

Our big new store opens—

Saturday
SEPT. 13th

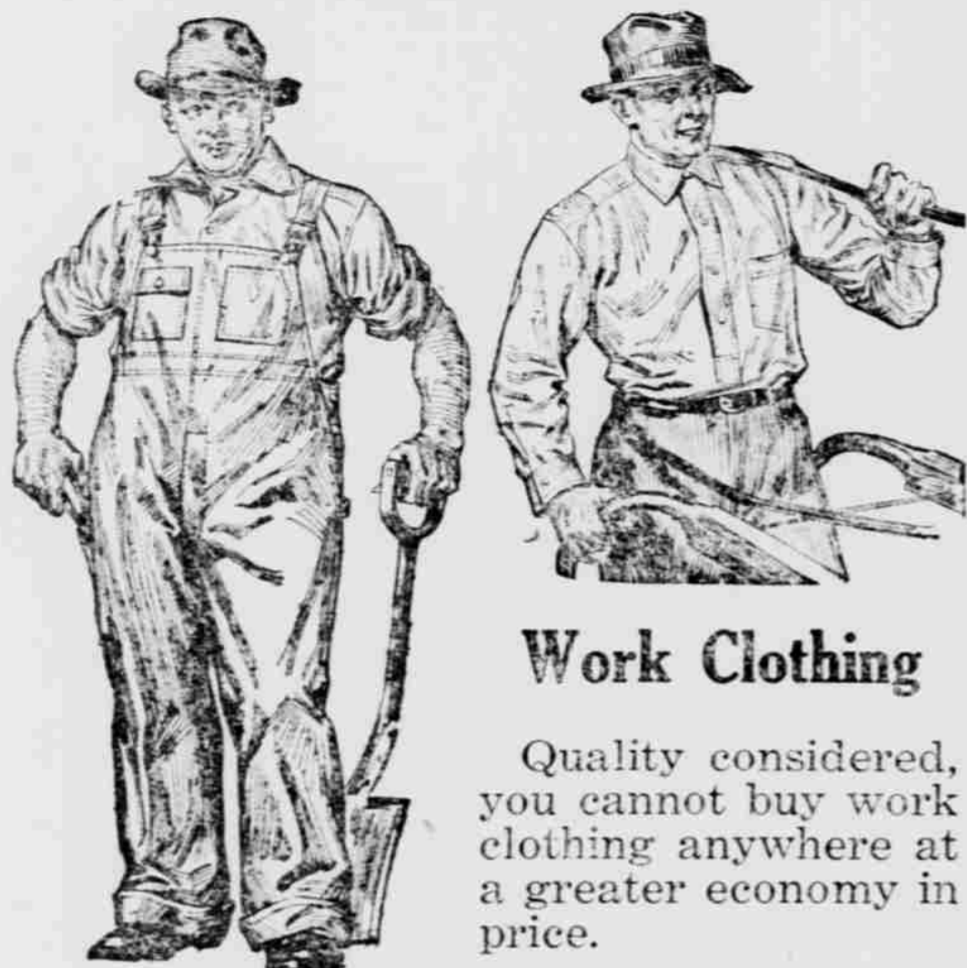
Our low cash prices are effective from that time on.

Here Is the Proof

WHY YOU SHOULD BUY FOR CASH!

The merchandise offered here is actually priced at a very low margin of profit. We are determined to make good our promise that we will give you "continuously low prices" because of our cash selling policy. Visit our store and convince yourself that every item you buy means a decided saving to you.

Cash selling and our chain store buying connections make it possible for us to sell every item in our large stock at very low prices every day in the year.



Work Clothing

Quality considered, you cannot buy work clothing anywhere at a greater economy in price.

Full Cut 2:20 Denim Overalls

Made of best standard 2:20 weight fast blue denim, bar tacked seams. High or suspender back style. Guaranteed full cut. Sizes 32 to 42 waist. You have been paying much more for this grade overall. Our cash price only **\$1.49**
Boys' overalls at correspondingly low prices.

Buy Your Work Shirts Here

We offer you the well known "Big Moore"—a shirt that will give more honest wear than the ordinary work shirt. Every garment is guaranteed fast color and free from defects in workmanship. A new shirt any time you're not satisfied with your "Big Moore." Sizes 14½ to 17. And the price isn't \$1.25—not even a dollar. Buy for cash at this low price. **89c**

Long Wearing Work Socks

Blue and brown mix, fine knit cotton yarn with long elastic top. Our cash price, 2 pair for **25c**
Brown and black, medium weight, fine cotton yarn socks. A good hose for work or dress. Pair **15c**

Shoes! Shoes!!

Our shoe department offers ample proof of the fact that it pays to buy for cash. We have cut profit to the minimum and give you the benefit. Buy shoes for the entire family here.



Men's Dress Shoes

Genuine calf skin, new style toe and perforated trim. Double welt sewed. A \$8 value in any store. Our cash policy enables you to reap the benefit of lower prices. **\$4.95**
Per pair

Men's Officers' Army Shoes

Soft pliable tan leather, welt sewed, full lined, lace, half rubber heel, soft cap toe. A very comfortable shoe for everyday or dress wear. Our cash policy enables you to buy them at a price you'll admit is "right." Per pair **\$3.65**

Boys' Dress and School Shoes

Soft, pliable tan leather. Correct fitting lasts, welt sewed, oak tan leather and Uskide soles. Sizes 2½ to 6. A mighty good shoe for school wear. Pair **\$3.39**

All our children's shoes are made on properly shaped lasts for growing feet.



SHOES FOR THE LADIES At Low Cash Prices

Ladies' patent lattice ribbon lace oxfords, military heel. Fashion's latest creation for dress or street wear. Sold at \$8 to \$9 in exclusive city shoe stores. Our cash price, per pair **\$5.85**

Growing Girls' Shoes

Patent low heel sandal style. Cut out straps. Sizes 2½ to 7 **\$2.98**

Ready When Needed!

SUITS

with 2 Pair of Trousers

Aside from the economy angle, a Suit with the extra pair of trousers meets any emergency demand. Ready for use when an unexpected occasion requires a change of garment.

And particularly are the values unusual, due to close profit margins made possible by our cash selling policy.

1 and 2 Trouser Suits for Men and Young Men

Garments of all wool materials, correctly tailored by expert workmen.

We insist that honest value must be in every suit of clothes that leaves this store—at prices you can afford to pay and which cannot be duplicated by city stores.

THREE PRICES
\$19.75 \$24.75 \$29.75



2-Knicker Suits for Two-Fisted Boys!

It's a real problem to find clothes that can stand up under the strenuous wear of red blooded boys. But we have them. Doubly reinforced at every vulnerable point — from woollens chosen for their durability and extremely smart in appearance.

\$7.85 \$9.85



Here are the Hats FELLOWS

Every one the latest fall shades and new shapes. You don't have to pay \$2 and \$3 extra for the name of a maker. We are selling hats every bit as good as any \$6 hat you ever saw, for only **\$4.45**

\$1,000 Stock Knit Goods! Bought Right—Priced Right

Ladies and children's Knit Suits, Scarfs, Caps, Sweaters, etc. The sample line of a large manufacturer, picked up by us at a low price that will be passed on to our customers in the form of wonderful savings.

Your Winter Overcoat!

Time is fast approaching when you're going to be invited by Old Man Weather to dress a little warmer.

We have prepared to take care of this end of men's needs by going into market and securing the cream of values in strictly all wool materials, at moderate prices.

Garments tailored on correct lines in good selection of patterns and styles.

Compare the prices—

\$14.45 \$17.85 \$24.75

Sweater Coats!

More popular every year, because they make a good, practical garment the year around—indoors and out. Get one of these sweater coats and be prepared for the cool fall days ahead. We have numerous styles, but call your especial attention to the following:



Heather mix colors, knit of wool yarns. Two pockets, adjustable sleeve tabs. Sizes 36 to 44. Our cash price only **\$2.89**

Men's Smart Dress Apparel!

Neckties
Pretty combination colorings and fancy knit weaves make this a tie you'll be proud to own. And our cash price is only **39c**
Butterfly Bows—Fashion's late shapes. Fitted with elastic band. Always ready tied and fit any style collar. Our cash price only **39c**

Dress Shirts
Both quality and style are expressed in our line of new shirts for Fall wear. English broadcloth shirts in the popular soft collar styles. Plain colors, tan, white and new blue. These are dandies. Sizes 14 to 17. Our cash price **\$2.19**
Men's band collar dress shirts. Finely tailored from high grade woven and silk stripe madras. Sizes 14 to 17. These are \$2.50 values in any store. Our cash policy enables us to sell them at **\$1.89**

Men's Hosiery
Men's fine yarn mercerized hose. Regular 35c quality. Colors black and brown. Our cash policy permits selling them at, per pair **29c**
Men's high grade silk fibre hose—a 50c quality. All the good shades. Pair **39c**

Underwear
Men's mesh knit Union Suits, short sleeve, ankle length, with wide fly closing. All sizes, including 46. Our cash price, per suit **89c**
Men's fall weight union suits. Just the right weight for the chilly fall days. Elastic rib knit. Our cash price, per suit **\$1.39**

Out of Town Orders Given Our Immediate Attention PLEASE ALLOW SUFFICIENT POSTAGE!

The H. M. Soennichsen Co.
Plattsmouth, Nebraska