

A Stupendous, Startling Stock Reducing Sale at Neff & Kolb's

SATURDAY MORNING, APRIL 2, 1910

Our Doors Will Open on an Avalanche of Bargains

Our Store has been transformed so you will hardly recognize it. Bargains everywhere, and big yellow price tickets thick as bees in June time, tell a tale of price destruction that you can hardly credit until you see the goods with your own eyes. It is a sale of such tremendous values that competition and customers alike will be overawed at our daring. All through the store, on every article in stock, the merciless price cutter has held his sway and had his way. Nothing has escaped him, and the consequence is the most marvelous feast of bountiful bargains ever given to the public.

This is the Time for You to Save. Right Now!

For this stupendous, sensational Stock Reducing Sale has caused your quarters to swell to dollars, and a dollar will nearly do the duty of two on ordinary occasions. Every dollar's worth of goods you buy here during this big sale will represent such a big saving that you will ever thank your stars that we told you about it. The biggest interest that money ever drew is now held out to you in these grand values. This is a tearing away from the old moss-backed methods, and tramping under foot all former procedure. There are bargains here for the young men, old men, middle aged men, large men and small men, tall men, the short men, and all will be most cordially welcome

CLOTHING! CLOTHING!

Neff & Kolb's Clothing is too well known in Atlantic for us to waste many words in telling you about the quality. You know that it is the best, and that it bears our absolute guarantee. What we want to talk about just now is our PRICES. There is an old Italian proverb which seems to have been made for this occasion. It is:

"It Will Pay to Buy When Another Wishes to Sell."

We want to reduce this big stock as much as possible, and you get the benefit. To prove to you that we want to sell, we quote these bargain prices on everything throughout the entire store.

Hats and Caps for Men and Boys

We can't tell you all about the Big Bargain Sale in one advertisement, nor in many advertisements. It is with our Hats and Caps as with everything else, we can only quote you a few prices and give you a hint of the quality, and for the rest YOU MUST COME AND SEE. For instance what do you think of a Stetson hat at \$3.15, or a Gimbel at \$2.69, or a Royal at \$2.15.

Men's Furnishings

An extraordinary sale of extraordinary quality in Men's Furnishings, that you owe it to yourself to take advantage of. When you see the prices in Ties, Hose, Suspenders, Collars and Cuffs, and in fact everything in this line down to Cuff Buttons, you will buy in dozen lots where you bought by the piece before. Men's Handkerchiefs, 4c, 8c and 12c. Neckties worth 25c for 17c.

April Showers

will soon be here, and it will be well for you to supply yourself with one of these

Cravenettes

The prices speak for themselves, \$9.98 and up

Trunks and Suit Cases

Whether you are going home to see the old folks, or on a long trip, or just up the road on business, there's an immense amount of satisfaction in having your luggage look like it belonged to a man of taste. Our traveling goods are made to look well, hold their contents, and withstand the ravages of time and the baggage smasher, and we are selling them at prices that will make competition throw up its hands.

Our Men's Business Suits

are made of the best fabrics, absolutely correct in style and pattern, but you know the quality of the goods we carry, so we won't dwell on that.

New spring shades, soft grays, always popular, you can have your pick at \$8.98 and up.

New spring patterns in worsteds, very desirable for business wear at \$10.98.

We have many suits at these prices: \$12.48, \$14.98, \$18.98 and \$22.48.

These are prices that are quoted on such well known lines of clothing as the Hirsh-Wickwire, Kirschbaum and Levy Bros.

YOUTHS' and BOYS' SUITS

We have treated the boys and youths of this land right and that is why we have the trade of the men today. Our guarantee of style and quality applies to our suits in this department as well as in the men's suits.

There is Nothing Too Good for the Boys

and there's no reason why the little fellows shouldn't have something new too, especially in the face of such bargains as these.

A line of Boys' Suits, choice patterns, knickerbocker pants at \$2.48, \$3.48, \$4.89 and \$5.48. Every boy's suit in the house is marked at a positive bargain and the style is right.

Men's Shoes and Oxfords

There is not a man in Atlantic or vicinity who can afford not to have a new pair of either dress or work shoes at the prices we are quoting. We have a complete line of sizes in gun metal, patent leather dress shoes, tan, new spring oxfords, all cut in the latest lasts, made of the very best leather, hand sewed and double stitched. Shoes that will wear until you are tired of them. What do you say to getting a pair of Howard or Foster shoes? We have shoes from \$1.48 up.

Men's Dress Shirts

The finest the season has produced, in all the popular fabrics, comfortable and serviceable. We can fit you perfectly; you don't have to worry about the sleeves being too short or too long—our Shirts fit. We are showing a line at 38c worth 50c; a line at 89c, \$1.15 and \$1.39 worth from \$1.00 to \$2.00.

Fancy Vests

Our entire stock of fancy and evening vests will go on sale during the Big Stock Reducing Sale. You are not well dressed without them, and at prices we are quoting you can own two or three for the price of one elsewhere. Make your choice while we have a full line of sizes and patterns. The prices are from 89c to \$2.98.

Silver Collars

Comfort and Style Combined in Every Item

Collars that fit the shirt and fit the neck—do not get ambitious to climb over your ears. They are made to set well and this they will do. You can buy these now for 12c.

Here is Where We Create a Sensation in Work Clothing

Nowhere in the big store will you find better goods at lower prices, and never before and never hereafter will these prices be equaled. Our best overalls at 89c. This overall is made from a heavy Amoskeag shrunk denim and is as good an overall as can be made. Other kinds at 79c and 69c. Men's work shirts at 44c.

A Hosiery Hurrah

Never were such prices quoted on Men's Hose in the history of Atlantic. Hose that have no equal at 7c to 19c.

A MIGHTY MOVEMENT IN ALL OUR GOODS. NOTHING RESERVED. EVERYTHING MUST GO

A dollar saved is a dollar earned. Let us save you enough dollars on all your purchases to enable you to get something for your wife or for the family. HAPPY CONDITIONS PREVAIL with you during our Big Stock Reducing 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 the multitudes. The doors will open promptly Saturday morning, April 2d, at 9:00 o'clock sharp.

NEFF & KOLB, Atlantic, Iowa

This Store Will Be Closed All Day Friday, April 1st. Will Be Open Evening During This Sale