

SIoux CITY

NEW YORK

OMAHA

LINCOLN

Announce For Monday,
Dec. 27, Our Great



Supreme Savings Event
of the Entire Year

318-320 SOUTH SIXTEENTH STREET

ANNUAL CLEARANCE SALE

Our Entire Tremendous Stocks of Finest Garments Offered at
the Greatest Reductions in Our Entire Merchandising History!

BLOUSES

An unequalled opportunity to secure
a splendid blouse at a fraction of the
real worth. Hundreds to select from.

There are about 500 blouses of Georgette,
beaded, embroidered, frilled, etc., in every
style and color in splendid quality ma-
terial, models that formerly sold up to
\$7.50. Choice during clearance—

\$3.95

A wonderful assortment of Finest Geor-
gettes in beaded, braided and embroidered
effects, also some tailored Crepe de
Chine and Tub Silks, formerly selling up
to \$10. Choice during clearance—

\$4.95

Finest Georgette and Crepe de Chine
Blouses in best tailored and elaborate ef-
fects in a tremendous variety of styles and
colors, formerly selling up to \$15. Choice
during clearance—

\$6.95

BLOUSE SECTION—MAIN FLOOR

Cloth—COATS—Plush

Clever Styled Coats of Melton, Velours
and other all-wool Coatings of Good
Quality, exceptionally attractive mod-
els formerly selling up to \$39.50,
choice during clearance.....

\$19.75

One of the strongest groups in this sale.
Wonderful values in Velours, Meltons,
Silvertones, etc. Formerly selling up
to \$49.50, choice during clearance.....

\$29.75

A Splendid Selection in this grouping
of Velours, Crystal Cords, Bolivias and
others, many fur-trimmed models in-
cluded which formerly sold up to
\$75.00, choice during clearance.....

\$39.75

Handsome Coats of Suede Velours,
Duvetyns, Chameleon Cords, Bolivias,
with huge collars and wide cuffs,
smartly embroidered, stitched or
braided. Values up to \$95.00.....

\$49.75

Women who desire Coats of Extraordi-
nary Quality and Style Distinction will
appreciate this group of lavishly fur-
trimmed Coats which formerly sold up
to \$115. Clearance price.....

\$59.75

Unusually Smart Models in Finest
Marvellas, Evoras, Cut Bolivias with
lavish trimmings of Beaver, Nutria,
Hudson Seal and other expensive furs,
formerly selling up to \$145. Clearance
price.....

\$69.75

COAT SECTION—SECOND FLOOR

A large group of Smart Styled self and
fur-trimmed Velvets and Plushes of
good quality, both short and long mod-
els, full silk lined. Formerly selling up
to \$85.00. Clearance price.....

\$49.75

Splendid Models in Deep-Piled Peco
Plush, with huge Collars and wide
Cuffs of Raccoon, Moufflon, Opossum,
which formerly sold up to \$95.00.
Choice during clearance.....

\$59.75

A Group of Unusually Good Quality
Plushes and Finest Velvets, both long
and short models, with large cape col-
lars, wide cuffs and deep pockets.
Values up to \$115.00. Clearance price

\$69.75

A Marvelous Group of Fur Fabric Mod-
els of highest Quality, many hand-
somerly fur-trimmed with the best furs
and Beautifully Lined throughout,
formerly selling up to \$135.00.....

\$79.75

Luxurious Models of Behring Seal, Yu-
kon Seal, Ungava Seal and others, lav-
ishly fur-trimmed and banded, former-
ly sold up to \$150. Priced ridiculously
low for clearance.....

\$89.75

Deepest Piled Fur Fabrics of Finest
Textures. Lined with Handsomest Lin-
ings and trimmed luxuriously with
Finest Furs are the models formerly
selling up to \$175. Clearance price..

\$99.75

SKIRTS

Hundreds of smartly tailored skirts
offered away below their real worth.
All the newest style ideas, all the
latest materials; novelties galore, as
well as regulation styles.

A large number of Smart Plaid Skirts in
charming color combinations, formerly
selling up to \$15. Choice during clear-
ance—

\$7.95

Plain Tailored Poplins, Serges and
Checked Velours. Formerly selling up to
\$19.50. Choice during clearance—

\$9.95

Handsome Plaids and Superfine Serges in
Novelty pleated and plain tailored effects
which formerly sold up to \$25. Choice
during clearance—

\$12.95

Best Skirts in Extraordinary Smart Styles
and Best Materials, including pleated and
plain effects which formerly sold up to
\$35. Choice during clearance—

\$16.95

SKIRT SECTION—SECOND FLOOR

DRESSES

About 500 Wonderful Dresses of Tricotine, Serge,
Satin, Georgette and combinations in smartest
styles. Beaded, Braided and Embroidered Models
that formerly sold up to \$35.00.....

\$14.75

Rich Velvets, some fur-trimmed. Tricotines in
newest beaded and embroidered effects—
Serges, Satins, Charmouses and Charming Com-
binations are shown in this group of dresses that
formerly sold up to \$45.00. Choice during clearance

\$24.75

This will prove the dominant value group—the styles, the color-
ings, the fabrics all combine in their appeal; the values are un-
usually good, although we only quote dresses that formerly sold
up to \$65. Choice during clearance.....

\$34.75

You will marvel at these stunning models in Tricotines, Poirat
Twills, Charmouse, Duvetyn, Suede Velours and other superfine
fabrics. The trimmings show great individuality and charm. Up
to \$85.00 values. Choice for clearance.....

\$44.75

Wonderfully Beautiful Dresses of many fine fabrics, showing in
style and trim that skill of designing and excellent workmanship
that women who discriminate desire so much. There are about
75 of these dresses that formerly sold up to \$95. Choice for
clearance.....

\$59.75

Exclusive Models of the very finest materials, the "One-Of-a-
Kind" sort where beauty of detail is greatly emphasized and
fabrics and trimmings are chosen with artistic discrimination—
dresses that formerly sold up to \$125. Choice during clearance..

\$69.75

SILK UNDERWEAR

The Holiday Buying left odds and ends of various lines and
numbers that are marked very low for immediate clearance

A large number of Fine Satin and Georgette Camisoles
trimmed with good lace and hand embroidered, that formerly
sold up to \$3.50. Choice during clearance.....

\$1.95

Splendid quality Teddys in Satin, Crepe de Chine and com-
binations, that formerly sold up to \$8.95. Choice during
clearance.....

\$6.50

Wonderful Philippine Hand-Embroidered
Nightgowns and Teddys.
Choice during clearance.....

\$3.95

FURS

Finest Fur Coats
and Capes

Splendid Stoles,
Throws, Sets, Etc.

AT ENORMOUS REDUCTIONS

Our Entire Stock of Finest Furs Involved.
Not One Garment or Piece Reserved.

Coats of Hudson Seal, Mink,
Squirrel, Mole, Marmot,
Beaver, Etc.

1/3 Off

Many Moderate Priced Sep-
arate Pieces are Priced
Very Low to Clear.

SECOND FLOOR

SUITS

Smart style Tricotine, Serge and Velour Suits in
navy, black and other wanted colors that formerly
sold up to \$45. Choice during clearance.....

\$24.75

Suits of exceptionally good style, richly lined
jackets, smartly trimmed in many cases, formerly
selling up to \$65. Choice during clearance.....

\$34.75

Styles of the hour. Suits so thoroughly attractive, so splendidly
tailored, you'll find them difficult to resist. Fine fabrics in every
wanted color. Values formerly selling up to \$65. Choice during
clearance.....

\$44.75

Tricotines, Wool Velours, Duvetyns, Silvertones and Poirat Twills
in stunning styles richly trimmed with quality furs, that formerly
sold up to \$85. Choice during clearance.....

\$54.75

Wonderfully Styled Suits fashioned from the finest fabrics, hand-
somerly fur-trimmed and embroidered, stitched or braided, and
beautifully lined. Suits that formerly sold up to \$95. Choice
during clearance.....

\$64.75

This group consists of our very finest suits. Styles that are ultra-
exclusive, fabrics that are the very finest, lavishly fur-trimmed
with superior quality furs, suits that formerly sold up to \$125.
Choice during clearance.....

\$74.75

\$3

Every Trimming, Every Style and
Every Color is to be had in
this assortment.

Also 150 Fine Trimmed Hats that
formerly sold up to \$10.00.
Your choice during clearance—

49c

SWEATERS

1,500 Fine All-Wool Sweaters, including many from our
regular stock that are radically reduced for clearance.

Values formerly up to \$15.00 and not
one in the lot worth less than \$7.50.
Your choice during clearance.....

\$2.95

You'll Be Surprised at the Amazing Values and the gorgeous array of colors
and combinations.