

For One Week

**OCTOBER
15 to 22****INCLUDING 2
SATURDAYS**

Fall Opening Sale

FREE

SOUVENIRS

FREE

Saturday and Monday the first 2 days of the opening sale we will give away FREE to every lady visiting our store a beautiful souvenir.

Our first annual opening and exhibition of Fall Styles and New Merchandise will begin Saturday October 15. In addition to being a fall exhibition this will also be a Great Bargain Sale event in which every department of the store will participate. Each section will contribute several bargains in brand new merchandise specially priced.

The object of this fall opening sale is to acquaint you with the correct styles and the newest conception of the coming season. **WHAT IS GOING TO BE WORN** and to induce early choosing. It is a great benefit to us to have our customers buy early in the season as it aids us in regulating our stock and to this end we offer early buyers many bargain inducements some of which are shown below

We invite you all to attend this opening sale and we assure you that you will not be induced to buy unless you wish to do so and souvenirs are free to all ladies visiting the store Saturday or Monday.

Beautiful Waists for 1910-1911.

We will have on display for this occasion an elegant assortment of waists in all the new tailored effect also novelty waists nicely embroidered. Taffeta silk waists in black and all colors, Menelin waists, lace waists for evening wear. Prices for this week ranging from

95c to 4.95**Special in Newest Fall Skirts**

A special purchase of separate skirts for this fall opening sale to be sold at prices exceedingly low. Each one is in the latest correct style and the sale prices in no way represent the real value.

Large assortment of fancy skirts in grey greens, blues and others go at . . . \$2.69
One lot of blue and black panamas . . \$3.49
One lot of braided skirts in tunic effect and basket weaver go at . . . \$4.39
Storm serges in silk braided and plain . \$6.45
Navy blue and black voiles at . \$5.95-\$14.95

Womens New Fall Suits and Cloaks

What is going to be worn IN SUITS and CLOAKS will be completely settled by your visit to this department. A complete showing of every desirable new style from the extreme to the more staple styles. Price is fair in each instance

Regular \$13.50 SUITS will go at . . . \$8.95
Regular \$6.50 SUITS will go at . . . \$10.95
Regular \$25.00 SUITS will go at . . . \$16.95

Mens Furnishings, Shirts and Underwear

In this department we can supply your wants at less money than elsewhere.

Mens 75c dress shirts at 33c
Mens \$1.50 dress shirts at 95c

—MEN'S UNDERWEAR—

Heavy fleece, light fleece, light and heavy wools in union suits and two piece suits, ranging in prices. from 43c up

Men That Wear Good Clothes.

You should attend the fall opening sale and see the suits and furnishings for men—"little gentlemen" as well as the grownmen. You will appreciate the showing of good clothes for men.

Mens Regular \$10.00 fall Suits to go at \$5.95
Mens Regular \$12.50 fall Suits to go at \$7.95
Mens Regular \$16.50 fall Suits to go at \$11.95
Mens Regular \$22.50 fall Suits to go at \$17.95

—Mens Overcoats and Pants—

Regular \$12.50 Coats go at \$7.95
Regular \$15.00 Coats go at \$9.95
Regular \$18.00 Coats go at \$11.95
Mens Fancy fur lined Coats at \$26.95
Mens regular \$1.50 work pants at 95c
Mens regular \$1.75 work pants at \$1.19
Mens tin all wool dress pants regular 5.00
value at \$3.79
Mens Corduroy pants at \$2.29 and \$3.39

Ladies and Childrens Sweater Coats

For this sale we have a special lot of long and short sweater coats at 1.95, 2.45, and up to 4.50. Boys, girls and childrens, beautiful lot, all colors and styles at 59c.

79 - 95 - 1 25**Opening Fall Hosiery Sale**

This hosiery stock offers you special inducements to visit us this week to see all that's best in hosiery for this fall and winter.

Childrens hose at 6c a pair
Childrens 12 1/2c hose at 8c a pair
Childrens 20c hose at 12 1/2c a pair
Ladies 10c hose at 6c a pair
Ladies 15c hose at 11c a pair
Ladies 20c hose at 12 1/2c a pair
Ladies 29c hose at 18c a pair
Mens 10c socks at 5c a pair
Mens 15c socks at 9c a pair
Mens 20c socks at 11c a pair
Mens 35c socks at 18c a pair

**OUR NEW SHOE STOCK**

This shoe stock specializes on satisfactory, dependable shoes in sensible styles and we fit each customer correctly before we consider the sale complete. The Endicott-Johnson, The Kirkendall and The Selz are a few of the good makes we handle.

SPECIALS FOR THIS SALE

All Mens \$3.75 and \$3.50 Shoes go at 2.95
All Mens \$3.00 shoes go at 2.65
All Mens \$2.50 Shoes go at 2.15
Ladies Regular \$3.50 and \$4.00 Shoes go at 2.95

Ladies Regular \$2.50 and \$3.00 Shoes go at 2.15
Ladies Good Sense Shoe at 1.39
Childrens Shoes at 23c, 33c, 48c, 95c, and 1.39
Boys Shoes at \$1.25, \$1.45, \$1.65 and 1.95

**Fall Gloves and Fancy Goods**

We offer a few special prices in ladies gloves neckwear etc., to insure your visit in this department

Ladies 50c cashmere gloves at 25c
Ladies silk lined 75c cashmere gloves at . . 30c
Childrens and Ladies golf gloves at 23c
Ladies embroidery lined collars at 19c
Lace and embroidery jabots . 35c, 20c 25c & 23

Ribbons Laces and Embroidery-New Stock

Many ladies of this community would think of going no where else when in search of laces, embroideries and ribbons for they are sure that they will find what they want here,

All silk 4 and 5 inches wide ribbon at 8c per yard
Embroidery in swiss and others at 6c, 9c and 12 1/2c yd.
Corset cover embroidery 18 inch wide at 19c a yard

Blankets and Comforters

The stock of cotton and wool blankets and comforters is complete and we can safely say that we have them marked for this opening sale lower than any store west of Omaha

10-4 heavy cotton blankets at 69c
11-4 heavy cotton blankets at 95c
11-4 all wool blankets regular \$6.00 quality \$3.75
All wool blankets regular \$7.50 quality at \$5.75
Heavy large size comforts \$2.95 kind . . \$1.69
Regular \$3.50 comforts at \$2.85

Notions

Pins at 1c paper
Hooks and eyes at 2c card
Safety pins at 2c card
Silk thread at 2 1/2c spool
Hair pins at 3c a box
Pearl buttons at 3c and 5c doz.

Many others at similar prices.

Ladies and Childrens Handkerchiefs

Regular 25c Swiss handkerchiefs at . . . 11c each
Childrens handkerchiefs at 4c and 2c
Mens handkerchiefs at 7c and 4c

NEW YORK STORE

Broken Bow

FIRST DOOR EAST OF
A. E. ANDERSON'S
JEWELRY STORE.

Nebraska