

Men's Sheep-lined Coats

Double duty mole-skin cloth, full 36 inches long. Large Wambo collar, horsehide trimmings, finest bark tanned sheep pelt. Lined sleeves and knit wristlets. Double stitching where you need it. We honestly believe that you can't buy a coat to equal ours within \$5 of our price.

\$6.89

It Pays to Trade at Soennichsen's



MEN'S HEAVY

Suede Cloth Sport Jacket

Knit bottom, double button cuffs. A real bargain in Sport Jacket at our low price.

\$2.69

It Pays to Trade at Soennichsen's



Men's Extra Heavy WORK SHIRTS

Coat style, extra roomy, triple stitched, bellows pockets. Made of real serviceable covert cloth. Blue, gray and tan. Sizes 14 1/2 to 17 1/2.

89c

It Pays to Trade at Soennichsen's



Men's 220 Weight

Overalls and Jacket

Triple sewed, extra full cut, large double pockets, 2 pockets on bib, safety rule pocket, hammer loop. The best buy on the market. We invite comparison. Sizes 32 to 50.

98c

MEN'S WORK PANTS

Heavy Covert Cloth in Blue, Gray and Dark Stripe

98c pair

Heavy Mole Skm, dark gray **\$1.75**
220 Denim Waist Overalls **1.19**

It Pays to Trade at Soennichsen's



Boy's Leatherette Sheeplined Coats

For style, economy, for warmth LEATHERETTE can't be beat. Looks like leather, feels like leather. Bark tanned sheepskin lining with a Wambo collar, corduroy inside facing. Strong sleeve lining, double breasted style with all-around belt. Four big roomy pockets.

Sizes 6, 8, 10 at **\$2.98**

Sizes 12, 14, 16, 18 **\$3.98**

It Pays to Trade at Soennichsen's



Men's Warm Winter Socks



Part Wool and All Wool
Pt. wool, gray mix, 2 **25c** Root Sox, part wool **25c**
Heavy, pt. wool, pair **25c** Root Sox, all wool **50c**

It Pays to Trade at Soennichsen's

Men's Dress Shirts

Plain colors and fancy broadcloth. All latest styles. Fast colors. Sizes from 14 to 17 1/2. If you need Dress Shirts, now is the time to buy them and here is the place.

98c

Beau Brummel Shirts

"A new one if one fades." Fine Eng. Broadcloths, **\$1.45, 1.65, 1.85**

It Pays to Trade at Soennichsen's



KOTEX

Box of 12 for **21c**

San-nap-pak

Box of 6 **9c**
Box of 12 **17c**

SPECIAL ON

Garter Belts

Here is a "Modart" product, a regular 49c number, special at our store while they last. Sizes 26 to 30.

25c

OUTSTANDING CIRCLE VALUE

For slender figures, or those slightly plump. Firm elastic, with or without brocaded boned front. Waist sizes 26 to 34. Price—

\$1

Phoenix Hosiery

Only Phoenix could produce this super value in a fine full fashioned hose. Fashioned of Bemberg and Silk, long length and in newest fall shades.

Every Pair Guaranteed

Regular \$1 Value

59c

Another Phoenix Triumph in these two weights—Chiffon and Service. The best values ever offered in fine Silk Hose.

Fully Guaranteed—Pair

\$1

Popular Style Brassieres

Rayon brocaded materials formerly used only in higher priced garments, darted and gathered over bust for proper lines. Center back closing with elastic insert.

Sizes from 30 to 38

25c

RAYON STRIPED POPLIN makes this another outstanding Brassiere value at Soennichsen's.

19c



Extra Heavy Rayon Underthings

Soft, beautiful dull luster Rayon Bloomers, Panties, Step-In Suits or Children's Combination Suits—finely knit with a lock knit stitch which resists runs, lengthening the service. Cut extra full for perfect comfort. Flat locked seams.

49c per Garment

One of the FIRST things on a Mother's List are—

Sleeping Togs for Youngsters

These warm sleepers, knit of light gray soft cotton yarn, give the utmost warmth and protection for the coldest nights. Mothers like these sleepers because they wash up so soft and give such splendid service.

With Feet—Ages 2 to 6

89c each

OUTING FLANNEL SLEEPERS—Ages 2 to 6, at **49c**



Pretty and Attractive are

These Warm

Flannel Sleeping Garments for Misses and Women

Full cut gowns of good weight flannel—some of the feature items of which this store is justly proud.

All Sizes, each **79c**
Heavy Outing Gowns **88c**

It Pays to Trade at Soennichsen's

Pure Silk Full Fashioned Newly Improved

Here is Truly a World Beater Value in **Silk Hosiery**. The quality is apparent in every inch of this stocking. Pure silk to lisle hem. Sold everywhere else at 79c Our price—

75c

3 pair for **\$2.10**
It Pays to Trade at Soennichsen's

Fibre Window Shades

We are fortunate to get at this time another shipment of these fast selling shades. Made of heavy fibre paper, fast color, will not crack, curl, pinhole or unravel. Fasten to your old rollers. Green or tan. Each **10c**

Remarkable Values in these Fine

You will like the large selection waiting for you in a cloth that regularly sells for 19c, guaranteed wash fast, very fine finish, at a new low price. Per yard **15c**

It Pays to Trade at Soennichsen's

Choose This Underwear for

Here is Underwear that fits, that wears because best values to be had from any underwear man. IF YOUR CHILDREN have a long walk to school, keep them snug and warm in this Union Suit. We carry it in three styles and in sizes 2 to 12.

THESE ARE "M" BRAND, heavy cotton suits, lightly fleeced. A wonderful value for this low price.

89c per Suit

Another U Suit. "Big Value" in this garment in two styles at **49c**
It Pays to Trade at Soennichsen's

If You've Never Visited Our Black and White Grocery and Meat Department, You'll Be Amazed

Shoes for the Entire Family at Prices Everyone Can Afford

Women's Stylish Pumps and Strap Slippers

We Never Sacrifice Quality to make a Low Price



\$3.90

It Pays to Trade at Soennichsen's

Young Ladies Pumps and Strap Slippers

High and Cuban heels. New brown shades. Per pair **\$2.98**

It Pays to Trade at Soennichsen's



Bedroom Slippers

Comfy felt, soft leather sole, in four colors. Ex. special, Pair—

39c

It Pays to Trade at Soennichsen's



Women's Arch Support Shoes

Four eyelet ties, black kid leather. Stylish and comfortable. Pair—

\$3.45

It Pays to Trade at Soennichsen's



Men's Outing Bal Work Shoe

Oil tanned upper, composition sole, rubber heel. Long wearing, lt. wt.

\$1.69

It Pays to Trade at Soennichsen's



Children's Shoes

All leather, gun metal and patents. Sizes to 2. Pair—

\$1.98

It Pays to Trade at Soennichsen's



Men's All Leather Work Shoe

Double cap, leather sole and heel. Good, sturdy shoes. Pair

\$2.69

It Pays to Trade at Soennichsen's

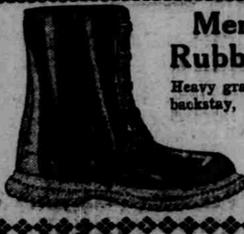


Mens 4 Buckle All Rubber Red Overshoe

Heavy gray marino lining, red corrugated backstay, white corrugated double extension sole, bumper heel. Pair—

\$2.89

It Pays to Trade at Soennichsen's



Black & White

Canned Vegetables

Corn, Standard, No. 2 can **10c**
Corn, Ex. Std., No. 2, 2 for **25c**
6 cans for **69c**
Corn, Minn. Crosby, 3 med. cans **25c**
Beans, good quality, No. 2, 2 cans **25c**
Cut, Wax or Refusee—6 for **69c**
Frank's Kraut, large No. 2 1/2 can **10c**
Frank's Kraut, 3 med. tins **25c**
Peas, Standard, No. 2 size can **10c**
Peas, IGA or Rosedale, 2 cans **29c**
Peas, Model Garden, 2 cans **35c**
Peas, Happy Vale, No. 1 can, 3 for **25c**
Spinach, No. 2 1/2, Calif. pack **15c**
Spinach, No. 1 size can **10c**
Tomatoes, lg. No. 2 1/2 can **10c**
Tomatoes, No. 2 cans, 3 for **25c**
Small 8-oz. tins Vegetables, each **5c**
Peas - Corn - Lima Beans
Hominy, large No. 2 1/2 cans, 3 for **25c**
Beets, Libby Cut, No. 2 1/2 can **10c**
Heinz Spaghetti, 2 med. cans **25c**
Heinz Pork-Beans, 2 med. cans **25c**
Snider's Red Kidney Beans, 2 for **25c**
Otoe Pork and Beans, 2 1/2 size can **13c**
2 cans for **25c**
Armour's Pork-Beans, 2 med. cans **15c**

Canned Fish

Tuna Fish, IGA, 8-oz. tin **20c**
3 for **55c**
Imported Sardines, Olive Oil, 2 for **25c**
Pink Salmon, 1-lb. fancy, 2 for **25c**

All Kinds of Malt

Frozdroj, No. 2 1/2 tin **49c**
Blue Ribbon, large 3-lb. can **49c**
Hema, No. 2 1/2 size can **49c**
Heifer, jumbo, 4 1/4-lb. can **49c**
Gesundheit, No. 2 1/2 tin **49c**
with Glass FREE

Windmill Salad Dressing

1000 Island, or Sandwich Spread
Full Quarts, **39c** Pint Jar, **23c**

SUGAR

Price of Sugar changes frequently. We can be sure our price is always right.

A-B-C PRINTS
more sturdy,
best in design,
A-B-C designs.

Large sell
this Clot
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Black & White

Canned Vegetables

Pineapple
Pineapple
Libby De
Del Mont
Any
Golden S
Grape Fr
Peaches,
Libby
Pitted B

Canned Fish

Libby C
Broken S
Apples,
Pitted B
Apricots,
Peaches,
Macaron

All Kinds of Malt

Worth
Brooms,
rooms,
We
"A" Ble
"G" Ble
"I" Ble
Black &
IGA, 45
Little H
White D