

Remember after purchasing \$5.00 worth of merchandise you are entitled to 10 yards of calico for 10c, 10 spools of thread for 10c, or 20 lbs. of the Best Granulated Sugar for \$1.00.

We still have a few shoes for men and women at 98c., \$1.19 and \$1.98. Better come early; they won't last long at such prices.

# Final Week

—OF THE—

## GREAT 30-DAYS' SALE

### The Last Week of the Great Sale Will Go Out in a Blaze of Glory

The clock is ticking; the hours and minutes are calling time, but the people are still here and they are turning out in greater numbers than they ever did before. The weather cuts no ice; they come from all quarters of the country. Only a FEW DAYS MORE and this sale passes into history as the greatest merchandise and shopping event that ever occurred in this city. IT IS A WONDERFUL WORK, and we want to send down the last days so these war-priced vets will remember it and dream of it for years to come. It is a perfect avalanche of bargains. Thousands of them here where you will find one elsewhere. All the odds and ends and short lots accumulated from the past three weeks of this most phenomenal sale will be put in lots here and there throughout the store and sacrificed for what they will bring. Here is a chance to make your money stretch to the utmost limit of possibility. . . . . Every piece of goods and every article in stock will be marked

## DOWN! DOWN! DOWN!

until it will seem incredible to customer and competitor that such merchandise-selling is possible.

### Our Work is Getting Greater; Our Efforts are Getting Stronger; THE BARGAINS ARE GETTING MORE AND MORE

for the simple reason that we want to cut this big stock down. All through the house, we have been pouring out sunshine in unlimited quantities. We have been sending word to the people. They have been sending word to their friends, and multitudes have come this way and gathered in thousands of bargains that were here for them, and there are still thousands more. First come, first served. However, we have ample help, and we will wait on you to the best of our ability. There are still some things in this world that you will want, that you can buy for less money than you ever saw them sold for. In fact, there is nothing in this house but what you can buy for less money. Come out, help make the LAST DAYS OF THIS DRY GOODS SALE THE WONDER OF THE AGE. We want to make the

### DRESS GOODS SALE

the greatest thing in this city. We have already made the SKIRT AND SUIT SALE the most wonderful thing that ever appeared in this city. We have sent out thousands of dollars worth of them, yet we have plenty left for all of you. The NOTION SALE has reached great proportions.

### THE UNDERWEAR SALE

is the thing of the hour. The Lace Curtains, the Embroideries, the Silks, the Satins, have all come in for their share and a great work has been done along that line.

### CHINA AND TINWARE

are moving out like chain lightning. The Ladies' Winter Underwear Sale is a great event for the people at a season of the year when they will appreciate it, when they can use them, and when they know they are going to fashion's headquarters and buying the latest at prices of styles carried elsewhere for the past two to twenty-five years.

We are still storming the forts; we are throwing the shells into the enemies' camp, not throwing them in in small numbers, but throwing them in in thousands. They hear the roar of battle; it is deafening to them. It is like a thunder storm in the heavens. The thundering is getting louder; the roar is getting plainer, and as the last FEW DAYS OF THIS SALE ARE FAST DRAWING TO A CLOSE, we are making it the hottest rag time they ever say in this city. Some of them cannot catch their breath. They are trying to break through the lines and sell their merchandise, but they are a thing of the past. No mossbacked methods can ever break through these lines. We are up and going. We are battling to the front, talking a little louder, getting stronger, getting greater, and when this sale winds up and the final hour has come, we are going to sit out on the housetop, if necessary, and tell the people that from now on the most hazardous hours of these warpriced vets lives are still before them, because we are going to put NEW METHODS AND NEW WAYS into effect, and make this the greatest establishment of this country. In fact, we are going to make it the Temple of Economy, which it always has been, the Bee Hive for all the people; the fountain head of the city; the greatest store for the people to gather in, and the greatest cash gathering store within fifty miles of here. We are going to make it the penny saving store as well as the dollar saving store for all the people. We are going to make this house for the masses and not for the classes, which it always has been and always will be. The millionaire don't stand with us much; he never did. We never expect him to.

We are just the plain, common kind of people ourselves, moving along, doing the best we can, inviting you in, trying to treat you right when you are here, asking you to come back again and just make our store your home. Some of our lines are badly shot up, but they are yet unbroken. We want to break them. We would like to send the last pieces out and place others on the shelves instead. The people are marching to the Temple of Economy, owned and controlled by B. M. Gasteyer and laying in their supplies. Saving dollars and cents and getting the best grade of goods in this city.

The other fellow is sore, but why should he tell the people. They are not interested in his troubles; they have troubles of their own. We want you to come, and if you are short anything you haven't bought, or if you haven't been here, we want you to come and lay in your supplies of Dry Goods, Ladies' Furnishings, Shoes, Furnishing Goods, and in fact everything you should want here. The bells may ring before we quit, but it is time on the other fellow, and OUR SALE IS SOON TO CLOSE.

We will be with him in any event and at all hazards; always for the people, standing up for them, shouting for them, and delivering goods to the masses. Remember you are always welcome under our roof, as we are the friend of the masses and not the classes.

Thanking you one and all a thousand times for the most liberal patronage ever bestowed on any man or woman in this city, believe us, faithfully yours,

# B. M. GASTEYER

## LOUP CITY, NEB.

Oceans of Notions.  
Two papers of pins for one cent.  
A good wire hair brush for 11c.  
Celluloid collars at 4c.

Remember this sale closes Nov. 18,  
1905. Come early and avoid the Rush.