

Special Selling of Ladies, Children's Coats at Toggery

Backward Season Causes Manufacturers to Slash Prices to Jobbers and Retailers.

Not for years has the approach of winter weather been so much delayed as this fall. Although we are now into November, there has scarcely been a frost and much vegetation is reported showing a second growth. The effect has been not only a saving in fuel costs over ordinary years, but a marked slowing up in sales of winter clothing of all kinds.

Manufacturers, particularly in the ladies' apparel lines, have found themselves tremendously overstocked whereas they had anticipated and prepared to take care of increased orders due to better business conditions.

Now, at bed-rock prices, the Ladies Toggery has bought heavily and is prepared to pass the benefit on to customers. An example of the reduced prices is shown in the fine lot of Ladies' Coats just received, that were made to sell around \$20, now going at **\$9.98**. Included in this lot are sport and dress coats, both plain and fur-trimmed. And they can be bought on the Toggery's convenient \$1 lay-away coat plan, balance on easy payments.

There are also outstanding values in Children's Coats, sizes 7 to 14, at only **\$5.95**.

Other new merchandise includes a large shipment of Rayon Crepe Dresses that are selling for **\$2.98**.

Ladies Felt Hats, all colors and head sizes, special, **\$1.29**. Children's Hats, special, **98c**.

Children's Wool Jackets, sizes 2 to 6, zipper fastening, **\$1.98**.

Ladies Tea Rose Princess Slips—full cut, and big value at **98c**.

Also new Hand Bags to go with your fall apparel, in a wide range of colors and shapes, only **\$1.00**.

This backward season will put money in your pocketbook if you but take advantage of the Toggery's bargain prices. Visit the Toggery today and see the new apparel just unpacked and awaiting your selection.

35w; 4dy

SOCIAL

From Monday's Daily—

Sunday Evening Club—

The Sunday Evening club met last night at the home of Mr. and Mrs. Ray Herring. Of the ladies Mrs. Walter Tritsch proved most skillful and Mrs. Ray Bryant was second. Ray Herring was first among the men and Walter Tritsch was second.

Skaet Club Meets—

The Skaet club met last night at the Starkjohn cottage in observance of the 35th wedding anniversary of Mr. and Mrs. Frank Mullen. A delicious supper was served after which the evening was spent in games.

Seniors Enjoy Supper—

A group of seniors met last night at the home of Janet Westover where they enjoyed a covered dish supper. After the fine supper a scavenger hunt was held by the young people. Those attending were: Ronald Rebal, Stuart Sedlak, Bill Armstrong, John Tidball, John Jacobs, John Livingston, John Bestor, Warren Reed, Dale Nearhood, James Sandin, Shirley Jacobs, Alice Grosshans, Harriet Case, Hazel Kelley, Norma Johnson, Gloria Johnson, Janet Westover, and Frances Hadraba.

Attend Anniversary Dinner-Dance—

William A. Robertson, past grand master of the A. F. & A. M. of Nebraska, with Mrs. Robertson and Mr. and Mrs. William F. Evers, were guests Saturday evening at the dinner-dance given by Right Angle lodge No. 303 of the A. F. & A. M. This is an annual event with the Omaha lodge and was held in the ballroom of the Hotel Paxton. There were two hundred couples in attendance at the event, one of the outstanding fall social features of Masonic social circles.

Celebrates Birthday—

Sunday Oscar Gopen, one of the long time residents of the community, was honored on the passing of his 75th birthday anniversary, having with him the children and grandchildren with the exception of Mrs. Glen Lockhart of Sioux Falls, and Mrs. Otto Marek of Detroit.

The birthday dinner was featured

by a wonderful birthday cake that was very much appreciated and enjoyed by Mr. Gopen.

As the climax of a perfect day Mr. Gopen received a telephone call last night from his daughter, Mrs. Lockhart, congratulating him on his birthday.

Hold Steak Fry—

Miss Fannie Carroll and Jesse Scurto, of Nebraska City, were here Sunday as guests of Mr. and Mrs. Homer Lutes, the party enjoying a most delightful steak fry Sunday evening along the shores of the Missouri river and in the pleasant autumn air. The remainder of the evening was spent at the Lutes home playing pinochle.

From Tuesday's Daily—

Announce Forthcoming Marriage—

Mr. and Mrs. W. A. Luke of Lincoln, are announcing the forthcoming marriage of their daughter, Miss Katherine Elizabeth, to Mr. Charles Harry Howard, of Murray, Nebraska. The marriage will take place on Saturday, November 19th at the First Plymouth Congregational church at Lincoln.

Hold Halloween Party—

The Senior Epworth League of the Methodist church held a Halloween party last night at the church. All came dressed in masquerade costumes for which Charlotte Palmer won the first prize and Allan White won second.

Halloween stunts and games were played throughout the evening. Delicious refreshments carrying out the Halloween theme were served by the committee.

Halloween Party—

A Halloween party was given by Mrs. H. R. Wolever. Assisting were Mrs. Edith Vandervoort and Mrs. Edith McMaken. Prize for best costume was won by Robert Marshall.

Prizes in contests were won by Nellie Rainey, Donna Bea Selver, Geraldine White and Alyce Prohaska.

Those who joined in the fun were as follows: Nellie Rainey, Alyce Prohaska, Donna Bea Selver, Geraldine White, Darlene White, Helen Hough, Alice Rea, Lois Wolever, Glen White, Billy White, Harold Lamphear, Robert Puls, Delbert Albee, Bobby Marshall, Buddy McMaken, Paul Vandervoort, Tommy Marshall, Robert Marshall, Richard Beverage, Johnnie Rea, Lindy Wolever.

Halloween Dinner Party—

Sunday evening at the home of Mr. and Mrs. Max Valley, the Jolly Workers club entertained their families at a 6 o'clock dinner. The ladies had prepared a very delicious dinner, being served cafeteria style. The centerpiece of the card tables were yellow chrysanthemums and the Halloween theme carried out. After the dinner the rest of the evening was spent in pinochle. First prize for the ladies was won by Miss Theda Martha Kaffenberger, consolation to Mrs. Ed Tritsch. High for the men went to Edgar Meisinger and low to Wallace Warner. The children enjoyed bingo. Candy bars were given for those who bingoed.

Everyone had a real good time and are planning another one of these feasts and gathering.

From Wednesday's Daily—

Extension Club Meets—

The leaders of the Plattsmouth group of extension clubs held a training meeting yesterday at the home of Mrs. J. C. Woest. There were eight clubs represented with two leaders from each club present.

Entertains 4-H Club—

Mrs. J. C. Woest entertained her 4-H club Monday evening at a Halloween party at her home. There

were 19 members of the club present. The evening was spent in games and Halloween stunts. Delicious refreshments were served.

Celebrates Birthday—

On Monday afternoon Miss Ruth Woest celebrated the tenth anniversary of her birthday. A number of her friends and her school teacher were guests at a party given by her mother in honor of the event.

Those attending were Anne Martin, Marjorie Devoe, Richard Soenichsen, Elizabeth Davis, Dorothy Jean Cappell, Millie Lohnes, Ray Larson, Leslie Niel, Betty Mae Barkus, Hubert Babbitt, Leon McCarty, Mary Kathryn Gorder, Mary Alice Cummins, Miss Glock.

PRESENT FINE PICTURE

On Sunday, October 23 at 8 p. m. the film "Thunder of the Sea," was shown at the Christ's Evangelical Lutheran church. This film is a birthday present given by the board of American Missions of the United Lutheran church on its 20th anniversary. In March of Time fashion it shows the situation as it is at the present, unemployment, war, necessity, etc., and then gives a brief outline of the church history and finally what the church is doing in this country for solution of the pressing problems. It is shown by Mr. Rupley from the Philadelphia office who also brought a generator. It lasted 41 minutes and was much appreciated by an audience that filled the church. The film is a pioneering effort by any church body in this country. It is one of the first of its kind.

Thursday evening the ladies of the congregation served a chicken supper in the basement of the church which was well attended. The committee in charge consisted of the executive committee of the Ladies Aid.

The Fords Tell Their Plans for 1939

IF WE KNEW anything better we could do for the country than make good motor cars, we would do it.

By every one doing his best in the job he thinks most useful, this country is going to regain its momentum. We have tried to do our best in our job.

When business was suddenly halted in its recovery more than a year ago, we determined that we should keep going anyway, if not at full-volume motor car production, then at getting ready for greater motor car values that would help future production.

EXPANDING FOR THE FUTURE

We began to build 34 million dollars' worth of new plants and equipment. We felt that if we could not employ all our men building motor cars, we would employ as many as we could building better production facilities.

We were told, of course, that this was no time for expansion, that a wiser business policy would be to "hold everything"—which means, stop everything. But no one ever got anywhere standing still.

Besides, we are not defeatists. We do not believe this country has seen its best days. We believe this country is yet in the infancy of its growth. We believe that every atom of faith invested in our Country and our People will be amply justified by the future. We believe America is just beginning. Never yet have our People seen real Prosperity. Never yet have we seen adequate Production. But we shall see it! That is the assurance in which we have built.

Business is not just coming back. It will have to be brought back. That is now becoming well understood in this country; for that reason 1939 will be a co-operative year. Manufacturers, sellers and buyers will co-operate to bring back the business that is waiting to be brought back.

This construction program is almost completed. It has increased activity and payrolls in a number of related industries. It has given us better facilities for building better cars and trucks, and eventually our new tractor which is being perfected.

THIS MEANS MORE VALUE

The current program has provided a new tire plant, which will turn out a part of our tire requirements... a new tool and die plant that will help us cut the cost of dies... and a steel-press plant that will enable us to make more of our own automobile bodies. These are in addition to the plants we already had for producing glass, iron, steel, plastics, and many other things.

We don't supply all our own needs, of course, and never expect to. The Ford engine is one thing



Henry and Edsel Ford, on the occasion of the 35th anniversary of the founding of the Ford Motor Company, June 16, 1938

that no one's hand touches but ours. Of nearly everything else we use we build some quantity ourselves, to find, if possible, better and more economical ways of doing it. The experience and knowledge we gain are freely shared with our suppliers, and with other industries.

We take no profit on anything we make for ourselves and sell to ourselves. Every operation, from the Ford ships which first bring iron ore to the Rouge, is figured at accurate cost. The only profit is on the finished result—the car or truck as it comes off the line. Some years, there is no profit for us. But we see to it that our customers always profit. A basic article of our business creed is that no sale is economically constructive unless it profits the buyer as much as or more than the seller.

Our new plants have helped us build more value into all our cars for 1939. That means more profit on the purchase to the purchaser.

We have not cut quality to reduce costs.

We simply will not build anything inferior.

NEW TESTING EQUIPMENT

While we were putting up new plants to produce cars, we constructed new equipment to test them. The first weather tunnel of its kind ever built for automobile research went into operation at our laboratories this year.

It makes any kind of weather to order. The weather it delivers every day would take months to find in Nature. Our cars are weather-tested to give you good service in any climate anywhere.

In other tests, every part of the car is punished unmercifully. Then our engineers tear it down to see if they can find abnormal wear or any sign of weakness.

The money we spend on tests saves you money on repairs. And your family car is safer and more dependable when we put it in your hands.

THE NEW CARS

We have two new Ford cars for 1939—better cars and better looking—but we also have an entirely new car.

It's called the Mercury 8. It fits into our line between the De Luxe Ford and the Lincoln-Zephyr. It is larger than the Ford, with 116-inch wheelbase, hydraulic brakes, and a new 95-horsepower V-type 8-cylinder engine.

We know that our 1939 cars are cars of good quality. We think they're fine values in their price classes.

With new cars, new plants, new equipment, the whole Ford organization is geared to go forward.

FORD MOTOR COMPANY, Dearborn, Michigan

Exciting Values!

Free! \$25 worth merchandise given away
EXTRA SALES LADIES WANTED

TAKE 'EM AWAY!
Out They Go!

AT GIVE AWAY PRICES

LIQUIDATING

The Balance Of

PEASE

STYLE SHOP

Known for years in Plattsmouth
and vicinity for their

QUALITY WOMEN'S

and CHILDREN'S APPAREL

Come in and you will be amazed at the low prices

COATS - DRESSES

HATS - SILK UNDIES

GLOVES - CHILDREN'S

COATS - SNOW SUITS

BAGS - HOSIERY - UNIFORMS

Etc. Must Be Sold

AT YOUR OWN PRICES

No Reasonable Offer Refused

ROSS & BRANDT

Liquidator for the

Pease Style Shop

PLATTSMOUTH, NEBR.