

## READ THE REASON

THIS MIGHTY STOCK OF HIGH GRADE MERCHANDISE WAS CONTRACTED FOR SIX MONTHS AGO. AT THAT TIME, MANUFACTUR-ERS AND JOBBERS WERE HUNGRY FOR OR DERS, AND IT WAS OUR OPPORTUNITY TO BUY AT PRICES LESS THAN WE HAD HEARD OF FOR YEARS—AND EVEN LESS THAN THE MARKET PRICES OF TODAY. RECOGNIZING THESE WONDERFUL VALUES, WE BOUGHT VERY HEAVY IN ANTICIPATION OF A BIG BUSINESS THIS FALL.

BUT-THE UNSEASONABLE WEATHER HAS BEEN AGAINST US, AND WE NOW FIND OURSELVES VERY MUCH OVERSTOCKED. IN-STEAD OF WAITING FOR THE USUAL SALE TIME, WE OFFER YOU THIS GREAT MONEY SAVING OPPORTUNITY "NOW" AT A TIME TO DO YOU THE MOST GOOD.

THEREFORE, STARTING TUESDAY MORNING, NOVEMBER 15TH, PROMPTLY AT NINE O'CLOCK, WE WILL INAUGURATE THE GREATEST MONEY SAVING EVENT IN NORTH PLATTE'S HISTORY.





ALL WOOL OF COURSE				All Grades OVERSTOCK SALE PRICE \$5.55	5
and Every Garment Guar-				© Fine Felt Hats J.B.S.CO. 55 & \$6 values OVERSTOCK SALE PRICE \$3.88	8
nteed to Give the <b>Satis-</b>		The second second		SALE PRICE	
action You"ve a Right to	K.			Men's Shoes Must G	•
Expect From OUR clothes.				richt s Dhoes Hust d	U I
		© Collegian Clothes 1 David Adler & Sons C	920 ompasy	Values to \$4.50 go at \$2	.88
				Values to \$7.50 go at \$4	.44
Jp to \$30.00 Value	*19 <sup>75</sup>	Up to \$40.00 Value SUITS AND OVERCOATS	*29 <sup>75</sup>	Values to \$9.00 go at \$5	5.55
SUITS AND OVERCOATS		SUIIS AND UVERCUAIS		Values to \$10.00 go at \$6	6.66
Jp to \$35.00 Value	*26 <sup>75</sup>	Up to \$50.00 Value	\$39 <sup>75</sup>		
SUITS AND OVERCOATS		SUITS AND OVERCOATS		Edwin Clapp \$16.00 Shoes go at \$9	9.95
AVY WOOL SWEATERS.	HEAVY COTTO	N AND ALL-WOOL UNDERW NEED RIGHT NOW, A		L SHIRTS, WINTER CAPS AND GLOVES-JUST THE KIND EDUCED PRICES.	YO
					20
Don't M	iss Tl	nis SaleIt	ls Y	our Chance To Save	2
	<u></u>			1 0	
Big Reductions on Bo	oys' Suits	John B. E	dwa	TAS A Remember The Day	
of Extra Qual	ity	JUHH D. L	uvvu	Tuesday, November 15th	•