

\$5000 SALE

War prices going up, Our Prices going down | Everything at Cut Price, come look around | Buy your fall bill now and make the Saving

EVERY PURCHASE GUARANTEED SATISFACTORY OR YOUR MONEY BACK

Commencing Thursday, October 1st., and continuing for 15 days, We will offer our Entire Stock of Merchandise at Great Reduction Prices. This includes all of our New Fall Stock in every line. A larger or more complete selection of Fall and Winter Goods was never offered at such prices in this section of the country before, but \$5000.00 must be raised in 15 days and to do it we offer these goods at prices to get you to lay in your winter supply NOW and save yourself money.

<p>Special Entire line of New Fall Millinery at 20 per cent discount from the regular price. Ladies we assure you this is a special opportunity</p>	<p>Special Outing Flannel, a value you will not be able to see again this season, worth 10 and 12½ cent, Sales price 8 cents per yard.</p>	<p>Special One Lot Men's Knit Coat Sweaters all colors and a full line of sizes. Sold everywhere at \$2.50, our price for this sale \$1.89</p>	<p>Special 20 dozen Men's shirts, soft collars, Military collars and Dress shirts in every desirable pattern, regular \$1, now 69c, can you beat it?</p>
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Dry Goods

Fleece Lined Suitings, special value	9c
Fleece Lined Suitings, 12½c value	11c
Lace Curtains, up to \$1.50 per pair	98c
Corduroy Suitings for Ladies' Skirts and Children's Coats, \$1.25 value at	79c
Brown Crash Toweling, 15c value at	9c
Bleached Muslin	8c
Brown Muslin	7c
A 20c India Linen, will go at	13c
Ladies' Knit Auto Hoods, \$1 value at	68c
Ladies' Knit Auto Hoods and Hats, \$1.50 val	83c
Children's Rompers, ages 2 to 6 years	23c
Children's Rompers, ages 2 to 6 years	39c
Assortment of Lace, original piece 6-yards	17½c
One lot of Lace	4c
One lot of Lace	7c
Ladies' W. H. S. Handkerchiefs	3c
Ladies' Handkerchiefs	4c
Ladies' Handkerchiefs	8c
Ladies' Handkerchiefs	11c
Ladies' W.H.S. and fancy emb- Handkerchiefs	19c
All ladies' 25c and 35c handkerchiefs	19c
Ladies' hose	8c
Ladies' hose	11c
Ladies' fancy liste hose	19c
Children's hose	7c
Children's hose	13c
Check and fancy ginghams, 10c vale at	7c
All 12½c and 15c ginghams at	11c
Special assortment of percales, 12½c value	8c
Fancy shirtings, 12½c values at	8c
English Galatea cloth, new, for boys' waists 20c values, at	16c
Comfort robes	7c

Shoes

The following prices on these Shoes are beyond a doubt the Lowest in the history of Special Sales, and every value guaranteed or your money cheerfully refunded. We can get more money for these after the sale.

Men's Overshoes, \$1.50 values	\$1.25
Men's Overshoes, \$2 values	1.65
Lot of Men's Arctics	.50
Boys' Overshoes	.95
Boys' Overshoes	1.45
Men's every day overshoes, \$3 values	2.65
Men's special dress shoe, val. \$4 and \$4.50	2.95
Men's oxfords, to close	2.75
Men's oxfords, to close	3.75
Boys' shoes, sizes 12½ to 2	1.35
Boys' shoes, sizes 1 to 5	1.89
Infants' shoes, 0 to 4	.39
Assortment of special values in children's shoes	.73
High grade lot of children's shoes	1.19
Ladies' shoes, the entire stock, divided four lots; values guaranteed less than they can be bought for at wholesale	1.35, 1.89, 2.19, 2.65

Gents' Furnishings

Boys' work shirts	33c
Men's work shirts	43c
Men's dress shirts, \$1.25 values, at	89c
Men's negligee and soft collar shirts, \$1.25 values, at	.89c
All men's \$1.50 shirts, including every style and pattern, at	98c
Men's suspenders, 50c values, at	33c
One lot of men's suspenders	10c
Boys' suspenders	10c
Men's four-in-hand ties, 25c values, at	18c
Men's four-in-hand ties, 50c values, at	25c
Men's handkerchiefs	4c
Men's W. H. S. handkerchiefs	7c
Men's turkey red handkerchiefs	5c
Men's leather belts	19c
Men's leather belts, 50c values, at	33c
Men's cotton sox, 12½c values, at	9c
Men's cotton sox, 10c value, at	7c
Men's cotton sox, 12½c value, at	11c
Men's nice black half hose	8c
Men's nice black half hose, 20c value	12c
Men's nice black half hose, 25c and 35c val	19c

Groceries

We suggest you buy some groceries at these prices, when goods in this line are advancing every day.

First get you some of Gooch's best flour at	\$1.60
Yeast foam, to make it up with, at	.04
Pink salmon at	.12½
Oregon red salmon at	.17
A dozen cans of corn for	1.20
Wax beans, per can	.12
1 pound of Calumet baking powder	.23
Egosee corn flakes	.06
Mohawk laundry soap, 12 bars for	.25
Toilet soap	.04
Hand-picked tomatoes, per can	.13
Arkansas peaches, per can	.13
Special canned tomatoes, per can	.09
Sardines	.04
Large sardines	.09
Matches	.04
Special bulk coffee, 6 pounds for	1.00
Soda crackers in box per pound	.07
Lewis lye	.08
Bakers chocolate	.17
Crack-a-jack	.04

DO NOT FORGET THE DATE

Thursday, October 1st., and lasts for 15 days, we will maintain these cut prices on every item in this store. Come along on the first days so that you may not be disappointed in the assortment. These prices mean, we will entirely close out many of the lines.

Underwear

This Underwear is nearly all new fall grade, just received, and is to be had at these special prices:

Gents rib shirts and drawers	\$.19
Gents 14-pound fleece shirts and drawers	.43
Gents union suits, heavy fleece, \$1.25 val.	.95
Gents union suits, all wool, heavy weight	2.45
Ladies fleece lined vests and pants, 75c val	.59
Children's fleece lined vests and pants, size 18-20	.23
Same as above, sizes 22-24, at	.29
Same as above, sizes 26-28, at	.33
Same as above, sizes 30-32, at	.36
Special ten-pound men's ribbed shirts and drawers	.45

Ladies' Coats

Four special prices in Ladies Coats. To close these out, every one must be sold regardless of cost.

One lot of Ladies Coats, each	\$1.98
One lot of Ladies Coats, each	2.75
One lot of Ladies Coats, each	4.75
One lot of Children's Coats, each	1.98

20 Per Cent Discount
On All Laces and Embroideries

Queensware
On account of numerous items in this line requiring too much space to price separately, we will give a straight discount of
20 Per Cent

Men's Pants

Assorted styles, \$1.00 and \$2.00 values	.69
Assorted styles, 2.25 values	\$1.69
Assorted styles, 3.00 and \$3.50 values	2.75
Assorted styles, 3.75 and 4.00 values	3.25
Assorted styles, 4.50 to 5.00 values	3.75

25 Per Cent Discount
On Boys and Men's Overcoats

Muslin Underwear
On our Entire Line of Muslin Underwear save money by buying now. This line consists of new, live and nifty ideas.
25 Per Cent Off

Gents' Furnishings

Overalls and jumpers. These are the regular \$1 value every day, at	\$.85
One lot of knit sweaters, value \$1.50, \$1.75	.59
Knit sweater coats, \$1.75 value, at	1.29
Knit sweater coats, \$3 value, at	2.29
Boys knit sweater coats, 1.00 and 1.25 val.	.89
Boys knit sweater coats 1.50 values	1.19
Boys knit sweater coats 1.75 values	1.29
Gents fall caps, 50c values	.39
Gents fall caps, 1.00 regular	.89
Gents fall caps, 1.25 regular	.98
Gents stiff hats, 3.00 values	1.98
New soft hats, price 3.00, at	2.29
New soft hats, regular 2.25, at	1.59
Soft hats, staple style, 1.50 price, at	.89
Special lot of men's hats	.50
Boys' overalls	.45c and 54c

A large line of men and boys mittens and gloves, lined and unlined, anything you want in this lot at money saving prices.

Bring this bill and get what we advertise and more

J.W. LUNDY

Ashton, Nebraska, Oct 1st, to Oct. 15 1914