

9 Days - May 4th Thru May 13th

**SPRING**

**CLEARANCE Sale**

Reductions of One-Fourth, One-Third, One-Half & More!

ENTIRE STOCK

**SPRING COATS 1/3 OFF**

By Rothmoor - Swansdown - Jaunty Jr. - Harris Moor - Betty Rose. Shorties! Three Quarter! Full Length! Gabardines - Coverts - Tweeds - Sharkskin. Quality fabrics and fine tailoring by these famous makers in the leading Spring styles and colors.

LOOK AT THESE REDUCTIONS

Were 24.95, Reduced 8.32 NOW	16.64
Were 29.95, Reduced 9.98 NOW	19.97
Were 34.95, Reduced 11.65 NOW	23.30
Were 39.95, Reduced 13.31 NOW	26.64
Were 44.95, Reduced 14.98 NOW	29.97
Were 49.95, Reduced 16.65 NOW	33.30
Were 54.95, Reduced 18.32 NOW	36.63
Were 59.95, Reduced 19.98 NOW	39.97

**67 Dressy Dresses 1/3 OFF**

By Paul Sachs - Petite Lady - Mary Muffet - Levine and Others (Not a Special Purchase but from our Regular Stock) Our policy has always been that all stocks must be fresh . . . must be new . . . therefore they must be cleared now to make room for new Summer apparel . . . the savings were never greater . . . never a better time to buy! Juniors, Misses and Half Sizes.

NO EXCHANGES! NO REFUNDS!

Were 17.95, Reduced 5.98 NOW	11.97
Were 19.95, Reduced 6.65 NOW	13.30
Were 22.95, Reduced 7.65 NOW	15.30
Were 24.95, Reduced 8.31 NOW	16.64
Were 27.95, Reduced 9.31 NOW	18.64
Were 29.95, Reduced 9.98 NOW	19.97
Were 32.95, Reduced 10.98 NOW	21.97
Were 34.95, Reduced 11.65 NOW	23.30

**Blouses - Sweaters 1/3 OFF**

By Joan Kenley, Jane Holly, Glenwear, Helen Harper, Sapphire . . . Two tables of these fine nationally advertised blouses and sweaters . . . NEW! NEW Spring Stock! Buy several at this reduction.

WE'RE STUCK BUT NOT AT THESE PRICES

Special Closeout

**DRESSES**

83 Dresses Carried Over from Our Regular Stock GROUPED IN TWO SPECIAL GROUPS

Formerly to 29.95, NOW	5.00
Formerly to 17.95, NOW	3.00

No Alterations — No Refunds — No Exchanges

**BIG REDUCTIONS**

**HOUSE DRESSES**

ENTIRE STOCK

1/3 OFF

By Osgood and Fruit of the Loom

**ALL CHILDREN'S DRESSES**

By Mitzi . . . Sizes 1 to 14

1/4 OFF

OUTSTANDING VALUES

**SCARFS**

ENTIRE STOCK

Silk or Rayon

1/4 OFF

**HANDBAGS**

ENTIRE STOCK

1/3 OFF

Plus Tax

**GLOVES**

ENTIRE STOCK

1/4 OFF

**LADIES' SKIRTS**

By Sporteen in tweed, corduroy, flannel and novelty fabrics . . . Huge pockets, pleats, flared or straight cut. Sizes 10 to 20. Buy several at this reduction.

1/3 OFF

**Lo Lene IRREGULAR HOSE**

By Famous Maker

51 Gauge

**67c**

We've Sold Hundreds on Bargain Day Specials

ENTIRE STOCK

**LADIES' SUITS 1/3 OFF**

By Rothmoor - Swansdown - Jaunty Jr. - Leeds - Betty Rose. Gabardine! Sharkskin! Coverts! From our finest makers . . . rich wool fabrics . . . excellent detailing . . . fashion approved colors.

LOOK AT THESE REDUCTIONS

Were 29.95, Reduced 9.98 NOW	19.97
Were 34.95, Reduced 11.65 NOW	23.30
Were 39.95, Reduced 13.31 NOW	26.64
Were 49.95, Reduced 16.65 NOW	33.30
Were 54.95, Reduced 18.32 NOW	36.63
Were 59.95, Reduced 19.98 NOW	39.97
Were 64.95, Reduced 21.65 NOW	43.30
Were 69.95, Reduced 23.31 NOW	46.64

**193 Better Dresses**

(Regular Stock . . . Not A Special Purchase)

★ By Nelly Don, Carole King, Trudy Hall, Gay Gibson, Georgianna, Martha Manning.

★ Gingham, Prints, Rayons, Chambray.

★ Regular - Junior - Half Sizes

Were 7.95, Reduced 2.65 NOW	5.30
Were 8.95, Reduced 2.98 NOW	5.97
Were 9.95, Reduced 3.31 NOW	6.64
Were 10.95, Reduced 3.65 NOW	7.30
Were 12.95, Reduced 4.31 NOW	8.64
Were 14.95, Reduced 4.98 NOW	9.97
Were 16.95, Reduced 5.65 NOW	11.30
Were 17.95, Reduced 5.98 NOW	11.97

ENTIRE STOCK

**SPRING HATS 1/2 OFF**

New! Crisp Fashionable! Be here early . . . You will find just the Hat you want at this price!

By Gage - Landsco - Jo Moor and others

**SLIPS - GOWNS**

By Seamprufe - Van Raalte - Munsingwear

(HERE IS A REAL BUY)

Discontinued numbers, odd lots, broken sizes. Not all sizes in all styles. Crepes - Satins - Knits - Nylon.

The Shop of Finest Fashions  
**The Apparel Shop**  
O'NEILL, NEBRASKA