Knock Down Sale, During January,

As we want to clean up all our Winter Goods, we find it necessary to make Special Prices, and in these special PRICES we need the CASH, and, besides, we will meet any Mail Order House competition in DRY GOODS and women's ready to wear GOODS. All you have to do is to enclose your order to us, with the money. We will mail the goods to you. State exactly what you want; also send enough for postage. While after Jan. Ist you can send as much as II pounds for 15c, send in your orders freely. Below we quote you the prices of a few articles:





We have a big lot of ladies' dress skirts in all styles, we are going to close out at half price in this ad.

White Dutch Collars

A variety of dainty designs and pretty trims, special price

Men's Suits

No 806 Men's Tan Corduroy Suits, tan narrow whale corduroy suits, double breasted, body lined

with army duck, Large inside pockets each,

splendid suit for every day for winter wear, dark gray color with pencil stripe effect, english satin lining, a very good suit for the money. Price 5.95

in striped and diagonal weave, single breasted

sack coat, pants are made in medium peg top, this

Men's Blue All Wool Serge Suits a handsome

suit would be sold most places at \$15.

Our price while they last

freshmrn model

no. 708

no. 7806

cotton mixed, soft finish material which makes a \$2.10. Doesn't it pay to buy at home?

measure 12x15 in. coat pants and vest a

On one rack regular price \$15.00 to \$20.00 in this





ead Pencil A good assortment at only ic

Men's gray Dark Union Cashmere Suit, wool and \$1.35, Chicago. The cost of ordering this coat is 75c, which makes it cost

\$9.95 1-2 wool in 36 inch suiting regular price 35c

Men's extra good value gray suit, a wool worsted 36 inch Poplin in old rose, white and L. blue, regular price 25c



Henderson's Corsets best matirial money can buy and they are perfect fit, we have several styles

Ladies' Fine Kid Gloves We handle one of the best kid gloves that money will buy they are Impor-ted by the Simmons & Co., Chicago, we have them in most all colors and in dressed and undressed price. \$1.25 and \$1.50

No. 42 Men's Gray Duck Coat

An extra good value for the mony, this coat is double breasted body and

sleeves are lined throughout with heavy blanket lining, coat full 35 in., long

this coat is cheap at \$2.95, but we have bought them at a bargain and our

\$1.25 Men's Gray Covert Shower Proof Coat

blanket lining throughout body and sleeves, cemented to outside material

by a rubberized process. Collar faced with corduroy; patent buttons, double

sewed seams. Average length 32 in. This coat Sears-Roebuck advertise at

Dress Goods Department

In this sale

In this sale

86 inch wine blue serge suiting in this sale

will go in this sale at

All our \$1.25 dross goods will go at

All our best apron check Ginghams

All our regular 50 to 65 cent table damask

1.25

1.50

2.00

All our 12 1-2 and 15 cent ginghams, choice

All our 25 cent French ginghams, choice

One lot of apron check gong

36 inehgray diagonal suiting regular price 65c

ustomers will get the benefit, our price while they last is only





Ladies Aprons

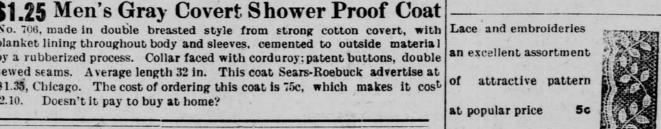
Shoulder

Aprons

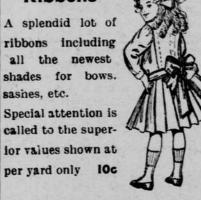
Gingham

Strap











A good colander





50 foot clothsline rope braided white cotton big value at this price



fleeced at

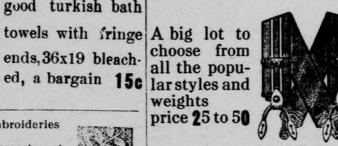
Women's, Misses and child ren's hose support rs, elastic web top. non elastic bottom rubber post button, in lack and white only



MEN'S Hosiery A splendid lot of men's half hose inclding various styles



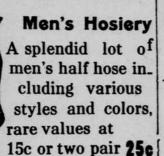
Some splendid values well made work shirts, good wearing materials in plain and fancy collars, a money saving chance not to be overlooked at 50c



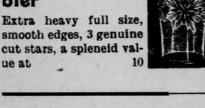


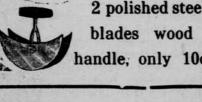


bleached canton · flannel gloves big







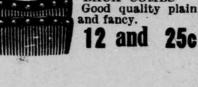




quare shank

turn an excel-

Japaned Dust Pan rivited handle can not lent value at 10c







Ghildren's **Stockings** splendid lot of

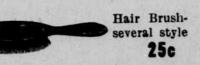
Boys and stockings at We also handle the FAy stocking the buy f or the price

Checked Toweling 17 inch union linen

firm weave, fast color check, special per



Bergain in Back ity plain and fancy combs a number of styles to choose from,



Groceries

	100lbs best gr'd sugar	5 95
6	100lbs Chicken grit	90
	2 cans Tomatoes	25
-	2 cans peas	25
1	1 doz good lemons	30
1000	2 box grape nut	25
c	2 Cream Wheat	25
	3 Post Toasties	25
12	3 Egg-O-See	25
h	6 bars flake white soap	25
c	6 bars flake white soap 10 bars polo soap	25
	10 bushel apples \$	5 00
	50 to 60 Santa Clara Prunes 10	
	2 Crown Raisins 3lb for	25c
	11b seedless Raisins	10c
	Do not be swindled, as	we
	can always save you money	

Men's Sheep Liped Duck Coats All our \$1. dress goods will go at

Sale your choice

good value : t

\$8.95

\$5.95.

No 101 Sheep lined brown duck coat, made from heavy brown duck with sheep skin lining throughout, collar faced with drab corduroy, sleeve wristlets autombile fastners, double sewed seams, average length 31 in., our price \$2.90.

We claim this is a better coat than Sears Roebuck advertises at \$2.98, you can find this coat on page 517 no 41K400 the cost of this coat to send for it. Postal money order

Letter, envelopes, stamps Send money in advance wait three weeks coat \$2.98 in Chicago \$3.88 The cost of this coat will be The price of ours \$2.90

and you see what you are buying before paying and we guarantee ours to be first-class goods.

Here is a coat that Sears Roebuck advertise at \$4.95 Chicago, you will find this coat in their catalogue on page 517 no 41K421, only that ours has the automobile fasteners, and

more than the loops does. The express on this coat from Chicago Postal and money order Letter, envelopes and stamps Send money in advance, wait two or three weeks for the coat to come, price of coat in Chicago The cost of this coat delivered in Loup City

Here is another coat that Sears Roebuck advertise at \$5.95 Chicago, you will find this coat on page 518 no 41K436. Now add express charges to it 75c 10c other expense

The price of ours at d you can see it before buying is

and coat in the first place \$5.95 Does it pay to send away The price of ours is \$5.00 LOUP CITY MERCANTILE CO.

\$2.43 Men's Duck Coat Blanket Lined

for goods?

Men's brown duck heavy blanket lining throughout, body and sleeves, collar a 6 in. beverette, knit wristlets, length of coat 33 in., leather stayed pocket, weight of coat 51/2lbs., we will guarantee this coat to be as good as any coat any mail order house sell for \$1. more

Outing Flanels

TABLE DAMASK

Best grade of good at 9c in the outing buying, this outing comes in check striped, either in light or medium dark colors, are beautiful and will give theirs is those cheap loops, the automobile fastners costs 15c excellent satisfactory wear, this is soft and downy goods that are absolutely fast colors- These outings was sold at 12 1-2 cents and the same grade of outings are quoted by one of the big mail order houses at a bargain for 12c 75c but we sell them at 9c while they last.

Percales

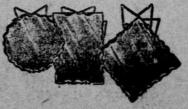
One yard wide dress and shirting Percales a very satisfatory cloth at a low \$4.95 price. These percales are ful yard wide and are well made goods, especially so in view of the extremely low price we have put upon them, we have wide range of patterns from which to select and all colors are represented we would like you to compare this value with the usual 10, 12 or 15 cent

Men's and Boys Glove

All our men's and boys mitts, leather lined, regular 750 and 51. grades will be closed out at 50c

Boys Flannel Shirts

We have one lot of boys Flannel shirts it blue and wine color, the very thing for a school shirt, the regular price was 75c but our sale price is



Chipped beveled edge plate glass good size, special price50c

If You Are Looking For Bargain

Be sure to read everything on this

page and profit thereby

Loup City Mer. Co.