ESSRMAL, EXERCISE. $\qquad$

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MAYER © MORGAN,
Anb crvinamisants
PATR OE OLUB STKATYS
Whath nveriv sur or
DVERCDAT
YOU BUY FROM THEM.
WE ONLY HAVE ONE HUNDRED PAIRS
PATR OE OLUB STKATYS
Whath nveriv sur or
DVERCDAT
YOU BUY FROM THEM.
WE ONLY HAVE ONE HUNDRED PAIRS
and IF YOU WANT A PAIR
YOU - MUST - COME - SOON.

| Nome |  |  |
| :---: | :---: | :---: |
|  |  |  |

UNDERBUY AND UNDERSELL, (Warthworne
THESE two words epitonize the whole phil
osophy of mereantile suceceses-underbuy, not to much to make extra protit on goods, but to sell
again at a proportionate under price, and with the "Knock-down Logic" of our unmatehable bargains, sweep alL competition from our path tike the chaff
before the wind. We earnestly invite you to call and examine our goods and prices which appeal
with the burning eloquence of gennine bargains to your self interest. We call your attention to the
following "Trade Quickeners":

Trade Quickener No. 1.
Hats at Half Price-A complete stock of Mens'
and Boys' hats, consigned to us by W. A. L. Giband Boys' hats, consigned to us by W. A. L. Gib-
bon \& Co., wholesale hat house of Omaha, being the stock of one of their customers who tailed. We
bought them for 50 c on the dollar and are prepared to sell them at a proportionate under-price.

Trade Quickener No. 2.
Shoes at Less Than Cost, to Make- $\$ 3,000$
worth of Ladies', Misses', Clildrens, Men's Boys' Shoes knocked down at anction to the highest bidder. We took the lot at about 40 per cent
under the regular price, and the price that we are offering them at will be a great bid for your trade.
We are also offering in our Shoe Department 1 , 500 pairs of Ladies', Misese', Children's, Men's and
Boys' Sample shoes, being the entire line of eamples of shoes manufactured and carried by one of river-Kirkendale, Jones \& Co., of Oraha-and we are offering them at exactly factory prices.

Trade Quickener No. 3.
Underwear to the consumer at prices that other direct from the mille, saving the middie-man's profit, and can sell it to our customers at the same the small country dealer. Call or send for onr
prices on underwear and be convinced of the truth of this statement.
$\qquad$ are uow ready to do business on a larger scale than our Fall and Winter line of Dress Goods and
Oloaks before buying. We can save you 20 per cent in these two departments.
William Herold \& Son,
505 and 507 Main-St.. Plattsmouth, Neb.
F. G. FRICKE \& CO., keep constantly on hand

Drugs, : Illodicines, : Painls, PMOTOQRAPM $\qquad$ E WORLD THE DAILY HERALD FOR I5G.

