



Nebraska Mercantile Co. = Department Store.

GRAND - JULY - SACRIFICE - CLEARING - SALE.

Commencing Saturday Morning, July 16, we commence a Two Weeks Clearance Sale. Special Price Reductions in each department. We find our large spring business has accumulated a large lot of Remnants. We propose to close them all out during this sale, as we want the room for new fall goods. A big lot of Calicoes in remnant lengths at 2 1/2c per yard, remnants in Gingham, Muslins, Shirtings, etc., at 3 1/2c per yard and upwards. Remnants in Wool Dress Goods at nearly half the usual selling price.

<p>Dress Goods. At our Dress goods counter we place on sale a number of Extra Special Bargain Values at 12 1/2c, 15c, 18c, 20c, 22c, 25c, 30c, 50c, 60c and 65c per yard.</p> <p>LININGS FREE. With each dress pattern at 50c per yard or over we give the linings, 6 yards best Cambric, 2 yards 15c Selisia, 2 yards 15c Linen Duck.</p> <p>REMNANTS OF Wool Dress Goods, at nearly half the usual selling price.</p> <p>Tailor Made Suitings. Excellent fabrics for summer skirts, sale price 8 1/2c.</p> <p>SIMPSON'S SATINES, sale price 8 1/2c</p> <p>New light styles and colors, yard wide PERCALES, regular 12 1/2c quality sale price 7c.</p> <p>54 TABLE OIL CLOTH, nice assortment of patterns at 12 1/2c per yard.</p>	<p>CARPETS. Special Bargain prices on Ingrain Carpets and Straw Matting.</p> <p>Ingrain Carpets at 22c per yard.</p> <p>Straw Matting at 10c per yard.</p> <p>Regular 30c grade.</p> <p>Special in Ingrain Carpets, at 25c, 30c, 35c, 45c and 50c per yard.</p> <p>Samples and short length carpets placed on sale at a big discount in price.</p> <p>Men's Shirts. Special clearing sale on Men's shirts.</p> <p>Men's 65c and 75c shirts, sale price 38c.</p> <p>Also special bargains at 50c, 65c and 75c, that are fully worth double the money.</p> <p>Straw Hats. Clearing Sale prices on men's and boys Straw Hats.</p>	<p>NOTIONS. Our entire stock of LACES placed on sale at Reduced Prices.</p> <p>Ladies Fast Black, regular made</p> <p>HOSE, Spliced heel and toe, sale price 10c, usual price 15c to 20c.</p> <p>LADIES FAST BLACK HOSE at 5c per pair.</p> <p>CHILDREN'S FAST BLACK HOSE at 5c, 8c and 10c per pair.</p> <p>SPECIAL BARGAINS IN CORSETS, at 25c, 30c, 50c and 75c.</p> <p>RIBBONS. Special Bargains in Ribbon Remnants.</p> <p>Umbrellas. All the balance of our stock of Umbrellas and Parasols placed on sale at reduced prices.</p> <p>SPECIAL BARGAINS IN Tickings, at 6c, 8c, 10c and 12 1/2c.</p>	<p>Shoe Department. Special Sacrifice Clearing Sale Prices in our shoe department.</p> <p>BOY'S TENNIS or ATHLETIC SHOES, 38c per pair.</p> <p>MEN'S TENNIS SHOES at 45c per pair.</p> <p>MEN'S BLACK SERGE LOW SHOES, sale price 85c, regular \$1.50 grade.</p> <p>LADIES' DONGOLA BUTTON SHOES, all sizes, sale price \$1.00. This is the best Ladies' shoe ever sold in Red Cloud for the money. They are the regular \$1.50 and \$1.75 grade.</p> <p>Sacrifice Clearing sale prices on LADIES' AND CHILDREN'S OXFORDS, at 50c per pair and upwards.</p> <p>Men's Shoes. We can save you money on Men's Shoes. Special bargain values at \$1.00, \$1.25, \$1.50, and \$1.75 per pair.</p>	<p>Shirt Waists, Special in Ladies Shirt Waists at 38c, 45c, 50c, 65c, 75c, 90c. Excellent assortment to select from.</p> <p>Special in Ladies' White Muslin Skirts, at 50c each. Former price 75c to 85c.</p> <p>Lace Curtains. We have a number of odd pairs and single curtains which we place on sale at nearly half the regular selling price.</p> <p>Ladies' Skirts. Special clearing sale prices on Ladies Skirts at 75c, \$1.00, \$1.25, \$1.50, \$2.</p> <p>YARD WIDE Unbleached Muslin, at 5c per yard.</p> <p>SPECIAL IN Bleached Muslin, at 5c, 6c and 7c.</p> <p>SPECIAL VALUES IN Shirtings, at 5c, 6c, 8c and 10c.</p>	<p>In Our Grocery Department. Big supply of the Mason Fruit Jars, at the right prices.</p> <p>We are selling the Blue Springs Flour. It is one of the best makes of flour in the state.</p> <p>We have a special premium in Glassware for our flour customers, which is well worth getting.</p> <p>Give our Grocery Department a call, it will save you money. We can sell good goods at the Lowest prices.</p> <p>Queensware. At special bargain prices. Either PLAIN, WHITE or DECORATED WARE.</p> <p>Glassware. Special in Glassware at 5c and upwards.</p> <p>Money saving bargains in Tinware, Stewpans, Etc.</p>
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Men's Blue Overalls at 27 1/2c per pair. Sacrifice Clearing Sale Prices on Men's and Boy's Pants and Men's and Boy's Clothing. Come to our July Clearing Sale, it will pay you. Commencing Saturday, July 16, and continuing two weeks.

ALFRED HADELL, Manager. **NEBRASKA MERCANTILE CO.**

FROM OVER THE MOUNTAINS
An Interesting Description of Every Day Scenes on the Pacific Coast and Other California Points
OLIVE, Cal., July 5, 1898.
EDITOR RED CLOUD CHIEF.
Now that the harvest is at hand, I find myself thinking of old friends, and wishing that at this season they might be transported hitherward. In lieu of this, I will do my best and give as accurate a pen picture as I can of the characteristics of the section in which I am located.

While the low lands toward the coast are marketing great crops of lucious berries, and the mountaineers in the canons are extracting thousands of cans of transparent sage honey, we in the Santa Ana valley are preparing thousands of tons of dried fruit. The a-riest season which is now upon us, is fully two weeks ahead of other years. This fruit ripening the earliest, is the first crop dried, and is unusually heavy this year, considering the drought we are passing through. The sun drying process is given the preference to evaporation by heat. Scores of women and children are in the orchards, under awnings, splitting and spreading the fruit on trays in readiness for the smoke house, where it is fumigated with sulphur. This latter process kills all germs that might afterwards prove destructive. After a couple of hours the trays are placed in the sun for drying when in the course of two or three days the fruit is ready for market. The output in many other sections of Southern California has been more or less injured from local causes, so that we are enjoying in a measure a dried fruit monopoly

thanks in part to the ideal sunny skies and afternoon breezes.

A large part of the country is set out to walnuts. This year's nut crop is the largest that has ever been known in the history of the country. Small fruits have been very plentiful this spring and proportionately cheap. Their cultivation is almost entirely in the hands of Chinese, who lease great tracts for market gardens. They have the entire monopoly of the trade in this state, peddling their products over the cities, to vas and counties in large spring wagons from early dawn till late in the afternoon. Each man has his own route and rarely ever encroaches on another's district. For five cents one can purchase a variety of vegetables, sufficient in quantity for a large family, and ten cents will provide for several days. The Chinese laundry is another institution peculiar to the state, thriving everywhere, from the mountains to the coast cities. They do their work remarkably well and marvelously cheap. The little brown man gathers the clothes and returns the same in covered wagons, each marked in plain English with the proprietor's name. It is only in the last twenty years that the Chinese on this coast have learned to use the horse in their pursuits. Previous to that time they carried their burdens in large baskets, one at each end of a long pole borne on the shoulders. The last of them to discard this relic of barbarism has been the rag picker, but with its passing away he too has disappeared leaving the field to the white man.

The country roads here are everywhere very good, owing to the method of road improvement in use in this state. A roadmaster is appointed in each district by its supervisor, and

the tax levied on the property holder for the road fund is at his disposal, so that the work done is more thorough and intelligent than when the citizens are allowed to work out their share of the improvements. This system insures in the mountain and foot-hill district thoroughness as safe and loads easy of access as those in the valley. In addition to these districts, except tanks at intervals of a mile or so on their heaviest traveled thoroughfares and run snorting cars daily from end to end.

The great diversity of scenery within a radius of a few miles in any direction is wonderful. Every turn of the road brings to view a new picture of the wild panorama nature has so lavishly thrown together on the Pacific coast. The mountain canons in the summer invite hundreds to rest in the shade of their giant sycamore, oak and pine groves. The foothills in the early spring adorn themselves with myriads of wild flowers of every hue and pattern, and lure one up their water ways in search of the dainty fern in all its native varieties to be found on every rock and in every nook and cranny. The beach has its attractions for all seasons. In the winter months trophies from the sea in the shape of pebbles, shells and mosses are more readily obtained, while the summer days send thousands to sport in the pinel waters. There is scarcely a day in the year that outing parties and sight seers cannot be met bowling along from the upland heights or tide water through walnut groves, orchards, and fields to bask awhile in the soft balmy skies peculiar to this region.

In whatever direction one turns in this southern country, remnants of the Spanish and Mexican rule surprise us. Their churches, which are known as

missions, are many of them over one hundred years old and are still in a comparatively good state of preservation. They were built by the California Indians under the supervision of the Spanish missionaries and we used as a sort of training school as well. They are a low, overhanging, two story structures, built of adobe, a sort of clay mixed with the sun and roofed with tiles. Our buildings at the world's fair illustrated this style of architecture, and since that time many of the more elegant homes in our big cities are reflecting this quaint fashion. Each mission had its Indian settlement clustered around it, built of the same material, and most of them have formed the nucleus for the cities and many of the towns, and are the chief interest of curiosity at many points. A society has been organized in Los Angeles for the preservation of these old relics and many that had fallen into decay, because outside the beaten tracks, have been restored to their original condition. These people all retain the customs and manners peculiar to their race. The higher caste, descendants of the Spanish and Mexican soldiers quartered in the territory during the Mexican occupation, have largely adopted American manners, and make good, interested, progressive citizens. The descendants of the Indians, however, mix but little with the whites, although always courteous and kindly disposed, and still cling to their old traditions. Their little adobe or rush and cane huts, protect them from the elements. These latter resemble the tepees of our Indians. They still grind their corn on stones in the primitive fashion, and do the family washing on the banks of the nearest stream. Their soap is a root common to the state, and to its use is ascribed

their lustrant raven locks. On the heights that look down on us in the valley, is the outline of many a long low adobe that in its time witnessed numberless rollicking fandangos, but now gives free access to the summer breezes and winter storms.

My congratulations on the immunity of Red Cloud bave from the fatalities in Cuba; at least I have not noticed their names among the list of casualties reported, and feel that they must be safe.

Below are a few market quotations that I know will be of interest.
Hay, barley, \$17.00 to \$18.00; alfalfa, \$12 to \$13; grain, wheat \$1.65, corn \$1.05 to \$1.25, barley \$1.35; butter, 32 squares 47 to 50c, tub 2 1/2 to 2 3/4c per pound; flour \$5.20 per barrel; rolled barley \$1.40 per cwt., non-fat, 1/2, 1/4, 1/8, per doz. \$3.00 to \$5.00, roasters \$4.00 to \$5.00, ducks \$4.50 to \$5.00, turkeys 10c to 12c, potatoes, per hundred, old 75c to \$1.00, new 60c to 85c; green fruits, strawberries, common, 5c; fancy 10-12c; blackberries 4-6c, cherries, per box, 45-60c, currants 40-45c, pinnus, 75-81, apricots 1c per pound, raspberries, 5-7c, currants, 4-5c. Dried fruits, apricots 6-7c per pound, prunes 6-9c, California figs 7 1/2-10c, currants 8-10c. Eggs 13 1/2 per doz.

Schaefer Explains.
I feel obliged to take this mode in defending myself as an unpatriotic citizen as I was accused. I do confess I do not hate the Spaniards and call them treacherous when I have no proof. I also do not rejoice at their defeat in the war. I only pity them that the two governments could not come to terms of peace, which made it necessary for us to confront them in war and have this matter settled by sword, but we went to war to conquer them and we do expect that our higher officers do their duty and accomplish the same. If we would not know of our superiority we would not go to war against them. But now to the matter in question. There was a dispute that Santiago had fallen, which I thought and said I did not believe yet, but I one of our chief officers makes a report to the war department. There was a certain lad (only one was discharged on this account) said that he read in the St. Joe News that Americans revenged themselves on the Spaniards by mutilating them and also the Catholic priests in Cuba. I must be plain. I told him that was a lie and the papers bring all sorts of lies, and if he uses such immoral and abusive language he must quit, as I do not tolerate any such language in my field. Now anybody can take this as they please, but I claim to be a loyal citizen and denounce such reports as patriotic. I will do the same hereafter. If I hear such language. Your gent who it concerns ought to shame yourselves to send such a man as Tommy Quina to follow me up and down the streets and use him as a tool to curse me, as occurred on Saturday last. I am obliged to say further anybody that feels themselves offended at my conduct, or the course I have taken in regard to this matter who will not trade with me do not need to. I can certainly get along as well without them as them without me, as the bigger part of the crop is exported anyway.

A. SCHAEFER.

The Union Fire Insurance Company is the best mutual. Combine risks; in installments 3 per cent.—J. H. SMITH, Special Agent.