

BARGAIN WEDNESDAY AT The H. M. Soennichsen Co. —DOVEY BUILDINGS—

LINGERIE

Shadow stripe lingerie satine, a serviceable material for bloomers, slips, petticoats, etc. 36 inches wide. All colors. Regular 65 cent quality. Bargain day special, per yard..... **49c**

Dress Gingham

Standard quality, fast color new gingham in plaids, checks, stripes and solid colors. Per yard..... **21c**

Percales

36 inch excellent quality percale in a large variety of new patterns. Special price, per yard..... **21c**

Cotton Crepe

Krinkle and smooth finish, white and colors. 36 inches wide. An excellent cloth for ladies' underwear. 35 cent quality. Per yard..... **29c**

Sheeting

81 inches wide; Wearwell brand. A very fine quality sheeting. 65c value, at per yard..... **59c**

Table Damask

Highly mercerized cotton damask, 64 inch width. Pretty woven fruit and dot design. Per yard..... **69c**

RATINE

Excellent quality in this popular dress fabric. All the new shades. 36 inches wide. Bargain day price, per yard..... **79c**

Toweling

Pink and blue stripe Turkish toweling. 16 inches wide, heavy quality. Worth 35 cents. Our special price for Wednesday, per yard..... **22c**

Shirting Madras

32 inches wide in a variety of neat stripes. Fine for boys' waists and shirts. 35 cent quality. Special Bargain day price, per yard..... **18c**

Muslin

Domestic muslin, noted for its superior quality and soft finish, fine for all home uses. 36 inches wide. Bargain Wednesday, per yard..... **16c**

Unbleached Muslin

39 inches wide. A nice quality for underwear, sheets and general sewing. Special, per yard..... **14c**

You will find many other worth-while values in our Dry Goods Dept. Wednesday.



Checked Flannel Sport Frock!

The picture is an artist's idea, but it falls far short in presenting the beauty of this dress, which is made from a lovely blue and orange check flannel—or, if you prefer in other checked and striped flannels.

There is a hip and breast pocket—a true Sports garment. Then, the collar and cuffs are of natural linen, finished with hem stitching. A string belt is about the waist and tan ribbon ties are at the neck.

You may admire other garments at \$25.00, but this is the "Palmer Garment"—correct in style and perfect in quality.

\$25.00

The thing to do—please agree with us—is to come here, look through, investigate—then you'll seal what real style and value we are offering.

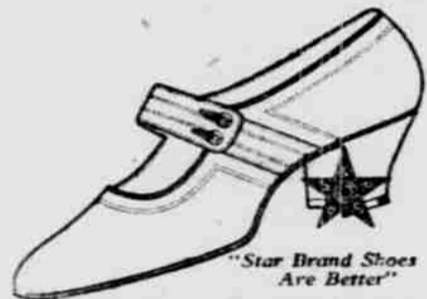
Ladies Toggery

FRED P. BUSCH, Manager

Phoenix Hosiery!
Ladies' Munsingwear!

SHOES! SHOES! SHOES!

We are showing one of the most complete and up-to-date shoe lines ever brought to Plattsmouth. It will pay you well to buy your shoes here.



Ladies' One-Strap Slippers

Ladies' patent one-strap slippers. Plain medium round toe, fancy perforated strap. Low heel, rubber tipped. Sizes 3 to 7. Per pair..... **\$2.49**
Same slipper as above description, only in fine kid stock. Special Bargain Wednesday price, pair..... **\$2.49**

New Spring Oxfords

Ladies' and Misses' genuine calf skin oxfords, welt sewed sole, plain crease, vamp toe. Regular \$6 value. Black and brown. Pair..... **\$4.95**

Men's Shoes

Gro-cord sole, the kind that will outwear two pair ordinary soles. Soft retan upper stock. Soft toe. Munson last. Blucher style. Regular \$4.50 value. Bargain Wednesday, per pair..... **\$3.95**

Boys' Shoes

Built for heavy duty. Munson last, soft toe blucher clinch nailed and sewed sole. Sizes 2 to 6. Bargain Wednesday price, per pair..... **\$2.69**

Boys' Outing Bal, soft elk tan leather, cut on roomy lines for growing feet. Lots of wear at a low price. Sizes 1 to 6. Per pair..... **\$2.39**



FOR MEN AND BOYS

Here are some extra special values for March Bargain Wednesday—

Dress Shirts

This spring's new patterns. Neck band style, with French cuff. Fine count fast color percale. Sizes to 17½. Bargain Wednesday..... **\$1.19**

Collar-Attached Shirts

Dress shirts for men in this popular style include neat stripe and check patterns of excellent quality percale and chambra cloth. Special price..... **95c**

Work Shirts

"Big Moore"—This shirt like its name applies, is cut extra big and full. Fast color chevot, plain blue, gray and polka dot patterns. Each..... **\$1**

Work Pants

Snag proof. We will give you a new pair if you snag them. Guaranteed fast color kiki. Oil proof. They'll outwear two pair of ordinary kiki pants. Our special Bargain day price..... **\$3.45**

Play Suits

Suits of durable quality kiki colored denim. Drop seat, long sleeves, two front pockets. Button down front. Ages 3 to 8. Price, each..... **\$1.19**

Boys' Blouses

Military collar, French cuff, one pocket. Excellent quality tub fast stripe percale. Pretty color combinations. Regular 95c value. Each..... **75c**

Knickers

Boys' corduroy knicker pants, made with belt loop. Button at knee. Narrow wale. Ages 6 to 16..... **\$1.45**

FLOOR COVERING

You can brighten the home floors at very small cost, by buying here.

Floor Matting

Pretty fast color designs. 36 inches wide. For floors and hallways. This is a regular 65c value, specially priced for Bargain day at, per yd..... **50c**

Genuine Congoleum

The standard Gold Seal. Comes in 6-foot width. Twenty-five patterns from which to select. Special Bargain day price, per square yard..... **80c**

Gold Seal Congoleum Rugs

You can brighten the home floors at small cost with these pretty rugs. Make your selection Bargain Wednesday and be ready for spring house cleaning. Only first quality carried; no seconds. 6x9 size, special price only..... **\$7.10**

Rag Rugs

Made from fast color mill ends. Woven into pretty colored stripe combinations. Fringed ends. Size 24x36. Our special Bargain day price, each..... **\$1**

Congoleum Rug Border

Imitation oak flooring pattern, narrow board design. This is just the thing to use over your old floors around the outer edges of your rug. 36 inches wide. Like all genuine Congoleum floor covering, this will lay smooth and flat and not curl up or bulge on the floor. If you have had an inferior quality at some time you will appreciate all the more this Congoleum characteristic. Bargain day price of rug border, per yd..... **65c**

MANY OTHER BARGAINS

Space in this ad forbids listing but a few of the many bargains you'll find at our store. Come, see them!

Bargain Wednesday -SPECIALS-

Pork Roast

Per Pound

10c

CHEESE

IF YOU LIKE GOOD CHEESE, CALL ON US AND SEE OUR LINE OF CHEESE

N. Y. Full Cream Wis. Full Cream Bluehill, Pimento and Chile Brick, Limberger Pimento Cream Phoenix Cream Phoenix Swiss Phoenix Pimento Hand Cheese Roqueford Cottage

Ginger snaps, 2 lbs. for..... \$.25
Atwood grape fruit, 2 for 15, 10..... .15
Red Rose peas, 15, 2 for..... .25
Per dozen..... 1.25
Wisco peas, per dozen..... 1.75
Pioneer corn, per dozen..... 1.25
Shredded wheat, per dozen..... 1.50
O K bran, per pkg..... .10
Ben Davis apples, fancy, peck..... .65
English walnuts, per lb..... .25
Strip bacon, per lb..... .20
Cream Oil soap, 4 for..... .25
Large No. 3 can tomatoes, doz..... 2.10
No. 2 cans, per dozen..... 1.65
Challenge coffee, per lb..... .25
Oranges, per dozen..... .20

Hatt's Market
The Ferndell Store

Bargain Wednesday Values

that hits the nail squarely on the head!

Misses - Children's School Shoes

67 pairs
Brown or black leathers; Lace or button styles. Good roomy lasts for the growing feet. Sizes 3½ to 1. These are splendid values for Bargain Wednesday. Per pair..... **\$1.95**

Women's Felt and Satin Slippers

70 pairs
Padded soles and heels. Patterns Hi-lo and ribbon trim. Colors black, old rose, baby blue, American Beauty, orchid and blue. Values to \$1.50. Sizes 4 to 7. Bargain Wednesday price..... **95c**

79 PAIRS Women's Strap Pumps and Oxfords

Patent leather, black kid, brown kid and calf leathers.

Low and medium heels. These are shoes that you will appreciate. Good fitters—good styles for right now—and real values at a big saving Bargain Wednesday.

Though prices are greatly lowered, there is no lowering of the fine quality standard for which this store is known.

The Bargain day price per pair is only—

\$3.95

Women's Hose

14 pairs women's wool, silk and wool and silk hose in black, brown and gray. Bargain Wednesday price, per pair is very low. Only..... **59c**

WOMEN'S SHOE SPECIALS

High Heel Lace Shoes

We still have some of these good quality shoes left in most all sizes. If you can wear high shoes, here is an unusual pick-up at, per pair..... **95c**

Comfort House Slippers

48 pair Women's one-strap comfort house slippers. Black kid uppers, flexible leather soles, rubber heel. A good comfortable roomy shoe. Pair..... **\$1.95**

MEN'S AND BOYS' SHOES

Men's Work Shoes

Men's outing bal work shoes, smoke elk and brown elk upper leathers, half bellows tongue. Solid leather construction. Sizes 6 to 11. Pair..... **\$2.45**

Boys' School Shoes

Brown elk and black side leathers. Blucher style, broad toes, some with rubber heels. Sizes 13 to 5. Our special Bargain day price..... **\$2.19**

Fetzer Shoe Company

"QUALITY SHOES"

Store Open until 9 O'Clock

Sale Goods Prices are CASH

MEN'S KHAKI WORK HANDKERCHIEFS

A good grade, hemstitched work handkerchief, size 17 by 17. Save your white ones and stock up on these. Special price, each..... **10c**

Bargain Wednesday,

March 20th, 1924

Soft Collars

Your choice of madras, linen and silk soft collars, 10c each; 12 for \$1.

Interwoven Socks

Lisle, wear proof toe and heel in all colors, all sizes—the kind you have bought from us for 15 years. 40c per pair; **\$2.25** for six.

Men's Dress Shirts

A few odd sizes to clean up at **75c** each.

Athletic Unions

It won't be winter all summer. Here is the first call. **75c, 95c, \$1.15.**

Summer Unions

Light weight, short sleeve, ankle length union suits, **95c** each.

Boys' Dress Shirts

Sizes 12, 12½, 13. Broken lots, to clean them out. **75c** each.

Boys' Jerseys

Turtle neck, wool, striped jerseys. Very light weight. Price, **\$1.25.**

HIGH SCHOOL SUITS

Just nine suits in the bunch, made of rough tweed with all around belts. Mostly dark green mixtures. Just the thing if you want something cheap. Ages 3 to 17 years..... **\$7.50**

MEN'S OVERCOATS

Just a few medium weight, plain colored, slightly formfitting coats. All wool and well tailored. Sizes 34 to 40. A snap for those who wear sizes listed. Bargain Wednesday..... **\$9.95**



SPECIAL NO. 2 Men's Handkerchiefs

One half dozen of these fine linen finish handkerchiefs will fix up your nose for the Spring blow out. Just look at the price. Each..... **10c**

Men's and Boys' Ties

Cut silks and silk knits, the latest in ties. Several groups priced from **45c to \$1.**

Dress Shirts

Good staple patterns in percales for wash and wear. Neck band style. Price, each, **\$1.25.**

Med. Wt. Union Suits

Well made and in sizes to fit all figures. **\$1.35.**

Men's All Wool Jerseys

Turtle neck pull overs, combination colors. Each, **\$1.75.**

Work Socks

Good cotton work socks, 2 pair for **25c.**

Boys' Caps

Your choice of the bunch, **50c.**

Ladies' Hose

Broken sizes of black and brown. Per pair, **75c.**
A few Buster Brown hose in cordovan only. Per pair, **55c.**

Webbing Collars

Aratex webbing collars—no wrinkle, no cussing. 3 for **\$1.**

Men's Silk Socks

Broken sizes and a rare mixture of colors. **45c** pair.

Interwoven Silks

Check up your silks. This is the best wearing sock known. At **75c** per pair—**\$4.25** box of six—don't pass them up. Any size, any color. **\$4.25** box of six.

Dress Shirts

Good count percale with collar attached. **95c.**

Caps

One flock of knock-about caps at **50c** each.

Overalls-Jackets

Heavy, white back, blue denim, in high back style. Price, **\$1.70** each.

Boys' Blouses

Including Tom Sawyer and Huck Finn makes. Fancy stripes—blues, grays and khaka. **85c** each.