

SIOUX CITY

NEW YORK

OMAHA

LINCOLN

Friday,
December 26,
9 A. M. Sharp



CONANT HOTEL
BUILDING
SIXTEENTH STREET



Friday,
December 26,
9 A. M. Sharp

We Will Inaugurate Our

Annual Clearance Sale

Offering Our ENTIRE STOCK of High Grade

Coats, Suits, Dresses, Blouses, Millinery, Furs, Etc.
At Tremendous Savings of 25% to 50%

The sale that thousands of women eagerly await, knowing that it never fails to be the greatest money saving opportunity of the year.



Clearing Our Entire Stock of WINTER COATS Plain and Fur Trimmed

Velours, Kerseys, Meltons, Mixtures; Formerly Priced up to \$35.....	\$18.75
Silvertones, Velours, Kerseys, Mixtures; Formerly Priced up to \$45.....	\$24.75
Plushes, Silvertones, Velours, and Bolivias; Formerly Priced up to \$59.50.....	\$33.75
Tinseltones, Velours, Bolivias, Plushes; Formerly Priced up to \$79.50.....	\$44.75
Baffin Seals, Evoras, Duotones, Frostglos; Formerly Priced up to \$97.50.....	\$53.75
Yalamas, Chevronas, Crystals, Suede Velours, Duvetynes; Formerly Priced up to \$125.....	\$63.75

Clearing Our Entire Stock of DRESSES Silk and Wool--For All Occasions

Satins, Serges, Taffetas, Combinations; Formerly Priced up to \$29.50.....	\$16.75
Velours, Jerseys, Serges, Satins, Combinations; Formerly Priced up to \$39.50.....	\$23.75
Tricotines, Serges, Satins, Georgettes, Velvets; Formerly Priced up to \$55.....	\$31.75
Tricotines, Tricolettes, Paulettes, Georgettes; Formerly Priced up to \$69.50.....	\$39.75
Tricotines, Satins, Tricolettes, Paulettes; Formerly Priced up to \$79.50.....	\$48.75
Duvetynes, Tricotines, Tricolettes and Evening Gowns; Formerly Priced up to \$89.50.....	\$58.75



All Our Higher Priced
Coats at Great Reduction

COAT SECTION—SECOND FLOOR

Clearing Our Entire Stock of
Plain and Fur Trimmed

SUITS

At Sacrifice Prices

Velours, Serges, Poplins, Mixtures; Formerly Priced up to \$59.50.....	\$28.75
Tricotines, Velours, Silvertones, Broadcloths; Formerly Priced up to \$95.....	\$37.75
Tricotines, Tinseltones and Velour de Laines; Formerly Priced up to \$125.....	\$53.75
Tricotines, Suede Velours, Peach Blooms; Formerly Priced up to \$165.....	\$73.75
Tricotines, Duvetynes, Yalama Cloths, Crystals; Formerly Priced up to \$245.....	\$97.75

SUIT SECTION—SECOND FLOOR

Clearing Our Entire Stock of ALL WOOL SWEATERS

In Slipover, Tuxedo and Sweater Coat Models

All Colors **1/4 OFF** Sizes 36 to 44
MAIN FLOOR

Clearing Our Entire Stock of FURS 25% Discount

Off Our Present Low Prices

We are having this sale notwithstanding the fact that the cost of furs has advanced so much recently that in no case could we reproduce our present stocks at what we are offering them now at retail.

Fur Coats, Coatees, Wraps,
Capes, Stoles, Throws,
Chokers, Muffs and Sets

Of the Most Luxurious Quality
and Distinctive Styles

Priced \$25 to \$1050 at
ONE-FOURTH OFF

FUR SECTION—SECOND FLOOR



All of Our Higher Priced
Dresses at Great Reductions

DRESS SECTION—SECOND FLOOR

Clearing Our Entire Stock of Fall MILLINERY

All Tailored Fall Hats; Formerly Priced up to \$5.....	\$1.00
All Trimmed Fall Hats; Formerly Priced up to \$10.....	\$2.49
All Model Fall Hats; Formerly Priced up to \$15.....	\$4.85

See Our New Display of Spring Satin
and Satin Combination Hats.

MILLINERY SECTION—SECOND FLOOR

BLOUSE CLEARANCE

Georgette, Crepe de Chine, Natural Pongees; Formerly Priced up to \$6.95.....	\$2.79
Georgette Blouses, All Shades and Sizes; Formerly Priced up to \$10.....	\$4.75
200 Beautiful Blouses of Georgette; Formerly Priced up to \$15.....	\$6.75
300 Russian Overblouses and Regulation Styles; Formerly Priced up to \$20.....	\$8.75

Our Entire Stock of High Grade
Blouses, All Shades and Sizes, 1/4 OFF

MAIN FLOOR