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ANNOUNCING A

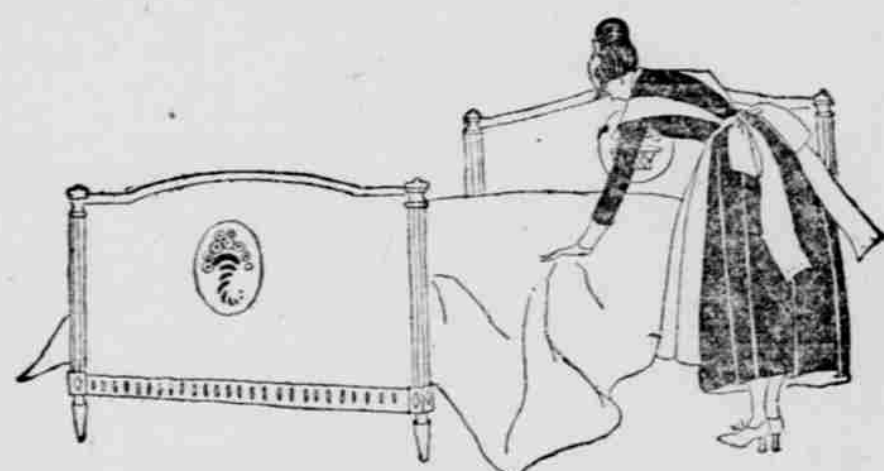
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THREE DAY WHITE GOODS SALE

THURSDAY, FRIDAY, SATURDAY,
January 23 January 24 January 25

Muslins! Nainsooks! Cambrics!

- 36-inch "Hope" Muslin, per yard.....19c
- 36-inch "Golden West" muslin, per yard.....19c
- 36-inch "Berkeley" cambric, 50c value, per yd....37c
- 36-inch "Golden West" nainsook, extra fine, yd....28c
- 36-inch "Greenfield" long cloth, very soft, per yd....23c
- 36-inch "Greenfield" nainsook, soft and fine, yd....25c
- 36-inch Japanese nainsook, regular 75c quality....55c
- 36-inch Japanese nainsook, 60c quality, per yd....40c
- 36-inch "Needlework" nainsook, 40c quality, yd....29c
- 36-inch "Berkeley" cambric, extra fine, per yd....27c



Sheets and Pillow Cases!

- A high grade 81x90 seamless sheet, offered to you at the extraordinary low price of.....\$1.30
- Pillow cases of same high grade quality, 36x42 in size, at 40c each; Per pair.....75c
- Same quality cases in 36x45 size, 43c each; Pair.....80c

TOWELING!

- Stevens' All-Linen Crash, 'A' width, bleached, At...29c
- Stevens' All-Linen Crash, 'P' width, unbleached...31c
- 17-inch bleached Cotton Toweling, very soft and absorbent, blue striped border. Exception value.21c
- 17-inch part Linen unbleached Toweling, soft and durable. Priced very low at.....25c
- All white "Red Star" absorbent toweling. Regular price 35c. Very special during this sale at.....27c

White Outings!

- An extraordinary value in a snow white 27-inch outing. Good weight. Per yard.....19c
- No. 5105—27-inch snow white outing. Very special at per yard.....23c
- No. 5115—27-inch heavy quality, pure white. An exceedingly good value at.....25c
- No. 5130—27-inch extra heavy, regular price 35c; Very special at, per yard.....28c

Continuation of sale on Wool Processed 3-pound bat, 72x84. Reduced from \$3.25 to.....\$2.25

Don't Forget These Dates!

Beginning Thursday we will inaugurate a sale on White Goods possessing such unusual saving opportunities as seldom occurs. This sale will include every item in White Goods that is seasonable and desirable, and it is decidedly to your advantage to abundantly supply your present and future wants at the prices here offered you.

The savings in the items here listed are such that they cannot be sufficiently emphasized.



New Arrivals of Spring Fabrics!.....

- SILKS,
- GINGHAMS,
- VOILES,
- TISSUES,
- ORGANDIES,
- AND SO FORTH

in the most wonderful designs and at prices unusually reasonable. Come in and let us show them to you!

We are continuing our Price Reductions in

All Underwear!

We feature exclusively "CARTER'S." Thus giving you a rare opportunity to purchase at substantial savings the very best for a very little.

EMBROIDERIES!

A fine assortment of genuine Swiss Embroideries, consisting of narrow flouncings and insertions in various widths. These you will find especially suitable for the trimming of undergarments, for children's clothes, and the many uses that nice embroideries can be put to. A huge billowy heap of snow white embroideries—three to six inches in width—during **9 Cents per Yard** this sale at the very special price of.....

We Give Mail and Telephone Orders Prompt and Careful Personal Attention.

H. M. SOENNICHSEN,

—CALL PHONES 53 and 54—

Plattsmouth, : : : : Nebraska

Wide Sheeting!

- 9-4 "Aurora" and "Pepperell" full bleach and half bleach, per yard only.....58c
- 9-4 "Aurora" unbleached, per yard.....52c
- 9-4 "Pequot" bleached, per yard.....80c
- 9-4 "Pequot" unbleached, per yard.....74c

Pillow Tubings!

- 36-inch "Salisbury" superb quality, yd.....33c
- 40-inch "Androscoggin" superb quality, per yd....39c
- 42-inch "Cannon" best quality, per yd.....39c
- 45-inch "Androscoggin" best quality, per yd....42c

Fine Lawns--Dimities!

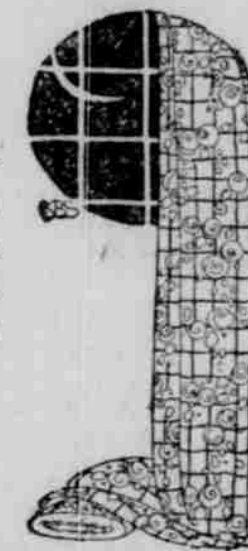
- 27-inch India Linon, in three qualities. Former value up to 25c; now.....15, 18 and 20c
- 27-inch Dimities, suitable for infants' wear, undergarments, aprons, etc. Very special at....19c
- Fine lawns in all stripes and checks. 27-inch. Fine for infants' wear, waists, aprons, dresses.....19c
- Other Dimities in all checks and stripes, in exceptional values at.....35, 40 and 50c

TOWELS!

- 30x16 and 35x17 bleached Turkish towels, hemmed of medium weight at the astonishing price of...18c
- 42x21 and 42x22 bleached Turkish towels. Regular 45c towel, weight 11 oz. to the pair. Very, very special at 35c each; 6 for.....\$1.90
- 41x20 heavy Turkish towels, 14 oz. to the pair. regular price 65c; special at this sale, each.....59c
- 46x22 heavy Turkish towels, weigh 1/2 lb. each. Regular price 75c, sale price.....63c
- An extra heavy Army Bath Towel, size 54x27; weight one full pound. Regular price \$1.25....98c

Curtain Swiss!

As a freshening touch to that kitchen, bathroom or bedroom nothing in the world equals a pair of nice, white Swiss curtains. Here you will find an extremely attractive variety, full 36 inches wide, at per yard—



25c

Table Damasks!

- Fine high grade mercerized 72-inch Table Damask in 6 beautiful patterns. Regular price per yard \$1.50—On sale for.....\$1.00
- 72-inch union heavy weight cloth. In a very pretty pattern. Regular price \$2.00. Very special at...\$1.49