convention.

W. D. Smithwick was in the city the last of the week from his home in Castelford, looking after business matters.

Miss Chylie Arbuckle has accepted the position of primary teacher in the Hansen school for the balance of the term.

Dr. and Mrs. Coughlin have rented the H. B. Lewis residence and will reside there during the absence of the latter.

Miss Stafford returned Tuesday from Idaho, where she had been visiting for several days at the home of H. E. Hatchell.

Mrs. McMillan, superintendent of the Cradle Roll Department of the Presbyterian church, was hostess at a pretty party in the church parlors in Wednesday afternoon, when, in spite of the cold weather, quite a large number of babies and tiny tots, accompanied by their mothers, ventured out and spent a pleasant afternoon as guests.

Mr. Bell, who resided seven miles southeast of the city, died Monday, January 7, after a lingering illness of kidney trouble. He leaves to mourn him a wife and a family of grown children. The funeral was held from the home Thursday afternoon, Rev. W. S. Woodhull, pastor of the First Methodist church conducting the services, with interment in the city cemetery.

Services at the Church of Christ next Lord's day: At 7:30 p. m. the Ladies' Missionary society will observe C. W. H. M. day with a special service. Mrs. C. E. Evans will deliver the address, which will be an interesting and inspiring one, because she has been intimately associated with the work. Special music will be provided and an offering received. Bible school 10 a. m. Worship and sermon 11 a. m. Subject, "True Christian Fellowship." C. E. meeting 6:30 p. m. A welcome to all services.

New Year's eve Mr. and Mrs. Frank Chamberlain entertained at dinner. Mr. and Mrs. Arthur Mullins, Mr. and Mrs. Robert, Misses Clara and Olga Brown, and Miss Lillie Anderson of Blackfoot. The decorations were beautiful and most delicious turkey was graciously served by Mrs. Chamberlain, while the guests very patiently, yet anxiously awaited their turn to be served. After this beautiful meal, which consisted of several courses, all were again happily seated at the table where light refreshments were served. As the clock was striking the midnight hour, Mr. Chamberlain assisted the New Year with his 2020. The guests took their departure early in 1912, after having spent a most delightful evening.

ORPHEUM THEATRE

This Week
Thursday, Friday and Saturday

VAUDEVILLE

Leroy and Loftis
Comedy Sketch Team

Dorothy Dale
Singing Specialty

3 Reels Photo Plays

Attractions Next Week

Josephine and Jacoby
Musical Act.

Doors Open 7:00
Admission 15c

Second Show Begins at 9:30
SPECIAL
MATINEE SATURDAY, 2:30.
ADMISSION 5 & 10c
Member Twin Falls Com'l. Club.

Mr. and Mrs. Will Hall of Murtaugh, spent New Year's in the city visiting with Mr. and Mrs. A. L. Bradley.

R. M. McCollum departed Wednesday evening for Pocatello, where he was to be joined by C. B. Hurt. From there they went to New York City to be absent for some time on important business.

William O. Brown, one of the prominent stockmen and farmers of Lincoln county, was a business visitor in town yesterday. Mr. Brown has one of the finest stock ranches on the Miller reservation, located near the town of Hillsdale.

Kenyon Green, who is attending the Stanford University, Palo Alto, California, arrived home Wednesday, being called here on account of the severe illness of his father, A. J. Green. It is understood that he found his father somewhat improved, but still a very sick man.

Dr. J. H. Weber, state veterinarian, departed this morning for Twin Falls, where he will attend the annual convention of the State Dairymen's association. Dr. Weber will confer with the dairymen regarding tuberculosis and other contagious diseases in cattle while at the convention. (Statesman.)

SWIM & ALDRICH

\$90 Per Acre—in acres 2 Mi. from Piler, and 4 Mi. from Twin Falls. All in cultivation; 200 acres; 1000 and east slope. 35 acres fall plowed. Terms \$1,000 cash, bal. to suit.
\$67.50 Per Acre—50 acres. All improved, 60 in alfalfa. All fenced. No rack. All irrigated line. Located 4 1/2 Mi. N. E. of Kimberly.
\$3,000—thurs a good business lot on S.W. side Main Ave.
\$12,500—is the price of a good income property on Main Ave., which owner will sell or exchange for choice 50 near Twin Falls.

FARM LOANS REAL ESTATE INVESTMENTS

Member Twin Falls Commercial Club.

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RESOLVED

To give the people of Twin Falls the finest Home-Made candies, best ice cream, dainty dairy lunches and best service in the state of Idaho.

VARNEY, The Live Candy Man.

This NEWSPAPER and YOUR STORE

Would you consider that this newspaper was well managed if it issued according to the mood of its publishers—instead of at regular, stated and invariable intervals? Would you think it a good newspaper if it printed a 12-page issue at one time—and a one-page, hand-bill size, issue at another time? Would you feel that it was serving its constituency effectually if, now and then, it suspended issue entirely—to be resumed at some time when the publishers felt inclined?

The size of your advertising space should not vary any more than the size of a newspaper varies, and the appearance of your advertising should be as frequent and as regular as the appearance of this newspaper.