

Nebraska - Mercantile - Company's - Department - Store.

Opening Sale of SPRING MERCHANDISE!

Special showing of New Spring Goods at price values never before equaled. We invite you to see our Complete Stock of New Goods. NEW SPRING CAPES and JACKETS, NEW DRESS SKIRTS, NEW SHIRT WAISTS. All our '98 models have a pronounced individuality--even the most moderate in price possess that hang of the skirt, fit of the waist and dainty effect to meet every requirement of Modern Fancy. We have received our New Spring Line of Carpet Samples, Ingrain, Tapestry Brussels, Body Brussels, and Wilton Velvet Brussels Carpetings. We invite you to come and see them if intending to purchase a new carpet as we can save you money.

New Wool Dress Goods.

We invite you to see them. They are very nice this season and the special values we have in them will interest you.

Black Dress Goods, for Skirts, full line from 12 1/2c per yard up to \$1.25 per yard.

New Mohair Fancies Plain Mohairs, Serges, Whip cords, Henriettas, Brocaded Jacquards, Coating Serges, etc.

WASH FABRICS.

New spring line of dress wash fabrics in Prints, Percalines, Salesia, Tailor Made Suitings, Zephyr Ginghams, etc. Handsome new patterns at bargain prices.

New Percalines, at 5c per yard and upward.

New Zephyr Ginghams, 8c per yard.

New Tailor-Made Suitings, 12 1/2c per yard.

Garner New Turkey Red Figured Calico, 5c per yard.

Simpson's New Black and White and Silver Grey Calico, 5c per yard.

American Indigo Blue Calicoes, at 5c per yard.

Also Special Bargains in Other Calicoes 3c, 3 1/2c, 4c and 5c per yard.

New Teaseldown Outings, Handsome Patterns, 8 1/2c per yard.

Table Linens.

Special values at 15c, 18c, 20c, 25c and upwards to 75c.

New Lace Curtains,

at 25c, 35c, 50c, 75c and \$1.00.

5-foot Curtain Poles With Brass Trimmings, at 25c each.

Mushns.

Bleached Muslin, at 3 1/2c per yard. Also special values at 5c, 6c and 7c per yard.

Yard Wide Fine Unbleached Muslin, at 4c per yard.

Yard Wide Cambric Muslin, at 8 1/2c per yard.

New Embroideries and LACES,

at 1c per yard and upwards.

Special Bargains in Ladies', Misses' and Children's

HOSIERY.

A SPOT CASH TRANSACTION.

Ladies' and Children's Muslin Underwear.

A leading manufacturers entire surplus stock. Sacrifice prices throughout the entire line.

Night Gowns, Chemise, Drawers, Skirts, Corset Covers, Children's Slips, Dresses, Etc.

The manufacturers tell us orders have been slow. They are overstocked--invite us to help them. This is our way of doing it--wish we had more! You will wish the same if you neglect to share--while you can--in this

Gigantic Bargain Opportunity.

LOT No. 1, 12cts.

Weary mothers may rest; you pay for the material only; We give away the work.



LOT No. 2, 17cts.

The Same story; the cloth and trimmings cost more than we ask for the completed garment.



LOT No. 3, 29cts.

TAKE AS MANY AS YOU WISH AT THIS PRICE, EXCEPT GOWNS.



LOT No. 4, 59cts.

On our regular market we would jump at a chance to buy some of these at \$6.00 per dozen.



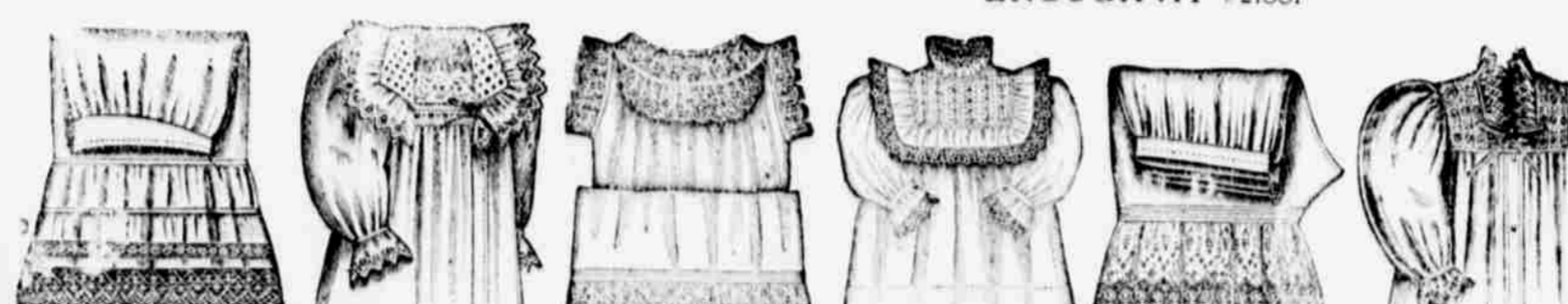
LOT No. 5, 83cts.

Here are goods worth \$1.00 to \$1.25 and the buyer saves the Price of a dinner.



LOT No. 6, \$1.11.

GOOD ENOUGH FOR A QUEEN; CHEAP ENOUGH AT \$2.00.



Men's and Boys' Clothing.

We have received our new spring clothing. We invite you to come in and see them. We can save you money in making your clothing purchases.

Special bargains in Boys' Knee Pants, at 15c and up to 50c.

Boys' Hats, at 25c and upwards.

Men's Hats, at 50c and upwards.

New Spring Styles and special bargains in

Men's Neckties, At 10c, 15c and 25c.

Special values in Men's Shirts, at 25c and 35c each.

See our new line of Men's Pants, at 85c and up to \$2.00 per pair. They are the best values ever shown in Red Cloud.

In Our Grocery and Shoe Departments.

This week we have a dozen or so eye openers for those who don't know our way of selling groceries.

Try a sack of our Warranted Flour. It is the best in town.

SHOES!

We can save you money on shoes. Our stock of Ladies, Men's and Children's shoes is very complete with extra good values.

Special in Men's Vici or Colts Shoes in lace or congress at \$1.98 per pair. These shoes equal the most \$3.00 shoes.

Children's Shoes, at 25c per pair and upwards.

Ladies' Shoes, at \$1.00, \$1.25, \$1.35, \$1.50, \$1.75, \$2.00, \$2.25 and \$2.50.

Special Bargains On Our 10c Counter. It will pay you to see them.

NEBRASKA - MERCANTILE - COMPANY.

ALFRED HADELL, MANAGER, RED CLOUD, NEBRASKA.