

Starts Thurs., Jan. 3rd - - 9 Big Days

HURRY! SALE ENDS SATURDAY NIGHT, JANUARY 12

- ★ No Exchang
- ★ No Refunds
- ★ No Altera-
tions, Please



Reductions of ONE-FOURTH, ONE-THIRD, ONE-HALF and More!

ENTIRE STOCK
LADIES' COATS

By Rothmoor, Swansdown,
Jaunty Jr., Betty Rose,
and Marce . . .

Were 32.95—Now	21.97
Were 39.95—Now	26.64
Were 44.95—Now	29.97
Were 49.95—Now	33.30
Were 54.95—Now	36.64
Were 59.95—Now	39.97
Were 64.95—Now	43.30
Were 69.95—Now	46.64
Were 79.95—Now	53.30
Were 84.95—Now	56.64
Were 89.95—Now	59.97
Were 94.95—Now	63.30
Were 99.50—Now	66.34
Were 119.95—Now	79.97

From our finest makers . . . fashion approved styles

Dressy DRESSES

Pick of entire store (not selected). By these famous makers: Paul Sachs, Petite Lady, Levine, Mary Muffett, Wm. Weiss and others. Regular, junior and half sizes. Crepes, wools, silks and failles.

Were 19.95—Now	9.97
Were 22.95—Now	11.47
Were 24.95—Now	12.47
Were 27.95—Now	13.97
Were 29.95—Now	14.97
Were 34.95—Now	17.47

ENTIRE STOCK

BLOUSES Buy Several!

Our entire stock of nationally advertised blouses in jersey, silks, crepes, nylons and cottons . . . all new styles! White, colors. Buy several at this reduction!

HURRY IN!

LINGERIE

Pajamas- Gowns -Slips
Bed Jackets - Panties

Leading lines: Seamproof, Van Raalte, Blue Swan, Miss Swank . . . in flannel, cotton knit, rayon, nylons.

ONE-THIRD OFF

Special Rack
DRESSES

Values to 34.95

3.00 - 5.00

NO SERVICE, PLEASE

ENTIRE STOCK
ROBES

RAYON — WOOL
CORDUROY
QUILTED

NOW

Big SPECIALS

ONE-HALF TABLE

Many one of an item, soiled or counter tossed. From all departments throughout our store!

- ★ Sportswear
- ★ Anklets
- ★ Scarfs
- ★ Jewelry

Look This Table Over
FOR
REAL VALUES

All CHILDREN'S DRESSES

By Mitzi - Sizes 1 to 12

ONE-THIRD OFF
OUTSTANDING VALUES!

HANDBAGS
ENTIRE STOCK
ONE-FOURTH OFF
(PLUS TAX)

GLOVES
ENTIRE STOCK
ONE-THIRD OFF

ENTIRE STOCK SCARFS
SILK or WOOL
ONE-THIRD OFF

HATS
JUST 40 OF THEM!
Out They Go for Only
2.00

HOSE
15, 20 and 30 DENIER
51 and 60 GAUGE

Reg. 1.65 — Now 1.24
Reg. 1.50 — Now 1.13
Reg. 1.35 — Now 1.01

ENTIRE STOCK
LADIES' SUITS

By Rothmoor, Swansdown,
Jaunty Jr., Betty Rose . . .

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

Were 34.95—Now	23.30
Were 39.95—Now	26.64
Were 42.95—Now	28.64
Were 44.95—Now	29.97
Were 49.95—Now	33.30
Were 52.95—Now	35.30
Were 54.95—Now	36.63
Were 59.95—Now	39.97
Were 64.95—Now	43.30
Were 69.95—Now	46.64
Were 74.95—Now	49.97
Were 79.95—Now	53.30
Were 99.95—Now	66.64

ENTIRE STOCK
Street DRESSES

Regular stock . . . pick of entire store (not selected). Many just unpacked. Regular, junior and half sizes.

Were 8.95—Now	5.97
Were 10.95—Now	7.30
Were 12.95—Now	8.64
Were 14.95—Now	9.97
Were 16.95—Now	11.30
Were 18.95—Now	12.64

By these famous makers: Nelly Don, Martha Manning, Carole King, Gay Gibson, Georginia . . . and others.
IN GABARDINE, CORDUROY, RAYON PRINT, WOOLS, TAFFETA

ENTIRE STOCK
LADIES'
Skirts - Slacks

By Sporteen . . . in tweed, crepe, corduroy, flannel and novelty fabrics . . . pleats, flared or straight cuts. All sizes.

Hurry in for Best Selection

ENTIRE STOCK
SWEATERS

Slip-ons, Cardigans . . . choose from our fine stock of Helen Harper and Princess Pam sweaters. Sizes 34 to 40. Short or long sleeves in a large selection of wonderful styles and colors.

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