

FIRE, SMOKE AND WATER,

BACKED BY THE SHERIFF,

could not make the prices we do for the next THIRTY DAYS.

COME, join the procession and partake of thousands of bargains that await here for you.

JONES, HE PAYS THE FREIGHT

AND THE

10 SPOOLS OF THE BEST machine thread will be sold for 10c with every purchase of \$5.00 or over. Or, if you prefer, 10 YARDS OF THE BEST CALICO for 10c with all purchases of \$5.00 or over throughout this big store, or to make matters worse, 20 POUNDS OF THE BEST GRANULATED SUGAR FOR ONE DOLLAR, on all purchases of \$5.00 or over throughout this entire big store.

PEOPLE GET THE BENEFIT

\$15,978.65 worth of Highest Grade Merchandise going to all People

Look for the Red Ticket, It Denotes a Saving of One-Fourth to One-Half on Your Purchases.

30 Days We Are Going to Do the Battle of Our Lives 30 Days

We are going to do battle for the masses and not the classes. Thirty days we want to make this the greatest Cash Gathering Sale that ever appeared within the history of this country, for with us it is cold cash we want and we must have it quick. All former attempts at merchandising by us or any other concern, within 50 miles of this city, will be eclipsed beyond all question. The city will be in a stir as never before. A hustle and a bustle throughout the entire big store that will wake mortal man from his slumbers and make competition howl until you can hear them for blocks around. It will be a wonderful gathering of the people. We want cash and we are going to give the people the benefit. We will raise the roof if it is necessary. **IT WILL BE A HOT TIME IN THE OLD TOWN NOW.**

There never was such an undertaking in this city, and we do not believe there ever will be again. Absolutely \$1.00 here will do the work of \$1.50 to \$2.00 elsewhere on many lines, and next Saturday morning, Oct. 21st, when these doors open, you will see such a gathering of people as never appeared on the streets of this city before. **RAIN OR SHINE THE BATTLE GOES ON.** We have put our word out to the people and you know how well we have kept it. Our word to you will be our bond, and there is not one item in this house or half a dozen, going to be put out for a bait, as you will find plenty trying to do, but over 49,000 items, all at a price that never met mortal man's eyes before. From one end of this big store to the other, you will find the greatest fluttering of red tickets, with the price of destruction marked on them and staring you in the face, no matter which door you come in. The whole shooting match goes to the people. We want to do ten times

the business of our lives, because we want Cash. We expect multitudes standing in line and your share will be here for you. We have put on extra sales-people, and no matter whether the sun shines, or whether it is raining, it will pay you to gather up your gum coats, mackintoshes and umbrellas, and come down and see the greatest display of merchandise, sold for the least money that ever appeared to your eyes or any other person's eyes since you were born.

Not one item will be held in reserve. We know it is an **IMMENSE UNDERTAKING** and while other merchants tell you that B. M. Gasteyer is losing thousands of dollars in order to make this Sale a success, that we cannot help. We are not trying to run their business, neither do we expect them to run ours. Wholesale prices and less reign throughout this entire big institution on many lines.

Jones, He Pays the freight; B. M. Gasteyer, She Makes the Prices. It is Up to You.

We Are Going to Talk Dress Goods.

It matters not whether you want Henrietta, Melrose, Venetians, Serges, Silks or Satins, or anything that was ever made in the Dress Goods line, we carry nothing but fashion's latest, and they will go at prices ranging from 9c up to 98c, absolutely worth two or three times these prices elsewhere. We have been buying them direct from the men who made them, and they are going out to you at the most ruinous prices you ever saw. In fact, we believe you will be down and buy half a dozen dress patterns for yourself and the girls, because such an undertaking was never attempted before in this city or surrounding country.

We will talk Ladies Furs & Jackets

because we are going to talk them at prices never seen or heard of before. We have one lot of Ladies Furs and Jackets at \$2.48 absolutely worth double that in any other town. Then we have another lot of Furs and Jackets for ladies at \$3.98 that would be considered cheap in any of these war-priced stores at \$6.00 to \$8.00. You will find another lot of Ladies Furs and Jackets at \$4.98 that would be as good as gold dollars at \$8.00 to \$10.00 in any other store in town, and the kind we are selling for \$5.48 and \$6.79 and up to as high as \$7.98 are absolutely worth double, and you are paying it elsewhere.

It is your dollars you have got, and it is the duty you owe yourself and your family in these times or any other times to place them where they will go the farthest. Remember you should have mansions instead of building them for the other fellow, and here is the opportunity you have to commence saving in buying merchandise from us during our Sacrifice, Unloading, Cash Getting Sale.

The whole house if topsy-turvy; everything to rearranged.

There never was such a change in any store in this community. The big red ticket will be on them, so your child as well as yourself, can come here and buy with safety. Remember that any item got in this house that does not

meet with your approval, and is not cut off of a bolt, can be returned and your cash will be cheerfully refunded to you, and no questions asked.

No goods will be charged and nothing will go out on approval. It is all cash with us, and if you get what you don't want, return it and get your money back, provided it is not cut off a bolt. No goods will be taken back or exchanged on Saturdays.

We are Going to Talk

Ladies Petticoats

Mercerized Petticoats and Silk Petticoats. We are going to show you in plain words that you will find here an absolute saving of 40c to \$2.85 on everyone in this house to what you have been paying for them elsewhere. The ones you buy here at \$1.49 are the biggest values you ever saw in any of these war-priced stores at \$3.00 to \$4.00; and the ones you buy at \$1.98 are worth double that in any other store in this town. Then we have more kinds; the 79c, 98c and \$1.19 that are worth 50c to 75c more in gold, but with us it is part with the Petticoats and get cash quick. Send word to your friends and neighbors for miles around; they will appreciate it.

Biggest Ribbon Sale Ever In Loup City.

The lot consists of everything from the dainty little wash undermuslin ribbon, to the wide stately sash ribbon. These ribbons are worth from 1c to 60c a yard. They are strictly all silk, satin, taffetas, crepe, printed warp, and in fact, every kind of new and up-to-date ribbons that has been manufactured in the last six months, and they go out to all the people at prices ranging as follows, 1c, 3c, 4c, 6c, 7c, 9c, 11c, 14c, 19c and up to as high as 38c.

Oceans of Notions.

We speak of Notions because when you enter the door, you will find them lined up from one end of the house to the other. The big red mark will be on them, so your child as well as yourself can come here and buy with safety. The whole house is ablaze with bargains. During this sale you buy 2 papers of pins for one cent, and the famous hooks and eyes that you have been paying 5c for, you buy

them here during this Cash Getting Sale at 1 card for 1c.

All Hosiery Cut To The Quick.

See the line of ladies hose at 4c, 6c, 9c, 11c and up to 19c that have no equal.

A Surgical Operation Has Taken Place in Ladies's Skirts and Waists.

We have cut the price so deep that they are not recognizable, and now they are yours, if you get here in time.

Table Linen Tips.

If a factory in Ireland had failed and given us these goods we could not sell them cheaper. Buy your Linen Supplies now, for you'll not be able to buy them so low again.

Ladies' Furnishings.

of all kinds that was ever in this city, and we believe you know it. There are hundreds of articles including Fur Scarfs, Muffs, Muslin Underwear, Winter Underwear, Wool Underwear, Gloves and Mittens, Belts, Hose Supporters, Chatelaines, Purses, Handkerchiefs, Fancy Neckware, Fancy Combs, Kimonos, Ribbons, Dressing Sacques, Fleece Gowns, Golf Jackets, Collars, etc., etc., and they will cost less money than the other fellow gets for what he has been carrying for the past two to ten years.

Men's Work Shirts and Dress Shirts

worth 50c to 75c. Gasteyer has cut 'em loose at 38c. Dress Shirts that are sold the world over at \$1.25 to \$1.50 will be on sale here during this Cash Getting Sale at 98c; Men's Driving and Working Gloves will be included in this great Sale.

Men's Hats and Caps

come in for their share and of these we have a great stock. They are brand new, just bought from the wholesale market and the prices of these goods will be slaughtered with the balance. We are going to talk

Underwear

because we are going to talk direct from the shoulder. An

immense line of Ladies Underwear at prices that speak out in great, big, plain figures. Men's Underwear comes under the same ban. We have it in all weights and all prices, but our prices are always the lowest.

Calicoes and Gingham.

will be cheaper than dirt elsewhere. With us it is Cash we want and we want it good and plenty.

The Shoe Sale.

Shoes for the men, shoes for the boys, shoes for the ladies, shoes for the girls and it is a certainty we won't forget the babies.

And Now Comes The Grocery Harvest.

If you want Coffee or Yeast or Soap or Syrup or Canned Goods, Package or Bulk Coffee, Navy Beans or Rice, Oat Meal or Kerosene Oil, Tobacco or Tea, Fresh Fruits, buy it because you can buy it cheaper than you ever did before.

Men's Suspenders Here

will cost less than boy's suspenders elsewhere, and Rockford Socks will go to all the people at 4c per pair, and you get the benefit.

Creating Corset Excitement

Squeezing Corset prices. Such prices as we make for the next thirty days will do the work, for certainly no sane person will pay twice the prices elsewhere that we ask for the same quality.

A Few Donts.

Don't wait too long; don't be skeptical; don't miss the opportunity, don't fail to tell your friends; don't hesitate to come; don't over-buy yourself; don't be broke next week; don't miss the place; don't kick and crowd; don't get mad if some one tramps on your corns in the rush for bargains; don't ask us to take back or exchange goods on Saturdays; we cannot do it; too busy.

Attend the Carnival and Cash Getting, such as was never attempted and carried into effect in this city. Lay in your supply. Now we say when the doors open here next Saturday morning, **WE BID YOU WELCOME.** Everything is on display, nothing in reserve, and you will find the most courteous set of clerks that ever stood behind the counters in this city.

All we can say to you is to come and attend this Cash Getting Sale that commences Oct. 21, and ends Nov. 18, at midnight

WE BID YOU WELCOME.

FOR THIRTY DAYS

COMMENCING

SATURDAY, OCTOBER 21st,

at midnight

UNTIL, NOVEMBER 18th,

We Do the Battle of Our Lives

to unload this big merchandise

stock that will make up the people

from all parts of the county.

B. M. GASTEYER,
Loup City, Nebraska.

As Long as They Last

you will buy

2 papers of pins for 1 cent,

1 card hooks and eyes 1 cent.

1 paper needles 1 cent.

In fact, 9 cents here in notions

will do work of 15 cents else-

where.