



Some Common Sense Reasons for the Popularity of Our Enormous Going Out of Business

SHOE SALE



Same reputable branded shoes from lines we have been handling in past years—not a lot of cheap junk obtained for the occasion. Buying at home you see and get the goods you pay for, and they can be easily exchanged if they do not fit or are unsatisfactory. You no doubt have all heard of the hundreds of pleased customers speak of the honest shoe values and who know the **MATCHLESS MONEY SAVING POSSIBILITIES** at our sale. They are here for you also. All our shoes escaped the last advance in cost, and as we are not asking any profit, this gives you "our" shoes at prices that competition cannot touch and you will regret if you don't buy now.

SHOE BARGAINS FOR PAY-DAY!

See our east window for the representation of *hundreds of pairs of men's dependable shoes* to be sacrificed at prices that their makers never dreamed of: \$5.00 values, dressy and durable—best in the land..... **\$4.00**
 5.00 " Velour Calf, new Hi Toe..... **\$3.75**
 5.00 " Velour Calf Lined, new Hi Toe..... **\$3.50**
 4.00 " Calf Button, Hi Toe..... **\$3.00**
 3.50 " Calf Bluchers..... **\$2.75**
 3.50 " Box Calf Bluchers..... **\$2.50**

1000 pairs Ladies' High-Grade Shoes to go at *actual cost* and many at $\frac{1}{2}$ their former price:
 \$4.00 values going for..... **\$2.50**
 4.00 " " "..... **\$2.00**
 3.50 " " "..... **\$2.50**
 3.50 " " "..... **\$2.25**
 3.00 " " "..... **\$1.95**
 2.00 " " "..... **\$1.50**

Money could not buy at wholesale prices some of the single pair *special price* "pick ups we have displayed on our racks.

Special prices on sturdy School Shoes for Husky Boys **\$1.50 Up!** Romping Girls

The Store with the **BIG WHITE SIGN** is the Place

Open Evenings
Till 8 O'Clock

SHERWOOD -&- SON

BUY NOW
or BE SORRY!

PLATTSMOUTH, NEBRASKA

Well Drilling Machinery

You can make big money making wells. This is one of the few lines of work that are not over-crowded. The demand for wells is far greater than can be supplied by the machine men at work. Well Drillers command their own prices. We build the best-rated HOWELL line of Well Machinery for making deep or shallow wells of all sizes, for all purposes and in all kinds of ground. Our machines are the most up-to-date on the market, contain all the latest improvements, are extremely strong and simple, do perfect work, are easily operated and are very fast workers. Write today for our free Catalog A.

R. R. HOWELL & CO., Minneapolis, Minn.

Wood Wanted.

Those of our subscribers who desire to pay their subscriptions in wood are requested to bring it in before the roads get bad, as we desire to place it in the dry. Come in with it, boys, right away.

HOUSE TO RENT. Inquire of T. M. Patterson. 9-17-4fd.

Courtesy of Operator.

The reports of the world's series of base ball games that the Journal has been printing are received through the courtesy of the operators at the Burlington depot, who receive the information over the wires of the Western Union company.

Social Dance.

The Catholic Sokol Lodge will give a public social dance at their hall Saturday evening, October 19. There will be good music and plenty of it on hand. Come out and enjoy a good time.

-Showing FALL Hats!-



Large
Medium
and
Small

HATS!

Felts or
Velvets!

MISS MYERS

MURDOCK.

Frank Coyne was in Lincoln Monday.

Charley Long was in Lincoln Monday.

Miss Grace Lawton went to Lincoln Wednesday.

George Mooney and wife spent Sunday with his parents.

Miss Marie Gieseker spent Sunday with home folks at Lincoln.

August Panska was a Lincoln passenger Wednesday morning.

Mr. and Mrs. Gus Brockhage and children were at Greenwood Sunday.

Miss Anna Augwert of Lincoln spent Sunday with relatives and friends here.

Fred Westlake of Avoca visited relatives and friends (?) here over Sunday.

Misses Lyda Sorick and Leah Smith were Sunday guests of Miss Bertha Bornemier.

Mrs. John Augwert and daughter, Marvel, were passengers to Alvo last Thursday.

Muriel Gillespie of New Sharon, Iowa, visited his parents here from Friday till Monday.

Noel Manners of Alvo and Miss Fara Eidenmiller of Elmwood were in town Monday afternoon.

Fred Everett returned to his home at Elliott, Iowa, after spending a few days here with his daughter.

Joe Norris and Miss Frances Stevens of Wann, Neb., spent Saturday and Sunday with John Augwert and family.

Mr. and Mrs. A. J. Tool and daughters, Catherine and Margaret, spent Sunday with relatives near Alvo.

Rev. and Mrs. Heddon moved their household goods to University Place last Thursday, where they will make their future home.

Miss Vera Eisenhut and Miss Jessie Rush returned Sunday evening from Lincoln, where they visited the latter's sister for a few days.

Mrs. Marie Weddell entertained the Ladies' Aid society Wednesday afternoon. A delightful lunch was served at the close of the meeting.

Clarence, the 2-year-old son of Mr. and Mrs. Cal Leis, is very sick at the present writing and it is thought pneumonia will develop soon.

W. C. Monroe and family returned Sunday evening from their visit at Fremont, Neb. They were accompanied home by Miss Sarah Million, who will visit here a short time.

Guests of Peter Eveland and wife on Sunday were: John Schwin and family, Fred Bokelman and family, Frank Gustin and family of Elmwood and Rudolph Kuehn and family of Alvo.

MAPLE GROVE.

(Special Correspondence.)

A. F. Boedeker shipped hogs to South Omaha Monday.

Charles Henen made a business trip to Nehawka Tuesday.

Mr. and Mrs. Ben Noel gave a fine dance Saturday night.

Charles Boedeker of Murray is picking apples out here this week.

W. H. Puls went to Lincoln Saturday to hear Governor Wilson.

Herman Gansemer made a business trip to Iowa and Missouri last week.

P. A. Hild began hauling material for the erection of a new double corn crib this fall.

Mr. and Mrs. W. H. Puls spent Sunday at the home of Mr. and Mrs. Charles Henen.

L. M. Davis and family of Murray spent Sunday with home folks, Mr. and Mrs. J. A. Davis.

Quite a number of friends and relatives were guests of Mr. and Mrs. August Engelkemier Sunday.

Mr. and Mrs. Louis Puls, Mrs. JaKo Hild, Mrs. Edward Gansemer and Will Gilmore spent last Thursday in Omaha.

Quite a number from this locality attended the German Day celebration Saturday and Sunday at Plattsmouth.

Alfred Gansemer and family and Fritz Lutz and family spent Sunday at the home of Mr. and Mrs. Herman Jansenor.

Miss Balzer is ready to do your sewing. Call her up. Platts. Phone 364-White. 10-8-2wks-6

Alvo News

J. A. Shaffer went to Lincoln Monday.

Harvey Rasp visited at Omaha Sunday.

Dr. Muir was a Lincoln visitor Tuesday.

George Curveya was in Lincoln Wednesday.

Alfred Stroemer went to Elmwood Tuesday.

George Bucknell was an Omaha visitor Wednesday.

C. D. Rasp was fishing last Saturday at Ashland.

Hubert Strong returned from Montana Wednesday.

William Casey went to Lincoln Wednesday on business.

Joe Pronty of University Place is reported on the sick list.

Mrs. Arthur Friend was shopping in Lincoln Wednesday.

F. H. Caudy witnessed the electric parade at the Ak-Sar-Ben.

Harry Parsell went to Lincoln Saturday, returning home Monday.

Mrs. Peterson and child of Havelock visited relatives here Sunday.

Miss Stella Sheesely was visiting in Lincoln Wednesday and Thursday.

Mrs. F. H. Caudy and Mrs. J. A. Shaffer were in Lincoln last Thursday.

John Murly was an Omaha visitor last Saturday to hear Governor Wilson.

C. C. Bucknell was with C. R. Jordan in the north part of the county Monday.

Mr. and Mrs. J. E. Gasey went to Lincoln Tuesday to visit relatives for a few days.

Carlton Gullion and family visited Alvo relatives and friends Sunday and Monday.

Mr. and Mrs. Charles Kirkpatrick went to Lincoln Tuesday, returning Wednesday.

Mr. and Mrs. J. H. Stroemer went to Barneston Sunday to visit relatives for several days.

Mrs. S. C. Boyles and her niece, Miss Pearl Keefer, were shopping in Lincoln last Thursday.

Mrs. Schuyler Wolfe left Sunday evening for York and Hold-

rege to visit several days with relatives.

Mrs. Bud Grover and children went to Lincoln Friday, returning home Sunday. Mr. Grover accompanied them.

Among those going to Lincoln Wednesday were William Hinne-man, Chris Eichman, John Abers and Oscar Kitzel.

Mrs. J. A. Austin and Mrs. Etta Mower of Lincoln were Sunday guests at the home of Mr. and Mrs. J. A. Shaffer.

Mrs. W. E. Casey went to Omaha last Wednesday to visit relatives for a few days and attend the Ak-Sar-Ben festivities.

J. E. Casey visited his parents, Mr. and Mrs. John Casey, in South Omaha a few days last week. His mother, who was very sick, is much better at this writing.

S. C. Boyles and family and C. R. Jordan, Scott Jordan and others autoed to Lincoln Saturday to hear Governor Wilson speak.

Mr. and Mrs. H. W. Maitland of Los Angeles, California, and Mr. and Mrs. George Curveya ate 5 o'clock dinner with Mr. and Mrs. G. P. Foreman, sr., of West Alvo Monday.

Miss Ruby Keefer of Covena, California, accompanied her cousin, Miss Pearl Keefer, to her home at Litchfield, Neb., Monday for several days' visit, before returning to California.

Mrs. John Murly and mother, Mrs. Price, of Clay Center, were Lincoln visitors Wednesday. Mrs. Price returning to her home, after visiting for some time with her daughter.

Mrs. Ned Shaffer and son of Denver, Colorado, visited from Monday until Wednesday with Mr. and Mrs. J. A. Shaffer. Mrs. J. A. Shaffer accompanied her on her return as far as Lincoln.

Mr. and Mrs. H. W. Maitland of Los Angeles, California, came in last Thursday for a visit with Mr. and Mrs. George Curveya and Mr. and Mrs. Charles Bucknell and other friends. They left Tuesday for their home. Mrs. Bucknell accompanying them as far as Lincoln.

Clarence, Albert and Howard Cotner and Lester Chriswiser were Omaha passengers this afternoon to visit Grant Cotner at Immanuel hospital.