

# The H. M. Soennichsen Co.

(E. G. Dovey Buildings)

Bargain Wednesday at this store you will find exceptional buying opportunity, in crisp new merchandise, which will convince you it pays to buy at home for cash. Come and see for yourself.

## Merchandise of Interest to Women Shoppers at Big Savings!

Corsets—One lot of high grade corsets and brassieres in small sizes, good styles and materials. Former values to \$3.50. If your size is here you can make a big saving. Brassieres, 39c each. Corsets, special, each..... **69c**

Dresses—For the little tots, neatly embroidered and fancy trimmed. Some have bloomers to match. Values to \$1.25. Your choice..... **79c**

Ratine—A very much in demand material for women's and girl's dresses for fall wear. 36 inches wide. Tan and green small plaid patterns. Bargain day price, per yard..... **59c**

Ginghams—Fast color, small check and plain color patterns. 27 and 32 inches wide. Per yard..... **25c**

Krinkle Crepe—Save the ironing. Fine for undergarments. Colors and white. 36-in. wide. Per yard..... **25c**

Satines—Very lustrous, for bloomers and petticoats. 36 inches wide. Good colors. A 50c per yard value. Our special price, per yard..... **39c**

Curtain Materials—Plain white and ecru scrims. 36 inches wide. Hemstitched border. Very good for bed room or sash curtains. Per yard..... **19c**

### Men's Pants

Semi-dress pants. Well tailored models, belt loop, cuff bottom. Wide and hair line stripe patterns. Sizes to 42 waist. Per pair..... **\$1.95**

### Boys' Belts

Genuine leather belt for the youngsters. Nickel plated adjustable buckle. Price each..... **29c**

### Harvest Jackets

The old staple plaid jacket. Light in weight, but cool and comfortable. Price only..... **\$1**

### Caps for Boys

Nifty caps for youngsters 6 to 12 years old. Fine suiting matls..... **59c**

Many Other Bargains Space Forbids Enumerating



## UNDERWEAR!

Men's Mesh knit short sleeve, ankle length. Sizes 38 to 46. Special, per suit..... **89c**

Men's rib knit fine cotton yarn unions. Short sleeve, ankle length. An extra good suit for the price..... **95c**

Boys' union suits, elastic rib knee, short sleeve. Knee length. Sizes 28 to 34. Per suit..... **59c**

Ladies' union suits, shaped body, loose and tight knee styles. Regular and extra sizes. Per suit..... **65c**

## Men's and Boys' Wear!

Dress Shirts—Neck hand style, soft cuff, fine fast color percale and silk stripe madras. Wonderful values at these low prices. Sizes 14 to 17. \$1.89 and..... **\$1.29**

Men's soft collar shirts, made of fine tan poplin, two pockets. Just the thing for motorists and semi-dress wear..... **98c**

Boys' flat collar pocket dress shirts, fast color percale. Neat stripe patterns. 12 to 14 1/2, neck measure..... **89c**

Big Moore work shirts. Guaranteed fast color. Full cut. A new shirt if you find a single flaw in Big Moores..... **95c**



Handkerchiefs—Large size fast color red or blue handkerchiefs. It's been a long time since you bought this large size at the price we're quoting you. Each..... **10c**

Neckties—Knit slims in pretty stripe combinations. Equally good for ladies' or men's wear. Regular 50c value. Bargain Wednesday price, only..... **39c**

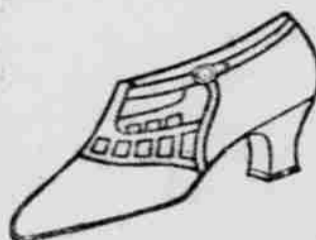
## SHOES! SHOES!! SHOES!!!

Dependable quality shoes of fine workmanship that wear and fit the feet; solid leather construction, sold for less at this store.

Ladies' satin straps, calf leather trim. Spanish heel. Special price, per pair..... **\$3.85**

Ladies' patent leather, cut out strap style, Cuban heel. Bargain Wednesday price, per pair..... **\$3.85**

Misses' suede leather one-strap sandals. Extension soles. Special price, per pair..... **\$1.69**



Men's lace shoes, kid stock, welt sewed sole, wide toe style. The shoe with lots of room for tired aching feet. Bargain Wednesday, per pair..... **\$4.95**

Arch Supports—Why pay \$2.50 when you can buy at this price. Adjustable to any arch. Made of leather, light in weight. All sizes; per pair..... **15c**

Oxfords—Children's two-tone lace oxfords, calf leather, plain toe, crease vamp. Per pair..... **\$2.25**

Oxfords—Men's Radio last. Tan and black calf leather, welt sewed soles, Selz quality. \$6 and..... **\$4.95**



## SOENNICHSEN'S Quality Groceries!

Good Things to Eat for Less

When you buy groceries here at sale prices, you get the same high quality we are delivering daily into more than one-half the homes of Plattsmouth. The price alone doesn't govern the worth of any article.

### Old Wheat Flour

Little Hatchet flour, per 48-lb. sack..... **\$1.75**

### Sugar! Sugar!

12 lbs. of granulated sugar Bargain day for..... **\$1**

### Breakfast Foods

Post Toasties, large size package for..... **15c**

Shredded Wheat, large size package, 2 for..... **25c**

O K bran flakes, per package, only..... **10c**

### Staple Items

Elbow macaroni in bulk, per lb..... **10c**

Cocoa, in bulk, per pound..... **10c**

Peanut butter, in bulk, per pound..... **25c**

### Tea! Tea! Tea!

Tea for ice tea. Special price, per pound..... **35c**

Monarch Orange Pekoe tea, per pound..... **\$1**

Imperial tea, a fine dinner tea. Per pound..... **60c**

### Coffee! Coffee!

Royal A coffee, our best home roast, per lb..... **45c**

Master Blend coffee, another good one. Per lb..... **40c**

Santos Peaberry coffee. Special, per lb..... **40c**

### Canned Goods

3 cans of Hy-Tone peaches for..... **95c**

4 cans of Rose Dale peaches for..... **95c**

3 cans of white cherries for..... **\$1**

3 cans of black cherries for..... **\$1**

5 cans LaCreme peaches for..... **\$1**

8 cans of Dexter sweet corn for..... **\$1**

10 tall cans None Such or Value brand milk..... **90c**

### Toilet Paper

3 large rolls of good quality toilet paper..... **25c**

### Soaps! Cleansers!

3 bars of the famous Palm Olive soap for..... **25c**

10 bars Pearl White soap for..... **45c**

5 cans Light House cleanser for..... **25c**

Chipso soap chips, 2 pounds for..... **25c**

### Gallon Fruits

Peaches, solid pack, per gallon..... **60c**

Apricots, solid pack, per gallon..... **65c**

Blackberries, solid pack, per gallon..... **85c**

Apples, solid pack, per gallon..... **45c**

Loganberries, solid pack, per gallon..... **75c**

### Basement Values

Cups and saucers St. Denis ware, six for..... **95c**

Granite tea kettles, 5 quart size. Each..... **75c**

Granite dish pans, white and white. Each..... **89c**

Jardinieres, Weller ware. Special price, each..... **90c**

Colonial water glasses, 9-oz., set of six..... **25c**

White vegetable bowls. Special, four for..... **\$1**

### Special No. 1

Men's heavy blue-white back denim overalls. Ideal brand. Double hip pockets, bib pocket with flap, high back only. 32 to 42 waist. Bargain day price..... **\$1.65**

### Special No. 2

Work Shirts—This is a good one, made large cut, plenty of sleeve and body room. As near fade proof as any shirt made. Our second big Bargain day special..... **69c**

### Interwoven Socks

Lisle, wearproof toe and heel, all colors. Sizes to 12. Now at prewar prices, 3 pair for **\$1**.

### Athletic Unions

A good husky garment for sultry hot weather. Today's special prices, **75c** and **85c**.

### Guaranteed Socks

Four pair of Radium socks for **\$1**. Any size, gray, black, cordovan. They must wear you four months or you get four more free. 4 pair for **\$1**.

### Straw Hats

Any dress straw hat in the house at just ONE-HALF PRICE.

### Boys' Sport Blouses

Small sizes only, 6 to 8. Special price, **55c**.

### Boys' Work Shirts

Here is a good husky work shirt for the boy just right for school. **75c**.

### Boys' Athletic Unions

Fine grade nainsook, cool and made for wear. **75c**.

## -Bargain Wednesday-

August 20th, 1924



### Balbriggan Underwear

Men's two piece balbriggans, per garment, **65c**.

### Silk Socks

Just a few dozen pairs of fancy silk socks. A clean up at **35c** or 3 pair for **\$1**.

### Overalls

Blue stifeel stripe, a good wear. Blue stifeel stripe, a good wearing overall that isn't so heavy. Bargain day price, **\$1.45**.

### Handkerchiefs

Army, khaki work handkerchiefs, **10c**. These are regular 15c sellers.

### Silk Socks

Wilson Bros. fancy check silk socks. All colors, **55c**; four pairs for **\$2**.

### Boys' Stockings

Coarse rib, double knee, school stockings. They'll outwear any stocking on the market. Black and brown. **30c** pair.

### Men's Garters

An extra good guaranteed garter. **25c** pair.

### Vassar Athletics

This is the standard, the kind that don't tear out in the back. Extra generously cut. Today only, **\$1.15**.

### Dress Shirts

A clean-up of odds and ends in shirts. Mostly 15 1/2 to 17 1/2. Neckband style. Special price, **65c**.

### Caps

Here is your chance to get a good cheap cap. Two bits each. Match any suit, hair or complexion. **25c**.

### Knit Ties

Cut silks and silk knits. Your choice, **45c**.

### Work Socks

An exceptionally good work sock, soft and smooth after washing. 2 for **25c**.

### Boys' Sport Shirts

A few left in blue and fancies. **75c** each.

### Boys' Dress Shirts

Sizes 12 to 13. Neck band and collar attached. Bargain day price, **50c**.

### Rubber Belts

A comfortable belt for man or boy, black only. Has a buckle that cannot slip. Special, **25c**.

## SUITS! SUITS! SUITS!

For this Mid-Summer Bargain Wednesday we have chosen about 25 suits in sizes 37 to 40 from our regular stock. They are mostly young men's styles, maybe a little off color, and materials not as fine as you'll find in a high priced suit, but they are certainly worth what we ask for them, and the young man who can be fitted will get a well tailored bargain he will not be ashamed of. We are asking for these suits on Bargain Wednesday only..... **\$9.75**

## Bargain Wednesday News!

You owe it to yourself to get the utmost in value. Compare prices, then you will come here on Bargain Wednesday and buy some of the articles listed below and makes it easy to come again where you will get good merchandise at right prices.

### DRY GOODS SPECIAL

Children's fine 340 thread hose for girls, also the heavier weight for boys. All sizes in black and brown. Our special, per pair..... **22c**

### Guest Room Towels

Individual towels for guest rooms. In the huck, 14x25; in the Turkish, some larger. Bargain Wednesday price, each..... **10c**

### Tissue Gingham

Voiles and all summer dress goods, values to a dollar a yard, all in one large lot. Bargain day price..... **50c**

### Summer Dress Goods Special

Ginghams, voiles, crepes in one lot at a greatly reduced price. Bargain Wednesday, per yard..... **25c**

### Genuine Hope Muslin

The kind that always gives satisfaction. No dressing of any kind. Our special price, per yard..... **18c**

### White Mercerized Batists

Fine quality, suitable for slips, lingerie or children's dresses at a special price for Bargain Wednesday. Per yard only..... **23c**

### Men's Every Day Sox

Colors black and brown. Bargain Wednesday price, per pair..... **10c**

### Apron Sale

One lot of mostly dark aprons made of good quality percale. All the \$1.50 and \$1.75 qualities on sale Bargain Wednesday at, each..... **\$1.18**

### Dress Sale

One lot of assorted dresses sold regularly at \$2.50, \$4 and \$5 each. Bargain Wednesday price, each..... **\$2**

### GROCERY SPECIAL

Calumet Baking Powder—The widely known and most used baking powder at a surprisingly low price. Bargain Wednesday, per can..... **25c**

### Macaroni, Spaghetti, Etc.

Skinner's or Gooch's Macaroni, Spaghetti or Egg Noodles Bargain Wednesday at a saving. Special price, 3 pkgs. for..... **25c**

Spaghetti in bulk. Finest quality made of northern wheat. Bargain Wednesday price, per lb..... **10c**

### Sunkist Salmon

The large tall cans of fancy red sockeye salmon. Bargain Wednesday, 3 cans for..... **\$1**

### Mazola

The pure salad or cooking oil at a very low price. Bargain Wednesday, half gallon, \$1.10; quart..... **58c**

### Bulk Cocoanut

Finely shredded and pure. Bargain Wednesday, per lb..... **30c**

### Red Dart Canned Rruit

In large No. 2 1/2 size cans, put up in light syrup. Lemon cling peaches, sliced peaches and peeled apricots. Bargain Wednesday, per can..... **25c**

### Fruit Nectar Compound

A pure food product, fine for cold drinks and much in demand at this time of year in the following flavors: Strawberry, grape, wild cherry, lime and loganberry. Comes in 4-oz. bottle. Our special price, per bottle..... **45c**

### Delicious Summer Beverages

Hire's root beer extract, per 3-oz. bottle only..... **25c**

Wild cherry phosphate, in 6-oz. bottles, each..... **10c**

Telephone 64-65 **E. A. WURL** 6th and Main St.