

Unexpected, Undreamed of, Never-the-less True

RECONSTRUCTION

Ellis Shoe Store
Red Cloud, Neb.

SALE

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Red Cloud, Neb.

**Forced To Sell! Smashing Prices In Mid-Season!
To Reduce Our Stock To A Pre-War Basis!**

WHOLESALE PRICES

on Shoes are still advancing therefore no saving man or woman can afford to pass by these tremendous savings.

Come! Buy! Save!

Ladies Dress Shoes, all sizes in all the latest styles, values up to \$6 buy now at

\$4.98

Ladies extra fine Dress Shoes in every style and leather. Hundreds to select from values up to \$11.50 and \$12.50 choice

\$10.89

Mens Dress Shoes

—in Every Style and Leather

Values up to \$10.00. They are now Specially priced at only **\$7.48**

Men now is your chance. You'll not see prices on values such as these for many moons.

Young Mens and Boys Shoes

Black and Mahogany, English last very swell, \$4.50 value at **\$3.89**

Gun Metal and Kid school shoes, fine lot will go at **\$3.48**

Remember all shoes are going up, these prices are away down.

And Here's the Reason

We want you to know that there is nothing mysterious about This Sale

For that reason we wish to make a clear, concise statement of the causes which impel us to make this unusual move at this season of the year, when it is least expected.

Steadily advancing prices and scarcity of Shoes has made it compulsory in the past two or three years for the merchant to buy heavily and far in advance, in order to be able to get enough goods to properly care for his trade.

This resulted in constantly increasing the size of his stock, and the amount of capital required to run his business.

We are not alone in this condition any merchant today finds himself with twice the amount of capital invested that was required to run his store three year ago. This condition is gradually getting worse as prices continue to advance.

We have looked this condition squarely in the face and decided on this move as an answer.

We are going to carry less stock, do business on a prewar basis of normal capital. To enable us to do this, we have decided on the present time, the best of the season, to dispose of our over large stock of Foot Wear and are making sacrifices on the entire stock to accomplish our aim.

HERE YOU ARE MEN GRAB THEM!

300 pairs of mens high grade Work Shoes

Black or Tan both heavy and medium weight, standard Screw soles, well known makes, all kinds and sizes. Buy now at pre war prices, actual values up to \$5 and \$6, choice of the lot only

\$3.98

Mens Dress Shoes

All styles, Black or Tan, Goodyear Welt, Sewed soles, button, Blucher or English styles, values up to \$8.50

\$7.48

Ladies Shoes

Kid Lace, high top, Military heel, very swell \$7 value will go at **\$5.79**

High top, Lace, Kid, French heel, a beauty, worth \$6 will go at **\$3.98**

Ladies Kid Shoes, lace, low heel, \$4.50 value will go at **\$3.79**

Odd lot Oxfords at unheard of Prices On the Tables

Begins Saturday, December 13 9:00 A. M.

Mens and Boys Shoes

Fine assortment in all sizes, lace and button

\$7.50 Shoes will go at **\$5.98**

\$6.00 Shoes will go at **\$4.98**

\$4.50 Shoes will go at **\$3.89**

and lots for Less money, all Bargains, these shoes could not be bought Wholesale at the price asked.

House Slippers

Daniel Green, Felt Comfy, Old Rose Blue and Grey. Special, this sale:—Children **\$1.19**, Ladies & Men **\$1.87**

WAIT FOR IT!

SAVE FOR IT! COME EARLY!

Be Here When the Doors Open Saturday Morning at 9 a. m. and share in it. Tell your friends the glad news.

OVERSHOES

Mens all rubber 4 buckle - **\$3.48**

Mens cloth top 4 buckle - **\$3.98**

Mens cloth top 1 buckle - **\$2.19**

For the Growing Girl in Ladies Sizes

Gun Metal Calf leathers in high top English lasts and low heels. Special at **\$3.78**

Lot of Boys & Youths Gun Metal Lace \$3.50 now **\$2.48**

You will save real round dollars in this sale. All bargains. Nothing reserved

Red Cloud ELLIS SHOE STORE Nebraska

GEO. DIETSCH, Sales Manager