

Sale Starts Thurs., Jan. 4

CLEARANCE SALE

— REDUCTIONS OF —
One-Fourth . . One-Third . . One-Half
 — AND MORE! —

ENTIRE STOCK

Ladies COATS

By Rothmoor . . . Swansdown . . .
 Jaunty Junior . . . Betty Rose. Gab-
 ardine . . . Covert . . . Sharkskin.

From our finest makers. Fashion
 approved styles and colors.



Were 29.95, Reduced 9.98—NOW	19.97
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

Dressy DRESSES

ENTIRE STOCK

Pick of the entire store (not select-
 ed). By these famous makers:
 Paul Sachs, Petite Lady, Levine,
 Mary Muffett, Wm. Weiss and
 others. Regular, junior and half
 sizes. Crepes, wools, silks and fail-
 les. Many dresses just unpacked.



Were 19.95, Reduced 1/2—NOW	9.97
Were 22.95, Reduced 1/2—NOW	11.47
Were 24.95, Reduced 1/2—NOW	12.47
Were 27.95, Reduced 1/2—NOW	13.97
Were 29.95, Reduced 1/2—NOW	14.97
Were 34.95, Reduced 1/2—NOW	17.47

BLOUSES

By Non-Pul, Karyl Lee, Jane Holly
 . . . our entire sock of these fine, na-
 tionally - advertised blouses in jer-
 sey, silks, crepes, nylon . . . all new
 styles! White and colors! Buy
 several at this reduction.



HURRY IN !

SLEEPWEAR

LADIES' and CHILDREN'S
 PAJAMAS — GOWNS
 BED JACKETS

1/3 OFF

By Munsingwear and Nite-Kraft in
 flannel, cotton knit, and rayon and
 cotton mixed. Not all sizes in all
 colors.

PANTIES

(RAYON)
 By leading manufacturers in tricot,
 knit.

REGULAR STOCK
 1.00 - 1.15

NOW 67c

JUST 10 DOZEN — NO MORE !

ENTIRE STOCK
 CAROL KING

SPORTWEAR

(Mix 'Em — Match 'Em)

In corduroy . . . plain or fancy.

• Weskit • Skirt • Jacket

Sizes 9 to 15



BIG SPECIALS

\$1 TABLE

Many one of an item, soiled or
 counter tossed from all depart-
 ments throughout the store.

OUR LAST \$1 TABLE WAS
 SOLD OUT IN 2 DAYS!

Look This Table Over for
REAL VALUES

ALL

CHILDREN'S Dresses

By Mitzi . . . Sizes 1 to 14

ONE-THIRD OFF

Outstanding Values !

Handbags

ENTIRE STOCK

ONE-THIRD OFF

Plus Tax

Gloves

ENTIRE STOCK

ONE-THIRD OFF

Scarfs

ENTIRE STOCK

SILK or WOOL

ONE-THIRD OFF

HATS

JUST 54 OF THEM!

Out They Go for Only

\$1.00

ENTIRE STOCK

Ladies' SUITS

By Rothmoor, Swansdown, Jaunty
 Jr., Mary Lane, Betty Rose. Gab-
 ardine! Sharkskin! Coverts! From
 our finest makers . . . rich wool
 fabrics . . . excellent detailing . . .
 fashion approved colors.



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

ENTIRE STOCK

Street DRESSES

Regular stock—pick of entire store
 (not selected). Many dresses just
 unpacked. Regular, junior and
 half sizes.



By these famous makers: Nelly Don, Martha
 Manning, Carole King, Slimaker, Vicky Vaughn,
 Gay Gibson, June Patton, Shirley Lee and others.
 IN GABARDINE, CORDUROY, RAYON PRINT,
 CHAMBRAY, WOOLS, TAFFETA.

Were 7.95, Reduced 2.65—NOW	5.30
Were 8.95, Reduced 2.98—NOW	5.97
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

Ladies SKIRTS

By Sporteen in tweed, crepe, cord-
 uroy, flannel and novelty fabrics
 . . . huge pockets, pleats, flared or
 straight cut. Sizes 10 to 20.



BUY SEVERAL AT THIS
 R-E-D-U-C-T-I-O-N

ENTIRE STOCK

Ladies Sweaters

Slip-ons, Cardigans, Nylons, Tweeds, Wool-Nylon,
 . . . choose from our large stock of Helen Harper
 sweaters. Sizes 32 to 40. Short or long sleeves in
 large selections of wonderful styles and colors.



The Shop of Finer Fashions
The Apparel Shop
 O'NEILL, NEBRASKA