

10 Days  
Only!

# JANUARY

Ten Day's  
Sale Only

# CLEARING SALE!

As you well know that we are crowded for room, and in order to make room for Spring goods which we will have some time in February, we must close out our winter goods. We do not carry goods over from season to season, therefore are making this Big Cut Price Sale, which will be a money saver to you. We will have many big bargains in Clothing, Overcoats, Cloaks, Dry Goods and many other lines too numerous to mention, but come early and see for yourself.

## Sale Commences Saturday, January 8th

### Grocery

#### Department

- 5 lbs Good Jap Rice . . . \$ .25
- 3 cans good Corn for . . . .25
- 2 cans Tomatoes for . . . .25
- 1 lb good Bulk Coffee . . . .15
- 3 lbs 4-Crown Raisins . . . .25
- 3 quarts Cranberries . . . .25
- 1 quart Lingon Berries . . .15
- 10 lbs Buckwheat Flour . . .45
- 3 Barrington-Hall coffee .1.00
- 1 gal bulk Sauer Kraut . . .40
- 3 boxes mustard Sardines .25
- 6 boxes Oil Sardines . . .25
- 1 pk Black Walnuts, only .40
- 2 lbs best California Dried Peaches . . . .25
- 5 lbs Whitefish for . . . .25
- 1 lb KKK Herring . . . .10
- 1 lb Salted Salmon . . . .15
- 2 cans Columbia Salmon .25
- 1 bu Apples, only . . . .75
- 1 bu Ben Davis Apples . .1.00
- Schuyler Best Patent flour 1.65
- Pearl White Patent only .1.50
- German-American Coffee per lb . . . .20 and .25
- This coffee we buy dir. ct from the growers in Mexico, where-by we save you the middle-man's profit. When you once try this coffee you will use no other.
- We pay the highest market price for produce:
- Butter, per lb . . . .25 to .30
- Eggs, per doz . . . .30
- Chickens, per lb . . . .08

### Shoes! Shoes!

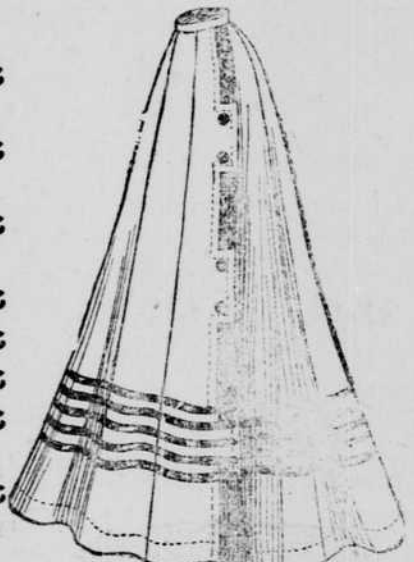


When you buy shoes, you should always buy the best, as they are the cheapest in the long run. We handle one of the best lines of shoes that can be had for the money, and we guarantee every pair. When you once try our shoes you will use no other.



### Dress Goods Dep't

- \$1.65 Gray Mixed Suiting now . . . .98c
- \$1.25 Broadcloth, in black, brown, wine, green, now .98c
- \$1.00 Checked Carnation red, now . . . .69c
- \$1.40 Blue Shadow Plaid, now . . . .98c
- \$1.00 Brown Plaid, now . .69c
- \$1.00 Blue Checked, now .69c
- \$1.00 Gray Checked, now .69c
- \$1.25 Green checked, blue checked Batiste, now . .69c
- \$1.25 Brown check Batiste now . . . .69c
- 50c Gray Suiting, the very thing for skirt or cloak, .37c
- Same 50c Dress Goods, now . .40c



### Dry Goods Dep't

- 6c to 8c Outing Flannels, in this sale . . . .5c
- 10c Outing Flannels, now . . .81-2c
- 12 1-2c and 15c Outing Flannel, now . . .10c
- 12 1-2c and 10c Vicagua Flannel, at . . .81-2c

#### Unbleached Muslin

Buy Muslin now: we have just received 12,000 yards direct from the mills in Georgia, worth 10c per yard, in this sale . . . .71-2c

One Piece Table Damask, regular Price 19 cents 35c now . . . .

### Laces and Embroideries At a Big Discount



#### CORSETS

Try our Henderson Corsets. When once you try one you will use no other Prices \$1.00 to \$2.50

### GOOD COLORADO POTATOES

In Lots of Five Bushels and Over AT FORTY CENTS PER BUSHEL

Loup City Merc. Co.

### Ladies' Tailored Suits and Cloaks

At a Big Discount

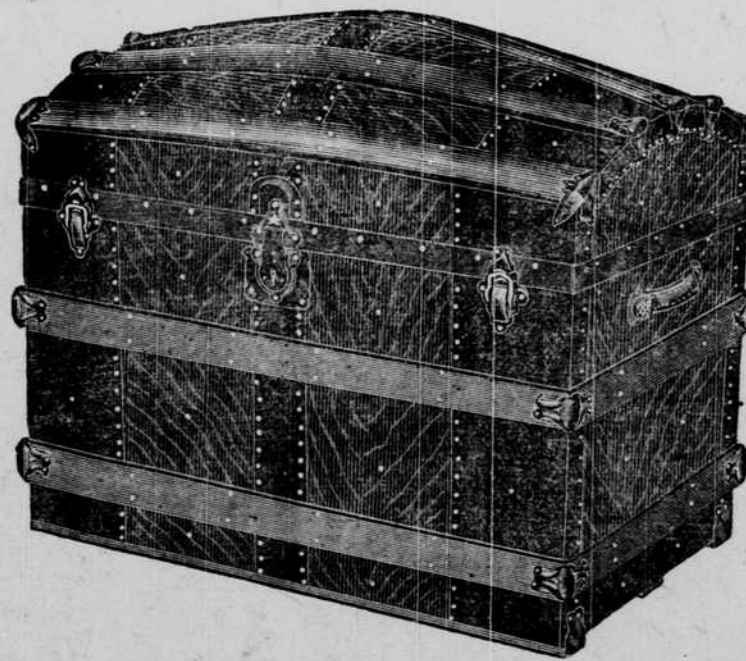
Don't miss this Sale



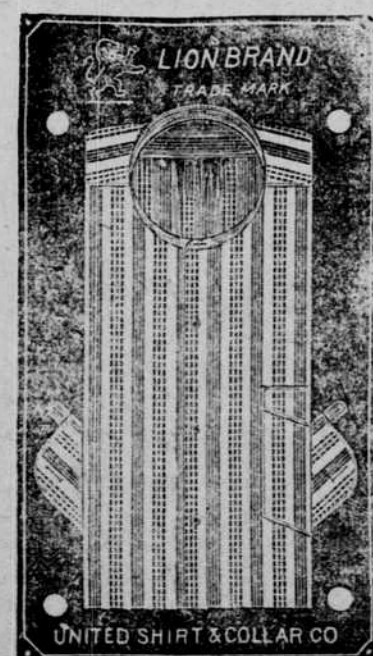
- No. 8439 Ladies' Suit, greenish striped, latest pattern, reg \$25, now . . . \$17.00
- No. 8434 Suit, brown invisible stripe, regular \$20, now . . . .14.75
- No. 8437 Blue and Brown Serge Suits, reg \$17, now . . . .12.50
- \$25.00 Cloaks, now . . . . \$17.00
- \$20.00 Cloaks, now . . . . 13.50
- \$15.00 Cloaks, now . . . . 9.00
- \$12.50 Cloaks, now . . . . 8.00

### All Children's Cloaks at Big Cut Price

### TRUNKS and SUIT CASES



We Make Special Price. Call and See Them



#### Men's Flannel Shirts

If you ever wear one of these comfortable Flannel Shirts, you would not be without them at any price

- \$3.00 and \$2.50 shirts, this sale only \$1.49
- 2.00 Shirts in wool now at only 1.25
- 1.50 Shirts in wool now on sale at .98

### Men's Clothing

- No. 8411, Men's Brown Mixed Suit reg. 88.00, in this sale now . . . \$5.49
- No. 4318, Men's Striped Suit, regular price \$12.50, now . . . . 8.98
- No. 3773, Men's Brown Striped Suit regular price \$13.00, now . . . . 9.48

25 per ct. off on all Overcoats

#### YOUNG MEN'S SUITS

- No. 4090, Regular 88.00 suit will go in this sale for only . . . \$5.48
- No. 3248, This regular \$10.00 suit will go in this sale for only . . . 7.49

#### Children's Suits

- Knee Pants—Age 4 to 16 years
- No. 2508, This Brown Suit, regular price \$3.00, goes in this sale at . . \$1.49
- No. 2551, Nice Tan Color \$4.00 suit in this sale will go for . . . . 2.48

Shirts on sale at 49 cents



### Men's Underwear

- 50c to 75c Underwear, in this sale, 49c
- \$1.00 Underwear, . . . . 80c
- 1.25 Underwear, . . . . 98c
- 1.50 Underwear, . . . . \$1.15
- 2.50 Underwear, all wool best to be had 1.78

THE David M. Pfaelzer & Co. *Wearbetter*

One COAT and TWO PANTS Suit,

is the pioneer of Combination suits and the peer of any made.

Double seat and knees of same material; taped seams. Every weak point in other makes is doubly strengthened in the "Wearbetter."

"A chain is no stronger than its weakest link."

Call and inspect them as well as the complete assortment of "Wearbetter" Young Men's and other Children's suits.

Attractiveness, style and quality prevail.

Loup City Mercantile Co.