

# DOWN GOES THE PRICES ON ALL WINTER GOODS!

Orders received from The Rapheal-Pred Co., of Omaha, proprietors of the New York Store, Broken Bow, Nebraska as per letter below and accordingly I will follow that letter to a T and will begin the real big sale of this season on

## SATURDAY, DECEMBER 10, 1910

and continue until this stock is reduced to nearly nothing. You will now have a chance to buy merchandise before holidays at prices that could not be any less in February. Read the letter-it explains.

Omaha, Nebraska, Nov. 30, 1910

O. G. ROSS, Mgr. New York Store, Broken Bow Neb.

Dear Sir:-Owing to continued warm weather and the winter stock has not been moving as fast as we anticipated we therefor decided to put the knife in our stock, and we want you to begin work at once and prepare for the biggest sale you ever had in your town.

Sell all the ladies and misses suits in your stock at just one half of the retail price, cut all the ladies coats, misses and childrens coats and furs, mens clothing, underwear and in fact all winter goods at one-third less than former prices and where you have small lots of merchandise cut the price in half and dispose of it now while the people can have the use of it. While this is going on you may just as well cut prices on your shoe stock and all merchandise about 25 per cent so it will pay them to attend this sale. Don't spare time nor expence to advertise and let every man, woman and child in Broken Bow and surrounding country know about the sale. Do all you can to make this the best sale ever. Raise the roof if it is necessary but be sure and make a success of it. Any assistance you will need command us.

RAPHEAL-PRED CO.

### SPECIAL BIG BARGAIN

One lot of Mens Pants that are worth \$1.50 to go at

89c

### UNUSUAL LOW PRICES

While they last a big lot of all wool 2-piece underwear for men at

79c

Ladies hosiery black and brown at 6c a pair

Mens flannel shirts in blue gray and tan to go at \$1.29 — 89c

69c

Ladies fur in sets at

\$2.95  
\$4.95  
\$6.95  
\$9.95  
\$11.95  
\$14.95  
\$19.95

Dress shirts One lot of Mens 75c shirts to go at 29c

Ladies, Misses and Childrens Cloaks, Suits and Furs for less money than you will pay for them after the season is over, the prices advertised here are near instance.

Ladies Suits latest styles in blue, black, red and green worth \$12.50 at \$7.69  
Ladies Suits latest styles in blue, black, red and green worth 16.00 and \$18.00 at \$10.00  
Ladies Suits latest styles in blue, black, red and green worth \$22.50 at \$12.00

Ladies and Misses Coats in all the latest styles and colors

Regular \$5.00 quality go at \$2.95  
Regular \$7.50 quality go at \$4.95  
Regular \$10.00 quality go at \$6.95  
Regular \$12.50 quality go at \$8.95  
Regular \$18.00 quality go at \$10.95  
Ladies Long black Carouel Coats \$12.50

Childrens Coats in all colors, bear skin, plush and cloth at \$1.88—2.95—3.69

Ladies Skirts in a large assortment.

Ladies Voile Skirts in black at \$3.95  
Ladies Voile Skirts all wool at \$6.95  
Ladies Voile Skirts all wool at \$8.95  
Ladies fancy Skirts in gray, brown, blue at \$2.65  
Ladies fancy Skirts in all colors at \$4.95  
Silk Petticoats in blacks and fancy colors, regular \$6.50 Petticoats at \$3.95

### Blankets

1/4 wool blankets worth 3.25 to go at \$2.35  
1/4 wool blankets worth 4.50 to go at \$3.98  
1/4 wool blankets worth 7.50 to go at \$5.95  
Cotton Blankets, all kinds and prices.

### BIG SLASH

Ladies waists worth 1.75 to close at

69c

### EXTRA SPECIAL

One lot of wool mittens for Women and Children at

12c

### SUSPENDERS

Regular 35c grade to go at 19c  
Regular 50c grade to go at 29c  
Regular 75c grade to go at 45c  
Regular 1.00 grade to go at 69c

Mens Fancy Socks at 4c a pair

### HANDKERCHIEFS

One lot to go at 2c  
One lot to go at 4c  
One lot to go at 6c  
One lot to go at 8c  
One lot to go at 11c  
One lot to go at 17c

Mens Wool socks at 12 1-2c

Mens and Boys Clothing at a tremendous sacrifice every garment cut down so it will sell.

Mens Suits in brown, blue and black and grays all new and up to date.

One lot of black and gray worth \$10.00 will go at \$4.95

One lot of black, gray and blue worth \$12.50, will go at \$7.95

One lot of black brown gray and blue worth \$16.50 will go at \$11.95

One lot of black, brown, gray, blue worth 22.50 will go at \$15.95

Mens Overcoats all styles and colors and prices Long black heavy Ulsters worth \$10.00 go at \$5.95

One lot of gray and black dress coats \$12.50 will go at \$7.95

One lot of gray and black dress coats \$15.00 will go at \$9.95

One lot of gray and black dress coats \$18.00 will go at \$11.95

Clothes for the Boys, all sizes go at \$4.95—2.68 — \$1.95

### SHOES.

Ladies and Misses dress shoes regular \$2.50 at \$1.89  
Ladies fine dress shoes regular 3.25 grade at \$2.45  
Ladies fine dress shoes regular 4.00 grade at \$2.85  
Mens shoes regular 2.50 line to go at \$1.79  
Mens shoes regular 3.00 line to go at \$2.39  
Mens shoes regular 4.00 line to go at \$2.95  
Boys shoes at \$1.95—1.65— \$1.25

Mens heavy fleec lined union suits worth \$1.25 at 95c  
Mens heavy fleec lined union suits worth \$2.00 at \$1.35  
Mens fleec lined 2-piece underwear worth 50c to go at 39c  
Mens fleec lined 2-piece underwear worth 60 to go at 43c

Mens fancy dress shirts worth 1.25 to go at 95c

Mens linen collars regular 15c grade to go at .08c

Mens heavy and warm gloves regular 60c to go at .39c

Mens heavy and warm mittens regular 60c to go at .39c

Mens extra good warm mittens regular 1.25 to go at 89c

Mens heavy cotton sweaters regular 75c to go at 45c

Mens heavy all wool sweaters regular 3.00 to go at \$1.95

Men and Boys caps fur lined at 89c, 69c, 39c, 25c

Mens and Boys work shirts to go at 39c—25c

A discount of 25 per cent on all mens hats.

### Comforts and blankets.

Comforts at less than the goods cost to make them.

One lot large size quilted at \$1.69

One lot large size cotton filled at \$2.69

### Ladies and childrens furnishings

Ladies fancy tailored waists worth 1.75 to go at 95c

Ladies fancy tailored waists worth 2.00 to go at \$1.29

Ladies Silk Nuns veiling and mesaline waists worth \$3.50 and 4.00 to go at \$2.95—2.45 \$1.95

Ladies Heatherbloom Petticoats 95c—73c—48c

Ladies fleec lined union suits at 39c

Ladies fleec lined union suits heavy at 89c

### Sweaters

Ladies all wool sweaters at \$1.45

Ladies all wool long sweaters worth 6.00 at \$3.45

Childrens cotton sweaters at 39c

Childrens all wool sweaters at 49c

Misses all wool sweaters at 95c

Ladies outing night gowns at 45c

Ladies outing night gowns heavy 69c

We urge you to come early and trade in the forenoon as much as possible for two reasons. First the stock will be broken up in a short time at the prices quoted. Second our room is small and we can handle the trade better when they spread out all day instead of all coming in the afternoon.

# NEW YORK STORE

BROKEN BOW LEADING MERCHANTS NEBRASKA