

# THE QUALITY at LOWER PRICES

AT

# SOENNICHSEN'S

PLATTSMOUTH, NEBRASKA

Here is convincing proof that you save by trading at Soennichsen's. "Quality at Lower Prices." A statement backed up by our reputation of square dealing, — your assurance of satisfaction.

### Part Wool Blankets

All the world knows Peppereil quality. These Peppereil blankets speak for themselves. The values are unbeatable! Pretty plaids, satteen bound edges. Peppereil has put into these blankets just heaps of value. This one is size 70x80, and it weighs 4 pounds. The price is only **\$239**

SOFT and Fleecy Part Wool Blankets. Sateen bound. Size 68x80 inches. Price, only **\$169**

### Comfort Batts

Among our Cotton Batts there is none more popular than this stitched natural cotton batt. It weighs 3 lbs., is made of clean high grade cotton, soft, springy, and is stitched to keep the cotton in place. Size 72x90. Special **49c**

### "PRIDE" QUILT BATT

Quilting is a pleasure when you have this fine batt in your quilt. Experienced quilters recommend it. It is Rock River's Pride and we are proud to offer it to you at this low price. Full 1 lb. in weight. Opens 72x90 inches. **45c**

### Something New in Quilting Sheeting

Will not turn yellow with age. Soft finished for easy quilting. **81" wide, yard .25c**  
**90" wide, yard .29c**  
The length of your quilt is all you need buy.

## Blankets

THAT SATISFY A HOUSEWIFE'S PRIDE



We offer the very finest staple cotton blanket—now, at a new low price. There has been an increase in the market price of these blankets. This low price will prevail while our present supply lasts.

**COTTON Single Blanket**  
Pretty plaids in fast colors—firmly edged with lock stitch. Size 70x80. Each **59c**

**COTTON Double Blanket**  
This marvelously serviceable blanket can be had in either plain gray or tan, striped borders, lock stitched edges. Size 70x80. As long as our present supply lasts, your choice at this low price **\$1.09**

### WARM OUTING FLANNELS

36 in. wide. An exceptionally good outing at this low price. Your choice of either dark or light backgrounds and plain colors. Full yard wide. Just the quality for all kinds of sleeping and under wear. Makes fine comforter linings, too. A heavier quality at 12c per yard. **10c**

- 27-inch White Outing Flannel, 3 yards for.....**25c**
- 27-inch White "Daisy" Outing, yard.....**12c**
- 36-inch extra heavy White Outing, yard.....**15c**
- 81x99 Foxcroft Sheets, each.....**69c**
- 42x36 Pillow Cases, 3 for.....**25c**
- Foxcroft 81-inch Sheeting, Bleached or Unbleached, Yard.....**25c**
- 42-inch Foxcroft Tubing, yard, **17c** 42-inch Pequot Tubing.....**21c**

**Hope Muslin**  
Bleached  
Per Yard.....**8c**

**SOFT FINISH MUSLIN**  
Bleached. Fine for quilt linings. Yard.....**7c**

**American Home or Pequot SHEETING**  
81 inches wide. Bleached. Yard.....**35c**

### New Neckwear

Handmade Silk Tie—A large assortment of patterns specially priced at **69c**

### Rayon Ties

Full Shape—A Big Value at **2 for 25c**

Suede Leather, leather collar and cuffs. Knit bottom. Price **\$5.75**  
Suede Cloth, waterproof zipper front. A wonderful value at **\$3.90**  
Suede Cloth, button front—knit bottom. Good buy at this price **\$1.69**  
Jersey Jackets—Knit bottom, close fitting collar. Button front **.98c**  
Part wool Sweaters, Shawl collar **.98c**

## PRINTS

Vat dyed, yard wide. An excellent quality. While our present ample supply lasts... Per yard **5c**

### WOMEN'S UNION SUITS

Weight, Rib, Ecru color. Large yarn. **98c**  
to 46. Only **98c**  
Weight, long sleeves, ecru. **79c**  
to 46 **79c**  
EXTRA HEAVY Knit, Fleeced, at **\$1.19**  
and Drawers—Medium Cotton Rib. **59c**  
UNION SUITS—Fine selected yarn. With long ankle length. **49c**

### Seal Art Rugs PATTERNS

9x9 **\$5.85**  
7x9 **4.85**  
6x9 **3.85**

### Boys' Overalls

"Big Smith"—Made just like Dad's. Sizes 2 to 7. Tan **69c**  
8 to 11 **79c**  
12 to 16 **89c**  
Boys' Lt. Wt. Overalls **49c**  
Boys' heavy lined knim. Jackets, all sizes **98c**  
Boys' Leathered Aviation Style Helmets, Goggles. **29c**  
All Leather Helmets with Goggles **89c**

### CHILDREN'S Flannel and Suits

Button to waist. Sizes up to **\$2.95**. Close **49c**  
Out price **49c**

### Boys' Overcoats

Values up to **\$3**. Close out price **2.98**  
Children's Jersey Mitts—Assorted colors. Per pair **10c**

## Women's Coats

These Coats of Quality are not Expensive Now!  
INNERLINED SILK LINED REAL FUR TRIM ALL WOOL FABRICS  
Women's sizes from 14 to 46. Colors: Black, Brown, Wine and Mixtures. Three price ranges, each one a distinctive value!  
**\$9.95 \$14.95 \$22.50**

### Newest in Millinery

Twice a week new numbers arrive, keeping our selections ample and assuring you the very latest styles!  
VELVETS — VELOURS in Regular and Large Head Sizes Three Price Ranges **98c - \$1.95 - \$2.95**  
BERETS—Every conceivable kind and all of them in attractive colors. Genuine French Felts, Chenille, Angora yarns, at **25c to 79c**

## Dresses of Distinction

Every few days new ones arrive, direct from the large fashion centers to you. Fine Knitted Woolens, Wool Crepe, Ruff Silk Crepe, Crepe Failles, Chiffon Velvets—  
**\$3.95 \$5.95 \$9.95**

### SPECIAL SALE OF Knitted and Silk Frocks

Marvelous Values — All New Numbers Sizes to 44—Going at **\$1.98 each**

### WOMEN'S Esmond Blanket Robes

This warm fluffy robe bears the Esmond label, guarantee of quality. It is beautifully silk trimmed and has cord girdle. Only **\$1.95**

### Women's House Dresses

Made of strictly vat dyed prints. Large color and style selection. Sizes to 52. Each **59c** Two for **\$1**

## CHILDREN'S Coats

Every One a Real Value! Sizes to 14  
**CHINCHILLAS "POLAR TEX" VELOUR SUED WOOL CREPE BOLIVIA**  
All these fabrics are represented in the values shown in these Children's Coats  
**\$1.95 \$3.95 \$5.95**

Women's good quality Rayon Bloomers—Reg. and Xt. sizes **25c**  
Women's and Misses Pin-afore Aprons—Made of fast color prints. Like finding 'em **10c**

## Children's Hose

UNPRECEDENTED VALUES bought at the cotton market's lowest quotations. We guarantee these hose full construction, made of best yarns and long wearing.

**Ribbed to the Toe Extra Length 19c**  
2 pair for **35c**  
This is a feature that especially appeals to the girls, they like the rib-toe feature and the extra length of this stocking!

**Sturdily Made for Long Service**  
This fine combed cotton hose is a phenomenal value at this low price. Extra heavy foot, firmly knit leg.  
2 pair for **25c**

**Infants' Hose**  
This fine mercerized hose, good enough for "dress up" is another of our 1932 big values. Black, White and Champaign. **15c pair** 2 pair for **25c**  
**10c pair** 3 pair for **25c**

## Black & White

CASS COUNTY'S LEADING CASH STORE

### Canned Food

PACKED BY NORFOLK PACKING CO.  
Corn, No. 2 cans, 3 for **25c** Pumpkin, size 2 1/2, 2 cans. **15c**  
Peas, Bona, 8 1/2, 8 cans. **29c** Saut'd Peas, No. 2, 2 cans. **15c**  
Hominy, size 2 1/2, 2 cans. **15c** Red Beans, No. 1, per can. **5c**

1 pkg. IGA Cake Flour; 1 pkg. IGA Vanilla Extract and 1 Upside Down Cake Pan—all for **49c**

Regular 10c value. Bar. **16c**  
Popular brands, 4 for **14c**  
N—2 1-lb. tins **14c**  
A, lge. size, 2 pkgs. **14c**  
b. pkg. **18c**  
at Northern. 5 lbs. **19c**  
2-lb., qt. jar, **19c**; pint jar. **13c**  
Flour, large size pkg. **15c**  
S—Campbell's, 4 for **19c**  
aner, per pkg. **23c**  
Perfect Dairy Cleanser carton. **23c**

P and G Soap, 10 bars for **25c**  
Kraft Salad Dressing, quart jar **29c**  
COCOA—Hershey. 1-lb., **19c**; 1/2-lb. **10c**  
Peaches, Hillsdale or Green Gable, can. **10c**  
These are the Large No. 2 1/2 Size Cans  
Crackers, 2-lb. caddy **19c**  
STARCH—IGA, Corn or Gloss. 1-lb. **7 1/2c**  
Pineapple, fancy, 8 full slices. 2 cans for **35c**  
Fancy Apricots, 2 lbs. for **25c**  
PINEAPPLE—Matched slices. 2 for **29c**  
Fancy Dried Peaches, 2 lbs. for **25c**  
Raisins, new crop, 4-lb. bag **27c**

### Pancake Day in Plattsmouth

SATURDAY, NOV. 5TH  
Fidelity Pancake Flour at Gold Bond Syrup will be served FREE all day in Masonic Bldg., on Main St.

### Dried Prunes

50-60, 60-70—New Crop—A very fine quality. **25c**  
4 lbs. for **98c**  
25-lb. Box, **\$1.29**

## Your Foundation Garments Determine the Fit of Your Outer Garments

Our garments assure you figure smartness, plus service, plus comfort. All of them are unusually low priced, yet of recognized **HIGH QUALITY**

"Glove Fitting" in name and in fact are these fine all-in-one foundation garments with inner girdle. All sizes, including 44. **\$1.95**

### WOMEN'S UNDERGARMENTS

HEAVY WEIGHT UNION SUITS—A heavy combed Cotton Suit, waist style, elbow sleeve and long leg. Guaranteed to give sturdy service. Sizes to 12 **79c**

MEDIUM WEIGHT UNION SUITS—Slightly fleeced, ankle length and long sleeves. Sizes 4 to 12. An unsurpassed value at this low price. Per suit **39c**

RAYON STRIPED Cotton Bloomers Sizes to 10  
Here is a new low price on a very serviceable garment. Well made, full cut, re-enforced crotch. A big value. Pair **15c**

BACK LACE CORSETS—Many women prefer the adjustments possible with back lace corsets. This garment is well stayed, good hip length. Waist size to 36. Price only **98c**

### Women's Undergarments

Women's heavy combed Cotton Union Suits, made by "Carter." Comfort, Fit and Quality guaranteed!  
Long Legs, Long Sleeves  
Long Legs, Elbow Sleeves  
Knee Length, Elbow Sleeves  
Sizes 34 to 44—Price Only **98c**

Women's medium wt. sleeveless, knee length suits. Fine mercerized yarns. All sizes. **49c**

Heavy weight Cotton Suits—Knee length, sleeveless. Sizes to 44. An outstanding value. **79c**

Women's Outing Flannel Gowns, reg. sizes, big value at **49c**  
Women's extra size Outing Gowns, heavy outing **79c**  
Outing Flannel 2-piece Pajamas for girls, 2 to 14 **98c**  
Women's 1-piece Outing Pajamas, plain colors **98c**

## Part Wool Sleeping Garments

Full cut, slightly fleeced, with feet. Ages 2 to 6 years. A remarkable value. **79c**

### UNDERGARMENTS

HEAVY WEIGHT UNION SUITS—A heavy combed Cotton Suit, waist style, elbow sleeve and long leg. Guaranteed to give sturdy service. Sizes to 12 **79c**

MEDIUM WEIGHT UNION SUITS—Slightly fleeced, ankle length and long sleeves. Sizes 4 to 12. An unsurpassed value at this low price. Per suit **39c**

RAYON STRIPED Cotton Bloomers Sizes to 10  
Here is a new low price on a very serviceable garment. Well made, full cut, re-enforced crotch. A big value. Pair **15c**

Chinchilla Legging Sets **\$3.95**

INFANTS' Sweater and Legging Sets  
Finest All-Wool Yarns—Knit Full Size **\$1.95 - \$2.95**

Infants' Sweaters  
Button or Slip-On Style—Wool Zephyr **59c - 98c**

## Hosiery for Service!

IS THE DEMAND TODAY

### Semi Service or Chiffon

Fit the ankle snugly, plenty of elasticity, thus insuring more service. Formerly \$1 a pair, now—  
**79c pair**  
2 pair for **\$1.50**

WOMEN'S Good Quality Rayon and Wool HOSE  
Here is a heavy stocking, built for comfort and warmth. Good color selection and sizes. Per pair **29c**

Service Weight, Pure Silk HOSE  
Full fashioned. An unbeatable value. Fall colors. **59c**  
Per pair **29c**  
2 pair for **\$1**

Women's Fine Cotton HOSE  
Guaranteed to wear. Combed cotton, full length. Another typical Soennichsen value. **3 pairs for 29c**

Rib Top Combed Cotton HOSE  
Deep rib top insures comfort. Just the hose for outsize or those who like a roomy stocking. **2 pairs for 47c**

### Fleisher Yarns REDUCED

Large balls knitting yarn—regular 50c size. While our stock lasts.  
2 balls for **39c**  
These regular 35c yarns—Shetland Floss, Germantown and Silver Glow. While our stock lasts.  
3 for **25c**  
Milady Yarn, small balls. 70 Col'd Knit'g Cotton, ball. 10c  
75-yd. ball Merc. Darning. 5c  
3 balls Merc. Darning. 10c