

**Values Up-
Prices Down!**

SOENNICHSEN'S PA

The Smartest Frocks Are Cotton!

So says Dame Fashion, and you'll agree with her when you see the lovely dresses we've assembled for your selection. An almost endless variety of outstanding manufacturers—style-right, well made, perfect fitting!



Maglon

Sunday Afternoon or
Formal Frocks at
\$4.95

They'll hold their own in any company, because they're made of the sheerest imported Voile and Nottingham Lace. They are made in the slightly longer lengths with plenty of fullness and sweep.

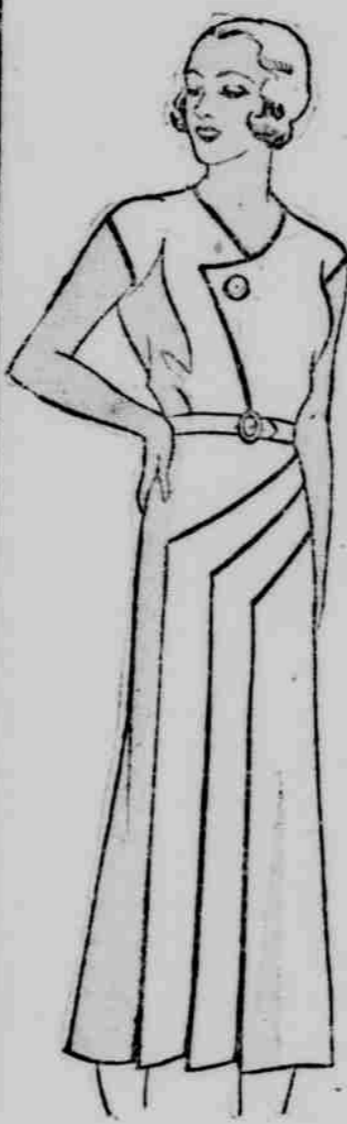
Sizes 14 to 20

Children's Dresses

"Another one if it fades" guarantee on every dress we sell. How the girls "fall" for these pretty dresses and mothers are perfectly willing to let them take their choice. The values are exceptional.

Sizes 2 to 14
2 for \$1

Values Up! Prices Down!—at Soennichsen's



No one would guess that these outstandingly Smart Dresses cost only—

98c

Every dress guaranteed to fit and wash perfectly. Stripes, Polka Dots, Suitings, Fiques—they are all represented in a complete size range.

Wash Suits Sun Suits

for the Little Fellow
Sizes 1 to 6
—Short Pants, long Pants, Creepers, Sun Suits—every one a prize winner. You'll agree with us, these are the nicest suits you've ever seen.

59c
2 for \$1

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Here's the Biggest Value in GOOD

SILK HOSE

you've ever seen. Both chiffon and service weight in all the new Spring and summer colors. You will be as delighted with these hose as we are to be able to offer you such extraordinary value at this low price. Sizes 8 1/2 to 10 1/2.

pair **79c**

BELDING'S

Fine Mesh Hose

in a very popular mesh pattern. A good-fitting, attractive long-wearing hose. Reg. \$1 Hose, at—

pair—**89c**

Anklets

Special Values for Children

3 for 27c

Silk Anklets for Women and Misses... **19c**

Values Up! Prices Down!—at Soennichsen's

Lingerie has gone Mesh

—and you'll like these practical, pretty new numbers we have in our Underwear section.



Bloomers
Panties
Shorts

Made by Carter and Laros
Outstanding Values at

49c

Cowms, Pajamas, Step-ins,
Bloomers, Panties

in Mesh, Glove Silk and fine Rayon and Silk Mixtures. A garment to fit every figure. Pair... **98c**

MESH BLOOMERS

A novelty weave by Carter that is hard to beat. There's no end to the amount of service this bloomer will give. All sizes; **79c**

CHILDREN'S BLOOMERS

Wonderful values for the little miss! You'd expect to pay at least twice the price for these nice bloomers. Sizes 4-16. **25c**

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JOHNSON'S Floor Mop

An introductory special on this high grade Mop. It is reversible, removable and washable. Larger and better than any mop at this price. Regularly sold at \$1.25. SPECIAL **98c**

Low Everyday Prices at

Black & White

COFFEE

- "I" Blend Coffee, per lb. 30c
- "C" Blend Coffee, per lb. 25c
- "A" Blend Coffee, per lb. 20c
- 3-lb. Bag for 59c
- Fancy Santos Peaberry, lb. 30c
- 3 lbs. for 85c
- Black and White, the finest coffee sold. . . 35c
- 3 lbs. for \$1

Macaroni Products

- Macaroni, Spaghetti or Noodles
- 10-lb. Box **69c**

Toilet Paper

- 1000 Sheet Rolls
- 4 Rolls for **25c**

Toilet Soap

- Crema Oil
- Per Bar **5c**

Dill Pickles

- Quart Jar (full quart) **15c**

Sweet Pickles

- Quart Jar **25c**

Matches

- 6-box Carton **15c**

Salad Dressing

- KRAFT
- Quart Jar **29c**

SUGAR

We have the lowest possible price on Sugar at all times. Ask for quotations on sack lots. Prunes, Santa Clara, med. 25-lb box. . \$1.19
Syrup, dark, 10-lb. pail. 51c
Syrup, light, 10-lb. pail. 55c
Mustard, full quart. 15c
Butter, Casco, per lb. 19c

Peanut Butter

- Full Quart **25c**

Dold Sterling Bacon

- Half or Whole
- Per Pound **17c**

Bacon Squares

- Mild Sugar Cure
- Per Pound **10c**

Sweet Corn

- No. 2 Size Tin
- 4 Cans for **25c**

Green Beans

- Wisconsin
- 3 Cans for **25c**

Tender Peas

- No. 2 Tin
- Per Can **10c**

Finest Hominy

- Lg. 2 1/2 Size Tins
- 3 Cans for **25c**

Seedless Raisins

- Thompson's
- 4-lb. Pkg. **35c**

SO CALLED GALLON FRUITS

Solid Pack—No. 10 Size Tins

- Red Raspberries
- Black Raspberries
- Pitted Red Cherries
- Pitted Black Cherries
- Crushed Pineapple
- Broken Slice Pineapple

59c

- Sliced Peaches
- Peaches, Halves
- Blackberries
- Bartlett Pears
- Apricots

49c

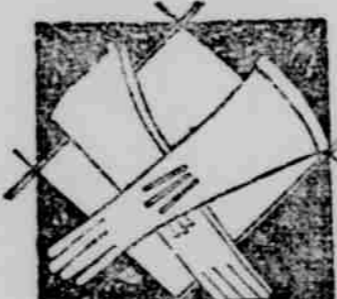
- Italian Prunes, No. 10 tin **39c**
- Apples, solid pack, No. 10 tin. **39c**

Highest Prices Paid for Poultry and Eggs—Cash or Trade!

VALUES UP—PRICES DOWN—AT SOENNICHSEN'S

Don't Miss an Item on this Page - -

Sale of Fine Leather GLOVES



Black, brown, white and medium colors in kid and cape leathers. All new styles. Regular prices \$1.95 to \$3.50, now—
pr. - **\$1.29**

And Now comes the Mesh Glove

An ideal glove for summer and just right for the summer frock.
pr. - **79c**

White and Eggshell
We have a fine slip-on Fabric Glove in white, egg shell and beige at the same price!

New Purses

HIGHER PRICED PURSES REDUCED
A wonderful opportunity to get a new one at a big saving. Two popular prices—extraordinary values in both!
49c - 98c

Window Shades

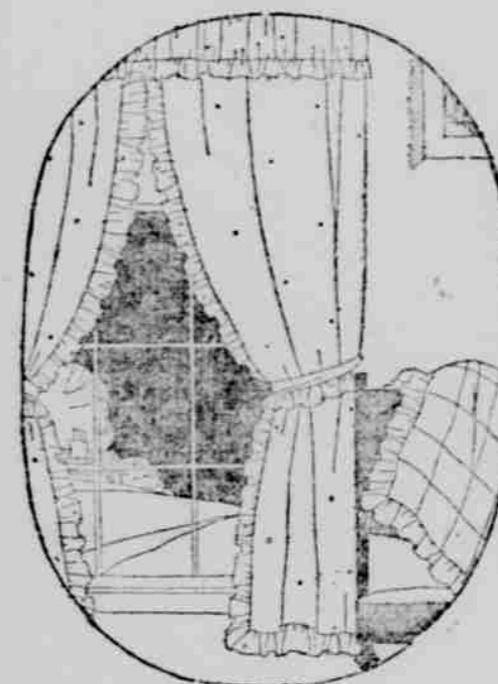
Green or Tan; standard first quality. Regular 50c grade! Size 36x6—Each
39c
These are NOT Seconds

Oil Cloth

Plain White—45 Inches Wide
yd. **12 1/2c**

Values in Dry Goods You

Ruffled Curtains



Cottage Sets, full length ruffled. A comprehensive assortment of attractive curtains, suitable for Kitchens, Bath Rooms and Bed Rooms.
per pair **49c**

Scrim, Marquisette, Valancing

Ruffled marquisette, fine checked scrims and ruffled valancing all grouped at one remarkably low price. While this lot lasts all marked to this one low price, per yard—
7c

FINE Marquisette Panels

40-inch width coru marquisette, hemmed with 2-tone fringe on top of hem. An exceptional value at this low price. Each—
39c
Pair - - **75c**

DAMASKS - CURTAININGS

Exceedingly Low Priced are these Fine Materials
50-inch Satin Damasks, in remnant lengths, suitable for pillows, table runners, valances and door curtains. Former values up to \$1.95 per yard.
Sold in Remnant Lengths—per Yd. **49c**
VALUES UP—PRICES DOWN—AT SOENNICHSEN'S

If You're needing some N Here's a Wonderful

These high grade curtain panels, all other lace weaves have been offered. They are extra wide. You'll like the price—

BARGAINS IN

Coats' Sewing Thread, white, black all Coats' Darning Cotton, six ply, all color Safety Pins, guarded coil, best quality, 3 Pearl Buttons (Pajama, Snook, Boy's Suit)

Handkerchiefs

Ben handkerchiefs, all sizes, all colors, woven borders. Regular 50c value.

LINEN

Table Squares
54-inch size, silver bleach, with rainbow borders. These wear well and are very attractive.
69c each

Rayon Spread

Reflecting the generally low or prices, these spreads are certainly a big bargain. They come in pretty colors and pretty designs. Size 61x106.
\$1.29 each
VALUES UP—PRICES DOWN—AT SOENNICHSEN'S

Watch for Plattsmouth's Ro
H. M. Soenn
The Largest Store
in Cass County
Plattsmouth,