



**Shoes for the Entire Family Here  
AT MOST MODERATE PRICES**

There's a reason for the increasing popularity of our shoe department. Lowest cash prices are the reason. Come and see.

**SHOES FOR MEN  
for Dress Wear**

Men's dressy models in the new toe of broad effects. Black, brown and tan leathers. Welt soled, soles genuine calf leathers. Regular \$6 values at many stores. Our cash policy enables us to sell them to you at..... **\$4.95**

**OUTING BAL SHOES  
for Men and Boys**

No better shoe will be found at the price we offer. All solid leather. Munson lasts to insure comfort in the width. Brown and black flexible upper stock. Sewed and nailed soles. Our special cash price, per pair..... **\$1.98**

**MEN'S WORK SHOES  
of Best Quality**

All solid leather construction, soft pliable upper stock. Plain and cap toe styles. Genuine oak tanned and composition long wearing soles. Shoes that will give you the utmost satisfaction. Priced at \$4.25 and..... **\$3.85**

**\$5 ARMY PUTTEES**

These puttees are made of extra heavy leather according to government specifications. Spring and strap styles. Black and brown. Size 14 to 16 1/2 leg measurement. The finest thing for out-of-doors workers, farmers, etc. A fortunate purchase enables us to pass the benefit along to you and sell them at..... **\$2.98**

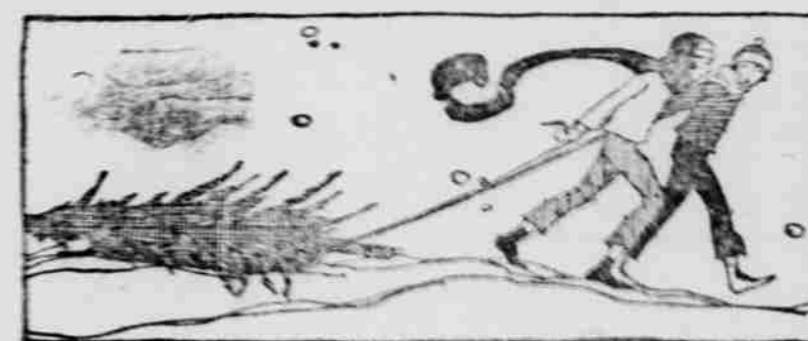
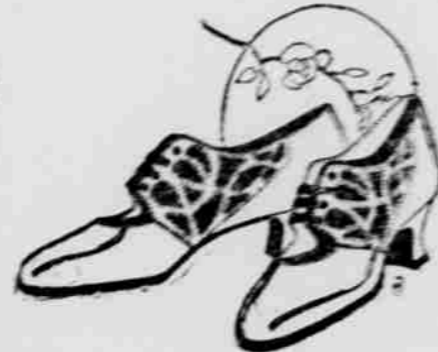


**LADIES' SHOES**

Smart, stylish fall oxfords—cut out and strap styles in all the new leathers, including suedes, calf, kid, patent and satins. Comfortable fitting lasts and dependable quality in every pair.

Specially Priced at

**\$3.85 \$4.85 \$5.85**



**The H. M. Soer Plattsmouth,**

Do not confuse these prices as Bargain Wednesday Specials—They are plain every day prices at this Store of Big Cash Values!

The one dominating thought in every person's mind at this time is the enthusiasm of the season. Large, varied assortments of carefully selected goods to be remembered, and at the price you want to pay. You'll find our



**Warm Garments for the Cold Days Ahead  
AT A PRICE YOU CAN AFFORD TO PAY!**

**WARM SHEEP LINED  
COATS**

Sturdily made of heavy moleskin cloth, with warm sheep lining. Large fur collar, all-around belt, leather trimmed pockets. Full 36 inches long. This is a real coat and a big value at the price we are able to quote you as a result of cash selling and a fortunate purchase. Your's for only..... **\$10.50**

**BOYS' SHEEP COATS**

Cold winter days demand these warm coats for the protection of the boy's health. Extra quality moleskin cloth with reinforced leather trim pockets and sweater sleeve. Lined with warm sheep skin body. A pride with every boy. Sizes 8 to 18..... **\$7.85**

**MEN'S COMFORTABLE  
VESTS**

Heavy horsehide vests lined with warm wool melton cloth. Half belt back, leather collar and cuffs. A vest of the highest quality and one that will give you the utmost freedom of movement at your work. You couldn't buy it in many stores for the price we quote. Cash buying means cash saving..... **\$13.85**

**MEN'S DUCK COATS**

Especially desirable for the man who wants a good work coat at a medium price. Made of heavy duck cloth, blanket lined and interlined with slicker fabric. Large corduroy collar. This is the best medium priced coat you can buy. Only..... **\$4.85**

**Work Clothing of Best Quality  
FOR MEN AND BOYS**

**Overalls**

Men's fast color 2:20 weight plain blue denim overalls, all seams bar tacked, fully sized. Suspender or high back style. A \$1.75 value. Our cash price only..... **\$1.49**

**Work Shirts**

The famous Moore brand. Patent adjustable sleeve. Full cut from fast color chevrons and fine chambras. A \$1 value. Our price..... **89c**

Boys' every day shirts that are mannish in appearance. Made of good fast color chambray. Sizes 10 1/2 to 14 1/2 neck. Price only..... **69c**

**Boys' Blouses**

For school or dress wear. Fancy stripes, checks and plain color madras and fine count percales. Ages 6 to 14. Regular \$1 values but our cash price is only..... **79c**



**Good Looking Hats and Scarfs  
THAT MEN WILL LIKE**

**Men's Scarfs—**

It's just the time to decide that gift and here is one he will appreciate. Men's fine mufflers, plain and fringed ends, brushed wool, camels hair and pure silk in beautiful color combinations, at..... **98c to \$2.50**



**Men's Smart Hats**

for winter wear. Fine felts, velours and beaver finish—silk linings. New shades and shapes..... **\$3.45 - \$4.85**



- 36-inch White outing flannel, good weight, per yard..... **21c**
- 36-inch Light fancy outing flannel, per yard..... **19c**
- 36-inch Dark outing flannels, per yard..... **22c**
- 27-inch Dark outing flannels, per yard..... **15c**
- 36-inch Comforter challies, new patterns, per yard..... **15c**
- 27-inch Ginghams, plaids, checks, plain colors, per yard..... **17c**
- 32-inch New patterns in ginghams, per yard..... **23c**

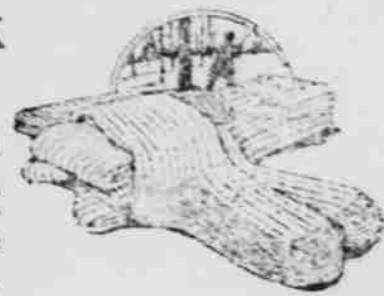
<b>UNBLEACHED SHEETING—</b> 81-INCHES WIDE, PER YARD.....	<b>45c</b>
<b>BLEACHED SHEETING—</b> 81-INCHES WIDE, PER YARD.....	<b>49c</b>

- 42-inch Bleached pillow tubing, per yard..... **39c**
- Cotton batts, 3-lb. size, semi-bleached, 72x90 inches, each..... **98c**
- Eagle batts, pure white fluffy cotton, 1-lb. batts, each..... **48c**
- Small balls silk and wool yarn for tying comforters, per ball..... **25c**
- Knitting yarns, 2-oz. skeins or balls, all colors, each..... **38c**
- Flannelettes for saques or kimonas, per yard..... **SHR**
- Unbleached muslin, fine quality, per yard..... **15c**
- Windsor lingerie crepe, white and colors, per yard..... **25c**
- Japanese crepes, all colors, per yard..... **35c**
- Rubber pants for the baby at, per pair..... **25c**
- Rattles for the baby, new beautiful designs at..... **10c**

**No Man Has Too Many Sox**

A Gift "He" will Always Appreciate

Men's silk and wool hosiery, stripes, plain and ribbed styles. Warm, comfortable and durable. An excellent gift. Per pair..... **98c**  
Men's pure silk thread hose, high opticed heel and double wear in the foot. All the new colors and shades. A 75 cent value. Our price..... **69c**



You can save money by buying your Suit or Overcoat here at the low cash prices we are quoting on an all-new-this-year stock.

**Men's and Young Men's Suits**

Made of fine worsteds, cassimeres and serges in a variety of patterns including pencil stripes, plain colors and fancy mixtures. One and two pant model suits at prices you can afford to pay for them—

**\$22.50 - \$24.75  
\$29.75**

**Overcoats for Everybody**

Men's and young men's fine dress and conservative model warm overcoats for winter. Belted and plain models, light and dark patterns. Built of heavy overcoating cloths with plain and plaid backs.

**\$13.75 - \$17.85  
\$24.75**



**How About a New Suit FOR THE BOY**

We are showing some snappy patterns in Boys' Suits, tailored of durable fabrics. Yoke and plain back models. Tweeds and fancy mixtures, some with two pairs knickers. Ages 8 to 17 years, at..... **\$7.85 - \$9.85 - \$11.65**

**Neckties for Christmas**

Always a popular gift for man or boy are these fine neckties. An exceptionally large selection awaits you. Silk knit, crepe and flowing end silk ties priced correctly here at—

**39c - 79c - 98c**

CONGOLEUM RUGS—9x12. New pattern a very low price. Each.....

We Give S. & H. Green Tr

**A Great Sale Handkerchiefs**

Everyone uses handkerchiefs and nobody ever has too many of the kind featuring for Km



You can't afford to pass up opportunity to purchase two for the price of one. We imported, Swiss embroidered, or 6 in colors, embroidered. Our special price, each..... **TWO for 25c.**

Boxed handkerchiefs of fine pure tastefully embroidered. Free in an attractive box. Special at.....

Men's white cotton handkerchiefs. One-fourth inch hem square cut. Special price, each..... **THREE for 25c.**

Men's all pure linen handkerchiefs in an attractive box. Try specially priced at, per pair.....

Women's fine quality handkerchiefs in natural, colors, or fine imported or colored handkerchiefs. A big variety of patterns at.....

Handkerchiefs for the school white, fancy woven, etc. Fine lawn. **THREE**.....

We have a big fine boxed handkerchiefs kinds for Xmas in fine or linens. **9c to**.....

**The Gifts You Make ARE ALWAYS SUCCESSFUL**



42-inch stamped pillow cases. Beautiful at, per pair only.....

D M C crochet threads, small balls, Coats' crochet threads, 2 ball for..... D M C strand embroidery.....