



Record Beating Value Giving Shoe Sale!

JOIN THE PROCESSION

AND ATTEND OUR MONEY RAISING

SHOE SALE!

AND GET YOUR

- FOURTH OF JULY FOOTWEAR! -

of the **DOLLAR'S SAVER** in SHOES. We want to raise \$2,000.00 and our Quality Prices have been heard in the other corners of the county, many taking advantage of the Bargains and buying two and three pairs, that made vacant places on our cut price bargain tables, which will be replaced from day to day



Save Shoe Dollars by Trading Here!

4 Lots Ladies' Red Cross Patent Strap and Eyelet Pumps—were \$4.00, To clean up Now Only \$1.75	10 Lots Ladies' Tan, Brown and Kid Oxfords—were \$3.00 and \$3.50 values, Now Only \$1.75, \$1.95 and \$2.25	1 Lot Ladies' Patent Pumps—were \$3.00 and \$3.50, Now Only \$1.45 <small>#2 Less than half price.</small>	2 Lots Ladies' Patent Oxfords and Pumps—were \$3.00, Now Only \$1.65 and \$1.95
2 Lots Ladies' Patent Oxfords and Pumps—were \$2.50 and \$2.00, Now Only \$1.25 and 95c	1 Lot Grey Canvas Oxfords—were \$1.75, Now Only 95c	2 Lots of White Oxfords—were \$2.50 and \$1.50, Now Only \$1.25 and 85c	1 Lot Men's Tan Grain Work Shoe—worth \$2.50 Now Only \$1.75 All Leather
4 Lots Men's Patent and Gun Calf Oxfords—were \$5.00, \$4.50 and \$4.00, Good Sizes Still Left Now Only \$3.45 and \$2.45		2 Lots Men's Patent Oxfords—were \$4.00—to close out quickly, Can fit nearly all feet. Now Only \$2.50 and \$2.25	
1 Lot Boy's Sneakers—were \$1.50, Now Only 85c	1 Lot Boy's Shoes—were \$2.50, Now Only \$1.50	1 Lot Men's Lace Shoes—good values, Now Only \$1.50	1 Lot Men's Box Calf Bluchers—were \$2.50, Now Only \$1.75



5 Lots Ladies' Red Cross and Julia Marlow Patent Pumps—latest styles, and should fit the fancy of feminine fastidiousness—were \$4.00, now only... **\$3.50**

See our line of Men's Manure Proof Elk Hide Work Shoes—they are made best where wear is greatest. **\$2.50 to \$3.00**

THEY ARE KOOL AND KOMFORTABLE



This is the Largest, Cleanest, Most Legitimate Cut Price

Shoe Sale ever put on in Cass county and when Quality is considered, our prices will make

illgitimate out-of-town competition go way back and sit down, and our motto "Good Shoes Cheap" will be adhered to during this Sale as in the past.

Cheer up! and look pleasant, the barometer is going down with our Shoe Prices, we are going to get a rain.

We thank those who waited with patience, and favored us during busy periods.

Plattsmouth

SHERWOOD & SON

Nebraska.

CO-OPERATION IN YOUR HOME PAPER IS WHAT BRINGS DESIRED RESULTS

And There Never Was, and Never Will Be a Better Time Than Right Now to Begin a Systematic Advertising Campaign in Your Home Newspaper.

The articles appearing in Trade Exhibit last week in reference to catalogue advertising have been construed by some as an unqualified endorsement of this kind of advertising for all kinds of retailers, large and small, in all lines of trade. There was no intention of giving catalogue advertising such a blanket endorsement. In fact, it is clearly apparent that the number of retailers who can use catalogue advertising to advantage constitutes only a small percentage of the whole.

Catalogue advertising is expensive. One issue of a 20-page, 9x12 catalogue would cost considerably more money than the average general merchant spends for advertising in the entire year. But it is good advertising for the merchant properly located and having a sufficiently large store and stock with which to operate.

The great majority of our retailers must necessarily confine themselves to less expensive forms of advertising than the catalogue, although it is entirely practicable for a number of retailers in a town to join in issuing a co-operative catalogue. It should be a made-to-order catalogue, however, and not one of the ready-made kind, exploited by concerns which would make mere order-takers of retail merchants.

Another form of co-operative advertising even more practicable and one easily adapted to the needs of the village, the big town or the small city, is that done in the home newspaper.

As related a few weeks ago in the Trade Exhibit, a number of live-wire retailers in Osceola, Nebraska, have contracted for a full page space in the home news-

paper for an entire year in which to make a co-operative effort to bring more and more people to town on each succeeding "Bargain Saturday."

Of course, the retailers also use individual ads in other parts of the paper, but this one big bid for Saturday trade is proving a very successful business-bringer.

A couple of weeks ago a number of Fremont retailers co-operated in a "Dollar Bargain Day," advertising it by means of one of the very best double-page ads of its kind we have ever seen. Unfortunately, the weather was unfavorable, but that was not the fault of the plan or of the advertisement, both of which are very good.

There is practically no limit to the results that can be accomplished by co-operative advertising in the home newspaper. When the expense of a page, a double page or more space is divided among the co-operating merchants the cost to each is small indeed.

Every town having a retailers' association has the machinery right at hand for successfully carrying on a campaign of co-operative advertising. With a good, live committee to handle details, the work of the individual merchant is minimized.

The necessity of making the home town a better market town—of attracting more trade and of satisfying the trade even more fully—is generally recognized by live-wire retailers. They see in co-operative advertising of various good kinds an effective means to this end. The power of the retailer is never better demonstrated than when he joins hands with his brother merchants

in accomplishing something for the common good.

Both the retail store and the home market town are on trial today before the bar of public opinion. Those who would ruin both by their selfish schemes for the concentration of population, commerce and industry in congested centers are constantly repeating that both store and town have been weighed and found wanting. Co-operative effort is absolutely necessary to meet this condition and one of the best ways in which to commence co-operation is on an advertising campaign that will bring more people to your town and into your store, prepared to buy the goods offered if they measure up to the advertising. And there never was—and never will be—a better time than right now to begin a co-operative advertising campaign in your home newspaper.—Omaha Trade Exhibit.

Automobile for Sale.

Five-passenger Vellie Touring Car, with full equipment and in good condition. Just repainted and thoroughly overhauled. Car can be seen at the Frank Gobelman paint shop. Has been run only about 6,000 miles, and will be sold for \$750.00. For further particulars see R. A. Troop.

Henry Smith Arrested.

Henry Smith, a mechanic, who follows the art of mending sunshades, was arrested for being too drunk to navigate, and was brought before Judge Archer this morning after he had had time to sober up. Henry was given the usual assessment for the first offense, which, in default of payment, he will be required to board out or change his base of operation.

Shetland Ponies for Sale.

I have an excellent team of Shetland ponies for sale. Well broke and at a price that is right. Wm. Gilmour, R. F. D., Plattsmouth.

Hogs Wanted.

Wanted to buy, some shoats, weighting from 50 to 100 pounds. See J. P. Falter, Coates' Block.

NEW ROUTE BOOK HAS BEEN ISSUED

"Trail to Sunset" Route Just Issued by the American Automobile Association.

Ninety strip maps are included in the 1912 edition of the A. A. A. "Trail to Sunset" route just issued from its national touring bureau, at No. 437 Fifth avenue, New York City. The complete route from Chicago to Los Angeles, including the Santa Fe trail and thence to San Francisco, contains all necessary information with clearness and accuracy, embracing turns, forks, landmarks and railroad crossings. The first edition of a year ago contained only sixty-five maps and concluded at Los Angeles.

In addition to going through to San Francisco, the new addition has two complete routes between Phoenix and Los Angeles, the new one by Yuma, the Imperial valley and San Diego. The 1912 book also contains all the corrections noted by A. L. Westgard, A. A. A. official field representative, on his third trip across last fall. Among the improvements is a short line from Omaha to Kansas City, via the new Plattsmouth bridge, saving about thirty miles as compared with the route formerly used. A new A. A. A. transcontinental map, showing all practicable routes in their correct geographic relation, is nearly ready for publication.

Mrs. Wiley Some Better.

Mrs. George Park, who has been with her mother, Mrs. William Wiley, south of Plattsmouth, for the past few weeks, owing to the serious illness since the death of her husband a few weeks ago, was in the city Saturday and reports her mother some better. Although improving she is still a very sick lady and not out of the danger period. Mrs. Park called at the Journal office at the request of her mother, to send the paper to her son, Algren Wiley, at Bern, Kansas.

A Picnic.

Yesterday morning a crowd of picnickers drove to St. Mary's lake, near La Platte, in Douglas county, where they spent the entire day fishing and indulging in other amusements. This occasion was in honor of Dr. J. W. Cotner of Lebanon, Kansas, son of J. B. Cotner of this city, who is a guest of relatives and friends in this vicinity for a few days. At the noon hour a delightful picnic dinner was spread under a large oak tree, to which all did ample justice. Plenty of fishing tackle was taken along and a number of the picnickers succeeded in capturing a nice mess of fish, those participating in the fishing stunt not returning to their homes until about 10 in the evening, while the other members of the party arrived home about 6. During the day Miss Gladys Steinhauer took a couple of pictures of the picnickers. Those participating in this joyful event were: Dr. J. W. Cotner of Lebanon, Kansas; J. B. Cotner and wife, S. L. Cotner, wife and two children, Gladys and Arthur; Walter Cotner and wife, Miss Gladys Steinhauer, Clarence, Howard and Albert Cotner, Lester and Herbert Christweiser.

For Sale.

Almost new motor cycle. For demonstration call or write C. D. Benedict, Murray, Neb.

Cultivate your alfalfa stubble with a Canton Spike Disc Harrow. Sold by Will Richardson.

Mr. Berger Attends Funeral.

Mr. and Mrs. G. L. Berger, from over at Elmwood, were in the city last Friday to attend the funeral of Mrs. Conrad Schlater, and remained over until Saturday morning, at which time Mr. Berger called at the Journal office for a brief visit and to enroll his name for a copy of the paper for one year. In conversation with Mr. Berger we learned that his lifelong friendship for Mr. and Mrs. Conrad Schlater dated away back in the years of 1864 and 1865, at which time, in company with 15 other men, they made a trip across the plains. At this time he made his home with Mr. and Mrs. Schlater. Mr. Berger came to Plattsmouth in 1857, where he resided for some time. He also tells us that he is the only surviving member of the crew of seventeen that crossed the plains in '64-5.

Convention Meets Soon.

Jesse Perry, superintendent of the First district, has about completed the arrangements for the district convention, which meets within a short time at the U. B. church, two miles south of Plattsmouth. The district includes the Sundays schools of Union, Murray, Mynard, Plattsmouth and Cedar Creek. Mr. Perry will probably have a list of the speakers and subjects ready for the press within a few days. The arrangements are shaping up for one of the best district conventions which has been held in the district for some time.

DO IT NOW! The Season for Cyclones and destructive wind storms is at hand!

Are you protected? I will write cyclone insurance for 75 cents per hundred for a term of five years. That means that you can carry \$1,000 insurance for \$1.50 per year. It is not wise for you to take the risk when others will take it for you at such a low rate. Fire Insurance at lowest rates on stocks and dwellings. Special rates for long term policies.

Coates' Block & J. P. FALTER, Secretary Farmers' Mutual Insurance Co.