



**Entire Line of Beautiful Sweaters**

in Slip-Over and Coat styles. Only a few dozen left, go at—

Clearance Price  
**\$1.25 & \$1.95**

**Ladies' Scarfs**

Beautiful new patterns. Scarfs that you will be proud to wear.

Clearance Price  
**\$1.00, \$1.25 & \$1.95**



**Ladies' Corsets**

In broken sizes. Good assortment of styles. Values to \$5.50

Clearance Price  
**39c**



**Ladies Fabric Gloves**

These gloves are fresh stock, just received from the manufacturer in all wanted shades. Sizes 6 1/2 to 8 1/2. January Clearance.....

**83c**

**Some Important Notes**



Many of the items listed here will not last throughout the first day of selling, so we advise that you come early in order not to be disappointed. We guarantee at the time of this advertisement going to press, all merchandise is in stock as listed.

**Cowden's Play Suits**

This is the best play suit on today's market. Ages 2 to 7 years. You know what such suits are worth ordinarily. Our Clearance price is...

**98c**

**Children's Jersey Bloomers**

Pastel and dark shades. Sizes 8 to 16 years. Clearance price only.....

**59c**

**Ladies Outing Gowns**

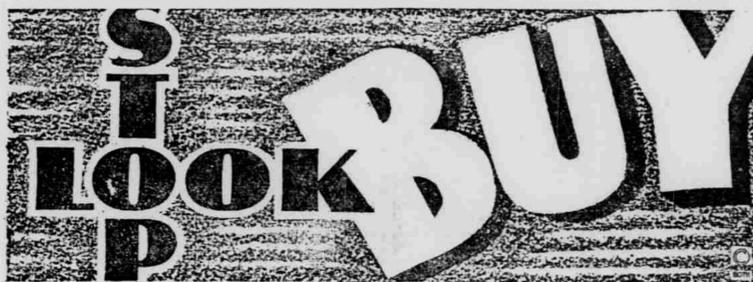
These gowns are cut extra full from best outing flannel and come in an assortment of colors and patterns. January Clearance price.....

**88c**

**Children's Cotton Sleepers**

These garments made with feet and drop seat. Rubber buttons that will not break or twist off in the washing machine. Sizes from 1 to 10 years. January Clearance price.....

**79c**



**A New Chapter in the Book of Values**

We are out to set new records for value-giving during the next two weeks. This store is a veritable storehouse of sound, seasonable, desirable merchandise, which is needed and wanted by buyers in this community. It all goes into this great store-wide January Clearance—so come and get your full share.

The whole store has contributed to make this an event that you will long remember. We have made prices which will make lasting friends for this store. In every department you will find regular prices drastically reduced and profits sacrificed. This advertisement will give you some idea of the opportunities to buy merchandise which you need and want at a substantial saving. You will find goods displayed frankly for your examination, all plainly marked with a January Clearance price, exactly as advertised. We know you'll buy, if you but come to look.

Many people are sale-shy because they have been lured to disappointment by extravagant promises and misleading advertising. You won't find that here. The policy of this store is the exact opposite. The purpose of this Storewide January Clearance is to cement still closer the friendship of old customers and gain the confidence of hundreds of new friends.

These bargains will move fast. We are expecting throngs of eager buyers. Be among the first to make your selections. Come in tomorrow or at the earliest possible time.

**Bungalow Aprons!**

Sizes, small, medium and large. Stripes, checks, plaid gingham. Only three to a Customer — Clearance Price

**49c**

**Children's Richlieu Rib Hosiery!**

First quality and will give excellent wear. Broken sizes, colors. January Clearance Price—Per Pair

**9c**

**Ladies Raincoats!**

Colors red, navy and green. Sizes 16 to 42. Wonderful values! Go during our January Clearance Sale for

**\$2.89**

**Misses Raincoats!**

Sizes 14, 16 and 18 in red, navy and green—Highest grade fabrics. Greatest bargain ever—Clearance Price only

**\$1.59**



**Santos' Sanitary Napkins**

Kotex only rival. Put up in convenient box. One dozen highly absorbent pads to the box. Clearance price, per box.....

**10c**



**Millinery Clearance**

All Fall and Winter Felts, Velvets and Metallics going at

**\$1 & \$2**

Values from \$2.95 to \$10

**All Children's Hats**

in this January Clearance, priced in three groups, at

**75c, \$1.00 and \$1.25**



**Ladies House Dresses**

Short sleeves only. Made from beautiful prints, strictly fast colors. Sizes 36 to 52. Our January Clearance price.....

**77c**



**Ladies Rayon Silk Hose**

First quality, made with 5-inch lisle top. Broken sizes and colors, but they are certainly bargains at our January Clearance price.....

**29c**

**TWO GREAT VALUES IN CHILDREN'S Silk and Rayon Hose**

Broken sizes and colors. Values to \$1.00. Clearance price, per pair.....

**29c**

Children's Lisle Hose—Broken sizes and colors. Reg. 50c value, Clearance price..

**23c**

NOTE—No Spring, 1929, merchandise will be included in this Jan. Clearance.

**This is the Sale You Have Been Looking For. Come!**

Phone 61

**Ladies Toggery**

"The Shop of Personal Service"

**Largest Exclusive Ladies Store in Cass County**

Plattsmouth, Neb.