

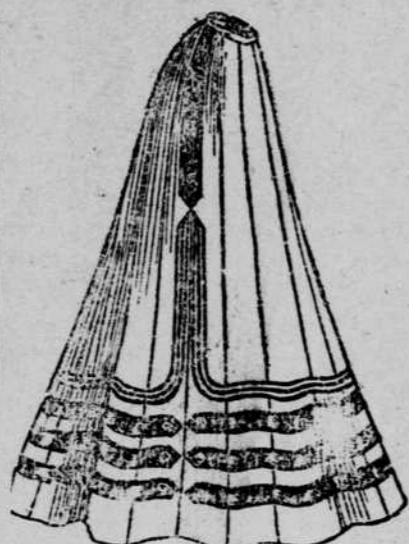
Knock Down Sale, Commencing Jan. 2, '13

As we want to clean up all our Winter Goods, we find it necessary to make Special Prices, and in these special PRICES we need the CASH, and, besides, we will meet any Mail Order House competition in DRY GOODS and women's ready to wear GOODS. All you have to do is to enclose your order to us, with the money. We will mail the goods to you. State exactly what you want; also send enough for postage. While after Jan. 1st you can send as much as 11 pounds for 15c, send in your orders freely. Below we quote you the prices of a few articles:



One Half off on Ladies' and Children's Cloaks

Ladies' Dress Skirts



We have a big lot of ladies' dress skirts in all styles, we are going to close out at half price in this ad.

White Dutch Collars



A variety of dainty designs and pretty trims, special price 20c

Corset Covers



Attractively trimmed with the new lace and embroideries, rare values. Special at 59c



Boys and Girls stocking Caps an extra good value at 50c

Lead Pencil A good assortment at only 1c



Henderson Fashion Hip Girdle

Henderson's Corsets These corsets are made from the best material money can buy and they are perfect fit, we have several styles At \$1.00

Ladies' Fine Kid Gloves. We handle one of the best kid gloves that money will buy they are imported by the Simmons & Co., Chicago. We have them in most all colors and in dressed and undressed price. \$1.25 and \$1.50

Ladies Aprons



Shoulder Strap Gingham Aprons 50c Gingham Aprons with bib 65c



Women's, Misses and children's hose support is, elastic web top, non elastic bottom rubber post button, in black and white only 10c



BACK COMBS Good quality plain and fancy. 12 and 25c

INFANTS HOODS



Made of India Linen Hood made of China Silk 25c 50c



Face Cloth Good size bleached terry face cloth 5



Some splendid values in men's fleeced underwear in gray At 50c one better grade in cream color heavy fleeced at 65c

Some splendid values well made work shirts, good wearing materials in plain and fancy collars, a money saving chance not to be overlooked at 50c

MEN'S Hosiery

A splendid lot of men's half hose including various styles and colors at 15 to 25c



Children's Stockings

A splendid lot of Boys and Girls stockings at 15c We also handle the 'Fay' stocking the best money can buy for the price 25c



Men's Suits

On one rack regular price \$15.00 to \$20.00 in this Sale your choice \$11.

\$8.95

No 806 Men's Tan Corduroy Suits, tan narrow whale corduroy suits, double breasted, body lined with army duck. Large inside pockets each, measure 12x15 in. coat pants and vest a good value at \$8.95

\$5.95. no. 708

Men's gray Dark Union Cashmere Suit, wool and cotton mixed, soft finish material which makes a splendid suit for every day for winter wear, dark gray color with pencil stripe effect, english satin lining, a very good suit for the money. Price 5.95

\$9.95 no. 7156

Men's extra good value gray suit, a wool worsted in striped and diagonal weave, single breasted sack coat, pants are made in medium peg top, this suit would be sold most places at \$15.

Our price while they last \$9.95

\$13.95 no. 7806

Men's Blue All Wool Serge Suits a handsome freshmrm model

\$1.95 No. 42 Men's Gray Duck Coat

An extra good value for the money, this coat is double breasted body and sleeves are lined throughout with heavy blanket lining, coat full 35 in., long this coat is cheap at \$2.95, but we have bought them at a bargain and our customers will get the benefit, our price while they last is only \$1.95

\$1.25 Men's Gray Covert Shower Proof Coat

No. 706, made in double breasted style from strong cotton covert, with blanket lining throughout body and sleeves, cemented to outside material by a rubberized process. Collar faced with corduroy; patent buttons, double sewed seams. Average length 32 in. This coat Sears-Roebuck advertise at \$1.35, Chicago. The cost of ordering this coat is 75c, which makes it cost \$2.10. Doesn't it pay to buy at home?

Dress Goods Department

- 36 inch Poplin in old rose, white and L. blue, regular price 25c In this sale 18c
- 1-2 wool in 36 inch suiting regular price 35c In this sale 22c
- 46 inch wine blue serge suiting in this sale 45c
- 36 inch gray diagonal suiting regular price 65c will go in this sale at 45c
- All our \$1. dress goods will go at 85c
- All our \$1.25 dress goods will go at 98c
- One lot of apron check gong 7c
- All our best apron check Gingham 9c
- All our 12 1-2 and 15 cent gingham, choice 10c
- All our 25 cent French gingham, choice 19c

TABLE DAMASK

- All our regular 50 to 65 cent table damask 45c
- 1.00 85c
- 1.25 98c
- 1.50 1.25
- 2.00 1.85

Outing Flannels

Best grade of good at 9c in the outing buying, this outing comes in check striped, either in light or medium dark colors, are beautiful and will give excellent and satisfactory wear, this is soft and downy goods that are absolutely fast colors. These outings was sold at 12 1-2 cents and the same grade of outings are quoted by one of the big mail order houses at a bargain for 12c but we sell them at 9c while they last.

Percales

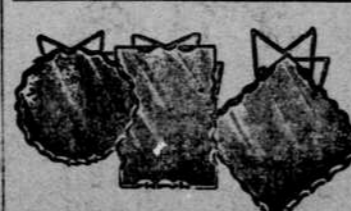
One yard wide dress and shirting Percales a very satisfactory cloth at a low price. These percales are full yard wide and are well made goods, especially so in view of the extremely low price we have put upon them, we have a wide range of patterns from which to select and all colors are represented we would like you to compare this value with the usual 10, 12 or 15 cent goods.

Men's and Boys Glove

All our men's and boys mitts, leather lined, regular 75c and \$1. grades will be closed out at 50c

Boys Flannel Shirts

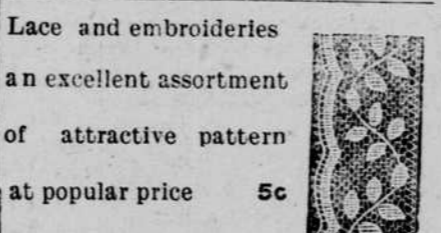
We have one lot of boys Flannel shirts it blue and wine color, the very thing for a school shirt, the regular price was 75c but our sale price is 48c



Chipped beveled edge plate glass good size, special price 50c



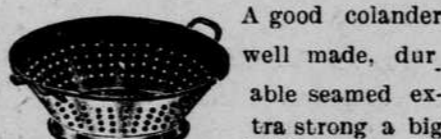
Turkish Towels good turkish bath towels with fringe ends, 36x19 bleached, a bargain 15c



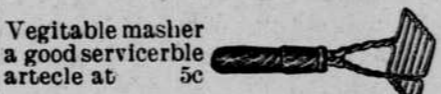
Lace and embroideries an excellent assortment of attractive pattern at popular price 5c



Ribbons A splendid lot of ribbons including all the newest shades for bows, sashes, etc. Special attention is called to the superior values shown at per yard only 10c



A good colander well made, durable seamed extra strong a big value at 10c



Vegetable masher a good serviceable article at 5c



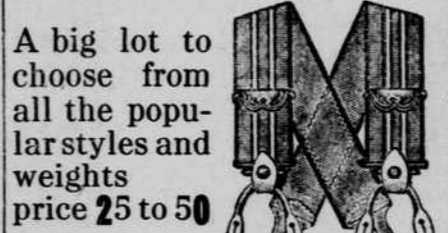
Dover Egg beater during this sale only 10c



Handle tea strainer medium bowl useful size at only 5c



50 foot clothline rope braided white cotton big value at this price 10c



A big lot to choose from all the popular styles and weights price 25 to 50



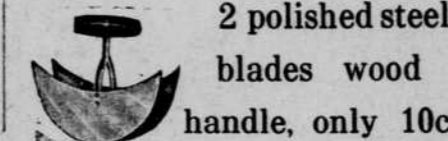
Men's cloth gloves bleached cotton flannel gloves big value at 3 For 25c



Men's Hosiery A splendid lot of men's half hose including various styles and colors, rare values at the price per pair 25c



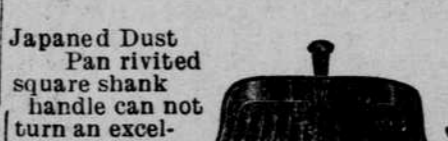
Star Tumbler Extra heavy full size, smooth edges, 3 genuine cut stars, a splendid value at 10



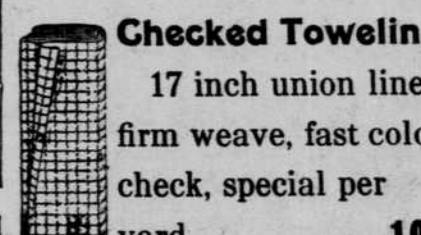
2 polished steel blades wood handle, only 10c



Solid Babb Scrub Brush a good grade now 25c



Japaned Dust Pan riveted square shank handle can not turn an excellent value at 10c



Checked Toweling 17 inch union linen firm weave, fast color check, special per yard 10c



Bargain in Back Combs, good quality plain and fancy combs a number of styles to choose from, 10c



Hair Brush several style 25c

Groceries

- 100lbs best gr'd sugar 5 95
 - 100lbs Chicken grit 90
 - 2 cans Tomatoes 25
 - 2 cans peas 25
 - 1 doz good lemons 30
 - 2 box grape nut 25
 - 2 Cream Wheat 25
 - 3 Post Toasties 25
 - 3 Egg-O-See 25
 - 6 bars flake white soap 25
 - 10 bars polo soap 25
 - 10 bushel apples \$5 00
 - 50 to 60 Santa Clara Prunes 10
 - Crohn Raisins 3lb for 25c
 - 11b seedless Raisins 10c
- Do not be swindled, as we can always save you money

Men's Sheep Lined Duck Coats

No 101 Sheep lined brown duck coat, made from heavy brown duck with sheep skin lining throughout, collar faced with drab corduroy, sleeve wristlets automobile fasteners, double sewed seams. average length 31 in., our price \$2.90.

We claim this is a better coat than Sears Roebuck advertises at \$2.98, you can find this coat on page 517 no 41K400 the cost of this coat to send for it, charges 75c Postal money order 5c Letter, envelopes, stamps 5c

Send money in advance wait three weeks coat in Chicago \$2.98 The cost of this coat will be \$3.88 The price of ours \$2.90 and you see what you are buying before paying and we guarantee ours to be first-class goods.

Here is a coat that Sears Roebuck advertise at \$4.95 Chicago, you will find this coat in their catalogue on page 517 no 41K421, only that ours has the automobile fasteners, and theirs is those cheap loops, the automobile fasteners costs 15c more than the loops does.

The express on this coat from Chicago 75c Postal and money order 5c Letter, envelopes and stamps 5c Send money in advance, wait two or three weeks for the coat to come, price of coat in Chicago \$4.95 The cost of this coat delivered in Loup City \$5.80 The price of ours and you can see it before buying is \$4.75

Here is another coat that Sears Roebuck advertise at \$5.95 Chicago, you will find this coat on page 518 no 41K436. Now add express charges to it 75c other expense 10c and coat in the first place \$5.95

Total \$6.80 The price of ours is \$5.00. Does it pay to send away for goods? LOUP CITY MERCANTILE CO.

\$2.48 Men's Duck Coat Blanket Lined Men's brown duck heavy blanket lining throughout, body and sleeves, collar a 6 in. beverette, knit wristlets, length of coat 33 in., leather stayed pocket, weight of coat 2 1/2 lbs., we will guarantee this coat to be as good as any coat any mail order house sell for \$1. more

If You Are Looking For Bargain

Be sure to read everything on this page and profit thereby

Loup City Mer. Co.