

FRIEDHOF & COMPANY

Dry Goods, Clothing and Gent's Furnishings

Our Semi-Annual Clearance Sale is now on and will last all this week, ending Saturday, July 23d. Our sales are above all expectations. If you haven't yet taken advantage of this sale, it will pay you to do so. In every department bargains are to be had on all the staple as well as the fancy goods.



THE HARVARD

Clothing Department

\$22.50 and \$20 Suits now.....	\$16.50
\$18.50, \$17.50 and \$16.50 suits now.....	\$14.50
\$15.00 Suits now.....	\$12.50
\$13.50 and \$12.50 Suits now.....	\$10.00
Men's Suits Odd worth up to \$15.00, a large lot, now.....	\$ 7.50
Young Men's Odd Suits, worth up to \$15.00, now.....	\$ 7.50
Men's Odd Suits worth \$10.00 now.....	\$ 5.00
Young Odd Men's Suits worth \$10 now.....	\$ 5.00
Boys' 2-piece Suits, a large lot.....	\$ 2.50
Men's odd Pants half price.	
Boys' short Pants one-third off.	

Furnishing Goods

One table Straw Hats \$1.00, \$1.50 and \$2.00 now.....	50c
All our \$1.50 to \$2.50 hats now.....	\$1.25
Boys' Straw Hats.....	10c 15c and 25c
Men's Panamas now.....	\$5.00

Men's Summer Vests

Men's Fancy Summer Vests \$1.50 now.....	\$1.00
Men's Fancy Summer Vests \$2.50 now.....	\$1.75
Men's Fancy Summer Vests \$3.50 now.....	\$2.50

Bows and Ties

One lot 15c to 25c now.....	9c
One lot Boys' Windsor Ties now.....	15c
One lot Men's 50c four-in-hand now.....	25c



Shoe Dept

Men's Vici Oxfords \$3.50 now.....	\$2.75
Men's Patent Oxfords \$3.50 now.....	\$2.75
Men's Vici Bals \$2.50 and \$3 now.....	\$2.25
Men's Box Calf \$2.50 and \$3 now.....	\$2.25
Women's Vici Oxfords \$3.50 now.....	\$2.75
Women's Vici Oxfords \$3 now.....	\$2.40
Women's patent Oxfords \$3 now.....	\$2.40
Women's brown Calf \$3.00 now.....	\$2.40
Women's Vici Oxfords \$2.50 now.....	\$1.90
Women's Vici Oxfords \$2 now.....	\$1.50
Misses' Vici Oxfords \$1.50 now.....	\$1.25
Misses' patent Oxfords \$1.50 now.....	\$1.25
Boys' Vici Oxfords \$1.50 now.....	\$1.25
Boys' Vici Oxfords \$1.25 now.....	\$1.10

All the above shoes in turns and welts. Fine-gree make in the latest styles, and lasts.

When we advertise a bargain you look for it and you can always get it here. We don't advertise what we don't have. Everything is here just as advertised. Don't delay in coming.

Friedhof & Company

Neb. Telephone A36 Thirteenth Street

Columbus, Nebraska

GOOD THREE DOLLAR WALL CHART FREE!

JOURNAL Subscribers,
TAKE ADVANTAGE

of this offer and tell
your friends about it

By special arrangement with the Geographical Publishing Co. of Chicago we have obtained the exclusive control for Platte County, of their new \$3.00 wall Chart. This wall chart is a very fine atlas of the world in a wall form and consists of the following: 1st page, a handsome multi-colored map of the world, varnished, the first and only map of its kind published, giving in detail all of the towns, rivers, lakes, oceans, railroads, etc., of the entire world, distances between the principal points of the world and our foreign possessions—on this page the flags and coat-of-arms of all nations are shown, in colors. This page is 36x28 inches and alone retails for \$1.25. The 2nd page contains a large and complete map of Nebraska. This map is a new plate and shows every town in the state regardless of size, with an index showing how to locate each county and town, also giving the population of both town and county. In addition to this, invaluable statistical matter pertaining to crops, mineral production, and the average temperature and rainfall of the country (items of particular interest to the farmers.) This page is also 36x28 inches and has sold in the past for 75c. A good state map is something that you must have and this is positively the best and latest map of Nebraska published. The third and last page is the same size as the first and second pages and contains a large and very fine map of the United States. This map plate was completed just recently and shows 40 per cent more of the smaller towns than is usually shown in a U. S. map. The electoral vote is printed in red figures on each state. Above this map is a statistical table pertaining to the states, territories of the Greater United States, facts as to the capitals, areas, population, legislatures, etc. Below this map fine half-tone pictures of all the presidents of the United States (from Washington to Roosevelt) are shown with their autographs. On the back of this page the population of all towns of 3,000 and over is shown for the census years 1880, 1890 and 1900. This page alone would cost you \$1.25 at a stationery store. All of the maps contained in the chart were engraved by Geo. F. Cram of Chicago, which means that they are the very best published.

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