

LET'S GO to Platts

7 Big Buyin

THE MERCHANTS OF PLATTSMOUTH, LIKE ALL PROGRESSIVE MERCHANTS, therefore, instead of launching individual and separate Clearance Sales, it has been decided to inaugurate one VAST CO-OPERATIVE COMMUNITY CLEARANCE SALE to be held twice each year—January and July CLEARANCE—a whole city working in unison to meet present conditions. Those who come to Plattsmouth and those in Plattsmouth who take advantage of this FIRST COMMUNITY CLEARANCE SALE will go

Not a Fire Sale But We're Going to Set the Town Afire With Our Starts July 29th **Community Clearance** Ends August 5th

-SALE!

Boys' Suits
One lot Boys' Knicker suits. Just what the boy will need soon for school. Some with two pair of pants. Marked down from \$8, \$10 and \$12.50. Clean up cash price, \$5.50, \$6.50.

Boys' Pants
40 pair in the lot. To clean them up, 95c and 65c.

Bigger and better than Bargain Wednesday. 7 big days of fast selling to clear our decks for Fall merchandise. Your chance is right now to buy good wearables cheaper than for 5 years past.

PALM BEACH SUITS
TWO GROUPS AT \$12.50 and \$15
Every Palm Beach suit in the house going at these prices. All well tailored and nobbly styles. Tan, gray and green. Real bargains.

Palm Beach Pants
Any pair in the house for only \$3.98.

We have arranged our Big Clothing Stock of Men's and Young Men's Suits in FOUR groups. This is the largest and most attractive display of Men's Clothing we have offered you in years. You people who have had thrift thrust upon you in late years can now satisfy your appetite for new clothes at a saving.

GROUP NO. ONE	GROUP NO. TWO	GROUP NO. THREE	GROUP NO. FOUR
\$9.85	\$17.35	\$23.85	\$34.75

These are mostly Boys' and Young Men's long pants suits—not the best in the land, but worth more than we ask for them.

Some good stylish, hard-wearing suits in this lot. Suits selling at \$25 to \$32.50 regularly. Various color combinations and all well tailored.

In this group you'll find all sizes in Young Men's and Conservative models. Tweeds and worsteds. A good many Kuppenheimers that sold up to \$40.

Contains the cream of our clothing stock. Suits of finest hand tailoring from Kuppenheimer, Hart Schaffner and Block Co. Real finds at the price.

Many of these suits sold this Spring at from \$45 to \$65 each.

DRESS SHIRTS No. 1—Clean up of our stock of shirts selling from \$1.25 to \$2. **79c**

DRESS SHIRTS No. 2—Another clean up of broken sizes—contains the best wearing fade proof shirts in our stock, selling from \$2 to \$3. **\$1.49**

SILK SHIRTS—Sizes 14, 14½, 15 and 15½. Just a few of each size, but worth more than we ask. See them. **84c**

SILK TIES—KNIT TIES
During this sale any man's tie in the case can be bought at **25c OFF** the regular price. We didn't want to take the punks and offer to you at a discount—just take your choice of the whole stock. **25c OFF**

BOYS' TIES—Silks and knits, going at **15c OFF** the regular sale price.

OUR SPECIAL FOR Thursday, August 3
Men's fine Cambric Handkerchiefs—made by Wilson Bros. Each one sealed and ready for your Hay fever. Marked and sell regularly for 15c. Thursday's price. (Limit 3 to a customer) Each **5c**



LADIES SILK HOSE—For a quick clean up, we offer our full fashioned silks selling at \$3.50 for **\$2.85**
\$3.00 grade at **\$2.45**
\$2 grade at **\$1.35**
\$1.75 grade at **\$1.15**

SOFT COLLARS—Entire stock, sizes 13½ to 17½ (excepting Van Heusen's) **20c**

BLOUSES—All colors. Fancy, grey, blue and tan. **85c**

FOUR-IN-HAND TIES—Clearance of \$1 values at **49c**

MEN'S UNION SUITS—Chalmers and Elder makes. Short sleeves, ankle length. White and ecru colors. Broken sizes. To clear out. **85c**

ATHLETIC UNION SUITS—These are the famous Vassar make. Every man in Plattsmouth no doubt knows by now what a good wearing, cool garment this is and the price is right. Buy your next Summer supply at this price. **85c**

STRAW HATS—Entire stock of straws selling from \$2 to \$4 in two groups. **\$1.75 and \$2.25**

Genuine Panamas and Leg-horns at **\$4.50**

Jap Panamas, **\$2.75**. Genuine Bankoks, **\$3.50**

RAIN COATS—One lot of slippers. A rare bargain at **83c**

WORK SOX—Genuine Rock-fords, 7 pair for **\$1**

MEN'S and BOYS' CAPS—A whole nest of them at **20c**

On SATURDAY, AUG. 5 we will sell a good blue work shirt (sizes to 17) at .75c

SEMI-ANNUAL Clearance Sale!

Twice each year we go through our stock and pick out goods that must be sold at that time if the buyers get any use out of them the same season. Now with hot weather before us and several months of summer yet to come, we offer all summer goods at clearance prices, that is—at big reductions. You will note the very low prices quoted. Our loss is your gain. Take advantage of this opportunity.

- 27-inch BLEACHED MUSLIN, suitable for lining and underwear. Per yard. **12c**
- 36-inch CHALLIE for comfort coverings. Large floral designs, all colors. Per yd. **21c**
- 3-lb. COMFORT BATS. Stitched and ready to use. Price, each. **\$1**
- Ladies' genuine SEAL-PAX UNION SUITS, made of extra good quality nainsook. Colors flesh and white. Regular \$1.25 and \$1.50 quality. **78c**
- 29-inch CHEVIOT GINGHAMS, fast colors, neat stripes, in grey and blue. Fine for shirts, boys' waists and children's dresses. This cloth is very sturdy and will give lots of wear. Regular 28c quality. Sale price, per yd. **17c**
- HUCK TOWELING, Absorbent Toweling and other Crashes—Some six pieces or belts, which sold regularly at 15, 20 and 25c per yard. Clearance sale price, per yard. **12c**
- CORSETTETS and FERRIS WAISTS in one large lot. All \$1.50 to \$2.50 values. About two sizes missing in this sale. Each. **88c**
- Plain MARQUETTE CURTAIN GOODS, 36 inches wide, nice heavy, even thread. Colors white, cream and beige. Clearance sale price, per yard only **17c**
- CURTAIN SCRIMS, with colored borders. 36 inches wide. Clearance price, per yd. **10c**



The original vacuum pack ground coffee—absolutely air tight. Top lid of the regular friction type, that goes back on after the lower or air tight lid has been cut out. This absolutely insures you getting the pure fresh coffee in the same fresh condition as when packed. Put up in 1-lb. cans. Per can. **40c**

- Good quality CLEAN WHITE RICE, small and broken grains. 10 lbs. for. **25c**
- No. 2 cans OTOE TOMATOES. Cans are slightly spotted. Per can. **10c**
- Small cans of Del Monte brand PORK and BEANS, nothing finer. 4 cans for. **25c**
- 25c quality Golden Bantam CORN. Can labels slightly spotted and marred. Per can. **10c**
- May-Day COFFEE, our regular 40c quality brand, put up in 1-lb. cartons. Per lb. **30c**
- Swift's Pride WASHING POWDER, put up in 10-oz. packages. To close out, per pkg. **3c**
- SUNBRITE CLEANSER, for cleaning, scrubbing and scouring. Per can. **5c**
- Velvet, Rex and Sweet Tips SMOKING TOBACCO. Clearance price, 2 cans for. **25c**
- EXCELLO Instant Cake Flour, ready to use. Regular 35c package for. **20c**
- CAROLINE MILK, tall cans. To close at, per can. **7c**

SATURDAY, JULY 29, we will sell Rebal's 4-tie BROOMS—Regular 50c quality for only **29c**

WEDNESDAY, AUG. 2, we will sell Coates' best spool thread (Limit 5 spools to each customer) at per spool. **3c**

Telephone 64-65 **E. A. WURL** 6th and Main St.

High Lig the W

Saturday, Ju

You can buy Rebal's 4-tie date for 29c each. Find the ads

You can buy a good 20c Me and grey, this date at 8c. Find

You can buy choice Roast F for 13c per pound. Find the ad.

Monday, J

You can buy a regular \$1.5 mouth this date for 99c. Find th

You can buy in Plattsmouth and Wall Brush Set complete for

You can buy a standard 35c Plattsmouth this date for 10c. I

Tuesday, A

You can buy in Plattsmouth Golden Star Furniture Polish for

You can buy a standard \$ Clock in Plattsmouth this date

You can buy this date in P 19c per lb. Find the ad.

Wednesday

BAND CONCERT—STOR

You can buy Coates' B this date for 3c spool. Limit

You can buy all kinds o Cakes this date for 10c dozen

You can buy choice Rib this date at 7c per lb. Find th

You can buy in Platts 75 Ladies' New Fall Hats at 2

"LET'S GO!"

Extraordinary Sale of ALUMINUM COOKING UTENSILS at the Popular Variety Store.

During the 7 days of this Clearance Sale we offer twelve dozen 10c Aluminum Cooking Utensils for 1c each with each purchase of a piece of Aluminum ware sold at special prices of 59c and 99c each. This ware is 99% pure Aluminum and guaranteed for 20 years. Here are some of the 1c items:—

Cake Turners, Strainers, Sugar Shakers, Trays, Cups, Salt and Pepper Shakers, Doughnut Cutters, Soap Dishes, Measuring Cups, Pie Plates, Pudding Pans, Stew Pans and Jelly Cake Pans.

SPECIAL 59c ITEMS

4-qt. Pudding Pans, 2-qt. Lipped Sauce Pans, 2-qt. Sauce Pans, 2-qt. Lipped Preserving Kettle, 2-qt. Convey Sauce Pans with Covers, 3-qt. Convex Sauce Pans with Covers, 2-qt. Convex Kettles with Covers, 3-qt. Convey Kettles with Covers and Fry Pans.

SPECIAL 99c ITEMS

4-qt. Convex Kettles with Covers, 2-qt. Double Boilers with Covers; 6-qt. Preserving Kettles, 6-qt. Tea Kettles, 2-qt. Percolators, 2-qt. Tea Pots, 4-qt. Lipped Sauce Pans, 4-qt. Windsor Kettle with Cover, 3 and 4-qt. Convex Sauce Pans with Covers, Windsor Pans.

EXTRA SPECIAL!

On Saturday, Aug. 5, we will sell 100 Fancy Market Baskets, Fancy Waste Baskets and Fancy Shopping Baskets at each. **21c**

Popular Variety Store

ROY W. KNORR, Proprietor

Clearance Sale!

"LET'S GO!"

If you could only realize and appreciate what vast savings await you, nothing could keep you away. Don't let it be said you overlooked the biggest Community Clearance Sale that was ever placed before the buying public of Plattsmouth and vicinity. No matter what your intentions might have been; no matter if you have already bought your summer shoes, no matter what bargains you may have seen or heard of—if you know real bargains when you see them, take a tip and be here opening day—Saturday, 29th.

- MEN'S SHOE SAVINGS**
196 pairs Men's dress shoes—shoes that sold as high as \$10 in black and brown calf, or kid leather. Blucher and lace styles. The **\$6.68** LET GO price is **\$6.68**
Another lot of 93 pairs Men's dress shoes, medium and narrow toes. Blucher and lace. Values to **\$4.44** \$8 GO at **\$4.44**
65 pairs of Men's oxfords in brown calf skin, semi-English and round toes, also black kid oxfords in good sensible lasts. Values to **\$4.44** \$8 GO at **\$4.44**
- WORK SHOES**
77 pairs Men's work shoes, Munson last. Brown, soft, pliable leather—soft toe. Bellows' Ranger, regular \$5 shoe. Size 6½ to **\$3.95** 11. GO at **\$2.22**
Also 72 pairs Men's chocolate elk outing bails. Soles nailed and sewed. Sole leather counters. Sizes **\$2.22** 6 to 11. GO at **\$2.22**
- CHILDREN'S SHOES**
48 pairs Children's brown canvas leather sole **69c** play shoes GO at **69c**
20% DISCOUNT on all our Misses' and Children's Summer Footwear.
46 pairs Misses' and Children's bare foot sandals GO at **\$1.19**
- BOYS' SHOES**
It will soon be school time. Now is your opportunity to save on school shoes. Brown and black leather. **\$2.45** Sizes 1 to 5½ **\$2.45**
Limited Space Makes it impossible to quote but a few of the many bargains here.
- BARGAINS FOR WOMEN**
Women's black kid and brown calf lace oxfords. Goodyear welts, flexible soles, high and low heels. Regular \$7 values. The LET GO **\$3.95** price is only **\$3.95**
159 pairs of Women's one and two-strap pumps, patent leather, black and brown leather; also brown elk sport oxfords. Military heels. These are the biggest shoe values ever offered. All this season's styles. Values to \$8.50 and they **\$5.35** GO at **\$5.35**
70 pairs Women's white canvas strap pumps and oxfords. \$4 values. High and low heels. To clean **\$2.45** them up they GO at **\$2.45**
- BIG HOSIERY SPECIAL for FRIDAY, AUG. 4**
Women's silk "Notaseme" hosiery. Colors, black, white, grey and nude. \$1.50 values. ONE DAY only **98c** —Friday—GO at **98c**

No Charges, Refunds or Exchanges

Fetzer Shoe Company

Thursday, A

You can buy in Plattsmouth 15c White Hemstitched Handker person. Find the ad.

You can buy this date in double mesh Hair Nets, 3 for 25c

You can buy this date in Ice Cream Sundae or Soda for 10c

Friday, Au

You can buy a guaranteed Plattsmouth this date for 8c. Fi

You can buy in Plattsmouth Soap at 6¼c per bar. Find the

You can buy in Plattsmouth aseme Silk Hose for 98c per pair

Saturday, A

FORD DAY—Read

You can buy at the Ford Fi this day only Gasoline at 2c less t

Remember, this date only.

You can buy in Plattsmouth Shopping and Waste Baskets, ass the ad.

You can buy in Plattsmouth Blue Work Shirt, sizes to 17, for