

FRIEDHOF & CO'S

ANNUAL JULY CLEARANCE SALE

COMMENCING SATURDAY JULY 21, and ENDING SATURDAY, JULY 28

During this week's Clearance Sale you will have the opportunity of purchasing from every department in our store the very best of high grade merchandise at prices that are the lowest ever placed on goods of their value. This week will also include a SPECIAL REMNANT SALE. All short lengths to be sold at 1-2 their former price—In this display of goods you will find Remnants of Silks, Dress Goods, Linings, Table Linens, Toweling, Percale, Calico, Ginghams, Lawns, White Goods, Muslin, Outings, Laces, Embroideries, Ribbons, Carpets, Mattings, Linoleums etc. We have a lot of Mill Ends of Lace Curtains that range from 1 1-2 to 2 1-2 yards in length which if in full length Curtains would sell for from \$2.00 to \$5.00 a pair, these mill ends we have divided into two lots, Lot No. 1 sell at 15 cents each and Lot no. 2 at 23 cents each. Below we will mention only a few of the many bargains awaiting your inspection.



SILKS

A large line of fancy silks in taffetas and foulards worth 75c now per yard 49c
 36 inch black chiffon taffeta a real bargain at per yard 49c
BLACK AND COLORED DRESS GOODS
 36 inch Voile Crepe in white and light colors during this sale per yd 23c
 36 inch Cream Mohair and Voile regular price 60c sale price 39c
 45 inch changeable and fancy Mohairs and Sicilians regular 1.25 values for 98c
 45 inch Panama Cloth in colors worth 1.00 during this sale per yard 79c
 42 inch Silk Eolian in black only never sold for less than 1.25 now 79c
 A large line of Chiffon dress fabrics in black and colors worth 1.25 now 98c

DOMESTICS

Best Calicoes regular 7c kind for yd 04c
 Cotton Challies in good patterns per yd 05c
 Curtain Scrim worth 10c now per yd 04c
 All our best Toile-du-nord Ginghams worth 12 1/2c now 10c
 Bleached and unbleached Cotton Crash per yd 04c
 68-inch Mercerized Table Linens worth 65c sale price 49c

WASH GOODS

Light color Batiste sale price per yd 05c
 30 inch Pacific Beirge Suiting per yd 10c
 All Dimity Swisses and Batiste that sold at 20c sale price per yd 10c
 30-inch Alsace taffeta worth 25c now per yd 15c
 Washable Silk Mull in white and colors former price 35c now per yd 19c
 36-inch Silk Persian Lawn in black or white worth 35c sale price per yd 19c
 Silk Tissue and Organdies in floral patterns regular 50c values now per yd 39c
 47-inch plain color Eolian sale price per yd 39c

The greatest bargain of the day in wash goods a Cotton Voile in the very best of colors and patterns worth 25c will be sold during this sale at 7 1-2c per yard.

NOTIONS AND FANCY GOODS

Pearl Buttons per doz 02c
 Darning Cotton per ball 01c
 Black and white cotton tape per roll 01c
 Wire hair pins 2 packages for 01c
 Peerless dress shields per pair 07c

A lot of ladies' belts worth 50c now 19c
 A lot of ladies' tab colors 50c values now 19c
 All colors in wash ribbons 2 inches wide per yd 05c
 All colors in wash ribbons 2 1/2 to 4 inches wide per yd 08c
 Hamburg and Nainsook corset cover embroideries worth 50c sale price per yd 25c
 Ladies' black parasols worth \$1.00 now 69c
 Ladies' and childrens handkerchiefs sell at from 1 to 25c

CORSETS AND UNDERWEAR

Tape girdles and summer corsets each 43c
 Children's knit waists sale price each 10c
 Ladies' sleeveless vests all sizes 4c and 8c
 Ladies' union suits worth 35c now 23c
 Big reductions on all muslin underwear
 Ladies' Petticoats selling at from 69c to \$2.95
 Ladies' Shirt Waists selling at from 98c to \$5.19
 Ladies' Shirt Waist Suits and Tailor-made Skirts selling at a big discount.

Remember the date and place. Come early and get first choice.

Mens, Boys and Childrens Clothing and Furnishing Goods at CLEARING SALE PRICES

Men's Pure Worsted and Serge Suits former price \$20. and \$22.50 now \$17.98
 Men's double breasted suits in the new twilight gray former price \$18 now 15.98
 Men's all wool black and blue worsted suits (serge lined) former price \$13.50 now 10.48
 Men's fine suits in neat stripes and plaids former price \$12.50 now 9.48
 Your choice of all our 2 piece suits (outing) 6.48

YOUNG MEN'S AND BOYS' CLOTHING

Young Men's suits in the newest shades that sold at \$20. now \$16.50
 Young Men's single and double breasted suits former prices \$15.00 and \$16.50 now 13.98
 Young Men's fine suits regular \$10.00 values now 7.98
 Young Men's suits worth up to \$7.50 only 5.39
 Boys' 2-piece suits worth \$6.00 and \$7.00 sale price 4.98
 Boys' double breasted suits worth \$5.00 sale price 4.09
 Boys' fine school suits worth \$4.50 sale price 3.69
 Boys' double breasted 2-piece suits worth \$2.50 sale price 1.98
 Children's Buster Brown suits worth 6.00 sale price 4.98
 Children's Norfolk suits knickerbocker trousers sale price 2.98
 Children's fine Belt suits worth 2.50 sale price 1.98

MEN'S ODD PARTS

These pants are all R. and W. make hand tailored and perfect fitting
 Men's fine worsted trousers worth 6.50 sale price \$5.19



Men's fine neat striped trousers worth 5.00 sale price 4.29
 Men's pure worsted trousers worth up to 4.50 sale price 2.98
 Men's dark worsted trousers worth 2.50 and 3.00 sale price 2.09
 Men's odd dark pants one and two of a kind only sale price 1.98
 Choice of Boys' long pants that sold up to 3.50 sale price 2.79
 Choice of Boys' long pants that sold up to 3.00 sale price 2.19
 Choice of Boys' long pants that sold up to 2.50 sale price 1.98
 Choice of Boy's long pants that sold up to 2.00 sale price 1.59

BOYS' KNEE PANTS

Boys' knee pants blue and gray chivots only \$.43
 Boys' knee pants double and twist chivots only63
 Boys' blue serge knee pants (lined) only93
 Boys' pure worsted with belt loops only 1.13

MEN'S AND BOYS' HATS

Men's fine straw hats that formerly sold up to 2.00 choice for \$.98
 Men's and Boys' straw hats worth up to 1.00 choice for59
 300 Men's and boys' straw hats all styles worth up to 75c only17
 Your choice of any Men's or Boys' caps at43
 Your choice of any Men's or Boys' 25c caps at10
 25 per cent off on all felt hats including the celebrated Hawes and Stetson.
 4 Men's Panama hats left worth 7.50 sizes 7 1/2 7 3/4 only 5.00

MEN'S AND BOYS' SHIRT BARGAINS

Pongee silk shirts soft collars and cuffs worth \$1.50 at \$1.23
 Men's fine mohair shirts cream colored worth \$2.00 at 1.69
 Men's soft negligee shirts worth \$1.00 only79
 Men's fine negligee shirts W. Bros. make at98
 Men's and Boys' negligee shirts worth 75c only59
 25 dozen assorted Men's and Boys' shirts all styles and colors worth up to 65c only37
 Boys' fine negligee shirts worth 75c at5

Boys' fancy waists all colors only 19
Big reduction on all night robes.

NECKWEAR

Broken lines of extra fine 50c four-in-hand ties39
 Men's fancy and black shield neck ties only19
 25 dozen Men's and Boys' shield bows worth 25c only13

SHOES! SHOES! SHOES!

WE WALK WITH EASE. SO CAN YOU.
 Ladies' or Men's \$3.50 Oxfords now \$2.98

Ladies' or Men's \$3.00 Oxfords only 2.49
 Ladies' fine Kid Oxfords worth \$2.50 sale price 1.98
 Ladies' fine turn Oxfords black or tan at 1.69
 Ladies' black Oxfords worth \$2.00 your choice 1.48
 Misses Patent or Kid Oxfords only 1.89
 Children's Patent or Kid Oxfords at 1.15
 Any white canvas Oxfords in the House at Cost.

Also big reduction on all Underwear, Hosiery, Suspenders, Belts Etc.

FRIEDHOF & Co.

COLUMBUS,

NEBRASKA.