

POSITIVELY

# - Going Out of Business! -

## \$10,000 Worth of Dependable "Shoes" to be Sacrificed AT MANUFACTURER'S COST AND LESS!

**Circumstances have arisen that prompts us, and we have decided to, and are Positively Going to Discontinue, and Go Out of the Shoe Business Entirely!**

We appreciate the favors bestowed on us and our time honored little institution, and thank all those who have assisted us with their patronage and made any portion of our 35 years of business a pleasure, and we will always have a warm spot in our hearts for all our loyal and faithful customers who have had consideration enough for the building up of our city to practice *community prosperity* and *community welfare* by leaving their *shoe money at home with us*.

The shoe buying public has so appreciated our *quality values* and *low prices* during our *money raising shoe sale* that our Summer stock has been reduced beyond our expectations, but in consideration of us *going out of business entirely* the preparatory "price cutting" knife has been inserted into both *profit* and *cost* on the remaining portion of all our Summer shoes in order to *clean out to the last pair*.

### SHOES AT $\frac{1}{2}$ RETAIL PRICE AND AT COST PRICE

are a safe and sane investment, and that's the prices we are making on many of our styles, and indications point to much future hot weather, and you cannot afford to wear shoddy shoes at our *going out of business prices*.

The following are only a few of the many numerous style we have displayed on our bargain tables, and all are **DEPENDABLE BRANDS**, and yours for the price, but you'll have to hurry:—



4 lots Ladies' Patent, Suede and Velvet Pumps. Were \$4, now only... **\$2.50**

1 lot Ladies' Patent Pumps. Were \$3.50, going at  $\frac{1}{2}$  price..... **\$1.75**

1 lot Ladies' Patent Pumps. Were \$4, now only..... **\$2.45**

1 lot Ladies' Patent Oxfords. Were \$3.50, now only  $\frac{1}{2}$  price..... **\$1.75**

1 lot Ladies' Patent Oxfords, mixed lot. Were \$3.50, now only..... **\$2.00**

1 lot Ladies' Patent Oxfords, assorted styles, worth as high as \$3.50, now only..... **\$1.50**

1 lot Ladies' Dull Kid Pumps. Were \$4, now  $\frac{1}{2}$  price..... **\$2.00**

Four-fifths of the above are from the Celebrated Red Cross and Julia Marlowe Shoes, in clean condition, and we defy any one to say they could be bought at wholesale for the price.

**ANY AVERAGE FOOT WILL FIND A FIT!**

**50** pairs Ladies Kid, Tan and Patent Oxfords, all good clean unheard of bargains, and most sold as high as \$3.00, sizes mostly 3's and 4's. Going Out of Business Price..... **\$1.00**

Many of these would make excellent school shoes for the remaining weeks of hot weather. Investigate these bargains and be thoroughly convinced.

1 lot Men's Patent Oxfords. Were \$5; going out of business price.... **\$2.50**

2 lots Men's Patent and Calf Oxfords. Were \$3.50, now only..... **\$1.50**

1 lot Men's Tan Oxfords. Worth \$4.50, now only..... **\$2.50**

3 lots Men's Gun Calf Oxfords. Worth \$5.00, now only..... **\$2.75**

4 lots Men's Gun Calf Oxfords. Worth \$5.00, now only..... **\$3.50**

2 lots Men's Mule Hide Work Shoes—were \$2.00, now only..... **\$1.25**

1 lot Men's Elk Sole Shoes—were \$2.25, now only..... **\$1.50**

1 lot Men's Elk sole work shoes—were \$2.50, now only..... **\$1.75**

Child's Slippers..... **35c** Barefoot Sandals..... **35c**

1 lot Child's White Canvas Oxfords, going out of business price..... **50c**

50 pairs Child's Oxfords, just the thing to start to school in—house cleaning price..... **75c and \$1.00**

1 lot Boy's Oxfords—were \$2.75—going out of business price..... **\$1.50**



If you have not been a customer of ours you will lessen your "high cost of living" if you set aside any personal feeling and marry yourself to our "Going Out of Business Prices" for the short space of time we expect to be here to serve you. Will be glad to see you.

This is no fictitious, sensational or fake sale, and to convince the public we are sincere and that we are positively going out of business, we offer our **BUILDING FOR SALE OR RENT**, and this should be convincing proof that we are making boni fide Going Out of Business Prices to insure closing out completely the balance of all Summer Footwear. Remember this is only a chance of life time.

**-Open Until 8 O'Clock-**

# SHERWOOD & SON

**Never Were Such Shoe  
-Prices Made Before!-**

Plattsmouth, Nebraska