

Thousands of dollars worth of real merchandise offered to you at saving prices. Folks, the reason for this great Circus of Bargains is written for those who are wise enough to understand; broad enough to weigh the facts; firm enough to follow their own judgment. Don't let anything stand in your way. Come! See! And be convinced that you have attended the greatest of all celebrations, coupled with a Circus! DON'T come here expecting to see a great menagerie of animals. DON'T come expecting to see hundreds of acrobats, to see a card or "what-not," and COME, with the idea that you are going to attend a regular "old fashioned" good time. There will be a

to give each and every one of you visitors BARGAINS that will be the talk of the country for months. BARGAINS that will make you

READ! ANNOUNCEMENT!

THE SIX STORES LISTED BELOW WILL OPEN EVERY MORNING AT NINE CLOSE EVERY EVENING AT NINE Saturdays and Pay Days to 11:30 p. m. Soennichsen's Wescott's Sons Ladies Toggery Dovey's Fetzer Shoe Co. E. A. Wurl

Popularity Contest!

Any young lady and gentleman residing within fifty miles of this city who are voted the most popular by ballot, will be crowned with due pomp and ceremony as Queen and Prince of the grand carnival the night of July 29th, and will receive awards according to their positions.

STORES GIVING VOTES

Any young lady or gentleman may be nominated by letter to the Bargains Circus office. E. A. Wurl Soennichsen's Wescott's Sons Fetzer Shoe Co. Ladies Toggery Dovey & Son

The FETZER SHOE Company's Entire \$30,000 Stock of Fine SHOES OFFERED TO YOU without any consideration of price or cost. These is a splendid opportunity for the thrifty in this time exist in the merchandising world are responsible for this action on our part, together with the fact that we are going ahead. A modern, up-to-the-minute, progressive business institution such as the FETZER SHOE COMPANY must be able to project beyond its own doors in order to cooperate with the public, even when such co-operation involves an appreciable financial sacrifice. These are times when prestige must be built at the expense of profit. BARGAINS CIRCUS aptly typifies this idea. We are going to make you one of us, and if prices will do the work, you are going to be one more of the many BOOSTERS for this store. None but the BEST MAKES of shoes are here from such well known makers as Florsheim, Ralston, Wienbrennon, Beals & Pratt, Marion, Carter, Utz & Dunn, Drew, Dunn McCarthy, Krieders, Kempner and Scott. You know what that means. GET BUSY!

"GREYS"

THE REAL THING FOR NOW!

—we have exactly one hundred pairs of these exceedingly popular boots for women in fine grey leather.

—invisible eyelets and Louis heels.

—the sensation of the sale; worth to \$15.00 a pair.

—they go at the low price of

\$8.88

SHOES! SHOES! SHOES! FOR MEN, WOMEN AND THE KIDDIES—ALL AT GREAT SAVINGS IN PRICE TO YOU! FIVE GREAT SPECIALS ARE LISTED BELOW FOR YOUR INSPECTION—PRICES ARE ASTONISHINGLY LOW!

\$1.98

150 pairs of Women's white canvas shoes. Bals—with medium, low and high heels. Understand people these are excellent values at the old price, which include values to \$5.00. The Circus price of this lot will surprise you when you see them go for—

\$1.98

\$2.96

This is a wonderful offer. Women's Viet Kid, glazed calf, cloth and leather tops. Patent Leather and in fact a splendid lot of up to the minute footwear. Lace and button. Black and a few tans. Low and medium heels. Values up to \$7. The entire lot is practically given away at—

\$2.96

\$3.86

200 PAIRS OF WOMEN'S White Pumps - Oxfords

Folks, words and space do not permit a description of the value offered in this lot. It is enough to say that they are real values at \$7.50 and include both the medium and the popular low heel, and the Circus Price will sell every pair of them in a jiffy. They go for—

\$3.86

\$2.88

A great collection of Women's fine Pumps, in patent, kid and dull leathers. Black only in this lot. Medium and low heels and the latest popular shapes and lasts. These would make you happy if you bought them at their true value, \$7.00—but, listen, the Circus Price of these is a pipkin. Think of it, going at—

\$2.88

\$3.43

Men, TAKE HEED! This is a good one. 250 pairs of men's button and lace Bluchers, in the latest lasts. A real shoe for either work or dress. Solid throughout—real leather. Consider, fellows, you cannot buy anything worth having in a shoe for less than a five dollar note, so be sure and see these. They are worth \$8.00; you get them in all sizes for—

\$3.43

LADIES

WHITE CANVAS

SHOES!

—just 85 pair of these fine 9" boots of the street.

—all leather soles, Louis heels.

—every pair is a genuine \$10 value.

—in this Bargains Circus they go at an unheard-of price.

\$4.89

15% OFF ON EVERY PAIR OF MEN'S OXFORDS IN THIS GREAT STOCK OF SHOES—NOW IS THE TIME TO BUY!

ALL MEN'S REGULAR

Table with 2 columns: Price, Value. \$12.50 Shoes go for \$11.47, \$12.00 Shoes go for 10.23, \$11.00 Shoes go for 9.46, \$10.00 Shoes go for 8.47, \$9.00 Shoes go for 7.67, \$8.00 Shoes go for 6.76

INFANTS' SHOES GO

150 pairs of one-strap Slippers and Button Shoes for the Kiddies. Sizes 2 1/2 to 7. They are worth to \$2.00 in value and a genuine bargain at the price. The circus price of this lot is not \$2 or \$1, but 78c.

BOYS' SHOES SACRIFICED

Only 75 pairs of these Boys' real hard built shoes for play or dress. Calf and dull leather; medium heels; double soles. The sturdiest shoe ever made. Lace and button. Values are \$5.00 and they go for \$2.83.

ALL WOMEN'S REGULAR

Table with 2 columns: Price, Value. \$15.00 Shoes go for \$12.73, \$14.00 Shoes go for 11.87, \$13.00 Shoes go for 10.97, \$12.00 Shoes go for 10.17, \$10.00 Shoes go for 8.47, \$9.00 Shoes go for 7.63

We have taken about 200 pairs of women's brown kid and black kid OXFORDS—all the very latest long vamp last and in all sizes; values up to \$12.00 the pair and placed them in a SPECIAL BARGAIN LOT. These will go fast at the special Circus Price of..... \$9.88

FREE RIDES IN THE BIG PLANE--ASK ABOUT IT

Look Here Folks! The Excellent Dry Goods Stock of E. A. WURL a part of this Great Circus of Bargains!

In placing this splendid stock of dry goods, notions, dresses, etc. in this Circus of Bargains nothing has been held back; nothing reserved. Everything is yours for the choosing. We cordially invite you to come and revel in these bargains of gladness and saving. Come to this sale of business and pleasure. A real COMMUNITY BENEFIT we are staging here for you. Think of the savings we offer you on DRY GOODS, LADIES AND CHILDRENS UNDERWEAR, HOSIERY, WAISTS, SKIRTS, DRESSES, Etc. You buy many dollars worth of these very goods constantly. Spend your dollars wisely! The era of extravagant buying is over. Come here and judge by comparison. Six big stocks to pick from.

EVERY ARTICLE IN OUR HUGE DRY GOODS STOCK OFFERED AT SWEEPING PRICE REDUCTIONS. NOTHING RESERVED. IF WE HAD THIS ENTIRE POSTER WE COULD NOT BEGIN TO ENUMERATE ALL THE BARGAINS.

SUMMER FLAXONS!

The kind worth up to 75c. These come in white with neat pink, blue and black figures. All fast colors and go for 33c. \$2.00 pure thread silk hose, black only, all sizes (seconds) but of an extra fine quality. Worth \$2 of anybody's money. They go for 98 cents.

15c

DRESSES GO AT COST

150 Mina Taylor summer dresses in all sizes and a variety of patterns and colors. The value of these dresses is more than they ever sold for, and they sold up to \$10. The Circus Price will make them go fast. Cheaper than you could make them yourself, and you all know the fitting qualities of Mina Taylors. Come early, as they won't last long at this price.

\$4.93

50 Apron Dresses 50 and Kimonas

Values in this lot up to \$4, and let us say right here, there are some real bargains in this collection. Every one of these garments is worth more than this price wholesale today, and we are going to hand them out at—

\$1.67

FINE HOUSE APRONS

100 elegant Mina Taylor Bungalow Aprons in all sizes and a great number of elegant patterns. These garments need no introduction as the well known Mina Taylor label is a guarantee as to their quality. Never before in the history of this store have these garments been sold for anything like the price we are offering them for in this Circus of Bargains. Values up to \$6, and they go for—

\$2.73

BUNGALOW APRONS

One lot of extra fine Bungalow Aprons. Most of them worth at least \$1.25. A good assortment of sizes and they all go at 47c.

CHILDREN'S ROMPERS

An assortment of Children's Rompers in fancy and plain percale. Values up to 75c. Bargains Circus price, 48c. 500 Ladies fine White Hemstitched handkerchiefs in assorted color embroidery effects. They're yours for

13c Each

LOOK HERE!

VOILES! SUMMER VOILES!

—don't miss this, ladies, whatever you do.

—500 yards beautiful summer Voiles, the most popular of hot weather fabrics.

—36 to 40 inch, \$1 a yard value for 48 CENTS

—all new patterns and colors.

NEED VESTS?

LADIES SUMMER VESTS

—a real value offer right from the shoulder.

—only about 500 of these and they won't last long at the price.

—tape neck and sleeves.

19 CENTS

—only three to a person.

MISSSES RIBBED HOSE ON SALE

50c values in black only. Sizes 7 to 9 1/2. While the supply lasts, they go for

33c

LADIES AND MISSSES MIDDLES

Only a dozen of these, and they'll go fast for

\$1.93

ABOUT 25 Girls' Gingham Dresses

Sizes 2 to 12. Values in this lot to \$5. They're marked to go at

73c

RED CROSS APRONS

LOOK HERE Values to \$2.25 in these handy aprons. They go at the remarkable price of

97c

1 DOZEN Women's House Dresses

Values to \$3.00. Mixed cotton fabrics in a variety of patterns. Go at

97c

CHILDREN'S MIDDLES

Sizes 6, 8, 12. Values to \$1.50. Dandies. A great big bargain at this unheard-of price

47c

A REAL SALE

WITH

A REASON

MEN'S WORK SOX—the 40c kind. They go at... 23c CHILDRENS ROMPERS, all colors, neatly braided and finished... 47c of real material. They sold for \$1.50. Circus Price

RIDE THE PLANE

CHILDREN'S BUNGALOW APRONS—all colors... 47c DRESSES FOR TINY TOTS—An assortment of all kinds of patterns and styles. Values to \$1.50. They all go at... 47c

Iowa friends who will visit this great Bargain Circus, your ferry fare on purchases amounting to \$10 or over, Ladies Toggery, Dovey's, Fetzer's, Soennichson's.

BRIDGE FARES REFUNDED --- READ! To our many friends in SARPY COUNTY who visit this great affair, we will pay your bridge fare over the Pollock Auto Bridge, if you purchase \$5 or more of Wescott's, Wurl's, Ladies Toggery, Dovey's, Fetzer's or Soennichson's.

Jess Warga

Heating, Plumbing, Lighting

Monopipe Furnaces

HELPS LIGHTING PLANTS

Phone 400

Watch Special!

12 Open Face 20 Year Case With Elgin Movement Price \$25.00—Special Price, \$17.50

B. A. McElwain

JEWELER

"On the Sunny Side of Main Street"

Plattsmouth Journal

PRINTERS

STATIONERS

A Complete Line of Office Supplies

All the Latest Books.

MORGAN'S

Invites You to Visit Their Sweet

Shop During the Bargains Circus

Balcony Garden Now Open

G. G. FRICKE

Coal and Wood

ALSO THRESHING COAL

Phone 138

Bargain Circus Special

Colonial Tumblers, 6 for 35c

Lemonade Tumblers 9c

Very Special—Ladies Union Suits 49c

Many Other Specials During Sale

Popular Variety Store

Plattsmouth, Neb.

Streight & Streight

Plattsmouth Leading

FURNITURE DEALERS

—and—

UNDERTAKERS

"Cook With Gas"

Nebraska

Gas and Electric Co.

Plattsmouth, Neb.

Fans, Ranges and Electrical Supplies

of All Kinds.

Final Clearance Sale

—OF THE—

JORDAN MILLINERY STOCK

50% DISCOUNT

JUST 1/2 PRICE

EMMA PEASE