

Understand Why Soennichsen's Prices are Lower Than Prices of Ordinary Stores

Throughout the United States, gives us the same advantages as the Mail Order House, Chain Store and Radio Station!

Exactly What This Store, Your Store, Is Doing—
Our headquarters have scoured the markets for the best values in overcoats, overshoes, underwear, knitwear, etc. purchasing quantities as enables us to quote you as low and lower prices than our competitors do.

Hundreds of similar money saving values that we haven't room to list here will be found displayed on our tables.

How We can Serve You Best—

We are right at your door. We have had 38 years of continuous service. When you buy anything at SOENNICHSEN'S, you're sure of a "money-back" guarantee. If any purchase from this store is not exactly what you want, we will exchange it, or refund your money. That's fair enough, isn't it. It's the secret back of our success.

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!

Congoleum Gold Seal Art Rugs

New, Beautiful Patterns
Size 9x12 \$9.95
Size 9x10 1/2 8.95
Size 6x9 5.95

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**

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

It Pays to Trade at Soennichsen's

Boy's Mackinaw Cloth Lumber Jackets

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

\$1.98

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MEN'S WINTER CAPS

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

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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**

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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

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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—

\$9.88

Boys' Overcoats

Ages 10 to 18 **\$6.88**

Children's Overcoats

Ages 4 to 7 **\$3.88**

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

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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, long staple cotton give them warmth and loftiness and keep them soft and fluffy. Bound in wide bands of sateen 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 60x80..... **\$5.95**



Size 70x80 **\$2.49**

Size 72x84 **\$2.79**

Loosely, Serviceable, Economical are These BED 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**

Husking Mitts



Heavy 32-oz. welt out **\$1.39**

seam. Per dozen pairs.....

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. **19c**

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**

Congoleum Spot Rugs, 18x26. **39c**

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**

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

It Pays to Trade at Soennichsen's

Choose This Underwear for Winter Warmth

Here is Underwear that fits, that warms 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 sizes and in sizes 2 to 12.

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**

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**

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 for..... **25c**
- 6 cans for 69c
- Corn, Minn. Crosby, 3 med. cans..... **25c**
- Beans, good quality, No. 2, 2 cans..... **25c**
- Cut Wax or Refuse—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..... **29c**
- Peas, Model Garden, 2 cans..... **35c**
- 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
- Hammy, large No. 2 1/2 cans, 3 for..... **25c**
- Beets, Libby Cut, No. 2 1/2 can..... **10c**
- Heinz Spaghetti, 2 med. cans..... **25c**
- Heinz Pork-Beans, 2 med. cans..... **25c**
- Snider's Red Kidney Beans, 2 for..... **25c**
- Otose Pork and Beans, 2 1/2 size can..... **15c**
- 2 cans for 25c
- Armeur's Pork-Beans, 2 med. cans..... **15c**

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

Gallon Fruits

- 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**
- Worm's Tissue, fine quality, 3 for..... **23c**
- Worms, 4-tie, red handle..... **39c**
- Brooms, 5-tie, fine quality..... **69c**

We're Coffee Hqrs.

- "A" Blend, lb., **19c**; 3 lbs. for..... **55c**
- "G" Blend, per lb..... **24c**
- "T" Blend, per lb..... **29c**
- Black & White, per lb..... **39c**
- 3 lbs. for **\$1.15**

FLOUR

- IGA, 48-lb. bag..... **99c**
- Little Hatchet, 48-lb. bag..... **99c**
- White Daisy, 48-lb. bag..... **99c**

SUGAR

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

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 Challis—new quilt and floral designs. Comforter Cretonne—Yd. wide in very pretty patterns. This cloth is heavier than challis and is very serviceable. Per yard..... **16c**

Per yard, **14c**

10 Yards for **\$1.29**

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. This bleached cotton batt is made of pure white cotton. Does not contain any shoddy or thready material and is full size 72x90.

39c per roll

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, unrolled, 6 yards for..... **61c**
- Marquise Panels, fringed, each, **39c**; 2 for..... **69c**
- Birdseye Diapers, hommed, per dozen..... **97c**
- Curtain Materials, values to 49c, to close, per yard..... **19c**
- Women's Cotton Hose, good weight, Pair..... **19c**
- Women's 25c quality Mercerized Hose, pair..... **19c**
- Windsor Crepe, white and colors, per yard..... **19c**
- Extra heavy large fancy border Turkish Towels, 3 for..... **69c**
- Cretonne, yard wide, unrolled, good quality. Per yard..... **14c**
- Bleached Muslin, soft, unrolled, yard wide. Per yard..... **19c**
- Girls' long sleeve School Dresses, last colors. Each..... **61c**
- Women's Rayon and Wool Hose, **39c** pair; 3 pair for..... **61c**
- 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.

72x99 - 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 is this! Special Outing for infant's wear, just the right width—38 inches. Guts to good advantage. White, Pink, Light Blue, Light Gray. Yard..... **7 1/2c**

EXTRA HEAVY WHITE OUTING
This well known Outing has sold for years around 25c, 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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