Marvelous bargain offerings in our January Clearance Sales that demonstrate more forcibly than ever the splendid saving advantages of our January sales Winter merchandise in every dept, is shown at prices which means quick and compiete clearance Don't fail to reap the benefit of extraordinary underselling


|  | January Clearing Sale <br> In Our Famous |
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Omaha's Greatest Sale Women's \& Children's Outergarments beginning Tuesday all winter suits, coats, dresses, furs, etc., go on sale at price reductions
which means a saving of half and more to the purchasers and complete clearances of winter
stocks Our object price markings represent but a small part of actual worth of merchanstocks Our object price markings represent but a small part of actual worth of merchan dise. More complete assortments,

The largest and most desirable collection of fur gar- ments we have ever offered in January Clearance, here now for your selection. The seas
cold weather but just begins

| All Oloth Coats Half and Less Than Half Chole of 200 of them that sold to $\$ 25.00$, in Tuesday'R sale at atChooce of 175 Coats that soid up $\$ 35.00$, in Tuesday's sale at ...................... 815.00 Your unrestricted cholee of any Child's Coatto close at JUST haiw price. |  |
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| e for one day, Tuesday, while they last, at.. 83.95 |  |
| worth $\$ 1.50$ tion; to clos | Ladies' Short Flannelette Pett1- coats, regular 500 nad 750 val- ues, to close Tuesday $\ldots 25 \%$ |
| you-surprises in which high class, desirable garments $50 \%$ reduction rule. Watch our ads closely and profit d. |  |

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Great January Sale of Bed Spreads, Sheets and Pillow Cases Tuesday



PRICE PAID BY AVIATORS

## sixty-Nine Heroes of the Medala and Gold.

twenty nine meet death


