

SOENNICHSEN'S NATION-WIDE Clearance Sale



Window Shades
Green or tan. 6-ft. lengths
Manufacturer's Imperfects
each
50c

Kotex—Regular size, twelve to the box. During our Jan. Clearance, 3 boxes. **98c**
Rubber Pants for the Baby—Guaranteed. Natural color. Jan. Clearance, pair. . . . **19c**

All reasonable merchandise specially priced for Quick Clearance. It would take a bill many times this size to list each and every item in our immense stock. Come—and Save.

the Year—what everybody's waiting for! And you won't be as these pu Savings in your pocketbook—and here they are—dy knows ae **BARGAINS**—everything specially arranged and n. Come and see things happen!

Thursday, January 10, 1929

WHITE GOODS!

Pay Attention! If you've already supplied yourself with these items, you'll just be sorry, that's all. Compare Prices—These Values are Unbeatable!

- Reducer Bleached Muslin (reserve right to limit quantities). Per yd. . . . **11½c**
- and Fruit of the Loom ched Muslin, heavy weight, per yard **19c**
- ing, choice of brands, yard. **14c**
- Home, Biltmore, Pequot
- profit Sheeting, per yard. **13c**
- leached Sheeting, per yd. **19c**
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- me Bleached Sheeting, yard. **19c**
- ched Sheeting, per yard. **17c**
- ubing, bleached, per yd. **19c**
- 5, 40 and 42-in., per yard. **15c**
- ings, 36, 40, 42, linen finish, yd. **13c**
- Cases, 42x36, Silver Seal, 2 for. **15c**
- de of soft finish cam- **10c**
- Extra special. FOUR for. **10c**
- Unbleached Muslin, yard wide, light wt., 3 yds. for. **25c**
- Bleached Muslin, nainsook finish, per yard. **10c**
- Fine Needlework Unbleached Muslin, 39-in., yard. **12c**
- Bed Spreads, 81x90, Crepe, blue, rose or gold stripe. **\$1**
- Cheviot Shirting, 27-in., plain or fancy, per yd. **15c**
- 36-in. white Outing Flannel, good heavy wt., per yd. **17c**
- Feather proof fancy Ticking, asstd. colors, yard. **39c**
- 36-in. Se'con, black and colors, unusual value, yd. **29c**
- Renfrew and Pomona Gingham, ex. heavy, yd. **29c**
- Apron Check Gingshams, fast colors, yd. **10c**
- Flowered Crepe for lingerie, fine quality, yd. **23c**
- Eagle Cotton Bats—14-oz. Fine for quilting and comforters. Reg. price, 45c; now 2 for. **75c**

Shirt Sale Beau Brummel SHIRTS

Guaranteed Fast Colors

Saturday, Jan. 12th

OUR ANNUAL JANUARY SALE OF BEAU BRUMMEL HIGH QUALITY SHIRTS

300 Shirts — worth up to \$2.95 — going at

See Them in our Window **\$1.00** See Them in our Window

Rayon Marquisette

for Curtainings
Here is a great bargain in a rayon net, fancy designs. Ecru color, yard wide.

25c
Per Yard

WOMEN'S KNIT UNION SUITS

Rayon Striped
Tight knee — No sleeve — All sizes during Jan. Clearance price

59c

Here's Something New in Ruffled Curtains

Novelty borders, ruffled in color to match, valance and tie back included. Colors blue, rose, gold, orchid, all white.

89c
Per Pair

Toweling

- Part linen Crash and glass toweling—Bleached, 10-yard piece during Jan. Clearance for. **98c**
- Stevens all linen "R" Bleached Crash—18 inches wide, 2 to 5 yard lengths. Per yard. **19c**
- Stevens all linen "S" Brown Crash—15 inches wide. Note low price, per yard. **13c**

FINE QUALITY Cape and Kid Gloves

Former Values to \$2.95 While they last, at

\$1.50
per pair

Clearance Values

Neckwear - Triangle Ties, Gloves, Etc.
Every article on this table formerly priced from \$1 to \$1.95. For quick clearance—and they'll go fast—choice

50c

36-inch Standard Quality Percale

A whole big shipment of new Spring patterns, as well as staple dark patterns.

15c
Per Yard
7 yards for \$1

Towels

- 12x36 athletic ribbed Turkish towel, long wearing, at. **19c**
- 18x27 hemmed tea towels, red and blue checks, 2 for. **25c**
- Good size wash cloths, fancy barred design, 3 for. **25c**
- Small size terry wash cloths, 6 for. **25c**
- Large size dish cloths, 3 for. **25c**
- Med. size dish cloths, each. **5c**

would expect to pay more for

1000 YARDS OF THESE Spring Prints

quality and unusually attractive patterns in best colors. An unexcelled fabric for men's and children's clothes. Per yard

29c

YOU CAN KEEP WARM WITH THESE **Esmond Blankets**

A very fortunate purchase enables us to offer you these high grade Esmond Blankets at this remarkably low price. Double woven. Size 66x80. Regular \$5.50 value, at—

\$3.98

BUY YOUR Groceries —AT THE— Black and White

Where you wait on yourself—and save money on every purchase

The Real Weigh to Real Values

- BROOMS—Good 4-tie parlor quality, our price. **39c**
- OATMEAL—Quick Quaker. Large package **24c**
- BAKING POWDER—Calumet, 16-oz. can. **29c**
- CRACKERS—Krispy, in 2-lb. caddy for only. **32c**
- RAISINS — Thompson's Seedless, 5-lb. pkg. for. **39c**
- BULK COCOA—Very fine. 2 lbs. for. **25c**
- MACARONI—Elbow, 3-lb. sack for only. **35c**
- CORN MEAL—Fine quality. 10-lb. sack for. **33c**
- MORTON'S SALT—Iodized. Large size pkg. for. **10c**
- CATSUP—Libby's large 14-oz. bottle, only. **20c**
- VANILLA EXTRACT—8-oz. jug for. **25c**
- OLEOMARGARINE—Two 1-lb. cartons for. **45c**
- PEANUT BUTTER—16-oz. (pint size) jar for. **23c**
- MUSTARD—Large quart jar for only. **23c**
- PRUNES—Large 40-50 size. 2-lb. pkg. for. **25c**
- TOMATOES—Hand packed. No. 2 size can for. **10c**

HOSIERY CLEARANCE!

Final close out of all black and brown pure thread silk hose. This lot includes hose formerly sold at \$1.50 to \$1.95 a pair. Have lisle tops. Full fashioned.

While they last—Per pair

25c

New Styles in Non-Lacing **Girdles!**

Rayon brocaded materials—Reg. \$2 value

\$1.50

STORE OPEN every Saturday night. Come to Plattsmouth to do your shopping. This coming Saturday, Jan. 12th, American Legion offers a big feature dance, with music by Blanche Brown and Her Rhythm Boys, a six-piece orchestra now touring the country.

Soennichsen Co., Inc.
Plattsmouth, Neb.