

There REALLY is a SANTA CLAUS



Christmas Gift Guide

You'll Know it When You Read This Page of Ads

ONE BIG GIFT BUYING DAY IN PLATTSMOUTH
Wednesday, December 16th

Values galors, exciting news, appreciated suggestions of "what to give and where to get it" offered at a most opportune time — well in advance of that tiresome "last minute" rush and perplexed confusion. Read every advertisement thoroughly. The values are not just ordinary "bargains," but represent the combined efforts of more than a score of our merchants to bring you real honest gift values within the reach of everyone. Make this "Gift Guide" the economical solution to all your gift problems this year!



These Prices for Wednesday Only

Silk Tie and Kerchief to match **\$1**
 In Neat Box . . . make fine Gifts. 2 Boxes for . . .

Boys' Silk 4-in-Hands, each . . . **25c**
 Men's Bath Robes . . . **\$2.95**
 Men's Oxford Silk Mufflers . . . **85c**
 Men's Dress Gloves, lined . . . **95c**
 Men's heavy Union Suits . . . **95c**

WESCOTT'S

CRACKERS
2 lb. Caddy
15c

Full Line of Christmas Candy and Nuts Priced to Sell

Carl's Market
 Full Line of Groceries, Fresh Fruits and Vegetables
 Bekins Building—Phone 255

Warm Suede Cloth
Snow Suits
 for Little Folks

Sizes 2 to 6
 Colors: Red - Tan - Blue
 Regular Value \$1.95
 Wednesday Only
\$1.00

Pease Style Shop

SILK CREPES, reg. \$1 Value
 Wednesday Only — Per Yard
49c

Men's Initial Handkerchiefs
 Three in Box—Reg. 50c Value
29c

The H. M. Soennichsen Co.
 The Largest Store in Cass County

--Specials--

2-lb. can Folger's Coffee . . . **59c**
 40-50 Santa Clara Prunes, 2 lbs. **21c**
 Little Hatchet Flour, 48-lb. . . **\$1.69**
 Omar Wonder Flour, 48-lb. . . **\$1.83**

Bach's Store

A Special Group of Dresses
 Values to \$5.00 — Wednesday
\$2.98

Also Group of Winter Hats
 Values to \$2.49 — Wednesday
79c

We Have Complete Christmas Assortments—Let Us be Your Gift Counsellor for "Her"

Ladies Toggery

S-P-E-C-I-A-L
 LARGE SUPPLY OF
 Late Model Used Car Radios
\$15.00

Genuine Ford Car Heaters
 1935 and 1936 — Installed
\$12.50

C. A. Ruse Motor Co.

—FREE—

New Hollywood Automatic Cameras—An Ideal Gift for All Occasions

Special Offer to Our Customers—FREE when you have purchased \$10.00 with us. Applies on cash sales and old accounts paid promptly. See these beautiful cameras on display at our office. Latest word in camera achievement.

Nothing to Buy but the Films

E. J. Richey, Lumber, Coal
 Mulehide Shingles, Storm Doors and Windows
 South Fifth Street—Phone 127-128

Chocolate Covered Cherries
 Horton's — 1-lb. Box
29c

50c size Cherry Bark Cough Syrup and 25c Puretest Aspirin Tablets
 Both for **50c**

F. G. Fricke & Co.
 The Rexall Store Phone 186

Visit Knorr's Toyland

SPECIAL—A FINE UNBREAKABLE Dressed Doll, 15-inch size. **19c**

Story Book and 3 Handkerchiefs. **5c**
 Doll Buggies, green or tan. **\$1.25**
 16-inch round Mirror. **69c**

Knorr's 5c to \$1 Store
 Masonic Bldg., Phone 581

Hunt's Supreme Peaches
 Sliced or Halves—Extra Heavy Syrup—No. 2 1/2 Cans
 Limit of 10 to a Customer—Per can
15c

Idaho Russet Potatoes
 COMMERCIALS
 10 lbs. . . . **25c** 100-lb. bag. **\$1.89**

Black & White

Christmas Suggestions

Kodaks, Genuine Flashlights
 Leather Goods
 Christmas Candies
 Christmas Cards

Fountain Pens and Pencils
 Corona Typewriters
 Perfumes and Perfume Sets
 Christmas Tree Lights and Trimmings
 Cigars - Cigarettes - Pipes
 Box Stationery

Weyrich & Hadraba

SPECIALS

Cloverdale Extra Standard CORN, No. 2 Can. **12 1/2c** 13 for **\$1.50**
 TOMATOES, No. 2 Can. **10c** 13 for **\$1.20**
 PUMPKIN, No. 2 Can. **9c** 13 for **\$1.08**
 GREEN CUP COFFEE, lb. **23c**
 MIXED NUTS, lb. **25c**
 ENGLISH WALNUTS, lb. **25c**
 CHRISTMAS CANDY **15c** lb. 2 lbs., **25c**

HATT'S Clover Farm Store

Fresh Home Made Mince Meat, 2 lbs. **25c**
 Bologna, Weiners or Liver Sausage, 2 lbs. **35c**
 Home made Sauer Kraut, 2 lbs. **15c**

Canned Peas
 Canned Mixed Vegetables
 Fancy Pink Salmon
 Green or Wax Beans

No. 2 Cans
2 for 25c

Dutch Cleanser, 3 cans. **25c**
 Super Suds, 2 20c pkgs. for **21c**
 Clean Quick Soap Chips, large pkg. **25c**

LORENZ BROS.

Santa Claus Fortunate
 After Christmas . . a Sharp Advance in All Furniture Prices has been Announced

We can save you money by supplying your Furniture needs this month . . . right now on the eve of Christmas when an article of Furniture make a present that will be highly appreciated for months and years to come!

FARLEY FURNITURE
 Phone 21, Plattsmouth, Nebr.

The First Pound of Casco
 Butter made by the Plattsmouth Creamery Graced the Table of the Governor's Mansion in Lincoln

Since then thousands of pounds of Casco Butter have graced the tables of the American Public and the dining cars of the transcontinental railroads. Casco Butter is in demand with the better butter buyers and it's all made from Cass county cream. When you order Butter—

Ask for Casco Butter
Plattsmouth Creamery
 George Hetrick, Manager

Laundry Service

Linen or Flat Work, lb. **8c**
 Rough Dry Starch, lb. **9c**
 Shirts with above work. **8c**
 Minimum Charge, **48c**

INDIVIDUAL SHIRTS, each. **12c**

Lugsch Cleaners - Laundry
 Phone 166 Plattsmouth, Nebr.

THE PRODUCE CENTER
 Conveniently Located Corner 5th and Main
 PLATTSMOUTH, NEBR.

Always Paying Top Prices for Your Turkeys, Ducks, Geese and Other Farm Produce

When you bring us your Produce you are assured of having the largest possible returns to spend on Christmas.

Home Dairy
 Our Service Satisfies

Xmas Candies & Cigars
 Large Assortment and at Best Prices

MAKE THIS YOUR CHRISTMAS HEADQUARTERS

Wednesday Special
 Free Shoe Shine with Each Hat Cleaned and Blocked

The Palace Shining Parlor
 GEORGE CONIS, Proprietor

Cass Theatre
Christmas Greetings
 WITH A CHRISTMAS SPECIAL
 Christmas Day and Saturday
 Matinee Christmas Day at 2:15

Brought Back for Your Holiday Pleasure

WILL ROGERS in
"Ambassador Bill"

F-L-O-U-R

Sunkist . . . **\$1.69** Happy Day **\$1.39**
 48-lb. Bag 48-lb. Bag

SEEDLESS RAISINS, 2-lb., **18c**; 4-lb. **35c**
 CORN, Big M. No. 2 can, **13c**; 2 for **24c**
 TOMATOES, Big M. No. 2 can, **11c**; 2 for **21c**
 MARCO CATSUP, large 14-oz. bottle. **13c**

L. B. EGENBERGER
 FREE DELIVERY — PHONE 252

XMAS CARD ASSORTMENT
 21 to 25 Cards in a Box
50c

RED WREATHS with Lights, large size. **39c**
 RED WREATHS with Light, small size. **21c**
 BLACK BOARDS, with Slate Board. **\$1**
 GENT'S BILLFOLDS, \$1.50 value for. **98c**
 LADIES' PURSES, Black, Brown and Blue. **79c**

Bates Book Store

WITH BEST WISHES
 FOR A

Merry Christmas
 and an Appreciation of Your Liberal Patronage throughout 1937

Business Mens Ad Club
 Plattsmouth . . a Good Trading Center

Two Real Values

MELLO-GLO Powder and Perfume Sets. **89c**

McKESSON'S Antiseptic Solution, pint. **49c**

MAUZY DRUG CO.
 The Prescription Drug Store