

DON'T FORGET WE GIVE YOU

J. M.

TRADING STAMPS

Worth Valuable Premiums

They further increase the buying power of the money you spend.

Visit the Bargain Annex!

A feature which will appeal to wide-awake shoppers is our Bargain Annex. Here we have assembled quantities of staple merchandise such as small lots and mill ends of piece goods, towelings, gingham, satines, percales, hosiery, underwear, work shirts, ladies and children's shoes, sweaters, etc. Merchandise priced much under its real value which will mean big savings to our customers. Further proof that it pays to buy for cash.

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Start saving them today. Soon you'll have your first book full.



FOR THE LITTLE TOTS

- Fine all wool white sweaters or saques, plain or trimmed at **79c**
- Heavy weight link and link stitch sweaters, button or tie **\$1.25**
- Caps, Hoods—Helmet style or plain. Our cash price only **50c**
- Babies' White Silk Hoods—Silk lined. Warm and serviceable, at **98c**
- Babies' White Leggings—Will match any white sweater. Sizes 1 to 3. Priced at **\$1.19**



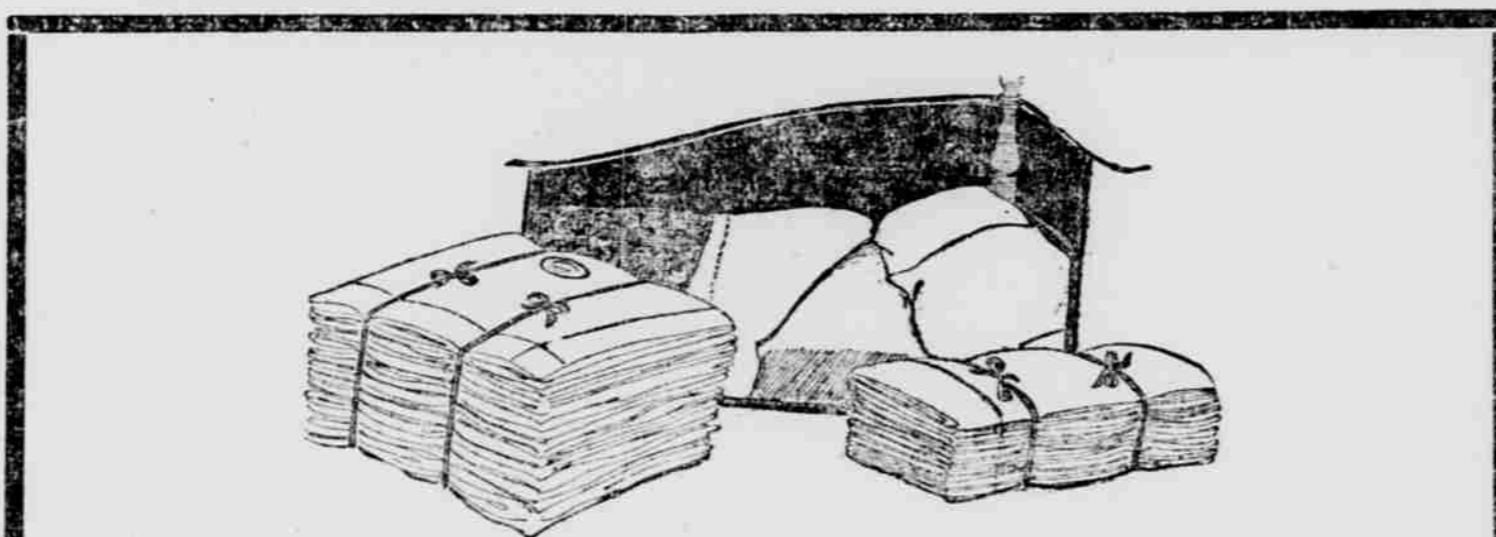
Ginghams, Percales, Cotton Dress Goods—Plain and pretty patterns in a very wide selection. See what cash buying will save you.

- Something new in Peter Pan—the prints. Guaranteed fast color and the prettiest patterns you ever saw. Very special at, per yard **59c**
- Fine French gingham, 32-in. wide. Very pretty checks, plaids and plain colors to match. Regular 75c values. Our money-saving cash price, per yard **59c**
- 32-inch Toile du Nord and like quality fast color gingham. All the new fall patterns. Regular price 35c per yard. Our cash price **23c**
- Staple apron checks, Amoskeag quality. Dependable as to color and service. Our cash price, per yard **15c**
- 36-inch fast color suitings—Indian Heads, Pamico suitings, Renfrew Sun-Tubs. Just the materials for fall frocks. Our cash price, per yard, is only **48c**
- 32-inch silk stripe woven madras. Correct patterns for men's and boys' shirts. A wonderful value at our cash price, per yd. **35c**
- 36-inch percale. Standard quality, fast colors. Light and dark patterns in very pretty new designs. Our cash price, per yard **19c**

McCALL PATTERNS ARE ACCURATE

The printed cutting edge of the printed McCall pattern makes all the difference in the world in the fit of your frock. McCall patterns are absolutely correct in style. You need never fear that your dresses will look "home made"—if made with a McCall pattern.

McCall Patterns are priced from 15c to 45c.



Muslins! Sheetings! Outings!

All standard qualities at cash prices that will save you money! This is the time of year when you need these goods most. Here is your opportunity to make worth-while savings on your winter purchases by paying cash. Compare our prices with anybody's.

- Hope muslin, the standard of muslins for years. Per yard **15c**
- Fine quality bleached muslin, fine count. Full yard wide. Per yard **17c**
- Unbleached muslin, medium weight. An unusually fine quality at this low cash price. Per yard **13c**
- 42-inch pillow tubing. A well known standard quality, linen finished. Regular 55c value. Our cash price, per yard **39c**
- Bleached sheeting, 81 inches wide, full width. Standard quality. Our cash policy enables selling it at, per yard **49c**
- Unbleached sheeting, 81 inches wide. Same high quality as the bleached and an excellent value at, per yard **45c**
- 36-inch dark outing flannels. All the fancy patterns in darks and grays. Same good quality as the light outings. Our money-saving cash price, per yard **25c**
- Pillow cases, 42x36, a wonderful value. Made of standard quality muslin—no starch. Per pair **69c**
- 39-inch extra heavy striped feather ticking. Is absolutely feather proof. Our cash price, per yard **45c**
- 26-inch white outing flannel, twill weave. An unusually good value at this low price. Per yard **18c**
- 36-inch outing flannels, white and light fancy patterns. The kind you want for your family's winter undergarments. Take advantage of our cash prices, per yard **23c**
- 31x90 sheets, standard quality. Our cash price, each **\$1.29**
- 27-inch extra heavy gray mottled outing flannel, the kind that is hard to find. Our cash price, per yard **19c**
- 36-inch percales. Dark blues only. Very special, per yard **17c**

Draperies Make the House a Home!



Here you will see all sorts of pretty patterns in a good variety of materials, also nets and all kinds of shade and curtain goods at a saving for cash buyers.

- Guaranteed fast color silk draperies. Colors gold, brown and rose. Yard wide. Per yard **\$1.50**
- Silk madras and other attractive drapery materials in good colors and patterns. Per yard **89c**
- The new shadow nets, a little different from the flit and bungalow nets and exceedingly attractive. These can be had in different widths and colors and are priced at, per yard, 98c and **79c**
- Dotted Swiss in colored dots, make very attractive bed room, kitchen or bath room curtains. Our special cash price, per yard **39c**
- Fancy or small dot Grenadine curtainings. Sheer, yet serviceable. Very special at **49c**

CONGOLEUM AND SMALL RUGS

Sanolin Mats—Artistic little rugs to liven up your rooms. Size 18x36. Our cash price, 2 rugs for **19c**

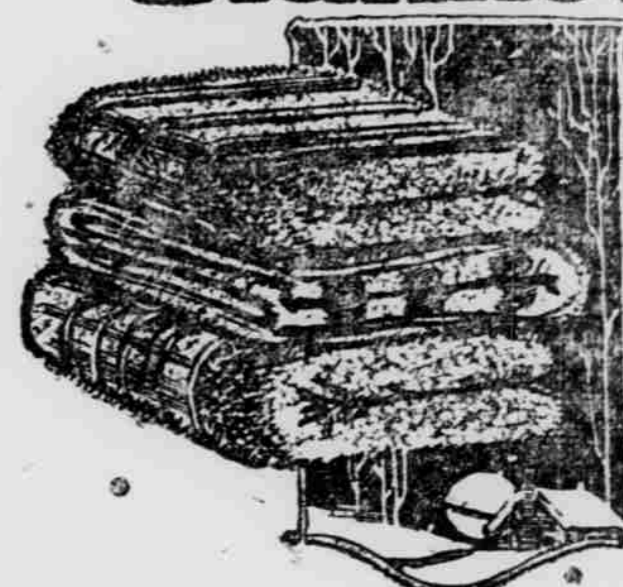
Congoleum Gold Seal art rugs. New bright patterns in these small rugs. Size 18x36. Each **39c**



Rag Rug—Pretty woven designs, fast color. 24x36. Fringed ends. Each **98c**

Yardage and large size Congoleum Gold Seal Rugs always priced within reason.

Blankets



Blankets, Comforters, Spreads—With winter comes the need of good bedding materials and you must see our extraordinary offerings that will surprise and please you!

- The best looking baby blankets you ever saw at such low prices. Soft as thistle-down, warm as toast. Dainty colors. Size 30x40. Double. Each **\$1.48**
- Heavy single baby blankets, bound with tape. Colors pink and blue. Reversible. Size 36x50. A very big value at **\$1.95**
- Large size "Downap" single blankets. Heavy and bound with tape. Size 66x84. Our special cash price only **\$3.85**
- Wool Mixed Blankets—Large size, soft and fluffy. The correct mixture of wool and cotton which frees it from the irritation of all wool. Pretty plaids, bound with tape to match. Our cash price, pair **\$5.95**
- Nashua Blankets—Soft and woolly. Size 66x88. Feel and look like wool without the wool price. Very special at **\$5.50**
- Comforters—Large size Maish challie covered. Stitched. Regular \$3.50 value. Our price **\$2.98**

Wonderful Values in Bed Spreads

- Heavy quality satin spread. Very pretty patterns. Size 80x90. Plain hem. Each **\$4.69**
- Novelty white spread, an all white fancy woven spread, suitable for children's or three-quarter beds. Our special cash price, each **\$2.39**
- Very pretty white crochet spread, scalloped cut corner. Size 78x88. Our cash price only **\$3.89**



Sateens Lingerie Cloth!

Just the time of year when you need these materials and we are well prepared for you—and as usual our cash prices mean a great saving to you.

- 36-inch black sateen, very fine quality. Usual price is 75c per yard. An unusually good purchase gives you this opportunity to buy it at, per yard, only **48c**
- 36-inch black sateen, regular 50c quality. Guaranteed fast color and to give unusual service. Our cash price, per yard **39c**
- 36-inch fine quality striped sateens for lingerie, slips and bloomers. All colors. Cash price, per yard **48c**
- Windsor Krinkle Crepe—All the popular colors for lingerie. Our special cash price, per yard **23c**

Towels! Toweling!



Table Linen! Table Oil Cloth!

It is in the every day materials especially that you'll notice the savings we offer.

- Extra large and extra heavy bath towels, Regular 65c value. These are slightly soiled, but rare values at our special cash price of, each **39c**
- 72-inch mercerized damask. Genuine Basco linen finish, which is permanent. One of the finest and best looking table damasks made. Cash price, yard **\$1.29**
- Same quality, 68 inches wide, 98c yard.
- 70-inch fine quality mercerized table damask. Has band of blue around border. Our money-saving cash price, per yard **59c**
- Extra fine quality all pure Irish table linen. Very pretty floral design. 72 inches wide. Regular \$3.50 value. Our cash price, per yard **\$2.89**
- Bleached linen toweling, 16 inches wide. Best quality. Cash price, per yard **19c**
- 68-inch fast color Renfrew damasks. Buff, red and blue. Per yard **79c**
- Standard quality table oil cloths, both light and dark grounds as well as plain white. Our money-saving cash price, per yard **39c**

Notions! Notions!

Everything in this line you need at lowest prices, proving that it pays to buy for cash.

- Belding's silk thread—50 yard spools. Our cash price, per spool **9c**
- Belding's silk thread—100 yard spools. Our cash price, per spool **18c**
- Kotex—Our cash price, per box **49c**
- Pretty rubber household aprons. The long wearing, serviceable kind. Each **59c**
- Best quality 10c safety pins. Our cash price, per pkg. **8c**
- Extra good quality fish-eye buttons, good sizes. Per card **5c**



- Edgings, Stickerie Braids—A big assortment and selection of colors. Per card **8c**
- HAIR NETS—Large size, single or double strand. All colors but white or gray. Three for **25c**

The H. M. Soennichsen Co.
Plattsmouth, Nebraska