

PUBLIC SALE!

Retiring From Business

J P Coats Best thread 4c Spool

To The Public

No man or woman can afford to miss this golden opportunity. A clean, choice, and complete stock to be sold at Public Sale at these quoted prices, at prices lower than 1-2 its value. To Save these dollars, read this circular carefully, and remember no matter how ridiculously low the prices quoted, they are not exaggerated; they are true and backed by the fairest guarantee. All new Spring and Summer goods go in this sale.

Keoster Silk Thread Public Sale Price 4c.

Read This Official Public Statement: This is to certify that this circular bearing the official statement to the effect that we, the undersigned E. M. HADELL and CO., Red Cloud, Nebr., place on the market our entire stock which must be sold. By making this statement we know the public will accept this official statement and buy now—when the chance is here—merchandise for prices that the goods could not be manufactured for, and we fully realize how the public will appreciate our decision-by selling this mammoth stock out at these prices—in a retail way.

Read This: By giving the public this official statement buy us, established in Red Cloud, Neb. for the past years, and now, therefore, we want to state this fact, that when we make this statement, having established a reputation in the past here, known as honorable and fair in our dealings with all the public, we want to state that our signature below means the bona-fide truth, and implore you in your own interest not to confound this advertisement with those ordinarily so-called types of sales.

This Stock Must Be Sold: and we call your attention to the prices quoted on our immense stock in this list, which prices we most emphatically guarantee to be absolutely true, and in no way exaggerated, no matter how ridiculously low, how impossible they seem. We again guarantee them to be absolutely true and request you to test our claim. It is our firm intention to sell this stock, and we fully realize that to accomplish this, must give extraordinary values, such as quoted in this circular, you will find commencing Wednesday morning, April 21st at 9 o'clock. The sale is set for sixteen days and will positively close May 8th.

(Signed) E. M. HADELL & CO. Red Cloud Nebraska.

SAVE THIS AND WAIT

Sale Opens WEDNESDAY APRIL 21st 16 DAYS

Best American and Simpson Prints 4c per yd.

Stop And Consider

We intend to dispose of our entire stock within 16 days, we have advertised the stock for Public Sale at ridiculous low prices. Every statement and price here made, being absolutely true and not exaggerated in the minimum, we shall expect a crowd numbering hundreds of people every day of this sale to supply their wants. Proper preparations are being made to accommodate these masses. Merchants wishing to buy a portion of this stock at these prices will be waited upon between the hours of 8 and 9 Every Morning.

10c wool finished Challies on Sale in 10 yd Patterns at 48c a pattern.

News of Vital Importance:

The entire stock will be marked in plain figures, this store will be closed Monday and Tuesday April 19 and 20 to enable us to mark and arrange the stock. We have recruited a force of efficient and trained salespeople to wait on the people with proper and rapid dispatch. Don't forget the date Wednesday April 21 at 9 a. m. the doors will be thrown open to the public.

We do not wish to leave a few skeptical ones behind, and therefore whatever purchase you make, should you be dissatisfied in any way, we will exchange, take back or refund your money immediately. Remember—No postponement. Come here expecting to find absolutely the best values you ever saw. You will not be disappointed—your expectations will be far exceeded in every instance. We guarantee you that these prices are lower and the values such as you could only picture in your most exalted moments of imagination. Were we to use emphatic language, we could not sufficiently impress upon you the importance of these bargains. Why, language is simply too faint to convey to you even an idea of the extraordinary values to be found. But bear in mind the following items are merely representative and can only give you a glimpse of what you can save by quoting prices on a small portion of this stock, for if we should dare to quote prices on all these goods, it would require the space of a 24-page newspaper. And now then, in offering these bargains, we make no reservation, and include and place at your disposal every article, every garment contained in this stock. To fully feature and to properly appreciate the marvelous values to be found here, you must visit the store yourself.

Conditions of Sale: TAKE NOTICE—All goods sold for cash—no credit extended. Money refunded or purchases exchanged if unsatisfactory. All goods will positively be sold as advertised. Sale lasts Sixteen days only. Look for the Big Red Signs. Railroad fare paid to all out of town purchasers of \$25.00 worth of merchandise or over. Come all.

Millinery

Our millinery department comprises an almost endless variation of exquisite styles that reflect charming individuality and true millinery elegance. A wonderful selection of elegant styles at prices lower than any one ever dreamed of. Here is what you will be asked to pay:

For up to \$1 hats	48c	For up to \$2.50 hats	\$1.20
For up to \$3 hats	\$1.78	For up to \$4 hats	\$2.28
For up to \$6.50 hats	\$3.58		

This new up-to-date stock we bought from D. B. Fiso & Co., and up-to-date at prices less than cost of the manufacture. In this sale we will include all the ladies' Hats left over from last season from 20c up. They are on separate display in rear of store.

Corsets

One 10 dozen lot Ladies' Corsets worth 50c and \$1, closing out sale price 20c. One special line corsets worth up to \$1.50. In this lot is included the famous Kazo brand, closing out sale price 48c.

Hosiery Department

Ladies plain black hose, seamless, all sizes guaranteed. 15c values go for 7c. Childrens fast black ribbed hose, all sizes, worth 15c closing out price 7c. Ladies fast black seamless hose never sold for less than 20c, closing out price 9c.

Ladies fancy black and tan hose a bargain at 25c, public sale price 14c
Ladies hose 40 to 56c values go for
Boys bicycle hose worth 25c, closing out price
Gents hose worth 10 and 15c go at
A fine line gents hose positively worth 25c, public sale price

Ladies Gloves

Ladies 50c fabric and lisle gloves, public sale price 20c. All the ladies long silk gloves at less than manufacturers cost.

Daily Necessities

Best 3c pearl buttons	2c	Best 5 and 10c safety pins	2c
50 ladies hair pins in fancy cabinet	2c	300 yd King spool cotton thread	2c
Best hooks and eyes	3c	Best 10c elastic webbing yard	5c
Thimbles 2c	10c key chains 2c	10c sleeve holders 3c	Bias seam tape 3c
Feather stick braid 3c	Men's 25c ties 6c	Men's 25c hose supporters 8c	
Best brand silko, sale price 3c	10c shoe laces 4c	dozen Full count paper pins 1c	Childrens handkerchiefs 1c
Ladies hemstiched 5c handkerchief	2c	Ladies 10c hemstiched handkerchiefs	4c
Mens 10c turkey red handkerchiefs	3c		

Laces and Embroidery

One special lot Embroideries worth up to 10c, public sale price 4c. Imported Hamburg Edging and Insertions worth 15c, go for 8c. Imported Cambric Edging and Insertions 4 to 8 inches wide, worth 20c, sale price 9c.

One special lot of wide embroideries worth 25 and 30c, public sale price 14c. 35c corset cover embroidery 10c. Torchon laces in pretty designs, worth from 5 to 10c, sale price 3c. Torchon laces worth 10 and 15c 5c. 5 to 10c french val laces 3c. 10 to 15c french val laces 5c. Public sale price on all fine net laces and all over laces.

Ladies and Misses Belts

Ladies and Misses' Belts worth 50c, public sale price 14c. 75c belts at 38c. 1.00 belts at 48c. Ladies 50c corset covers at 27c. Ladies 75c white muslin skirts at 38c. Ladies 50c muslin drawers at 27c. Ladies 85c gowns public sale price 48c. All the best grades ladies muslin underwear, public sale price less than one half cost.

Ladies, Misses and Children's Shoe Department

Ladies shoes, smartest spring and summer styles worth \$2.25. Public sale price \$1.30. Ladies shoes in black, vic kid, patent worth up to \$2.75, all the new styles and lasts. Public sale price \$1.60. Ladies fine vic kid shoes, new style toe and last, positively worth up to \$3. Sale price \$1.98. Ladies high grade shoes, all the swellest spring and summer style toes and lasts, vic kid, patents and tan, positively worth up to \$3.50. Public sale price \$2.30. Ladies high grade, latest style, good year welt, patent tip, gun metal top shoes. Positively worth \$1.50 go for \$2.89. Ladies high grade oxfords in black, tan and oxblood. Positively worth up to \$3.50, while they last \$1.19 to \$2.29. A fine line of Misses' Shoes in latest styles, black and tan, worth \$1.50 to \$2.50. Closing out price \$1.19 to \$1.69. Infants and childrens complete up-to-date line of shoes, black and tan from 23c to 98c. Less than one half their former cost. Children and Misses' oxfords in black and tan, best styles and makes, from \$1.25 to \$1.75. Closing out price 80c to \$1.29. Boys' shoes Pontiac brand, latest styles, every pair warranted. Regular price \$1.75 to \$2.75. Closing out price \$1.19 to \$1.48.

Ladies Waists

Ladies new 1903 waists positively the finest line ever shown in this part of the country. Ladies 85c and \$1 waists. Public sale price 48c. Ladies beautiful trimmed waists positively worth \$1.50. Sale price 78c. Ladies high grade waists worth \$1.75 \$2.00, 98c. All Ladies \$2.50 to \$5 waists. Public sale prices less than one half.

Ladies Black Petticoats

Ladies \$1.25 black petticoats sale price 78c. Ladies \$1.50 black petticoats go for 98c. Ladies \$2 petticoats, public sale price \$1.13. Ladies 2.50 petticoats \$1.38.

Ladies Suits, Skirts, Spring Coats and Jackets

Ladies \$1.50 Panama skirts, sale price \$2.98. Ladies \$0 Panama skirts. Public sale price 48c. Ladies \$7 Panama skirts 4.75. Ladies \$50 to \$50 french vol and panama skirts, handsomely trimmed and latest styles, closing out price \$3.48. Ladies \$10.50 and \$12 vol skirts go for \$7.58. Our entire new up-to-date 1903 spring line of Ladies and Misses suits will be thrown on the market unheard of prices. \$10.50 suits go for 5.78. \$12.50 suits go for 7.78. \$15 suits go for 9.78. \$18 suits go for 12.48. \$20 suits go for 13.48. \$25 suits go for 16.78. All the new spring coats and jackets at public sale prices. 6.00 jackets at 3.78. 7.50 jackets at 4.78. 10.50 silk coats at 6.78. 12.50 silk coats at 7.78. \$22 silk coats at 14.48. One special lot of parcale and flannellet rappers was 1.25, 1.50 and 1.75 all on sale in this public sale at 58c. We have 50 ladies 50 inch Broadcloth and Kearsy coats. Some are satin lined throughout and some one half lined. Prices were from \$7 to \$25. The entire lot at practically your own price. Also all the Misses and Childrens coats on sale same way. \$16.50 Brussels rug for 11.48. \$20 Brussels rug sale price 12.48. \$25 Axminster rugs go for 16.48. \$27 Axminster rugs go for 18.48. \$30 Axminster rugs go for 21.48.

Men's Shirts

One special lot of Men's Shirts worth from 50c to \$1. Public sale price 29c. 12 dozen Men's 75c and \$1 dress shirts. The entire lot at public sale for 39c each. In this stock we find about \$600 worth of Men's, Ladies' and Children's winter underwear. It is nearly all in the better grades but in broken sizes. We will sell the entire lot during this public sale regardless of cost.

For want of space to quote prices: We announce a full complete new up-to-date line of the new wash dress fabrics, new wool dress goods, silk velvets, satins, all on sale at closing out Prices. The greatest Bargain values you have ever seen all the 7c outings Public Sale Price 4c. 12 1-2 outings at 8c. 18c feather tickings at 12 1-2c. 12 1-2c tickings at 9c. 7c toweling at 4c. 7c muslin at 5c. 10c muslin at 7c. 35c Table Damisk at 19c. 10c Zephyr Gingham at 6c. \$300.00 lot of fine Imported China dishes at unheard of prices.

Free Railroad Fare to All Out-of-Town Customers

PURCHASING \$25.00 WORTH OF MERCHANDISE OR OVER

OUR GUARANTEE: We assure each and every purchaser absolute satisfaction. We guarantee each and every statement here made, and we do hereby agree to exchange or refund the money on every purchase, if so desired. Every garment, every article marked in plain figures. ONE PRICE TO ALL!

Big Red Canvas Signs will guide you to the right place.

NEW YORK STORE.

RED CLOUD, NEBRASKA.