

15th ANNUAL  
Fall Announcement

# The Johnson Dry Goods Co.

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The arrival of the Fall Season is marked in our store by extensive displays of New Fall Merchandise. This store comprises a great many busy departments, each filled complete like a store by itself with the best, the brightest and most dependable goods that a research for months of the best mills and markets of the country produce. Our preparation for this fall, we say without hesitancy, has been the most thorough and comprehensive in our existence. VISIT ALL OUR DEPARTMENTS. It will be convincing and persuasive and we are sure, entirely profitable to every customer in supplying their needs for the season.

## Ladies' Ready To Wear Department.

You will be astonished at the showing we are making. Our department in Ready to Wear Garments is not approached in Northeast Nebraska.



CLOAKS.

27, 30, 33 and 40 in lengths in the new Box Coats in Kersey, Zib-line and Fancy Mixtures, \$5.00 to \$25.00.

### Misses' And Children's Cloaks.

An almost bewildering array of styles and cloths from \$1.50 to \$15.00. \* Silk Coats, Silk Petticoats, Silk Dress Skirts.

Hundreds of garments direct from the manufacturers who do not make up a garment except on actual order. We are in a position to offer the latest accepted designs of the style centers of the country and at PRICES WITH EVERY MIDDLE MAN'S PROFIT ELIMINATED.

### LADIES' TAILORED SUITS

In Etamine and Pebble Cheviots, Broad Cloth and fancy suitings, short skirt blouse and 27 to 36-inch coat styles, \$10.00 to \$25.00.



Priestly's Celebrated Black Dress Goods	NAMES
Enterprise Warranted Black Silks	THAT ARE
Centemeri Kid Gloves	FAMED
Dorothy Dodd Fine Shoes	THE WORLD
	OVER

## FURS! FURS!

Fashion has decreed that this is to be the greatest season in years for the wearing of FURS.

In no thing in a store is there so much opportunity to jockey and deceit as in Furs. On skin with fur looking exactly like another may cost twice as much, because it is a sound and strong one. Characteristic of the methods of our entire store, our fur garments are purchased of reliable furriers. Garments made from selected skins, skillful workmanship and trustworthiness back of all.

We Will Save You Money on Good Furs. Compare our prices. We are making a great feature of furs. Compare us with known reliable fur houses.

- Near Seal Jackets, Skinner satin lined..... \$27.50, \$32.50 and \$35.00
- Near Seal Jackets, Beaver collar, satin lined..... \$35.00 and \$50.00
- Near Seal Jackets, Marten collar, satin lined..... \$40.00
- Near Seal Jackets, Mink collar, satin lined..... \$50.00
- Nutrin Beaver Jackets, Skinner satin lined..... \$50.00
- Scarfs and Muffs in great variety..... \$1.00 to \$20.00 each

NOTE—Sealskin garments. We will take your order from one of the most reliable manufacturers in New York. Get you a guaranteed garment on approval and make you a DECIDED saving in price. No dealer can afford to carry Sealskin, Otter or Beaver garments at the margin of profit we will sell you. Compare our garments with others and choose the best.

## DRESSMAKING DEPARTMENT.

We can now most consistently urge the merits of our Dressmaking Department to our patrons everywhere. Miss Watson has fully proven her ability as a modiste. We deem her second to none in the west. Her prices are moderate—not high, not low; but consistent with her skill in turning out correct, stylish and up-to-date gowns.

- Shirt Waist Suits..... \$10.00 to \$15.00
- Evening Dress..... \$12.00 to \$15.00
- Tailored Suit..... \$15.00 to \$20.00
- Separate Skirt..... \$6.00 to \$8.00
- Cotton Shirt Waist..... \$2.00 to \$3.00
- Silk or Wool Shirt Waist..... \$3.00 to \$5.00

In every instance price is governed by work required.

The Johnson Dry Goods Co.

## Our Store a Busy Place.

AN AD. CONVEYS BUT LITTLE OF ITS ATTRACTIONS. MAKE OUR STORE YOUR STORE. You always find it a busy place, but go freely into every department. Our prices are plain, our methods simple. Your interests are paramount with us. The confidence of our patrons throughout this section of Nebraska, people who know our methods and confirm them with their judgment, make this institution The Big Busy Store That It Is.

## Cravenette Rain Coats.

The popularity of these in the east is so great the cloths have been very scarce. We have them in Priestley's celebrated Cravenettes at \$8.50 to \$15.00.



## Dress Skirts

Scores of styles and cloths tailored in the latest styles at \$3.50 to \$20.00.

This is one of the strong departments of our store. Visit it and you will not doubt it.



## SPECIALS NOW!

- Full Standard L.L. Muslin..... 5c
- Full Standard best made Prints, all..... 5c
- Good fast color Prints, all..... 4c
- Amama B Indigo Prints, regularly sold 12 1/2, all..... 10c
- 26-inch Percales, regularly sold 12 1/2, all..... 10c
- Outing Flannels, see ours at..... 5c, 6c, 8c, 10c
- Twil Outings, very fine..... 12 1/2c
- Corsets, Lot best approved models, strictly \$1.50 and \$1.75 corsets, choice \$1.00
- Handkerchiefs—25 doz. pure linen H. S. Every one real 25c value, while they last..... 15c
- Cotton Blankets—400 pairs bought before most of the rise in cotton at special prices..... 50c up
- Wool Blankets—See our leader, all wool at..... \$3.00
- Women's Outing Flannel Night Gown, full made..... 50c
- Men's Outing Flannel Night Shirts, full made..... 50c
- All wool Tricot Waistings..... 28c
- Pearl 3-Piece Waist Sets..... 15c and 25c
- 1000 Pairs Men's Husking Mittens, 10 oz..... 5c pair

# The Johnson Dry Goods Co.

Why is it, the Fair Store is always busy? Answer—they have the goods, and at the right prices. We are going to tell you in today's paper some things about our shoes, clothing and gentlemen's furnishing goods. We are opening up our fur coats, which are dandies, in prices which range from \$15.50 to \$40.00. Every one of which is guaranteed in material and workmanship. We bought these early and at prices which can not be duplicated today. We can save you anywhere from \$5.00 to \$10.00 on each coat.

**Overcoats.**  
We have the celebrated Adler. For style, workmanship and material we think they are the nicest that were ever offered up in Norfolk, at prices ranging from \$11.00 to \$18.50. Other good overcoats from \$5.00 to \$10.00. Boys' ulsters from 12 to 19 years, good ones for \$2.25. Better ones up to \$7.50. Boys' reefer, from 3 to 9 years, serviceable, for \$1.50. Very swell reefers for \$3.75. Youths' reefers, 10 to 15 years, very nobby, \$5.50.

Have just opened up our winter caps. A nice selection at prices from 25c to \$1.00. All the latest styles in children's toques (all wool), 25c and 50c.

Gloves—Both working and dress gloves. The largest line out of Omaha at prices from 10c to \$2.50.

Ways' Mufflers—25 dozen, all styles and colors, 25c to 75c.

**Now a Word About Underwear.**  
Boys' heavy, full fleece, age 10 to 18, at 50c per suit. These could not be laid down today for less than 60c. Men's heavy fleeced underwear at 80c a suit. Some odds and ends of heavy weight men's underwear that we are closing out at 30c and 40c a suit. Nice, heavy men's ribbed underwear at \$1.00 a suit. Dandy all wool men's undersuits at \$3.00. A nice line of Men's outing flannel night shirts from 50c to \$1.25.

By the Way, we have about 100 dozen heavy cotton flannel mitts that were made to sell at \$1.00 a dozen. While they last, 5c a pair. No dealers supplied.

Just received 75 cases of arctic, felt boots and overs. We are going to set the pace in prices on arctic. Come and see them. We bought them to sell at \$1.25, but they are yours for just one dollar and a dime. Sizes 6 to 12. Ladies' and men's arctic in 1, 2 and 4 buckle. We can fit any foot from a child's 5s to a man's 12s. We just received a full line of children's, misses', women's and men's leggings.

We are headquarters for men's working shirts and overalls, at popular prices. Dress shirts—you know what Elgin means. The best \$1.00 shirt on earth.

**The Fair Store**  
SHURTZ & JENKINS.

## BIRTH RECORD.

### A Boy.

A baby boy has arrived at the home of Dr. and Mrs. Wm. Klesau.

### Another.

The birthday of Arthur Sillim was remembered by his wife, who on that very day and date, presented him with his first son and heir.

### Another Yet.

Mr. and Mrs. A. M. White are rejoicing over the arrival of a baby boy at their home.

A fine writing tablet with each pair of shoes at the Palace Shoe store.

## LOCAL LIMNINGS.

The Ladies guild of Trinity church will meet at the rectory Friday afternoon at 2:30. A full attendance is desired.

James Cross, a stonemason, was up before Police Judge Hayes on the charge of drunk and disorderly. He was fined \$10 and costs, and promised to go to work.

Waterloo, Ia., Egg Reporter: Chas. Harding, one of the most successful of the present-day centralizing creamerymen, who has built up a large business for the Hygenia Creamery company at Omaha, and who has made their brand of butter famous, has consolidated his business with that of B. B. Graham, owner of an ice cream plant in Omaha, and organized the Harding Cream company with a capital stock of \$150,000. A new building is now being erected, and a centralizing creamery of great proportions will be in operation in it shortly after January 1.

Dancing party at Marquardt's hall Friday evening under the auspices of the Young Ladies' Social guild of Trinity church.

### Froze to Death.

The bitter breezes from the north played in upon them as they drove against it and their hands became numb. They were really cold and suffering from the cruel cutting wind. Their tender ears turned white and tears of positive pain filled their aching eyes. The cold grew more severe and when the horses drew up at the farm, both of the frail little bodies were cold and stiff and lifeless. They had frozen to death because they failed to buy one of those handsome new robes from Paul Nordwig.

Try a pair of shoes at the Palace Shoe store and get a good writing tablet free.

Creamery butter at the Palace Meat market.

## AFTERMATH OF ARMY CAMP

### Boys of Company L Had Good Grub Throughout.

### CAPTURED A GOOD COAT OF TAN.

The Hardest Features of the Whole Affair Were the Trips Enroute and Home Again—Spaniards Represented at Camp—Texans Fight.

"We had a good time for the most part in our camp life at Fort Riley," said one of the militiamen who has just returned with Company L from the Kansas encampment. "The hardest part of the whole affair was the trip going and the one returning."

There were delays enroute which put the boys in a bad humor but when they finally did land, they enjoyed the whole atmosphere from the start. A few days of Kansas winds put a heavy brown tan upon their cheeks and a few marches of many miles in length so trained them and hardened their muscles that they were able, in the end, to tramp six miles before dinner and six after it, without even thinking about it.

One of the best features of the camp life, they say, was the grub which the Norfolk company enjoyed. The boys made up a company fund of about \$50 and this was spent for extras on the bill of fare. On Sunday, instead of beans and hard tack, they had chicken and dumplings and all of that sort of thing like their mothers used to make years ago. Even officers from the other company streets in the regiment would come down to mess with the company L boys because of the delicious spreads that they put up, and every man with a shoulder strap upon his uniform, declared that there was nothing like it on the grounds.

There were in camp about 26,000 troops. Feeling ran high between some of the Texas militiamen and the colored soldiers. There were many bloody battles because of the color line which the southerners drew, and one morning it looked like there might be real fighting with lead bullets between the two regiments. Extra care was taken by the officers inspecting, to see that the Texans carried no lead bullets in their belts during the sham battles.

There were several officers from foreign countries on the grounds, who did nothing but take notes upon Uncle Sam's mode of warfare. There was one from England and another from Spain. The Spaniard was the butt of many jests and frequently was "bawled out" by the privates, when he was

alone. "We shouldn't think you'd need to come to Kansas," they suggested. "to find out how the Yankees fight. You ought to know enough about that."

Here's a chance for the boys and girls—a good tablet free with every pair of shoes. Come in and see them at the Palace Shoe store.

### STANTON.

John Wunner, Jr., left Monday noon for Denver, Colorado, where he will spend the winter visiting with relatives.

Mrs. W. Reed returned Tuesday noon from Boyd county, where she has been for the past month visiting with relatives.

Mr. and Mrs. W. E. Kelso returned from a short visit with relatives and old time friends at Wisner last Friday noon.

Mrs. Paroda Dunning, of Mt. Ayr, Iowa, arrived here yesterday noon and is the guest of Mr. and Mrs. W. W. Young and family.

Mrs. Fred Arnbruster and children left Saturday noon for Dodge for an extended visit with relatives and old time friends.

Mr. and Mrs. Lewis Mick went to Lincoln Tuesday noon to attend the grand lodge meeting of the Odd Fellows and Rebekah lodges.

The work on the walks of the First National bank building and in front of the Dern and Enos buildings were completed yesterday and will be opened to travel Saturday. This is a splendid stretch of permanent walk. Vining & Appleby have also put in a twelve foot cement walk in front of their office and Mr. Endres is now at work on the cross walks south and east from the southeast corner of the school house grounds.

The Royal Neighbors planned and executed a surprise on Mr. and Mrs. R. Y. Appleby Monday evening. There were about forty persons in the party which assembled at the home and marched in a body to the Appleby residence. Flinch and refreshments were features of the entertainment.

John Schuessel was drunker than usual last Sunday and made some disturbance on the streets in the west residence district. The attention of the marshal was called to his condition and the poor fellow was taken home and put to bed. Some who claim to be familiar with the facts state that John got to seeing things which were not—Picket.

Lost—On Norfolk avenue, between Eighth and Fourteenth street, a black fur collar. Finder please return to News office and receive reward.

Remember you can get a fine writing tablet free with each pair of shoes at the Palace Shoe store.

## Good Things to Eat SPECIALS FOR Friday and Saturday

- Finest New York eating apples, peck..... \$ 35
- Good Cooking apples, peck..... 25
- Bananas, per dozen..... 19
- 10 lb. sack new fresh Buckwheat flour..... 40
- Cranberries, per quart..... 09
- Elegant Sun Dried Japan Tea..... 49
- Try a pound of our 3 Star coffee..... 20
- New York Cream Cheese..... 16
- Best Wisconsin brick cheese..... 15
- Pine oranges, per doz..... 33

## THE NORFOLK MERCANTILE CO.

Dealers in General Merchandise.

ASMUS OLD STAND, COR. THIRD AND MAIN. TELEPHONE 273.

### PERSONAL.

C. E. Doughty was in Lincoln Wednesday.

Mrs. Kathleen Richardson was in the city from Meadow Grove.

Mrs. E. W. Hahn of Omaha is in Norfolk visiting with Mrs. Jack Koenigstein.

Mrs. W. C. Kimball and Miss Belle Turner were in Norfolk from Pierce Thursday forenoon.

William Zutz returned last night from Hot Springs where he has been during the past month.

A number of persons of the Rhefeldt family at Plainview are guests at the Nordwig home on North Tenth street.

Dr. R. A. Mittlestadt, dentist, Bishop block. Telephone 60.

We have some special bargains to offer in city residence property, city lots and small acre tracts near town. G. R. Sells & Co.

Our shoes are right; our prices are right, and with each pair of shoes we give you a fine writing tablet free. The Palace Shoe store.

Observe Hallowe'en enjoyably by attending the dancing party to be given in Marquardt hall Friday evening by the young ladies of Trinity social guild. Refreshments of pumpkin pie, doughnuts and coffee are to be served.

The News has a position in a drug store at good wages. None but those who are neat and dressy need apply.

## The Novelty in Waistcoats

made of high grade material, in the newest designs in white, slate and ecru shades.

Ready  
for  
Delivery

**J. W. HUMPHREY**  
304 Norfolk Ave.  
Norfolk, Nebraska.

**MILLARD GREEN,  
DRAY AND TRANSFER LINE**  
PIANO MOVING A SPECIALTY.  
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