

A WONDERFUL WORK WENT ON HERE

# LAST THURSDAY

The House was piled full of People from one End to the Other. The Whole City was Awake to the Situation.

## Clothing!

The way they took clothing out of here the last few days was the Wonder of the Age. The cheap, shoddy Clothing cuts no ice now, as people can buy clothing here that is up-to-date at about what the other fellow charges for what he has been carrying for the past Two to Twenty-five years. We have got Thousands of dollars worth of it, and it is going out to the people at the most ruinous prices ever placed upon fine goods in this city. If you want a single item in the Clothing line, remember that you must be here to this big Carnival to get it, as such an opportunity was never offered you before in your life. The same thing applies to every item in this big store. One price or a Hundred, you can find just what you want, and at the saving from 50 to 75 per cent. It is facts in cold print. Why not wake up, take your medicine and buy yourself the new suit and overcoat which you have been promising yourself for so long. If you are going to get married, why not come down here and buy your clothes and save enough money to buy your furniture, cook stove and all. If you are not going to get married, you want to buy them anyway at the prices we are selling them.

IT was a Carnival, but a Carnival of real Merchandise, such as Plattsmouth never saw before. This store never had a bigger jam and never will have. It would be impossible for them to get on the inside, although we expect them to be standing on the outside with the inside full in the next few days. In fact, we would like to have this house over-run each and every day in this Thirty Days Closing Out Sale. It commenced for thirty days last Thursday, March 12th, and winds up Monday, April 13th, and nothing brighter under the canopy of heaven will ever visit your city than this great Closing Out Sale of the Coates Dry Goods Company.

## The People Get the Benefit!

We cannot help what these war priced vets say, it is the time on the other fellow, and it is time on ourselves. The sale has just fairly got started. The crowds are surging to and fro, and the only thing we lacked was 25 or 30 salespeople, which we promise to have here by next Saturday, so you can get waited on without having to wait so long. We ask you to bear with us—be patient. Not one item will be held in reserve, and that kind, courteous treatment that you received Saturday, Monday and Tuesday will be repeated here each and every day, only we are trying to do better. We are bidding you welcome under the roof where this great sacrifice sale is now in full blast.

WE ARE STILL TALKING....

## SHOES.

WE ARE PILING OUT SHOES we are putting more of them in baskets, bins, on the counters and convenient places for you to look them over, where you can examine each and every pair. You will see that stamp here on them made by honest hands, and we believe we are telling the truth when we say to you that you can come to very near fitting the whole family out in shoes, for what you pay for one pair elsewhere. It is the most golden opportunity that ever visited Plattsmouth—since the first time she came on earth. All Israel weeps but they weep alone. Jones Pays the Freight and the People Get the Benefit. Whether it is shoes you want for your wife, your mother, your daughter, for your sweetheart, the babies, or anybody, they are here for you and they are here for you at prices that are talking out loud.

## The Hosiery

we are selling to the Ladies at 5c, 6c, 9c, and 11c has set competition wild. They don't know where to lay their hands. They are weeping but weeping alone.

## Remember, Remnant Day is Friday, M'ch 20

## Dry Goods.

Did you see the crowds that gathered around the Dress Goods Counter, looking over the latest wares, the latest designs, where nothing but fashion's latest is shown, and see them buying right and left on all sides? Everybody was picking out patterns. They were wrapping them up like chain lightning. What was the cause of it? It was simply buying dress goods at half what the other fellow sells them at. 25c and 50c goods for less money than they ever saw them sold at, and the 25c kind went out like chain lightning, cheaper than dirt. We have them up to \$2.00 and \$2.50, what the other fellow sells them at, but here they cost a little more than half.

Such tiny prices as these are what brings you to our Ladies' Coat Suit and Skirt Department.

The New Ladies Coates, Suits and Skirts come in grey, brown, blue, mixtures, plaids, checks, stripes, etc., excellently tailored throughout, worth from \$8.00 to \$15.00, your choice of the lot for this week, \$4.98 to \$7.49. Did you ever hear the like? It is the hottest shot ever put out in this town. We are cannonading all along the line, pouring cannon balls into the enemy at a fearful rate, for with us it is unload now, now later.

## We Are the People Who Are Behind the Gun!

We are directing each shot and they are shooting into the enemy's camp at a fearful rate. It is coming to all the people's gain and not the very few. THE FARMER and THE WORKINGMAN have heard of it, and they are sending word to their friends and neighbors for miles around. You have been paying 50 to 100 per cent profit to these mansion dwellers, but the Coates Dry Goods Company has come to your relief, while others say, it is their loss.

### The Handkerchief Sale

Has eclipsed all former events of our lives. The penny once went out like a house afire. The 2, 3, 4, 6, 7 and 9c ones have set them all agog, and the 11c kind and 14c kind are the beauties of this man's town. Everything in the cotton goods line, everything in the Muslin line, as well as in the grocery line, all go in this 30-days unloading sacrifice sale.

### Ginghams

Cost but little, if anything, down in this big store. The best machine thread is sold by us at 10 Spools for 10c with all purchases of \$5.00 or more in this house. We are still selling Pins at 2 papers for 1c. You will want some of them. We believe you will be down and look over some of fashion's latest in our Dress Goods Department.

### All Kid Gloves and Wool Gloves

all socks, suspenders, neckties and everything in the Furnishings line go out at the most ruinous prices ever placed on counters in this city. No matter what you want, you will be down to the Coates Dry Goods Co. to get it. IT IS A HOT TIME IN THE OLD TOWN NOW.

### Overalls, Work Shirts and Dress Shirts

Everything in this line is pretty nearly cut in two.

### Dress Goods! Dress Goods!

25 and 50c Goods go for less money they ever saw them sold at, and the 25c kind went out like chain lightning—cheaper than dirt.

### Underskirts and Petticoats

Come under the same ban at the lowest prices you ever saw. They are coming in carriages, wagons, any kind of vehicles, on the car, afoot, or anyway—you will be welcome in this house. You don't have to have silk stockings on to buy in this institution; this store was erected for the masses and not the classes, and the farmer and the workingman will always find this store a place of welcome to him and his family.

### Suit Cases and Valises

Such prices as these make it possible for you to enjoy the convenience of housing your trinkets where you will always know where you can find them. Come and look over our comprehensive assortment.

The whole shooting match in the Notion Department

is on sale. Baskets are full, shelves are full, and counters are full. The whole business is before you; commencing with needles, going down to pins, walking up the line and picking up bargains everywhere. Whether it is ribbons, embroideries, corsets, kid gloves, laces, neckwear or wrappers or anything you ever thought of in the notion line, we have them at a saving to you and your family of 10 to 50 per cent.

The distinct understanding of all the people is before you in great, big, plain letters. At each of the front doors and at the side doors, we bid you welcome; and anywhere under this roof, it is a certainty you are welcome. We want to show you what a dollar will do.

### Millinery! Millinery!

We offer this fine assortment of millinery at the special prices of 39c, 49c and \$1.29. Every hat is desirable in style and quality—every hat is a seller. Our assortment of hats is splendidly selected to give the best range of styles, materials and color.

### The Notion Counter

Is piled jam full of goods. It takes up an immense amount of space in here, but we are proving to the people that 9c here in Notions will do the work of 15c elsewhere.

# The Coates Dry Goods Co.,

Plattsmouth, Nebraska.