

No man or woman can afford to miss this golden opportunity. The cleanest, choicest good stock in Plattsmouth to be sold at such quoted prices, some goods going at less than onehalf of its value. To save dollars upon dollars, read this adv. carefully and remember no matter how ridiculously low the prices look they are not exaggerated. Come in and see for yourself. Remember the prices in this aav. go into effect, Saturday, January 10.

## COMMENCING

## MEN'S AND BOYS' DEPARTMENT

### SUITS AND OVERCOATS



Men's and Young Men's Suits and Overcoats, nicely made, and sell regularly for \$8.50-Pubfor \$8.50—Pub-lic Sale price.....4.95

Men's and Young Men's Suits and Overcoats. elegantly made of mixed wool materials, sells regularly at \$10 and \$11 During this Public Sale, at.....

Men's and Young Men's swell all wool worsted suits and all wool Chinchilla Overcoats, sells regularly up to \$15—Public Sale price.....8.95

Men's and Young Men's swell Suits sold regularly up to \$18.50 up to \$18.50 Public Sale price. . **9.95** 

Our highest priced Suits that sold regularly up to \$28.50—in two 12.85 lots, \$14.50 and

#### MEN'S SLIP-ON RAINCOATS

\$7.50 Rain Coats. . \$4.98 \$14.50 Rain Coats \$7.95

Young Men's all wool blue serge suits, Norfolk style, worth \$8 Public Sale price. . 4.95

Boys' Overcoats, worth up Public Sale price . 2.29

Boy's Overcoats. swell all wool chinchilla, elegantly made, sold regularly up to \$8.50-Public \$8.50—Public **4.98** Sale price......**4.98** 

Boys' Suits worth \$3.50 to \$8.00, in three lots-Lot 1 Lot 2 Lot 3 \$1.98 \$2.98 \$3.98

Never before have the people had the opportunity

to buy such new high grade merchandise at such ruin-

ous prices. It will be the greatest upheaval of bargains

within the walls of this city since she came on earth.

The whole town will be awake. We propose to pour

out to the people in the next 60 days beginning at 9

o'clock sharp, Saturday, Jan. 10, \$20,000 worth of sea-

sonable merchandise at public sale regardless of cost.

#### Men's Sheep Lined Coats

\$6.00 Sheep-lined Coats during this Public Sale \$4.19 during this public Sale price ... \$4.98 Moleskin coats, sheep-lined extra long \$9.00 values-Public Sale price.... Reversible duck and corduroy, can be used for hunting, \$4 values Duck Coats with heavy blanket lining, worth \$3.50 Public Sale

#### Men's Gorduroy Pants

\$2.95 Corduroy Pants, during this Pub-

### Gloves and Mittens

\$1.50 Men's Mittens and Gloves, Public Sale price .....

#### Men's Hats

Men's \$1.50 hats Men's \$2.00 hats Men's fine \$3.00 \$1.60

#### **Rubbers** and **Overshoes**

You will buy them cheaper here than any place else

### Men's Furnishings

1.25 Men's Winter Union Suits ..... 1.75 Men's very fine Dress Shirts . . . . . . . Duck sheep lined coats in All men's Flannel Shirtsgood lengths, \$7.00 values, worth 1.25 and 1.50, two big lots, to close them out .... 93c & 79c Men's Fine dress shirts worth 1.00-Public Sale Mens heavy sweater roll collar coats, worth 75c, public Sale price .... ... Men's Wool Mixed Sweater Coats, worth 1.75 Public Sale. ..... Men's Wool and Worsted Sweater Coats, sold regularly for from 2.50 to 6.50, must be sold, and they go in two lots—at 1.45

#### Men's Trousers

1.50 Men's Good Make Pants, all good patterns and 89c odd sizes, at ..... Men's Fine Make Pants-a very nice assortment to select from, worth up to Men's Trousers made of fine worsted, all new patternsworth up to 3.50 4.00 and 4.50 \$2.48 Men's Trousers ... 6.00 Men's \$3.39 Trousers . .

### Trunks and Traveling Bags

We are making a big cut on this class of goods

#### Men's Suspenders and Ties

Mens Ties and Suspenders

15c to 21c

Men's Winter Caps

50c and 75c Men's Caps 29c

Men's and Boy's Shoes



Mens Shoes worth \$2.50 during this Public Sale at

#### 1.48 to 1.79

\$3 values at	\$2.19
3.50 values	
4.00 values at	.2.98
4.50 and 5.00 value	s 3.79

Boys' dress and high top shoes with two buckles worth 2.50 up to 2.85, Public Sale

1.93 to 2.28

The mammoth stock of Fanger's. mouth, Nebr., to be sold, regardle ous, stupendous, gigantic sale eve dising. The object of this sale is t moth stock of General merchandis Owing to the tremendous stock we compelled to offer to the public th merchandise at A BIG SACRIFIC

J. D. Rockefeller Says: "BUY WHEN I

## TAKE NOTICE:

you want to buy or not. Remember the opening day

# Store Closed Friday, Jan. 9

Ladies' Heavy White Outing Flannel Night Gowns

48c \$1.50 ladies' real fine

kid gloves \$1.09

Men's flannel shirts-39c

Men's Dress Shirts-25c

25c Men's Garters-

19c

75c Childrens' dresses sizes 2 to 14 years 39c

\$1.50 black Heatherbloom Petticoats

69c

Men's 35c Neckwear 21c

Samples of heavy bath towels-each 19e

9c

Men's good weight cotton flannel gloves

31c

Bleached muslin, during this sale, 10 yards 49c

from the bolt, yd.

Best grade of Apron Gingham, yard

61c Table Oilcloth, yard-

151c

Children's Flannel leeping gowns

39c One card pearl buttons

hooks and eyes pins, each 1 c

# This Sale Will Sta

AT 9 A. M., FOR 60 DAYS. CON

### Gloves & Mittens

**Outing Gowns** worth from 75c to 1.48

will go at 43c, 69c and 90c Ladies' and Children's

wint'r gloves & mitt'ns 10c and 19c

House Dresses Ladies' House Dresses

ranging

from 79c up

## FREE RAILR

Railroad fare reimbursed to all out-of of merchandise or over. Every article o regardles of cost, Saturday morning, Jan

V. ZUCKER, Manager