



9-Continues Through January

ions in Plattsburgh we are confronted with the necessity of raising
at our large surplus stock of Staple and Fancy Groceries, Chinaware,
alizing the overhead expense connected with the conduct of our busi-
ness to come in and conduct this sale for us on commission, we prefer
of long standing. Price-appeal alone will rule — no trick conces-
d that we cannot supply in reasonably large quantities for home use.

n sold as low as we are offering them now. We simply must raise money and are sac-
rificing in order to get the cash with which to meet our past-due bills. We advise you to
gather and a few fluctuating staples, will hold good until we have so far liquidated our
speaking out loud to you now in the items listed and many others we can't enumerate.

Drastic Price Cuts

- size, 25-lb. box for. \$2.25
- WIDER—25c can for.19
- in Tissue, 2 for 25c value.09
- lb. can, 35c; pound can.65
- orth 85c, on sale at.69
- brand, 3 pkgs. for.25
- tel's (35c value).29
- al brand, per can.58



- 14 pounds for. \$1.00
- d sack for \$7.15
- is for.69
- ands for.43
- boxes in carton for.20
- ality (10c value) lb.08
- ks on sale now at.49
- per package.11
- R—Per package.23
- or idized, per can.11
- ng house rendered, 5 lbs.83

Watch for Announcement to
be made soon regarding
Stock-Reducing Sale
—OF—
The H. M. Soennichsen Co.
Dry Goods and Men's Apparel



Extraordinary Cash-Raising Values

- White Combnets—10-quart size. \$1.25 value, during this sale at, each. 98c
 - Wire Dish Drainers—These are of good rigid construction. Worth 99c to \$1. 65c
 - Tin Dish Drainers—\$1.65 item. Best constructed drainer we can buy. Each. \$1.29
 - Toilet Paper—Quality brand. We sell it reg-ularly 3 for 25c; now FOUR for. 25c
 - Bulk Spaghetti—High grade product sell- ing 2 lbs. for 25c; now, per lb. 10c
 - Colored Water Sets—7 pieces to set. We need the cash, and they're going at. . . . \$1.95
 - Imported Salad Bowls—Many of them with beautiful decorations and worth 50c and up. . 39c
 - Soup Plates—Plain white. Replace your broken everyday ones now at THREE for. . . . 25c
- Cream Pitchers**
25c values at.18c 75c values at.59c
35c values at.27c 45c values at.36c
- Wash Boards**
Caroline boards.32c Best brass boards.69c

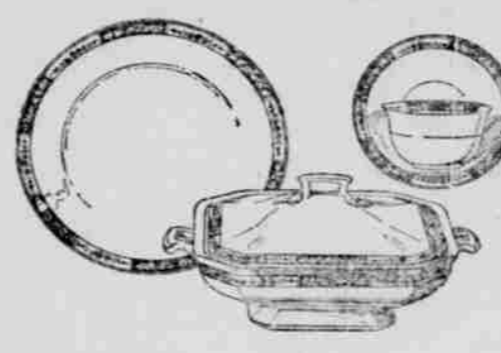
Soennichsen's
Years of Service
Phone 54

- CHOICE OF ANY MILK**
- Large cans of Carnation, Pet, Northfield, Beans or Oatmans for less than you have ever bought them.
9c can
Limit of 12 cans to pre-vent dealers buying for re-sale
-

CHINAWARE VALUES

We find ourselves overloaded on Decorated Din-nerware and must reduce our stock at once. You will probably never be able to buy Dinnerware of this grade at such prices as these. If you need any, take advantage of our low prices now.

Braintree pattern, 42-pc. . . \$13.75
Madeline pattern, 42-pc. . . . 9.75
Alton pattern, 42-pc. set. . . 11.90



MARCELLA PATTERN
42-piece Set at \$11.90
50-piece Set at \$15.90

ATLANTIC BOILERS

Seamless domed cover permits free circulation of water through the clothes. Swedged bottom adds strength and provides a larger surface for heating.

Only 19 of These Boilers Left

6 No. 2529 Heavy tin metallic bottom, each. . \$2.39
4 No. 2229 Heavy tin, copper bottom, each. . 3.69
2 No. 2228 Heavy tin, copper bottom, each. . 2.19
3 No. 4228 Heavy tin, ex. heavy copper bottom 3.69
4 No. 4229 Heavy tin, ex. heavy copper bottom 4.19
3 No. C-9 All heavy copper boiler, each. . . 3.49

(When quantities listed are exhausted we will not be able to replace at these prices.)

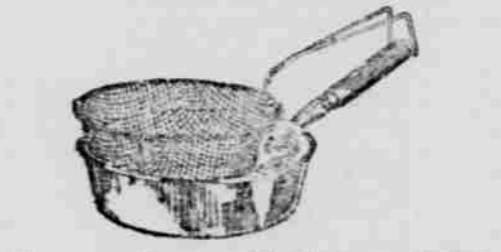


- Canned Beans**
- Northern Wisconsin Green or Wax, small size, No. 2 can, at. 29c
 - Northern Wisconsin Cut Beans—No. 2 size cans, each. 18c
 - Rapids Cut Yellow Wax Beans—No. 2 size cans, each. 15c
 - Eureka Beans—Yellow or green. No. 1 size cans, each. 9c
- Canned Corn**
- Otoe brand, No. 2 size cans—A regular 15c item. Per can. 12c
 - Broadcast Corn—No. 2 Country Gentleman, per can. 15c
 - Otoe brand—No. 1 size cans—Never sold for less than 10c, now. . . . 9c
 - Windmill Corn—Evergreen No. 2 size cans, each. 18c
 - Golden Bantam Corn—No. 2 Crest. Very fancy. Per can. 18c
 - Ingle Nook Corn—Extra stand-ard. 18c value. Per can. 13c
- Miscellaneous**
- Old Mill Kraut—Large size cans of this popular brand at. 13c
 - Lakeside Silver Thread Kraut—A very fine quality product, at. 15c
 - Hominy—Otoe pack. Large size can (never sold less than 10c). 9c
 - Baby Lima Beans—Otoe pack. No. 2 size cans. 13c
 - Spinach—Pacific, No. 2 1/2 size cans. Price each. 23c
 - Del Monte Spinach—A super-fine grade. No. 2 1/2 size cans, each. 23c
 - Snider's Cut Beets—Large cans formerly sold special at 25c, now. . . . 20c
- 13 cans of Any of the Above for the Price of 12.



- Canned Fish**
- Red Alaska Salmon—1-lb. tall can. (45c value). 29c
 - Pink Salmon—1-lb. tall can. 20c value, never less than 2 for 35c. . . . 16c
 - Mustard Sardines—Large size tins specially priced at. 12c
 - Sardines in Tomato Sauce—Popu-lar 15c seller, reduced 20%. 12c
 - Oil Sardines—Fine American pack. Regular 2 for 15c item. 6c
 - Cod Fish—1-lb. pkgs. These were sold at 40c. Now, only. 33c
 - Keg Herring—Fancy, \$1.40

Every Housewife Has Need of a **FRENCH FRYER**

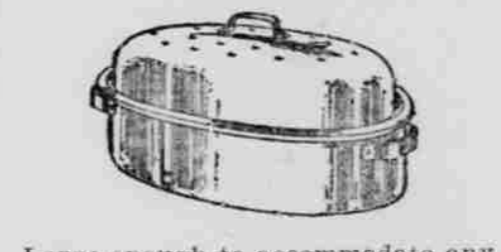


You may have paid \$1 or more for one no better than this. Heavy, guaranteed Paramount aluminum-ware, 3-quart capacity. Substantial wire basket with hangers and supporting handle. We sold them at a low margin of profit at 85c. To liquidate our stock and raise money we have cut the price most drastically.

Your Choice of Any of the Following **\$1.50 Value Articles**

- Heavy White Granite Dish Pans
- Mixing Bowl Sets (Nested)
- White Granite Berlin Kettles
- 12-Quart Aluminum Buckets
- Galv. Wash Tubs (No. 2 size)
- Heavy Granite Coffee Pots
- Bracket Lamps (\$1.75 values)
- 12-Quart Aluminum Dish Pans
- White Granite Double Boilers
- Extra Heavy 4-X Tin Dish Pans

18-inch Paramount Aluminum **ROASTERS**



Large enough to accommodate any ordinary sized turkey, yet small enough for everyday use. Self-basting cover. 25-year guarantee. We recently sold a lot of these on special sale at \$2.19 and they were surely bargains at that. Now, in order to reduce our stock and raise money, we have cut the price to only—

- ~~\$2.99~~ **69¢** ~~\$1.50~~ **98¢** ~~\$2.50~~ **\$1.95**



- SALE of CANNED GOODS**
- Monarch Spaghetti—Medium size cans (20c value). 12c
 - Beechnut Spaghetti—Medium size cans (20c value). 12c
 - Snider's Pork and Beans—Large size tin (25c value). . . . 19c
 - Snider's Pork and Beans—Medium size (15c value). 10c
 - Snider's Pork and Beans—Small size (10c value). 8c
 - Van Camp's Pork and Beans—Medium size (15c value). . . 10c
 - Van Camp's Pork and Beans—Large size (25c value). . . . 19c
 - Windmill Peas—No. 1 sifted quality (18c value). 12c
 - Tomatoes—Missouri hand-pack, No. 2 1/2 can (20c value). . 15c
 - Tomatoes—Missouri hand-pack, No. 2 can (15c value). . . 10c
 - Tomatoes—Otoe brand, very fancy, No. 1 can (12 1/2c value). . 9c
 - Peas—Monarch Telephone brand (leading 25c seller). . . . 19c
 - Peas—Eough Rider brand (18c, 2 for 35c value). 12c
 - Peas—King Bird brand (a good 15c quality) at. 9c
 - Corn—Standard quality pack (12 1/2c value) now. 9c
 - Snider's Peas—An ultra-fine product. Large No. 2 1/2 cans. . . 33c
 - Red Dot Apricots—Sell regularly 3 cans for 95c; now, can. . 25c

Relishes

- Catsup**
- Beechnut, Monarch, Advo or Richellieu, LARGE size bottle. Small bottles, 13c. 20c
 - Beechnut Chile Sauce—Large size jar for only. 24c
 - Small size at 13c.
 - Quart jars of Queen Olives—Very special at. 43c
 - Dill Pickles—Fancy pack. Per large sized jar, only. 23c
 - Chow Chow—In bulk. Special, per large size dipper. 20c
 - Dill Pickles and Sweet Pickles in bulk. Choice, per dozen. 13c
 - Full Quart Jars of Mustard—a regular 25c seller at. 21c
 - Prepared Mustard—Jelly glass size. Price, per glass. 9c

SALADS AND DRESSINGS

- Richellieu Salad Dressing—Best on the market. A 45c value at. 38c
- Richellieu Mayonnaise Dressing—A large 45c jar for. 38c
- Snider's Salad Dressing—The lowest price ever offered. 25c value for. . 19c
- Butter Nut Thousand Island Dressing. Sells for 25c and up, now. . . . 21c
- Kamo Sandwich Spread—A de luxe preparation for sandwiches, per jar. . 21c

BAKING POWDER

- K. C. Baking Powder—25-oz. can for. . \$.20
- Calumet Baking Powder—16-oz. tin.29
- Calumet—Large 5-lb. tin for. 1.25
- K. C. Baking Powder—5-lb. tin.75



Flour

- OMAR FLOUR—Our leading seller. 48-lb. sack for. \$2.19
- FROST KING—A popular brand at, per 48-lb. sack. \$2.09
- SWANSDOWN CAKE FLOUR Price, per 4-lb. pkg. 35c

Coffee and Teas

- Master Blend Coffee—Our regular 50c per pound, value, now. 43c
- Fancy Santos Peaberry Coffee—A 45c value at, per lb. 40c
- Soennichsen's Special—43c value. Special price, per lb. 38c
- Monarch Vacuum Pack Coffee—In 1-lb. tins at. 58c
- Lipton's Tea—Put up in 1/2-lb. packages. Price, per package. 45c
- Monarch Coffee—10-lb. con-tainer for only. \$5.25
- Three-pound containers of Monarch coffee for. \$1.65



- Cereals**
- Kellogg's Corn Flakes—Large size, 18c, 2 for 35c value. Pkg. 13c
 - Kellogg's Pep, Bran Flakes, All Bran or Krumbles, 3 pkgs. for. 38c
 - Golden Rod Rolled Oats—Large size package (25c value). 20c
 - Armour's Quick Oats—Regular 30c value. Large packages. 25c
 - Robb Ross Pancake Flour—4-lb. sack on sale at. 23c
 - Macaroni—3 pkgs. (25c value) during this sale at. 22c
- Hundreds of other bargains we cannot list even in this large a bill. Our entire stock is on sale at prices that speak right out loud.