

BIG STOCK REDUCING SALE!

Dry Goods! Dress Goods! Linens!
and Ladies' Furnishings!

E. G. DOVEY & SON,

PLATTSMOUTH, NEB.

THIS SALE OPENS
SATURDAY,
JAN. 18, 1919
ENDING
SATURDAY,
FEBRUARY 1, 1919.

A Tremendous, Phenominal Stock Reducing Sale!

E. G. DOVEY & SONS have decided to reduce their mammoth stock of DRY GOODS, DRESS GOODS AND LADIES' FURNISHINGS. Our reason is simply this: For the past season we purchased very heavily in all lines. You all know the season has been a very mild and backward one, and anticipating our usual business, we, like all other merchants, have not been able to unload our usual amount of merchandise and now find ourselves crowded with goods. Our new spring goods are arriving and we have not sufficient room to place them. For this reason we are compelled to reduce our present stock. We assume that every buyer has in mind at all times his requirement for the future as well as the necessities of the present. In view of this fact, we urge you to act promptly in grasping the advantages offered at this Sale. The limited time that this sale will continue should be your incentive to act promptly. Don't neglect the real, genuine opportunity awaiting you.

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Don't Fail to Read Every Line of This Circular. Come Prepared to Buy!

Infants' Knit Wear
Discounted
20%

20% Discount
on all Ladies' Blouses
These are Values You
Should Not Miss

Kiddy Cloth Special
Per Yard
39c

-BLANKETS-

A Lure of Bargains!

Regular \$6.95 value, Sale Price.....\$5.89
Regular \$6.50 value, Sale Price..... 5.39
Regular \$5.50 value, Sale Price..... 4.39
Regular \$4.75 value, Sale Price..... 3.98
Regular \$3.95 value, Sale Price..... 3.19
Regular \$3.75 value, Sale Price..... 2.98
Regular \$3.50 value, Sale Price..... 2.79

All Ladies' and Child-
ren's Underwear
20% Off

CORSETS
Justrite Brand-Special
\$1.19

Everett Shirtings — A
Special Lot—Yard
28c

Irresistable Prices
COMFORTERS

Reg. \$7.50 value, Sale Price. **\$5.98** | Reg. \$5.00 value, Sale Price. **\$4.29**
Reg. \$6.00 value, Sale Price. **4.98** | Reg. \$4.00 value, Sale Price. **3.19**

Premeir Effort in Value Giving!

Wool Blankets

Reg. \$14.50 value at.....**\$11.98**
Reg. \$13.50 value at..... **9.98**

Annis Furs

A LIBERAL
DISCOUNT..... **25%**

Centralize Your Eyes On These Prices!

Then Come and Be Convinced!

Dress Goods!

Exceptional Values in DRESS GOODS!
Pon Pon and Zibaline Cloth, reg. \$5.50
value, Sale Price, per yard.....**\$4.39**
Scottish Plaid Novelty, width 56 in, yd....**\$3.49**

PLUSH CLOTH

Special Sale Price, per yard.....**\$3.49**

MIXTURE SUITING

Up to \$1.65 value, Sale Price, yd....**98c**

SPECIAL LOT—DRESS GOODS!

A Riot of Values

Sale Price, per yard.....**98c**

SERGES AND OTTOMAN CLOTH!

A Real Money Saving Inspiration
Sale Price, per yard.....**\$2.19**

KIMONA CREPE Special

Sale Price per yard.....**33c**

COTTON BATS

Comforter Size

Regular \$1.65 value, Sale Price.....**1.48**
Regular \$1.45 value, Sale Price..... **1.29**
Regular \$1.35 value, Sale Price..... **1.19**
Regular \$1.25 value, Sale Price..... **1.09**
Regular \$1.10 value, Sale Price..... **95c**

LADIES' RAIN COATS

Regular \$9.00 value, Sale Price.....**\$7.49**
Regular \$6.50 value, Sale Price..... **5.30**
Regular \$6.00 value, Sale Price..... **4.89**
Regular \$5.00 value, Sale Price..... **3.98**

RUGS

All large rugs.... **10 per cent Off**

CHILDREN'S RAIN COATS

While They Last

Regular \$4.50 value, Sale Price.....**\$3.69**
Regular \$3.50 value, Sale Price..... **2.49**

HOSIERY

CHILDREN'S HOSIERY

Size 5 to 7½, 2 pairs for.....**35c**

LADIES' HOSIERY

Colored Silk, regular \$1.00 value.....**79c**
Special Lot Ladies' Black Hosiery.....**28c**

SILKOLINE

For Comforters

All colors and designs. Per yard.....**22c**
One of Our Best Bargains

DRAPERIES

Curtain Scrim

Regular 60c value, Sale Price per yd....**48c**
Regular 45c value, Sale Price per yd....**32c**
Regular 35c value, Sale Price per yd....**28c**

WHITE GOODS

There is only one time to buy
at a big saving and that time is
right now.

LINENS

Table Cloth

Regular \$1.50 value, Sale Price, yd....**1.25**
Damask table cloth, 72-in. Per yd.... **.79**

SPECIAL BARGAIN

This Lot

Fine Table Cloth, 72-in. Per yd....**\$1.69**

Outing Flannel

Reg. 40c value, per yard.....**32c**
Reg. 35c value, per yard..... **28c**
Reg. 30c value, per yard..... **23c**

Melbourne Challies

36-INCH
Reg. 30c value, Sale Price per yd....**23c**

-GINGHAMS-

Special Sale Price, per yard.....**30c**

---This is Our Annual Discount Sale!---

E. G. DOVEY & SON