

CHAUTAUQUA CUT-PRICE SALE

To begin Saturday, August 1st, and continue Two Weeks

Special Cut-Price Sale on all the New Seasonable Merchandise at money-saving prices. Special cut prices on Dress Goods, Calicoes, Ginghams, Muslins, Ladies' Waists, Skirts, Wrappers, Jackets and Suits, Ribbons, Gloves, Underwear, Shoes, Hosiery, etc.

Cut-price Dress Goods Sale.

All the Dress Goods in this entire stock placed on sale at cut prices. The BIGGEST BARGAINS you ever saw anywhere.

50 and 60c dress goods on sale at 25c per yard.
\$1.15 and 1.25 Imported Dress Fabrics, sale price 59c.
Special bargains in black and colored Panamas at 38c and up.

Special bargains in black and colored Mohair Fabrics at 38c per yard and up.

All the \$1.50 black and colored Panamas and other plain suitings; sale price, 98c to \$1.12.

All the remnants and short lengths of Wool Dress Goods on sale at Half Price.

All the Silks, Waistings, etc., on sale at cut prices.

EXTRA SPECIAL!

65 yards 36-inch \$1.45 Black Taffeta Silk, sale price \$1 per yard.

60 yards 36-inch \$1.75 Peau De Soi Black Silk, sale price \$1.25.

Special Cut-price Sale on all the Flannelettes and Other Cotton Suitings and Fabrics.

Special lot of 10c Flannelettes sale price.....	6c
Special lot of 12 1/2 and 15c Flannelette sale price.....	9c
18c Suratt Cloth sale price.....	12c
18c Ray Crepe Flannel sale price.....	12c
25c Serpentine Crepe sale price.....	18c
20c La Tosca Velour sale price.....	15c
25c Arnold Piece Dyed suitings sale price.....	18c

All Muslins, Table Linens, Toweling, Sheeting, etc., on sale at cut prices.

7c Unbleached Muslin at.....	5c
12c Bleached Muslin at.....	8c

Bargains in Outings at 5, 6, 7, 8 and 9c.

American Thread Co.'s Best Thread, 200-yard spools, sale price 4c per spool.

August cut-price Blanket Sale

All the Cotton Blankets on sale at cut prices—50c, 65, 75, 90c, \$1 per pair, etc.

All the Buells Woolen Blankets on sale at cut prices—2.75, 3.15, 3.50, 3.75, 3.90, 4.15 and 4.50.

Now is the time to get bargains.

Cut price Sale on all the Wash Goods.

In this sale we are going to sell out every piece of Summer Wash Goods in this stock. These prices are regardless of cost, as they must all go.

All the 10c Wash Goods at.....	5c
All the 15c Wash Goods at.....	7 1/2c
All the 18 and 20c Wash Goods at.....	10c
All the 30 and 35c Wash Goods at.....	15c
All 50c Wash Goods at.....	19 and 25c

One Special Table of Remnants

and Short Lengths of Wash Goods on sale at extraordinary bargain prices.

Cut-price sale on all the Calicoes, Percales, etc.

4000 yards all the best Calicoes, special this sale, 5c per yard.

8c Percales at.....	6c
10c Percales at.....	7 1/2c
15c Percales at.....	10c
10 and 12 1/2 Ginghams at.....	7c

Cut-price sale on all the Ladies' Hats and Millinery.

Cut-price sale on all our \$1.50 Ladies' Wrappers and Mother Hubbard House Dresses; on sale at 98c

Cut-price Waist Sale.

The greatest bargain values ever shown. Many of them on sale at less than manufacturer's cost.

\$5.00 Silk lined Net Waists.....	\$2.95
6.00 Silk lined Net Waists.....	3.45
5.00 Silk Waists.....	2.95
6.00 Silk Waists.....	3.45
Special of \$1.50 \$1.75 and \$2.00 White Waists sale price.....	1.50
\$2.50 White Waists at.....	1.25
3.00 White Waists at.....	1.50
3.50 White Waists at.....	1.75

Cut-price sale on all the Czarina Petticoats, Heath-erbloom, Feathersilk and Arbutus Cloth, black or colored.

\$1.50 undershirts, sale price.....	88c
1.75 " " " ".....	\$1.25
2.00 " " " ".....	1.45
2.50 " " " ".....	1.75
2.75 " " " ".....	2.00
3.00 " " " ".....	2.25
3.50 " " " ".....	2.45

Our Entire Stock of Ribbons

will be sold at Special Bargain Prices. Special assortment at 5, 10, 15 and 19c per yard.

Cut-price Skirt Sale.

A New York manufacturer's line of the newest style Skirts, in addition to our own stock, all placed on sale at cut prices.

\$5.00 black and colored Panama Skirts.....	\$2.75
5.50 Panama and Fancy Skirts.....	3.45
6.00 Black and Fancy Panama Skirts.....	4.25
6.50 " " " ".....	4.45
7.50 " " " ".....	5.25
9.00 black Voile Skirts.....	6.75
10.75 " " " ".....	7.75
15.00 " " " ".....	10.75
12.50 Ladies' Suits.....	7.50
15.00 " " " ".....	10.50
18.00 " " " ".....	12.50
22.00 " " " ".....	14.50

Special Cut Prices on all the Jackets and Silk Coats.

\$5.50 Jackets and Coats at.....	\$3.50
6.50 " " " ".....	4.00
7.50 " " " ".....	5.00
10.00 " " " ".....	6.50

All the Cravenette Raincoats on sale at special cut prices.

CUT-PRICE SALE

on all the White Summer Jackets, Coats and Skirts.

\$2.50 White Jackets, sale price.....	\$.98
5.00 " " " ".....	1.95
1.50 White Dress Skirts, sale price.....	.75
2.00 " " " ".....	1.00
3.00 " " " ".....	1.50

Cut-price Glove Sale.

Special cut-price sale of White Silk Gloves.

75c White Silk Gloves.....	48c
\$1.25 " " " ".....	75c
1.50 " " " ".....	\$1.00
1.75 " " " ".....	1.25
2.00 " " " ".....	1.50

All black and colored Silk Gloves at Special Prices.

Cut-price Shoe Sale.

\$2000 worth of the best Ladies', Misses', Children's and Boys' Shoes on sale at special cut prices. This is, without question, THE BIGGEST BARGAIN EVENT in this line ever held in this city.

Ladies' \$2.50 Vici Kid Shoes, sale price.....	\$1.45
" 2.25 " " " ".....	1.70
" 3.00 " " " ".....	1.95
" 3.00 Pat. leather shoes, sale price.....	2.25
" 3.50 " " " ".....	2.25
" 3.50 Vici Kid Shoes, sale price.....	2.05

Boys' \$1.75 Pontiac Shoes, sale price.....	\$1.35
" 2.00 " " " ".....	1.55
" 2.25 " " " ".....	1.70
" 2.50 " " " ".....	1.95

This is the best line of Boys' Shoes for wear ever sold in this city. Every Pair Warranted.

The largest and best line of Baby Soft-sole Shoes ever shown here. All on sale at 43c per pair.

Baby English Barefoot Sandals.....	55c
Childs " 5c Dongola Kid shoes at.....	60c
" \$1.00 Vici Kid shoes at.....	78c
" 1.25 " " " ".....	90c
Misses \$1.35 Dongola lace shoes at.....	\$1.15
" 1.50 Vici lace shoes at.....	1.20
" 1.85 " " " ".....	1.45
" 2.00 " " " ".....	1.55

Our entire new stock of ladies, misses and children's black or tan Oxfords and Slippers all on sale at wholesale cost.

We sell the Sunflower Shoes---best made.

CUT-PRICE SALE.

All Veils and Veiling will be sold at Special Cut Prices.

All the Ladies' Collars will be sold at Cut Prices—5, 10, 12 1/2, 15, 19 and 25c.

All the Belts will be sold at cut prices—9, 15, 19, 25, 38 and 45c.

Cut-price sale on all the Side Combs and Back Combs—5, 10, 15, 18, 25 and 38c.

Cut-price sale on all the Embroideries and Laces.

CUT-PRICE SALE

Men's, Ladies' and Children's Hosiery.

Ladies 15c Hose sale price.....	10c
" 20c " " " ".....	15c
" 25c " " " ".....	19c
" 40c " " " ".....	25c
Mens 15c Half Hose sale price.....	10c
" 25c " " " ".....	15 and 19c
Children's Hosiery.....	10, 12 1/2, 15 and 19c

Cut-price sale on all the Notions, Corsets, etc.

Cut-price sale on all the Cotton Batts.

CHAUTAUQUA SEASON TICKETS

at \$1 and \$2 on sale at this store.

THE NEW YORK STORE

POTTER BLOCK, RED CLOUD, NEBRASKA