



We Will Give Every Woman Reason To Be Thankful During The Week of Our FIRST GREAT Thanksgiving Sale!

Commencing Saturday, Nov. 25, and Continuing Until
Saturday Evening, December 2

DURING THIS SALE WEEK WE WILL OFFER DIFFERENT "SPECIALS" EVERY DAY IN OUR STORE. EVERY "SPECIAL" WILL BE A DECIDED REDUCTION FROM THE REGULAR PRICE OF THAT ARTICLE. EVERYONE LIKES TO "DRESS UP" FOR THANKSGIVING DAY. HERE IS AN OPPORTUNITY TO DO SO AT SUBSTANTIAL SAVINGS. DURING THIS GREAT SALE WE ARE COMPELLED TO MAKE A SLIGHT CHARGE FOR ALTERATIONS.—EVERY DAY OF THIS SALE WE WILL OFFER DIFFERENT ITEMS AT REDUCTIONS.

Here Are a Few of Our Great Money Saving Specials

Coats at One-half Price

\$67.50 values at	\$33.75
\$50.00 values at	\$25.00
\$40.00 values at	\$20.00
\$30.00 values at	\$15.00
\$25.00 values at	\$12.50
\$15.00 values at	\$7.50
\$8.50 values at	\$4.25

DRESSES AT ONE-HALF PRICE

This includes our entire line of silk and wool dresses. All extra good quality, very stylish make.—Big Bargains.

SUITS

We have divided our entire stock of Suits into two groups—

GROUP NO. ONE

Any Suit in the house formerly sold up to \$25.00 during this money-saving sale **\$8.98**

GROUP NO. TWO

Suits formerly sold up to \$47.50 during this great money-saving sale **\$15.00**

Latest fashion notes from New York tell us that suits are gaining in favor as the season advances. This sale gives you an opportunity to buy at a price not usually offered before January. They are all late styles and include every popular material and color.



Skirts at 1/3 Price

Any separate skirt in our entire stock one-third off regular price.

Materials consist of Dutchess Satin, Taffeta, Charmeuse, Gabardines, Poplins, Serge, Velvet, in novelties and plain colors.

KIMONAS AT ONE-THIRD OFF

Flannels, Crepe and Silk—one-third off Regular Price.



FURS AT ONE-HALF PRICE

The usual price of our Furs is 35 to 40 per cent lower than anywhere else in town. We have cut these astonishing low prices in half. You get the benefit.

Waists

Any waist up to \$10.00 value for **\$6.98**
Any waist up to \$8.75 value for **\$5.98**
Silk waists worth up to \$3.98 **\$2.95**
We will place on sale about 60 silk waists in broken sizes, worth \$2.98, while they last **\$1.69**

IT WILL PAY YOU TO VISIT OUR CORSET AND GLOVE DEPARTMENT. YOU WILL BE PLEASED WITH WHAT YOU FIND HERE

Silk Petticoats

In Taffeta, Dutchess Satin, Jersey Tops, in all colors. Regular price \$6.98—great money-saving sale price **\$4.98**
\$5.98 values go at **\$3.98**

SATEEN PETTICOATS

\$2.00 values go at **\$1.48**
\$1.65 values go at **\$1.25**
\$1.25 values go at **98c**

WE ARE THE ONLY EXCLUSIVE LADIES' READY-TO-WEAR SHOP IN WESTERN NEBRASKA

Night Dresses

FLANNELS, MUSLINS and CREPES

\$2.00 values at **\$1.48**
\$1.65 values at **\$1.25**
\$1.25 values at **98c**

Silk and Wool Sweaters

\$12.50 values Silk Sweaters go at **\$8.98**
\$9 values Silk Sweaters go at **\$6.98**
\$6.98 values in Sweaters go at **\$5.25**
\$5.50 values in Sweaters go at **\$3.98**

Our Entire Line of Childrens' Coats and Wool Dresses go at One-half Price

THE SPECIALS ANNOUNCED IN THIS ADVERTISEMENT ARE BUT A PART OF THE "SPECIALS" THAT WILL BE OFFERED SALE WEEK.

ATTEND THIS



Great Thanksgiving Sale

THE Fashion Shop
THE STYLE CENTER

ATTEND THIS



Great Thanksgiving Sale

GROCERY BARGAINS AT THE STANDARD
35-cent can of J. M. Pineapple, for 20 cents.
40-cent Mogul preserves for 28 cents.
45-cent can, one pound, flat Sockeye Salmon, for 30 cents.
30-cent can Mount Hamilton peaches for 20 cents.
No. 3 Forest City sliced peaches, 35-cent seller, 2 for 45 cents.
No. 2 1/2 Tomatoes, \$1.35 per dozen cans, \$2.60 per case.
No. 2 Iowa canand corn, \$2.35 per case. Last chance on corn and Tomatoes at the **STANDARD GROCERY'S**

ANNIVERSARY SALE ADDITIONAL SOCIETY
Buy a silk or wool sweater cheap from The Fashion Shop during the big Thanksgiving one-half-price sale, starting November 25th. Read the ad in this paper.
Mrs. A. P. Brown was hostess to Mrs. A. D. Conner and Mrs. C. O. Keester at a 6 o'clock dinner Saturday evening.
Don't fail to take advantage of the Standard's big sale which closes Saturday night.
The members of the G. I. A. are to be entertained this (Thursday) afternoon by Mrs. G. W. Johnson and Mrs. E. E. Lawrence at the home of

the former. Refreshments will be served and a general good time expected to be enjoyed.
Mrs. A. G. Isaacson will entertain Friday afternoon in honor of Mrs. A. E. Swanson of Winnipeg, Canada.
Our entire line of children's coats and wool dresses go at one-half price. The Fashion Shop. Read particulars in the ad on page eight of this paper.
The P. E. O. Society met with Mrs. A. V. Gavin for a pleasant afternoon Monday. This was the society's regular meeting.
AT STANDARD'S BIG SALE
Four-pound package J. M. Rolled Oats, 25-cent seller, at the

Standard's sale for 20 cents. Five-pound package of J. M. Buckwheat, 40-cent seller, for 30 cents.
15-cent package Advona Oats, 3 for 25 cents.
20-cent package Advona sterilized wheat food, 15 cents.
5-pound sack pure buckwheat flour, 40-cent value, for 30 cents.
STANDARD GROCERY COMPANY'S Special Anniversary Sale prices. Sale closes Saturday night.
Coats at one-half price at the first great Thanksgiving Sale starting at The Fashion Shop November 25th. Particulars can be found in the ad on page eight of this paper.

Mrs. J. S. Rhein, Mrs. M. M. Reynolds, Mrs. A. R. Reynolds, Mrs. R. C. Pearson and Maude Spacht will leave Thursday night to attend the Inter-community conference of Musical organizations of the state, at Lincoln. They will sing two numbers and will represent the Choral Club and the Alliance School of Music. They will also take part in the big chorus of 700 voices which is to give a concert Saturday evening. Maude Spacht will act as accompanist for the local ladies who will sing.
The Alliance School of Music faculty gave a very successful concert at Lakeside Tuesday evening, which was largely attended. They were asked to return again.
Doris Young entertained at a 1:30

luncheon Friday afternoon in honor of her sister and Mrs. J. F. Bentley of Deadwood. There were about fifty guests present and the afternoon diversion was bridge.
Mrs. George D. Darling and Mrs. Lloyd C. Thomas entertained the ladies of the Guild at the parish house Wednesday afternoon. There was a Thanksgiving surprise box given to Dean and Mrs. Shaw.
Mrs. M. M. Reynolds and Mrs. A. R. Reynolds will go from Lincoln to Omaha to spend Thanksgiving.
Mrs. J. S. Rhein will leave Lincoln after the convention for an extended visit through eastern Nebraska and Iowa. Mrs. Rhein will be gone until the first of the year.