

Bargain Wednesday at H. M. Soennichsen's, March 15th

A Study in Development!

"Time was when people bought confidently from the medicine man, traveling unknown from town to town with his brilliantly colored liquids and sugar pills. Today, none other than a physician of established reputation is looked to in case of ailment.

"Time was when the traveling peddler, with his caravan of calicos and tinware, could sell his merchandise to trusting villagers. Today only merchants who have a firmly established reputation for honest merchandise, just prices and best qualities are trusted to supply the community's needs."

We are sure you will agree the foregoing statement is correct. On this basis of square dealing we bid for your patronage. Many "Needs" can be filled here Bargain Wednesday at moderate cost and direct savings to you.



The Foundation of Every Woman's Dress or Suit is HER CORSET

—For into your corset must be tailored the accepted season's style lines if your garments are to permanently reflect the charm and smartness of fashion.

You owe it to yourself to wear a corset that will protect and preserve the natural charm and grace of your good figure, and "American Lady" (back lace) and "Modart" (front lace) corsets will answer and solve your corset problems.

"American Lady" model No. 892, with the new Plio Top feature, is fashioned for an average to stout figure. Elastic inserts with plenty of supporters and "lots of comfort" is what you get in this model at—

\$6.00

"American Lady" model No. 707 is a silk brocaded "Rubblastic" model fashioned for the slender figure which is unusual to a corset and now finds that fashion's dictates demands one. Comfort, ease and grace combined with sufficient support make this a model much in demand. The price is very

\$3.50

A new model is this "Modart" front laced, in white coutil, No. 259 for an average to stout figure, fashioned low and full in the bust, and like all Modarts, it is light in weight, yet sufficiently boned to care for a rather large figure. Sizes 24

\$3.50

"Tree" girdles are not only good looking, but are easy to wear. They are extremely comfortable, due to the fact that they are constructed almost entirely of elastic webbing, which permits the utmost freedom of movement. Model A-733 is made of elastic and silk brocade and sells for only—

\$2.75

Other Models at \$1.50, \$2.00 to \$4.50

These Brassiers give you that desired Unbroken Line over which Your Clothes will Fit without any Unsightly Bulges

—in pink finely ribbed Batiste, a very durable fabric, elastic in back and either back or front closing. Sizes 32 to 46, at

65c

A very pretty model, back closing, made of brocaded cloth. Color pink. Sizes 32 to 38 at

50c

Especially designed for wear with topless corsets and girdles is this model in pink brocade. The elastic insert at the waist line keeps this bandeau in place and well over the top of your corset. All sizes. Price only

\$1.50

Grocery Specials!

Your Opportunity to Save

Never were such high grade canned goods offered at such bargain prices as these. They are unusual because the quality is so exceptional. All are put up in heavy syrup. These prices on this merchandise cannot be equalled.

- "Curfew" peaches, 3 cans for—**\$1.00**
- "Curfew" apricots, 3 cans for—**1.00**
- "Hy-Tone" peaches, 3 cans for—**1.10**
- "Suncrest" Oregon prunes, 3 cans—**1.00**

Fruits by the Gallon

- Pine for sauce, jams and pies. These are all solid pack and first quality fruit.
- Pears, per gallon—**.65**
- Peaches, per gallon—**.85**
- Apricots, per gallon—**.85**
- Loganberries, per gallon—**.90**
- Pitted black cherries, per gallon—**1.25**
- Apples, per gallon—**.75**
- Blackberries, per gallon—**1.25**

48 lbs. of "Little Hat-chet" flour for—**\$1.85**

- "Monarch" milk, 10 cans for—**\$1**
- "Monarch" pork and beans, 8 cans for—**\$1**
- California prunes, 60-70 size, 6 lbs. for—**\$1**

H. M. SOENNICHSEN,

A Good Quality at a Low Price

Phone 53, 54, 144

- "Badger" preserves, 22 oz. jar, all flavors—**25c**
- "Story Book" corn, 2 cans for—**25c**
- "Badger" Early June peas, 2 cans for—**25c**

"Cottage" Rugs

Size 24x48

—Made of fast color yarns that will come out of the laundry as fresh and clear in color as when new. These rugs are reversible, woven in the "hit and miss" pattern in blue and white, pink and white, black and white, and many other attractive colors with contrasting borders that make the rugs most attractive. Knotted fringes at each end. This is our big Bargain Wednesday special at—

98c

A Lingerie Season in "UNDERTHINGS"

—of fine muslins and nainsooks is close at hand. We have anticipated your requirements in chemise, step-in bloomers, nightgowns and petticoats, in generous quantities. You will enjoy making your selection here because our line is so comprehensive and because we have exercised the utmost care in purchasing only those garments that are made with great care as to detail, points which you might overlook, but which are essential to the fit and wear of the garment.

Muslin step-ins, in pink and white, lace trimmed, with elastic at top. Generously proportioned. Each—

50c

Nainsook chemise, in white, substantial lace straps, and trimmed in washable lace. Full cut and full length, just like those you would make yourself. Sizes

\$1

Ladies' crepe and muslin nightgowns, pink and white. These gowns are full length, full width, and well made of fine quality materials. You will be impressed with the values when you see them.

\$1

Children's pink and white muslin gowns, sizes 4 to 14, made of excellent quality materials. The white garment is plainly tailored and is also suitable for boys' wear. Price, each—

65c

Girls' white dimity checked bloomers, just about the most practical garment that was ever devised. This number is made of most excellent material, in neat small check pattern and is gathered and held in place at the knees and waist by strong elastic. This is an exceptional value in sizes 4 to 14 at only—

35c

Muslin "Panties" for the little tot, are edged with narrow embroidery and further trimmed with rows of fine tucks. The waistband is supplied with buttonholes and the muslin out of which this garment is made is free from starch and firmly woven. Sizes 2 to

25c



Men's Heavy Blue Overalls!

IN OFFERING YOU THIS UNION MADE OVERALL AT THIS PRICE WE KNOW WE ARE GIVING YOU THE BEST BARGAIN THUS FAR FOR BARGAIN WEDNESDAY. We wish to put particular stress on the fact that this is no ordinary overall. They are as full cut and fade proof as they make them. Long oval bibs and high back; made of heavy blue 2:20 denim. Sizes 34 to 42 waist. Jackets 36 to 44.

\$1 30

Bargain Wednesday,

March 15, 1922

Here are a few items you men can use. They will save you money.

We aim to offer you seasonable merchandise, the brands we carry at all times, at prices that will appeal to you.

On this day you will find plenty of things offered you thru our store at prices you cannot pass up.

These Bargain Wednesdays are cash raising days and everything must be sold for cash.

CAPS! CAPS! CAPS!

Note the Price

35c

Here is a bunch of sixty Spring weight caps. Plenty good for a work cap—Help yourself to them for

35c each.

Summer Union Suits

Short sleeve, ankle length, light weight unions—Chalmers make. You'll need them pretty soon. A Bargain Wednesday bargain at—

95c



An investment in

Good Appearance

THE HOUSE OF KUPPENHEIMER GOOD CLOTHES IN PLATTSMOUTH.

Philip Thierolf
VALUE GIVING CLOTHIER

March Bargain Wednesday!

If you are not in the habit of taking in these Bargain Wednesdays, by all means get the habit. You will not regret the time spent in buying your merchandise in Plattsmouth on this day. Every store advertising Bargain Wednesday is giving you greater value than you can buy elsewhere for the money.

"The more you buy—the more you save!"

Our Bargain Wednesday Special!

Women's comfort slippers—economical footwear for house or street wear. One-strap, two-strap and side gone patterns. All solid leather. Strap patterns have rubber heels attached. Sizes 6 to 8. E width. One day price—**\$1.89**



Women's Oxfords and Pumps!

Values to \$8.00

An opportunity to buy your spring footwear at a decided reduction.

- Brown Calf Oxfords
- Black Suede Strap Pumps
- Brown Calf Strap Pumps
- Brown Kid Oxfords
- Black Kid Pumps

\$4.50

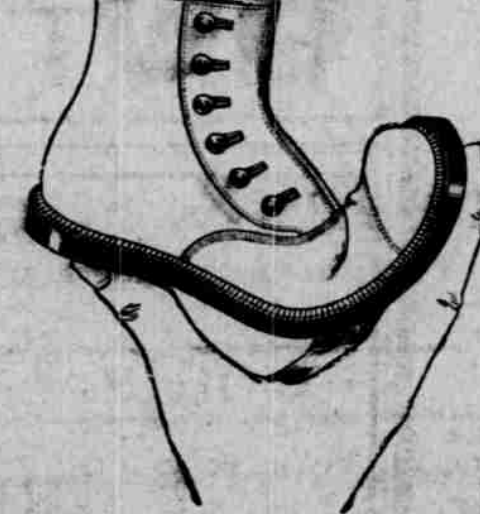
PER PAIR

Hi heels and Lo heels

MEN'S DRESS SHOES

Exceptional values in brown calf English walking shoes. Goodyear welt. Sewed soles. Values up to \$11.50. Bargain Wednesday price—**\$4.95**

THE Billiken SHOE



WONDERFUL VALUES IN CHILDREN'S SHOES

One lot of about 40 pairs of Misses' and Children's shoes, including Educator and Billiken button shoes. Size 8 1/2 child's to 1 1/2 misses'. Bring the children in Bargain Wednesday and have them fitted with a pair of these shoes at a big saving. Wednesday price—**\$2.75**

Unusual Bargains at Cass County's Best Bargain Store!

LADIES' OXFORDS, the latest styles, low and medium heel. Black and brown. All sizes. Bargain Wednesday price—**\$2.98**

Any Ladies' Gingham street dress in our store for—**\$2.45**

CARNATION AND WILSON MILK —LARGE SIZE. FOR BARGAIN WEDNESDAY ONLY, PER CAN—**9c**
16 lbs. granulated sugar for...**\$1**

DRY GOODS

- New spring Zephyr gingham, per yard—**.21**
- 36-inch percales, light and dark patterns, per yd.—**.19**
- Towelings, 16 1/2 inches in width, special per yd.—**.09**
- Ladies black and brown cotton hose, per pair—**.19**
- Children's ribbed hose, in black and brown. Pair—**.19**
- Ladies' silk hose — \$1.50 values at—**.85**
- 9-4 "Pepperell" bleached sheeting, per yard—**.59**
- J. P. Coats thread, special price, per spool—**.06**

- Men's work shirts on sale Bargain Wednesday at—**.69**
- Men's jersey gloves—good ones at—**.15**
- Men's dress shoes, black and brown. Goodyear welts at—**4.95**
- Men's wool Sox—a special bargain price on these—**.29**
- Boys' knee pants—prices from \$1.75 to as low as—**.75**
- Boys' shoes, made of solid leather, at per pair—**2.49**
- Men's union suits specially priced at—**.98**

We Sell Lion Brand Work Shoes for Men and Boys

GROCERIES

- Tall cans of salmon on sale for—**.10**
- Pork and beans in tomato sauce at, per can—**.10**
- Large can of hominy Bargain Wednesday for—**.10**
- 2 lbs. of pure, high grade cocoa for—**.25**
- Gallon can of apples or pears for—**.69**
- 1-lb. can of Crisco—fine for baking or cooking—**.14**
- Horse Shoe, Star and Climax chewing tobacco, lb.—**.77**
- Prince Albert, Velvet and Tuxedo smoking, per can—**.14**

"WE SELL FOR CASH—AND SELL FOR LESS."

Fanger's Department Store

Phone 206

FRANK I. FANGER, Proprietor

Plattsmouth, Neb.

Fetzer Shoe Company

"QUALITY SHOES"