

Sale Opens  
Saturday, August 15.

**HERMON & KERN'S**

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# Gigantic Fire & Water Sale

**T**HE GREATEST SALE OF MEN'S BOYS' AND CHILDREN'S CLOTHING ever operated in Custer County. We are permanently located in Broken Bow, and this \$20,000.00 stock Clothing and Men's Furnishing Goods is all Fall and Winter merchandise. About \$5,000.00 was damaged by fire and water while in storage in Lincoln. It is our fixed principle never to have in our store any but clean, fresh and up to date Merchandise. This is the largest and fairest sale ever placed before the people of Custer County, and will be by far the most heavily patronized. We want you to take part in this sale. The stock is here and must be sold. The saving on your **Fall and Winter Clothing and Furnishing Goods** is too great to be overlooked by you.

## THE ARRANGEMENT OF THE STOCK

In order that all may understand just what this sale is we wish to state that our regular lines of Mens' Suits starts at \$10.00 and advance in price \$2.50 at a time 'till the values reach \$35.00. In this sale we divide our stock into five price divisions and include every suit in our store—the five divisions are found below. Under each division is plainly and truthfully told just what you will find. Our Clothing is all made by the well known firms of B. Kuppenheimer & Co., Hart Schaffner & Marx and Fleisher Bros. When you take into consideration the Quality, Style and Fit, our regular prices are **20 Per Cent Lower** than any store in Custer County. During this sale we will make no alteration on Suits or give Suspenders with any Suit purchase.

## HERE ARE THE FIVE GREAT DIVISIONS

Division No. 1	Division No. 2	Division No. 3	Division No. 4	Division No. 5
<b>\$4.90</b>	<b>\$5.90</b>	<b>\$9.90</b>	<b>\$13.90</b>	<b>\$17.90</b>
<b>Damaged by Water Suits</b>	<b>Giving Choice of Men's</b>	<b>Giving Choice of Men's</b>	<b>Giving Choice of Men's</b>	<b>Giving Choice of Men's</b>
This division contains suits selling at \$10.00, \$12.50, \$15.00, \$18.00, \$20.00, \$22.50, \$25.00. Many of these suits need only pressing to take away the effects of the water.	\$10.00 to \$12.50 suits. These suits are not damaged only run of sizes are broken. It will pay you to see them.	\$15.00, \$16.50 and \$18.00 suits. These suits are not damaged only run of sizes are broken.	\$20.00 and \$22.50 suits. These suits are not damaged and sizes are complete. It will pay you to see them.	\$25.00, \$30.00 and \$35.00 suits. These suits are not damaged and sizes are complete. Don't miss this opportunity.

## CHILDREN'S, BOYS' AND YOUNG MEN'S SUITS.

Division No. 1	Division No. 2	Division No. 3	Division No. 4	Division No. 5	Division No. 6
<b>69 cents</b>	<b>\$1.39</b>	<b>\$2.44</b>	<b>\$3.59</b>	<b>\$4.90</b>	<b>\$6.90</b>
Embraces water damaged Children and boys' suits. Selling at \$1.50, \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00.	Children and boys' suits. Selling at \$2.00, \$2.50 and \$3.00. Sale opens next Saturday.	Giving choice of Children and boys' suits. Selling at \$3.50, \$4.00, \$4.50 and \$5.00. Be sure and see this line.	Embraces Youths' Suits damaged by Fire and Water. This division contains suit selling at \$5.00, \$6.50, \$7.00, \$7.50, \$8.00, \$10.00, \$12.50.	Your Choice Youths' \$ 7.00 8.00 10.00 Suits	Giving Choice of Youths' \$12.50 15.00 18.00 Suits

## MENS' BOYS' AND CHILDRENS' FURNISHINGS.

<b>Men's Shirts.</b> DIV. 1. These Shirts are assorted lots and soiled by water. This division carries shirts selling at 75c, \$1.00, \$1.25 and \$1.50 <b>29c</b> DIV. 2. Contains Shirts selling at \$1.00 and \$1.50 <b>69c</b> DIV. 3. Contains Shirts selling at \$2, \$2.50, \$3, \$3.50 <b>\$1.19</b> Sizes and styles are well represented in all divisions and include Manhattan, Yorke, Faultless, Eclipse and other standard makes.	<b>Children's Shirts and Blouses</b> DIV. 1. This division contains Shirts and Blouses selling 50c. They go at <b>19 Cts.</b> DIV. 2. 75c and \$1.00 Shirts and Blouses go for <b>39 Cts.</b> Good assortment and sizes and but slightly soiled.	<b>Men's Wool and Fleeced Lined Underwear</b> DIV. 1. Heavy Fleeced Lined Underwear regularly sold at 50c, now at <b>29c</b> DIV. 2. Men's Wool Underwear selling at \$1.00, \$1.50, \$2.00, slightly soiled by water <b>69c</b> DIV. 3. Men's Wool Underwear selling at \$1.50, \$2.00, \$2.50, \$3.00 not damaged <b>98c</b> DIV. 4. Union suits damaged by water selling at \$2.00, \$2.50, \$3.00 and up to \$5.00 <b>\$1.39</b> You will find all divisions first quality underwear. This is your golden opportunity to buy your winter supply.	<b>MEN'S HATS</b> <b>69c</b> DIV. 1. Contains Hats selling at \$1.50, \$2, \$2.50, \$3, \$3.50. These Hats have been water soaked and are more or less out of shape. <b>\$1.15</b> DIV. 2. This division contains Hats selling at \$2.00, \$2.50 and \$3.00.
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Big line of Mens and Youths Pants, at, one-half their actual value.  
Boys Knee Pants one-half their actual value.  
Mens and Boys Shield Bow Ties, regularly sold at 25c and 15c, at 4c each.

Mens Fancy Wash Vests, regularly sold at \$1.50, \$2.00 and \$2.50, 79c each.  
Our stock contains Overalls, Work Shirts, Gloves and many other lines of merchandise that you will need. Come prepared to outfit the Men and Boys for the winter.

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NORTH SIDE SQUARE  
BROKEN BOW, NEBRASKA

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