

The H. M. Soennichsen Co.

"The Store of Big Values!"

Featuring tremendous savings in quality merchandise that will be of interest to everyone who has anything to buy in essentials or necessities. Visit this store daily because there will be constant additions to the many bargains we will show.



Early Selections of Fall Millinery

Distinctive and original new designs for dress occasion and street wear, including graceful wide brimmed and small close-fitting hats of colorful velvets.

An extremely interesting variety priced at—

\$3.95 and \$4.95

Clearance of Summer Hats EVERY ONE MUST GO

We are determined to move quickly every Summer Hat in our stock regardless of the former selling price. For one week we offer you unrestricted choice of hats that sold up to \$5, for only—

\$1 each



Men's Fine Neckwear Belts Hose Supporters

Silk and wool Four-in-Hand—The kind of a tie that stays tied and does not creep. Usually sold for \$1. Special—

89c each

Nifty new Bow Ties—Plain shades and pattern silks; large and medium new style shapes. August sale price—

10c to 50c each

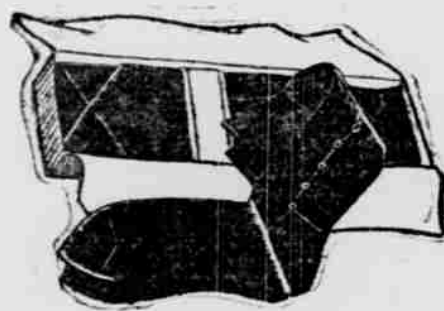
Belts are wider now days, and we have them in the plain and embossed designs and the new colors (browns, blacks and grays) in all sizes at—

50c and 89c each

It's time to cast off those old supporters. The new ones are here in the wide webbing kind that are so comfortable. No metal to touch the leg.

AUGUST SALE PRICES

Silks, 50c Mercerized, 25c



Hosiery for Men

Sport hose of contrasting color effects. Drop rib stitch fibre silks. You'll need a pair for dress occasions.

50c pair

Men's 50c value fibre silk hose, long elastic ribbed top. Plain colors.

29c pair

Men's fine cotton mercerized hose. The kind usually sold at 35c. Black, brown and gray, plain colors.

25c pair

Men's every day work socks. Factory run Rockford style. Cotton, blue and brown mixed. Extra special.

3 pair, 25c

Men's Dress Hose—Double sole and reinforced heel and toes. Pure thread silk. Plain colors in all the late shades. 75c value. August sale price—

65c pair



Little Men's Suits

School days are not far distant when the boy will need that new suit. Mannish models in the new Fall shades and materials. Some with two pair knickers and trouser belts.

AGES 6 TO 14 YEARS

\$5.50 and \$8.95

"Longies"

The craze is on, and you can't blame him for wanting long pants like dad's. New light shades and poudre blues, cuff bottoms and belt loop. Button hip pockets. Ages 6 to 12, at

\$2.95 pair

Knickers

Khaki cloths, beach cloth, tweeds, flannels. One and 2-button bottoms.

AGES 2 TO 14 YEARS

\$1.25 - \$1.95 - \$2.95

Boys' Blouses and Shirts

Finely tailored blouses made of fast color stripe and check pattern madras and percale materials. One pocket, soft cuff style. Ages 6 to 14, at

89c - 79c

Boys' Dress Shirts—Soft collar and neck band styles. Made of fine count percales and striped madras materials.

95c each



Silks

Yard Goods and Staple Cloths for Home Sewing

- Silk Brocades in the new fall shades and plaid effects. 40 inches wide. Very special, per yard. **\$1.39**
 - High grade printed Crepe de Chine and Foulards, former values to \$2.25 at, per yard. **\$1.69**
 - Tubular Silk—54 inches wide, for gowns and slips. August Clearance sale price, per yard. **\$1.69**
 - Beautiful Silk and Cotton and fine Novelty fabrics, former values to \$1.25, per yard. **79c**
 - Silk Tissues, Fine Voiles, Novelty Summer Dress Goods all at special August Clearance price, per yard. **39c**
 - Cretannes for Coats and Dresses. Very special value in big variety of designs, excellent cloth, per yard. **29c**
 - Plain and Check Cotton Suitings—All the new shades, 36 inches wide. August Clearance price, per yard. **49c**
 - Windsor Lingerie Crepe, white and colors. This is the cloth so much used for service lingerie. Per yard. **19c**
- STAPLES**
- Hope Muslin—You know the quality of this favorite brand. And you know what a bargain it is at, per yard. **15c**
 - 32 and 27-inch checks, stripes and plain color staple Gingham, at, per yard. **14c**
 - 27-inch fast color Shirtings—Very fine for rompers, shirts and blouses. Per yard. **15c**
 - Linen Toweling—16 inches wide. Blue border. Very special price during August Clearance sale, yard. **16c**



Dress Shirts

The materials and patterns in Men's Dress Shirts were never more beautiful than those we are showing in the famous Beau Brummel make. Men's Dress Shirts in soft collar and neck band styles. Odd lots from the season end sales. Values to \$1.95.

Only \$1 each

Young men's soft collar broadcloths, light weight fall flannels, plain colors, stripes and small bar checks, at

\$2.25 - \$1.95

Work Gloves

Men's band top style Saranac Buck steam proof work gloves. Factory run. Correctly sized. A big value at

95c pair

Men's light weight work gloves made of goat skin. Band and knit wrist styles. A good wearer for all work.

50c pair

Cadet sizes genuine horse hide gloves. Gauntlet style. Sizes 7 to 8 1/2, at

\$1.25 pair

Boys' gauntlet style gloves made of horse hide. Soft pliable leather in small sizes. August Clearance price

65c pair

Children's Summer Undergarments

Broken size assortments of Children's Undergarments, such as Drawers, Bloomers, Petticoats, Gowns. Values from 50c to \$1, reduced to—

35c 3 for \$1

Boys' Overalls

Made just like "Dad's" with two pockets on the bib, hammer and pleyer pockets on the legs. Priced according to size, as follows:

Sizes 3 to 7.....\$.89
 Sizes 8 to 12..... .98
 Sizes 13 to 16..... 1.19



Final Clearance of Silk Dresses

Representing former values to \$19.75. Smart summer frocks of Printed Crepes, Georgette Crepe and Lace.

Just 25 dresses in this lot, priced to move quickly, at

\$8.95

Wash Frocks

Nicely tailored garments of fine Tissues, printed Batiste and fast color Gingham.

\$1.89 - \$2.45

Women's Apron Dresses

These are full sized garments neatly trimmed in bias and novelty braids. Made of staple fast color gingham and fine count percales.

Limited quantity to go while they last for only—

89c each



Kiddy Dresses

For the little tot of the cute age these dresses are exceptional values. Made of pretty gingham with bloomers to match.

Attractively trimmed; a splendid value at—

89c each



School days are near at hand. Provide for them by supplying your needs.

FALL WEAR

Misses' Sweaters—Button front, coat style, two pockets, shawl collar, Bradley Knit brand. Sizes 28 to 36.

\$2.95 each

Children's Knit Blouses—One pocket, elastic knit bottom, button front. Combination sport plaids for little folks. Sizes 22 to 28.

\$2.95 each

Children's Coat Style Sweaters—Five button front, two pockets. Close knit fine wool yarns. Colors brown, camel and red. Sizes 22 to 28.

\$2.65 each

Girls' Cricket Sport Sweaters—Lace and four button front. Combination color trimmed collar and bottom.

\$1.95 each

Men's Sweater Coats—Made from selected wool mixed yarns. Two button through pockets, six button front. Sizes 36 to 46. Colors brown and Oxford.

\$4.50 each

NEW CURTAINS

Now is the logical time to brighten the home with new curtains. Special prices. 36-in. curtain nets, ecru color, yd. 48c. New and pretty designs.

Ready made ruffled curtains, pair. \$1.98. Fine mesh net with dot design.

Plain white ruffled marquisettes, pair. \$1. Standard size—Good quality

Early fall showing of new Nets and Silk Draperies at special prices during August. Nets, 36 to 45 inches wide, yd. 25c to 75c. Silk Drapery, per yard. 98c to \$1.85

WORK CLOTHING

That stands foremost in quality and price.

Work Shirts

Plain blue chambray cloth, triple seamed, two pockets, faced sleeves and gusseted skirt to prevent tearing. A \$1.00 value. August sale,

79c each

Yard Long Khaki Shirts—Full 36-in. length. Two bellows pockets, faced sleeve, triple seamed full pleat coat style. A \$2 value for

\$1.65 each

Overalls

Men's 2:20 wt. fast color plain blue denim, triple seamed and bar tacked. Cut full and roomy. Suspender or high back style at—

\$1.39 pair

\$2.25 value Hawk brand overalls. Extra heavy blue denim, full cut. Combination watch and pencil pocket, double hip pockets.

\$1.79 pair



Dependable Shoes for Work or Dress Odds and Ends at a Big Sacrifice

In this department our policy is to keep cleaned up on odds and ends, forgetting about former selling prices.

Ladies' and Misses' Strap Slippers

Patent leathers, satins and kid stock shoes that sold regularly up to \$5.85. Not all sizes in any one pattern.

TABLE NO. 1 **\$1.98** TABLE NO. 2 **\$2.98**

MEN'S DRESS OXFORDS—New style toes; calf stock uppers, oak tanned welt sewed soles. Black and brown colors. Per pair. **\$3.95**
 MEN'S LACE SHOES—Semi-dress, McKay sewed soles. Good wearing shoe at a low price. **\$3.25**
 MEN'S WORK SHOES—Plain and cap toe. Blucher, elk tan uppers, nailed-sewed sole. **\$2.98**
 OUTING BALS—Men's and boys'. Made over comfortable roomy lasts. Solid leather. **\$1.98**

Men and Young Men

You will find splendid bargains in our stock of Clothing from which you can choose an ideal suit for all occasions.

These suits are suitable weights for any season.

Right now we are making mighty attractive prices that it will pay you to take advantage of.

VALUES TO \$24.75 NOW

\$18.50

VALUES TO \$29.75 NOW

\$22.50



Attractive Bargains in Notion Dept. Small Saving Grow into Big Ones

Fast color new design tating edgings. 3 bolts for 25c
 Bias tape, all sizes, white and colors. 3 bolts for 25c
 Hair nets, odd lots and manufacturers' samples. 6 for 25c
 Coats' white and black sewing thread. 50c per dozen
 Jiffy pants, made of pure rubber. 25c pair
 Rubber elastic knee and waist band.

Wash cloths, heavy Terry cloth, selvaged. 8c each. These are good big sized wash cloths.

FELT SLIPPERS

All the popular colors in this comfort slippers. Padded leather sole, two tone felt, ribbon and pom pom trimmed.

Sizes 3 to 8—89c pair

Men's house slippers, made of soft pliable leather, padded sole. Slip into a pair of these and give your feet a rest. \$1.45 per pair



Saturday, August 15th ONE HOUR SALE

Maslin Fernbrook Parlor Rugs—Size 27x54 inches. **\$1.98**
 Special one-hour price. **\$1.98**