

OUR GREAT SEMI-ANNUAL SALE



OUR JANUARY CLEARANCE SALES have long been known as the biggest bargain-giving events in North Platte. Our patrons look forward to it with the same fond expectancy that a child does to Christmas. We make it a point not to disappoint them. We aim to give them big values for their money.

As we contemplate making a CHANGE IN OUR BUSINESS about February 1, we intend to make THIS January Sale the most ambitious we have ever attempted—ambitious in the direction of bargain giving—ambitious in bigness of scope and ambitious in our attempt to please you.

Our purpose in holding this sale is two-fold:

1. To turn our goods into CASH regardless of profits.
2. To reduce our stock and sell all our Winter goods to make room for our heavy Spring purchases. All our well known lines of Clothing, Hats, Shoes and Gents Furnishings will be

CUT TO THE QUICK.

With all of these lines steadily advancing in price in the markets of the country, this will afford a rare opportunity for our customers to load up with good seasonable and dependable apparel and thus make a double money saving investment. The end of the cold weather is three or four months away, next winter's goods will be high; at these prices you cannot afford to neglect to outfit yourself completely.

900 High Grade Suits and Overcoats now on Sale at Cost Prices and Less. The most Fashionable Weaves, Models and Shades in Vogue this Season.

Fine Collection of \$15 to \$18 Suits and Overcoats go on sale at . . .

\$11.00

SUITS

In olive, tan, blue, gray, black and fancy mixtures. Some with fancy cuffs and pockets. Not an old style or pattern in stock. The choice of America's best clothes makers.

9.00

For Choice of Suits and Overcoats that were priced at \$12⁵⁰ to \$15

OVERCOATS

In gray, brown and black, loose box and semi-form fitting. Rich weaves in cheviots, kerseys and vicunas. Knee length walking coats and long, handsome cravenettes. All our stock of high grade elegantly tailored coats.

Men's Suits and Overcoats worth \$18, \$20, \$22.50 and \$25 go at

\$15.00

30 Cents

For your choice of one lot of Men's 75c and \$1 Neglige Shirts

One-Fourth Off

on all odd Pants, ranging in price from \$2.50 to \$6.00. Now is the time to provide yourself with an extra pair.

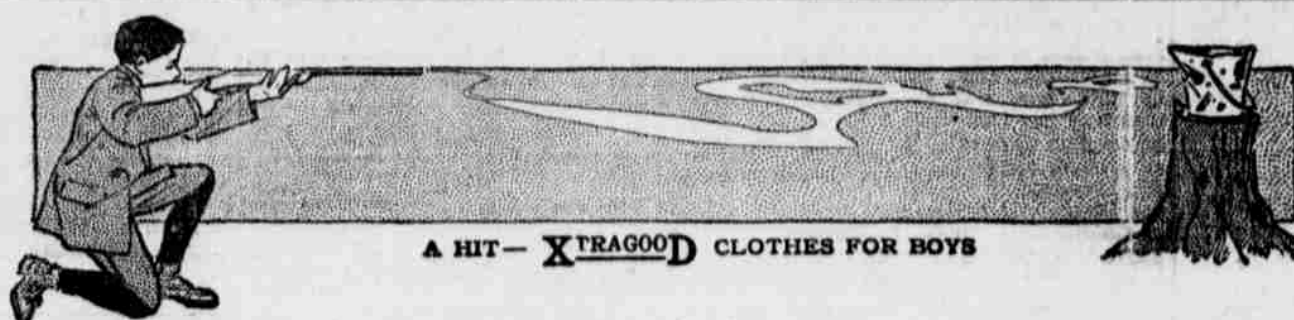
Big Values in Men's Shoes.

One lot composed of broken lines of Ralston and Selz \$4 shoes in patent, vici, box calf and gun metal, go on sale at . . . **\$3.00**

One lot, broken lines, of Follower and Selz shoes, \$3.50 value, in all leathers, your choice for . . . **\$2.50**

Hosiery.

Shawnit Hose, regular 25c value, 20 cents; Hole-proof guaranteed hose, six pairs in a box, now \$1.50, sale price \$1.20



Rare Inducements on Boys' and Youths' Clothes.

200 Boys' and Youths' 3 piece Suits, long Pants, ages 11 to 17 years, excellent values, will close out at manufacturers cost.

200 Childrens' and Boys' 2 piece Suits, ages 6 to 16 years, straight, short Pants, good patterns, excellent material, just the thing for an extra school suit. Will close out at cost.

UNDERWEAR

All cotton, cotton and wool mixed and all wool. We've every good fabric that's suitable for underwear—white, black and colors, medium and heavy weights, 2 piece and union suits, of the famous Staley and Superior makes, regular price \$1.00 to \$5.00 per garment. All go at

One-Fifth Off.

COLLARS Arrow Brand, regular price 15c, sale price 10c. Rubber Collars, formerly 25c, sale price 15c.

HATS.

John B. Stetson and Roelof makes, in soft and stiff hats, regular \$5.00, \$3.00 and \$2.50 grades, on sale at

20 Per Cent Discount.

SHIRTS.

Monarch, dress and negligee, 85c Shirts, fine patterns, all sizes . . .

Ciutt brand, high grade shirts, regular \$1.75 and \$2.00 values, at this sale for . . . **\$1.35**

One-Fifth Off

ON

Trunks, Suit Cases and Valises

Sale Opens at 8 A. M., Saturday, January 8th, 1910

It will pay you to invest in everything in our line that you'll be apt to want for some time to come. This sale means a loss to us but **A MONEY SAVING PROPOSITION TO YOU.** Come early and get your pick while you may.

THESE PRICES FOR CASH ONLY.

Weingand & McDonald.

MONEY REFUNDED IF NOT SATISFIED