

January

CLEARANCE

This store is offering you the opportunity to share in the most unusual merchandise values ever offered by any retail store in this community. We realize what that statement means and we are prepared to back it up. The reputation of this store, built up by many years of honest service, is your guarantee. Our advertising will tell you the story in description and price—the merchandise, itself, will demonstrate to you the outstanding values. No baits! No false promises to lure you into the store! Every statement made in our advertising may be depended upon. Read every item in this announcement and watch for other announcements which will appear later, telling of other values which mean a saving to you.

These Values Are for You—Take Advantage of Them!



A Price for Every Purse

Winter Coats

Distinctly Different in Style and Value

WINTER MODES characterized by resemblance to much higher priced models . . . lovely broad-cloth surfaced materials, splendid fur trims and warm interlinings make them well worth this money.

Norma, Valma, Torlona fabrics and Novelty Sports coatings, carried in collars, cuffs and body-design. Purchase your new coat at our January Clearance.

These garments all beautifully Fur trimmed

IN THREE GROUPS

\$8⁹⁵ \$15⁵⁰ \$19⁷⁵

Economy, The Keynote

Silk ^A_ND Wool Dresses

PRICED to give you the most for the money! Street, Sports, Afternoon and Evening models fashioned of Satins, Canton Crepe, Georgette, Chiffon and Novelty Woolens . . . in styles to please you. For the younger miss and the larger woman there are appropriate styles.

Nublu - English Green - Claret Red
Navy - Tan - Gray - Brown
Black - Pastels

Sizes 14 to 20 - - - 36 to 52

Priced in Three Great Groups

\$8⁹⁵ \$10⁷⁵ \$16⁷⁵

All Bargain Seekers on Hand Early



Be one of the crowd to share in these Bargains and go away telling all your friends of the wonderful values. Shoppers will come, they'll Buy and Save on every purchase.

IT'S SMART TO BE THRIFTY



PLEASE DO NOT ASK US TO ACCEPT Mail or Phone Orders
Come to the Store

No Approvals
No Exchanges
ALL SALES ARE FINAL



Rayon Silk Bloomers 69c \$1.25 Values

SOMETHING TO GET EXCITED ABOUT—The Spotlight is thrown upon the biggest value in Rayon Silk Bloomers ever offered. A surpassing assortment of serviceable Rayon Bloomers with single cuff all flat lock seamed—sizes 25 to 29. Assorted colors, including pastel shades. Full cut, reinforced crotch. We defy competition on this bloomer—see it and you'll buy—not one, but several pairs. An example of our great values during January.

Our customers know that if we advertise a thing we have it and our ad copy must state the truth. Our word must be as good as our bond.

Ladies Toggery

"The Shop of Personal Service"

The only way you can be disappointed in this selling is—by failing to attend. Space does not permit us to list the many bargains in this January Clearance.

Plattsmouth, Neb.

Phone 61