

### Dress Goods.

It matters not whether you want Henriettas, Melrose, Venitians, Serges, Silks or Satins, or anything that was ever made in the Dress Goods line. We carry nothing but fashion's latest, and they will go at prices ranging from 9c up to 98c. absolutely worth two or three times these prices elsewhere. We have been buying them direct from the men who made them, and they are going out to you at the most ruinous prices you ever saw. In fact, we believe you will be down and buy a half a dozen dress patterns for yourself and girls, because such an undertaking was never attempted before in this city or surrounding country. High Carnival will reign throughout the entire store. Our cash gathering must come and it must come fast.

### Biggest Ribbon Sale Ever Held in Plattsmouth.

Saturday morning we will have on sale an immense quantity of ribbons just received from the manufacturer. The lot consists of everything from the dainty little wash Under-muslin ribbon to the wide, stately, sash ribbons. These ribbons are worth from 10c to \$1.00 a yard. There's Silks, Satins, Taffetas, Crepes, Printed Warps, in fact, every kind of new and up-to-date ribbons that have been manufactured in the last six months, and they go at prices ranging as follows: 3c, 4c, 6c, 7c, 9c, 11c, 14c, 19c, and up to as high as 38c.

### Creating Corset Excitement.

Squeezing corset prices. Such prices as we will make during the next thirty days will do the work, for certainly no sane person will pay twice the prices elsewhere that we ask them for the same quality.

### A Surgical Operation Has Taken Place in Coats, Skirts and Waists.

We have cut the prices so deep that they are not recognizable, and now they are yours, if you get here in time.

No sentiment attaches to our Lace Curtain Business. The most beautiful Lace and Tapestry Curtains in our collection is to us simply a piece of merchandise, bought at so much to be sold plus our usual low percentage of profit. It may be worth hundreds more dollars in the eyes of the connoisseur, but this doesn't tempt us to mark it higher than what we consider a fair price based on its cost. This is why you'll find our Lace Curtains and Tapestry Curtains, or any other kind of a curtain so low in price. We buy them direct from the manufacturer. Don't forget to ask our salesmen to show you our Lace Curtain Department the next time you are in our store.

### All Hosiery Cut to the Quick.

See the line of ladiea' hose at 4c 6c, 9c, 11, and up to 19c that have no equal, and if you need hosiery, it is a certainty you will come to us to get it, because you can buy them cheaper than you ever did before.

### Table Linen Tips.

If a factory in Ireland had failed and given us these goods, we could not sell them cheaper. Buy your linen supplies now, for you'll not be able to buy them so low again.

### Men's Suspenders Here.

They will cost you less than boys' suspenders elsewhere, and Rockford socks will go to all the people at 4c per pair, and you get the benefit.

### Work Shirts and Dress Shirts

For men, worth 50c to 75c, the Coates Dry Goods Co. has cut 'em loose at 30c. Dress shirts that are sold the world over at \$1.25 to \$1.50 will be on sale here during this Cash Getting Carnival at 98c. Men's driving gloves and Men's working gloves will be included in this sale.

### Men's Hats and Caps

Come in for their share of these. We have a great stock. They are brand new, just bought from the wholesale market, and the prices on these goods will be slaughtered with the balance.

### Ladies' Coats, Jackets and Cravanettes!

We will talk of these because we are going to talk them at prices never seen or heard before. We have one lot of Ladies' Coats at \$4.98, absolutely worth double that in any other store in this town. We have another lot of Ladies' and Misses' Jackets or Cravanettes at \$6.98 that are a great bargain at \$10.00 to \$15.00. Come in and see them.

### Calicos and Gingham!

All Calicos and Gingham will be cheaper than dirt. With us it is Cash we want, and we want it good and plenty.

### Underwear! Underwear!

We are going to talk Underwear, because we are going to talk direct from the shoulder. An immense line of Ladies' Underwear at prices that speak out in great, big, plain figures. In other words, many garments in this house, you can buy two for the price of one elsewhere. Men's Underwear come under the same ban. We have it in all weights and prices, but our prices are always the lowest.

## The Overcoats

we are going to sell at \$2.98 will cost double that in any other store in this town at \$15.00 to \$20.00. The Coates Dry Goods Company bids you welcome under the roof of their big store, and that means it is a welcome that comes from the bottom of their heart. We want Cash and we want it quick. We want to part with our Clothing and Overcoats, Men's Hats, Etc., and we want to part with them quickly. We are going to sell these Overcoats, and at such prices as have never been heard of before in this city. In fact, Clothing bought here costs you a mere trifle. You will hear some of the other merchants say we are giving it away, but we cannot help what they say. If you want anything in this line, you will certainly be here and buy half a dozen suits and fit out the whole family.

### A FEW DON'TS

Don't wait too long, don't be skeptical, don't miss this opportunity, don't fail to tell your friends, don't hesitate to come, don't over-buy yourself, don't be broke next week, don't miss the place, don't kick and crowd, don't get mad if someone tramps on your corns during the rush for bargains. Don't ask us to take back or exchange goods on Saturdays; we cannot do it, too busy.

Attend the Big Closing Out Sale and Bargain Carnival such as was never attempted and carried into effect in this city. Lay in your supplies. Now we say when the doors open here next Thursday morning, "We Bid You Welcome." You will find gentlemen at the front doors and at the side door welcoming you in as never before. Everything is on display. Nothing in reserve and nothing in this house but what costs you considerably less than elsewhere, and you will find the most courteous set of clerks that ever stood behind counters in this city.

All we can say to you is to come and attend this Carnival that commences Thurs. March 12, and ends Mon. April 13 at midnight.

## 25 to 50% Reduction on Men's Finest Clothing.

Special opportunities for the next Thirty days, to save money on clothing. Thursday, March 12, is the beginning of a great special reduction sale in Men's Fine Clothing and Furnishings. A great opportunity to buy new and up-to-date clothing at a great saving in price.

Several thousand men's strictly all wool suits, made by one the foremost makers in the country, who personally guarantees every garment he produces, for style, fit, quality, durability. These lines were made to retail at \$20. Special during this sale \$14.50.

Men's fancy worsted trousers cut in the smartest styles and offered on scores of patterns. These are actual \$4.50 grade, special sale price \$3.50.

Special attention directed to our great stock of Men's suits retailing from \$7.00 to \$15.00, as large and fine a display as any house ever attempts. The work of America's greatest clothing makers, a fit garment for any man of taste.

It is your dollar you have got, and it is the duty you owe yourself and family in these times or any other times, to place them where they will go the farthest. Remember you should have mansions instead of building them for the other fellow, and here is the opportunity you have to commence saving in buying merchandise from us during this sacrifice closing out carnival.

The whole house is topsy-turvey; everything is rearranged. There never was such a change in any store in this community.

The big red tickets will be on them so your child as well as yourself can come here and buy them with safety. Remember that any item got in this house that does not meet with approval, and is not off a bolt, can be returned and your cash will be cheerfully refunded to you and no questions asked. No goods will be charged and nothing will go out on approval. It is all cash with us, and if you get what you don't want, return it and get your money back, provided it is not off a bolt. No goods will be taken back or exchanged on Saturdays.

### House Furnishings.

You will find The Coates Dry Goods Co. The Poor Man's Friend and everybody's friend, and if you want Oil Cloth, Portieres, Lace Curtains, Blankets, or anything you ever heard of in the House Furnishings Line, you will be down here to buy it because you can buy it cheaper than you ever did before. We propose to offer such unheard of buying chances during this sale, as to make competitors tremble and buyers smile. Don't wait until the last moment to do your trading.

### Wool and Cotton Blankets.

All come in for their share and of these we have a great stock. They are brand new, just bought from the wholesale market and the prices of these will be slaughtered with the balance. Buy them now and you will certainly feel ever thankful to us for having called your attention to it, for surely you can make use of several of them before the winter is over.

### The Shoe Sale.

Shoes for the men, shoes for the boys, shoes for the ladies, shoes for the girls, and it is a certainty we won't forget the babies, because it is going to be shoe day down here every day, and if you ever did want anything in your life, it is shoes, because you are in them more than half of your life. If you want shoes, you will certainly be here to buy a dozen pairs and fit the whole family out.

Silk Petticoats. We are going to show you in plain words that you will find here an absolute saving of 50c to \$2.27 on every one in this house to what you have been paying for them elsewhere. Our \$1.49 specials are the biggest values you were ever offered for \$3.00 to \$4.00 and the specials at \$1.98 are worth double. To make matters worse, so long as there is a spool in the house, you buy 10 spools of the best Machine thread for 10c with every purchase of \$5.00 or over, or, if you prefer, you can buy 10 yards of the best calico for 10c with every purchase of \$5.00 or over.

FREE! FREE! FREE! We will give a skirt free to the first lady in the store opening morning.

Remember we are not in a trust or combine against the common people and never will be. We are with the common people; we always have been and always expect to be, and if you want THREAD OR CALICO, it is a certainty you will come to us to buy it.

### Oceans of Notions.

Notions will be lined up from one end of the house to the other. The big red price mark will be on them, so your child can select as well as yourself. The whole store is ablaze with bargains. During this Carnival, you buy two papers of pins for one cent, and the famous hooks and eyes that you have been paying 5 cents for, you buy them here during this Cash Getting Carnival at 2 cards for 1c.

And we will not wind up our talk until we tell you about the finest line of

### Ladies' Furnishings

of all kinds that was ever in this city. And we believe you know it. There are hundreds of articles including, Muslin Underwear, Summer Underwear, Gloves, Belts, Hose Supporters, Hand Bags, Purses, Kimonas, Ribbons, Dressing Sacques, Golf Jackets, Fancy Combs, Collars, Etc., Etc., and they will cost you less money than other fellows get for what they have been carrying for the past two to ten years.

# COATES DRY GOODS CO.

## PLATTSMOUTH, NEBRASKA.