

# Greatest Merchandising Event in Omaha's History

Beginning Thursday, October 7th

## A Momentous Price Lowering Sale

Mills, Wholesalers and Manufacturers Have Announced  
Reductions in Wholesale Prices From 10% to 33 1/3%

— Therefore —

## Eldredge-Reynolds Co. Announce

Important Reductions on Every Line of Merchandise  
Where a Wholesale Reduction Has Been Announced

Another concrete money-saving example of this store's policy to pass along immediately to our customers any reduction in prices which may take place in the wholesale markets. Keeping our merchandising ear to the ground, as it were. You will find retail reductions in the same proportion as to recently announced wholesale reductions.

*Every Article Listed Below Is at a Discount From Regular Prices in Proportion to Wholesale Reductions*

Entire Stock of Women's Silk and Wool Dresses  
At 20% Reduction

Entire Stock of Women's Coats, Wraps and Furs  
At 33 1/3% Reduction

Entire Stock of Women's Blouses of Silk, Satin,  
Georgette and Cotton at 25% Reduction

Entire Stock of New Fall Millinery  
At 25% Reduction

Entire Stock of Women's Hosiery  
At 25% Reduction

Entire Stock of Women's Suits, Tailored and Fur  
Trimmed at 20% Reduction

Entire Stock of Women's Corsets, Including Modart,  
Roberta, Francette and Warner's Models  
At 25% Reduction

Entire Stock Women's High Boots, Pumps, and Oxfords  
At 20% Reduction

Entire Stock of Women's Cotton House Dresses  
and Aprons at 33 1/3% Reduction

Entire Stock of Women's, Girls' and Children's Sweaters  
At 25% Reduction

—Silk Lingerie—  
Camisoles, Chemise, Gowns, Blom-  
ers, Trouseau Sets.

—Muslin Lingerie—  
Chemise, Gowns, Bloomers, Cami-  
soles, Philippine Gowns, Chemise.

At 30% Reduction

—Petticoats—  
Of Silk Jersey, Taffeta, All Satin,  
Plain Tailored and elaborately dressy  
styles. Also the serviceable Silk  
Petticoater included.

At 30% Reduction

—For the Infant—  
Creepers, Flannel Wrappers, Pil-  
low Covers, Flannel Skirts, Padded  
Wrappers, Bath Aprons, Crib Blan-  
kets, Cashmere Sacques, Silk Quilts,  
Stock Pants.

At 25% Reduction

50 Children's Coats  
At 50% Reduction

—Women's Negligees—  
Of Silk, Satin, Georgette, Cotton  
Creme, including imported models,  
Madame Jolles' Originations.

At 50% Reduction

—For the Children—  
Girls' Gingham and Crepe Dresses  
Girls' White Dresses—Age 2 to 6 Yrs.  
Flannel Gowns—Age 4 to 14 Yrs.

At 25% Reduction

50 Children's Hats  
At 25% Reduction

—Boys' O'Coats—  
Age 2 to 16 Years

—Boys' Sweaters—  
Age 4 to 16 Years

—Boys' Corduroy Suits—  
Age 6 to 16 Years

Boys' Corduroy Knickers  
Age 7 to 16 Years

—Boys' Mackinaws—  
Age 6 to 18 Years

—Boys' Wool Suits—  
Many With Extra Knickery

At 20% Reduction

—Girls' Cotton Dresses—  
Sizes 8 to 14 Years

At 33 1/3% Reduction

100 Girls' Silk and Serge  
Dresses  
Sizes 8 to 16 Years  
Regularly \$16.50 to \$35

At 33 1/3% Reduction

—150 Girls' Coats—  
Ages 8 to 16—and 13 to 17  
Regularly \$15 to \$35

At 33 1/3% Reduction

—Girls' Fall Suits—  
Sizes 13 to 17 Years

At 33 1/3% Reduction

—Girls' Skirts—  
Navy Blue Serge—Plaids and Checks

At 20% Reduction

—Middies—  
Cotton and Flannel. All white, white  
with copen and red trimmings.  
Ages 6 to 22 Years

At 20% Reduction

Entire Stock  
Men's Furnishings—Hats—Caps  
Shirts—Neckwear—Hosiery—Underwear—Sweaters—Pajamas—Night Robes  
at 25% Reduction  
(Contract Goods Excepted)

Entire Stock  
Men's Suits—Top Coats—O'Coats  
Leather Coats—Trousers  
at 30% Reduction