

A SALE OF MOMENTOUS IMPORTANCE

To Every Man in North Platte and Vicinity. Truth is Mighty and Will Prevail.

USELESS FOR US TO BEAT AROUND THE BUSH,

HERE'S THE WHOLE STORY IN A NUT SHELL

UNFAVORABLE CLIMATIC CONDITIONS EARLY IN THE SEASON HAVE PLACED US IN A VERY PECULIAR POSITION. OUR STOCKS OF CLOTHING, FURNISHINGS AND SHOES ARE UNUSUALLY HEAVY AND WE MUST TURN THIS ENTIRE STOCK INTO CASH AS QUICKLY AS POSSIBLE. ALL NEW, SEASONABLE MERCHANDISE REPRESENTING THE MOST VARIED ASSORTMENTS OF CLOTHING, FURNISHINGS, SHOES AND HATS IN THIS SECTION. WE ARE DETERMINED TO TURN THIS ENTIRE STOCK INTO CASH REGARDLESS OF ACTUAL VALUE, COST OR LESS.

It's a Sale That Will Set All North Platte Talking

AND WILL WITHOUT A QUESTION OF DOUBT CROWD OUR STORE FROM THE MINUTE THE SALE STARTS. IMPOSSIBLE TO GIVE ACTUAL DETAILS OF THIS SALE IN PRINT. SEEING IS BELIEVING. SO MAKE UP YOUR MIND TO COME HERE AND YOU'LL BE STARTLED WITH THE WONDEROUS VALUES WE ARE THROWING OUT DURING THIS GREAT SALE.

Let Nothing Keep You Away! Read, Compare, Respond. Such Clothing Values as These Have Never Been Equaled in North Platte

ALL THE NEWEST AND MOST WANTED PATTERNS AND COLORINGS—A WONDERFUL RANGE, CONSISTING OF PLAIDS, STRIPES, CHECKS, MIXTURES, BLUES, GREYS, BLACKS, BROWNS, TANS, IN FACT NO MATTER WHAT YOU HAVE YOUR MIND SET ON, IT'S HERE, AT A TREMENDOUS SAVING.

STRAWS and PANAMAS

Nothing Reserved, our Entire Stock of Sennits, Splits, Milans and Porto Ricans, as follows:

\$3.50 Genuine Panamas	\$2.45
\$5.00 Genuine Panamas	\$3.85
\$6.00 Genuine Panamas	\$4.25
\$3.00 Straws for	\$1.95
\$2.50 Straws for	\$1.65
\$2.00 Straws for	\$1.45
\$1.50 Straws for	\$1.00
50 Cent Silk Hats for	.39c

FELT HATS

Any \$3.00 Felt Hat	\$1.85
Any \$2.50 Felt Hat	\$1.65
Any \$2.00 Felt Hat	\$1.45
Any \$1.50 Felt Hat	\$1.00
A Big Lot—Some worth to \$3.50, for	.95c
J. B. Stetsons for	\$2.85

Manhattan Shirts 20 Per Cent Off

UNION SUITS

Lewis Union Suits	
20 Per Cent Off	
\$1.00 Union Suits	.80c
\$1.50 Union Suits	\$1.20
\$2.00 Union Suits	\$1.60

Work and Dress Gloves
20 Per Cent Off



Such Good Clothes Value

Divided into Four Big Lots as Follows

Any suit that sold to \$12.50

\$9.75

Any suit that sold at \$15, \$16.50 and \$18

\$11.75

Any suit that sold at \$20 and \$22.50

\$15.75

Any Suit that sold at \$25.00 and up

\$17.75

Nothing Reserved, Serges included. Our reputation for truthful advertising is back of every price on this page. Not a dollar's worth of goods have been shipped in for sale purposes.

Men's Furnishings

We have always enjoyed the reputation of carrying the best line of goods in this city. Here's what we offer:

E. & W. Shirts, worth to \$1.50	.69c
E. & W. 4-ply Linen Collars, each	.9c
Japanese Crepe Shirts, \$1.50 value	\$.1
All other \$1.00 Shirts except E. & W.	.79c
All 50c Neckwear	.39c
All \$1.00 Neckwear	.79c
Topsy 25c Hose, finest lisle, per pair	10c
Silk Hose 50c values	.39c
All 50 and 75c Suspenders	.39c
All 50c 2-piece Underwear	.39c

Traveling Goods

Our entire stock of Hartman's celebrated Trunks, Bags and Suit Cases

20 Per Cent Off

MEN'S PANTS

\$1.75 Mens Pants	\$1.39
\$2.50 Mens Pants	\$1.95
\$3.00 Mens Pants	\$2.25
\$3.50 Mens Pants	\$2.75
\$4.00 Mens Pants	\$2.95
\$5.00 Mens Pants	\$3.95
Genuine Palm Beach Pants, \$3.50 Values	\$2.25
Flannel Trousers, \$5.00 Values	\$3.50



BOYS' SUITS

Our entire stock of Boys Suits in three lots

Lot No. 1—Values to \$3.50

\$1.45

Lot No. 2—Values to \$5.00

\$3.45

Lot No. 3—Values to \$8.50

\$4.45

Boys Pants, 50 and 75c values .39c

Boys Pants, \$1.00, \$1.25 and \$1.50 values .89c

Boys Russian Blouse and Sailor Suits, sold from \$1.00 to \$2.50, to clear .65c

SHOES

FOR MEN AND BOYS



This includes High and Low Cut Shoes for Men and Boys. (Regals Excepted)

\$5.00 values, sale price	\$3.45
\$4.50 values, sale price	\$3.15
\$4.00 values, sale price	\$2.85
\$3.50 values, sale price	\$2.45
\$3.00 values, sale price	\$2.15
\$2.50 values, sale price	\$1.75
\$2.00 values, sale price	\$1.65

SALE OPENS

Saturday

July 3rd

Nothing Reserved. These Prices Are For Cash.

HARCOURT & JENSEN,

Quality Place—The Clothing Store of Better Values.

613 Dewey St.

North Platte, Neb.

Everything

Square

And Above Board. Nothing Reserved. Not a price has been changed. Every article bears the original price Tag.