

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-Public 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 \$6^{.95} 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-Pub- Q Q5 lic Sale price.....0.93

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

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

serge suits, Norfolk style, Worth \$8 Public Sale price. 4.95

Boys' Overcoats, worth up Public Sale price. 2.29

Young Men's all wool blue 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 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 Pub- \$4.19 Duck sheep lined coats in good lengths, \$7.00 values, during this public Sale price \$4.98 Moleskin coats, sheep-lined extra long \$9:00 values-Public Sale Reversible duck and corduroy, can be used for hunting, \$4 values Duck Coats with heavy blanket lining, worth \$3.50 price.....\$2.48

Men's Corduroy Pants

\$2.95 Corduroy Pants, durlic Sale......\$1.43

Gloves and Mittens

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

Men's Hais

The state of the s	
Men's \$1.50 hats	89c
go at	000
Men's \$2.00 hats	00.
Men's \$2.00 hats go at	300
Men's fine \$3.00	et co
Men's fine \$3.00 Hats	91.00

Rubbers and **Overshoes**

You will buy them cheaper here than any place else

Men's Furnishings

1.25 Men's Winter Union Suits Dress Shirts 98c All men's Flannel Shirtsworth 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 Men's Trousers ... 6.00 Men's

Trunks and Traveling Bags

We are making a big cut on this class of goods

Outing Gowns

worth from 75e to 1.48

will go at

43c, 69c and 90c

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 va	lues at \$	\$2.19
3.50	values	2.79
4.00	values at	2.98
4.50	and 5.00 values	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

Gloves & Mittens

Ladies' and Children's

wint'r gloves & mitt'ns

10c and 19c

The mammoth stock of Fanger mouth, Nebr., to be sold, regardits cus, stupendous, gigantic sale evir dising. The object of this sale isto moth stock of General merchandse Owing to the tremendous stock vie compelled to offer to the public this merchandise at A BIG SACRIFICE

J. D. Rockefeller Says: "BUY WHEN)

TAKE NOTICE:

you want to buy or not. Remember the opening ia

Store Closed Friday, Jan.

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

Ladies' House Dresses

ranging

from 79c up

\$1.50 black Heatherbloom Petticoats

69c

Men's 35c Neckwear

21c

Samples of heavy bath towels—each 19c 12c and

9c

Men's good weight cotton flannel gloves

per pair 31c

Bleached muslin, during this sale, 10 yards 49c

Best grade of Calico-

Best grade of Apron Gingham, yard

6ac

Table Oilcloth, yard-151c

Children's Flannel

sleeping gowns 39c

One card pearl buttons hooks and eyes pins, each

10

This Sale Will S AT 9 A. M., FOR 60 DAYS. COME

House Dresses

FREE RAILRO

Railroad fare reimbursed to all out-ofto of merchandise or over. Every article of the regardles of cost, Saturday morning, Jaka

V. ZUCKER, Manager