

9 Days July 21 thru 30 9 Days

Clearance SALE!

Reductions of $\frac{1}{4}$ $\frac{1}{3}$ $\frac{1}{2}$ and More!!

FINAL CLEARANCE

Spring COATS

(Save from 9.95 to 41.95)

14 were 27.95 thru 34.95 - NOW	18.00
17 were 39.95 thru 49.95 - NOW	28.00
16 were 54.95 thru 64.95 - NOW	38.00
10 were 69.95 thru 89.95 - NOW	48.00

REGULAR STOCK . . . PICK OF ENTIRE STORE

DRESSY DRESSES

By Famous Makers

Entire Stock of dressy Dresses by Paul Sachs, Petite Lady, Mme. Renauld, Levine, Jean Lang, Annie Laurie. In crepes, meshes, linens. Sizes 9 to 17; 10 to 40; and $14\frac{1}{2}$ to $24\frac{1}{2}$.

$\frac{1}{3}$ off

Special Closeout DRESSES

86 Dresses Picked from Our Regular Stock
GROUPED IN TWO SPECIAL GROUPS

Formerly to 24.95 - NOW	8.00
Formerly to 17.95 - NOW	6.00

BLOUSES

By Joan Kenley - Maison France -
Jane Holly

Our entire stock of these fine, nationally-advertised blouses in sheers, silks, crepes . . . new Spring styles! White and colors!

Buy Several at this Reduction!

$\frac{1}{3}$ off

Hurry In!

SLEEPWEAR

Pajamas - Gowns
One-Third OFF

Sheer gowns — Shortie Pajamas in Batiste and Seersucker.

SLIPS - GOWNS

One Group

BY SEAMPRUFE
LADY DUFF
and others.

One-Third OFF

Broken Styles and Sizes

SCARFS

PURE SILK

. . . in square or long styles!

One-Third OFF

PANTIES

(By Van Raalte)

REGULAR STOCK

\$1 - \$1.25 - \$1.35

NOW 67c

JUST 10 DOZEN, NO MORE!

BIG SPECIALS

HOUSE-COATS

Broken Sizes in rayon crepe, seersucker and quilted rayons.

One-third OFF

ALL Children's DRESSES

(By Mital)
Sizes 1 to 14

One-third OFF
(Outstanding value)

ONE TABLE

Skirts & Sweaters

Broken Sizes
Assorted Styles

One-half OFF

HANDBAGS

(Entire Stock)

One-third OFF
Plus Tax

GLOVES

(Entire Stock)

One-third OFF

RAIN COATS

(Entire Stock)

3-way or flared with hoods.

One-third OFF

HATS

Just 14

Out They Go
For Only

1.00

ENTIRE STOCK

Ladies Suits

Year-Round Fabrics

By . . . Rothmoor — Swansdown — Jaunty Jr. — Leeds — Betty Rose

Gabardine - Sharkskin - Coverts

From our finest makers . . . rich wool fabrics . . . excellent detailing . . . fashion approved colors.

$\frac{1}{3}$ off

Hurry In!

★

Final Closeout SUITS and TOPPERS

6 Spring Toppers--Values to 39.95

Now Only

5 Regular Suits -- Values to 44.95

\$13

REGULAR STOCK . . . PICK OF ENTIRE STORE

STREET DRESSES

Ginghams, Chambrays, Rayons, Seersucker and Bem-bergs . . . all new, clean stock . . . by Carole King, Nelly Don, Gay Gibson, Martha Manning and others.

Regular, junior and half sizes.

$\frac{1}{3}$ off

ENTIRE STOCK

Sport Wear - - Swim Wear

One-Third Off

- Pedal Pushers
- Skirts
- Sun Suits
- Blouses
- Slacks & Shorts
- Swim Wear

NOT ALL SIZES IN ALL STYLES

Till Stock Lasts!

Townwear Nylon Hose

HURRY!

HURRY!

$\frac{1}{4}$ off

JOYOUS - 51-Ga. - 15 Den. - Reg. 1.65 . . . **1.24**

BLITHE - 51-Ga. - 15 Den. - Reg. 1.65 . . . **1.24**

ARDENT - 45-Ga. - 30 Den. - Reg. 1.35 . . . **1.01**

9 - DAYS - 9
July 21 thru 30

The Shop of Finest Fashions
The Apparel Shop
O'NEILL, NEBRASKA

9 - DAYS - 9
July 21 thru 30