

\$25,000
Merchandise Sacrifice

BIG FIRE SALE

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On account of our Mammoth Stock of Dry Goods, Clothing, Shoes, Queensware, Groceries, etc., being slightly damaged by smoke and water in our recent fire we are compelled to close out the entire stock in a **GREAT FIRE SALE**

Commencing SATURDAY, JULY 10, at 10 a. m.

and continuing until closed out, at prices unheard of in this section of the country. This stock is all new snappy stuff and is easy worth 100 cents on the dollar but has been damaged some by smoke and water. This is to be a sale of strictly high grade goods at genuine Fire Sale Prices. You cannot afford to lose out on this sale of seasonable goods as they are going at far less than cost and at the prices marked will be only few days event to close out our \$25,000 stock of merchandise.

We hitch a dollar to a bigger load than it ever drew before.

The Prices Marked in Plain Figures on the Goods Tells the Story

Calico All Standard Colors 4c	Gingham Good Quality. Red Seal Brand. 4c 6c	Muslin Bleached..... Unbleached..... 2c 2c 1c doz.	Buttons Pearl Buttons (Good) 1c doz.	Thread American Thread slightly smoked, good as new. 3c
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Dry Goods

Seasonable Dress Goods Slightly Smoke Damaged.
All our popular \$1 and \$1.25 lines of suiting, plain cloth, etc., go at 72c
Entire line of 50c, 65c, 75c cloths, Mohairs, Panamas, Suiting, Wash goods and Waistings will go at 37c
Complete stock of wash fabrics at 40c, 45c and 50c will go at 30c
All dainty summer patterns in 25c, 35c, and 40c values will go at 17c
Wash goods selling at 15c and 20c will go now at 11c
Lawns, Batiste, etc., selling at 10 and 12c will be sacrificed at 7c

Ladies' Cool Waists Just Smoked a Little.
1 Lot Lawns containing \$2.50 to \$3 numbers now go at \$1.78
1 Lot Lawns containing \$1.50 and \$2 numbers will be sacrificed at 90c
1 Lot Lawns, containing 75c, \$1 and \$1.25 numbers, sacrificed at 50c

Laces and Embroideries.
50 per cent DISCOUNT 50 per cent
Entire line is smoked. Think of it at 50 per cent discount.

Ladies and Childrens Hosiery
Regular 15c and 20c Misses Hose now 7c
Regular 15c and 20c Ladies Hose now 8c
And many others but not room to list.

Ladies Hand Bags
This was a shipment just received and being marked when fire was discovered but are slightly soiled.
Regular \$3.00 to \$5.00 bags now 98c
Regular 1.00 to 2.50 bags now 69c
Regular .50 to .75 bags now 19c

Ladies Rain Coats
\$15.00 values, slightly smoked \$7.50
12.50 " " " 6.25
10.00 " " " 5.00
5.00 " " " 2.50
3.00 " " " 1.50

Some of these coats were just received the day before the fire and are the latest styles possible.

Mens Furnishings and Clothing

Hosiery
Water damaged, will wear as clean stock. 25 doz. good colors. Sold at 50c per pair. Now 13c

Hats
Straw hats slightly smoked but impossible to notice it.
Finest quality, new shapes, sold at \$1.50 to \$2.00, now \$1.12
Good material and shape, 75c and 1.00 now 69c
Many others on display, prices even lower.

Gordon Hats
Stiff and soft felts in latest blocks and colors.
\$3.00 to \$3.50 now going at \$2.24
Soft dress and work hats, formerly \$2.25 to \$3.00 now \$1.78
Plenty of others still cheaper.

Mens Shirts
20 doz. work shirts, water soaked, formerly 50c now 29c
75 doz. dress shirts, slightly smoked, all new patterns and good quality, formerly \$1 to 1.50 68c
It will pay to buy a years supply at above figures.

Mens Gloves
Good work gloves, of calf and horsehide \$1 to \$1.50 now 78c
Gloves formerly 75c to \$1.00 58c

Mens White Collars
1 lot slightly smoked, all sizes and styles. 5c each, 6 for 25c.

CLOTHING
Every afternoon during this sale there will be an auction in this department until we have disposed of the entire stock of Men and Boys suits.

AUCTION AUCTION AUCTION

Shoes

Mens Shoes
Regular 3.50 to 4.00 shoes now \$2.98
Regular 2.50 to 3.00 shoes now \$1.98
Regular 1.25 to 2.00 shoes now \$1.24
A great reduction on all boys and youths shoes.

Ladies High and Low Shoes
Regular 3.50 to 4.00 shoes and oxfords now \$2.87
Regular 2.50 to 3.00 shoes and oxfords now 1.98
All misses and childrens shoes greatly reduced.

50 per cent Queensware 50 per cent
All Fancy China and Glassware 50 per cent discount.

Free Grab Free Grab

On Saturday, July 17 at 2:30 p. m. we will throw from roof of our building on east side \$1000.00 worth of Ladies Hats and Millinery, both for summer and winter seasons. Good enough for everyday wear. Grab what you can and keep what you grab.

\$1000 Stock Millinery Free \$1000

Groceries

Canned Goods
Fancy Tomatoes, 15c now 11c
Fancy Corn, 10c now 7c
String Beans, 15c now 8c
Magnolia Peas, 10c now 6c
Lima Beans, 15c now 8c
Fancy Pineapples, 30c now 22c
Goosberries 15c now 8c
Blackberries 15c now 8c
Raspberries, 15c now 8c

Baking Powder:
25c K. C. Baking powder 15c
15c K. C. Baking Powder 10c
10c K. C. Baking Powder 7c

Breakfast Foods:
Paritan Cream of Wheat 10c no w 8c
Dr. Prices flakes 10c now 6c
2 lb. pk. oatmeal 20c now 15c

Crackers:
4 lb. best sodas 25c
4 lb. best oysters 25c

Pianos at Your Own Price

Three Pianos are slightly damaged in case only and the instruments we will auction on Saturday, July 17th at 3 p. m. for cash or bankable paper.

1 Girhard piano, Mahogany case, selling price \$325.00
1 Knight-Brinkerhoff piano, Mahogany case, price \$350.00
1 Howard piano, Walnut case, selling price \$350.00

Scaled bids will be received by mail or otherwise and will not be opened until July 17 at 3 p. m. by auctioneer.

These pianos are warranted by the Factory and we back their guarantee.

DIRECTIONS:—Place name of Piano and price you wish to pay in sealed envelope and address same to Ryerson Bros. Co., piano auction, Broken Bow.

REMEMBER! We place our guarantee on every item in this sale and if it can be duplicated anywhere for the price we will refund your money. This sale begins at 10 a. m. July 10 to give our out-of-town friends an opportunity to attend when the doors are opened.

Economy is an easy chair to old age. Think carefully, decide wisely, act promptly. It's better to look than wish you had. Don't skip a word of this add for you may skip a dollar.

Will Give No Premium Coupons During Sale.

Cash or Produce.

Ryerson Bros. Co.
SUNFLOWER SHOES
Southeast Corner of Square.