

25 pounds of the best Granulated Sugar for

\$1.00

With all purchases of \$5.00 or over, throughout the store, Groceries excepted.

Stupendous-Startling-Sensational

Sale
Continues
Thirty
Days

CARNIVAL

Sale
Continues
Thirty
Days

Ladies' Fine Sandal Slippers, patent vamp, all sizes, to close, a pair, only

69c

During this great Carnival.

PRICES TELL and people Tell the Prices!

LET competitors howl and pull their hair. Let them fume and swear and call us any old thing. What care we? Come and see the crowds. Watch them carry the goods away. Look at the prices. Everything is cut, and cut deep. This stupendous sensational sale will cause your quarters to swell to dollars. The greatest of bargains are now here for your choosing.

NOTE. Goods will be sold only to consumers and no merchants need apply.

Groceries

The whole world eats, but it is not often that one gets good groceries at such low prices.

Competition will throw up its hands at these seedless raisins usually sold for 10c, only 6c
Fresh stock package raisins, usually sold at 10c, now down to 5c
Two lots of tea, usually sold at 25c, now, per pound, only 11c and 14c
Better tea, usually 50c, per pound 38c
Bottle blueing, usually 10c, now 5c
Laundry soap, the bar, at only 2c
Large cake toilet soap, 3 cakes for 10c
Coffee, usually 12½c, 15c, 25c, now, per pound, only 9c, 13c and 19c
Potatoes, per sack 45c

Suits and Pants

Men's pants, at two-thirds value.
At 1.49, 1.29, 94c, 59c
Men's suits, worth up to \$7.50 4.94
Men's fine all wool suits just a few left, to close 8.67
Boys' long pants suits worth \$8.00, only 4.78
Boys' knee pants suits, 2.50 grade 1.94

Men's and Boys' Hats

Men's hats, worth \$1.25, \$1.50, and \$2.00 reduced to 94c
Others for 55c, 37c, 17c, 5c

A Hosiery Hurrah

Never was such hosiery prices known.

Ladies' hose that have no equal 4c, 7c, 9c, 11c and up to 19c
Children's fast black ribbed hose. A pair 7c
Men's fine hose, a pair 8c
Men's sox at 4c and 7c
Men's wool hose 13c
Men's and ladies' fine wool hose 19c
40 boxes misses' wool hose, broken lots, less than factory cost 13c, 19c
Ladies' outside, now 14c

Jewelry

Jewelry at half price and less. Good jewelry at price of the cheap kind and the cheap kind for a song.

Shoes--Shoes

Children's slippers 39c, 69c, 79c
Babies' button shoes, 50c value 33c
Child's shoes 47c, 49c, 59c, 89c 1.19
Ladies' fine shoes, were \$1.40 93c
Ladies' \$3.00 shoes 2.19
Ladies' \$2.50 shoes 1.72
Ladies' sandal slippers, \$1.25 value, 69c
Ladies' shoes, odds and ends 79c
Boys' calf shoes, small, \$1.09, 1.29, 1.59, 1.69

Why pay \$1.50 to \$2.50?
Boys' full stock shoes \$1.28 and 1.42
Men's \$2.00 shoes, now 1.48
Men's \$2.40 calf shoes 1.88
Broken lots 94c and 1.19
Men's high top calf shoes, usually \$4.05; our price was \$3.50.
This sale 2.89
Men's best high top loggers' shoes; usually \$6.00 shoes elsewhere.
Sale price 4.29

Underwear

If you need underwear, buy it now. No wonder we sell underwear. No manufacturer can name such prices.

Our regular 50c shirts and drawers, per garment, each 38c
Heavier garments, each 44c
Odds and ends in men's shirts and drawers 21c
Wool underwear and hygienic, \$1.00 goods, broken lots, at 79c

Laces and Embroideries

Out with laces and embroideries. Fifty per cent or one half off on laces and embroideries, that's the story in a nutshell. You will say so too when you see the goods.

Specials

10 yards of best calico for 10c with all purchases of \$5.00 or over or, if you prefer, 10 spools of the best machine thread for 10c with purchases of \$5.00 or over.

And now, to make matters worse, we will sell 25 pounds of the best granulated sugar for \$1.00 on orders of \$5.00 or over.

Handkerchiefs

At half their worth. Buy'em in dozen lots. These will bring big crowds to this section. Read the prices:

Handkerchiefs, each, 1c, 2c, 3c, 4c, 5c, 6c, 7c, 9c, 11c,

These handkerchiefs are the beauties of this man's town, and absolutely worth double the money elsewhere.

Men's Fine Furnishings

At ½ their value.
Mowing down the prices.

Men's good work shirts at 39c
Men's linen and celluloid collars.
At 1c, 3c, 5c, 9c
Men's fine dress shirts 43c
Men's fine Madras shirts 58c
Men's suspenders 14c
Men's and women's hop gloves 7c
Neckwear, to clean up 4c to 14c

Ribbons

At the littlest prices ever known. Buy 'em now, for you will not get the chance later on.

No. 5 satin ribbons, the yard 2c
No. 7 satin ribbons, the yard 3c
No. 60 all silk fancy neck ribbon, the yard 16c
25c all silk ribbons, the yard 14c

Summer Wash Goods

Prices that will make the wash goods go. What they cost is not considered, we only look to the prices that will make 'em git up and git.

Dress goods worth 25c, only 17c
18c values, the yard 12c
10c lawns, the yard 5c

Corsets

Creating corset excitement. Squeezing corset prices. Such prices as these will do the work, for certainly no person will pay twice the prices elsewhere that we ask for the same qualities.

One lot of corsets 24c
One lot of 75c corsets 37c
Regular \$1.00 corset, only 59c

Loads of Notions

Look at the prices.

Odds and ends of spool cotton 2c
Corset laces, 2 for 1c
Clothespins, doz 1c
Clothesline 4c
Splint baskets 4c, 5c
Carpet tacks, 2 papers 1c
Lamp wicks, 6 for 2c
Good shoe laces, pair 1c
Dress stays, bunch 2c
Velvet Binding, bunch 1c
Needles, a paper 1c
Pins, 2 papers for 1c
Wire hair pins, per pkg 1c
Large size pencil tablets, each 2c
Humpback hooks & eyes, per card 1c
Good black ink, per bottle 3c
Safety pins, per card 3c
Good lead pencils, 2 for 1c
Tape measures, each 1c
Pearl buttons, per doz 3c

Millinery

We are going to close out the millinery at whatever prices will sell it.

\$4.00 and \$5.00 hats at 1.98
Others at 1.67, 97c, 79c and 42c
Untrimmed hats at 97c down to 7c
Some hats at half price—some at less than half—some at less than quarter price. Call and see.
75c flowers and foliage 14c

All millinery goods sharply cut. We need the money if it is only a song to prepare for bigger and better fall millinery trade.

Umbrellas

Umbrellas at tempting prices.
Now cut to 39c, 48c, 57c, 87c, 98c
Buy now and save ½ in price.

WOOL BLANKETS at a big cut.
COMEORTS with white cotton filling at less than you can make them; good size, too 98c up
YARNS cut to 4c
Finer, cut to 7c
Come while best colors are yet in stock.
TELESCOPES and Suit Cases at a big cut 19c up

A mighty movement of all our goods. Nothing reserved—winter and summer weight—all must go. A dollar saved is a dollar made. Let us save you enough dollars on all your purchases to enable you to get something nice for the house that every housekeeper has been promising for so long but thought she couldn't afford.

Happy conditions prevail with you during this sale because the prices and materials will both suit the customer. The result will be quick sales and many of them. Satisfied customers make a sale good. Watch us satisfy multitudes.

Thanking you, our patrons, for the very liberal manner in which you have bought, we ask you all to come, and to come again, and to help us make this UNLOADING CASH-GETTING SALE of the RED FRONT the greatest merchandising event this city has ever seen. WE BID YOU WELCOME.

COME---Be on Time and Secure First Selection of These Miraculous Values---COME

10 Spools of Best Clark's Thread for

10c

With all purchases of \$5.00 or over, throughout the store, Groceries excepted.

THE RED FRONT

M. F. SHAFER & CO.

EXPERT ADVERTISERS, OMAHA, NEB.

Managers of Carnival

10 Yards of Best Simpson's or American Calico for

10c

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