

The Sale of All Sales. The Sale You Have Been Waiting for. The Great

Re-Construction Sale

A Price Re-Adjustment campaign that commands every woman in need of Fall Apparel to Stop, Look and Listen, before spending a dollar anywhere for her winters' outfit.

AT
BLOCK'S

LADIES' OUTFITTING STORE
North Platte, Nebraska.

Prices smashed to smithereens, emphasizing our feeling of obligation to our customers demanding lower prices. Every garment, every article in this Greater Women's Store has been reduced from 20 to 50 percent.



Sale Begins Saturday A. M., November 6th,
Will Continue Until Every Dollars Worth of this Mammoth Stock is Cleared Away.

The long looked for Re-Adjustment Period is now at its height, and the prevailing conditions of the present time forced a re-adjustment of prices downward to conform with today's tendencies. This progressive and Greater Women's Store policy has always been and is now to be alert and keep abreast with the times. The time has come now that we are taking our medicine by making sweeping reductions of from 20 to 50 percent on our entire \$60,000 Stock of the most up-to-date and dependable Womens and Misses Apparel in Western Nebraska. Remember this sale is not intended to stimulate business, it is merely a matter of converting our stock into cash as quickly as possible and regardless of cost, or former selling prices.



Read on Just a few of Our Headliners, Many and Many More Bargains too Numerous to Mention.

150 New Fall Suits

AT HALF PRICE

Beautiful New Fall Suits in plain tailored Models, Fur trimmed and embroidered in all the newest materials, no two alike, all go at exactly

HALF PRICE

\$35.00 SUITS	NOW	\$17.50
\$50.00 SUITS	NOW	25.00
\$65.00 SUITS	NOW	32.50
\$80.00 SUITS	NOW	40.00
\$100.00 SUITS	NOW	50.00

EXTRA SPECIAL! !

ONE LOT OF PETTICOATS

in all silk Taffetta, Satin, Taffetta and Silk Jersey Plounce and all Silk Jersey in all shades. Values up to \$8.75
Sale Price \$4.98

Coats. Coats

THE MOST WONDERFUL COLLECTION of Women's and Misses' Coates in the city, in full length and sport models in Silk Plushes, Silvertones, Bolivia, Chamistone, Polo Cloth, Velour, etc., plain and fur trimmed models. Most of them with guaranteed silk linings, and all the very latest in styledom. All going at

1-5 to 1-3 OFF

REGULAR PRICES

EXTRA SPECIAL! !

One lot of the Well Known Merode Fall weight union suits, all sizes and values up to \$2.50
Sale Price \$1.49

Silk Dresses

SILK DRESSES AT ONE-THIRD OFF REGULAR PRICES

One Lot of New Fall Silk Dresses up to the Minute in Style and made of Satin, Georgette and Taffetta at

ONE-THIRD OFF

ONE LOT OF SILK DRESSES ALSO Wool Serge and Tricotine Dresses, all new Fall Models. Values up to \$40.00. Sale Price now \$19.98

APRONS! APRONS!

One lot of heavy Percalé and Gingham Aprons, well-made, full size and fast colors in light and dark shades. Regular \$1.49 values up to \$2.75. Sale Price \$1.49

1000 Silk Waists

AT A GREAT SACRIFICE

Lot 1. Dainty Silk Waists and Overblouses in Satin, Georgette and Crepe De Chine.

Values to \$12.00
Sale Price \$5.98

Lot 2. Silk Waists and Overblouses in beautiful embroidered or beaded models, in Satin, Georgette and Taffetta, in all the wanted fall shades. Values to \$18.75. Sale Price \$9.98

EXTRA SPECIAL! !

IN SILK HOSE

1 Lot of Onyx and Everwear Silk Hose in all shades. Values to \$2.75
Sale Price \$1.49

Lot 2. Onyx Heavy Silk Hose. All shades. Values to \$3.50
Sale Price \$1.98

20 TO 50 PERCENT DISCOUNT

on Everything Carried in Stock

Twenty Per Cent Off On All the Merchandise Listed Below

1-5 off

SKIRTS
PETTICOATS
WAISTS
SWEATERS
FURS AND FUR COATS

WOOL DRESSES
BATH ROBES
KIMONAS
CHILDREN'S COATS
WOOL & SILK HOSIERY

CHILDREN'S COTTON AND
WOOL DRESSES
BOYS OVERCOATS
APRONS, HOSIERY
HOUSE DRESSES
WOOL & COTTON MIDDIES

SILK UNDERWEAR
WOOL AND COTTON
UNDERWEAR
KNIT GOODS, GLOVES
INFANTS WEAR

1-5 off

We've knocked the bottom out of high prices, therefore every sale must be final and for cash only.

BLOCK'S
LADIES' OUTFITTING STORE.
NORTH PLATTE'S LEADING EXCLUSIVE WOMEN'S STORE

No Approvals, No Charges, No Layaways, No Refunds nor Exchanges and Every Sale Must Be Final.