

The Third Week is Here

AND FAST PASSING INTO HISTORY

The work is going on like chain lightning. The very city is awake! And the walls are shaking from center to circumference in the eyes of the other fellow. He never saw the like—he can't understand why the crowds are all centering to one spot in this city. He never dreamed but what he was the big bee of the town. He thought he was the whole cheese, but he found out there are others, and more to follow. The Carnival is going on; it is going without a break. They tried to break through the lines, but found it a pretty hard thing to do. The Coates Dry Goods Co., has made the prices and sent word to the farmer and the working man, and they responded nobly to the call. He was not deceived; we never practice it in our business, and we are not going to practice it today.

COME

We believe you have heard of it by this time, or have been here and got some of the bargains, and will be back and get some more of them. And we believe that if you have not been here you are making arrangements to come and help us make the last days of the Carnival the greatest of them all. We are now shouting loud; we are talking from the shoulder; we are talking to get the dollar, and at the same time we are talking to give more for your dollar than any other man ever gave you in this city.

**Down Go the Millinery Prices
AND OUT GOES THE GOODS!**

It would be impossible for them to remain long at such fabulously low prices. You never in all your life saw such little bits of prices on desirable millinery.

The Clothing Department!

We are still hammering away in the Clothing Department, and every man, woman and child in this city, in this county, we believe, is now talking for the Coates Dry Goods Co., the bargain givers of this country. They know the prices here, they know the treatment they get, and they know the quality of the goods. They know they never had the opportunity of buying anything better. They know they are getting the newest that comes from the mills. They know our Clothing is up-to-date, where taste and skill are required to make them, as we do not purchase anything here that goes through the sweat shops of New York and down in the New England States—we buy them where expert tailors do the work; you get the benefit of our knowledge of buying, and the best maker's judgment in making. When you buy of The Coates Dry Goods Co., whether it is for yourself or the boy's, here you can buy what you will not be ashamed of when you go out in society.

Men's and Boy's Sweaters

Men's and Boys' all-wool Sweaters, in all colors. Extra heavy neck and cuffs. A garment we sold for \$2.00, a closing out price only 69c, 79c and \$1.49.

SHOES

are something that should attract your attention. We have often said, you stand in shoes over half of your life. We believe you know it. Then you want something that is serviceable and durable, and you want to get them at a reliable institution, where their guarantee is good to you. We have got the water proof kind; we have got the dress-up kind, and you will buy any pair in this house for less money by \$1.00 to \$3.00 than you have ever bought shoes in this town or any surrounding town. It is shoe day down here every day until the midnight hour of Monday, April 13th. No matter what you want in shoes, you now have the opportunity of buying them here at prices that would absolutely make the sheriff ashamed if he were in charge.

-:- FRIDAY, APRIL 3, will be Remnant Day! -:-

Table Linens and Napkins!

Come, gather in some of the big bargains that only await your coming. We sold more Table Linens and Napkins in the last three weeks than we ever sold in a year before in our lives, and we sold them at but little more than the cost of oil cloth elsewhere. We have all kinds. We have the white, the brown, the red check and the blue check, the red stripe and the blue stripe; in fact, we have any and all colors you want, and in most every case, we can give you Napkins to match. If you haven't been here and loaded up with Towels and Crash, it is a certainty you want to come and look the situation over, as you never had an opportunity to pick up toweling and crash at the prices we are making on it during the Carnival.

Dress Goods Department!

We are still hammering away in the Dress Goods Department, and each and every lady in this city, in this county we believe, is now talking about The Coates Dry Goods Co. They know the prices here; they know the treatment they get, and they know the quality of the goods; they know they never had an opportunity of buying anything better. They know they can look like fashion plates, and come here and find what the fashion plates tells them about. They don't have to be satisfied with one or two kinds, but they can find most anything they want here.

\$25,000 Worth of Goods!

We had over \$25,000 worth of goods that we wanted to sell out to the people, and we sent word to all of them; we did not pick out the chosen few. We leave it to one and all how well we are disposing of them, and we do not believe there is a man, woman or child with in the borders of this country but what will vouch for it, that the people are centering at The Coates Dry Goods Co., the bargain spot of this city. They are buying, they are not just looking around, but are taking away bundles and arms full. They are asking their neighbors to help carry their loads.

The Sheeting

we are selling the 9-4 and the 10-4 kind, made by Mr. Pepperell and a few more gentlemen from away down east. You buy here at from 10 to 25 per cent less than you have been paying for them elsewhere. The LL muslin, all unbleached muslin, stacks of bleached muslins, a yard wide goods elsewhere. No matter what you want, whether it is a small item or whether it is a large one, if you will come down here and look over our institution, you will find them.

The Little Wares!

Notions, Hosiery and Handkerchiefs are all moving out with lightning rapidity, and the Silk Sale has eclipsed all former events in this big store. Silks here cost but little more than others get for cotton. It is pretty plain talk, but it is cold facts.

Suit Department!

Such tiny prices as these are what brings you to our Men's and Boys' Overcoat Department. Suits come in plain, blue, brown, gray mixture, Scotch and fancy mixtures, hair cloth, padded shoulders and self retaining fronts, excellently tailored throughout, worth from \$8.00 to \$15.00—your choice of the lot, (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—not later.

It's Up to You!

Will you come and partake of the many thousands of bargains that still await your coming? No matter what you want that is kept in a clothing store; no matter what that is kept in a dry goods or a shoe store, it is a certainty that you can come down here and save 50 to 100 per cent on almost every item in this house. Few times on earth do you have the opportunity of going in and buying at prices such as have been made here for the past fifteen days, and will be made until the final wind-up of this Great Carnival.

Trunks and Suit Cases!

We want every man in Plattsmouth to come and see the bargains we offer. Look the list over. Every item a money saver.

Gloves, Hosiery and Underwear!

All Gloves, Hosiery and Underwear are going like chain lightning. Seeing is believing. The world loves a man for what he does, and not what he says, and they appreciate him much more when what he puts in print, he delivers to the people. Any item you find advertised, you will be able to come here and get it, if you want it. We don't stop half way when giving the people bargains. With new methods, new ways and new prices, we are going to make this store the penny saving store, as well as the dollar store for all the people. We are just the plain, common kind of people ourselves, moving along, doing the best we can, inviting you in, trying to treat you right when you are here, asking you to come back again and just make our store your home.

Ladies' Ready-to-Wear Goods!

A display never before equalled in Plattsmouth. The Coates Dry Goods Co. has never shown a more complete display of Ladies' Skirts, Suits, Waists and all Ladies' Ready-to-Wear Goods. A splendid display of colors and designs, all of the latest cuts and patterns. The best line on the market today, and going at ridiculous prices. By attending this Carnival you will be able to dress better than ever before for less money. Come in and see us.

The Spring Underwear!

The Spring Underwear we are selling is attracting a wide-spread attention, and now is the time you should avail yourself of getting such big bargains in the quality of goods we carry. So come early and stay late.

THE COATES DRY GOODS COMPANY,

Plattsmouth, Nebraska.