

# FRIEDHOF & CO'S

**THE PLACE**  
**Where All Bargain Seekers Go**  
**DON'T FORGET**

**ONLY 3 DAYS MORE OF OUR BIG JULY CLEARANCE SALE**  
**Bigger Bargains Than Ever Before Offered**

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, Gingham, 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 yard **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 Toit-du-nord Ginghams worth 12c 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 Beige 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 1/4 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 PANTS

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 chiviots only **\$ .43**  
 Boys' knee pants double and twist chiviots only **.63**  
 Boys' blue serge knee pants (lined) only **.93**  
 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 for **.59**  
 300 Men's and boys' straw hats all styles worth up to 75c only **.17**  
 Your choice of any Men's or Boys' caps at **.43**  
 Your choice of any Men's or Boys' 25c caps at **.10**  
 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 1/4 7 1/2 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 only **.79**  
 Men's fine negligee shirts W. Bros. make at **.98**  
 Men's and Boys' negligee shirts worth 75c only **.59**  
 25 dozen assorted Men's and Boys' shirts all styles and colors worth up to 65c only **.37**  
 Boys' fine negligee shirts worth 75c at **.5**

Boys' fancy waists all colors only **19**

### Big reduction on all night robes.

**NECKWEAR**  
 Broken lines of extra fine 50c four-in-hand ties **.39**  
 Men's fancy and black shield neck ties only **.19**  
 25 dozen Men's and Boys' shield bows worth 25c only **.13**

### 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 of 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.**