COMMENCING

As you well know that we have two big sales a year, and those who have attended our sales will tell you that we do just as we advertise. We do not want to carry over any winter goods, and in order to dispose of them we must sacrifice a good deal; but our loss is others' gain. This advertisement will be distributed for fifty miles around. Below we quote a few articles, by which you will see that you can not buy goods elsewhere at these prices.

THIS SALE IS FOR CASH AND PRODUCE ONLY

# Grocery **Department**

20 lbs Gran Sugar \$1.00

- 1 lb can Baking Powder, with five pieces Graniteware....

100 lbs Oyster Shells for chickens. .90

**Ginghams:** 

One lot Dark Dress Ginghams, 8c

## **Percales:**

Regular 10c to 12c, during this 8c

## Muslin:

Ladies'

A good Unbleached Muslin 7 1-2c

# **Dress Goods**

- I Piece Green Suiting, 56 in \$1.00 wide, regular \$1.65 value. 1 Piece Green Dress Flannel, .38e I 1 Piece Brown Checked Suiting, .680 regular \$1.00 value, now . . .



We have a lot of Waists we will close out at a BIG CUT PRICE. Come and see them.



## LACE CURTAINS

Lot 4282,	Regular	\$1.65	per	pair,	now	 	 		 . \$1.	25
Lot 4283,										

## BED SPREADS

No. 112, regular \$1.10, in this sale	\$ .80
All our \$1.50 spreads now	.98
All our \$2.00 spreads now	
All our \$3.25 spreads now	
All our \$4.75 Marseilles spreads now	
Our \$5.00 and \$6.00 Marseilles spreads now	

# REAVER SHAWIS

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Regular	\$2.25	shawl	now						 \$1.49
Regular	4.00	shawl	now.						 2.98

# Ladies' Lace Collars

One lot regular 25c to \$1.00, in this sale, while they last, all go at one price.....



No. 4545, Ladies' Tan, regular \$11.00, in No. 1110 Ladies' Tan, regular \$11.50, now. \$6.98 No. 1122, Blue Astrakhan Collar, heavy Melton cloth, regular \$12.00, now..... \$6.98 No. 6539, Ladies' Tan Cloak, regular \$11.00

regular \$15.00, will go at.... \$8.95 One lot Ladies' and Misses' Jackets, regular price, \$4,50 to \$8.00, your choice. \$2.49 No. 300, Misses' Cloaks, regular \$5.00, will go in this sale at ..... \$2.98 One lot No. 7585, Misses Branens', regular \$12.00, in this sale..... \$6.98

No. 1495, Jackets, Black Gray and Brown

Best on the Market

Everyone Guaranteed Price,



## SILES

One piece black Poi de Soie Silk, 36 inches wide, \$1.35 BOY'S Regular \$1.65; in this sale

One piece black Taffeta Silk, 36 inches wide, regular \$1.25; now cut to



### SHOES:

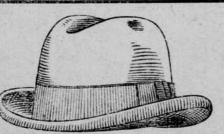
Star Brand Shoes are Better. Every pair guaranteed. We have them in all kinds. When you once try a Star Brand Shoe you will wear no other. In Men's, we have them in Vici Kid, Box Calf, Velour Calf and Patent Leather. In Ladies', we have them in anything you want. In Chil-iren's, we give a nice little

Red Slate Book

# Underwear:

8c to 50c Children's Underwear -Ladies' Underwear, 15c to \$1.25

Men's Underwear, 35c to 2.00



# HATS

One lot of Hats, regular 1.50-2.00-2.50-3.00

Choice, \$1.00

## Men's Shirts

Do not miss this sale. One lot of Shirts, 75c 59C Pay the Highest Market Price.

The biggest bargains ever offered this side of Omaha in Clothing. Now is your chance to get a suit at a very small price. Below we give you a few of the numbers:

No. 2118, Men's Suits, dark, regu lar \$9 value, in this sale

### \$4.98 No. 2103, Men's checked, regular

\$8, will go in this sale at \$4.49

No. 7022, Men's suit, regular \$10, in this sale at

\$5.98 No. 5202, Men's suit, regular \$12, in this sale only

\$6.98 No. 4398, Men's suit, regular \$15. in this sale only

\$9.49

No. 4001, Boy's 3-piece, long pants, regular \$5.00: in this sale only

**B**3.49

No. 5698, Boy's Gray 3-piece, long pants, regular \$7; in this sale only

\$5.49

No. 4905, Boy's 3-piece, long pants, regular \$8.50; in this sale only \$5.98

## CHILDREN'S SUITS

We have them in short pants only, Price, 98c to \$6.50

## OVERCOATS

At a Cut Price



### Men's 4-Ply Collars None Better for the Money

One Pair, 25c TOBOKA

Bring in your Butter, Eggs and Chickens. We

LOUP CITY MERCANTILE GO., Loup City, Nebr.