

Without thought of profit, with no regard for loss, we must turn this big stock of Summer goods into hard cash. We cannot wait for the slower methods of selling, but now, right at the heighth of the Summer Season, we are going to throw these goods out on the customers at prices lower than most stores ask for such goods in late September at the close of the summer season.

Think what this means to you and to every person within trading distance of Red Cloud. To buy the very goods you will need for long summer days yet to come at prices lower than were ever made in Red Cloud or surrounding towns at any time of the year---certainly the very idea will serve to pack and jam our store with buyers from the very beginning of this sale.

We confidently believe that all selling records hereabout will be broken, that this stock will be turned into cash with amazing rapidity, and to make this absolutely sure we are going to name prices that will simply force every person who cares to save money into this store.

Be sure to be here. You will see the most appealing bargain display that has been laid before your eyes. This is truly a wonderful opportunity---no need to wait until summer is over for bargains---here and now comes to you a saving opportunity of first importance. Read this advertisement carefully. We can't list all the bargains here. This is just a sample to show you what to expect. And you run no risk--every article must be just as represented, or we trade back.

CalicoesMusliAmerican andUnderwSimpson Prints20 Per5c Per YardDiscord	ear Crepes Cent 14c	House Dress Apron and Cap All to Match In all sizes at \$1.50 for the combination.	<b>Ginghams</b> Sold most places at 15c. During this sale go at	Parasols At 20 Per Cent Discount	Genuine Red Seal Hygenic Human Hair Switches at 25 Per Cent Discount		Hand Bags At 20 Per Cent Discount	Plisse Kimona Goods At 19c Per Yard
Big Bargains In SHOES AND OXFORDS This sale 'means for you that you can buy thoroughly reliable, dependable footwear for the whole family at much below real values. We have not hesitated to cut and cu deep in making prices, as you can readily see upon inspec- tion of the offerings: \$4.00 values \$3.20 3.50 2.80 3.00 2.40 2.50 2.00 2.00 1.60 1.50 1.20 Eight Days Of Wonderful Summer Bargains	A Slashing of Pro- ON	rices esses IS latest s sea- red at ermin- mer reason fice of \$4.50 3.75 2.25 r cent \$10.00 Skir 8.00 5.00 o come promptly of this the greatest st in quality of go this the greatest st in quality of go	ACRIFICE OF IRTS IRTS ityle models are at prices that will onish you in the ered. nust not overlook s. it discount, which its now at \$7.50 	Grocery Bar Wo Couldn't for partment in the p See how much w you over the usu the following god High grade 3 lb o Potatoes, 2 can Sweet Corn Stand 4 cans Large 25 lb Pa Oatmeal Best Quality H Large Cans K. C. Baking Por Cans Quality Baking 15c Cans THE DA Do Not L	rgains rth While get this de- price cutting. ve can save al prices for ods: an Sweet san Sweet s	uying Dresses Is A Pleasure The close cutting the has not spared inty, summery dress rials and certainly i ease you to look a autiful cloths at such ices. Trimmings are also iced so you can save r the entire dress. A clean cut of 25 Per Cent Discor On our entire line mmer Dress Goods. The early and often ist in assortment ist in assortment ist in assortment ist in assortment ist in assortment	Now price these s ma- t will at the filttle under noney ant ne of Bring Produce	OAT AND Prices SHORT ou will find some test values in this Determination to no summer goods w prices to carry it ve made the prices get the benefit: tes now\$ 5.00 7.50 10.00
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