

YOU HAVE
SOLD
OLD SHOES
TO THE
RAG MAN
FOR MORE
MONEY THAN
WE ASK
FOR
BRAND NEW
FOOTWEAR

GIGANTIC SALE

OF ALL

SALES!

- 10 -
EXTRA
SALES
PEOPLE
WANTED—
RAIN OR SHINE
WE WANT
YOU—
APPLY
AT STORE

Sales of all Kinds Will Sink into Insignificance as
Compared with this Colossal Event!
THE FETZER SHOE COMPANY'S \$30,000

Shoe Stock in this Stupendous Offer at
Plattsmouth, Neb.

SALE
BEGINS
Saturday,
JULY
THE 31st
AT 9:00 A. M. SHARP
and ends Saturday, Au-
gust the 14th, for
13 SELLING DAYS ONLY

EVERY PAIR HIGH AND LOW SHOES—LADIES' MEN'S AND CHILDREN'S—ALL MUST GO QUICK—This will be a great sur-
prise to the public—How is it that the FETZER SHOE STOCK is thrown to the mercies of the people? Thousands of dollars are
now tied up in New, Clean Footwear of all kinds You all know that this season has been the most backward and unseasonable in many
years. OUR STOCK IS MUCH TOO LARGE—This is the reason we are forced to reduce. The legitimate profit we had hoped for, and
had every right to expect, is lost forever, but after all you are the ones to profit. THIS SALE IS YOUR FORTUNE—OUR LOSS YOUR
GAIN. Every man, woman and child for fifty miles around know the High Grade Stock always carried by the FETZER SHOE CO.
The very best makes that money can buy, and every pair goes in this sale. We have only room here to quote a few of the thousands of
Great Bargains. You simply can't afford to miss this MONEY SAVING OPPORTUNITY—A CHANCE OF A LIFE TIME. A
visit to the store will convince you that this is a real shoe sale.

—THIS IS BEYOND—

PERADVENTURE THE SALE FOR ALL THE FAMILY!

EVERY
—PAIR OF—
SHOES

TO GET THE MARCHING
ORDER
NO IF'S OR AND'S
BUT EVERY PAIR IS LIN-
ED UP FOR YOUR

INSPECTION!

THE FINEST FOOTWEAR AT LESS THAN THE COST
OF LEATHER.



200 pair Ladies' \$3.00 and \$3.50
Oxfords, Tan, Gun Metal and Patent,
for the first day and while they last
SALE PRICE **95c**

Ladies' \$2.50 Shoes, Gun Metal
and Vici Kid, while they last
SALE PRICE **95c**

Ladies' \$3.00 Shoes, Gun Metal, Vici Kid and Patent
SALE PRICE **\$1.29**

ASTOUNDING BARGAINS ARE AWAITING YOU.
SAVE ONE-HALF—AND MORE!

We have cut the price and cut them deep. No half way measure
with us. This sale will continue from day to day with even greater
reductions than advertised. For 13 fast and furious selling days mere
words utterly fail to describe or do justice to the thousands of
irresistible bargain crashes—not a lot of unsalable, unseasonable
footwear, but the cleverest production in America. Come inspect,
compare and consider directly and impartially. We do not fear your
decision. We tell you there never was anything like it. We must
turn this mountain of footwear into cash in a hurry. It is your
chance. Don't miss it. A commercial festivity. The store of
quality and quantity. The most stupendous collection of shoes in
the state.



Men's \$3.00 and \$3.50 Oxfords, Patent, Tan and
Gun Metal. SALE PRICE **\$1.98**
Men's \$4.00 and \$4.50 Turned and Box Toe ox-
fords, Tan, Gun Metal, Vici and Patent Leather
SALE PRICE **2.88**

PURSE PLEASING PRICES

Men's \$3.50 Douglas and
\$4 and \$5 Florsheim Shoe, in Kid
Gun Metal and Patent Leather
SALE PRICE **\$1.98**
Men's \$4.00 Ralston Shoes,
Button and Blucher
SALE PRICE **\$2.98**



Ladies' Button Shoes, Dull Leather, Reg-
ular \$3.50 values,
SALE PRICE **\$1.98**

Ladies' \$4.00 Shoes, Gray, Fawn Top
and Dull Leather
SALE PRICE **\$3.19**

Ladies' \$3.50 New Shoes, Dull and Vici
Kid
SALE PRICE **\$2.88**

Ladies' \$4.00 Tan Calf Shoes
SALE PRICE **\$2.24**

Ladies' Slippers, Patent Tan and Vici
Kid, \$2.00 value
SALE PRICE **39c**

Ladies' Canvas Slippers, regular
\$2.00 value, SALE PRICE... **29c**

Ladies' Patent Oxfords, \$3
value, SALE PRICE **\$1.48**

Ladies' Mat Kid Pumps, regular
\$3.00 value, SALE PRICE... **2.28**



Ladies' Dark Tan Two Strap Slippers, regular \$2.50
values, SALE PRICE **\$1.59**

Ladies' Brown Tan \$3.00 Oxfords
SALE PRICE **\$1.85**

Ladies' Patent Pumps, all new styles, \$3.50 and \$4.00
SALE PRICE **\$2.88**

MEN'S ENGLISH LAST LOW SHOES

Men's \$4.00 English Last Oxfords
New Tan and Dull leather
SALE PRICE **\$3.19**
Men's Tan and Dull Leather Eng-
lish Oxfords, SALE PRICE **\$3.49**
Men's \$5.00 English Last Oxfords,
Tan and Dull leather,
SALE PRICE **\$3.98**
Men's \$4.00 and \$4.50 New Shoes,
all styles, SALE PRICE... **\$3.25**
Men's \$2.50 and \$3.00 Work Shoes, all leather
SALE PRICE **\$1.98**
Misses \$2.00 Lace Shoes
SALE PRICE **\$1.19**



**STORE OPEN
EVENINGS
DURING SALE!**

COME AND GET YOUR SHARE

DOORS WILL SWING OPEN SATURDAY MORNING, JULY
THE 31st, AT 9:00 A. M.

Edge your way. See the Bulging Bargain Bins See the Mighty
Red Tag of Sacrifice that fairly screams out the wonderful purchasing
power of your smallest piece of change. The best will go first, so
don't blame us if you miss your chance. Store now closed under
lock and key, and nothing will be sold before the Great Opening Day,
SATURDAY, JULY THE 31st AT 9:00 A. M.

**Fetzer Shoe
Company,**
Plattsmouth, : : Nebraska

Childs' \$1.00 Shoes, Solid Leather,
SALE PRICE **24c**
Boys' \$3.00 Dress and School Shoes
SALE PRICE **\$1.79**
Boy's \$2.00 Blucher Shoes
SALE PRICE **\$1.29**
Children's Shoes, regular \$2.00 values
SALE PRICE **95c**
Misses \$2.00 Slippers
SALE PRICE **75c**
Misses Patent Baby Doll, \$2.00 values
SALE PRICE **\$1.28**
Children's White Canvas Baby Doll, \$1.50 value
SALE PRICE **\$1.09**

D. D. PATTON, Expert Salesman, of Minneapolis, Minn., in Charge