

You'll Find Real Bargains Here OCTOBER 22nd to 29th

Real Bargains, did we say! You'll say so, too, when you see what we have for you here in the way of economy buying!

There have been some declines recently in the market prices of such goods as percales, gingham and outing flannels. Of course our stocks were all laid in at the higher price, but we feel that you are entitled to the saving and are passing it on to you. So here's your opportunity to make some wonderful purchases in these lines at prices the lowest in years.

Besides these, there are a host of other things, just right for the family needs and all of them priced to afford you a big saving. We've planned to offer you real values in this big showing of goods, and a glance at the offerings below will convince you that we have the merchandise you need. And now is the time to get it at a big saving!

Don't forget---Friday, October 22nd, to Friday, October 29th

Goods Priced Lowest in Years!

GINGHAMS!

27" Gingham—Red Seal and others—pretty patterns in stripes and checks. Per yard—
30 Cents

32" Zephyr-ginghams—plaids and checks—values to 75c, per yard—
48 Cents

27" Toile du Nord gingham, in plaids, checks, stripes and plain colors. Per yard—
40 Cents

32" Renfrew Zephyr gingham, in beautiful plaids, checks, stripes and plain colors. Per yard—
60 Cents

PERCALES!

Here too is a big variety of striped patterns suitable for men's and boys' shirts in various qualities at prices ranging from—

40 to 50c Per Yard

36" best quality percale—the kind that it pays to buy—in all good patterns, dark blue, cadet blue, grey and light grounds in a big variety of patterns, at—

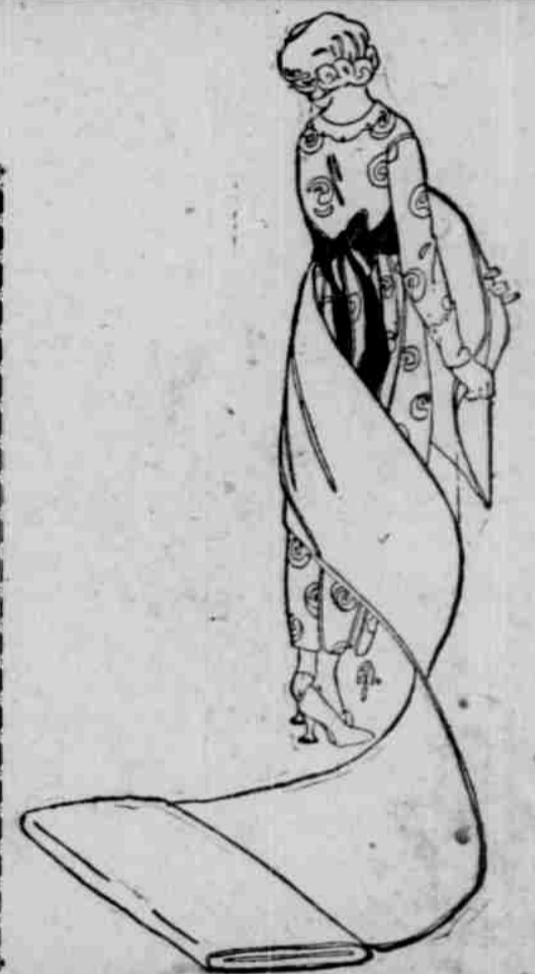
40c Per Yard

OUTING FLANNELS!

27" Outing Flannels—grey and other dark grounds—the extra heavily napped flannel. Very special at per yard—
40 Cents

It has been a long time since you have had an opportunity to buy a good white outing flannel for 25c. Here is your opportunity. This outing is most suitable for gowns and children's night-wear. 27" white outing flannel, per yard—
25 Cents

Here you will find other wonderful values in white outing flannel for baby wear, gowns, etc., at prices ranging at per yard—
35c, 45c and 50c



Bargains in Bedding!

SHEETS

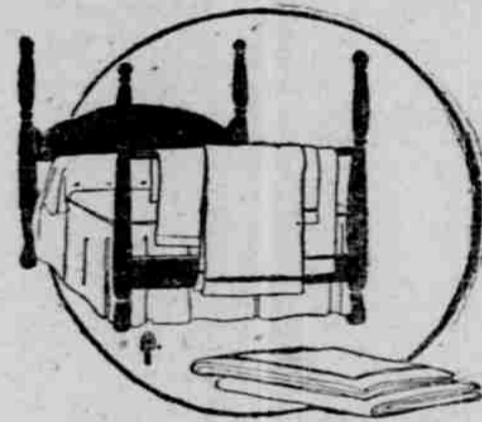
81x90, extra quality.....**\$2.50**

PILLOW CASES

"Daisy" 42x36, each.....**50c**

TUBING

All sizes—36, 40, 42 and 45" at per yard.....**65c**



Values in Blankets!

A "Big Value" in cotton blankets—full size, 70x80, weight 3 lbs. Grey, tan and white. Per pair, **\$4.85.**

Wool napped blankets and all wool blankets are here too in a generous assortment of pretty patterns.

COMFORTERS

Beautifully covered pure cotton filled comforters, ranging in price from \$4.50 to \$8.00. These values cannot be excelled.

Ladies' Hose!

(Silk and Silk Lisle)

have been greatly reduced in price. You can now obtain a beautiful quality of pure thread silk full fashioned hose, black only, all sizes at, per pair—
\$2.00

Here, too, you will find a beautiful quality of silk and fibre hose, black and brown, in all sizes at per pair—
\$1.00

A fine silk lisle hose, in black and brown, now sells for, per pair—
60 Cents

These are just a few of our many special prices on hose of dependable quality. We have a great many other very special values we shall be glad to show you.

COLD WEATHER UNDERWEAR FOR THE WHOLE FAMILY

With the weather making heavier underwear a necessity many women are apt to put most stress on weight, forgetful for the moment of the fact that wearing quality and fashioning are also important features. However, great attention need not be paid these points for they are factors we are most exacting about in our examination of each individual garment before offering it for sale. Union suits, fleece lined, \$1.75 and \$2.00; Cotton ribbed union suits, sizes 34 to 46, per suit, \$2.00 to \$2.75. Fine all wool, wool mixed and silk-wool union suits for ladies and children at prices that cannot be duplicated elsewhere. Wool vests and drawers for the wee tot are here too. "Carter's Knit Underwear" cannot be excelled. We have it.

10% Reduction on Woolen Goods!

Our entire stock of wool goods consisting of serges, tricelines, velours, beautiful novelty plaids, checks, coatings, flannels, broadcloth, etc. Home sewers and dressmakers will find much of interest in our display of woolens.

This very substantial reduction enables you to effect worth while savings. Now is the time for you to anticipate and fill your every need.

Notion News!

- "Just Right" dress snaps, black and white, all sizes; per card. **7c**
- "Jiffy" rubber bloomers for baby..... **65c**
- Elastic waist bands, all sizes, each..... **18c**
- Men's collar bands, sizes 14½ to 16½, each..... **20c**
- Buttons, fresh water pearl, fish eye—one dozen buttons on card. Various sizes, per card. **8c to 15c**
- Pins, 160 count, per paper..... **5c**
- "Carnation" 300 count, per paper..... **10c**
- "Dorothy" fancy dressmaker pins, per paper..... **15c**
- Needles, all sizes, per paper..... **15c**
- Embroidery needles, all sizes, per paper..... **18c**

IF THERE IS ANYTHING YOU NEED IN NOTIONS, WE HAVE IT

YARNS!

- "Caron's" 2-oz. knitting yarns in balls..... **75c**
- "Sunlight" 1-oz. Zephyr, per ball..... **60c**
- "Fleisher's" 1-oz. Zephyr, per ball..... **50c**

Outing Gowns

- White and light fancy patterns for ladies. **\$2 to \$3.75**
- Children's gowns and sleepers..... **\$1.25 to \$2.25**

**Get the Most for Your Money!
October 22nd to 29th**

H. M. SOENNICHSEN,

Call Phones 53 and 54

Plattsmouth, Nebraska

Cotton Bats!

Everything in cotton bats—small sizes and large rolls—at economy prices.

Small bats, 8 to 10 ozs. in weight, at 20c to 50c. There is a large 3-lb. roll, pure white cotton, size 72x90, at **\$1.25.** Three pounds of white cotton, size 72x90, stitched to prevent it pulling apart, at per roll, **\$2.00.**

WOOL PROCESSED BATS

Three pounds wool processed batting, size 72x90. Regular price, \$3.25. Very special at **\$2.75.**

Our supply of these is very limited. Phone your order in at once or write us.

Challies and Silkalines!

- 36" best quality silkaline, per yard..... **35c**
- 36" challis, all new pretty patterns, per yard..... **45c**