

# ..Forced Stock Reducing Sale..

THE SALE HUNDREDS OF WOMEN HAVE BEEN WAITING FOR.  
 This Great Bargain Event of the Season starts  
 Saturday Morning, November 23d, at 8:30

## Impossible!

Is what you may say after reading these prices. But seeing is believing. Be on hand Saturday morning and convince yourself that every assertion made in this adv. will be carried out to the very letter. We are bound and determined to reduce our \$45,000 stock of Women's Apparel at any cost. So if you are looking for real bargains you don't want to miss the only opportunity at a time when all other commodities are sky high, and still advancing steadily.

# BLOCK'S

Ladies's Outfitting Store.

North Platte, Neb. Columbus, Neb.

## Listen People! Heed this Warning.

This is not a common ordinary SALE, but an extraordinary event of price smashing to reduce our mammoth stock now on hand, which compels us to inaugurate this rapid selling campaign that will make every economical person within miles around sit up and take notice.

Read every price quoted below. It means dollars to you

Store closed Friday to mark down prices and re-arrange stock for the Biggest Mightiest and far reaching sale ever held in this city at this time of the season.



We never have a SALE unless we can back it up with a legitimate reason. Here is the reason in a nut shell, Owing to the unusual warm weather throughout the Fall Season and other unfortunate conditions for the past few weeks which everybody is familiar with has upset our merchandising plans and finds us overstocked with too many Coats, Suits Dresses, Skirts, Waists, Furs, etc., at this time of the season. This is the reason which forced us to inaugurate this great Stock Reducing Sale now in the heart of the season instead of waiting till the latter part of January when the season is at its close. We must therefore force out our mammoth stock in double quick time, and if low prices on high grade apparel appeals to you here is your chance. A SALE like this comes once only in a great while, so while this sale is in progress we will see what smashing prices will really do. Scores and scores of bargains too numerous to mention will be sold at a saving from 25 to 50 cents on the dollar.



## Fall Suits

Over 100 New Fall Suits of French Serge, Broadcloth, Gaberdine, Tricotine, Silver-tone and Wool Poplin at

ONE THIRD OFF The Regular Price

- \$25 Suits at \$16.67
- \$30 Suits at \$20.00
- \$35 Suits at \$23.34
- \$40 Suits at \$26.67
- \$45 Suits at \$30.00
- \$50 Suits at \$33.34
- \$60 Suits at \$40.00

## Extra Special

One lot of good Heavy, Warm Winter Coats of all-wool materials and Zibelines. Full lengths and some are all lined and interlined. Good styles, at the special price of

**\$7.48 and \$9.98**

## Furs.

In sets and separate scarfs and muffs, made from choice skins in Mink, Red Fox, Taupe Fox, Black Fox, Marmoth, Raccoon, Muskrat, Hudson Seal, Fitch, China Wolf and French Cooney. Every set or piece sold fully guaranteed by us and the maker as well. All marked down at a great saving in price of from 10 to 25 per cent.

## 400 Coats 400

of every description. Coats of every material. Coats for all occasions. Coats for Women, Misses, Juniors, EXTRA size Women. Such styles, such values, have not been known in the History of the Coat Business in North Platte in the month of November at these prices:

Lot 1. Coats of all-wool materials and Metal Lamb, all lined. Regular values up to \$25. Forced Sale Price **\$14.95**

Lot 2. Coats of all-wool Velour and genuine Silk Plush, all lined. Regular values up to \$30. Forced Sale Price **\$19.75**

Lot 3. Coats of Salt's best quality Seal Plush all lined, and Handsome American Velour Coats made up to the Minute in style, worth up to \$37.50. Forced Sale **\$24.95**

Lot 4. Coats of Velour, Broadcloth, Silk Plush, all Satin lined, some with Fur collars and Beaverette trimmed, values up to \$45. Forced Sale Price **\$29.95**

Lot 5. High grade coats of A1 wool Velour, Silvertone, Pom Pom, Broadcloth, Sealette Plushes and Yukon Plushes, lined with guaranteed Satins, and some Fur trimmed.

Regular values up to \$50.00. **\$34.95**  
 Forced Sale Price

## 300 Dresses 300

In French Serge, Satins, Silk Crepe, Serge and Satin combinations, Jersey and Georgette Creations. Wonderful array of Exclusive Styles marked down at Ridiculously low prices. One lot of new Serge dresses worth up to \$15.00. Forced Sale **\$9.98**

Lot 2. All wool French Serge Dresses and beautiful Satin Dresses. Handsomely made and trimmed, in all the wanted shades, regular values up to \$25. Forced Sale Price **\$14.98**

Lot 3. Some of our High grade dresses in Serges and Satins, some are silk braided and some beaded, trimmed with silk fringe and panneled. Regular values up to \$32.50. Forced Sale Price **\$19.98**

30 beautiful Jersey dresses, in navy, brown, copen, tan, burgandy and khaki, embroidered and beaded and silk fringe models. No two alike, every one a Dream and worth up to \$45.00. Forced Sale Price **\$19.98 and \$24.98**

## 400 Skirts 400

One lot of all-wool serge skirts and silk taffetta and fancy wool stripped skirts in all sizes and nifty styles, values up to \$10. Forced Sale Price **\$4.98**

One lot of silk crepe, tub silk and some georgette waists in the lot. Regular values up to \$5.00. Forced Sale Price **\$3.48**

Lot 2. Dainty blouses of silk crepe and heavy georgette, some are embroidered, braided and beaded. Regular values up to \$7.50. Forced Sale Price **\$4.98**

Children's Coats and Wool Serge Dresses at a straight Discount of

## 20 Per Cent

One Big lot of Bungalow Aprons in several different styles, in light and dark colors. Regular values up to \$1.69. Forced Sale Price **\$1.38**

One lot of House Dresses and Crepe and Flannalette Kimonas, values up to \$1.69. Forced Sale Price **\$1.38**

One lot of Silk Petticoats, Heatherbloom and Secco Tops, with dainty Taffetta Flounce. A bargain at **\$2.98**

Lot 2. All silk taffetta petticoats in 25 different styles, in all the wanted shades, regular values up to \$7.00. Forced Sale Price **\$4.98**

We have gone the limit on price cutting. Therefore every purchase must be final and for cash only.

**BLOCK'S**  
 Ladies' Outfitting Store

No charges, no approvals, no refunds, no lay aways, unless deposit is made with each lay away purchase