

SALE

JANUARY 10

9 O'CLOCK, A. M.

It is a duty you owe to yourself to investigate the values of this sale before making your selections. It is easy enough for anyone to spend their money, the real problem is to spend it wisely, judiciously and make every dollar buy the biggest and best values it can possibly secure. In this Public Sale you have a money-saving opportunity, such as is seldom offered. Come in and let us make these assertions good.

Department Store of Platts-
mouth of cost. The most marvel-
ous know in modern merchan-
dise to make room for the mam-
moth from Missouri Valley, Iowa.
We have on hand here, we are
offering \$20,000 stock of high grade

WHICH ARE FORCED TO SELL"

Will be conducted personally by M. FANGER
here to look after your wants, and welcome
your friends. Come in and see him whether
SATURDAY, JANUARY 10th.

to Mark Down Prices

Men's heavy fleece and Union Suits 39c	Ladies' Slip-on Rain- coats 98c	Coat's Machine thread Silk thread, spool 3½c
Net Safety Pins in hair pins, paper needles 1c	65c Ladies' large size Aprons, used as house dresses, three- quarter sleeves 39c	Outing Flannel night- gowns and petti- coats, worth 75c, at 39c
Netts, with elastic in 10c, public sale 4c	\$1.25 ladies' fleece lined union suits 69c	35c Curtain Goods, 36 inches wide, yd. 19c
Per towels, each— 3c	Men's handkerchiefs, card of pearl buttons, roll tape, yard of ribbon 2c	Girl's Muslin Night Gowns 35c
Men's fast color hose in black and tan, while they last 9c		Children's Gingham Rompers 38c

Saturday, January 10
EARLY AND AVOID RUSH

LADIES AND MISSES DEPARTMENT

Beautiful Dress Goods

Suitable for dresses, skirts
waists and children's dresses,
worth 85c yard
Public Sale **19c**

Wool Serges, Whipcords
and Novelty Dress Goods—
worth to 85c yard
Public Sale **48c**

All Wool Dress Goods, 54-
inch wide, worth to
1.50 per yard, at **79c**

Ladies', Misses' and Children's Shoes



Ladies' Dress Shoes—Gun
Metal, Velour, Vici, button
or lace, worth from 2.59 up
to 4.50—Public Sale at
**1.59, 1.89, 1.98
2.39, 2.98**

Misses & Childrens Shoes
from 50c up to 2.50, during
this Public Sale will go at
**20c, 39c, 79c, 90c
1.29, 1.39, 1.98**

Fur Sets

The extra mild weather
finds us with an enormous
stock of Fur sets which must
be disposed of at once.

Black and Gray Wolf Fur
Sets, worth 7.50
Public Sale price ... **\$3.98**

Black and Brown French
Coney Sets, worth
10.00, at **\$4.98**

Red Fox, Black Lynx, Brook
Mink, Marmot, etc., worth
up to 30.00, Pub-
lic Sale, 15.00 and **\$12.50**
Other Fur Sets for Child-
ren greatly reduced.

Muslin, Sheeting and Linen

Unbleached and bleach-
ed Muslin, yd. **5c**

12½c Muslin, bleached,
per yd. **9c**

15c Fine Muslin and
Cambric, yd. **9c**

9-4 Unbleached
Sheeting **28c**

9-4 Best Grade bleach-
ed Sheeting at **24c**

Sheets, 72x90
at **59c**

Good Muslin Pillow
Slips, each **10c**

12½c Toweling,
bleached, yd. **9c**

90c Bleached Table
Cloth, yd. **65c**

1.00 Pure Linen Table
Cloth, yd. **75c**

Ladies House Dress, Apron
Style, button all the way
down, made of good percale,
light and dark colors, worth
1.00..... **68c**

Ladies' House Dresses, worth
1.50 to 2.50, at 69c, **1.29**
98c and.....

Waists and Petticoats

85c Pretty Lawn
waists mostly white **39c**

1.50 and 2.00 beautiful
Waist in crepe voile and
sheer lawn, all newest styles
on bargain
table, sale price **95c**

Silk Messaline and fine
Shadow Lace Waists worth
5.50, all in one **\$1.99**

lot, each **\$1.89**

Pure Silk Messaline Petticoats,
worth up to 3.50
at **\$1.89**

Silk Messaline Petticoats,
all the new shades
included, worth
up to 4.50 **\$2.29**

Corsets

Latest model corsets, also
Madam May Corsets, worth
from 75c to 5.00—during
this Public Sale will go at
**43c, 79c, 90c and
up to \$3.45**

Staple Dry Goods

84c Apron Ging-
ham, per yard **53c**

12½c Fine French Dress
Ginghams, pretty
new patterns, yard. **9c**

12½c Flannelette
at per yard **9c**

7c dark colors, Out-
ing flannel, yd. **3½c**

10c Outing Flannel
per yard **8c**

12½c Heavy Outing Flan-
nel, dark and light
colors, per yard. **10c**

Yard-wide Percale, short
lengths, worth 15c
per yard **9c**

COATS AND SUITS

Ladies' Coats worth 10.00 to
25.00—during this Pub-
lic Sale will go at
**4.40, 6.50, 8.50, 10.50
14.00 and 16.00**

Misses' and Children's Coats,
worth from 3.50 up to
9.00, during this sale
1.75, 2.98, 4.98 and 3.50

Tailored Suits worth up to
20.00, highest grade suits in
heavy manish serges, diagon-
als, mixtures, broadcloths,
etc., all sizes and colors, dur-
ing this Public Sale **11.98**
10.00 and.....

Very Swell Coats, worth up
to 35.00, the seasons prettiest
and most charming Coats—
Public Sale price **12.50**
at 15.00 and.....

The season's prettiest and
nobbiest coats, worth up to
27.50. Seal Plushes, Astrakans, Persian and Arabian
Lam Cloths, Evening Coats, etc. all go
during this Public Sale at **\$25 and..... \$15.98**



Ladies Underwear

75c Ladies' Shirts & Draw-
ers, Heavy
Fleeced..... **43c**

Ladies' Bleached Union
Suits, high or low neck,
long or short sleeves, **88c**
worth 1.25 at.....

Wool Skirts

Ladies Wool Skirts worth
3.00 to 12.00, in plain
colors and mixtures
will be sold at
\$2.25, \$4, \$5.95, \$6.50

Heavy 12½c Grade Outing, Special Purchase

3 yard 25c

Children's Underwear

Children's two-piece Un-
derwear, 35c and 25c
values, sale price
15c

AD FARE

own purchasers buying \$25 worth
this stock will be placed on sale
ary 10, 1914.

Children's
Dresses
from 39c up

Millinery
at any
Price

Boys' Blouses

35c Boys' Fine Blouses
Public Sale price
19c

PROFIT NO OBJECT TO US

for we have cut the price below any possibility of pro-
fit. This sale will eclipse anything ever before attempt-
ed at a bargain sale. With the greatest cutting, splash-
ing, crashing prices ever known on such high grade
merchandise. Big sale commencing Sat. morning at 9.

DEPT. STORE

Plattsmouth, Nebraska

"Good Values"