

**New Things in Fancy Neckwear**  
 Lovely lace jabots with collars or without, lace frilling by the yard, long lace panels with collars and cuffs, collar and cuff sets of fine lace. Very special at \$1.50 to **\$1**



**Panty Dresses for Little Girls**

Made of good quality gingham with contrasting color trimming or hand embroidered, bloomers to match. Sizes 2 to 5. Special **98c**

Oliver Twist style wash suits for little boys at same price.



**Work Clothing!**

We are featuring a high grade line of work clothing at very low prices—further proof of the fact that "It pays to buy for cash."

**WORK SHIRTS**—Big Moore guaranteed work shirts, full cut, fast color, plain blue, gray and figured cheviot and chambray cloth. **89c**  
 Sizes 14½ to 19

**OVERALLS**—Men's 2:20 wt. fast color plain blue denim, triple seamed and bar tacked, cut full and roomy. Suspender or high back style. Pair **\$1.39**

\$2.25 value Hawk brand overalls, extra heavy blue denim, full cut, combination watch and pencil pocket, double denim hip **\$1.79**  
 pockets. All sizes, per pair

**WORK SOX**—Mill run Rockford style, fine cotton yarn blue and brown mix, white heel and toe. Elastic top. Special **10c**  
 price, per pair

**BOYS' OVERALLS**—Made just like "Dad's" with two pockets on the bib. Hammer and pleyer pocket on the legs. Priced according to sizes, as follows

Sizes 3 to 7..... **\$ .89**  
 Sizes 8 to 12..... **.98**  
 Sizes 13 to 16..... **1.19**

**BOYS' SHIRTS**—Fast color, plain blue and gray chambray, one pocket, full cut and well tailored. Neck measurements, 11 to 14½. Special, each **69c**

**PLAY SUITS**—Long and short sleeve styles, plain and red trim denim steifel and chambray materials. Ages 2 to 8. Extra **95c**  
 special at

**Shirts of Quality and Distinction**

Men's quality Dress Shirts of the famous Beau Brummel make. Plain whites and new pattern shirtings. Values up to \$2.25. Soft and collar band styles. Soft cuff. May Business Stimulating special, at, each **\$1**

**BOYS' SHIRTS AND BLOUSES**

**BOYS' DRESS SHIRTS**—Soft or band collar style, in new pretty patterns of percale and madras. Fast color materials. Coat cut. Sizes 12 to 14½. Mothers, these are wonderful values at **95c**

**BLOUSES**—Finely tailored neat pattern percale and madras materials. For the youngsters 6 to 12 years old. A regular \$1 value offered to you during this May business Stimulating sale at **79c**



**Cash Pays!**

Mail orders filled  
 —plus postage

our new store on a Cash basis. Right from the start our sales maintained a very satisfactory savings that buying for cash enables them to make.

month of May will be the biggest month we've had." It took a lot of hustling,

ing big selections and complete stocks, but our merchandise is QUALITY merchandise, it thereby.

**Summer Frocks**

more timely than these very low price? The new Wash 40 inches wide, in all the new stimulating price, per yard—**\$1.95**

Crepes are with us again. The increasing tremendously and we must have been fortunate enough to a range of colors in one of the the made, 40 inches **\$1.95**  
 per yard

weight Flannels are selling in a way. Plain, short sleeve, straight esses are made of them, and of the colors are high **\$1.48**  
 27 inches wide, yd.

Japanese Pongee—natural color. our May Business **89c**  
 special at, per yd.

**Miscellaneous Bargains!**

We have grouped here a number of miscellaneous articles—every one a real value. If you're looking for bargain, enough said!

**Underwear Specials**

Women's fine vests, "Carter's" make, bodice or round top, regular 65c and 75c values, Sizes 36 to 44, at **48c**

Infants' shirts at greatly reduced prices, including Vanta, Carter and "M" qualities—wool finished or all cotton, button front or double breasted, reduced to **39c**

**Bed Spreads**

Jacquard Riplette bed spreads, plain hem, size 81x90. Stripes of blue, rose or gold. Each **\$3.85**

**Linen Scarfing**

18-inch linen scarfing for embroidery. Natural color, per yard **19c**

**Stamped Goods**

Stamped dresser scarfs, hemstitched. Very pretty patterns and good selection. Stamped on white Indian Head cloth ready to be worked. Price, each **65c**

Stamped luncheon sets, 36-inch size, with four napkins, stamped on white Indian Head. Per set **\$1.95**

**Novelty Dress Materials**

At a Very Attractive Price

Imported fabrics such as basket weave in plaids, silk and cotton crepe voile and other high grade fabrics, reduced in price to, per yard **98c**

**Attractive Curtainings at Low Prices**

Spring calls for bright new Curtains and Drapes and we can supply your needs at wonderful price savings. Look at these values!

Curtain Nets—Very pretty patterns in natural color. Special price, per yard **25c**

Filet and Shadow Nets in natural or cream color. May Business Stimulating price, per yard **48c**

45-inch Filet, shadow and gauze weaves. A very beautiful curtain material. Per yard **85c**

Very pretty new patterns in Cretonnes for your Spring drapes. Per yard **25c**

Heavier weight Cretonnes in English block print designs. Extra special, per yard **48c**

Ruffled Curtains of fine Grenadine—Fancy woven patterns and dots. Colors blue, rose and gold. They are 2¼ yards long, complete with tie backs. Per pair **\$2.85**

**Half Price**

Large piece goods business is the art lengths. We have gone thru the lengths, and marked them

**Half Price**

**ennichsen Co.**

NEBRASKA

Telephone No. 206



**Men's and Young Men's Suits**

The conservative models for the older men are very pretty in patterns and materials.

The new Prince of Wales models are very popular with the young men this season in the new shade, Powder Blue.

Worsteds, Cassimeres, Unfinished Cassimeres, Striped Worsteds, both hard and soft finished. Some have two pair of trousers.

**\$19.50 to \$35.00**

**Summertime Underwear**

The weather man says "fair and warmer," which means the time has actually arrived to get into new underwear.

Men's Union Suits—Short sleeve, ankle length, rib knit from fine cotton yarns. Color ecru. **\$1**  
 Sizes 36 to 46, at

Men's Athletic style fine count nainsook, taped back and shoulder to prevent tearing. For long wear buy this one. Sizes 36 to 46, at **\$1**

Boys' Athletic style union suits, no sleeve, short leg. Made of fine count dimity cloth, elastic web back. Sizes 28 to 34, at **59c**

Men's fine knit union suits, tailored form fitting, lock stitch seams, elastic rib knit ankle and wristlet. Short sleeve, ankle length. Colors ecru and white **\$1.45**



**Men's Spring Hats**

All New in Shape and Colors

Elk Fur Blacknut Blue Steel Pearl **\$3.75 to \$4.85**

**STRAW HATS**

What is more stylish and cooler than a good straw hat? The season is here. Come in and select yours now.

**\$1.75 - \$1.95 - \$2.25 and \$2.95**

**BOYS' DRESS CAP SPECIAL**

Made from fine quality cashmere and tweed suitings in pretty stripe and block patterns. Sizes up to 7. May Business Stimulating price, only **59c**

**Shoes! Shoes!**

Every member of the family can be fitted at a moderate cost here.

Children's Dress Oxfords and Strap Slippers—Patent leathers, plain and cut out patterns. Lasts to fit growing feet. Sizes 5½ to 8. **\$1.39**

Misses' and Growing Girls low heel Strap Slippers—Ribbon tie and straps in cut out and two-tone effects. Medium round toe. **\$3.45**  
 Sizes 2½ to 7

ODDS AND ENDS in fine Strap Slippers—Patent and kid leathers. Broken sizes from the regular lines priced at prices to move them quickly. Values to \$5. On **\$2.89**  
 tables at, pair

**Men's Shoes**

Light tan, Munson army last, soft cap toe, welt sewed soles. Per pair **\$3.65**

Plain toe blucher, elk stock uppers. Brass nailed and sewed soles. Another splendid value in all-leather work shoes, at **\$2.98**  
 per pair

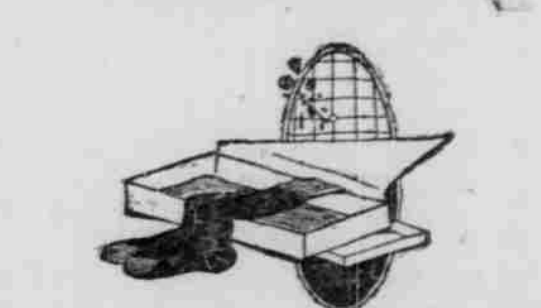
Men's and Boys' Outing Balm—Made on comfortable last. Nailed and sewed soles. Special, **\$1.98**  
 per pair

Men's fine calf Dress Oxfords—Late style toe, sewed soles. Per pair **\$3.95**

**Shoe Polish**

"Baby Elite" Shoe Polish—Regular 10c size. Brown and black. Per bottle **5c**

**Men's Hose**



Men's pure thread Silk Hose in the new shades, French tan, Mode, Russian calf, Cordovan. Gray, Navy, Black. Pair **65c**

Fibre Silk Hose—For long wear they can't be beat. Full color range of the late shades. A 50c value. **29c**  
 Sizes 10 to 11½. Pair

Holeproof Hosiery—The hose of quality, triple heel and toe with reinforced foot is a guarantee of long wear. Made from the finest selected cotton yarns. Fast dyed. **35c**  
 Per pair