



# HOME COMING



**AVARD & McLEAN,**  
"The Reliable Shoe Store"

**HERMAN'S U.S. ARMY SERVICE BLUCHER**  
In Tan Willow Calf or Gun Metal. A handsome, snappy shoe on the Orthopedic last, designed by army surgeons. You never saw a shoe like it for wear, comfort and style.

**We Sell Packard & Crossett Dress Shoes!**

**We sell Weyenberg Work and Duck Brand Rubbers!**

**Bring Your Repairs!**  
SOUTH SIXTH STREET

**The Good of Home-Coming**

"WHAT'S A gooda home-coming?" That isn't Latin, or Japanese, or any foreign language, but plain American; and it means:

"What's the good of home-coming?" It was Young Grouch who said it. (For the grouch is not always old, by any means.)

What's the good of home-coming? A good deal of good, to a good many people!

It does a lot of good to the man and woman who come home, no matter from whence they come.

To remember and to be remembered—to cherish and be cherished—that is about the greatest joy in life.

To find we are not forgotten—ourselves—to recall old places and old faces—that is life's keenest pleasure. It warms the heart—and when the heart warms it expands.

It's great to see a hand stretched out for something besides your money. It gets you to reaching out for something besides money, too.

It gets you to recalling quiet pleasures with a glow, and old friends with affection.

One great thing about friendship is that it increases self-respect.

For, to have friends, you must be worthy of them.

You may get wealth by luck—Position by pull—Even health by good fortune—But you must earn your friends. The old friends were your first friends.

You had less then, perhaps, of wealth and knowledge—but you won friends.

You must have been a pretty fair sort of man or woman, or boy or girl.

You kept them—even through separation—and you must have been a fair sort of person to do that.

Why, you have come home to find out what a fine fellow you really are!

And home-coming is a good thing for those old friends as well. It gives them joy to know you care enough about the old friends and the old community to come back. It makes them want to be worthy of your faith and friendship. It makes them proud of the old town, and the country 'round about. It gives them joy to be remembered—and remember.

When you come back they no longer feel any regret that they never went away.

They know that a place that is good enough to come back to is good enough to stay in.

Whatever the world is, or any part of it, this proves that the old home town is best of all.

They feel that they have kept the faith.

When you come, here is the old town—

And the old friends—

The old streets, the old trees—

The old sky and grass—

Waiting to welcome you.

They have kept the light burning in the window—

The flame glowing on the altar of friendship—

Until the prodigal returned.

Blessed are the faithful!

It's a good thing for the town. Towns are like people—they ought to put on their best clothes now and then—

To clean up the back yards, and hang out the flag—

To clip the lawn and paint the porch.

After you get away you will tell others what a good town the old town is—

How surprised you were at its growth and enterprise—

Its shaded streets and well-kept homes.

The old town will be an inspiration—

And you will be an advertisement. Perhaps you will even decide to stay!

What's the good of home-coming? A good deal of good, to a good many people!

Former residents of Plattsouth are invited to call on us during their visit to the old home and look over an excellent example of safety first in business methods, intelligently worked out by competent officials.

CORDIALLY YOURS,

## FIRST National Bank

of Plattsouth

—The Oldest Bank in Cass County—

Capital and Surplus \$75,000.00



**THE NEWEST DESIGNS IN Jewelry, Silverware, Cut Glass and Novelties!**

Being constantly in touch with the leading manufacturers of the country, our store is always keeping pace with the latest styles in our line.

When new and beautiful designs are created, we are among the first stores of the country to show them.

Our displays will interest you. There are some very new and beautiful goods, something to please everyone.

*Distributor for the Victrola.*

**J. W. GRABILL,**  
—Watchmaker and Jeweler—

**Wire Your Home for Electric Service**

All Visitors to the

**Fall Festival**

are invited to call on us and look over our plant and make themselves at home.

**Nebraska Lighting Co.**



**SHOES for MEN** *Ralston* **Your Kind of a Shoe**

**Ralstons for Satisfaction!**

While other shoes may have Style or Comfort or Service, none offer such a satisfactory combination of all three as Ralstons. They are at once the shoe of the well-dressed, the busy man (who must have comfort) and the man who looks first to his pocket book.

Isn't it quite likely that they would be your kind of a shoe

**Fetzer Shoe Co.**

Hague Last Gun Metal Blucher \$5.00  
Other Styles \$4.00 to \$7.00

