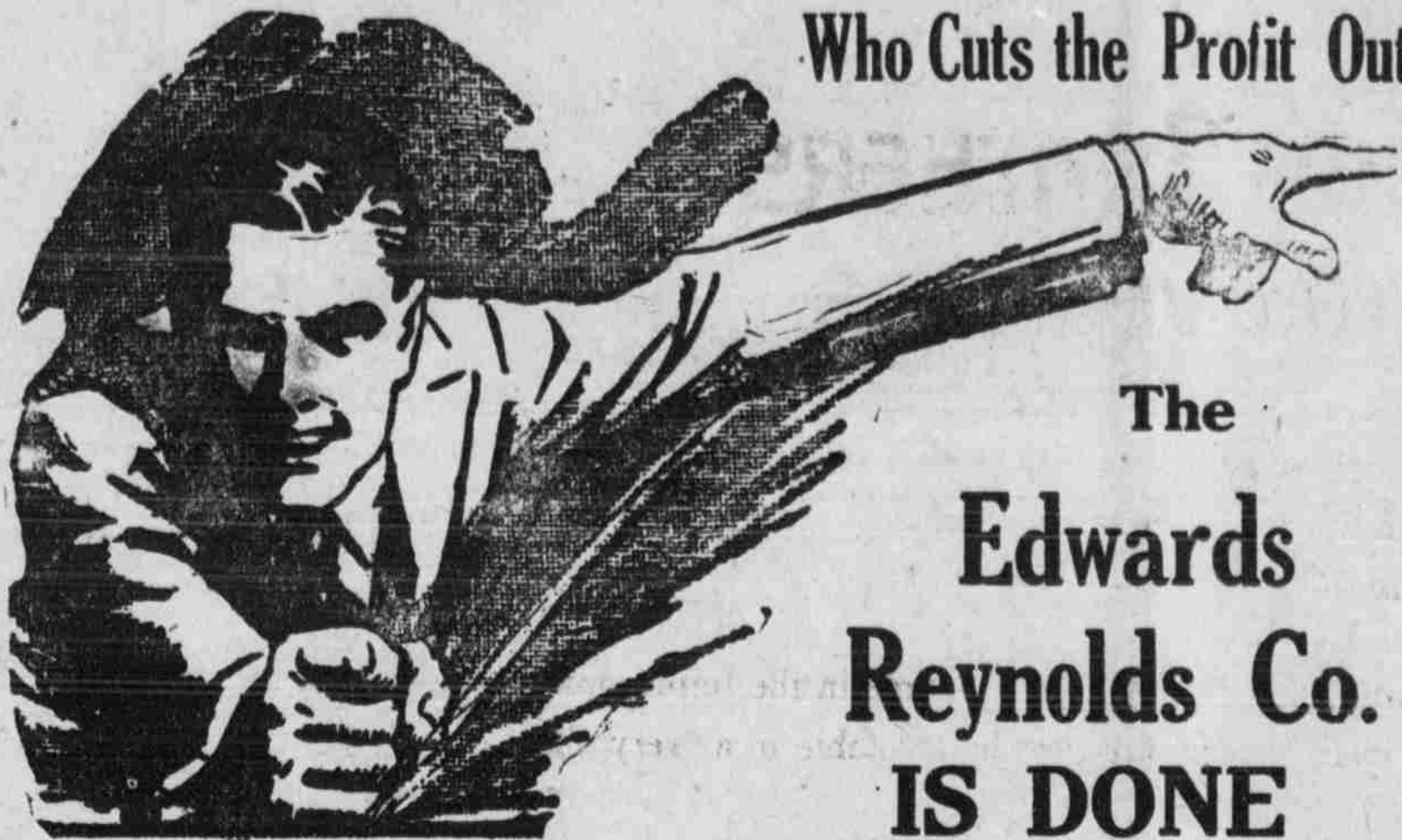


THE GREATEST SELLING SENSATION OF ALL TIME AWAITS YOU HERE!

I'M THE MAN!

SLASHING PROFIT FROM THIS STOCK FOR YOU!



Who Cuts the Profit Out

The
**Edwards
Reynolds Co.**
IS DONE

Not A Sale But a Riot

EDWARDS-REYNOLDS CO. in Hands of Adjusters. EVERYTHING TO GO.

Farmer, Mechanic, Laborer, Railroad Man, and in fact every man, read this straight from the shoulder statement of North Platte Leading Clothiers.

READ EVERY LINE—THEN "STRIKE WHILE THE IRON IS HOT!"

For several months this firm has been contemplating some radical changes, however we find that conditions have made it necessary to make this reorganization at once. We have no choice in the matter. This stock must be disposed of at once. The entire stock is to go. Everything in the entire place is to be cleaned out in the next ten days. It is with a sigh of genuine relief that after ten days of arduous planning and hard effort we can announce to the public and our friends what we honestly believe to be the greatest selling sensation ever attempted in this community. This will not be a sale, it will be a riot. Folks we mean business—We can no longer wait—our great loss will be your gain—It is now or never—for the fast closing out of this stock—and ten days is the limit—The store has been placed in the hands of H. H. Harding, Merchandise Adjuster of Minneapolis, Minn. He is the Man—what he says goes with us. We are back of every statement in this great advertisement—one price to all—no favorites—Everything Cash and Profits are not to be considered. Take our word for it, you will lose if you fail to get here early. It's our bad luck—You are the winners.

EDWARDS-REYNOLDS CO.

Saturday Night, August 20, At Twelve Bells

Talk is Cheap! I Mean BUSINESS!

Friends, I am not here to offer you useless argument—I am not here to waste words—no indeed. I am here to SMASH OUT—CLOSE OUT—CLEAN OUT this great stock of goods and I am going to do it. Never before has a merchant offered me such prices as these to offer to a public never before has a merchant offered such values as these offered you by Edwards-Reynolds Co. I am going to turn this stock as quickly as possible. 10 days going to turn this stock as quickly as possible. 10 days is the time allotted—I do not care a "rap" how "fed-up" you are on so-called SALES or how disappointed you have been with some of the bargains you have bought. This is a REAL SALE with a real REASON, and I am going to turn the merchandising world of this community "topsy-turvy" with the most sensational Bargain feast you have ever enjoyed. I have been given complete charge—"I'm The Man," and nothing can hold me back—Come expecting Bargains of a lifetime—COME to see the greatest of selling sensations—COME—I have arranged this stock in such a manner that you can wait on yourself—Miniature Mountains of Bargains on every table—Counters covered and racks loaded. EVERYTHING MARKED IN PLAIN FIGURES—If price distraction will sell goods, this stock is GONE—MEET ME WEDNESDAY AT TEN.

I'M THE MAN.

Harding Mercantile Adjuster

DOORS
SWING
OPEN

Wednesday, Aug. 10

AT
TEN
BELLS

HARDING Throws Men's "Collegian" Clothes on the Altar of Price Sacrifice **MEN! THEY MUST GO**

Clothes that signify prosperity added to these "Collegian Clothes" garments. Each and every model for this season's wearing offered to you at a sacrifice at this time when profits should be considered. Clothes from the factories of the leading designers of the country assure you of that good appearance so essential at this time. "Togs" that are without peer among the fellows who dress better. Men, I have thrown every suit and overcoat in this great stock into four great lots for easy selection and fast selling. The newest designs in cashmeres, serges, chevots, velours, light flannels, tweeds, plaids, and mixtures, all in this great selling event. COME AND SEE. What is positively the greatest selection of men's garments ever offered together at REDUCED PRICES. Overcoats and suits at cost. IF YOU ARE NOT HERE, YOU LOSE.

Phone Your Friends

STETSON HATS FEELS THE KNIFE
\$10.00 and \$12 men's Stetson and Knox Hats in all the new shades and shapes for the coming season. A remarkable demonstration of value giving, the entire lot going at less than cost. Choice

\$5.55

\$6 Mens hats goat \$3.98

Here you are! A limited number of these "Super-Craft" Scrach Hats in Brown and Blacks, they go for

\$3.98

\$25 Men's Palm Beach and Wool Suits Going for \$8.88

\$35 Mens Suits and Overcoats go for \$14.44

\$50.00 Mens Suits and Overcoats go for \$25.55

\$60.00 Mens Suits and Overcoats go for \$33.33

Buy winter and fall underwear today, it is your chance to save.

\$2.50 Mens Hy Cotton Fleece Union Suits \$1.33 all sizes they go for 1

\$2 and \$2.50 mens Chal-mers Union Suits 1

Mens summer medium weight Union Suits all styles and lengths, Ecru and white \$1.11

\$1.50 Mens athletic union suits 55c

\$1.50 mens medium weight balbriggan union suits go at 66c

THREE EXTRA SPECIALS THAT WILL BRING THEM EARLY

25 Men's Beau Brummell slightly soiled Dress Shirts, all sizes, values to \$3.00

44 Cents

\$7.50 Work Shoes \$3.88
25 Pairs of Men's "Lion Brand" Work Shoes, solid leather, Hy Eyelets and the best to be had. They go for

\$3.88

\$2.00 Children's Rompers and play suits in Khaki and Plaids and fancy stripes. They go at

66 Cents

Pick-Ups From All Over

\$1.50 boys blue denim 98c

2-20 Overalls 98c

\$1.50 leather faced steam proof work gloves 88c

\$1.00 boys mesh and balbriggan union suits 33c

\$3.00 mens cloth hats, brown green and grey mixture go for 1.88

75c finest Del-Park wash silk four-in-hand ties go at 44c

25c "Arrow" collars all sizes & styles going for 19c

1.50 mens and boys blue serge caps are going for 55c

\$6.00 mens white wool serge trousers all sizes are going at 3.88

\$4 mens white duck trousers, out they go at 1.88

\$4 mens kahki canvas "Short Stop" shoes in tan and white go at 2.3

STORE OPEN SATURDAY NIGHT UNTIL 11 P. M.

75c Mens Fine Lisle Hose	Men \$2.50 Dress Shirts With or without collar	75c Mens Silk Sox	\$2.00 Childrens Rompers	50c Mens Four-in-Hand Ties	50c Canvas Gauntlet Gloves Leather Face	Engine and Firemen Hose	75c Silk Four-in-Hand Ties	\$1.00 Boys Union Suits	\$1.50 Boys Overalls	25c "Arrow" Collars
33c	88c	33c	66c	22c	22c	13c	44c	33c	98c	19c

Men to Miss this Opportunity is to Regret for All Time. Only, Ten Days Then It Is All Over

Extra! Work Shirts!

500 men's finest Work Shirts in blue and gray chambray, heavy stitched seams. These shirts never sold for less than \$1.50. Come early they will go fast at

55c

Follow the Mob to This Great Store

EDWARDS-REYNOLDS COMPANY

613 Dewey Street.

NORTH PLATTE, NEBR.

Extra! Overalls!

Here you are men! Extra quality White Back 2-20 blue denim overalls extra roomy, full cut and a sale sensation. They go while they last for

98c