



Store Closed All Day  
 Wednesday  
 Jan. 30th  
 to REDUCE the price on  
 all Stocks

ON SALE FOR  
**Fifteen Days Only**  
 Get in on These Bargains



**Folks of Plattsmouth  
 and Surrounding Territory**

Heed this call of economy. Think of it! Thrifty Buyers! The Fetzer quality of Footwear at prices so ridiculously low that it is really a shame to do it. But—

WE ARE CALLED IN TO DO THIS  
 JOB IN A HURRY and our quickest  
 and safest method is LOW PRICES.

This will be a sale of unusual BARGAINS, a sale  
 of HONEST BARGAINS. Come, get your share.  
 SALESMANAGER.

oe Co's \$25,000.00 Stock. **WE NEED THE MONEY**  
 , January 31st, at 10 A. M. Sharp

**Free! Free!**

ARE YOU A GOOD HUNTER?  
 \$8 Worth of Merchandise  
 Given Away FREE

We have transposed two words on purpose in this ad. The first three adults who have in a correction (after 10 a. m. THURSDAY) will receive a merchandise bond, valued as follows: First prize, \$5.00; second and third, each a pair of Ladies' Silk Hose valued at \$1.50 per pair. List must be brought to the store. Get a ticket as you enter. **Gain—join the fun. It's worth while. WE DO NOT MEAN MISPELLED WORDS OR TYPOGRAPHICAL ERRORS.**

TO FIRST COMERS  
**Ladies Galoshes and Zippers**  
 High and Low Top Models  
 Also Snap Fasteners in low cut colored patterns—Values to \$5, priced at  
**\$1.98**

**BIG SAVINGS**

TO FIRST COMERS  
**Children's First-Step Shoes**  
 Values up to \$2.50  
 A large assortment of Colors and Styles at  
**89c**

**Men's Dress Shoes**  
 Values to \$8 pair  
 If you are looking for a real bargain, get in on this. You've never seen lower prices.  
**\$2.85**  
**Children's Shoes**  
 Values to \$3 pair  
 Black, Brown and Novelties—Sizes 6 to 11  
 Shoes that will give long wear.  
**\$1.85**

**Men's Oxfords**  
 Values to \$8.00  
 Calf and Kangaroo—Colors Black, Tan and Brown. Prices that can't be beat!  
**\$2.85**  
**Misses Low Shoes**  
 Pumps and Oxfords  
 A nice selection of Good Patterns  
 Values to \$4—Priced at  
**\$2.45**

**Men's Outing BALS**  
 WORK SHOES  
 Retan Uppers—Best Composition Soles. All sizes. A regular \$3 value, going at—  
**\$2.29**  
**Shoe Polish**  
 Just like Giving It Away, at—  
**3c Box**

**Men's Work Shoes**  
 A \$2.50 Value  
 Moccasin Toes—Composition Soles  
 Extra Special—Per pair  
**\$1.85**  
**Ladies Rubbers**  
 Fit Them on Yourself at  
**10c Pair**

**ER SHOE COMPANY**  
 Plattsmouth, Nebraska

**SPECIAL NOTICE**

We are not opening our store until 10 A. M. on Thursday—we wish our friends from out of town to avail themselves of extra special offerings, offered to First Comers

LADIES  
 s and Oxfords  
 s, Tans, Blondes,  
 lty Combinations  
 s and heels. Values  
 xceptional buys at—  
**\$3.45**

LADIES  
**Pumps and Oxfords**  
 Values to \$8  
 Contains some of the most desirable patterns in our stock. Plenty of sizes and widths, at  
**\$4.45**

LOOK! LOOK! LOOK!  
 ALL OUR  
**Enna Jettick Foot-  
 wear Cut in  
 Price**

Martha Washington  
 House Oxfords  
 You all know what they are!  
 \$5 Value, going at  
**\$1.69**

Ladies Silk Hose  
 Full Fashioned  
 Silk to the top; quality fine. Popular shades. Don't miss it.  
 \$1.50 Value for  
**\$1.19**