

Our Great Annual JANUARY CLEARANCE SALE

Sale Begins Wednesday, January 5, at 8:30 a. m., at

Prices Crushed to
Earth Everything Goes
Way Below Cost in
Every Instance.

BLOCK'S

LADIES' OUTFITTING STORE
NORTH PLATTE, NEBRASKA

Compare Our
Values and Prices
With Others, It is to
Your Advantage.

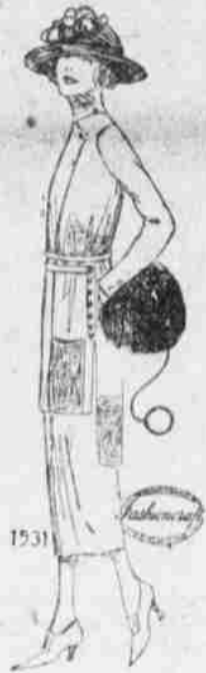
This will be the greatest and most powerful drive we have ever undertaken to make a clean sweep of every Winter Coat, Suit, Dress, Skirt, Waist, Furs, Etc. Every Winter Garment **MUST GO** regardless of former prices, cost or loss. We promise the women of North Platte and vicinity the most stupendous and extraordinary Money Saving Event in local retail history. Come expecting high class new apparel at prices cut so low they are fairly staggering.

Prices Reduced **ONE-HALF** and in Many Instances **More than One-Half.**

YOUR UNRESTRICTED CHOICE OF ANY COAT, SUIT, WOOL OR SILK DRESS IN THE STORE AT EXACTLY

One Half Price

- \$100 Suits, Coats, Wraps, Wool or Silk Dresses, now going at \$50.00
- \$80 Suits, Coats, Wraps, Wool or Silk Dresses, now going at 40.00
- \$60 Suits, Coats, Wraps, Wool or Silk Dresses, now going at 30.00
- \$50 Suits Coats, Wraps, Wool or Silk Dresses, now going at 25.00
- \$35 Suits, Coats, Wraps, Wool or Silk Dresses, now going at 17.50



One-Third Off

One-Third Off on Our Entire Stock of Fur Garments, Fur Sets and Fur Pieces, Waists, Over Blouses and Sweaters.

One-Third Off

One-Fifth Off

ONE-FIFTH OFF ON ALL OF OUR

One-Fifth Off

PETTICOATS
SILK UNDERWEAR
BATH ROBES

KIMONAS
CHILDREN'S COATS
CHILDREN'S DRESSES

WOOL AND SILK HOSE
BOYS' OVERCOATS
HOUSE DRESSES

MERODE UNDERWEAR
KNIT GOODS
MIDDIES, GLOVES, ETC.

EXTRA SPECIAL!

One lot of Beautiful Silk Waists regular values up to \$15.00, sale price

\$4.98 - \$7.48

EXTRA SPECIAL!

One lot of Girls' wool dresses and Serge Middies at a great big bargain

\$4.98

EXTRA SPECIAL!

One lot of wool and silk Skirts in plain and plaid models, all new styles, values up to \$20, sale price

\$7.48 - \$9.98

EXTRA SPECIAL!

One lot of ladies' and small girls' sewaters, regular values up to \$7.50, sale price

\$3.48

EXTRA SPECIAL!

One lot of brand new tricot dresses, regular values up to \$42.50, sale price while they last

\$14.98 - \$19.98

EXTRA SPECIAL!

One lot of aprons, full size, dark and light percales and gingham, regular values up to \$2.00, sale price

98c

EXTRA SPECIAL!

One lot of Petticoats, heather-bloom and Seco top, with silk flounce, regular values up to \$4.50, sale price

\$2.75

EXTRA SPECIAL!

One lot Onyx Silk Hose, regular \$2.50 value, now

\$1.49

Onyx \$3.50 Silk Hose now

\$1.98

EXTRA SPECIAL!

One lot of Muffs, regular values up to \$15.00, sale price

\$4.98

EXTRA SPECIAL!

Chamosette Gloves in all shades regular values up to \$1.75, now

98c

One lot of Merode Union Suits, Special

\$1.48

One lot of La Camille Corsets, lace front, values up to \$7.50, sale price

\$2.98

One lot of wool knitted sets, scarf and cap, values up to \$3.50, now

98c

One lot of Brassieres, some slightly soiled, values up to \$1.35, sale price

49c

NO REFUNDS, NO CHARGES,
NO APPROVALS, EVERY
SALE FINAL.

BLOCK'S

MAIL ORDERS FILLED
PROMPTLY AND SENT
ANYWHERE PREPAID