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## NOTION

## A GREAT SALE OF AMERICAN MADE LACES

Showing Scores of Patterns and Thousands of Yards of Superior ValLacesat Half the Price of Foreign Made Goods "Old World" to supply our laces-today, in the best lighted and the most sanitary factories in the world, well paid, contented American men and women are producing dainty laces surpassing those made abroad-and making them at costs which allows our selling them at half the price of foreign goods.

Next Tuesday this store "THE STORE FOR YOU"-inaugurates the first sale of the kind ever held in North Platte and introduces to you the American line of Val. Laces, Scores of exquisite new patterns, matched in edges and insertions in all widths. Individual patterns shown in as many as six different widths in edyes and an equal number of widths in insertions. How American women should enthuse over these goods! How pleased they should be, how pleased they will be to buy them, knowing that when they do se they are furnishing employment to American labor; helping to build in this country an industry which ranks high in the leading industries of the world. How great is this industry, how important it is, can be realized when you are told that each year during the past decade more than one hundred million dollars worth of laces have been imported and that the annual tariff duty approximates sixty million dollars. It is the duty now of American women to support this great new indnstry in America.

## $5 c$ For American Val. Laces <br> 

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## Come and See These Laces

This isn't a mere sale announcement, it is an invitation to an exposition of the product of one of America's new women of North Platte, but all men as well who are interested in American made goods and the upbuilding of American industries---In the production of these you to come and see the finished product and join in welcoming these new goods into the American market.


From a Recent Article Published Regarding This New Industry.
American history knows no bounds and there is no onterprise too largo
or complicated for Americann to totempt. Slowiy but surely the continent

 save American poople an annuat import duty ot over sec,000,000. it is




$10 \mathrm{c}^{\text {for American Val Laces }}$ that must be sold at from 15 c to 25 c a yard-.-Can you afford to pay such differences? Even if price should many and various other reasons buy Foreign made laces? CERTAINLY NOT! Then, ask for and buy only American made Laces.


## An Opportune Introduction.

No other laces are used as extensively as are the Vals. Nearly every wash dress, waist and other wash appare are trimmed more or less elaborately with Dainty Vals. we had to dey are abour halr the price they were whe ble the the will be msed goods, it is only reason Women planning their summer wardrobes will quickly tecognize the importance of this event and the oppor ing their wants in this line.

## On Merit---Not Sentiment.

American Laces will take the sale of these goods in America. If American made goods were not as good--no one could be asked to buy them in preference to imported laces, but distinctly understand US they're better-

## The World Is Challenged.

To show or produce Val Laces that are even equal to "American made"et we can sell American Vals at half and less than half of what must be benefit from this introductory sale of American made laces.




