

Startling News for Every Woman and Miss in Plattsmouth and Vicinity!
 Ill Health Forces **PEASE STYLE SHOP** to Close Out in a Dynamic
QUITTING BUSINESS SALE

Over 200 Smart Styles in
Summer Dresses \$1.99 to \$2.99
 Values to \$7.95

Entire Stock of High Grade Fall



DRESSES

Over 200 Smart Styles \$2.39
 Sacrificed in 3 Low Price Groups Values to \$12.95
 Exciting new Fall Fashions in Silk Crepe and all the newest Fall materials and styles—Blacks, Blues, Wine Green and rich new combinations. Sizes for everybody.
 \$3.39
 \$4.39
 Hurry, while Stocks are Complete!
 Every Dress the latest Fall Fashion Trend—and a Real Bargain!

ATTENTION!
\$10,000 STOCK of

High Grade Women's and Misses Apparel SACRIFICED at Drastic Reductions to Clear All Shelves and Backs immediately. If you intend buying a new Fall Outfit for any member of the family COME to Plattsmouth now and share in this Gigantic Price-Slashing Sale. Read every item in this ad. Bring it with you and SAVE as never before on Quality Ready to Wear for Women and Misses. Prices are slashed to fraction of true worth—below cost in most cases!



129 House Frocks 29c
 Nice PRINTS in tailored and frilly styles. Formerly sold at 49c and up. Entire lot now going at.....

300 Fall Cottons 77c
 Street and Sport styles in new Prints and Novelty Patterns. Rayon Crepes, Matalasse and Angoras included. Values formerly to \$1.98 are now going at.....

136 Uniform Frocks 77c
 White and colors. Well tailored styles that you have been buying for \$1.95. Savings like this shout loudly to come early.....

167 Children's Dresses 37c
 Beautiful styles in Cottons for Fall and all Summer Odds and Ends. Values to 98c. Sizes 3 to 14. Out they go, at.....

87 Housecoats & Smocks 77c
 Hawaiian styles with zippers. Smocks in Prints and plains. Drastically sacrificed. Values to \$1.95. Priced for complete "close-out" at only.....

Out They Go - - 24 Smart Coat Suits \$2.95
 Sport and dressy styles in Fleeces, Tweeds and Worsted. Actual values to \$12.95. Reduced for early shoppers to sell at only.....

Over 385 Adorable NEW **STREET DRESSES**
 Reduced to 2 Low Prices **\$1.69 to \$2.69**
 Values to \$3.95.....

ENTIRE STOCK OF LUXURIOUS FUR TRIMMED

COATS

Sacrificed in 2 Groups — Values up to \$39.95
\$11.99 & \$17.99

Fur armed Coats in rich Fall Fabrics and Woolens. Lined and interlined. Lavish Furs with huge collars in Wolf, Fox, Badger and Caracul. Every wanted style and color. Sizes 12 to 20 and 38 to 46, inc.

FALL COATS \$6.99
 138 FALL COATS—New Fall Fleeces, dress and sport styles. Monotones, Checks, Tweeds in fitted and boxy styles. Values to \$12.95— Sizes 12-20; 36-44.



ENTIRE STOCK OF HIGH GRADE FALL

MILLINERY

Sacrificed in Two Groups
69c & \$1.49

Turbans, Tricorns, Halos and Hi Hats in Felts and Fabrics. All the latest Paris copies sacrificed regardless of former prices. All head sizes.



OVER 200 SMART FALL Children's Dresses Values to \$1.98

69c
 Tailored and fancy styles in New Jumper and school models. Prints galore. Ages 1-14 now drastically reduced for a quick "sell-out."

Plaid Jackets \$2.99
 Just 12 Misses Jackets in all wool plaids. Broken sizes—values to \$5.95, now



OVER 65 NEW FALL Misses Coats Values to \$5.95

\$2.89 & \$3.89

Bath Robes \$1.49
 Fur trimmed and sport styles in tweeds and rich woolens. Sizes 3-14 Women's and Children's sizes in soft fleece. Only 89c Fancy Patterns. Values to \$2.95.....



OUT THEY GO—JUST 46 CHILDREN'S

Snow Suits \$4.88
 Values to \$7.95

One and two-piece styles in plaids and solid colors. Are warm, snug and wooly. Size range, 3 to 14, inclusive.

Scarf Sets 99c
 Fancy wool sets in solid and trimmed colors. Values to \$1.95.....

Ski Pants \$1.29
 Just 45 pants in Navy color. Values to \$1.98. Broken sizes, now

Childs' Socks 17c
 Shirley Temple styles, solid colors with fancy tops. Reg. 35c value



WHILE THE LAST **TWIN SETS \$1.29**
 Values to \$2.98

Brushed wool and Zephyr wools in both solid and fancy colors. Hurry! They'll Go Fast!

Sweaters - Blouses 77c
 Odds and Ends of Fall and Summer styles. Values to \$1.98, now.....

Boucle Frocks \$2.99
 Two-piece styles in beautiful fall colors. Values to \$7.95, now.....



LADIES SILK AND RAYON **SLIPS**

Values to \$1.98
69c & \$1.29

Tailored and lacy styles in Flesh and Tearose colors. All sizes.

Hosiery 37c
 Rollins and Struttwear Brands in ringless styles. Broken sizes and colors. Per pair.....



Pajamas, Robes

Values to \$2.98
1.39 & 1.89

Rayon Taffetas in new high shades with applique trims. Hurry while they last. The sizes are somewhat broken.

Riding Breeches 99c
 Gabardines in both Tan and Brown colors. Out they go at.....

Girls' Slacks 69c
 Culottes in fancy prints. Regular \$1 styles, at 88 Pair GIRLS' SLACKS—Solid colors with trims. Special "close-out" price of only.....

Ladies Skirts \$1.29
 46 LADIES SKIRTS—All wool Tweeds and Fleeces in plain and patterns. Broken sizes. Values to \$2.95.....

ALL FIXTURES FOR SALE!!

Make us an offer on Cases, Mirrors, Window and Interior Fixtures. Tables, Desk, Check Writer, Cash Registers, Racks and Stands... Adding Machine and other miscellaneous Fixtures! NO FIXTURES SOLD TO DEALERS. All fixtures sold will be delivered on completion of this sale. We're closing out down to bare walls in shortest possible time!

ALL SALES FINAL! No Returns — No Approvals These Prices are Cash! Store Open Wed., Thurs. Fri., Sat. Until 9 P. M.

Sweater Coats \$1.77
 15 SWEATER COATS—All wool coats in Brown or Blue button down front styles. Values to \$3.95, now.....

Rain Coats 99c
 Odds and Ends of Misses and Women's Coats drastically sacrificed. Values to \$4.95. Some Suede finish Jackets, too—ALL going at.....

PEASE STYLE SHOP

PLATTSMOUTH, NEBRASKA