



COUNTY FAIR VISITORS:
HARCOURT AND JENSEN
 The Clothing Store of Better Values



Announce Their Fall Opening Tuesday, September 1, 1914

A New Store For Men & Boys
 New Goods, New Styles, New Fixtures, New Ideas of Pleasing!

On Tuesday, September 1, we shall open our store, featuring the best obtainable styles and values in Men's and Children's Clothing, Furnishing Goods and Footwear. We have made great preparations for this Opening and extend to you a most hearty invitation to visit us and see the new store with its spick and span stock of stylish apparel.



Selz Shoes



Regal Shoes



Manhattan Shirts

We Shall Handle Only Strictly Reliable Goods
 OF STANDARD MAKES

We want you to feel that when you purchase anything from us you will have absolute assurance that it is right in style and will give you splendid service. We have therefore, selected the lines of goods for this new store with extreme care, choosing only brands with a well-earned reputation for quality and big value.

You'll find our store interior well arranged, with the latest fixtures and conveniences to make it pleasant and handy to look at the goods. We will welcome the opportunity of showing you about and giving you an idea of the newest and snappiest styles of the season.



Vindex Shirts



Arrow Collars

THERE'S A WELCOME FOR YOU—WONT YOU BE OUR GUEST NEXT WEEK?

Adler's Collegian Clothes
 FOR MEN AND YOUNG MEN

We take pride in presenting to the men of North Platte and vicinity an opportunity to see the smartest of men's fashions as illustrated in the Collegian Line—known from ocean to ocean as a style leader: We're sure you'll be pleased with the classy look of these clothes and we know that the service they give will win your continued patronage.



Hartman Trunks



Interwoven Hose

—OUR—
Children's Department
 IS A HUMMER

We've taken special pains to secure Boy's and Children's Clothes with real style—the kind that will look well and at the same time stand the hard usage that active youngsters always give. Parents, bring your children in and see for yourself how well we are prepared to serve them. Parents bring the boys, a Booster Hat Free to every boy.



Don't Miss Seeing Our
New Shoe Department



Our Shoe Department is stocked with the latest styles from the best shoe manufacturers in America. Solid comfort and splendid service in every pair. Special attention is paid to the needs of children. Come in and see for

We will appreciate a visit from you during our Opening and hope that our showing of distinctive apparel will win your favor and patronage

Quality Furnishings
 FOR MEN & BOYS

Our Furnishing Goods Department is a "top-notch." Such well-known lines as Wilson Brothers' Haberdashery and Arrow Collars are featured. New, distinctive and dressy ideas await your inspection and you'll get unusual value in every purchase.



Pres. Suspenders



LeMar Neckwear



Harcourt & Jensen
 Formerly C. O. Weingand

