

Christmas Shopping Guide!

Make THIS An Electrical Christmas!

You can find something electrical for everyone, Wife, Mother, Father, Sister, Brother, Son or Daughter—

Electric Irons
Electric Coffee Percolators
Electric Tea Samovars
Electric Teakettles
Electric Stoves
Electric Toys for Children

Electric Warming Pads
Electric Radiators
Electric Suction Cleaners
Electric Washing Machines
Electric Curling Irons
All with prices within reach of everyone.

Electric Toasters
Electric Chafing Dishes
Electric Hot Plates
Electric Grill
Electric Sewing Machine Motors

If your home is not wired for phenomenal servant, you could not have a more appropriate Xmas Gift for the whole family, than Electric Service for the home. Call our new business manager and get an estimate, and place your order early.

Telephone 261

Nebraska Lighting Company Plattsmouth, Neb.



Frank Gobelman's

Wall Paper and Paint Store!

All kinds Mixed Paints, Oils, Varnishes, Window Glass, Specialties and Picture Framing.

We have at this time a particularly fine line of Framed Pictures for Christmas Presents.

Bring in your Journal Art Calendars, which we will frame for you at very reasonable prices.

V. VEJVODA,

MERCHANT TAILOR

Why not have your Suits and Overcoats made in Plattsmouth by Plattsmouth workmen? They will wear better, look better and last longer than sweat shop clothes.

Prices Moderate and work guaranteed to be Satisfactory.
409 Main St. Plattsmouth, Neb.

20% Discount!

I hereby announce to you that on anything you buy in the line of Furniture and Rugs I will give you A Discount of 20 Per Cent from regular prices—on Cash Purchases Only—beginning December 19th, a. m., to December 24th, p. m. Remember the special days. I have many pieces of Furniture that are valuable and useful and make handsome Christmas Gifts. My gift to you is the 20 Per Cent Discount, as announced herein.

Do not fail to call at the Big Furniture Store of

Michael Hild,

Plattsmouth

Nebraska

THE HOLIDAY SEASON IS A GOOD TIME FOR PATRIOTIC CITIZENS TO BEGIN TO HELP BUILD UP PLATTS-MOUTH BY BUYING OF HOME MERCHANTS.

The trend of modern times is toward the abolishment of the smaller towns—those of less than 10,000 population. Each large city reaches out and takes in the trade of the towns smaller than it and so on down the line. Plattsmouth people buy things at Omaha which they could buy at home as well, and in most cases, better. Omaha folks buy at Chicago, with no better results than they could obtain in their own city. Chicago big ones go to New York, while New Yorkers spend their surplus funds in London and Paris.

The way that towns like Plattsmouth citizens can help to combat this movement is to begin at home. Make your motto: "I believe in my community first and then in the community next to mine." If you cannot buy what you want in Plattsmouth then go to Omaha, but try the Plattsmouth stores first and be sure before you leave home.

For years past some department stores in large cities have yielded to the temptation of adding to the profits of their establishments by exaggerating the values they offer. It is the frequency of these misstatements dictated by department managers under the whip and spur of making sales records, that has gone far to weaken many stores in public estimation. Speaking generally, the day is passing when fraudulent advertising of bargains can command business. People are coming to seek fair values at fair prices, rather than gamble in supposed bargains, which, if the values are correctly stated, are bound to put the store offering them out of business, unless an excessive profit is made on other and unknown merchandise.

It is fair to presume that stores in small towns can offer their goods at less prices than stores in larger cities can sell for. Rents are lower, and every expense of placing merchandise before the public is less than in the larger centers.

Do you ever hear of merchants in small towns being enormously rich? The merchant princes are all located in the big cities. The intelligence of small town business men will compare very favorably with that of their city brethren.

Then, when every element is considered, the result is always in favor of buying at home if you can find what you want.

Local or civic pride should influence people toward spending their money among their neighbors and friends. In doing this you help yourself. You assist in building up and strengthening the population and resources of your own community.

The Germans do this better than any people in the world. The record of growth of the German Empire in the last thirty or forty years is not equalled in the history of the world. They have done it by intelligent action. The rules of German cities are all alike in this regard, and they are so simple and easy to follow that they will be given here in substance:

First—In your purchases, no matter how small, do not lose sight of the interests of your countrymen and the Fatherland.

Second—Do not forget that when you purchase a foreign product, even though you spend only a penny, you diminish in so much the fortune (prosperity) of your Fatherland.

Third—Your money should benefit only German merchants and German workmen.

Fourth—Do not profane the German land, the German house, the German workshop or factory with the presence or use of foreign machinery or tools.

Fifth—Do not permit the use on your table of foreign meats or greases (condiments) that might cause a prejudice against German cattle or its products; or which, moreover, might put your health in jeopardy, not having been examined by the German sanitary police.

Sixth—Write on German paper, with a German pen, and dry your German ink with a German blotting paper.

Seventh—In your dress goods use nothing but German cloths and buy German hats only.

Eighth—The German flour, the German fruits and the German beer are the only ones that produce German strength.

Ninth—If you do not like German malt coffee, drink only coffee harvested in German colonies, and if you prefer chocolate or cocoa for your children, see that this chocolate and this cocoa are exclusively German articles.

Tenth—See to it that foreign propaganda do not interfere with the strict observance of these wise precepts. Let it be with you a firm and earnest conviction that, no matter what may be said, the best products—the only ones worthy of a citizen of great Germany—are the German products.

It is not possible for the people of Plattsmouth to follow explicitly the precepts here laid down, but there is a great fund for reflection on the proper spirit of patriotism to observe toward your home town.

At this Christmas season it will be a good time for everyone to do what they can to help build up their own community by keeping in mind what Germany has done in creating a great empire.

Stenner Bro.'s Green House

Has for the Holiday Season a magnificent variety of Poinsette, Cyclamen and Primrose Blooming Plants

A Fine Selection of Ferns
American Beauty Roses in abundance
and other Choice Cut Flowers.

Floral Designs on Order for Christmas Functions at moderate charge.

Stenner Brothers,

Telephone 15 West Elm St. Plattsmouth

Quality Christmas Goods!

WE HAVE THEM IN GREAT VARIETY

Whitman's Candy, Perfumes, Fancy Stationery, Cameras, Fountain Pens, Mechanical Toys, Manicure Sets, Jewel Cases, Gold Watches, Locketts, Neck Chains, Souvenir Spoons, Bracelets, Clocks, Mesh Bags, Glove Boxes and many other appropriate Gifts for every member of the family.

Prices fit for every pocketbook. Customers can save 20 Per Cent by buying through our Coupon Book.

Gering & Co.,

Phone 36 Ludwig Miller, Mgr.

Beauty Hints!

Hubby must have his Shaves, Massages, Etc., otherwise his wife doesn't love him. Now, why not try to please your husband? When grouchy and tired, call No. 352, make an appointment for a Massage, Shampoo or Manicure. It relieves you of that tired feeling, making the world look brighter and the years younger.

Anything that improves your appearance and sweetens your disposition will please your husband as well as yourself. For further suggestions, watch this space.

MISS BONGE

.Christmas Candies!.

HOME-MADE ARE THE BEST

Pure and wholesome Prices the lowest
Mixed Candies . . . 10c per lb. and up
New Crop Nuts . . . 15c per lb. and up

Finest line of Box Candies in Plattsmouth. Also Christmas Post Cards, Tree Decorations, Box Stationery, Wrapping Paper, Napkins, Pipes, Tobacco in jars, Seals, Tags, Cards, Stickers, Holly Boxes, Etc.

Nemetz & Co.,

Candymakers 517 Main St.

During the Holidays

Everybody makes it a point to be well fed. We can furnish you the

Fine Meats Geese and Ducks
Choice Fat Turkeys and Chickens
necessary for the Feast.

Oysters Fish Celery
and everything necessary for a great dinner.
Quality Provisions at reasonable prices.

-The Geo. W. Thomas & Co. Market-

For the Holidays!

Fine Candies, from 10c per lb. up
Nuts and Fruits

High Grade Navel Oranges, per doz. . 20c to 40c
Fresh and Canned Vegetables--Standard Brands.
We have everything in first class Groceries
known to the trade.

Shop with us during the Christmas time.

A. G. Bach & Co.,

Phone 231

Christmas Cheer!

The best in High Grade Liquors and Cigars in great variety.

Fine Wines for the Table.

Exclusive Agents for Krug's Beers and I. W. Harper's Old Whiskies.

Ed. Egenberger's

Phone 87 Corner 5th and Main Sts.