

The Oldest---The Largest---The Best Women's Shop---Lincoln's Fashion Center
 1910 1927



ANNOUNCE FOR MONDAY MORNING — OUR

SEVENTEENTH ANNUAL Anniversary Sale

\$6⁹⁵

Will buy odds and ends in Silk Dresses that were up to \$19.50

ALL SUITS at ½ Price!

Our Anniversary Sales Occur In May

They have become an event for us — and are looked forward to by thrifty, economical shoppers; also coming at a time when you want Spring Garments. This is house cleaning time for us on all Cloth Suits and Coats, odds and ends, also all slow selling garments—all will be priced for quick selling. The Hovland principle is:

- the Most in Quality
- the most in Value
- the Most in Style
- the Most in Satisfaction

"Trade Where Your Dollar Buys a Dollar's Worth."

\$9⁹⁵

A quick selling price on special group of regular \$19.50 and \$24.50 Dresses

ALL SUITS at ½ Price!

All Our Wonderful Dresses, Coats, and Suits at a Discount

ALL DRESSES

In This Sale At

ONE THIRD OFF!

This means that you get our specially selected outstanding Dress Fashion at 1-3 off regular prices.

No Discount on Shirley Lea Knitted Dress

ALL COATS

In This Sale At

Just HALF PRICE!

The only Exception is our New Early Fall Rothmore Coats.

No Discount on these



10 per cent off on all Sweaters Scarfs and Raincoats This week only

Anniversary Sale of Lovely
DRESS and SPORT HATS
\$1.00
\$0.295
\$4.95

These are remarkable Hat values for immediate wear. You will find the Hat for your personality here.

KINDLY NOTE: Choose Carefully at our Sales as this is for final selling. None exchanged, sent on approval, c. o. d., or returned for credit.