

HERE'S THE FULL ANNOUNCEMENT OF

The Sale That Will Startle North Platte

STARTS SATURDAY MORNING, MARCH 1st, PROMPTLY AT 9 O'CLOCK

Harcourt Clothing Co. \$50,000 Stock will be sold at

1/3 TO 1/2 PRICE

The Greatest of
Sales will attract
throng of people

BE HERE EARLY.

THINK OF IT:--One-Third to One-Half Harcourt's Extremely Low
Prices, and Harcourt Prices Have Always Been Twenty-five
Per Cent Less Than Elsewhere.

After being closed two days to mark down stock, the doors will be thrown open at Nine O'clock Saturday Morning. At the same time this store enters upon a new epoch under new ownership and new management. The first move of the new management is a determined and complete disposal of the stock acquired in the Big Cash Purchase of the Harcourt Clothing Co.

Most Wonderful
Sale in
North Platte's
History

Change of Ownership Forces A Radical, Resolute Sale

There will be nothing half way about this sale. A Big and Important Achievement is at Stake and we've not hesitated to make the most Sweeping Price Reductions in order to Guarantee the Success of this Sale. They will be wise people who Buy not only for the present but anticipate their future requirements.

THIS GIGANTIC STOCK CONSISTS OF \$50,000.00 WORTH OF

Men's and Boys' High Grade Wearing Apparel

FROM THE WORLD'S BEST MAKERS

Men's Suits and Overcoats, Young Men's Suits
Waist Seam Style, Dress Shirts in Silk and Mad-
ras, Underwear, Hosiery, Hats, Shoes, Sweaters

1/3 TO 1/2 OFF

We have purchased this business because we wanted it—because we believe in you people of North Platte and our ability to meet your requirements and serve you satisfactorily in this line—because we are confident we can build this into a much larger and more influential business

Now that we have secured control of the Harcourt Clothing Company by right of purchase we naturally desire to conduct it in the future according to our own methods. For one thing, we desire to have only merchandise of our own selection. That is not any reflection upon the Harcourt Clothing Company for we have had turned over to us what is probably one of the best and cleanest stocks of high grade merchandise in Nebraska. Nevertheless we will get it out of the way with all possible speed and make way for new goods selected by us.

Of course we could not accomplish this Gigantic Selling Feat by any ordinary method. So we will throw the entire stock on sale to the public. Everything re-marked at sharp reductions.

Boys' Clothing
Boys Shirts
and Waists

1-3 ot 1-2
OFF

Edwards-Reynolds Co.,

Successors to HARCOURT CLOTHING CO.

Big Reduction on

Leather Vests,
Sheep Lined
and Duck Coats,
Work Gloves,
Work Shirts,
And the World's
Best Overall