

Toggery Pleads Guilty!

Yes Folks—we admit that we were guilty of opening Cass County's greatest and most extensive "Buying Chance" during the most inclement weather. We take the blame and stand ready to make amends. Hundreds were here—hundreds have been unable to get here. Days of blizzards—impassable roads and zero weather have all robbed you of your golden opportunity to share in this Avalanche of Bargains.

SALE EXTENDS ONE WEEK! Ends Saturday, February 23rd, 9 P. M. It's Good News to All!

\$170.00 in Prizes Free—Communities Get Busy!

AN INVITATION

We believe we have a Ready-to-Wear Shop that is a credit to Plattsouth. No doubt many of the women of Cass county already have discovered us. But—we still believe hundreds have never truly realized the worth of our store to the community. Nowhere in the country can you find finer merchandise than ours at regular prices, and now at sale prices, your opportunity is unusual. This campaign was launched to attract new friends and please our old ones. Come in.

EVERYTHING FOR HER MAJESTY—
THE AMERICAN WOMAN—AND HER
DAUGHTERS. PRICES THE LOWEST.

FREE PRIZES!

1st PRIZE—45-Piece Set Silverware
2nd PRIZE—Redwood Cedar Chest

3rd PRIZE—Ladies' Wrist Watch
4th PRIZE—26-Piece Set Silverware

THE PLAN

Everyone making a purchase at our store during this big sale will receive votes. Everyone will not want the votes, but will gladly cast them for their favorite contestant. You will also receive votes on registration free—1,000 votes for every mile you live from town. Merely sign your name and name of person you wish to vote for. Get into the game and win one of these beautiful prizes. Costs you nothing to try. Get in early; call your friends and tell them to vote for you.

NO ENTRIES ACCEPTED AFTER SATURDAY NIGHT

Write, Phone or Come to the Store for Details concerning this Prize Contest!

ARE YOU A SKEPTIC

Whether you are or not—attend this sale. It is the hardest hitting sale you have ever known. We are not giving you any bunk. We make no wild exaggerations. Rather we have adopted the greatest and most co-operative selling plan ever devised, namely the Community Plan, where you and we are in a partnership. We base our claims for success on (1) Meritorious Merchandise; (2) the Toggery's reputation; (3) Truthful Advertising; (4) Awe-Inspiring Prices.

COME, SEE FOR YOURSELF, WHAT A DOLLAR IS WORTH HERE. YOU'LL BE SURPRISED AT THE BARGAINS.

Buy Merchandise Cards from your favorite Rustler at \$5.00 each and get double votes. These cards are good at any time during this sale or at any time thereafter. Support those who help themselves.

Entire Stock of Ladies' and Children's Ready-to-Wear Placed on the Bargain Block!

LADIES' AND MISSES' COATS!

Yes, we have a large assortment of coats for the lady of the house, for the baby and for the Miss. A wide range of colors, sizes and styles and at prices which will surprise you. All coats must go during this sale. Buy and save for the future. Children's and ladies' coats price range—

\$3.75 to \$49.50

A DOLLAR SAVED IS A DOLLAR EARNED. YOU CAN SAVE ENOUGH TO AFFORD A VACATION LATER ON.

Daily Feature Program!

A DAILY PROGRAM OF UNIQUE AND INTERESTING FEATURES FOR OUR CUSTOMERS AND FRIENDS.

Saturday, February 16—Baby show. Bring in your baby and register.

Monday, February 18—A nice prize to someone in the store at 4 o'clock.

Tuesday, February 19—A prize to someone in the crowd at 4 o'clock. No purchase necessary to get this prize. Just be in the store at that hour.

Wednesday, February 20—Registration day and Bargain Wednesday combined.

Your last opportunity to get free votes by merely writing your name.

Thursday, February 21—Spelling contest. Watch daily paper. Win a prize.

Friday, February 22—How many beans in a shoe? A prize to the one guessing the closest. Watch the window. Be here on time.

Saturday, February 23—Grand final roundup of all votes. Closing day of sales campaign and awarding of the prizes. Save this program.

FINE SILK AND WOOL DRESSES!

Mrs. Economy, read this and realize the importance of buying that new dress you have been talking of for so long. And when you come in and look at these, you will say they sure are fine and the price so reasonable. We cannot take space to quote prices here. We ask you to come and see for yourself.

RARE OPPORTUNITY

MEET YOUR FRIENDS HERE EACH DAY. SPECIAL BARGAINS IN WHICH YOU'LL BE INTERESTED ON DISPLAY.

Baby Show Starts Saturday, February 16th—Watch Daily Paper!

Baby Show!

There sure are a lot of pretty babies in this vicinity. But we do not know which one is the pretties. So we will take a vote on it and have this question settled. Bring your baby in and Mr. Bowers will register it. Come in now.

Costs You Nothing

Who has the prettiest Baby? We do not know, but we're going to find out. Come in with your baby Saturday and let us register it. Any baby 4 years or under can enter. Watch for later announcements.

The prize prize baby will receive a gold ring and mother gets a nice 31 piece set of Chinaware. The second baby gets a gold ring. Prizes will be awarded closing day of sale. Costs nothing to enter.

1-Hour Sale!

Saturday, Febr. 16th
3 to 4 P. M.

The famous American Girl house dress or bungalow aprons in all sizes, will be placed in the slaughter bin for one hour only, 3 to 4 p. m. Saturday. Limit of 3 to a customer. Each... **79c**

Ladies Toggery
Plattsouth, - - - - - Nebraska