

# The Triple Importance of Our Great May Sale.

It is Noteworthy in Point of Quantity,  
Quality and Splendid Value Giving.

Success is not merely a matter of good fortune. We do not look upon the immense success attained by our May Sale as "luck" We regard it as the result of careful planning, which enables us to offer seasonable, needed merchandise at prices much lower than these same goods have sold for at any time this season.

All small lots of Spring and Summer merchandise have been gathered and grouped for convenient selection, and marked at prices that cannot help but impress you with the very unusual values this May Sale provides. Included also is much recently arrived merchandise, purchased from manufacturers below regular cost.

Yet these low prices would be meaningless, were it not for the fact that every article involved in this sale is of a high and worthy quality. The combination of fine quality, low prices and big quantities of merchandise place this sale head and shoulders above any May bargain-event previously held in this city.

The following prices speak eloquently of the values offered:

Shoes	
Women's White Newbuck Oxfords, this seasons latest style regular \$3.50 quality at.....	\$2.98
Women's Patent Colonial Oxfords, the very newest \$4.00 quality at.....	3.29
Women's Tan Oxfords in nice style; regular \$3.50 goods at.....	2.98
Women's Oxfords that sold up to \$3.50 and \$4.00 at.....	1.98
Women's Oxfords that sold for \$2.50 and \$2.00 at.....	1.48
Children's Shoes and Oxfords, sizes 8 1/2 to 11.....	.98
Misses Shoes and Oxfords, sizes from 1 1/2 to 2.....	1.29
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
Men's Tan Button Shoes, new lasts, regular \$3.50 quality.....	2.79
Men's Gun Metal Button Shoes, nice, snappy style, regular \$3.00 shoes at.....	2.29
Men's Buffalo Calf Work Shoes, one of the best \$3.00 advertised brands.....	2.29
Men's Oxfords, Tans, Gun Metal and Patents, sold up to \$3.50 all at.....	1.59

Rugs	
One lot Axminster Rugs size 27x51, while they last.....	\$1.84
One lot Axminster Rugs size 27x58, regular \$2.50 grade.....	\$1.98
One lot Velvet Rugs room size 9x12 feet, regular \$18.50 to \$19 values.....	\$13.98
One lot Velvet Rugs room size 9x12 ft. regular \$21.50.....	\$16.59
One lot Axminster Rugs, size 9x12 feet, Smith make.....	\$17.98

Piece Goods.	
Curtain Scrims in fancy patterns-colors green and browns regular 12 1/2 and 15c, while they last.....	9c
Linen Crash goods, heavy quality, regular 15c value.....	11c
Pilgram Prints, light and dark colors.....	4c
One lot Batiste, fancy patterns, both white and cream grounds, regular 12 1/2 and 10c.....	7c
Pagun Foulards in beautiful patterns a silk mixed cloth that sells for 50c.....	33c
Percales, light or dark colors, in a good assortment of patterns, while they last.....	7c
Fine Table Linens in a heavy bleached damask goods, that are cheap at \$1.00 per yard, may sale price.....	83c

Spring Coats and Suits	
Ladies' Coats, all the newest cloth and styles, regular \$12.00 garments.....	\$9.98
Ladies' Coats, made of fine cloths in large collar and lapel styles, raglan sleeves \$18. qualities.....	\$13.98
Ladies' Suits in finest cloths and linings, \$30 and \$35 ones.....	\$19.47
Ladies' Suit, \$25.00 quality.....	\$16.48
Ladies' regular \$20.00 quality.....	\$12.98
Ladies' regular, \$15.00 Suit These are moving fast so come soon if you want one.	\$7.98

Ladies' Dresses.	
Foulard Silk Dresses, one lot all new styles and assorted colors, our regular \$10 quality.....	\$7.78
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
Fancy Silk Dresses made in the very latest style from chiffon taffetas, bordered Foulards and mes-salines, our regular \$15 line.....	\$10.98
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.	
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 woollens, our most popular \$7 to \$8 numbers, They won't last long at.....	\$4.79
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
Ladies Skirts Lot 2—Plaited styles, a little wider than the styles of the moment, fine wool cloths, go at.....	\$2.48
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

Towels	
Heavy Huck Towels, size 19x40 union linen and cotton, a good 15c value.....	11c
Turkish Towels, bleached, good weight, size 20x43.....	19c
Turkish Towels, size 19x40, good weight, unbleached, sale price.....	17c

Muslin Underwear.	
Children's Drawers made from good muslin, sizes up to 12 years old.....	8c
Misses Drawers good muslin, trimmed with three rows of fine tucks and hemstitched ruffle with lace insertion, sizes up to age 14.....	19c
Ladies' Drawers, made from fine grade muslin, 5 inch hemstitched ruffle.....	19c
Ladies' Drawers' good muslin, trimmed with fine tucks and 5 inch embroidery ruffle.....	39c
Ladies' Gowns, slip over style, nice grade of cambric, nicely trimmed with good lace and embroidery \$1.00 values.....	79c
Ladies' Gowns, nicely made in a variety of styles and trimmings, regular \$1.25 styles.....	98
Ladies' Combinations, good muslin, nicely trimmed with lace \$1.00 quality.....	79c

## Wilcox Department Store.

### The Truth

Is that there is neither a man nor a woman living who does not take pleasure in jewels and jewelry. And the truth is also that this is a place to get the most attractive pieces of jewelry and the finest of jewels. Our line of fine diamonds is well worth your attention.

**HARRY DIXON.**

#### DR. O. H. CRESSLER.

Graduate Dentist.

Office over the McDonald State Bank.

Carl Lemmer returned Thursday from a short visit down the road.

The Degree of Honor held a successful social at the home of Mrs. Fred Westernfield Wednesday afternoon.

Edward Peters and Miss Pearl Biehel were married at Julesburg Wednesday and returned here last evening. They will reside in their new home in the Banks' addition. Mr. Peters is in the employ of the Rush Merchandise Co.

The Aid society of the Lutheran church desire to have the dime banks handed in before the congregation meeting next Wednesday evening. They can be left with Mrs. A. T. Yost treasurer, or Mrs. H. S. Johnson retiring president.

#### This Bank Offers You

Safety for your money.  
Considerate attention to your business requirements  
A banking home where your interests may grow encouraged and aided by officers and employees whose one aim is to promote the welfare of clients.

Make This Bank Your Bank

**McDonald State Bank,**  
NORTH PLATTE, NEBRASKA.

CHAS. McDONALD,  
President.

W. H. McDONALD,  
Cashier and Vice-Prest.

Mrs. J. F. Clabaugh returned Wednesday evening from a week's visit in Fremont and cities in Iowa.

Mrs. John Strahorn returned Wednesday from a week's visit with relatives in Omaha and Schuyler.

Miss Mildred Spencer will leave Sunday for her home in Hoyt, Colo., to spend the summer vacation.

Mrs. Conrad Walker and daughter Gertrude left yesterday for Rochester, N. Y., to spend several weeks.

Miss Susie Campbell left today for Garfield to spend a week before going to Shelton to spend the summer.

Miss Blanche Miller left for Kearney Monday after visiting her sister Miss Maude Miller for several days.

Miss Martha Leckington, of Iowa, who had been the guest of Mr. and Mrs. Harry Moore for a few weeks past left Wednesday.

George Schiller, of Central City, visited his brother Edgar Schiller this week while enroute home from a visit in Denver.

Mr. and Mrs. Arthur McNamara are now traveling in Bombay and are enjoying a very pleasant and interesting journey.

Mr. and Mrs. Olaf Swanson and Mrs. Swanson's sister went to Hershey Wednesday morning to visit relatives for a week.

Mrs. Ira L. Miltonberger will leave about June 6th for Chicago to spend several weeks with her daughter Mrs. Cal Lowell.

A. W. Archer, superintendent of construction of the federal building, left Tuesday night for a week's visit in Memphis, Tenn.

Allen McLane, of University Place, H. L. Brown and Prof. Roberts, of Imperial, were business callers in the city Wednesday.

Superintendent Skimmerhorn, of the bridge and building department, transacted business here for the Union Pacific Wednesday.

Miss Norma Chase, of Kearney, came up Wednesday afternoon to attend the Beeler-Simms nuptials tomorrow morning.

J. P. Lewis, formerly of this city, spent the first of the week in town while enroute to Sutherland from Lincoln on business.

Miss Hazel Minshall, who graduated from the Kearney Normal last week, returned home Wednesday evening to spend the summer.

Mr. and Mrs. George Zentmeyer are enjoying a visit from the former's mother who arrived the first of the week from Schuyler.

W. F. Campbell, of Garfield, returned a few days ago from California, where he spent several months.

Dr. H. C. Brock is expected home today from Fairbury and Omaha where he visited for two weeks.

The seventh and eighth grades of the Washington school held an enjoyable outing at Dick's grove Wednesday.

Mr. Kauffman, of Grand Island, one of the proprietors of the 5 and 10c store, spent the first of the week in town on business.

Among the fowls on the Jim Hart premises are a dozen young wild duck which were successfully hatched from eggs found by Mr. Hart.

A meeting of the city chorus under the direction of Mrs. Elizabeth Cramer will be held in the high school auditorium Tuesday evening.

Harley Bonham, of Sutherland, who has been attending Gem City Business College in Quincy, Ill., visited in town Wednesday while enroute home.

Miss Maude Reis, who has been attending the Kearney Normal, came up Wednesday to visit her sister Mrs. Jack McGraw for several weeks.

Harry Porter left Tuesday for a trip to points as far west as Sidney. He will also visit at Bridgeport, where he has established a branch factory.

James Vaborell, of Hastings, is transacting business in the city this week relative to the closing of the automobile contest at the Daily Telegraph.

Work on the new air dome which will be erected by Messrs. Mac Westfall and Harley Gates on the lot east of the Wilcox store began Wednesday.

Miss Marie Martin, a registered nurse of Omaha, who attended the late Henry Hansen during his illness, left for Omaha Wednesday morning.

The Silver Moon restaurant on 6th and Locust has closed and the stock will be offered for sale by F. E. Barber the proprietor tomorrow at auction.

Miss Flossie Abercrombie closed her school in the district west of Hershey last week and returned to Brady after visiting friends here for several days.

Miss Ethel McVey returned Wednesday afternoon from the Kearney Normal and will spend several weeks with her sister Mrs. Throckmorton.

Ground was broken Tuesday for a new house which Charley Reynolds will erect in the 1000 block on West Fourth street. It will be a two-story bungalow.

Wanted—A woman to cook in restaurant. Will pay \$5.00 per week to right woman; easy place. Address Box 355, R. J. Clark, Brady Island, Neb., Prop. Shamrock Cafe.

#### LOCAL AND PERSONAL.

Dr. Marie Ames was a Gothenburg visitor Wednesday.

Walter Koeken is assisting in the Hendy-Ogier garage.

Dr. Pritchard transacted business in Sutherland this week.

Alvin Elias spent a few days this week in Gothenburg.

Harold Langford visited friends in Gothenburg Wednesday.

Earl Carlton spent Wednesday visiting friends in Lexington.

Cash Austin spent a few days this week in Oshkosh on business.

Mr. and Mrs. Drexal, of Sidney, are spending this week in town.

James Hartman transacted business in Lexington the past two days.

Frank Distol returned yesterday from a short stay in Gothenburg.

Charles Seyferth has accepted a position with surveyor Paul G. Meyer.

Miss Agnes Hanks of the local schools will leave Sunday for her home in Peru.

F. C. Pielsticker returned Wednesday from a short business visit in Paxton.

Mesdames Alexander and Lemon visited friends in Sutherland Wednesday.

Miss Lenora Carroll has been added to the force of salesladies at the 10c store.

Mrs. Hurst, of Paxton, spent Wednesday in town while enroute to Gothenburg.

Don Clabaugh visited in Gothenburg Wednesday at the high school cadet camp.

Miss Nina VanDoran attended the Military ball at Gothenburg Wednesday evening.

Edmund Dickey returned Wednesday evening from a week's visit in Omaha on business.

The pupils of Miss Lowes' room held a pleasant picnic at the Birdwood ranch Wednesday.

Miss Faye Brittain will leave this week for her home in Wayne to spend the summer.

Dr. John Sims whose wedding takes place here tomorrow, arrived yesterday from Hastings.

Miss Mae McWilliams returned Wednesday from a short visit in Omaha and Grand Island.

Francis Sandall, Lawrence Carpenter, and Ernest Rincker went to Gothenburg Wednesday to attend the military ball.



A Man is Known by the Company He Keeps;  
A Merchant by This Merchandise.

Reliable dealers everywhere are proud to be identified with these well-known brands as representing all that is best in Hosiery requirements—comfort, durability and style.

What stronger endorsements as to the merits of any product could the most critical demand?

Lord & Thomas, Wholesale Distributors, New York.

**THE LEADER,**  
Exclusive Agent for North Platte.