

Our January White Goods Sale!



YOU'LL remember this January sale for a long time—the prices we're making on all white goods in the store are nothing short of a sensation. This is an opportunity to supply your present needs and your needs for some months to come. DO NOT PASS IT BY!

An economy event that will save money for every household in Plattsburgh--beginning Wednesday at 8:30



SHEETINGS

HIGH GRADE
VALUES ON SALE

81-inch "Wearwell" Sheeting—the sheeting with the heavy woven selvage. Bleached, per yard—
65c

Unbleached, per yard.....60c

PILLOW TUBING

"Wearwell" quality, 36, 40 and 42-inch, yd.....50c

MUSLIN

An excellent quality bleached, pure fabric. Regular 35c quality at20c



Your Opportunity-- Ginghams!

Pretty plaids, checks, stripes and plain colors to match in 27-inch width. Former prices to 65c, now reduced to—

25c - 30c - 35c

32-inch dress ginghams—beautiful patterns, now....38, 40 and 45c
Apron checks, per yard.....23c

PERCALES

Dark and light patterns, very special, per yd.....25c
Former 60c values have been reduced to 40c and 30c

REMNANTS

and short lengths of every kind of material you could think of at prices so attractive and in such convenient lengths you will be sure to find many things you can use to excellent advantage. Don't overlook our remnant bargains.

NIGHT GOWNS

Outing flannel gowns—regular \$2 values. Special for quick clearance—

98c

Very special values in gowns for ladies and children are priced at—

\$1.25 \$1.50
\$1.75 \$2.50



Children's Sleepers—outing flannel and muslin—are included in this white goods sale—at very special prices
\$1.25 to \$1.50

Ladies knit union suits, vests, drawers, knit caps—all at one "big value" clearance price of—

50c

Ladies medium weight fleece suits at.....\$1.25

LONGCLOTH

An excellent soft finish cloth, fine for gowns and underwear, per yard.....28c

NAINSOOKS

Beautiful pink shadow Nainsooks, fine for chemise and gowns, former \$1.25 values, now.....85c

Other Values in White Nainsook at.....28c, 30c, 50c, 60c

BLACK SATINE

Fine for children's bloomers and petticoats—An exceptional value per yard.....65c

MIDDY BLOUSES

White \$3.00, reduced to.....\$1.75
\$4.50 scarlet and navy flannel collars and cuffs, detachable, reduced to.....\$3.00

25% DISCOUNT

on all flannel and serge middies, middie dresses, white middies, etc.



TOWELS

Wonderful value in Turkish towels, 20x40, each.....50c

A fine Huck towell, 16x30, pink border, each.....25c

Exceptional Values in Towelling—18c, 25c, 30c, 35c

EMBROIDERIES

Just the width for blouses and middies, per yard.....10c
Other widths range in prices at white sale prices of—
15c to 25c

INFANT'S KNIT GOODS

Sweaters, hoods, caps, carriage robes, etc., at a reduction of—
25%

Ladies and childrens knit petticoats and bloomers—come in for their share of extreme value giving and are also included in the 25% reduction.

OUTING FLANNEL

Very special value in outing flannel, unbleached, 27 inches wide, per yard.....25c to 28c

Bleached outing flannel, an excellent weight, full 27 inches wide, very special at.....23c



Clearance of Winter Underwear!

AT A TIME WHEN YOU NEED THESE GOODS

WOMEN'S UNION SUITS—Cotton, part wool, all wool and silk wool are included in our big 20% Discount Sale. This underwear is the famous "Carter" make and greatly outwears ordinary garments.

CHILDREN'S UNION SUITS—Infants' vests and drawers are also included in the 20% Discount Sale. This gives you exceptional opportunities for filling your underwear needs at remarkable savings.

Do You Need a Bedspread?

\$3.75 for a full sized 81x90 crinkled dimity spread sounds mighty reasonable, doesn't it? Especially when you see how pretty they are with their pink, blue and gold stripes. These were formerly priced to \$6.00.

Other bed spread values in crochet and satin can be had here in this January value-giving sale at \$4.50, \$6.50, \$7.00 and \$10.00.



BLANKETS--COMFORTERS!

HERE ARE SOME VALUES

\$5.00 grey and white cotton blankets, full size (70x80) heavily napped.....\$3.85
\$8.50 plaid wool nap blankets, tape bound edges (size 70x80) heavy weight.....6.75
\$10.00 plaid woolen blankets, extra heavy and full size; reduced to.....8.50
\$11.50 pink plaid woolen blankets....\$ 8.50
\$14.00 grey plaid woolen blankets....10.50
\$15.00 pink plaid all wool blankets...11.50
\$22.50 pink fine wool blankets.....19.50
\$25.00 tan and pink fine wool blankets 22.00

Extra value in baby crib blankets, white with pink and blue striped border....50c

Our big line of comforters comes in for reductions of from 10 to 20%. This makes them extraordinary values, for at the original prices the values were exceptional.

Sheer White Fabrics

Beautiful voiles, in stripes, blocks, plaids and fancy fabrics. Former values to 85c per yd. Very specially priced at, per yard—

50c



Daintily Figured Flaxons

Flaxons, daintily figured in suitable colors for children's aprons and dresses, per yd...25 and 38c

January Clearance Prices!

on all colored voiles, tissues and other sheer fabrics are unusually attractive. There is not sufficient space in this ad to enumerate all the many exceptional money-saving opportunities that you will find here for your selection.

A Good Quality Goods at a
LOW PRICE

H. M. SOENNICHSEN

Call Phones No. 53 or 54
PLATTSMOUTH