

The J. N. Peale & Co's.

Mammoth

# DEPARTMENT STORE

Is Headquarters for all kinds of Holiday goods. We have a very large stock of goods which we are going to unload at **REDUCED PRICES.**

Our Store has more Floor Space than any other store in Central Nebraska. Six rooms up stairs and down, all crowded with goods, the best the market affords. It is an enormous stock and must be reduced.

### Through the Holidays

We will make a discount of 20 per cent on all Ladies, Misses and Children's Cloaks and on Mens' and Boys' Overcoats.

## GENTS FURNISHINGS.

Shirts, Underware, Gloves, Mittens, Overshoes, Hats, Caps, Hose, etc.

## Clothing.



Pure Wool. No Shoddy.

Our stock of Mens and Boys Suits are made of honest material. We are selling this at bargains. Guaranteed

**Pure Wool.**

We also have a fine line of Hats, Caps, Gloves and Mittens

Come and Look Them Over.

## Our Shoe Department

Embraces a large line. You cannot fail to find just what you want, whether for Men, Women, Boys, Misses or Children.

## Winter Goods.

Our Furs, Blankets, Quilts, Overshoes, Overcoats, Duck and Wool lined are just what you need to keep warm.

## Dry Goods.

A large stock. Our patterns in Wool Goods, Silks, Satins, Skirts, Underskirts, Hosiery are first-class.



## LADIES AND MISSES SKIRTS.

We are closing out at cost. See them before purchasing elsewhere.

## GROCERIES.

Our line of Groceries are fresh and comprise every thing the market affords. We make a specialty of keeping in stock the best and sell at the least possible prices.

## China Ware and Lamps.

We have a large stock of China Ware of all kinds, fancy and serviceable. Also Japanese and German ware. Our lamps embrace all sizes, durable and ornamental.

## CASH STORE.

After January 1st, 1906, we will establish the

### Cash System.

In doing this we are convinced that we will not only better protect our own interests but can in this way greatly benefit our customers as we can sell at a much less profit.

## Santa Clause Headquarters.

We have a fine line of Dolls, Toys,

- Albums,
- Work Boxes,
- Mirrors,
- Toilet Sets,
- Shaving Sets,
- Smoking Sets,
- Cuff Boxes,
- Collar Boxes,
- Jewelry Cases,

Hundreds of other articles suitable for Christmas presents for Children and Adults.

## Jewelry.

We have \$1,500 worth of Jewelry we are closing out at cost.

# J. N. PEALE & CO.

East Side Public Square.

BROKEN BOW,

NEBRASKA.