

al Sale. Every Item Has the Wilcox Reputation.

FROM THE BARGAIN SKY!

AND SOLD

pts of Omaha. W. J. TURK, Sales Manager.

Forced Removal Business Sale

REASON FOR THIS SALE

As soon as the New Knights of Columbus Building is finished we are to move our immense stock of goods into that building. In order to reduce our stocks to as low a point as possible and release capital that we have kept tied up in extra merchandise to protect our customers from advancing prices. We will hold a Removal Sale for two weeks that will offer you the lowest prices on merchandise that you will see until the end of the war.

WILCOX DEPARTMENT STORE,
by J. Q. Wilcox.

YOU TO BE THE JUDGE AND JURY

Honest and Square Dealing To All.

We are forced to move to larger and more commodious quarters and this news of terrific price slashing will create a sensation and attract E. No one can afford to ignore the offerings to be found in this elegant

It's a Big Sale, People--Hustle!

LADIES' DRESSES	LADIES' SUITS	LADIES' SKIRTS
Ladies' Blue Serge Dresses, \$13.50 value, now \$9.98	Ladies' Suits, \$45.00 values, now \$24.48	Ladies' Skirts, \$13.50 value, now \$8.48
Ladies' Serge and Silk Dresses, values up to \$25, now \$19.89	Ladies' Suits, \$25.00 values, now \$17.98	Ladies' Skirts, \$10.00 value, now \$6.79
Ladies' Silk Dresses, \$30 value, now \$24.48	Ladies' Skirts, \$7.50 values, now \$4.29	Ladies' Silk Skirts, \$10.00 value, now \$7.48

Bargain Days Are Here

RUGS	RUGS-LINOLEUMS
9x12 Axminster Rugs, \$27.50 val. ue, now \$21.78	One lot high grade Rugs, values up to \$50.00, now \$34.48
9x12 Axminster Rugs, \$30 value, now \$24.48	12 foot Printed Linoleum per square yard 79c
	6 foot Congoleum, per square yard 48c

Nothing Held Out

Men's Heavy Cotton Sweaters	MEN'S SHIRTS-SOCKS
now 89c	Men's Dress Shirts, \$1.25 value, now 79c
Men's Jersey Sweaters now 89c	Men's Dress Shirts, \$1.50 value, now 98c
Boys' heavy cotton Sweaters, now 79c	Men's Rockford socks, now 11c
Boys' Jersey Sweaters now 79c	

Opening Day Special For Men

As an inducement for early attendance on the opening day, we will sell to the first Twenty-Five Men who enter the store after the doors are opened Saturday a regular 75c Heavy Work Shirts for

5 Cents

Come Early—Be The Lucky One.

Staple Dept.

One lot of Gordon Hats, \$3.00 value, now \$1.98	
Men's Pure wool Sweaters, \$3.50 and \$4.00 values, now \$2.98	
One lot of men's Neckties, 50c value, now 39c	
Men's Union Suits, \$5.00 value, now \$4.29	
One lot of men's wool drawers, \$1.50 value, now \$1.19	
Men's flannel Shirts, soft cuffs and collars, now 79c	
One lot of boys' fleece lined extra heavy drawers, now 43c	
One lot of knit mufflers, 50c value, now 33c	

Mr. and Mrs. Farmer

It will be worth your while to come many miles to attend this great sale for the whole stock has been led to the slaughter. Practically every price quoted is less than present wholesale price by no small margin. You can verify this statement by comparing them with your catalogues and by investigating the market. We give you our word on that. Don't hesitate or delay! But come and come in a hurry! It may be a long, long time before you again see such prices.

Compare! Then Act!

MEN'S WORK SHOES
Men's good ever-wearing work shoes in chrome elk, were real values at \$5, now going at **\$3.48**

LADIES, TAKE HEED
Here we have a lot of street and house Shoes in vicl and patents, values up to \$3.50 now going at **98c**

LADIES' STREET SHOES
One lot of ladies' Shoes in vicl kid, gun metal calf and tans, button and lace, values up to \$4.00, now going at **\$1.98**

closed all day
DECEMBER 28th,
arrangements for one
selected stocks in

One lot of ladies' Shoes, values up to \$4.50, now going at **\$2.79**

Misses' gun metal calf School Shoes. These were good ones at \$2.50, now going at **\$1.79**

Opportunity Knocks.

One lot of fine Voile Waists, \$2.00 value, now \$1.48	Lace Curtain, \$2.00 value, now \$1.59
One lot of fine Voile Waists, \$1.50 value, now 98c	Lace Curtains, \$5.00 value, now \$3.98
One lot fine Voile Waists now 69c	Odd lot of Outains at 48c and 69c
One lot of Voile Waists now 48c	Smyrna Rugs at \$1.19 and \$2.29

This Sale is Vitally Important to You.

BE HERE

The Only Real Sale North Platte will see this year.

He who profits not by this sale loses dollars.

Time or Place

DEPARTMENT STORE

NEBRASKA.

Slaughtered at Our Great Removal Sale. Come!

PRICES WILL BE CUT LIKE WEEDS IN THE GARDEN. DECEMBER 29th TO JANUARY 13th.