

OUR MAY SALE

Challenges the Interest of Every Thrifty Person in this City or Vicinity.

Yesterday was the first day of this seasonable bargain happening, and the splendid values previously announced had the effect of drawing here one of the largest gatherings of pleased and eager buyers we have recently had the pleasure of serving.

As stated in our first announcement this May Sale brings a timely offering of New Spring Goods that commands the attention of every person with saving inclinations.

Many fresh bargains go on sale tomorrow—some of which are mentioned below—yet this list can, at best, give but a limited idea of the scope of worth while values this May Sale affords. It is the best from every view-point to visit the store at once to secure your share of this seasonable merchandise offered at such substantial savings, as are indicated by the following items!

Fine Undermuslins.	Curtains and Rugs	Spring Coats and Suits	Shoes—Special Values for the May Sale.
Children's Drawers made from good muslin, sizes up to 12 years old..... 8c	Scrim Curtains, plain white ruffled per pair..... 29c	Ladies' Coats, good assortment of cloths all the newest styles and colors are represented, regular \$12 garments..... \$9.98	The newest models of the season in practically every size now marked a great deal less than regular for this May underselling event.
Misses Drawers good muslin, trimmed with three rows of fine tucks and hemstitched ruffle with lace insertion, sizes up to age 14..... 19c	Ecru Net Curtains 2½ yds long, made from good net, trimmed with insertion and lace per pair. \$1.49	Ladies' Coats, made of fine cloths, in the large collar and lapel styles, with the new raglan sleeve, \$18 qualities..... \$13.98	Women's White Newbuck Oxfords, this seasons latest style regular \$3.50 quality at..... \$2.98
Ladies' Drawers, made from fine grade muslin, 5 inch hemstitched ruffle..... 19c	Ecru Net Curtains trimmed with insertion and edge with good sized corner, medallion of Battenberg, per pair..... \$1.58	Ladies' Coats, the very finest styles that sold for \$20 and \$25..... 17.98	Women's Patent Colonial Oxfords, the very newest \$4.00 quality at..... 3.29
Ladies' Drawers' good muslin, trimmed with fine tucks and 5 inch embroidery ruffle..... 39c	Nottingham Curtains, white, 48 inches wide 3 yd long, nice patterns..... \$1.69	Ladies' Suits in finest cloths and lining, regular \$30 and \$35 ones..... 19.48	Women's Tan Oxfords in nice button style; regular \$3.50 goods at..... 2.98
Ladies' Gowns, slip over style, nice grade of cambric, nicely trimmed with good lace and embroidery \$1.00 values..... 79c	Nottingham Curtains, good width, fine quality lace, color ecru, a nice fine curtain..... \$2.29	Ladies' regular \$25 suits at..... 16.48	Women's Oxfords that sold up to \$3.50 and \$4.00 at..... 1.98
Ladies' Gowns, nicely made in a variety of styles and trimmings, regular \$1.25 styles..... 98	One Lot Velvet Rugs, room size 9x12 ft, regular \$18.50 and \$19.00 values..... \$13.98	Ladies' regular \$20 suits..... 12.98	Women's Oxfords that sold for \$2.50 and \$2.00 at..... 1.48
Ladies' Combinations, good muslin, nicely trimmed with lace \$1.00 quality..... 79c	One Lot Velvet Rugs, room size 9x12 ft, regular \$21.50 values..... \$16.59	Ladies' regular \$15 suits..... 7.98	Children's Shoes and Oxfords, sizes 8½ to 11..... .98
Ladies' Combinations, made from fine nainsook, trimmed with wide fancy embroidery down to waist, neck and sleeves finished with fine grade lace, drawers finished with fine tucks \$1.50 quality..... \$1.19	One Lot Axminster Rugs room size 9x12 ft..... \$17.98		Misses Shoes and Oxfords, sizes from 11½ to 2..... 1.29
Ladies' Skirts, made from good muslin, 5 rows hemstitched tucks 8-inch embroidery flounce, cambric dust ruffle..... 89c			Boy's Shoes, made from good leather, heavy soles, all sizes from 9 to 5 regular prices \$2.25, \$2, \$1.75 go at 1.59
Ladies' Skirts, good cambrics, 12-inch ruffle of fine embroidery, finished with beading and ¼-inch wide heavy wash ribbon..... \$1.29			Men's Tan Button Shoes, new lasts, regular \$3.50 quality 2.79

Spring Waists at Underselling Prices.	Ladies' Dresses.	Ladies' Skirts.	Spring Dress Fabrics are Greatly Under-priced.
Fine Dutch neck waists made of nice materials with rows of fine tucks and embroidered fronts, large sailor collars, turned back french cuffs, excellent \$1.50 values..... \$1.19	Foulard Silk Dresses, one lot all new styles and assorted colors, our regular \$10 quality..... \$7.78	Ladies' Skirts made up in the very latest style from the fancy mixed cloths that are so popular at the present time, from extra good quality of woolsens, our most popular \$7 to \$8 numbers, They won't last long at..... \$4.79	Dainty Wash Goods, Silks and Dress Goods, in an excellent variety of weaves, patterns and colors, every yard marked at a great saving.
Fine tailored waists, with stiff or soft collars nicely trimmed down front plait, regular \$1.50 numbers..... \$1.19	Serge Dresses, a nice assortment, of colors and styles, none of them have been offered under \$12, while the last the price will be..... \$8.98	Ladies Skirts Lot 1—are not of the very latest styles, but they are made from good all wool cloths that have sold from \$5 to \$7 all go at \$1.98	Pilgrim Prints in light and dark blue, black and white or silver greys..... 4c
Fine lingerie waists made up from high grade embroideries, high neck and long sleeve, and low neck and short sleeve style, splendid \$2.00 value..... \$1.48	Fancy Silk Dresses made in the very latest style from chiffon taffetas, bordered foulards and mes-salines, our regular \$15 line..... \$10.98	Ladies Skirt Lot 2—Plaited styles, a little wider than the styles of the moment, fine wool cloths, go at..... \$2.48	One lot Batiste, fancy patterns, both white and cream grounds, regular 10c cloths..... 7c
One lot fine lingerie waists values up to \$3.50..... \$1.98	White Lingerie Dresses, made in the latest styles trimmed in fancy patterns of embroidery, and chug lace, reg. 7.50 to \$9 values \$5.98	Ladies Skirts Lot 3 made from very fine materials in a good range of colors and sizes, skirts that have sold readily at from \$9.00 to \$13.50, what we have will go during this sale \$3.48	One lot poplins, in plain colors, a nice cloth for skirts or one piece dresses..... 12c
One lot fine lingerie waists values up to \$4.00 and \$5.00..... \$2.48	Ladies' Wash Dresses—made from fine quality of Dress Gingham, in small checks, nicely trimmed with white pique, has nice jabot of lace and embroidery at the collar, also ornamented with fine quality of pearl buttons, one of our most popular \$5.00 numbers..... \$3.69	Silks	Navora and Paquin Foulards, in beautiful patterns, a cloth that will appeal to those that want a beautiful soft clinging dress, always a 50c seller..... 33c
One lot lingerie waists that have sold up to \$2.00 at..... 79c	Ladies' Gingham Dress made up in very handsome styles, have been ready sellers at 3.50 price while they last..... \$2.79	One lot Silk Poplin 18-in wide, tan and stylish shade of blue..... 33c	One lot Mercerized Dress Linens, in striped designs, in tans, blue and pink, will make up handsomely in one piece dresses..... 29c
One lot waists assorted styles have sold from 75c to \$1.25 at 39c	Ladies' House Dress made from Amoskeg utility gingham, in good striped patterns, a neat style, regular \$1.75 number..... \$1.39	Silk Foulard in fancy patterns regular 75 cents..... 59c	One lot thin, fancy wash goods in a great variety of patterns, and all colors, goods that are selling all the time at 20 and 25 cents..... 17c
One lot silk waists quite a variety of styles regular price up to \$3.00..... \$1.98		Silk Pongee, 36-inches wide in a beautiful smooth cloth, suitable for coats or waist, good \$1.50 value..... \$1.19	One lot India linens, plain white, regular 20c quality 14c
One lot silk waists nice patterns with up to \$5.00..... \$2.48		Black Taffeta, 35-inches wide, in good weight, regular \$1 grade 83c	English Long Cloth in 10 yd pieces, price for full bolt..... 89c
			One lot Apron Gingham, blue and white check, while they last..... 5c
			Percales, light or dark coors, a good assortment of patterns while they last..... 7c

Wilcox Department Store.



NOW IS THE TIME

To learn the difference between our line of Ready-to-Wear Clothing for Men and Boys and the kind that is made by the custom tailor. We are not knocking the tailor, but we are suggesting to you to consider what it means to select a suit already made up in the latest style—and a large variety of styles to choose from at that—from the newest fabrics, guaranteed to fit.

Kirshbaum Suits from **\$12.50 to \$27.50.**

Weingand,
THE QUALITY PLACE.

Earl Davis left Tuesday evening for Portland where he intends to reside in the future.

Edward Farnsworth, night operator at Hershey, spent a few days in town this week.

Miss Hazel Rork has accepted a position in the Kandy Kitchen.

Dr. McLeay, of Gandy, spent several days in town on business this week.

Claude Delaney, of Northport, is transacting business in town this week.

Glen Larimer visited relatives and friends in Denver the last of the week.

Miss Amelido Aboe, of Mankato, Kan., is visiting her sister, Mrs. Andy Yost.

Mrs. Andy Yost will entertain the Club Nevada on Wednesday afternoon.

Louis Tobin returned from Denver after visiting his mother for ten days.

Algot Barnhard Larson was naturalized in the district court the first of the week.

William Brousius, of Gandy, is transacting business in the city this week.

Early cabbage and tomato plants for sale at Mrs. Gregory Schatz, 407 East 5th St.

Roland Malmstein returned Wednesday afternoon from a business visit in Omaha.

George Schwarz, of Lincoln, left yesterday after visiting in town for several days.

The J. S. Davis Auto Co. has just sold a second hand Model T Ford to Ed. Vermillion.

Miss Mae McWilliam left yesterday for a visit with friends in Omaha and Grand Island.

Mrs. Jack Kenney, of Maxwell, is visiting this week with her sister, Miss Lillian Graham.

Mr. and Mrs. John Strahorn went to Omaha Wednesday morning to spend a week or longer.

Little Dorothy Armstrong has been quite ill for some time but is greatly improved today.

Miss Anna Gibbon, who visited friends in Omaha the first of the week, came home Wednesday.

Mrs. William Ingles left Wednesday morning for Gering to visit friends for a week or longer.

Levi Duke left Tuesday evening for Shoshone, Idaho, to spend a week or more on business.

Miss Arleigh Moore has accepted a position as stenographer in the Muldoon & Gibbs office.

Wanted—A competent girl for general housework. Mrs. H. C. Brock, 714 West Fourth street.

Clark Buchanan is expected home this evening from a week's visit in Omaha on business.

Sweet Clover Seed for sale by Leybold & Wickstrom, Hershey, Neb. 25-4

Attorney Wm. Shuman spent yesterday in Lexington on legal business, returning last evening.

Chas. Pass, Sr., returned Wednesday from Omaha after transacting business there for several days.

George Rannie returned to Omaha Wednesday evening after visiting relatives for several days.

Miss Irene VonTrot, of the Pat Theatre, will spend Sunday with Gothenburg friends.

Perlie Thompson, of Paxton, returned home last night after spending several days in town.

Mrs. N. F. Clough returned Wednesday from a three weeks visit with her daughter in Ogallala.

Will Wilkins, of Gothenburg, is visiting his cousin Perry Carson and transacting business in town.

Mr. and Mrs. Omega and children went to Omaha Wednesday morning where they will reside.

Mrs. Gus Saunders, of Grand Island, arrived Wednesday afternoon to visit sister, Miss Minnie Hood.

Attorney George Gibbs left yesterday morning for Oshkosh to transact business for two or three days.

Dr. O. H. Cressler will leave tomorrow for Omaha to attend the meeting of the state dental society.

Mr. and Mrs. Febrache, of Sutherland, spent the fore part of the week transacting business in town.

Mr. and Mrs. Holcombe, of Brady, arrived yesterday morning to visit their daughter, Mrs. James Loudon.

A new lunch counter is being installed in the Union Pacific hotel under the supervision of Perry Sitton.

Miss Lizzie Jenkins, of Hershey, came down Wednesday morning to attend the Ware-Falk wedding.

Miss Dentler, of Brule is visiting Mr. and Mrs. A. J. Fraizer this week having arrived Tuesday morning.

The Motorcycle club will leave Saturday for Gothenburg, where they will enter the races being held there.

Frank Mooney returned Wednesday from Lexington where he attended the funeral of the late Banker Temple.

Ralph Alden and Will Cunningham left Wednesday evening for Lincoln to take part in the state track meet.

Mrs. Whipple, of Gering who spent the past week with Mrs. William Ingles left for home Wednesday morning.

The D. of H. social club will meet next Tuesday afternoon, May 21st, at the home of Mrs. Fred Westefeld, 309 East Eighth. Everybody is welcome.

Miss Mae Noien, who has been residing in Sheridan for some time, returned to this city at noon yesterday.

Leave orders at Newton's book store for the only reliable book on the Titanic disaster. L. C. STROUP, Agt.

Mrs. C. O. Weingand and sons will leave shortly for an extended visit in Wisconsin and Illinois with relatives.

Mr. and Mrs. Sims, of Hastings, are expected in a few days to attend the marriage of their son, Dr. J. S. Sims.

Among the visitors from Wallace this week are James H. Howe, L. B. Spencer, C. M. Hayden and Mrs. A. Campi.

Robert Armstrong will leave Saturday morning for Sutherland, Ore., after spending several weeks with his family.

Miss Helen Minshall returned Monday evening from a short visit with her sister in Kearney and friends in Gothenburg.

J. W. Wilson, of What Cheer, Ia., left Wednesday after spending a week with his brother, B. M. Wilson and family.

Frank Nolen and Jimmie James will leave tomorrow for Omaha to spend several days visiting friends and relatives.

Cottage cheese, eggs and butter for sale by Mrs. Hershey, 117 west Fifth near Locust, phone 350.

Misses Norma Chase and June Brown, of Kearney, are expected the first of the week to attend the Beeler-Sims nuptials.

The J. S. Davis Auto Co. has just sold a new "Fico the Fifth" to J. C. Froelky, of Gandy. The car was fully equipped.

Attorney W. S. Hoagland returned Tuesday evening from Lexington where he attended the funeral of the late Mr. Temple.

Bull for Trade.
A good registered Short Horn bull to exchange for another as good, or for sale. Weight 2000 pounds, age five years, color red roan.

258 EXPERIMENTAL SUBSTATION