

THE WAR IS NOW ON IN NORTH PLATTE, SO DON'T BE A SLACKER, BUT COME.

In Justice to Yourself Come to This Great Removal

A MIGHTY THUNDER BOLT

THE HOUR IS NEAR!

Promptly as the clock strikes nine, Saturday Morning, December 29th, the doors of this big store owned and operated by Wilcox Department Store at North Platte will swing open and the greatest sale in the history of this section will open. **NOTHING WILL BE RESERVED. NOTHING HELD OUT!** And this sale is bound to prove the greatest public benefit this section has ever known. Only Fourteen Days and this sale will be only a remembrance, a memory of money saved, so come and come in a hurry to this great REMOVAL SALE.

ORDER

In the Hands of PIERPONT BROS., Sales Experts

A Wonderful \$50,000 Stock

Opening Day Special For Women

As an inducement for early attendance on the opening day we will sell to the first twenty women who enter the store after doors are open Saturday a regular \$1.00 Bungalow Apron for

5 Cents

Come Early—Be the Lucky One

Dry Goods Specials

One lot of Black and Wool Dress Goods, \$1.50 value, now	93c
Dress Gingham, 20c value, now	17c
Dress Gingham, 18c value, now	14c
Percale, 36 inch, 20c value, now	17c
Percale, 36 inch, 25c value, now	19c
Dress Chiffons, 40 inch, now	89c
Extra Fine Serge Dress Goods, 36 inch, now	53c
Plaid and checked Dress Goods, \$1.50 value, now	93c
Black Chiffon Taffeta, 36 inch, now	\$1.39

Fourteen Day Bargain Feast

People it is seldom you have an opportunity to buy good dependable merchandise at such drastic reductions with all classes of goods soaring skyward in price and the end not yet in sight. This sale offers saving opportunities that should be grasped by every man and woman who has any regard whatever for the laws of economy: Fill up the tank of your car and hike to the big sale. You'll find it the bargain surprise of your life.

Fuel For the Fire

GOSSARD CORSETS	House Dresses \$1.25 value, now	98c
Models 254 and 367, \$3.00 and \$3.50 values now	House Dresses \$1.50 value, now	\$1.29
\$2.29	Children's Gingham Dresses, \$1.00 values, now	83c
Gossard Corsets, models 204, 559, 453, \$5.00 and \$6.50 values now	Children's Silk Poplin and Wool Dresses, values up to \$5.00, now	\$3.79
\$3.98		
One lot of corsets values up to \$1.50, now		79c
One lot of Corsets values up to \$3.00 now		\$1.48

Nothing Reserved

Men's Bib Overalls, heavy Blue Denim	89c	Ladies' Silk Waists, fine Crepe de Chine, \$3.75 value	\$2.98
Men's Blue Stripe Work Shirts	47c	Georgette and Crepe de Chine Waists at	\$3.98
Men's Union Suits, ribbed and fleece lined, regular \$1.75 value	\$1.48	Fine Georgette Waists at \$5.98 and	\$8.48

SIGNED, SEALED AND SWORN TO—Y

The Store With A Reputation Of Ho

We wish it to be clearly understood that this is a genuine Removal Sale, with our immense stock of winter merchandise on hand there is no doubt that tremendous crowds from miles around, to take advantage of this GREAT SALE stock of high grade merchandise.

Read Every Word of this Bill--Then Hurry!

LADIES' CLOTH COATS	LADIES' CLOTH COATS	LADIES' CLOTH COATS
Ladies' Cloth Coats \$20.00 value, now	Ladies' Cloth Coats \$50.00 value, now	Ladies' Cloth Coats, last season's styles, values up to \$18.00, now
\$14.48	\$33.48	\$7.48
Ladies' Cloth Coats, \$25.00 value, now	Ladies' Plush Coats, \$35.00 value, now	Ladies' Heavy Cotton Coats, now
\$16.48	\$27.48	\$3.98
Ladies' Cloth Coats, \$35.00 value, now	Ladies' Plush Coats, \$40.00 value, now	Children's Coats go at
\$22.48	\$33.48	\$3.98 \$5.48 \$7.48

Read! Criticise! Consider

It's Up To You To Act

Fine Prints, 15c value now	11c	Fancy Silks, extra quality, \$2.00 value, now	\$1.48
Silkolines, 36 inch, 20c value, now	17c	Colored Taffeta, 36 inch, now	\$1.29
Light Outing Flannel, best quality, now	14c	10-4 Bleached Sheeting, now	43c
Dark Outing Flannel, best quality now	15c	81x90 Seamless Sheets, now	\$1.09
Sateens, 36 inch, 35c value, now	27c	42x36 Pillow cases, now	17½c

WANTED—Twenty-five extra salespeople those with experience preferred. Apply to manager.

Positively no goods sent on approval or refunds during this sale.

MEN TAKE AWAY THESE BARGAINS

Here we have one lot of Men's fine gun metal calf button and lace Shoes, were good values up to \$4.00, now going at

\$2.98

Boys' high cut Storm Boots, \$4.00 values, now going at

\$3.49

EXTRA SPECIAL

Here we have one lot of Men's Russia Calf and Gun Metal Shoes, button and lace, values up to \$3.50, now going at

\$1.98

Boys' School Shoes—Just the shoe for hard knocks; sure were good values at \$3. now going at

\$1.48

MEN, HERE ARE SOME DANDIES

Good every-day Shoes—come in a nice soft patent calf and gun metal calf, button and lace, values up to \$6.00, now going at

\$2.48

This Store will be closed **FRIDAY, DECEMBER 29th** in order to complete the final of the biggest, best and new Lincoln County Nebraska.

Sale Begins December 29th, at 9

Don't Forget the

WILCOX DEPARTMENT

NORTH PLATTE

Hurry! The High Cost of Living is Now Being Sl