



Thousands of dollars worth of new, clean, up-to-date merchandise sacrificed at prices which in many instances are below wholesale cost

January CLEARANCE SALE



Which Offers Substantial Savings

This January Selling is a Store-wide Event that offers odd lots and broken lines of Holiday and Seasonable Merchandise as well as Coats, Dresses and Millinery at substantially reduced prices. To effect immediate disposal to clear these stocks immediately, radical price reductions of one-quarter—one-third—and one-half have been made. It is possible to quote only a few of the Thousands of Sensational Values which is in readiness in this store. Early selections are to your distinct advantage because of the appeal of every article (Limited quantities of many) which is on sale.

Ladies Rubber Tea Aprons

These aprons are new fresh stock, in an assortment of colors. Early selection advised. January Clearance price **26c**

Children's Pantie Dresses

These dresses come in gingham, broadcloth and prints. Short sleeves only. Ages 2 to 8 years. January Clearance price **88c**

Ladies Jersey Bloomers

All sizes in assorted colors, including light shades. Reinforced crotch, with single cuff. Cut extra full. Jan. Clearance price **69c**

Ladies Winter Coats

One lot of Ladies Winter Coats, fur trimmed collars. Sizes 36 to 44. Colors tan, rust and greckle blue. Our special January Clearance price **\$4.95**

Rubber Cover-All Aprons

These aprons are in an assortment of colors, and the sizes are small, medium and large. Jan. Clearance price **47c**

Ladies Brassieres

These Brassieres are in broken sizes and styles, but some mighty good values. Sizes up to 48. Clearance price **11c**

Children's Winter Coats

Fair assortment of Children's Winter Coats, with fur trimmed collars, sizes 7 to 14 years. JANUARY CLEARANCE PRICES

\$1.95 to \$6.95

Ladies Silk and Wool Hose

These hose come in the following colors—black, gunmetal and tan. Broken sizes. Jan. Clearance price **69c**

Babies Rubber Pants

Natural color, sizes small, medium and large. You've never seen them listed at such a low price anywhere **10c**

Knitted Headwear

Girls' Stocking Caps—Plain white or red and white. Some all wool. Our January Clearance price **98c**

Children's Wool Hose

These hose are in black and brown only, broken sizes, 6 1/2 to 10. January Clearance price, per pair **29c**

Coat and Dress Flowers

These Coat and Dress Flowers are the best value we have ever offered. Extra large assortment. During Jan. Clearance sale they're priced at 35c and **25c**

Here's a Knockout



Ladies Linen Handkerchiefs

Superior quality, crystal white, pure linen Handkerchiefs, 1-16 inch hem. January Clearance price **9c**

Sport Hosiery

Silk and Wool Sport Hose in checks and plaids—mostly in small sizes. A wonderful value. Jan. Cl. price **69c**

Children's Sleepers

Outing Flannel—These garments are in both plain and striped outing, sizes 2 to 6 years. Jan. Clearance price **39c**

Ladies Bloomers

These Bloomers are mostly large sizes made of lingette. Colors tan, gray and black. Jan. Clearance price **29c**

Children's Wash Dresses

These dresses are tub fast, short sleeves, sizes 7 to 14 years. We advise early selection. Jan. Clearance price **88c**

Prices are Lower than at any time during the Season. All Winter Merchandise to be moved regardless of what it costs us.

Early Selection will Assure Complete Choice — Morning Hours for Shopping are Suggested. No phone orders accepted.

**No Approvals!
No Exchanges!
All Sales Are Final!**

Ladies Toggery

"The Shop of Personal Service"

Largest Exclusive Ladies Store in Cass County

Phone 61

Plattsmouth, Neb.