

Soennichsen's

Shoes
Men's Clothing
Boy's Clothing
Groceries

Ready-to-Wear
Draperies
Baby Dep't
Variety Goods

Floor Coverings
Notions
Hosiery
Dry Goods

Largest Dealers in General Merchandise in Cass County

Each one of the three Soennichsen Stores in Plattsburgh are overflowing with wonderful merchandise—

Gifts for every friend and member of the family—**toys for the kiddies and good things to eat—**

Down in the big Grocery and Variety Store a great sale is being arranged—which will start Friday morning—the entire gift and variety stock will be completely closed out—be sure to read our advertisement telling all about this enormous sale—Thousands of dollars worth of groceries will also be sold at wholesale prices during this sale

Here at the big General Store there are 12 complete departments—filled to capacity with well selected items that will bring untold cheer to the hundreds of children as well as grown ups—when Santa Claus gathers them up and delivers them to your homes on Christmas Eve—

**Santa Claus will be in Plattsburgh—in Person—
Saturday morning—December 15th**

We are sure each mother and father will make every possible effort to have the children in Plattsburgh to meet Santa—as it is seldom that this beloved old gentleman makes a personal appearance—before Christmas—in towns the size of ours—

Children should write their letters to Santa—write them plainly—and hand them to him Saturday while he is in Plattsburgh—tell him just what you want—and if you have seen the things you would like to have—at Soennichsen's be sure to tell Santa about that too—so that he will be sure to have us hold them until he calls for them on Xmas Eve—as Santa obtains all gifts he possibly can—right here in Plattsburgh—

Already Santa Claus has ordered hundreds and hundreds of presents from the stores in Plattsburgh instructing us to have them all ready so he can get them when he arrives here from the North Pole Xmas Eve.

Please Note

Space does not permit listing of the thousands and thousands of Gift Items waiting here for your selection --

And — after all—what good does it do to list a lot of items — a visit to this beautiful Christmas store will suggest more to you in five minutes than you could get out of a newspaper in an entire day — It is so much more satisfactory to see and examine the article before you even try to decide what you want.

Gifts

Gifts for Mother ---
Gifts for Dad --- for
Sister -- Brother --
Wife -- Husband --
Sweetheart
Presents for Grand-
ma -- Grandpa--the
Grandchildren--for
Babies--Sunday
School Teacher --
School Teacher --
and all your Friends

Whether you wish to spend a dime or a hundred dollars—we have appropriate Gifts for the entire family.



Store Open Evenings

Until Christmas