

be put out to all of the people. and not the favored few at the most ruinous prices ever known to man. THIRTY DAYS we are going to make this the greatest Cash Gathering Sale that ever appeared within the history of this country, for with us it is cold cash we THE PEOPLE GET THE BENEFIT. All former attempts at merchandising by us or any other concern within 50 miles of this want. city will be eclipsed beyond all question. We want Cash, and we are going to give the people the benefit, for with us it is cut loose and unload now. not later. Our loss will be the peoples' gain. and we expect them for 50 miles around to turn out to this harvest for all of the people and not the favored few. There never was such an undertaking in any store in this city. Absolutely one dollar here will do very near the work of \$2.00 elsewhere, on many lines. Rain or shine the battle goes on. We have put our word out to the people. and you know how well we have kept it.

Our word to you will be our bond, and there is not one item in this house or half a dozen going to be put out for a bate, as you will find plenty trying to do but OVER 49,000 ITEMS all at a prices that never met mortal man's eyes before. From one end of this big store to the other, you will find the greatest fluttering of red tickets; with the price of destruction marked on in plain figures and staring you in the face no matter which door you come in. The whole shooting match goes to the people.

# Not One Item Will Be Held Reserved.

We are going out after the cold cash and we are coming out and asking you to part with it at a season of the year when all men expect to make their 50 to 100 per cent. profit; but with us, profit is a thing of the past. Wholesale prices and less reign throughout this entire institution on many lines.

# We are Going to Talk Dress Goods.

We carry nothing but fashion's latest. We have been buying them direct from the men who made them, and they are going out to you at the most ruinous prices you ever saw. In fact, we believe you will be down and buy half dozen dress patterns for yourself and the girls. Our cash Gathering must come, and it must come fast.

FOR ONE DOLLAR, with all purchases of \$5.00 or over in this big institution.

During this sale, you buy 1 paper of Pins for One Cent, and the famous Hooks and Eyes that you have been paying 5c for, you buy them here during this Cash Getting Sale at 1 card for one cent.

An immense line of Ladies' Wrappers, the prices speak out in great, big, plain figures.

In other words. many garment in this house, you buy two for the price of one elsewhere. Everything we have in the Ladies' Furnishings line or Dry Goods line, go out in prices that will please every man, woman or child within the limits of this town. It may be you will want

## Table Linen we have All Kinds.

It may be you will want RIBBONS. With us we have a great stock of them and they have got to go. If you want

#### Chinaware and Glassware.

There are thousands of dollars worth of it, and it will cost but little more than others get for the common white granit ware, We want to show you. You can now aflord to buy a whole set of chinaware.

#### **Clothing!** Clothing!

We have an immense line of Men's and Boys' Clothing and we are going to talk them at prices never seen or heard of before. Remember you should have mansions instead of building them for the other fellow, and here is the opportunity you have to commence saving in buying merchandise from us during our Sacrifice, Unloading, Cash Getting Sale.

We are talking loud. Everything we have in the OVER-ALL LINE and LITTLE SUIT line go out at prices that will please every man, woman and child.

The Shoe Sale

## We are Going to Talk Notions.

Because when you enter the door you will find them lined up from one end of the house to the other. The big red tickets will be on them so your child as well as yourself, can come here and buy with safety. Remember that any item got in this house that does not meet with your approval, and that is not cut off of a bolt, can be returned and your Cash will be cheerfully refunded to you and no questions asked. No goods will be charged, and nothing will go out on approval. It is all Cash with us, and if you get what you don't want, return it and get your money for it, provided it is not cut off of a bolt. Send word to your friends and neighbors for miles around; they will appreciate it. The whole house is ablaze with bargains. The reconstruction is on. And now to make matters worse, so long as there is a speel in the house, you will buy 10 SPOOLS OF THE BEST THREAD FOR 10c on all purchases of \$5.00 or over throughout this big store, or if you prefer, you buy 10 YARDS OF THE BEST CALICO FOR 10c on all purchases of \$5.00 or over in this house, and once more we say to lyou, you can buy 20 POUNDS OF THE BEST GRANULATED SUGAR Lace Curtains or Bed Spreads, it is a certainty you will be down to see us, because we are selling them so you can buy half a dozen at the price of two or three elsewhere. The red mark of destruction appears everywhere, and no matter what you want, you will be to C. T. Whidden's Unloading Sale to get it.

Just make a list of your wants, and then when you come to the store. it is a certainty you will find every item and take a hundred or more home with you, because the prices are going to do the work.

The whole shooting match goes to you and your family, at a saving that means dollars and cents to you. And there is nothing in this world that reaches a man quicker than to hit his pocket book. We want you to bring it along however, because we are going to show you that you can get more here for a dollar, then you ever saw in all your life before.

You can almost see them standing in line before the the Sale starts, because they know it is a change and a wonderful change in the old town, but it comes to you and your families good.

Will be in full blast as soon as the doors open, with every other department throughout the store in the same way. Barrels, bins, boxes and tables full of Shoes. Shoes for the men, shoes for the boys, shoes for the ladies, shoes for the girls, and it is a certainty we won't forget the babies, because it is going to be Shoe day down here every day, and if you ever did want anything in your life, it is Shoes, because you are in them more than half of your life.

It is the shoe harvest of your life, and for the little fel-lows, the children and the babies, absolutely the shoes cost but little. In fact, you will hear some of the other mer-chants say, we are giving them away; but as we said before, we cannot help what they say. If you want Shoes, you will certainly be here and buy half a dozen pair, and fit out the whole family whole family.

# Work Shirts and Overall Cut in Two

-That is the price, not the garments cut in two. Work Shirts and Dress Shirts worth from 50g to \$1.00, C. T. Whidden has cut 'em loose at 38c-79c.

### All Hosiery Cut to the Quick

See the line of Ladies Hose at 9c, 11c and up to 19c that have no equal.

for 1c.

where.

As Long as they Last

You will buy 1 papers of Pins

1 cards Hooks and Eyes 1c.

In fact, 9c here in Notions

will do the work of 15c else-

1 paper needles, 1c,

Lay in your supplies. Attend the carnival of Cash Getting, such as was never attempted and carried into effect in this city. How we say when the doors open here next Saturday morning.

All we can say to you is to come out and attend this Cash Getting Sale that W commences September 24th, and ends Saturday. October 22d at midnight.

ESATURDAY MORNING, SEPTEMBER 24th.

# For Thirty Days

Commencing Saturday, Sept. 24th and winding up at midnight, | October 22d, We Do the Battle of Our Lives to unload this big merchandise stock that will wake up the people from all parts of the country.



M. F. SHAFER & CO., SPECIAL SALESMEN. OMAHA, NEBRASKA.

A. E. HARLAN, MANAGER OF BALE.