

Schoen's Fall Prices

of other Independently Owned Federated Stores thruout the United States, advantages as the Mail Order House, the Chain Store and the Radio Station!

searched the markets for quality merchandise at prices that would save our to 40% on their purchases. We have our store filled with new winter merchandise and better values than you'll find anywhere else. You will be well repaid if you come from as great a distance as 200 miles to buy your winter needs at the store. Check the different items, make up your list and buy here at a saving.

Read our large advertisement carefully. They will save you Dollars on your purchases. Hundreds of similar money-saving values displayed on tables and racks in our store!

Remarkable Values in these Fine Prints, Priced Right

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

A-B-C PRINTS—Woven 80 threads to square, insure sturdy, long-wearing cloth as well as best in design and color. Exclusive A-B-C designs, sold only here. Yd. **18c**

Large selection of Plain Colors in this Cloth at the Same Low Price

Choose This Underwear for Winter Warmth

Here is Underwear that fits, that wears because it does fit and represents the best values to be had from any underwear manufacturer in the entire country.

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.

Low neck, elbow sleeve, knee length
Round neck, elbow sleeve, ankle length
Round neck, long sleeve, ankle length

89c per Suit

Another U Suit. "Big Value" in this garment in two styles at **49c**

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Warmth and Comfort in These Suits for Women

"Carter's" stands for fit, sturdiness, comfort. And these warm cotton suits provide you with the warmth you need without adding bulk. Every season this is the outstanding best seller in our store.

All Styles and Sizes Per Suit **\$1.29**

OTHER SUITS at **79c**

Husking Mitts



Heavy 32-oz. welt out seam. Per dozen pairs **\$1.39**
Doub. Face, 32-oz., doz. **\$1.39**
Gloves, 2 thumb, 37-oz. **1.79**
Extra Heavy

More Savings On Essentials

Oil Cloth, new high colors, yd. **10c**
Coat's Thread, 250-yd., 3 for **25c**
Coat's Thread, 100-yd., 12 for **45c**
Pearl Cotton, size 5, 60 yds. **10c**
(All Colors)
Handkerchiefs, pl. white, 4 for **10c**
Congoileum Spot Rugs, 18x36 **29c**

Quality Blankets at LOWER PRICES than Ever



Soft Part Wool Blankets
These Lead in Value
Made by Pepperell, these soft, part wool blankets are unbeatable values. A small part of wool interwoven with china cotton and long staple cotton give them warmth and loftiness and keep them soft and fluffy. Bound in wide bands of saten to match the plaids. Note the full sizes. Made in pairs of one continuous length, doubled.

Made in Pairs in One Continuous Length
Extra Large Size, 72x84 inches
Amazingly low priced are these soft cotton blankets. Made of long, staple cotton, twill woven, long napped, long wearing. Made in pretty plaid combinations, green, blue, helio, yellow, peach. Firm, lock stitched edges. A most unusual value. Same Blanket (Single), 79c

All Wool Double Blanket
Nowhere else will you find this value duplicated. This 100% virgin wool blanket is made of fine wool yarns, evenly woven into pairs of one continuous length. Medium dark colors, for service, in pretty plaids. Weigh more than 4 pounds. Size 68x90 **\$5.95**

Size 70x80 **\$2.49**
Size 72x84 **\$2.79**

Lovely, Serviceable, Economical are These **RED SPREADS**
New design in tub-fast Cotton Spread, crepe striped, clear in color and full sized. This is just one of the many big values in spreads at Soennichsen's. Each **98c**

Farm Produce Wanted



Highest Market Prices paid at all times—Cash or Trade. Wednesdays and Saturdays are Special Poultry Days—Watch our ads for prices!

Congoileum Gold Seal Art Rugs

New, Beautiful Patterns
Size 8x12 **\$6.85**
Size 8x10 1/2 **8.85**
Size 6x9 **5.85**

Men's Sweaters

All wool, elastic rib knit, coat style. 2 pockets. Strongly re-inforced for long wear and perfect fit. A practical year-around coat at a new low price. Colors Gray, Navy Blue, Heather Brown. Last year's price on this same quality Sweater was \$3.85. Buy it here now at—

\$2.95

Blanket Lined Jacket

Well made, full cut, heavy 8-oz. denim. Button pockets, corduroy military collar. A miraculously low priced winter coat for outdoor workers **\$1.95**

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Slip into a **Bradley** and out-of-doors

Boy's Mackinaw Cloth Lumber Jackets

All weather, all occasion Blazer of heavy wool plaid Mackinaw cloth. Sizes 8 to 20. Price—

\$1.98

It Pays to Trade at Soennichsen's



MEN'S WINTER CAPS

Engineer Style—Made of all wool suitings. Unbreakable Visor; Unusual Value **89c**

It Pays to Trade at Soennichsen's



Men's Jersey Sport Coat

Button front, button collar, knit bottom and cuffs. Heavy fleece lined. Lowest price in years **98c**

Boys' Jersey Sport Coats, same as above... **89c**

It Pays to Trade at Soennichsen's

Men's Union Suits

Medium winter weight, spring needle knit, very high quality. Flat collar, neck, closed crotch, wide flap seat, long sleeves, ankle length, light cream color. A new low price. Miles and miles ahead of the usual \$1.49 suit sold elsewhere. Our price—

89c

Boys' Winter Ribbed Union Suits

Fleece Lined—All Sizes

79c

It Pays to Trade at Soennichsen's



Men's Overcoats

We're closing out our stock of Overcoats at less than factory cost. It will pay you to look over our stock if you need a good, warm Overcoat and want to buy it at a low price. Take your pick of the lot for—

\$9.85

Boys' Overcoats

Ages 10 to 18 **\$6.85**

Children's Overcoats

Ages 4 to 7 **\$3.85**

It Pays to Trade at Soennichsen's



Men's Horsehide Leather Coats

Convertible collar, 2 button sleeves. Warm, wool Melton cloth lining. Two pockets. Full 30 inches long. Compare it in any way with mail order or radio station "specials." No finer coat sold anywhere. And it's unusually low priced—away under what like quality brought last year.

\$5.95

It Pays to Trade at Soennichsen's



Department, You'll be Amazed at the Savings Hundreds of Our Customers are Now Taking Advantage Of

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 Refugee—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 **25c**
Peas, Model Garden, 2 cans **25c**
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's Cut, No. 2 1/2 can **10c**
Heinz Spaghetti, 2 med. cans **25c**
Heinz Pork-Beans, 2 med. cans **25c**
Grider'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

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

Windmill Salad Dressing

1000 Island or Sandwich Spread
Full Quarts, **33c** Pint Jar, **23c**

SUGAR

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

Canned Fruit

Pineapple, Hillsdale, No. 2 1/2 can **19c**
Pineapple, Libby's fcy. sliced, can **23c**
Libby De Luxe Peaches, No. 2 1/2 **23c**
Del Monte Y C Peaches, No. 2 1/2 **23c**
Any of above 3 items, 2 for 45c
Golden States Peaches, 2 cans **35c**
Grape Fruit, syrup pack, No. 2 **19c**
Peaches, Apricots, Pears, 2 for **25c**
Libby and Rosedale, No. 1 Tall
Pitted Red Cherries, No. 2 can **25c**
Snider's Syrup Pack
SO CALLED
Libby Crushed Pineapple, can **69c**
Broken Slice Pineapple **69c**
Apples, No. 10 can **49c**
Pitted Red Cherries, can **79c**
Apricots, Linko, No. 10 can **59c**
Peaches, Solid Pack, No. 10 can **49c**

Staple Items

Macaroni or Spaghetti, 3 pkgs. **15c**
Full 8-oz. Packages
Rice, fcy. Blue Rose, 5 lbs. **25c**
IGA Corn Flakes, large pkg. **12c**
Navy Beans, 6 lbs. for **25c**
Milk, tall cans, 7c; 3 for **20c**
Carnation, Libby's, Borden's
P & G Soap, 10 bars for **35c**
Swift's White Naptha, 10 bars **25c**
Snider's Catsup, lg. 14-oz. bottle **19c**
Snider's Catsup, 11-oz. bottle **15c**
IGA Toilet Tissue, 3 rolls for **19c**
Worth n Tissue, fine quality, 3 for **23c**
Brooms, 4-tie, red handle **36c**
Brooms, 5-tie, fine quality **69c**

We're Coffee Hqs.

"A" Blend, lb. **19c**; 3 lbs. for **55c**
"G" Blend, per lb. **24c**
"I" Blend, per lb. **29c**
Black & White, per lb. **30c**
3 lbs. for \$1.15

FLOUR

IGA 48-lb. bag **89c**
Little Hatchet, 48-lb. bag **89c**
White Daisy, 48-lb. bag **89c**

Materials for Making of Bedding

Not for years have you had this opportunity to buy these articles at such low prices. You can save by making your own Quilts and Comforters.

Fine quality Cotton Challie—new quilt and floral designs. Per yard, **14c**
10 Yards for **\$1.29**
Comforter Cretonne—Yd. wide in very pretty patterns. This cloth is heavier than challie and is very serviceable. Per yard **16c**
10 Yds. for **\$1.49**

Save Money on these Cotton Batts

3-lb. roll. Made of all fresh stock cotton, natural color. Does not contain any shoddy or thready material and is full size 72x90. **39c per roll**
QUILTED, full 3-pound roll. This bleached cotton batt is made of pure white cotton. Stitched in even rows to hold firmly in place. Size 72x90. **79c per roll**

Quilting Cottons

Finest quality china cottons, weighs one pound, unrolls into one large sheet, size 72x90. Enthusiastically recommended by professional quilters. Per roll **45c**
Priscilla Fine Cotton, the very best to be had in fine quilting cottons. Regular 75c value, per roll **55c**
Sheet Wadding, size 72x90, comes in one large roll weighing one pound. Consists of two sheets, each 36x90 **45c**
Cotton Batts, small rolls for pillows, 2 for **15c**

Dry Goods Department Offers—

Wash Cloths, regular 5c value, 3 for **10c**
Pillow Tubing, 42-inch, unfilled quality, 6 yards for **81c**
Marquette Panels, fringed, each **39c**; 2 for **79c**
Birdseye Diapers, hemmed, per dozen **57c**
Curtain Materials, values to 49c, to close, per yard **19c**
Women's Cotton Hose, good weight, pair **10c**
Women's 25c quality Mercerized Hose, pair **19c**
Windsor Crepe, white and colors, per yard **15c**
Extra heavy large fancy border Turkish Towels, 3 for **89c**
Cretonne, yard wide, unfilled, good quality. Per yard **15c**
Bleached Muslin, soft, unfilled, yard wide. Per yard **7c**
Girls' long sleeve School Dresses, fast colors. Each **51c**
Women's Rayon and Wool Hose, 3 1/2 pair; 3 pair for **51c**
Girls' School Berets, new styles, unusually low priced **49c**

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Golden Opportunities to Save on Bedding

SHEETS that you're proud to own, at prices lower than you've ever purchased them. Nowhere else is this price equaled for this quality. Lay in a supply!



No filling, just pure heavy sheeting is what these sheets are made of. Seamless—Full length.
72x90 - 81x90 **79c**
Size 81x99 **83c**

Pillow Cases

Same fine quality as our Sheeting, in popular size, 42x36-inches. Each **19c**

Fine Quality Bleached Muslin

Here is a popular cloth, well liked for pillow cases, night gowns and other summer garments. A good, heavy muslin at a very low price. Per yard **9c**

UNBLEACHED SHEETING—UNBLEACHED MUSLIN—40
81-inch. Fine for quilt linings. inches wide. Fine, soft finish.
Price, per Yard **21c** Price, per Yard **9c**

You can Depend on These Outings to Keep You Warm

A famous bargain in this Special Outing for infant's wear, just the right width—39 inches. Out to good advantage. White, Pink, Light Blue, Light Gray. Yards **7 1/2c**
EXTRA HEAVY WHITE OUTING
This well known Outing has sold for years around 95c, and now through quantity purchase is available to you at a new low price. If you want warmth and weight in a 27-in. Outing this is just what you're looking for. Yd. **15c**

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