



Dress Specialists!

That's what you will think when you see so many pretty dresses here. They're not only pretty---exclusive---individual, but good and made with all the care that has been



production for many years!

PRICED AS FOLLOWS

**\$15.75, \$16.75, \$17.65,
\$19.75, \$21.75, \$22.50
\$24.75, \$27.50**

One Hundred and Fifty Styles to Select From!

Ladies Toggery

FRED P. BUSCH, Manager

Phoenix Hosiery

Ladies' Munsingwear



At the Journal Office on Bargain Wednesday!

You can subscribe or renew your subscriptions to the Semi-Weekly for

\$1.50

Or the Daily Journal by Mail for

\$4.00

This will be your opportunity to pay up!

GRUEN GUILD WATCHES

Now in your own town you can select

a Gruen Guild Watch

High quality is appreciated and desired in Plattsmouth just as it is in any large city.

Just drop in at our store and look at the

famous Gruen Veithin and Wrist Watches we have to show you—a new and beautiful assortment, indeed!

These wonderful Guild creations can be had here in the very same styles and at the same prices that prevail in any other city.

M. D. BROWN, Jeweler

"Gifts that Last!"

Bargain Wednesday Commanding Values!

This is just the time when you will derive the most benefit from buying the merchandise you need, both in price and quality. Be very sure to shop with us.

Warm Clothing!

This is the time of year when good warm clothing is absolutely necessary for your comfort and health's sake. Come here to supply your needs—

Men's Sheep Coats

Moleskin material, lined with No. 1 bark tanned sheep skin peit. All round belt. Cord button loops, shawl beaverized collar. 36 inch length. Our price... **\$11.95**

Men's Leather Vest Coats

All leather. Particularly designed for the out door man. Lined with good quality wool mackinaw cloth. Wool elastic knit neck, two button adjustable back and cuffs. Bargain day price... **\$11.75**

Men's Sheep Vests

Closely woven moleskin cloth, knit elastic collar, full sheep skin lined. Sizes 38 to 46. Very specially priced at... **\$7.95**

Leather Sleeve Vests

We consider this number one of our biggest values. Moleskin cloth, wool elastic knit collar and wrists, wool lined body, leather sleeves, full 27 inches long. Bargain day special at... **\$6.45**

Men's Sweaters

Heavy knit, slip-over style. Maroon with blue trim collar. Elastic knit bottom and wristlet. A value in the \$3.50 class. Special for Bargain Wednesday... **\$2.19**

Boys' Sweater Coats

Made from selected wool and cotton mixed yarns. Coat style, six button front. Shawl collar. Gray color only. Sizes 34 and 36 only. Very special at... **\$2.25**

Men's Wool Socks

Made from soft wool yarns, ribbed top. Regularly priced at 45c. Bargain day special... **45c**

MEN'S PANTS VALUES

Heavy weight, closely woven moleskin pants, cuff bottom, button flap pockets, belt loops. In-side fleeced. Per pair... **\$2.95**

Men's extra heavy wool pants, gray diagonal stripe pattern. A pant especially good for the older man. Per pair... **\$3.75**

Men's whip cord kiki pants. Belt loops and cuff bottom. A tough wearer. Price... **\$2.45**

SHIRTS! SHIRTS!

Men's wool shirts. Good weight wool flannel sacking cloth. Flat collar, one pocket, blue color. Special price... **\$1.25**

Men's dress shirts—Madras and percale materials, neck band style. Front color stripe and check patterns. Mixed values from regular stock, mostly large sizes. Close out price of this lot is only... **89c**

SOME BIG HOSIERY VALUES

These speak for themselves. Get your share Bargain day.

Men's Hosiery

Men's dress socks, good weight, made from selected fine yarns, highly mercerized. Double heel and toe. Colors black and brown. All sizes, THREE pair for... **98c**

Men's semi-work socks, soft, fine yarn, elastic ribbed top. Black and brown, 7 pair... **98c**

Rockfords—The old reliable work sock. Brown and blue mixed cotton yarn. 8 pair... **98c**

Women's Silk and Silk and Wool Hose

Exception values in Silk and Wool and all Silk hose. Derby ribbed and drop stitched, some with clocks. In brown, oxford, black and camel's hair. Values to \$1.75. Very special, per pair... **\$1**

ALUMINUM WARE

Good quality aluminum Tea Kettles, Bakers, Percolators, Double Cookers, etc. All going at the special price of only... **89c**

SANTA CLAUS

The time is drawing near when the wishes of the kiddies and wee tots must be taken care of. Already we are laying aside the gifts to gladden the hearts of children at Xmas time. Make selections Bargain Wednesday. We'll be glad to hold them for you until Christmas time.

Ladies' and Misses' Coats!

Shop where you will, you will not be able to duplicate the low prices we are naming on these quality garments. Every coat in our stock is this season's correct style. Some are plain tailored models, others cleverly trimmed in silk braid, belted and side button effects, large fur and self material collars. Newest fall shades of rich brown in velour and wool polo cloths.

\$17.50 \$19.50 \$21.50

Misses' Coats!

Charming models for the girl 12 to 16 years of age. Newest fall shades of brown, tan and blue. Materials of wool velour and polo cloth. Neatly trimmed military buttons and silk braids. Some are plain tailored models and others have fur collars and side tie belts. Just look at these low prices—

\$6.75 \$9.50 \$15.50 \$13.50

Ladies' Tailored Dresses!

New fall models that will appeal thru the quality of their materials and the nicety of their workmanship. Wool Poiret Twill materials, attractively trimmed in plain and richly colored silk braids. Colors navy and brown.

Misses' Dresses!

Very attractive new Fall dresses for girls. All wool plain serges and plaid flannel materials. Clever silk embroidery trimmed, some have belt and pleated skirts. Strictly late models, just right for school or dress. 10 to 16.

\$4.98 \$5.25 \$7.98

Gold Seal Congoleum Rugs!

Brighten up the home with these high class art rugs. The Congoleum company's newest patterns will be on Display here Bargain Wednesday.

9x12 Gold Seal art rugs, at... **\$17.45** 3x3 Gold Seal art rugs, at... **1.75**
6x9 Gold Seal art rugs, at... **7.10** 6x6 Gold Seal art rugs, at... **\$ 3.95**
4 1/2 x 4 1/2 Gold Seal art rugs, at, each... **\$2.50**

Star Brand Shoes are Better!

Star Brand Shoes are Better because they are solid leather. Read guarantee below.

Men's Semi-Dress Shoes

Wide toe, comfort last. Box calf, blucher style... **\$2.85**

Men's Dress Shoes

Calf stock, staple medium round toe. Conservative comfort last, well constructed oak sole. Colors black and brown. Per pair... **\$4.85**

Ladies' Comfort Shoes

Plain toe, flexible leather sole, black kid lace bal, rubber heel. If you are having trouble with your feet, try this shoe. Per pair... **\$3.50**

Men's Hard Wear Work Shoes

Made of soft, pliable stock, triple stitch, blucher style leather pull; oak tan welted sole. Munson army last. Very special, per pair... **\$4.50**



WE WILL PAY

\$500 CASH REWARD and replace **FREE OF CHARGE** to the Wearer, any pair of **"STAR BRAND" Shoes** bearing this Star on Heel or Lining, containing leather-board, paper or fibre-board (substitutes for leather) in the Outsoles, Insoles, Heels or Counters.

"STAR BRAND SHOES ARE BETTER"

ROBERTS, JOHNSON & RAND

MANUFACTURERS, DIVISION OF INTERNATIONAL SHOE CO., ST. LOUIS, MO.



Black Kid Oxfords

Lace bal, rubber heel. Military and low heel styles, at... **\$2.95**

Brown Calf Oxfords

Ladies' and Misses' medium low rubber tipped heel. Perforation trimmed. Very dressy... **\$3.95**

Boys' Dress Shoes

Mahogany calf, lace bal, welt sewed oak sole. Perforation trimmed. A shoe any boy will be proud to wear. Sizes 2 1/2 to 5 1/2. Pair... **\$3.85**

Boys' Shoes

All leather school shoes, blucher style, rubber heels. Colors are black and brown. 11 1/2 to 2... **\$2.95** 2 1/2 to 5 1/2... **\$3.25**

Children's Shoes

Orthopedic foot form last, button. Brown and black calf stock extension sole. Just the kind of shoe for those growing feet. 8 1/2 to 11... **\$2.65** 11 1/2 to 2... **\$2.85**

Night and Day

Your comfort is assured if you snap up these sleeping garment and underwear values Bargain Wednesday. Note the reductions we are making—

Ladies' Night Gowns

Fine quality outing flannel gowns, full yoked, correctly sized, hemstitch and embroidery trimmed V and round neck styles. Special Bargain day price... **95c**

Men's Warm Gowns

A good weighty garment, made extra full body and length. Frog loop fasteners, military collar. Extra quality outing... **\$1.59**

Men's Underwear

Heavy fleeced fine yarn union suits, wide fly, closed crotch. Fitted shoulders. Per suit... **\$1.59**

Boys' Underwear

Flat knit, cotton yarn union suits, heavy fleecing, ribbed wrist and ankle. Ages 8 to 12 in this specially priced lot, at... **89c**

Children's Underwear

Ribbed knit, fine cotton union suits. Drop seat, fleeced, crochet trimmed. Ages 2 to 10. These are specially priced at... **89c**

Infants' Silk and Wool Shirts

Wants all wool shirts and Carter's silk and wool shirts. Double front and button front styles. All sizes up to 3 years. Regular price \$1.25. Go Wednesday at... **89c**

SPECIALS FROM DRY GOODS DEPT.

Stamped art goods, Outings, Muslins, Blouses, Table Cloths etc. at special bargain prices.

"Justrite" Hair Nets

Large size, double strand, cap shape nets. Light, dark, medium brown and black. Twelve for... **\$1**

Christmas Handkerchiefs

Nicely selected assortment of ladies' kerchiefs of linen and fine lawn. Special, NINE for... **\$1**

Crochet Thread

C. M. C. and other makes, your choice of colors and sizes. Regular price, 10 and 15c per ball. Now, TWELVE balls for... **98c**

Stamped Aprons

Unbleached muslin, fudge and slip-on style aprons, stamped ready for embroidery. Complete with floss to embroider... **89c**

Circular Table Cloths

Mercerized damask, scalloped in blue, pink or gold. Fine quality. Regular price, \$1.50. Now... **\$1**

Women's Stylish Blouses

Silk and Georgette Crepe, dark and light colors. Beautifully embroidered and trimmed. Values to \$7.95. Clean-up price... **\$1**

36-Inch Outing Flannel

Heavy weight, light and dark patterns. Just right for your sewing needs. Per yd... **25c**

Bleached Muslin

Pure white bleach. Soft, high count thread, worth 23c yard. Wednesday only, per yd... **17c**

GLASSWARE SPECIALS

Here are some real bargains for you in badly needed household articles. Look 'em over.

Water Glasses

Cut glass, grape design. Per set of six, only... **59c**

Bohemian Art Glass

Beautifully colored compotes, flower bowls, candy jars and candle stick pairs. Each... **79c**

Oven Glass

Specially processed, heat resisting. Pie plates, 9-inch size, each... **75c**
Cake plates, 9-inch size, each... **65c**
Casseroles, two sizes, **\$1.69, \$1.89**
Angel food cake bakers... **\$1.90**

MAMMA DOLLS

That go to sleep, talk and walk. Little red chairs, sets of dishes, drums and horns, whistles, rubber balls, toy horses, musical chimes, etc. Watch for our big illustrated Xmas magazine by mail. If you're not on our mailing list let us know as we want you to get our advertising.

The H. M. Soennichsen Co.

IN THE E. G. DOVEY BUILDINGS

Plattsmouth,

Nebraska