

The Greatest Bargain Event In North Platte Our

JANUARY CLEARANCE

SALE

NOW IN FULL SWING

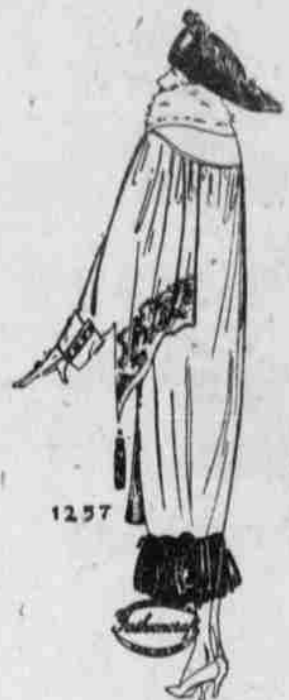
With the most radical and Bonafide Reductions ever offered to the women of North Platte and vicinity. All through the Store the Reductions are from

ONE-FIFTH TO ONE-HALF FROM OUR REGULAR LOW PRICES

Every Garment was an excellent value at the Original Price, today we are not stopping for Profit or Loss, because we are determined to make our stock move if The Price will move it Below are just a few of the many Bargains offered at this GREAT SALE:

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

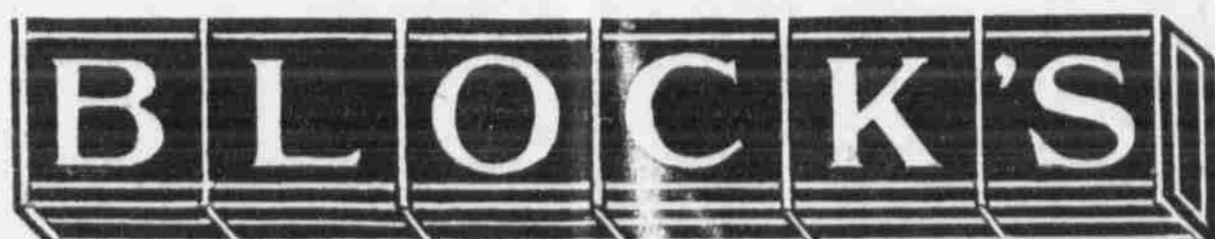
One-Fifth Off

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!	EXTRA SPECIAL!	EXTRA SPECIAL!	EXTRA SPECIAL!	EXTRA SPECIAL!	EXTRA SPECIAL!
One lot of Beautiful Silk Waists regular values up to \$15.00, sale price	One lot of Girls' wool dresses and Serge Middies at a great big bargain	One lot of wool and silk Skirts in plain and plaid models, all new styles, values up to \$20, sale price	One lot of ladies' and small girls' sewaters, regular values up to \$7.50, sale price	One lot of brand new tricotine dresses, regular values up to \$42.50, sale price while they last	
\$7.48 \$4.98	\$7.48 \$3.48	\$9.98 \$7.48	\$9.98 \$3.48	\$19.98 \$14.98	
EXTRA SPECIAL!	EXTRA SPECIAL!	EXTRA SPECIAL!	EXTRA SPECIAL!	EXTRA SPECIAL!	EXTRA SPECIAL!
One lot of aprons, full size, dark and light percales and gingham, regular values up to \$2.00, sale price	One lot of Petticoats, heather-bloom and Seco top, with silk flounce, regular values up to \$4.50, sale price	One lot Onyx Silk Hose, regular \$2.50 value, now	One lot of Muffs, regular values up to \$15.00, sale price	Chamosette Gloves in all shades regular values up to \$1.75, now	
\$2.00 98c	\$4.50 \$2.75	Onyx \$3.50 Silk Hose now	\$15.00 \$4.98	\$1.75 98c	
One lot of Merode Union Suits, Special	One lot of La Camille Corsets, lace front, values up to \$7.50, sale price	One lot of wool knitted sets, scarf and cap, values up to \$3.50, now		One lot of Brassieres, some slightly soiled, values up to \$1.35, sale price	
\$7.50 \$1.48	\$7.50 \$2.98	\$3.50 98c		\$1.35 49c	

Every Coat, Suit or Dress marked in plain figures. Choose any Garment in the Store and Discount just ONE-HALF



LADIES' OUTFITTING STORE

NORTH PLATTE, NEBRASKA

THE LEADING WOMAN'S STORE OF THE TOWN

Do not buy until you have compared our Values. Our Prices may be duplicated, but the values can not be duplicated anywhere.