

**PHILIP'S**  
DEPARTMENT STORE

24th and O Streets

# 25

**PHILIP'S**  
DEPARTMENT STORE

South Omaha

See  
Our Eleven  
Big  
Windows

**PER CENT**

Compare  
Our Values  
to Others

# REDUCTION SALE

On Our Entire Stock of Merchandise  
*Sale Commences Thursday, Dec. 8th*  
**\$25,000.00 Given Away in 9 Days**

Our entire \$100,000 Stock goes on sale, we are not selecting a few articles here and there, but are offering full stocks of fresh new merchandise at this sale, which have been carefully selected by experienced buyers.

This great reduction means that we are taking our valued customers into cooperation with us to effect a great purpose.

## To Our Customers--

I have always made it the policy of this store to serve the public in every way at all times. In so doing I have built up for my store an unlimited following of satisfied customers.

In the past it has always been our custom to put on an annual January clearance sale, but owing to the present conditions that now exist, I believe that the buying public would appreciate very much a real sale of good merchandise at this time.

This sale will give the public an opportunity to buy gifts during the holidays and seasonable merchandise at the very time they want them, at exceedingly low prices. This sale will include all merchandise in my store from top to bottom and at prices below cost. I feel absolutely confident that this sale will be more than appreciated and taken advantage of by everyone.

*Philip Greenberg*

We believe that we have an incumbent duty to at least try to do something for our customers to help them bear their present burdens.

We are therefore launching this gigantic sale of 25% off the already low prices on our entire stock of merchandise.

We challenge anyone, in any part of the country, to duplicate the values we are offering.

Try  
Us  
First

SHOP  
EARLY

**PHILIP'S**  
DEPARTMENT STORE

SAVE  
MONEY

There  
Is a  
Reason

The Old Philip's Policy Will Still Reign During This Mammoth Sale

—“Better Merchandise for Less Money”—

*J. & N.* Green Trading Stamps Will Be Given as Usual During This Sale

**No Merchandise Reserved or Excluded from This Sale**