

# A GIGANTIC STOCK REDUCING SALE!

## OF Coats, Suits, Dresses, Skirts, Sweaters, Etc.



A fortunate purchase has placed us in possession of the choicest stock of Ladies' Ready-to-Wear goods from the store of Adam Bonhoff, pioneer Omaha dealer, who is closing out his retail line to enter the wholesale business.

This stock was bought at 40 cents on the dollar of its retail value and considerably below wholesale costs. This tremendous saving will be passed on to buyers. For ten days merchandise will be sold cheaper than you have seen it quoted in years.

**Mr. Busch's Statement to You—Read!**

This is strictly a sale without frills, fancies, premiums, furbelows or trade stimulants of any kind other than plain UNMATCHABLE VALUE for your money. Since purchasing this stock of goods we have been besieged by Merchandise Adjusters, Professional Sales Promoters and others seeking to assist us with the conduct of this sale—at the usual 5 per cent commission. We have preferred, however, to pass this sum on to you in increased savings, rather than take it from you to give to outside "skinflints" and besides we believe the values we are offering will impress you more than any high-powered professional selling talk on earth.

FRED P. BUSCH, Manager.

**Sale Begins Wednesday, Dec. 6th**

**Ends Saturday, Dec. 16th**

Doors Open at 9 o'clock Wednesday morning, December 6th, in order to give both rural and town buyers an equal opportunity for early selection. Positively no goods sold at sale price before that hour.

### Coat Prices that Speak for Themselves

Cloth and Plush coats embodying the latest styles for Fall and Winter wear. Made of Marvella, Duvetine, Normandie, Bolivia, Velour, Silk Plush, Baffin Seal Plush, Hudson Seal Plush and Karakule cloth, self-trimmed or with fine fur collars and cuffs. Sizes up to 53.

**LOT NO. 1**—75 cloth coats, all late models and exceptional values at the price. Every size and color. Bonhoff's selling price, \$49.50. Our special stock reducing sale price only..... **\$24.75**

**LOT NO. 2**—100 fine cloth and plush coats. Blouse, side drape and straight line effects. Many of them silk lined. Bonhoff's retail price for these coats was \$69.50. Our special stock reducing price..... **\$32.75**

**LOT NO. 3**—About three dozen super-fine coats in this lot. The last word in style and wearing qualities. Fur trimmed. Nowhere will you find nicer looking coats than these. Bonhoff's prices, \$95.50 to \$145. Our price..... **\$59.50**



### Suits and Separate Skirts

Two-piece plain and fur trimmed tailored suits of highest quality and up-to-the minute styles, grouped into two lots for quick selling. Here they are:

**LOT NO. 1**—Suits that Bonhoff sold regularly for \$39.50 will go during this stock reducing sale at the almost unbelievable price of only..... **\$16.75**  
**LOT NO. 2**—Includes many fur trimmed suits that Bonhoff sold for around \$65. Your choice of this entire lot during this ten day sale for only..... **\$24.75**

**SKIRTS! SKIRTS! SKIRTS!**

A wonderful selection of Silk and Cloth Skirts—values up to \$24.50. New plaids and stripes, pleated and plain. Asstd. colors, sizes to 40. Two prices—

**\$4.95      \$8.95**



### Some Outstanding Values!

- Ladies' wool hose—\$1.50 values from our regular stock..... **.99**
- Silk gloves, assorted colors. All sizes. \$1.50 values for..... **.49**
- Ladies' voile and organdie blouses, white only. Special values at..... **.79**
- One lot Children's plush and velvet hats specially priced at..... **.99**
- Small assortment of house dresses and aprons to close out at..... **.89**

Space Forbids Listing Near All the Bargains We Offer

### WOOL and SILK DRESSES

Canton Crepe, Satin, Crepe de Chine, Porlet Twill, Tricotine and Serge (black, blue and brown.) Sizes to 48. Three groups, as follows:

**LOT NO. 1**—Tricotines and Porlet Twills. Bonhoff's Omaha retail price \$35. Sizes somewhat limited in this lot. While they last, special stock reducing sale price only..... **\$12.75**

**LOT NO. 2**—Canton Crepes and Porlet Twills. Bonhoff's prices on this lot averaged \$49.50. Our special stock reducing price..... **\$17.75**

**LOT NO. 3**—All the very highest class dresses. Bonhoff's retail price to \$65, will be closed out at this special price..... **\$29.50**

**SWEATERS AT ONE-HALF PRICE**

Fine wool sweaters—100 Women's and Misses' Slipover, Tuxedo and Coat Styles. Values \$6 to \$7.50. We are closing them out at just two prices—**\$2.99** and **\$3.99**

Plenty of Help to Wait on You Promptly



### Some Outstanding Values!

- Ladies' knit union suits—short, long or no sleeves. \$2.50 values..... **1.49**
- Ladies' silk Jersey petticoats. Fine quality and a big bargain at..... **2.19**
- Sateen bloomers. Cheaper than you could buy the cloth alone..... **1.24**
- Misses' hand bags—black, cordovan and other colors. Special at..... **.49**
- Ladies' knit vests. These are certainly very specially priced at..... **.09**

Girls' Dresses and Coats Also Go at Reduced Prices.

AT THESE TREMENDOUSLY LOW PRICES EVERY SALE MUST BE FOR CASH AND FINAL — NO EXCHANGES OR REFUNDS — BRING YOUR MONEY HERE AND SAVE MONEY!

Our Store Open Wednesday and Saturday Evenings until 9 p. m. **SAVE MONEY NOW**

# The Ladies Toggery

FRED P. BUSCH, Mgr.—PLATTSMOUTH, NEB.

We Defy City Stores to Sell You the Same Quality Goods at SUCH LOW PRICES