

Philip Thierolf
VALUE GIVING CLOTHIER

OUR SPECIAL
Genuine U. S. Army Wool
Socks—Per pair
25c

Open Until
9:00 p. m.

Bargain Day
Prices Cash

Men's Sweaters

All kinds, colors and descriptions. Cotton work coats, \$1.50; wool, \$4 and up. All sizes.

Men's Ties

Cut silks and knits, new shapes, 45c.

Interwoven Socks

The best wearing sock made.

Mergerized Hise, 3 pair for.....\$1
Pure silk, per pair.....75c
Heavy silks, per pair.....\$1
Wool ribbed, per pair.....75c
Silk and wool, per pair.....\$1

Shirts! Shirts!

Boys' blue work shirts, good grade of chambray and well made, 65c.
Men's flannel shirts, 85c.
Men's khaki flannel shirts, 95c.

Rubber Belts

The best wearing and most comfortable belt. Any size, 25c.

Guaranteed Socks

Colors cordovan, black and gray. Four pairs guaranteed for four months, \$1.

Men's Soft Collars

Broken sizes. Everything included except webbing collars, 5c each, 25 for \$1. Extra sizes, 15c extra.

Work Clothing

Men's Blue Work Shirts—The old reliable number 5. Sizes 14½ to 17, 80c. Extra sizes, 15c extra.

Men's Overalls—Thierolf's Special. High back, made with flap pocket on bib. Double hip pockets. Fade proof and well worth the price, \$1.70.

Coats to match—same price.

Caps! Caps!

Men's new winter caps with fur inband—good and warm, latest shapes, at \$1.50 and \$1.75.

Boys' inband caps, mostly small sizes. Price only 45c.

Children's Stockings

Double knee and built for hard wear. Brown and black, 30c.

U. S. Army Shirts

This is the regulation O D shirt made of fine serge, with double elbows and lined breast, double roomy pockets. Broken sizes, mostly 16, \$2.85.

MEN'S OVERCOATS

If you are still looking for a bargain in an overcoat, it will pay you well to look and think these over. You can buy the best \$20, \$22.50 or \$25 coat here right now that has been offered to you in years. Plain and belted back models in all wool fabrics, in newest colorings. These are not old carried over coats we are offering at attractive bargain prices, but new Fall stock, priced to move quickly. You positively won't buy these coats cheaper.

\$20.00 - \$22.50 - \$25.00

Three-Fold Buying Opportunities
January Clearance!—White Goods Sale!—Bargain Wednesday!

The H.M. Soennichsen Co.

"The Store of Big Values"

Our Big Special
REMNANTS

Silk - Wool
Cotton

1/2 Price



Our Big Special
MEN'S CAPS

Winter Weights
Stylish

\$1 19

Women's Silk and Wool
Union Suits

Carter's fine quality. Former values to \$3.50. January clearance sale price, only **\$1.98**

Girls' and Boys' Fleece Union Suits

White and random, assorted sizes. Per suit, **79c**

JANUARY CLEARANCE

Women's Fine Winter
COATS

Group No. 1—
Former values to \$39.75 at **\$27.50**

Group No. 2—
Former values to \$29.75 at **\$19.50**

Children's and Misses' COATS

Group No. 1—
Former values to \$13.95 at **\$8.50**

Group No. 2—
Former values to \$8.95 at **\$5.95**

Corsets and Brassieres at
Great Reductions

Corsets, former values to \$5, at **\$2.89**
Brassieres, in three groups, 65c, 49c and **39c**

WHITE GOODS
SPECIALS

Bleached muslin, soft finish, free from starch, firmly woven. **13 1/2c**

Very special, per yard. [Limit 10 yds. to customer]

Hope muslin, best quality you can buy. Yard. [Limit 10 yds. to customer] **15c**

39-inch fine unbleached muslin. A good width for sheets. Per yard **15c**

36-inch heavy weight unbleached muslin. Per yard **17c**

Wamsutta fine nainsook for your fine lingerie. Very special at per yard **29c**

Windsor Washanrede wrinkle crepe, white and colors. Per yard **19c**

Pillow Cases

Pequot pillow cases, 42-inch, each **42c**

Gold Seal pillow cases, 42-in., each **37c**

Sheets

81x90 sheets, quality similar to Pepperell. Each **\$1.29**

81x90 Dallas sheets. Very fine quality. Each **\$1.65**

81x90 Pequot sheets, a superior quality at, each **\$1.85**

Sheeting

81-in. bleached sheeting, yard **42c**

81-in. Pepperell sheeting, yard **55c**

81-inch unbleached sheeting, yard **42c**

Toweling

22-in. brown linen crash, yard **19c**

17-in. bleached linen crash, yd. **17c**

17-in. glass toweling, yd. **15c**

18-in. very fine bleached crash toweling, extra heavy, very special, yd. **29c**

Underwear

Union Suits—For the man who demands warm outdoor underwear, this suit cannot be beat. Snowfall heavy fleeced fine knit cotton yarn, all sizes to 46. Per suit **\$1.89**

Men's Union Suits—Same weight as Snowfall, but of a heavier knit yarn. Strongly fleeced. Sizes 34 to 46. January clearance price **\$1.49**

Medium weight union suits for the man who wants a comfortable fitting garment of lesser weight. Ecu color only. Lock seam stitched. Shaped shoulder. All sizes **\$1.39**

Gloves

Men's leather faced jersey gloves, tipped A glove that wears equally as well as all leather, yet warm and serviceable. Per pair **59c**

Men's gauntlet style, heavy cotton flannel, leather faced and tipped finger gloves. 65c value for **48c**

Shoes for the Entire Family

Men's good wearing fine dress shoes, gun metal and kid leathers, staple comfortable fitting lasts, welt sewed soles. Black, tan and brown **\$3.25**

Men's semi-dress welt sewed tan army last officer dress shoe. A very popular shoe. Price only **\$3.65**

Men's and Boys' every day wear shoes. Outing bal style, nailed and sewed soles. Lots of wear, at **\$1.98**

Ladies Oxfords—Fine kid stock, combination widths, arch support construction. Pair **\$4.85**

Ladies' fine staple semi-dress oxfords. Kid leathers. Arch support construction. Pair **\$3.45**

White Goods Sale!

You can save money by getting your White Goods now. We are making big reductions for this January sale. Please note the very low prices quoted on staple goods and compare with their former selling price. It pays to trade here the year round; doubly so now.

Our Bargain Wednesday Super-Special

DRY GOODS

Fine Val laces, Torchon laces and insertions. Values to 25c yard, at **5c**

Our Bargain Wednesday Super-Special

GROCERIES

Fancy No. 1 Michigan hand picked navy beans, 4 lbs. for **30c**

Wash Cloths
5c

All plain white and fancy wash cloths at one price. White Goods sale, 5c.

Table Cloths
98c

Heavy mercerized table cloth, 2 yards long, 64 inches wide, in plain white or colored borders. This brings your table linen lower than oil cloth. White Sale price, **98c**. 2½ yards long, **\$1.22**.

Seamless Sheets
81x90

A seamless sheet in regulation size cheaper than you can buy muslin. White Sale, each, **\$1.08**. 81x90 Pepperell sheets at, each, **\$1.48**.

Pure Linen Pattern Cloths

Pure all linen table pattern cloths made of fine quality Irish linen at prices that you haven't heard of for a good many years. White Sale price, size 70x70, each, **\$4.00**. White Sale price, size 70x88, each **\$4.50**.

Save Money on Groceries

by buying all your provisions at this store of big values where your dollar goes farthest. A few of our typical low prices are listed below:

Apricots, large can.....25c
Sliced peaches, large can.....25c
Cling peaches, large can.....25c
Fancy head rice, lb.....10c
Hershey cocoa, ½-lb. can.....15c
Bulk macaroni, 2 lbs.....25c
4-lb. pkg. seedless raisins.....48c
Calumet baking powder, 1-lb. cans.....30c
Ardith brand Wisc. sweet variety peas, 3 cans.....40c
Audubon brand sugar corn, 3 cans for.....40c
Otoe brand extra standard tomatoes, 3 cans for.....40c
Uncle Sam Health Food, large packages.....25c
Golden Rod Quick Cook oats, large packages.....25c
1-lb. pails of good quality peanut butter.....25c

Fancy Shopping Baskets

Fancy shopping baskets, all colors. Each.....25c

12x24 Huck Towels
10c

Good sturdy quality Huck towels in plain, white or colored striped borders. White Sale price, **10c**. 16x32 in. size. **15c** each.

42x36 Pillow Cases
35c

Good quality cases, made of fine soft finished tubing at an interesting price. White Sale, each, **35c**.

19x19 Napkins
17c

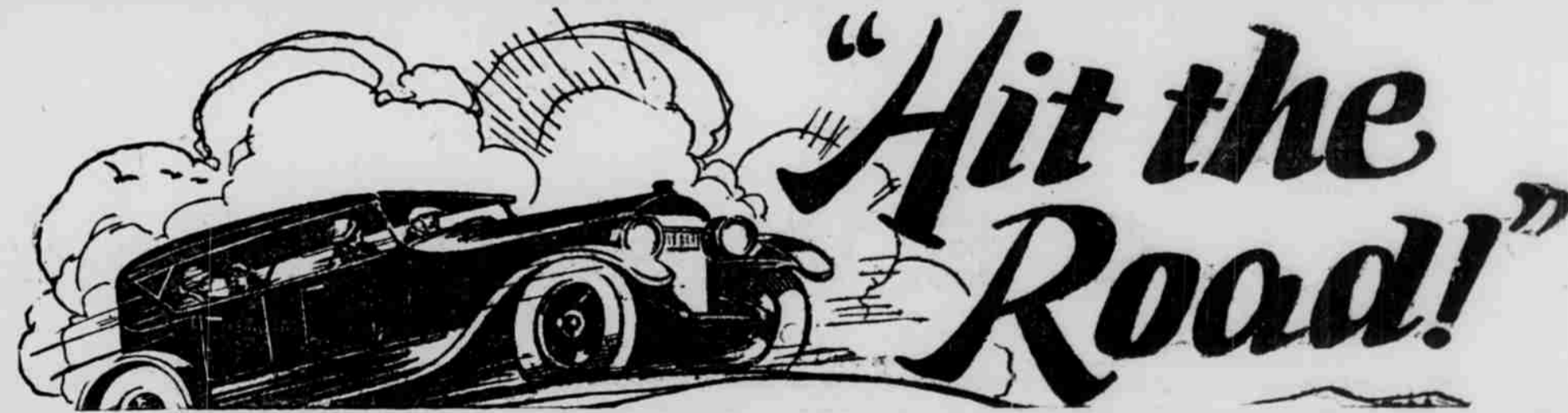
Fine white mercerized damask napkins in a good, heavy quality, hemmed and ready for use. White Sale, each, **17c**.

Long Cloth
23c

36-inch soft velvet finished long cloth, fine for all underwear, at a special price. White Sale, per yard, **23c**.

White Goods Remnants

A big assortment of white goods in lengths of from 1 to 5 yards. Suitable for any purpose, at very low prices.



This should be the slogan of all Cass county during the entire year 1925—not as the above illustration would imply, but to "Hit the Roads" for a decided improvement in their condition before another winter sets in. You have not been troubled by any one "Hitting the Road" as above during the past several weeks, nor will you be for several more to come, owing to their neglect at the proper time.

The business man, the farmer, the truckman and the pleasure car owner have all shared the grief caused by the condition of the roads in northern Cass county during the present winter. And it has been costly to every one of us.

Cass county can really boast of being one of the richest counties in the great state of Nebraska—in everything else but good roads, and here is where we take a seat away back in the rear. Most every county surrounding us is either paving or graveling the main highways, at least, and for the sake of all mankind and his little Flivver or his big touring car, let us get into the front row during the year 1925. Let us "Hit the Roads" today, tomorrow and all through the year. We'll never regret the cost.

Otoe county, to the south of us, has already graveled a large part of its main highways, and residents there have seen the wonderful results of the great improvement this winter, while Cass county towns, farmers and business men have been practically marooned all winter, and the depression in business conditions has been greatly felt all along the line.

In the past year alone Otoe county graveled thirty miles of highway—twenty north and south and ten east and west—at a cost of a trifle over \$47,000. This shows what real good road work will do when it is carried out efficiently and economically. Graveling, road maintaining on federal highways and bridge work in Otoe county last year cost only \$126,000.

Let our slogan for 1925 be "HIT THE ROADS"—make it either paving or gravel, as you like, and while it may be a trifle expensive now it will start paying dividends as soon as it is laid and we won't experience another depressing winter of isolation.

This space contributed by the Plattsmouth Journal in the interest of better roads in Cass county.

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