

Opens
Thursday
April 24
at 9:15 a.m.

Sale of Coats

Substantial price savings on New Sport Coats, placed in three price groups for this sale. The straight lines and flare effects. The new collars stitched cuffs and cape effects. These are made from the popular new spring fabrics.

\$8.88 \$11.81 \$14.44

The Latest Style Hats

Best sellers and all reduced in low price groups.

\$1.00 to \$2.98

Swiss braids, baku pedaline fancy, some pedaline and felt combinations, lacy effects, side droops, sweeping lines and off face effects.

The Lowest Price These Have Ever Sold

Children's Wash Frocks

Yes, these are regular \$1.95 value, to sell just during this sale **\$1.23**

Darling styles made from nice tub fast fabrics.

Oriental Smocks

Breiers' own import order, the material alone costs more than the price of entire finished product. Yes they are to be sold for only **59c**

Why Not Save \$1 or \$1.50 on Your Rayon Lingerie

This is your chance—during this unloading sale. The entire stock of rayon lingerie has been reduced.

Rayon Bloomers	73c now
Rayon Outside Bloomers	90c now
Rayon Gowns	\$1.34 now
Rayon Shorties	73c now
Rayon Vests	59c now
Rayon Pajamas	\$2.24 now
Rayon Combinations	\$1.34 now
Children's Bloomers and Combinations	73c now

A regular \$1.69 value.

CAMP BLANKET

65x76

Soft, grey camp blanket with bright stripes border. Ideal for general utility purposes.

\$1.29

DEPT. STORES

C.J. Breier Co
IN THE WEST

Come!

to the

MANUFACTURER'S UNLOADING SALE

REAL-BARGAINS-IN-EVERY-DEPARTMENT

\$1,000,000.00 Worth

of seasonable merchandise to be unloaded during this sweeping reduction sale. Breier's stores are an outlet to manufacturers who are willing to talk prices. They know that we can and will move quantities of merchandise for them if we can go to you with incomparable values.

We've Bought Liberally

and right. We must turn the goods. Our past experience taught us that you always respond to Breier sales because you know, when Breier says "sale," it means just that. Every item is a good buy. Do it now! YES, SIREE, THIS SALE IS THE REAL STUFF.

New Import Order

Hand Embroidered, Hand Sewed Nainsook

GOWNS

Instead of marking these gowns 98c—which they would ordinarily sell at retail, we have immediately put on a low sale price and made them part of this unloading sale. It is your good luck.

White gowns with colored embroidery, colored gowns with contrasting embroidery, also applique. Various shape necks and most of the gowns are sleeveless.

49c

NASHUA, PART-WOOL Indian Robes

65x80

\$1.49

This blanket should sell for \$1.08, at least, but for this sale only we have priced this brand-new shipment at \$1.49.

We expect this value will bring 'em rushing. Assorted patterns in contrasting color combinations. These are the product of one of the leading blanket mills. For cars, throws, beds and sofa.

SALE OF DRESSES

ALSO, THE LATEST SHIPMENT OF WOMEN'S NEW SILK DRESSES MUST CONTRIBUTE THEIR SHARE OF THESE BARGAINS.

TO GO AT Values up to \$12.50 **\$8.88** Dresses for every occasion—the new spring and summer styles, including the latest printed chiffons, prints and printed combinations, ensemble effects. Covering a range of sizes, 12 to 48; also half sizes.

Our Finest Wash Frocks

Are included in this unloading sale. They were big values at their regular price, so what must they be at only **\$1.69**

Remember, these are the fine quality, well-tailored Wash Dresses, designed and made in Breier's Own Garment Factory. Fast color, quality prints, such as Butterfield and similar fabrics. The very latest patterns, made into the very latest styles, at the very lowest price, quality considered.

Even the Women's Uniforms

TAKE A PRICE CUT

These, too, are made in Breier's Own Garment Factory. From fast color suitings. Large range of colors, with contrasting collars and cuffs. These are very practical for housewives as well as nurses and waitresses FOR THIS SALE **\$1.79**

6 Reasons Why You Should Attend This Unloading Sale

- 1—Every section of the store will take part and contribute to this bargain carnival.
- 2—Everywhere you look you will find worthwhile price reductions, because EVERY ITEM AND EVERY ARTICLE HAS BEEN REDUCED JUST FOR THIS SALE. After the sale is over prices will go back to par.
- 3—Housewives will find hundreds of household and personal needs included in this sale.
- 4—All ready-to-wear and fashion merchandise is distinctly style-right—regardless of the reduction prices.
- 5—All articles in this sale are wanted merchandise that are in demand right now.
- 6—The remarkable values offered our customers during this unloading sale will make your visit here very profitable.

Children's PLAY SUITS

Extra heavy chambray and a hickory strips.

Long sleeves, sport collar, drop seat, two front pockets. You've paid a \$1.00 for these many times, but now you can buy them for **49c**

Sizes 2 to 8

Unloading Over 200,000 Pairs of Shoes

SHOES FOR WOMEN, MISSES AND CHILDREN

Here is a rare opportunity to save on shoes, especially for the growing girl from 14 to 19 or 20—girls that like snappy styles, novelties, combinations, smart colors, as well as black. This price group includes shoes just the thing for collegiate or school wear. You will find plenty of oxfords and also one-strap conservative pumps. **\$2.60**

We are going a step further on this price lot, and are giving you a very big value and a very low price simply because they are broken sizes. Just another one of those items on which we are straining every point to turn into cash, and have had no mercy as to price **\$2.77**

\$1.11 CHILDREN'S PLAY and SCHOOL SHOES, blacks and tans, mostly oxfords. This lot is for little tots, mostly from 5 to 8. Made up of a general assortment of little oxfords, and also pattern one-strap, and little, high play shoes.

\$1.26 For those that prefer a little better quality, we have this group, similar to the above, but a little better quality and a little better selection, but at the same saving. Sizes 5 to 8.

This lot has always been our volume line. The reason for this is that we have built to our own specifications and they have proved very successful not only in their wearing qualities but also in their large range of styles. Even at our regular price you have always saved at least \$1.00, and at this sale you can buy these shoes for only **\$3.39**

These shoes are of the same character as Lot No. One—meaning the very best quality, with the exception that they are broken sizes, and to clean our stock, we are making this extra-special figure to insure quick action on them. Values to \$7.00 **\$3.44**

\$1.53 SHOES FOR THE SCHOOL CHILDREN—Mostly sturdy oxfords in tan and black, also a nice assortment of one-strap black patents. Sizes 8 to 11. You are at least a half-dollar to the good on this price group alone.

\$1.79 For those that like a little more detail in the trim, we can offer you a nice, snappy line in the same range as above group, 8 to 11, at only \$1.79.

DRESS AND WORK SHOES FOR MEN AND BOYS

Men's Heavy Work Shoe

In this group you will find most anything you want for spring and summer wear. Some broken sizes in shoes that are worth as high as \$5.00 per pair. Now **\$2.78**

Men's Work Shoes

Here is where we excel in shoes for comfort and hard wear. Plain and moccasin stitched, also cap toes. Solid leather. Lay in a year's supply at **\$3.53**

Men's Work Shoes

The best of them all, and in the long run, the cheapest. These are purchased direct from manufacturers of high-grade work shoes in plain toe and some moccasin stitched. Well sole, solid leather. Only **\$4.43**

Boys' Dress Oxfords

Black and tan, sturdy shoes for school and dress. **\$2.16 and \$2.43**

By buying directly from the makers against our own specifications, we secure the lowest possible first cost. Our close margin of profit, big volume turnover, make these shoes exceptional values even at the regular prices. So, be sure you don't miss out on these special prices. Both in black and tan, in good range of styles. **\$2.60 \$3.39 \$4.24**

Boys' Work Shoes

For sturdy wear, especially for school and farm wear, these are just the thing. These are mostly in tans, some with composition soles. Just to mention a few of the price ranges—**\$2.07 \$2.24 \$2.43**

Hosiery Prices Drop

FOR THIS SALE

These are new low prices on women's and children's hosiery. This means every pair of hosiery in the store, though we mention here only six lots.

Lot 2505—Ladies' Full Fashion Cello-Silk and Silk Hosiery. A grade known for its service. All the new shades and a new low price of **79c**

Lot 165—All-Silk to Top, 7-strand, service weight hosiery for women. Reinforced toe and heel. Reduced to **\$1.19**

Ladies' All-Silk Hose in circular knit. Made with the snappy black pointed heel which has a slenderizing effect. Now, only **79c**

Girls' Hose for school wear, fine quality line. Narrow and wide rib. New shades. Sale priced **19c**

PANEL CURTAINS

Mill Purchase creates low price of, **49c** per panel

Ordinarily these would sell for not less than 75c to 89c per panel, but for this sale they are yours for 49c. 39 inches wide, 2 1/2 yards long. 3-inch rayon fringe. Ecru Marquisette Panels.

WOMEN'S CREPE BLOOMERS

Extra good quality cloth, plain colors. Full cut. Extra heavy elastic insert. New low price **52c**

CHILDREN'S SATEEN BLOOMERS Plain pink. Full cut garment. Extra well constructed. Seams all guaranteed. Extra heavy elastic insert. Only **39c**

Lowest Price Now on MEN'S SUITS

This is absolutely the lowest price we have offered these new suits for men and young men. In fact, we rarely ever reduce the price on these suits because, to start with, they are very closely priced. But, JUST FOR THIS SALE, we are giving you this extra low price, and it's your chance to buy your new suit, either in novelties, blue serge or staple pattern. REMEMBER RIGHT AFTER THE SALE THE PRICE GOES BACK TO NORMAL **\$17.78**

MEN'S HATS

Men's hats in staple and novelty blocks, made of high-grade felts, assuring wear. Also in this line you'll find delicate shades so popular with well dressed men **\$4.24**

This hat always been our volume hat item; as it fits in so many places—the young man as well as those with more conservative tastes. Even at our regular price they are a bargain, so what must they be at **\$3.50**

Just 9 Days of These Low Prices

Here Is a Star Item, Men

Breier Stores sell many thousand pairs of Men's Pants at our regular low price, because the values are right. Then what must they be now at these reduced prices? Three price groups:

\$2.60 \$3.39 \$4.24

These groups include Wool Pants and Wool and Cotton mixed, novelty rayon stripes and for those who prefer the more conservative patterns, there are the darker blues and grays, also hard twist materials.

Our Best Work Shirt

When we say this we mean they are good. Yes, very good, the cloths are guaranteed to launder and they are packed with wear full cut, **89c** 14 1/2 to 17

Big Yank Unions

Big Yank Athletic, regular \$1.00 value, now **79c**

Men's Caps **98c and \$1.44**

Men's Pajamas, assorted bright prints **89c**

Moleskin Pants \$1.98

Buy one pair and you'll come back for more, for it is one of our biggest selling number. This is an extra heavy grade cloth, gray cloth which always gives satisfaction.

Men's heavy red wrist, 12 oz. canvas Gloves **12c**

Blue wrist heavy Canvas Gloves **9c**

Leather Palm Gloves, heavy canvas back **36c**

Men's Fancy Dress Sox, big value **38c**

Men's Dress Sox, plain and fancy **19c**

Cashmerette Work Sox, fine grade **9c**

Men's Dress Shirts, bright printed patterns **89c**

New patterns of men's fine ties.

45c 68c 88c 98c

Fine big roomy chambray Work Shirt, coat style **59c**

MEN'S CAPS

Lot 1, these are all new patterns all wool caps, snappy models **98c**
Lot 2, large range of light colors in all wool cloths, tan and grey shades **\$1.44**

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