

John B. Edwards
President

EDWARDS-REYNOLDS Co.

Edward W. Reynolds
Sec'y-Treas.

STARTING

SATURDAY MORNING, JUNE 12th

We will Offer Men and Boys of Western Nebraska, the Most Astounding Price Reductions since Pre-War Days in our Great

STOCK REDUCTION SALE

WHAT YOU MAY READ IN NEWSPAPERS REGARDING THE WAR DECLARED ON OLD H. C. L. MAY "LISTEN GOOD" BUT NEVERTHELESS PRICES CONTINUE TO SOAR. THE TOP OF THE STRUCTURE MAY APPEAR TIPSY BUT THE FOUNDATION IS STILL FIRM. FOR THE FIRST TIME IN ALL HISTORY THE LABORING MAN IS RECEIVING SOMETHING LIKE THE WAGE HE IS ENTITLED TO, AND FOR OUR PART WE HOPE HE WILL NEVER RECEIVE LESS. ONE THING CERTAIN—HE WILL NEVER CONSENT TO WORK MORE HOURS FOR LESS PAY. MOST RAW MATERIALS ARE UNOBTAINABLE EXCEPT AT EXHORBITANT PRICES, AND AS LABOR AND MATERIALS ARE ESSENTIAL FACTORS IN GOVERNING COSTS, WE ARE SURE TO HAVE HIGH PRICES FOR MANY MONTHS TO COME.

WE ARE FIRM BELIEVERS IN "TRUTH IN ADVERTISING." THE REASON FOR THIS SALE IS THAT WE PURCHASED VERY HEAVILY ON GOODS FOR THIS SEASON, AND ON ACCOUNT OF THE COLD, BACKWARD SEASON WE ARE OVERSTOCKED. THE GOODS WE ARE OFFERING IN THIS SALE CAN NOT BE REPLACED AT ANYTHING NEAR THE PRICES WE OWN THEM AT, BUT OUR STOCK IS TOO HEAVY AND WE DEEM IT ADISABLE TO REDUCE NOW, AND TO INSURE QUICK REDUCTION WE HAVE MADE EXTRAORDINARY CONCESSIONS. IT IS TO YOUR INTEREST THAT YOU INVESTIGATE THE REMARKABLE PRICE REDUCTIONS WE HAVE MADE. NO MAN, YOUNG MAN OR BOY IN THIS TRADE TERRITORY CAN AFFORD TO MISS THIS OPPORTUNITY.

Without Reservation or Restriction, Without Regard to Present Price or Value, We offer Choice of Our Entire Stock at Strictly Bonafide Reductions

One-Fifth to One-Half OFF OF Regular Prices!

At One-Half Off.

ALL BROKEN LINES OF CLOTHING, HATS, SHOES AND FURNISHINGS.

ALL FIRST-CLASS GOODS AND WONDERFUL VALUES

AT ONE-THIRD OFF!

ALL FANCY SUITS FOR MEN, YOUNG MEN AND BOYS, including COLLEGIAN and other Good Makes. ALL SILK SHIRTS KNOX FELT HATS NECKWEAR HOSIERY (Except Interweaves.)

KNIT UNDERWEAR BATHING SUITS AND CAPS DRESS PANTS WORK PANTS DRESS SHOES AND OXFORDS WORK SHOES and WORK GLOVES MEN'S AND BOYS' CAPS BOYS' SHIRTS AND BLOUSES

At One-Fifth Off!

BLUE SERGE SUITS PALM BEACH SUITS STRAW HATS STETSON HATS ATHLETIC UNDERWEAR INTERWOVEN HOSIERY LAUNDERED and SOFT COLLARS BELTS, SUSPENDERS AND GARTERS

EXTRA

THREE SPECIAL VALUES

EXTRA

100 DOZEN ARROW and E. & W. LAUNDERED COLLARS. DISCONTINUED STYLES BUT BETTER STYLES THAN MANY OF THE NEW COLLARS.

Sale Price 10c Each or \$1.00 per Dozen

McDONALD'S RED SEAL WORK SHIRTS, UNION MADE. IN BOTH BLUE AND GRAY COLORS. REGULAR PRICE \$1.75

Sale Price \$1.15

SPECIAL INTRODUCTORY SALE of EDWIN CLAPP'S FINE SHOES FOR MEN. BENCH MADE AND HIGHEST GRADE ONLY. SAME SHOE NOW SELLING IN ALL BIG CITIES at \$22.00 to \$25.00 per pair.

Special Introductory Sale Price \$12.50

Liberal Reductions on all Work Clothing, including the "Penn" Union-made Overalls

Be On Hand Early Sat. Morning, this is a Sale You Can't Get Away From.