

MID-SUMMER CLEARANCE

and Bargain Wednesday!

Our Big Special!
'WEARWELL'
Pillow Tubing
40 and 42-in wide,
29c Yd.

Our Big Special!
Wheelock
Matches
Six Boxes for
29c

BIG BARGAINS IN THE BASEMENT

Here's a value that can't be equaled.

42-Piece Set Good China-ware for Only \$5.95

This chinaware is made of the very best materials, decorated with a rich gold border pattern, and is sold at this ridiculously low price because of some slight defect, which is hardly noticeable.

This may be purchased in open stock or in sets. Single pieces average from 10c to 35c each.

Something New in Jelly Glasses

Ask for "U-Press-It" jelly glasses. Lid simply presses on and stays. Per set of six, specially priced at 65c. Jelly tumblers, all styles, with lids. Per dozen, 50c. Medium sized jelly tumblers, very special, per dozen, 40c.

Console Sets

Colored flower or fruit bowl. Candle sticks and candles to match. Per set, 33c.

Here's Another Big Value

Beautiful 7-piece berry set, decorated with floral design, 69c. Seven piece cake sets to match the berry set, 69c. Children's sauce dishes and plates, each, 10c and 15c.

More Bargains for You

- Tin collanders, each.....\$.19
- Aluminum tea spoons, set 6......25
- Large aluminum water pitcher......95
- Large jet black tea pot......69
- Large blue granite dish pan.....1.00
- Indian Head water pitcher, one-half gallon size......65
- Large blue preserving kettle.....1.00
- Glass mixing bowls, set 5......95
- Aluminum double boiler......95
- St. Denis cups and saucers, per set of six.....1.00
- Best zinc wash boards......50
- Miller's lasting starch, pkg......05
- Tooth picks, 3 pkgs. for......10
- Big value toilet paper, 4 for......25

TWO EVENTS IN ONE TO GIVE YOU UNUSUAL OPPORTUNITIES TO PURCHASE YOUR SUMMER'S REQUIREMENTS AT DECIDED SAVINGS — REMEMBER A DOLLAR SAVED IS A DOLLAR EARNED

The Ever-So-Useful Gingham Frock

Such satisfactory dresses are these, simple enough to serve as morning frocks, yet so dainty and attractive they make admirable street and afternoon wear. Following straight lines they show effective touches of organdy, fetching sashes and clever uses of bias banding.

More than a dozen different styles, all at one unusually low price — \$1.98. Sizes 36 to 46.

Middies for Outing and School Wear

Many women, and girls especially, prefer middies for outdoor or outing wear. They're so comfortable and cool to wear, and tub so easily. Best of all are the prices at which we are quoting these excellently tailored "Miss Saratoga" middies. White Jean middies with navy blue wool flannel collars and emblems on sleeve. Were priced at \$4.50. Because some are slightly soiled from handling, we have reduced them for Bargain Wednesday to only \$2.50.

Included in this showing of Middies are a few discontinued models which we are closing out at 98c.

Colored Renfrew Damask

Fast color, 68" wide. Red, buff and blue. During the harvest season colored damasks save laundry. Bargain Wednesday special price, per yard, 69c.

Corselettes

Greatly reduced. This is a decidedly hot weather garment, cool and comfortable. Sizes 34 to 40. Bargain Wednesday special at \$1.50.

When we purchased our summer stocks our main thought was to secure high quality materials and accessories that would give the most comfort during the hot weather. Now, when the need for such furnishings is predominant, we are offering in this, the Mid-Summer Clearance Sale, summer merchandise at very unusual prices. More than that, all of these values mean true economy—low prices accompanied by a high standard of quality.



Cool Underwear for Tiny Tots!

You'll find comfortable, practical little garments in our underwear section. Look how cheaply you can keep your youngsters clothed.

Combination suits, made of firm pajama check, complete with tapes and buttons. Sizes 2 to 12. Some are daintily trimmed with lace. Mid-summer clearance price, per suit..... 95c

Dainty muslin night gowns, embroidery and lace trimmed, made "just like mother's." Sizes 4 to 12. The Mid-summer clearance price is only..... 65c

Fine quality muslin drawers, the well-liked "M" brand, none better made. French seamed seams, neatly trimmed at knees and button holed waist band. Some are elastic at knee. Regular price is 50c. Sizes 4 to 12. Mid-summer clearance..... 39c

H. M. SOENNICHSEN

Phones 53, 54 and 144

Plattsmouth, Nebraska

Absolute Clean-Up of All Summer Blouses

We are almost sorry to let them go at such lowered prices, but there is a crying need for more room in the waist department. Included in the sale are both silk and cotton blouses. Some are slightly soiled and mussed from display and handling, but these bear the greatest price reductions. Choose from one of these lots.

LOT 1—White voile and dimity blouses, sizes 36 to 42. \$1.98.

LOT 2—Hand made white voile and crepe de chine blouses. Sizes 36 to 50. \$3.98.

LOT 3—Crepe de chine and canton crepe suit blouses. Darker shades. Price, \$5.98.

Cool Shirts for the Baby

Carter's fine knit shirts, in three styles, no sleeve, short sleeve or long sleeve. Sizes from 3 months to 2 years. Regular price, 50c. Bargain Wednesday special at 35c.

Silk Topped Union Suits

Carter's superior make for women, thread silk tops, tight at knee, white only. Sizes 36 to 40. Greatly reduced in price to \$1.75.

Lingerie Cloth

In pink and blue with floral design. Extra fine quality mainsook. Most appropriate for lingerie of all kinds. Regular price 50c per yard. Bargain Wednesday special price, per yard, 29c.

Women's Cotton Hose

Black and brown, all sizes. Very special, per pair, 9c.

SAVE MONEY HERE ON GROCERIES

Staple Canned Goods

- Glenwood tomatoes, No. 2, 8 for.....\$1
- Cedar Valley sugar corn, No. 2, ten for.....\$1
- Golden corn, No. 2, 8 for.....\$1
- Ottee hominy, No. 2, 10 for.....\$1
- Golden Yams sweet potatoes, No. 2, eight for.....\$1

Gallon Fruits

- Loganberries, gallon size.....\$.69
- Peaches, gallon size......65
- Apples, gallon size......50
- Apricots, gallon size......65
- Red cherries pitted, gallon size 1.20

Jams and Preserves

- Welch Fruitlode, 4 jars.....\$1.00
- Welch Strawlode, 4 jars.....1.00
- Welch Cherrilode, 4 jars.....1.00
- Forkner fig jam, each......15
- Golden Moon, asstd. preserves, three for.....1.00
- Green Duck jelly, 3 glasses......25
- Green Duck preserves, 43-oz. .45
- Beechnut jellied fruits in tins .20
- Two tins for......35

- Monarch pork and beans, No. 2 size cans, two for.....\$.25
- Excelsior sweet sifted peas, No. 2 size, two for......35
- Red Wing grape juice, pt. size Randalls grape juice, 1 gallon Tule River peaches, No. 2 1/2 size, five cans for.....1.00
- Cypress apricots, 5 cans for.....1.00
- Marshall herring in tomato sauce, 1-lb. can......25
- Booth sardines, put up in tomato sauce, 1-lb. cans......25
- Salmon cutlet steaks, 1-lb. can Ripe olives, large size, can......35
- Spaghetti in tomato sauce, Price per can......20

Fresh Vegetables

Our stock of fresh vegetables is most complete at all times. If it is on the market you are almost sure to find it at Soennichsen's.

BIG NEW LINE OF Popular Copyrights - JUST RECEIVED!

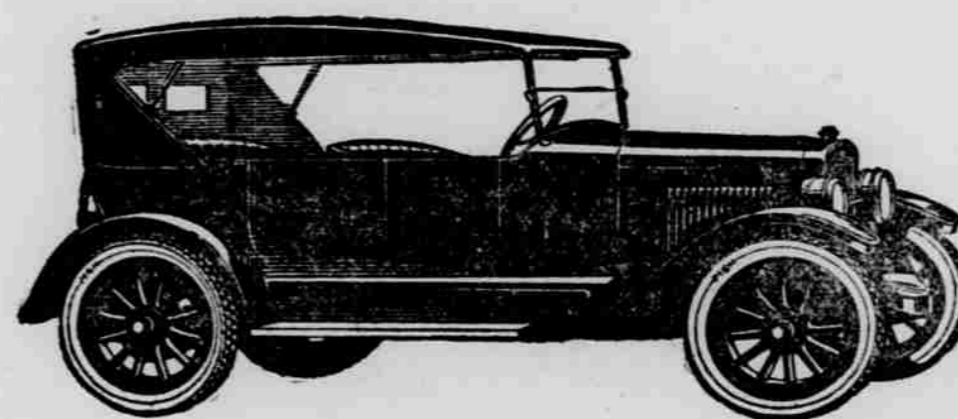
The Bates Book and Stationery Store has just received direct from the publishers about 1,000 new books for the fall and winter reading. All the latest popular copyright books will be found in this lot, and they are selling at—



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Great Favor Well Earned!

More people are talking and thinking of buying the new Overland than ever before — because it is the greatest Overland ever built. It is better looking, better to ride in, better to drive, BETTER VALUE—at the lowest price in history.

The new Overland gives the decided advantage of an all-steel body, finished with baked enamel. Notice the higher hood, the longer body lines, the pleasing improvements in appearance. Tires are Fisk first-quality oversize. Triplex Springs (Patented) give riding comfort equalled only in other cars of much longer wheelbase. And the dependable Overland engine achieves the extraordinary economy of 25 and more miles to the gallon.

The New **Overland** Touring \$525

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John Bauer & Co.

DRIVE AN OVERLAND AND REALIZE THE DIFFERENCE