

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.

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.

A

WONDERFUL WORK

Went on here last Saturday. You should have seen the mass of people standing in line waiting to be waited on. They read our advertisement and knew from the way we talked that we meant business—so they just all came down to get some of the many bargains waiting for them. If we had stolen the goods we could not have sold them any cheaper. Every item in this house is on sale and nothing will be held in reserve. RAIN OR SHINE, THE BATTLE GOES ON.

Dress Goods Talk

Everything is the very latest in Henriettas, Melrose, Venetians, Serges, Silks and Satins. This is certainly an opportunity for you to get that new dress you have been promising yourself for the past few months.

Ladies' Furs and Jackets

The lot at \$2.48 is attracting a good deal of attention, and from the way the Ladies went after them last Saturday we would judge they were good values. Then we have another lot that would be considered cheap at \$6.00 or \$8.00 that we are selling at

\$3.98

Ladies' Petticoats

Mercerised Petticoats and Silk Petticoats. We can show you by plain figures that we can save you from 10 to 50 per cent.

The most gigantic undertaking ever known to man in this man's town.

Biggest Ribbon Sale Ever Held in Loup City

All kinds of Ribbons, from the narrow Baby Ribbon to the wide and stately Sash Ribbon, ranging in price from

1c to 50c

Oceans of Notions

During this sale you can buy two papers of pins for 1 cent, and the famous hooks and eyes you have been paying 5 cents for you buy here during this cash getting sale at 1 cent a card.

Hosiery Marked Away Down

Come in and examine our line of Ladies' Hose at 4c, 6c, 9c, 11c and up.

Corsets Corsets Corsets

Everybody can afford to wear one of our corsets, they are so very cheap.

Ladies' Skirts and Waists

In these we have the latest style and color in all the different sizes and the price has been marked "away down low."

Irish Table Linen

Table Linen in all grades and colors—Red, White or Blue.

Remember

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.

Ladies' Furnishings of All Kinds

Fur Scarfs, Muffs, Gloves, Mittens, Belts, Hose Supporters, Chatelaines, Purses, Handkerchiefs, Fancy Neck Wear, Kimonas, Ribbons, Dressing Saques, Fleece Gowns, Golf Jackets, Fancy Combs, Collars, etc., etc., and they will cost you less than they ever did before. Men's Work Shirts will go at

38c.

The Shoe Sale

Shoes for Men, Women and Children in all the different styles and weight. We have placed a few odds and ends in bins and put the mark on them, so you can see for yourself. Many of these shoes we have marked at half what they cost at wholesale.

Underwear for Everybody

Union Suits and two-piece Suits in the heavy fleeced and ribbed, are marked down from 10 to 50 per cent.

Calicoes and Gingham

are cheaper than dirt, and you get the benefit.

Men's Suspenders Here

Will cost less than Boys' elsewhere, and Boys' will cost you a mere trifle.

Groceries

Coffee, Tea, Rice, Oatmeal, Soap, Syrup, Tobacco, and everything else in the Grocery line will be sold at the same low prices as the articles in the other departments.

A Few Dont's

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 overbuy yourself; 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 this Cash-Getting Sale and lay in your supplies.

Thanking you for your attendance the past few days, we hope to see you often in the future.

As before, we bid you Welcome.

B. M. GASTEYER

LOUP CITY, NEB.

For Thirty Days, commencing Saturday, October 21st, and winding up at midnight November 18th, we do the Battle of our Lives to unload this big merchandise stock that will wake up the people from all parts of the country.

As long as they last you will buy 2 papers of pins for 1c, one card Hooks and Eyes 1c, one paper Needles 1c. In fact, 9c here in notions will do the work of 15c elsewhere.