

Spring is Knocking at the Door--Are You Ready?

An Economical and Satisfying Solution to Your Spring Sewing and Household Need Problem is Readily Found in Our Merchandise Displays!

In every part of the store are new things, beautiful things for Spring and Easter which you are welcome to inspect. Moderately priced fabrics expressing the newest ideas and embodying style with serviceableness, the newest in blouses reflecting the increased value of the dollar by their low price, and all the other accessories that you need are here in attractive newness. You will find this your best opportunity before Easter to choose the things you want.

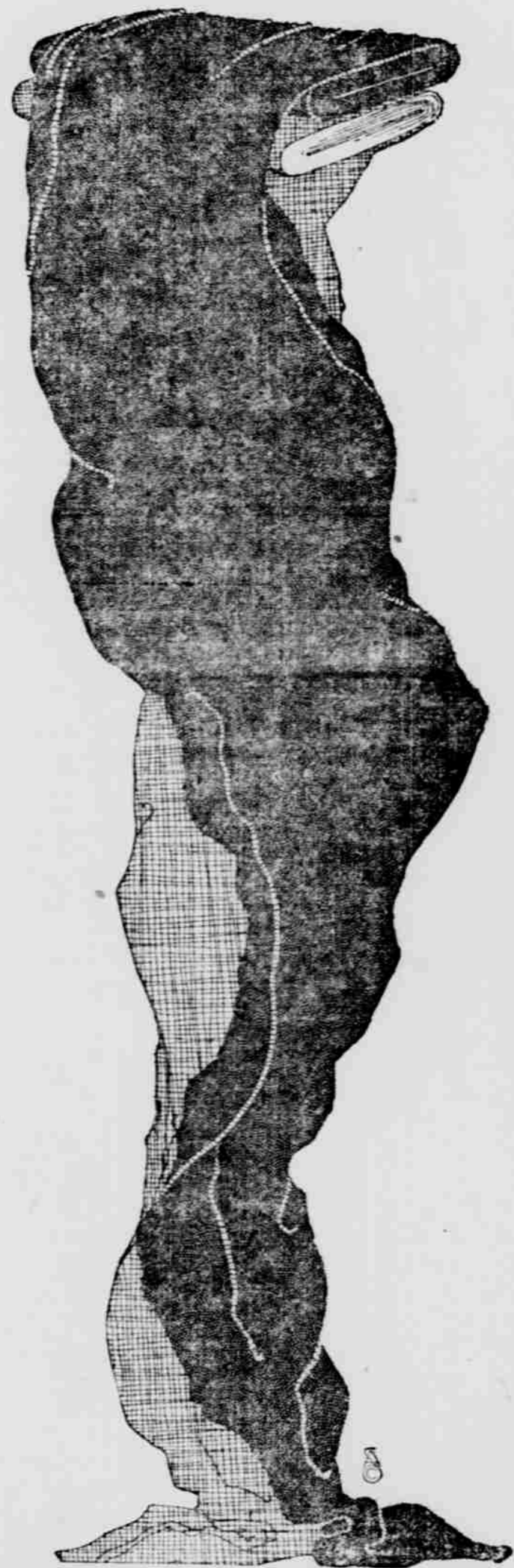
"Price reductions mean nothing unless coupled with merchandise of assured integrity; so coupled, they spell value." Our policy has been and always will be to give you merchandise of merit, goods that you can rely upon and that we stand back of. Our merchandise throughout this store reflects the lowest market price consistent with quality.



Now for that New Taffeta or Satin Crepe Frock!

Can you imagine anything that makes up as pretty as does a nice soft taffeta? It has been proclaimed the leader among the many beautiful silken fabrics used for the Spring Frocks. We can show you two very excellent taffetas, in all the good shades of navy, brown, grey and also black, at very moderate prices, \$2.50 and \$3.50 per yard.

Noticeable among the new Spring Silks are the crepe weaves, satin crepe, crepe meteor and canton crepe. These you will find here in all the pretty new shades, and the various cloths range in price from \$2.50 to \$5.00 per yard. Especially worthy of mention is a lovely piece of black crepe meteor with a satin finish. It is 40" wide and sells for \$3.25 per yard.



We are sure that you will agree with us and say, "Never were they as pretty!" And when we say that, it's—

Organdies and Dotted Swiss

we're speaking about, we can almost see your "ears prick up." This paragraph is especially addressed at this time to the school girls who are interested in banquet and reception dresses. These crisp fabrics make up into such lovely dainty dresses, and are especially charming when a big wide silken sash is used as the touch of color. The organdies are very pretty and the range of colors is especially wide. Our permanent finish organdie (made in Switzerland) assures you that laundering does not leave the dress limp, but it comes out as crisp as before laundering. Organdie is \$1.50 per yard. Dotted Swiss are \$1.00 to \$2.25.

Pretty Spring Ginghams

Tell a New Story in a Convincing Way

Their story is convincing because it tells of such pretty ginghams, all of them absolutely fast as to colors, at very low cost, and because the patterns are "different" and especially attractive in the soft blending of colors. The new ginghams are coming in steadily; every day reveals some new patterns.

- 27-inch ginghams are 20c to 35c.
- 32-inch ginghams are 25c to 35c.
- 32-inch fine French ginghams are 75c to \$1.

32-inch Renfrew devonshire cloth is the correct cloth for sturdy youngsters' play suits and rompers. The patterns it comes in are very attractive and the colors are good and fast. 50c per yard.

Just received and constantly coming are lovely accessories for trimming the dress or blouse to make it look "just right." If it's new, we have it. Ask us for it!

YOUR HOSIERY REQUIREMENTS

Can readily be supplied from our Large Stock

Grey, in ladies hose, is very well spoken of for Spring. We have just received some of the new shades in very good quality silk hose, in all sizes, at \$1.00 to \$2.50.

We have just received some more of those very excellent pure thread silk hose in cordovan and black at \$1.00 per pair.

HOSE FOR CHILDREN, in a firm heavy rib, can now be had in all sizes at 25c. Brown hose and also black in finer thread are 25c and 35c per pair.

A Special value in MEN'S SOX, mostly grey, per pair, 15c.



Three Big Specials for Wednesday, March 2nd



Every one is a value spelled with a big "V"

Every conceivable kind of fabric is included in this big sale of Remnants. You will find just what you need, materials for dresses for yourself, enough for a shirt for Bobby or friend Husband, white dresses and gingham dresses for Mary Jane, and all kinds of short lengths for lingerie, window curtains, skirts, blouses, and just everything you can think of. Yardage from small pieces to six yards and over. These remnants are priced—

25c 50c 75c \$1.00

NONE HIGHER!

Ladies' Longcloth Nightgowns 88c

(Regular sizes 16 and 17)



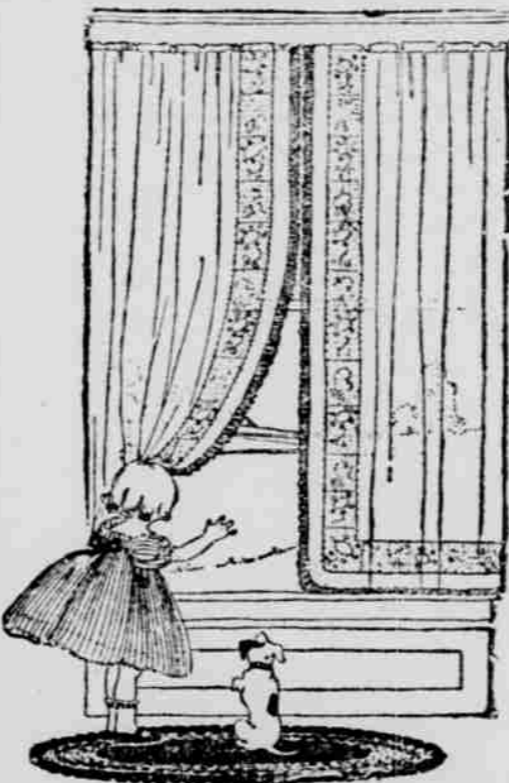
These gowns are made of an excellent quality white longcloth, soft yet firmly woven and absolutely free from dressing. They are made in the short sleeve slip-over style and tastefully trimmed with rows of hemstitching.

In addition to this very special value, you will find others equally as good in muslin petticoats, corset covers, bloomers and chemise in various kinds of material and comprising a big range of styles. Muslin gowns, petticoats and drawers for children can also be had at very moderate cost.

White Curtain Scrim

Hemstitched and With Fancy Border—

20c per yard



This is a very good quality scrim, 36 inches wide and just the thing for kitchen and bed room curtains.

Now is the time to be planning your curtain and drapery needs for your Spring House Cleaning. You will find our curtain goods stock brimful of wonderfully pretty filet nets, Swisses, scrim, imported marisettes and colored figured materials for curtains and drapes, and all of them reflect the lower price level. You can well afford those new curtains you've been wanting when you can get them at such little cost.

Footnotes of Interest!

"DeBevoice" Brassiers They fit; all styles
 "American Lady" Corsets The corset of proven satisfaction
 "La Camille" and "Modart" Front Lace Corsets None better
 Ladies Summer Weight Union Suits just arrived All sizes at 65c and 75c
 (Extra large sizes at \$1.25)

White Bias Tape, lawn, in 6 yard bolts Per bolt, 15c
 Coats' Sewing Thread 3 spools for 25c
 White Pearl Buttons, fish eye Per card, 5c
 Kleinert's "Jiffy Pants" for babies Per pair, 50c

A Good Quality of Goods
at a Low Price

H. M. SOENNICHSEN,

Call Phones Nos. 53 and 54
Plattsmouth