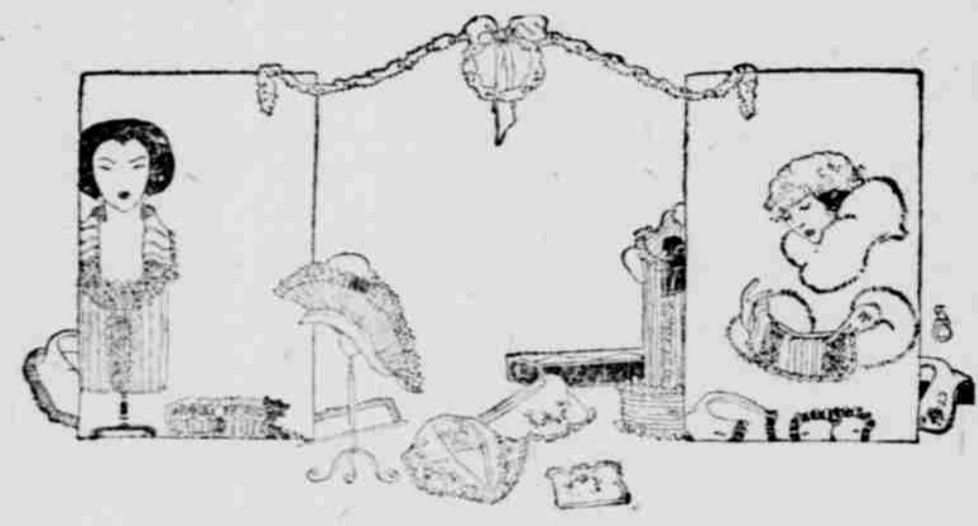


Christmas Gift Stocks are in Readiness



Neckwear for Gifts!

You never saw such a splendid assortment of Women's Neckwear as we are showing right now. Many exclusive novelties are here for your selection. Collar and cuff sets of net, organdy, filet and Venice lace, Venice collars and points by the yard. In fact every kind of collar any one could wish for. Priced at \$1.00 and Up

Some of these are daintily boxed in holly boxes, all complete for the recipient when your card is enclosed.

Any one to look at our shelves, counters and racks packed with holiday merchandise might easily get the idea that we had gathered together just about all the Christmas presents in the world. However, while we haven't accomplished quite that remarkable feat, we certainly have assembled a wondrous assortment of the nicest remembrances the market had to offer. These lovely articles of apparel, accessories, things for the home and good things to eat we are now offering at prices that prove that it is economy as well as a convenience to do your Christmas shopping now. With this ad to guide you and a list of those to be remembered handy, your gift choosing shouldn't be any bugbear at all this year.



There is no danger of not pleasing when you select Hosiery!

For way down in her heart every woman hopes Santa will bring her at least a dozen pairs. All colors in best quality silk hose; the latest in woolen hose, and at such low prices for the quality involved that you will hardly believe it to be true. Silk hose range in price from \$1.00 to \$4.00 and wool hose from \$1.25 to \$3.75 per pair. One of the latest ideas is to embroider gift hosiery. Many pretty clock designs can be embroidered on both the silk and woolen hose. We furnish you the designs.



Handkerchiefs - the time honored Christmas gift!

Whether it is to be a beautiful single handkerchief of fine quality or a box of several, you will find that we are splendidly prepared to meet your needs. Never before have we shown such assortments of handkerchiefs. There are hundreds of beautiful imported handkerchiefs in real hand embroidered, Swiss embroidery trimmer, lace trimmed and Madeira embroidered. Remarkable assortments of beautifully embroidered handkerchiefs of less expensive quality are also shown. The prices range from 15c to \$1.25. Beautifully boxed handkerchiefs, two to six in a box, (you will also find in generous abundance, which makes selection an easy and pleasurable task. The prices range from 50c to \$2.00.

Gifts for Girls

Little girl's aren't hard to please at Christmas, but if one is the least uncertain, this list of acceptable remembrances will prove an admirable guide.

Hair bows at	\$1.00
Handkerchiefs in clever little boxes at25
Gloves at	1.00
Tams at	2.00

The gift supreme for any little girl would be an accordion pleated dress. We have in readiness a big assortment of sizes and colors in pleated skirts, and which we can match up for the jumpers or blouses in either the same fabric or velvet. These are made up of the best quality all-wool materials which hold their pleat exceptionally well.



There is Still Ample Time to Ply the Busy Needle!

and make some highly useful gifts that will give you as much pleasure in the making as the recipient has in receiving. There are lovely scarfs, all lace trimmed and stamped for embroidery; cunning aprons for little girls, pillow cases, sheets, center pieces, luncheon sets, infants' wear, chemise and gowns all made up, and a big variety of many very acceptable articles for wear and home use that are "just the thing." Inexpensive, too, are these embroidered articles and yet priceless, when you have embroidered them so prettily.

Dainty Underthings are Intimate Gifts

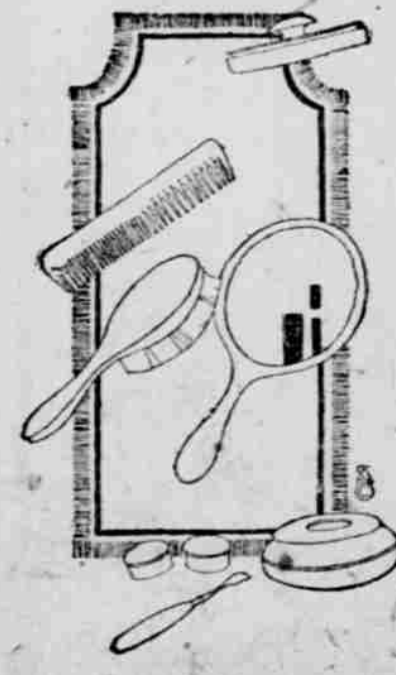
No matter to whom one presents them, they are always sure of an enthusiastic reception. Lovely silken camisoles, dainty brassieres including the newest "Bandeaulette," serviceable "Polly-Anna's" and crepe de chine and satin chemise in a most conservative range of prices are gifts you will love to buy.

A Few Suggestions!

- | | |
|-----------------------------------|-------------------------|
| Turkish Towels, plain and fancy | Blouses |
| Towel Sets | Bed Spreads |
| Velvet and Leather Hand Bags | Blankets and Comforters |
| Purses | Kimonas |
| Gloves | Aprons |
| Sweaters and Hoods for the Baby | Woolen Goods |
| Baby Blankets and Carriage Covers | Lovely Silks |

Do Your Xmas Shopping Early

Inexpensive, Yet Acceptable Tokens



are pieces of pretty French Grained Ivory. Every girl loves to have nice dressing table appointments. Why not give her just what she wants? There are ever so many things to choose— Powder boxes, combs, jewel cases prettily lined with velvet, buffers, hair brushes, trays, hat brushes, nail files, mirrors and frames.

ADITORIAL!

"There is one thing about Soennichsen's store," says a friend of our, "if you read about something in the store news and then go and purchase it, you will always find it comes up to expectations when you get it home." Of course it does. The store holds its special place in the community because of the hundreds of friends it has made and kept. And the way to make friends isn't to fool them on something that they paid out their money for. As the Christmas season draws on it is well to remember these things and to depend on the store that you know by experience is dependable. A great deal of the Christmas shopping is done in a rush. There isn't time to think over things and to make comparisons as carefully as you might at other seasons, so it is the every-day-in-the-year dependable store that it is safest to pin your faith to at this season.

H.M. SOENNICHSEN

— PHONES 53 and 54 —

Plattsmouth, Nebraska