

Knock Down Sale, During January, '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 **39c**

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 with bib **35c**

INFANTS HOODS

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

Face Cloth

Good size bleached terry face cloth **5c**

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**

Vegetable masher

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

Dover Egg beater

dur-ing this sale only **10c**

Handle tea strainer

medium bowl useful size at only **5c**

60 foot clothesline rope

braided white cotton big value at this price **10c**

Women's, Misses and child ren's hose support

rs, elastic web top, non elastic bottom rubber post button, in black and white only **10c**

Some splendid values in men's fleeced underwear in gra

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

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 **15c or two pair 25c**

Cut Star Tumbler

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

2 polished steel blades wood handle, only 10c

Solid Babb Scrub Brush

a good grade now **10c**

Japaned Dust Pan

riveted square shank handle can not turn an excellent value at **10c**

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

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**

Checked Toweling

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

Bergain 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**
- 2 Crown Raisins 3lb for **25c**
- 1lb seedless Raisins **10c**

Do not be swindled, as we can always save you money



Men's Suits

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

\$6.95
No 806 Men's Tan Corduroy Suits, tan narrow wide 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 freshman 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**

36 inch wine blue sergo 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

1.00	45c
1.25	85c
1.50	98c
1.75	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 satisfactory wear, this is soft and downy goods that are absolutely fast colors- These outings were 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. **Our Price 9c**

Men's and Boys Glove

All our men's and boys mitts, leather lined, regular **75c** and S.L. 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**

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 fastners, 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 fastners 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 5 1/2 lbs., we will guarantee this coat to be as good as any coat any mail order house sell for \$1. more

Chipped beveled edge plate glass

good size, special price **50c**

If You Are Looking For Bargain

Be sure to read everything on this page and profit thereby

Loup City Mer. Co.