

..GREATEST EVENT OF MCCOOK..

OLD OWNER

"Diamond"

The Workingman's
Friend

..I Bought the Entire Diamond Stock..

and leased the building for a number of years and in order to get acquainted with the people of McCook and surroundings, I am going to throw out

The Entire Stock of Men's, Ladies' and Children's Clothing, Furnishing Goods, Shoes, Hats, Caps and Trunks and Valises at the Greatest Sacrifice McCook Ever Knew

in order to clean out the entire stock to make room for a Brand New Stock which I am about to put in.

NEW OWNER

"Simons"

Everybody's
Friend

The Diamond Stock is complete and well known for its quality and high grade manufacture, such as the "Silver and Gold" for Shirts; "Wilson Bros." for Furnishing Goods; "Hamilton-Brown," "Green Wheeler" for Men's and Ladies' Shoes; "Sunrise" for Ladies' Coats and Jackets; "Banner" for Skirts, etc., and all of these famous brands of goods will be offered to the public at prices that will astonish you. Come and be convinced whether you buy or not.

Nothing Reserved

Don't miss this opportunity. It means dollars and cents to you. Everything at bargain prices during the great sale.

Special! Special!

Your money will cheerfully be refunded if goods do not prove satisfactory after you take them home.

Sale Begins Saturday, January 12th

At 10:00 o'clock a. m. and continues until the entire stock is closed out. Come early and get your first selection. Your dollar will bring you three dollars worth of merchandise at this bona fide sale. YOU CAN'T MISS THE PLACE---LOOK FOR THE BLUE SIGN.

I am not quoting any leaders as the entire storeroom is one grand panorama of unprecedented bargains.

The Place You
--Know--

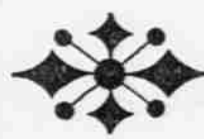
Diamond's

Old Stand

Come! Let's get acquainted. My motto will be "To Please Customers." My system of business will be "Modern."



H. SIMONS



Successor to Diamond

McCook

Nebraska

The Date You
--Know--

Saturday

Jan. 12 at 10 a.m.