THE OMAHA SUNDAY BEE: DECEMBER 26, 1915.



Our one aim now is absolute clearance. The prestige of this greater store and its sweeping measures to effect cleared stocks is known to everybody. This Year's End Sale will be the greatest from every standpoint, because assortments have been kept up to a high state of

store as quickly as possible, prices have been stripped of

every vestige of profit. It will

pay you to come in and check over the line, Mr. Office Man.

