

# Michsen Co's.

## January

# uction Sale

generally used, but a gigantic Stock Reducing Sale every single item of Men's and Ladies' Wearing Apparel, Three years ago when we established this business on "Low Year-Round Cash Prices—No Clearance Sales" our friends and customers regularly. Now, an unusual "First National Bank compels us to raise cash much for the "Holidays" trade will provide. Hence we must throw our entire stock out to the buying public at a price which will convince you of our absolute sincerity of purpose.

**Thursday, January 8th**

## Women's Apparel!

been greatly underpriced, providing a purchasing value that cannot be equalled anywhere.

### Women's Dresses

Wool Dresses, Silk Dresses — Former values from \$19.75 to \$26.50, now reduced to—

**\$14.50**

Former \$19.75 dresses now reduced to—

**\$10**

Fine Challie Dresses reduced to . . . . . **\$5**

Wool Tweed Dresses reduced to **\$3.75**



### Men's and Children's

#### Coats

values to \$10.50, now

**\$5**

## of WHITE GOODS

This is the time of year people look for the White Goods so-called "half-price" offerings of any Omaha store.

- |                                |            |   |            |
|--------------------------------|------------|---|------------|
| <b>Ticking</b>                 |            | <b>Pillow Tubings</b>   |            |
| Ticking—Blue                   | <b>25c</b> | "Pequot" Tubings—40 and 42 inches in width. Per yard          | <b>39c</b> |
| <b>Sheets</b>                  |            | "Pepperell" Tubings—All widths from 36 to 45 inches. Per yard | <b>29c</b> |
| Sheet—143                      |            |   |            |
| Sheet—100                      |            | <b>Ginghams</b>   |            |
| <b>Handkerchief</b>            |            | Apron Check Ginghams—Amoskeag quality, yd.                    | <b>13c</b> |
| Handkerchief—Per yard          | <b>39c</b> |   |            |
| Handkerchief—Values Not Listed |            | <b>Outing Flannels</b>  |            |
|                                |            | Full yard wide, light or dark grounds. Per yd.                | <b>15c</b> |

## Boys' Suits!

Every suit at the regular price is a real value. Suits any young man will be proud to wear. This season's new materials and models—2 pair of long pants, vest and coat. Ages 13-18.



VALUES TO \$13.50 GO AT

**\$9.85**



## MEN'S STYLISH NEW OVERCOATS

Without question the greatest Overcoat values offered in years. . . . Every coat this season's late models and material. . . . We could not possibly replace them at the price they are being offered to you.

VALUES TO \$32.50

**\$19.85**

VALUES TO \$19.50

**\$14.85**

## Boys' Overcoats

For the young fellow age 13 to 18 years. Mannish, stylish coats any boy will be proud to wear. . . . We need money and are willing to forget even wholesale cost of merchandise, which accounts for this low price.



VALUES TO \$12.50

**\$8.95**

PAJAMAS—Men's heavy outing \$2.25 value Pajamas. Silk trimmed, fancy colored stripes. Medium and large sizes on sale at **\$1.89**

HANDKERCHIEFS—Men's fine quality full size satin and fancy border handkerchiefs. Each **9c**

CHILDREN'S SUITS—Peter Pan make. Wool tweed and flannel. Button-on pant. Lumberjack waist. \$5 values. Ages 3 to 6 at **\$3.45**

PLAY SUITS—Open front, drop seat style. Made of good grade Steifel and Khaki cloth. Ages 2 to 6. Stock-Reducing Sale price **79c**

OVERALLS—Our best Overall and the equal in every way of any on the market. Roomy made of 8 oz. denim, triple stitch and bar tacked seams. Water shrunk material. If you want a real one, get this at **\$1.49**

MITTS—Men's tough-wearing horsehide palm, split back, genuine choppers' mittens, per pair **69c**

CHILDREN'S KNIT HOCKEY CAPS—Styles for either boy or girl. Warm yarn caps, each **39c**

MEN'S CAPS—The popular Scotch cap. Nothing made more comfortable, warm or serviceable than these **\$1.29** and the price is only **95c**

CHORE GLOVES—Men's extra heavy strong work gloves. Leather palm and tipped fingers. Brown jersey back. Per pair **39c**

KNIT CAPS—Genuine Eagle caps for boys. Knit from fine wool yarns. Warmly lined. Button-down ear tabs. Come early for these at **95c**

CHILDREN'S CAPS—Dressy little caps for small children. Made of fine plain and plaid suitings, with combination trimmings, at, each **89c**

NECKTIES—New patterns in Men's Four-in-Hand styles. Heavy quality Silks. \$1 values at **89c**

### Big Values for the Baby

A little bit of everything for the baby. Not enough of one item to specify, but there is included in this clearance Sweaters, Caps, Blankets, Vests, Sweater Suits and other wearables at drastic reduction. Come in and see these values.

## Floor Coverings

At a small cost you are able to brighten up the home with these pretty felt base rugs.



9x12 Foot Size **\$9.85**    9x10½-Ft. Size **\$8.85**    7½x9 Foot Size **\$7.45**

24x54-inch size Rugs, special at . . . **59c**  
Duralin Guaranteed Floor Covering—6 feet wide. Specially priced, per square yard . . . . . **65c**



## for the Family

Our traditional policy of "Low Year-Round Prices—No Clearance Sales" is being broken for the first time, and that solely because we need money and must raise it quickly!



## Just In—New Shipment of Men's Shirts

Here is a shipment of medium priced Beau Brummels that arrived too late for Holiday trade. They were intended to sell at \$1.50 and are one of the biggest shirt values we have offered in years. Material and workmanship are guaranteed. Collar attached coat style. Sizes 14 to 17. On sale only while supply lasts, at **\$1**

Men's \$2.25 plaid Flannel Shirts—Well tailored, coat style, two flap pockets. Sizes 14½ to 17 **\$1.29**

See Our Big Special on Work Shirts Listed under Work Clothing.

SWEATERS for Juveniles—Just the kind for school wear. Coat and slip-over styles. Closely knitted wool mixed yarns. Values to \$2.95. Stock-Reducing sale price **\$1.59**

MEN'S WARM GOWNS—Made of extra fine quality striped Outing, military and flat collar styles. Sizes 16 to 20. Stock-Reducing price **98c**



## Big Savings for You in Men's Socks

SPORT HOSE—Rayon and mercerized, a very finely knit sock. Assorted stripe patterns. Sizes 10 to 11½. Three pair for only **69c**

SEMI-DRESS SOCKS—Colors are plain gray, cordovan and black. Knit of very fine cotton yarn. Long elastic ribbed tops. Stock-Reducing sale price, 6 pair for **69c**

HEAVY SOCKS—Warm, comfort-giving socks made from selected wool mixed yarns. Colors blue, gray and tan. 3 pair for **98c**

## How's Your Supply of Underwear

Mid-season replenishments can be made during this Stock-Reducing sale at substantial price savings. Here are examples:

Men's Heavy Warm Fleece Fine Cotton Yarn Union Suits—Close fitting, ribbed cuffs at ankle and wrist. Wide fly-closing crotch. Sizes 36 to 46. Stock-Reducing sale price only **\$1.29**

All Wool Union Suits—100% pure wool construction. A cold-weather garment of the finest quality. Regular **\$3.95** \$5.00 value. Sizes 38 to 46, at **\$3.95**

Medium Weight Union Suits for Men—Elastic rib knit, fine cotton yarn construction. Silk trim and flat lock seam. A close fitting and fine quality garment. Sizes 38 to 46. Stock-Reducing price, per suit **\$1.29**



## Men are Coming Here for Work Clothing

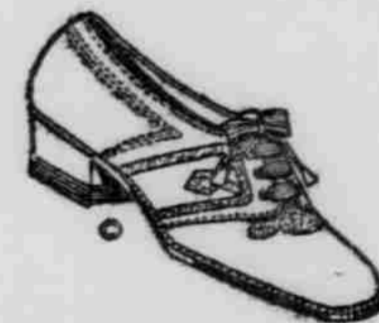
OVERALLS—Men's 2.20 weight blue denim Overall. High back style; all seams bar tacked. One pocket bib. Generously cut sizes ranging from 32 to 42 waist. Worth \$1.50 anywhere, now **\$1**

MEN'S JUMPERS—To match above overalls. Sizes 36 to 44 **\$1**

BOYS' OVERALLS—Our boys' line is the best to be had. Full cut, 2.20 wt. denim. High back, two-pocket bib. Ages 8 to 17. Per pair **98c**

WORK SHIRTS—Roomy made garments. Plain blue and gray, closely woven chambray cloth. Two button-through pockets. Continuous faced sleeve. Sizes 14½ to 17½. Tremendous values at **59c**

LEATHER VESTS—Genuine black horsehide leather vests. Warm melton lined. Three pocket one-piece front, welted seams and all-leather collars and cuffs. Adjustable back. Sizes 38 to 48. A bargain that speaks for itself. **\$11.85**



## Let Us Help Cut Your Shoe Cost

Women's Stylish Strap Slippers and Cut-Out style Oxfords and Ties—Military heels, patent and kid stock. Some have built-in arch supports. Values to \$4.85. Stock-Reducing price **\$3.45**

Growing Girls' Tie Oxfords and Strap Slippers—Patent, tan and gun metal leathers. Low and medium heels. Values to \$4.45. Sizes 2½ to 7 **\$2.85**

CHILDREN'S SHOES—High cut lace styles. Patent and tan leathers, serviceable, tough wearing soles. Sizes 6 to 10. Values to \$2.95. Now **\$1.95**



WORK SHOES—Long wearing, serviceable shoes at a low price. Wide, roomy lasts, sewed and nailed leather and composition soles. Sizes 6 to 11 **\$2.95**

MEN'S SCOUT SHOES—For the price, this shoe offers a real, honest value. Made of strong, smooth brown leather, sewed and nailed composition or leather soles. Sizes 6 to 11, pair **\$1.95**