

YOUR DOLLARS GO FURTHER AT SOENNICHSEN'S!

CHECK THESE BEST BUYS!

Your dollars DO go further at Soennichsen's. For over sixty years Soennichsen's has stood for the best possible quality at the lowest possible prices. Do your shopping at Soennichsen's where your budget comes out smiling.

Prices Cut To The Bone!



MEN'S DRESS SHIRTS Stripes-Whites-Colors

Odd Lot Clearance
Values To \$4.45

\$**2.00**

Fine broadcloth shirts . . . a large value for a little price. You'll see a wealth of variety . . . stripes, solid whites and colored shirts, all selling for but a fraction of their regular price. This is your chance to save . . . buy one, two or three shirts now . . . don't delay.

A Heavenly Slip at a Breath-Taking Price

SOENNICHSEN'S IS PROUD TO PRESENT THE NEW

SPUN-LO KNITTED SLIP

By Phil Maid . . . A Name Famous From Coast-To-Coast!

NEVER BEFORE SUCH SOFT, LONG WEARING KNITTED RAYON FABRIC!
NEVER BEFORE A SLIP WITH SO MANY EXPENSIVE FEATURES AT THIS PRICE!
NEVER BEFORE SUCH A BEAUTIFUL NYLON - TRIMMED SLIP FOR SO LITTLE!



\$**1.95**

ITS WONDERFUL! ITS A BUY!

You'll feel dollars richer when you buy one of these soft knitted rayon slips, for slips of similar quality ordinarily sell for much, much more. They're new, they're marvelous . . . cut to fit with four-gore construction, a full sweep and exquisite draping, these slips fairly cry value. Come in and look at them . . . you'll find them more than worth the money.

SIZES 32 TO 40 PINK OR WHITE

JUST ARRIVED!

ANOTHER SHIPMENT of THOSE ADORABLE BARBRA-ANN DRESSES THE CUTEST, MOST ADORABLE EVER!



You'll exclaim over these little charmers! ("Cute as a bug's ear," was the comment of one of our customers) These are dresses designed for little girls by a famous house - they look adorable, and they wear beautifully. Choose from bright ginghams, crispy picolays and swishy taffetas . . . they ARE cute . . . and reasonable, too.

\$1.95
To
\$3.95

Sizes 1 to 6X

USE SOENNICHSEN'S
CONVENIENT PARKING LOT!

SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S - CASS COUNTY'S FAMILY STORE

PRIZE TAILORING

At Budget Prices!

BUY YOUR NEW FALL SUIT
At SOENNICHSENS! BUY RIGHT!



Choose Your Suit From Tweeds, Worsteds, Gabardines!
Single or Double Breasted Styles - Fine Tailoring!
Blues, Greys, Browns - In Short, A Suit For You!

Suits designed to give you the very most for your money . . . suits that wear well . . . suits that look well! Your favorite style and color is here, and at a price that will suit your pocket-book to a "T". Drop in and buy your suit at Soennichsen's now, while the new fall line is still complete. You'll find your dollars will go further!

SUIT SIZES 35 TO 50
FINE NEW FALL SUITS REASONABLY PRICED FROM

\$**35.00**

TOP VALUES IN TOPCOATS!

YOUR NEW TOPCOAT IS WAITING
FOR YOU AT SOENNICHSEN'S! BUY IT NOW!

EVERY COAT BUDGET - PRICED - YOU SAVE!
GABARDINES, COVERTS, WORSTEDS - YOUR BEST BUYS!

A chilly fall and approaching winter . . . weather that calls for one of Soennichsen's fine, warm topcoats. You have only to climb into one of these handsome fall coats to appreciate the quality. You'll appreciate the price, too . . . Soennichsen's have the best coats for the least. Come in . . . try one . . . buy one . . . and save!

COAT SIZES 35 TO 46
WARM NEW FALL COATS - VALUE - PRICED FROM

\$**35.00**



WATCH FOR
SOENNICHSEN'S AD
IN MONDAYS
(OCT. 29) JOURNAL!

YOU'LL FIND
EXTRA-SPECIAL
VALUES FOR
WEDNESDAY, OCT. 31

REMEMBER
OCT. 31st

- FREE PANCAKES!
- BAND MUSIC!
- NEW STREET LIGHTS!
- FREE PRIZES!

Sponsored By
PLATTSMOUTH'S
BUSINESS MEN

WHAT?
MAKES THIS SHOE
SO GOOD?



Wing tip
oxford.
13.95

The answer is simple - this shoe and EVERY shoe in our store is finely crafted for true foot comfort, sturdy construction in the finest leathers available. Come in. Let our shoe experts fit you.

A Fine Selection Of
Mens Dress Shoes from

\$**7.95**