

We buy for Cash and sell for Cash.

Buying for 197 stores make these prices possible.

J. C. Penney Co.

THE GOLDEN RULE STORE
INCORPORATED.

197 Busy Stores. Half Block east of Postoffice, NORTH PLATTE.

550 Yards of 8-4 Linoleum.

Shipped to us by mistake and will be sold at cost. Eight patterns to select from. Per square yard

59c.

Regular \$1.00 per square yard goods.

Special Purchases from Our New York Buyers.

Can any one store operating alone equal this combined buying power? **MOST EMPHATICALLY NO!**

25 Ladies Plush Coats

Ladies plush coats. All the newest models. J. C. PENNEY Co. Price

\$19.90 to 45.50

50 Ladies Cloth Coats

Ladies cloth coats in all shades and sizes

\$19.90 to 37.50

65 Childrens Assorted Coats

In the season's most popular shades and materials.

\$4.98 up to 9.90

Ladies Rain Coats

A fine lot of Rain coats, women's and misses, priced from

\$2.98 to 9.90

50 Ladies Dresses

Ladies Silk and Serge Dresses

\$14.75

Assorted sizes, 16 to 44

25 Ladies Dresses

All the season's latest materials and colors.

\$19.90 to 32.50

500 House Dresses

Made from best colors and materials.

\$1.69 up to 2.98

Womens Aprons

Scout Percales, assorted colors, while they last

98c to \$1.49

Ladies Dress Skirts

Wool and fancy materials

\$2.98 to 9.90

A good assortment of sizes.

200 Ladies Petticoats

Black sateen, Heatherbloom, silk and silk flounces.

\$1.49 to 3.98

150 Ladies Sweaters

Grey-blue mixtures, etc. All sizes. Snap styles.

\$5.90 to 9.90

Outing Flannel

10 pc. White Outing.....**29c**

20 pc. Dark Gray fancy.....**27c**

15 pc. Heavy dark outings.....**33c**

4 pc. Light fancy outing.....**25c**

These outings extra heavy quality.

Mens Overcoats

A good assortment in sizes and prices.

\$19.90 up to 27.50

CHILDRENS SHOES

All styles and colors. J. C. PENNEY CO. prices. Overshoes to match at unheard of prices.

Mens Suits

50 Choicy Patterns. Blue serges and mixtures. All sizes.

\$19.90

Mens Sweater Coats

75 Men's grey sweaters while they last

\$1.39

A large assortment of others to select from

\$1.98 up to 5.90

Mens Bib O'alls

Heavy weight.....**\$1.69**
Men's Bib O'alls. Indigo Blue.....**\$1.98**
Union Made.....

Husking Mitts

Double thumbs. Knit wrist. Per Dozen.....**\$1.35**

Mens Work Shirts

Extra quality, size 14½ to 19. Blue and grey chambray, etc. While they last

98c Each

Assorted Bargains--19c Table

Men's Jersey Gloves. Men's Jersey Mitts. Extra heavy socks. Gauntlet Gloves. Knit wrist gloves.

LADIES FANCY SHOES

In all colors and styles

\$5.90 to 7.90

One table assorted styles. All sizes. Price.....**\$2.98**

Cotton Batts

Cotton batts.....**15c**

Cotton batts.....**29c**

Extra large 3 lb., batts, full bed size same price as last year

Per Batt \$1.19

Wool Batts.....**\$1.98 to \$2.98**

Mens Work and Dress Shoes

\$3.98 and 4.50

500 pairs to pick from. These are all blucher lace shoes.

Mens Overshoes

One Buckle Artic.....**\$1.79**

One Buckle Artic.....**\$1.98**

4 Buckle O'shoes.....**\$3.69**

4 Buckle O'shoes.....**\$3.98**

4 Buckle Extra Heavy.....**\$3.98**

All Rubber.....**\$3.98**

ONE TABLE OF BOYS SHOES

While they last.....**\$2.39**

Sizes run from 8 to 11--11 to 2.

Boys O'shoes, size 2½ to 5.....**\$1.49**

TABLE OILCLOTH

White and fancy, first quality.....**33c a yd.**

MENS HIGH TOP SHOES and BOOTS

Fine assortment. 8 inch tops to 16 inch.

\$5.90, 7.90 to 9.90

These Prices are Good as Long as the Goods Last.

REST GLASSES

Many persons find glasses worn for an hour or two take away the tired feeling caused by close work. The use of glasses in this way keeps the eyes from becoming strained, makes vision clearer and increases the capacity for work.

Rest glasses should have lenses ground especially for the person who is to wear them. We do this for you when you come to our optical department. It is a safe and economical place at which to buy glasses.

C. S. CLINTON,
Jeweler and Optician
At the Sign of the Big Ring

CITY AND COUNTY NEWS.

Dr. J. B. Redfield left last evening for Ft. Riley to take up his work with the army medical corps.

Mrs. A. F. Streitz leaves today for Lincoln where she will visit her daughter Ruth for a week or so.

Dr. L. J. Krause, Dentist, room 3 McDonald Bank building.

A letter received by relatives this week announced the safe arrival overseas of Ira Simpson, of this city.

Miss Louise Flynn left yesterday for a Kentucky training camp where she will take up her duties as a nurse.

For Sale--Ten head of shoats. W. W. Gates, Phone 875F11. 86-2

Fred Hein, who lives south of Hershey, was a Tribune called a few days ago and said his 200 acres of fall wheat looked fine.

C. T. Whelan left last night on a business trip to points in Kansas, expecting to be absent about a week.

J. A. McGrath, of Los Angeles, a former North Platte resident is the guest of his daughter Mrs. Chas. Bogus.

C. M. Reynolds and son came in from Omaha yesterday and will remain for a day or two visiting friends and transacting business.

For Rent--Furnished room in modern house. Inquire 417 east Fifth.

Cards have been received by the local board showing that Howard Thompson and Thomas Thompson, formerly of Maxwell, registered at Markville, Alberta, Canada.

Mrs. J. L. Sinclair returned yesterday from Rochester, Minn., where she spent a month with a sister who had submitted to an operation. She was met at Omaha by Mr. Sinclair.

A very extensive line of dresses. All on sale at greatly reduced prices. E. T. TRAMP & SONS.

A. Holzmark, of Gothenburg, a former North Platte resident, was elected treasurer of Dawson county at the Tuesday election. Mr. Holzmark is recovering from a very serious attack of influenza.

Good barn for sale, 24x24, 16-foot posts; good haymow. Inquire at 709 south Pine. 86-4*

Harry Fleishman has received appointment in the quartermaster's department with rank as captain and is now awaiting a call to service. It is probable that he will be assigned to duty within the next ten days.

Turkish bath towels at real sale prices. E. T. TRAMP & SONS.

Clayton Wheelock writes from France that the room he and his pal occupy has a fireplace, they sleep on a feather-bed and have plenty of grape wine. Under these conditions Clayton says the soldiers' life is not half bad.

Now is your opportunity to fit your self and family out for the season at real sale prices. Many of our prices are less than cost. E. T. TRAMP & SONS.

M. H. McDermott, of Somerset, was in town Wednesday, transacting business. He is handicapped by a "game" leg, yet he manages to look after 150 head of cattle and sixty head of hogs since his two boys entered the service.

A big shipment of Turkish Towels; all included in this sale at reduced prices. E. T. TRAMP & SONS.

Three trainloads of artillerymen passed east Wednesday, were given the customary canteen service, and were marched through the streets. The headquarters' band accompanied the troops and rendered a number of selections at the depot.

New light wagon for sale. L. E. Hastings. 85-3*

Mr. and Mrs. Wm. Plumer and daughter Miss Alice, of Maxwell, who had been spending the summer in the New England states, arrived here the early part of the week, and after remaining here a short time will go to San Diego to spend the winter.

Stuart Anderson, of this city, who is at Camp Jessup, Atlanta, Ga., writes that he has been promoted to top sergeant and foreman of the repair department. His regiment expected to leave for a port of embarkation November first, but he writes that their going has been delayed.

Wanted: Driver. Inquire American Railway Express Co.

The customary early November snow fell yesterday forenoon, a snow that was very wet and which made much moisture as it melted. The fall began about five in the morning and continued until about noon, and at one time nearly an inch covered the ground.

At a meeting held yesterday afternoon a committee of railroad men was appointed to solicit subscriptions to the united war work fund from among employees of the company. Each of the labor organizations will be represented on the committee and a thorough canvass will be made.

A wire received at noon yesterday stated that Germany had signed the armistice and that fighting would cease at two o'clock yesterday afternoon, brought forth prolonged whistles from round house and locomotives. Later a bulletin was received denying the correctness of the first bulletin.

Mr. and Mrs. George Zentmeyer and children leave Tuesday of next week for Los Angeles, where they will spend the winter. Miss Bessie Salisbury will accompany them and remain in California for six weeks or longer. Mr. and Mrs. J. C. Strahorn will leave for the same place about January first.

Subscribe Fifty Dollars Each.

In advance of the United War Work campaign the following persons have subscribed fifty dollars each:

T. C. Patterson Dr. N. McCabe.
J. J. Halligan H. A. Brooks.
Julius Pizer M. J. Forbes.
Ira L. Bare E. T. Tramp
Keith Neville Richi Ugal
F. C. Pielsticker C. T. Whelan
Charles McDonald F. L. Mooney
Harry Dixon W. H. McDonald
Mrs. John Bratt J. G. Beeler
D. M. Leyoldt M. E. Scott
Butler Buchanan H. L. Pennington
L. C. Carroll S. M. Souder
A. P. Kelly C. Brodbeck
W. R. Maloney J. W. Payne
C. O. Weingand W. J. O'Connor
R. N. Lamb W. V. Hoagland
C. H. Walters W. W. Birge
L. B. Dick Chas. C. Hupfer
Elmer Coates Ray C. Langford
W. T. Wilcox S. R. Derberrey.
C. M. Trotter

In the United War Work campaign the business section of the city is under the chairmanship of Julius Pizer, who has as his assistants N. E. Buckley and M. J. Forbes. They will call at the business houses and offices and solicit from professional and business men and employes in sums of from fifty to five dollars as per an assessment made by the chairman.

It is hoped that each individual will cheerfully give the amount apportioned to them, as the committee has made the assessment according to the volume of business or the earning capacity. Meet the committee with a sum to give the amount asked and thus avoid a call from the round-up committee.

Lieut. Ells Married.

A pretty military wedding was solemnized by the Rev. W. Schaefer at the home of Mr. and Mrs. H. M. Schultz, in Omaha, the early part of this week, when their daughter Hattie became the bride of Lieut. Walter C. Ells, of this city. The couple were attended by Miss Julia Nielsen and Lieut. John B. Twiford. Lieut. Ells is interested in the North Platte Floral Co.

Buy Land Cheap.

1280 acres grazing land, 10 miles from Stapleton, \$4.00 per acre.

80 acres irrigated land, nearly all cultivated, some alfalfa, \$80.00 per acre.

Several good sand hill sections, partly tillable, \$6.00 to \$8.00 per acre. O. H. THOLECKE

PROCLAMATION.

Our soldier boys are facing the enemy; they are fighting the peoples' battle. For their health, safety and comfort, the most complete organization, the United War Work service, the world has ever seen is in operation. To maintain this organization a large sum of money is needed. Our people at home, blessed with prosperity and comforts, should cheerfully subscribe all that is needed. The sum set for North Platte should be raised in two days. I therefore call on our people to each do his part, and set aside November 11th and 12th, 1918, for war activities. I do not call on business houses to close, as that discommodes the public, but let every loyal citizen go over the top and cheer.

the boys on to a triumphant victory which is now in sight.

North Platte, Nebraska, November 5, 1918.

HENRY WALTEMATH, Mayor.

Do not fail to see our Turkish Towels. Extra quality, all sizes, at sale prices. You must see them to appreciate the values. E. T. TRAMP & SONS.

Notice.

All persons caught with firearms within the limits of the North Platte cemetery will be prosecuted to the fullest extent of the law, or shooting into the cemetery grounds. By order of the City Mayor and Cemetery Association.

BUCHANAN & PATTERSON'S BARGAIN LIST

A nice new bungalow on east Fifth street **\$3,500.00**
Good 8 room dwelling house, close in on W. 5th street. Full modern. Cheap at **\$4,000.00**
Good 6-room dwelling on North Side **\$2,250.00**

Easy terms on any of these bargains.

Repairing, Cleaning and Pressing.

GERLE'S TAILOR SHOP

We Take Orders for the

Standard Custom Garment Co., of Chicago.

Will Make Garments in Our Shop if Desired.

218 East 6th Street

Over Keen's Gun Shop