



**ADITORIAL**

Only eight more shopping days before Christmas and during these remaining days you can get more satisfaction and much more personal comfort by shopping in the mornings. The store is less crowded at this time and you will have much more of an opportunity of selecting gifts with a greater care and will receive greater service from our salespeople. You'll also find that this store is rich in Christmas stocks—a store different in plans of merchandising that has won patronage on the basis of quality and the best at the price, no matter what the cost. These are the attributes that are continually making this a greater shopping place, not only through the Christmas season but all the time.

**A Great Display of Christmas Dress Goods and Silks!**



**A Deep Regard for Members of the Family is Best Expressed With Gifts of Pretty Fabrics**

When it is a question of remembering mother, sister, or any other member of the family, one is naturally more anxious to please.

And pretty and service able fabrics are the answer, for constant association with them gives you a very definite knowledge of what is so much desired, or better still—needed.

Our displays of wool dress goods for skirts and dresses, and silks for blouses and dresses are complete and so varied that you will be sure of finding just the very thing you are looking for—and that moderately priced.

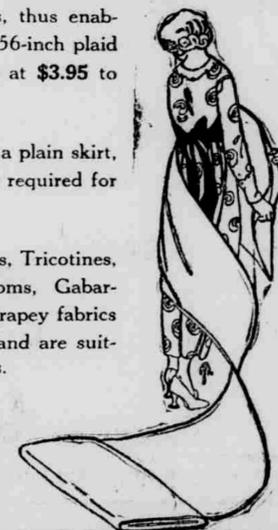
**All Wool Serges and Pretty New Novelties!**

Varying in width from 36 inches to 56 inches, in all the wanted shades, priced at **\$1.25 to \$5.95.**

Nothing has been or is more smart than a pretty plaid skirt, either pleated or plain, and when such pretty patterns can be had as are found here, the choosing is easy. Prices, too, have been reduced to meet the present market levels, thus enabling you to purchase 56-inch plaid and novelty skirtings at **\$3.95 to \$5.95** per yard.

One length makes a plain skirt, while two lengths are required for a pleated skirt.

Pretty wool Jerseys, Tricotines, Velours, Peach Blooms, Gabardines and other soft drapey fabrics make beautiful gifts and are suitable for so many uses.



Only Eight Shopping Days Left



**Pretty Silken Underthings!**

- CHEMISE
- CAMISOLES
- BRASSIERES
- BLOOMERS
- PETTICOATS

all of them so dainty and so worth while purchasing that you will want ALL of them.

These, too, are priced most modestly, as throughout all the store, giving you the most in value for the least in price.

DO YOUR Xmas Shopping EARLY

**Pretty Silks for Gift Things**

—will be featured for special selling, and when one considers how many articles of rare beauty and utility can be fashioned of silk, 'tis small wonder that silks play such an important part in the Christmas programme.

There is a specially woven lingerie Satin, in soft pink and white, 36 inches wide at **\$1.50** per yard. This pretty lustrous silk washes beautifully and wears splendidly.

Beautiful Crepe de Chines, all colors, to be had at **\$1.90** per yard and Satins in all colors suitable for either blouses or dresses, in 36 and 40-inch widths are priced at **\$1.95 to \$5.**

A man is always pleased with a silk shirt; why not make him one out of these beautiful shirtings? 36 inches wide, in pretty colored stripes and plain pongee. Moderately priced, at.....**\$1.75 to 2.95**



**There is Such Pleasure in Giving Handkerchiefs!**

They are so certain to be welcome and prove a lasting remembrance. So varied are the kinds that everyone's taste can be gratified. So wide a range of prices that no one need spend more than they wish. A large selection are already boxed appropriately for giving.

Irish Cottage hand embroidered, with hand drawn hems and some with pretty hand blocked designs, made of batiste or sheer linen, are here in plentiful variety; Beautiful lace trimmed linen kerchiefs with embroidered designs, as well as linen and fine cotton initial handkerchiefs for both men and women.

Never have you had such a wide variety of handkerchiefs to choose from as now, and never have the Handkerchiefs been prettier or more worthy as gift bestowals. The separate handkerchiefs are priced from 15c to **\$2.00** and the boxed handkerchiefs are from 50c to **\$3.00.**

**"The Charm of a Hand Made Gift is Supreme"**



**Charming Little Gifts are Easily Made!**

When one has so many pretty things from which to choose and which require so little time to make.

There are cunning little aprons all made up for the little tot with a cute little design stamped on the pockets, pretty fudge aprons for her larger sister, dainty gowns and chemise all ready to wear when the design has been embroidered and any number of other useful articles.

Colored linen squares for handkerchiefs which are so quickly made and so acceptable as gifts are here too in all the pretty shades. Per square.....**35c**

**Bed Spreads, Sheets and Pillow Cases!**

ARE ALSO ON THE LIST OF DESIRABLE GIFTS, AS WELL AS Blankets and Comforters!

Beautiful down filled comforters, silk covered, and all wool blankets in beautiful plaids are wonderful gifts when one wishes to express a most loving thought. Less expensive comforters and blankets are also to be found here. You can't go wrong on gifts like these.

Perhaps you'd like to present Mother or Friend Wife with a pretty cover for the Library Table. If that is the case, you will find some mighty pretty ones here and at such attractively reasonable prices that your desire may be easily satisfied. All colors and sizes.

**Children's Slip-over Sweaters and Sweater Suits!**

—in such pretty combination of colors, made of finest quality yarn and sold for less money than you could buy the yarn and knit them. If you have a small tot on your list you will not want to miss these, a serviceable garment like these are never come amiss.

**Say It With Flowers!**

That is, Organdie or Yarn flowers. They are imperishable, and add a touch of color to the costume and are so easily made, too. Yarns, all colors, in 5c skeins, and organdies in all the pretty shades and stamens for the centers, can be had here. These easily made flowers convey a message at Christmas time fully as well as the more expensive gift and will be much appreciated.

**H. M. SOENNICHSEN,**

PHONES 53 AND 54

PLATTSMOUTH, NEBR.