

EVERY PRICE HEREIN QUOTED, BOTH ORIGINAL AND REDUCED, MAY BE DEPENDED UPON TO BE CORRECT.

JANUARY

EVERY PRICE HEREIN QUOTED, BOTH ORIGINAL AND REDUCED, MAY BE DEPENDED UPON TO BE CORRECT.

CLEARANCE SALE!

Beginning Monday, January 6th

Ginghams---



at way below the market cost!

With the assurance that when the Spring Ginghams arrive, the prices will be considerably higher than they have ever been, it does not require any persuasion to convince you that this price is "dirt cheap" and that you will not have another opportunity to duplicate it. We are offering you staple patterns in every conceivable color combination in Red Seal and in York, at per yard

29c

Percales---

The house dress and apron season will soon be upon us and in preparation for those dresses you are going to need it will certainly be to your advantage to purchase now. We have an excess of light percales in very pretty patterns and of the best quality, full yard wide, which we are going to dispose of at the most unusually low price of 25c per yard. An opportunity you are not likely to meet with again.

Comforter Challies and Silkalines---

Now that the cold and "shut in" weather has arrived, making comforts is a pleasing passtime and we are certain that when you see what we are going to do with our comforter cloths, a little rapid calculation will convince you of the very unusual savings that you will be able to make. All of our 36 inch challis and silkalines (very desirable patterns and of the highest quality) which formerly sold at 35c is being offered in this January sale at the remarkably low price of 25c.

Knit Hockey Caps!



in an almost endless variety and of such excellent quality as to make the prices we are selling 'em for seem too good to be true. All are made of the highest grade of wool in both plain and pleasing combinations of colors and sell at 85c to \$1.50. We have divided them into two lots and while they last will sell them for 65c and \$1.

We are also featuring a 10 per cent Discount on all Knit Goods, such as Children's and Ladies' Sweaters and Scarfs.

Our January Sale for this year is of unusual importance because merchandise has not yet reached its highest point and there will be a decidedly scarcity and correspondingly high price for a long time to come in practically all lines. For this reason you should carefully scan the items we have listed here and from them supply your present and future needs.

Every article is decidedly underpriced; every item is just as advertised; all of this merchandise is seasonable, and of such character as to make this a dependable store.

It is decidedly to your interests to take advantage of the many remarkable saving opportunities.



Seasonable Underwear!....

The best and most dependable underwear is yours when you ask for "Carter's." Every style and weight in ladies' and children's union suits, so reduced in price as to assure a speedy clean up on all numbers, so come early.

Ladies' Silk and Wool Union Suits, the pride of the line, in three styles:

Low neck and no sleeve, former price to \$6.00, now \$4.00
 Round neck and elbow sleeve, former price to \$6.25, now \$4.50
 High neck and long sleeve, former price to \$6.50, now \$5.00
 Ladies' extra fine All Wool Union Suits, none better:
 Low neck and no sleeve, former price to \$4.75, now \$3.00
 Round neck and elbow sleeve, former price to \$5.00, now \$3.50
 High neck and long sleeve, former price to \$5.25, now \$4.00
 Ladies' heavy weight Wool Union Suits, one style only:
 High neck and long sleeve, former price to \$5.00, now \$3.50
 Ladies' Silk and part Wool Union Suits, three styles:
 Low neck and no sleeve, former price to \$3.50, now \$2.25
 Round neck and elbow sleeve, former price to \$3.75, now \$2.50
 High neck and long sleeve, former price to \$4.00, now \$2.75

Remarkable reductions on all Ladies' part wool, heavy weight cotton and medium weight cotton Union Suits, in all three styles.

All of our ladies Fleece Union Suits, two weights and in two styles, at as remarkable reductions as are indicated above. These range in price from \$1.50 to \$2.00 and include all sizes.

Misses' Union Suits, sizes ranging from 1 to 14 years are also included in this sale and include Carter's Wool Mixed, Carter's cotton ribbed, and a dependable line of fleece lined.

Carter's Wool mixed, white, closely knit and fine, sizes 1 to 14

Prices \$1.50, \$1.75 and \$2.00

Carter's Cotton Ribbed, white, medium weight, sizes 1 to 14

Prices 85c, \$1.00 and \$1.25

Fleece lined, white, medium weight garments; sizes 2 to 12

Prices 85c and \$1.00

Boy's flat Fleece Union Suits, all sizes, prices85c to \$1.00

Men's flat Fleece Union Suits, former price \$2.25, now \$1.75

Men's flat Fleece Separate Garments, former price \$1.00, now . .85c

Outing Flannel!

Outing flannels at prices not to be duplicated. These prices are possible only because of a very advantageous purchase and which we are very happy to pass along.

White Shaker Flannel, full 27 inches wide, quality which under present conditions would have to sell for 30 cents per yard. Have only about 600 yards of this cloth, so don't delay, at the very unusual price of 19c.

Light Fancy Outings, full 27 inches wide, in very desirable patterns and of exceptional quality, regular price 35c; also offered at 19c.

Wool Batting!

Think of the labor you are saved when you purchase a soft, fluffy piece of batting that is just the size of a comforter. All you need is the material in which to enclose it, and we are going to tell you that you can purchase one of these three pound wool processed bats at a saving of \$1.00. The regular price is \$3.25, and our special price on them while they last is \$2.25.

We have all kinds and sizes of cotton bats, small ones ranging in price from 15c to 65c and the comforter size bats are from \$1.00 to \$2.00. At these prices they are all exceptional bargains.

Big Reduction in Apron Checks!

The regular old-fashioned, fast color apron check has been selling for 25c and 30c. Now you have an opportunity to buy from a complete pattern stock at per yard, 19c.



15% Off

on all blankets and comforters, consisting of high grade cotton, wool nap, and all wool blankets, while we feature expressly only the high grade Maish Comforts, which assures you the maximum in quality both as to workmanship and material. Now is the time to supply your needs on these items.

H. M. SOENNICHSEN,

CALL PHONES 53 OR 54

If you can't come in mail or phone your order to us. It will have our best attention.