

Men's Union Suits—Medium weight, ecru color. Dandy fine, warm garments that ordinarily sell for \$1.50 and \$1.75 going at **\$1**

Heavy Ribbed Part Wool Union Suits—Just the thing for folks who work outdoors this cold weather. Reduced price. **\$1.39**

Heavy Fleece Elastic Rib Union Suits—An extra finely knit, perfect fitting suit for those who want the best, now only **\$1.59**

Boys' Union Suits—Of course you want good, warm garments for the children. Fleece winter weight, 98c and **89c**

Men's Big Moore Work Shirts—Blue or gray cheviot, closely woven and extra heavy. This is the shirt that wears like iron. Also coat style and slims. Sizes from 14½ to 20. You can't beat this value anywhere. **89c**

Broad-Long Work Shirts—A dandy fine shirt for the money and the equal of any dollar shirt on the market. Only. **79c**

GENUINE Gold Seal Art Rugs

No old stock—all new 1929 patterns at following prices—

- Size 9x12 **\$9.85**
- 9x10½ **8.85**
- 9x9 **7.85**
- 7½x9 **6.85**
- 6x9 **5.85**
- 3x4½ **1.35**
- 1½x3 **.39**

We can also furnish you with Floor Coverings and Linoleum (printed or inlaid) by the yard. Ask for prices, if interested.



SOENNICHSEN STORE-WIDE January Clearance

Here it is Folks—the Big Event of the Year—that everybody disappointed because such values as these put savings in you Slap-bang Bargains that everybody knows as BARGAINS—plainly priced for Quick Selection. Come and see things had **Sale Starts Thursday, Jan**

OVERCOATS!



Light and dark patterns—all new coats. The latest styles. This is an unusual opportunity to buy Overcoats at this price. We are sacrificing these coats to avoid carrying over until next season. Can't be equalled at—

\$12.85

A few high grade Overcoats out of our \$25.00 line that are real snaps at **\$15.85**

Boys' Overcoats—Young men's classy up-to-date models that will take the eye of any youth. Ages 9 to 18 years, at **\$8.95**

Boys' Overcoats—Ages 4 to 10, in classy patterns. See these and you'll buy at **\$4.29**

One lot Boys' Sweaters and Lumber Jacks—Regular \$2.95 to \$3.75 values. Your choice at **\$2.19**

One lot Men's Sweater Coats and Pull-Overs—Here are sweaters valued at \$4.45 to \$6, and they're going at **\$3.39**

Men's Wool and Velvet Hats—A big cleanup, while they last, at **98c**

Children's Coveralls—Blue denim, khaki and stripes. "Big Moore" **89c**

Men's Jersey Leather Faced Gloves—Biggest glove value ever offered. **45c**

Young Men's Dress Caps—All new patterns. Price only **\$1.29**

Men's Socks—Medium weight. Wool and cotton mixed, work or dress. **15c**

Men's Chambray Work Shirts—Blue and gray. Sizes 14½ to 17. Think of it. The price is only **49c**

Boys' Work Shirts—Blue and gray chambray. The celebrated "Big Moore" make. Ages 4 to 10, only. **59c**
Sizes 12 to 14½, **69c**

Wool Flannel Shirts—Drab color, army style. If you want something good and warm and long wearing, get these at **\$2.25**

Gray Wool Flannel Shirts, **\$1.75**

Grey Mole-skin Cloth Shirts—Heavy weight. Another fine value at **\$1.75**

Fancy Rayon Sport Sox—Men's and boys' sizes. Great values at **25c**



MEN'S Sheeplined Coats

Full 36 inches long, extra strong mole skin. Smooth finish, selected full pelts, beaverized sheepskin collar, wide belt, two muff pockets, two lower pockets, leather reinforced pocket corners. Knit wristlets on inside of sleeves to keep cold out. For your health's sake, get one of these coats now. All sizes, at—

\$5.95



BOYS' SHEEPLINED COATS—Made same as above described coats. Price only **\$4.19**

Avoid sickness by keeping warm

WHITE GOODS

Housewives, Attention! If you've already these items, you'll Compare Prices—These Values are Un

Hope and Introducer Bleached Muslin Reserve right to limit quantity American Home and Fruit of the Loom ched Muslin, heavy weight

- 81-in. bleached Sheeting, choice of brands, yard. **14c**
- American Home, Biltmore, Pequot
- 81-in. bleached Foxcroft Sheeting, per yard. **3c**
- 81-in. Foxcroft Unbleached Sheeting, per yd. **9c**
- 81-in. Reviver Unbleached Sheeting, per yard. **9c**
- 72-in. American Home Bleached Sheeting, yard. **9c**
- 63-in. Biltmore Bleached Sheeting, per yard. **7c**
- 42-in. Honespun Tubing, bleached, per yd. **2c**
- Foxcroft Tubings, 36, 40 and 42-in., per yard. **5c**
- American Home Tubings, 36, 40, 42, linen finish, yd. **3c**
- Ready made Pillow Cases, 42x36, Silver Seal, 2 for **25c**
- Unbleached Muslin, yard
- Bleached Muslin, mainsoo
- Fine Needlework Unbleac
- Bed Spreads, 81x90, Crep
- Cheviot Shirting, 27-in.,
- 36-in. white Outing Flann
- Father proof fancy Tick
- 36-in. Se'een, black and c
- Renfrew and Pomona Gi
- Apron Check Gingham,
- Flowered Crepe for linge
- Eagle Cotton Bats—14-o
- ing and comforters. Reg.

MEN'S FLYER Overalls & Jackets

Made by the Makers of the Famous Trainmaster Overalls

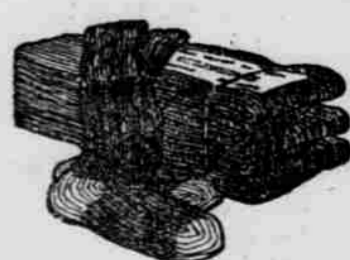
220 denim, extra full cut, triple stitched, all points of strain reinforced—large double pockets, high back, combination watch pencil and book pocket on bib, hammer loop and safety rule pocket.

32 to 42, all lengths

\$1.29

Extra sizes, 10c more

Men's Genuine Rockford Work Sox



Ex. heavy weight. This is the genuine seamless Rockford Sock. Per pair—

15c

Space forbids listing but a mere fraction of the many Special Values we have for you in Men's and Boys' Furnishings, Work Clothing, Shoes, etc.

SHOE CLEARANCE

Men's Work Shoes—All leather, long wearing. Outing bal style. Composition outer soles. Sizes 6 to 11. A value you can't duplicate at our special price of—

\$1.98 pair

Men's sturdy Work Shoes—Blucher style, cap toe, oak tanned sole, all leather heel. Made over comfortable, roomy lasts. Extra fine value at special price of—

\$2.98 pair

Women's 'Comfort' Slippers—Kid stock, one strap. An ideal shoe for home wear. Solid leather construction. Sizes 2½ to 8.

\$1.85 pair

Odd Lot Shoes

Short lot and discontinued styles. Shoes that represent values to \$4.85. On tables. Your choice

\$1.98 - \$1

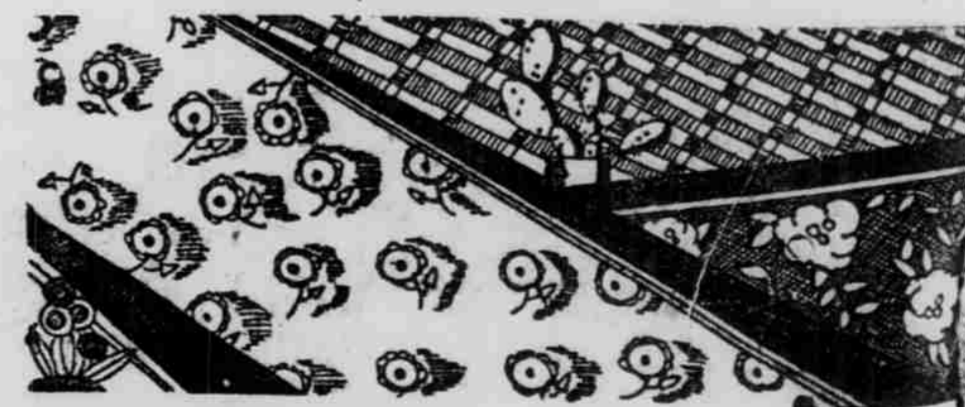
Men's Deluxe Work Shoe—Blucher style, plain toe. Soft, pliable upper stock, half rubber heel, oak tan sole. Plenty of comfort and long wear in this shoe. Only—

\$3.45 pair

Dress Shoes for Boys—The kind that will give real service. Broad toe, bal and blucher styles. Tan and black leathers. Sizes in this lot, 3 to 5½. Big value at—

\$2.48 pair

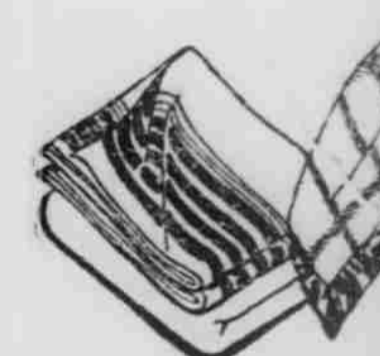
Quality that you would expect to pay more for



MORE THAN 1000 YARDS OF THESE New Spring Prints

A remarkably fine quality and unusually attractive patterns. Guaranteed fast colors. An unexcelled fabric for dresses, aprons, smocks and children's clothes. Per yard—

29c



YOU CAN KEEP Esmont

A very fortunate purchase high grade Esmont Double woven. Size

\$

H. M. Soennichsen
Plattsmouth, Neb.