

# IGA BIG SALE

What an opportunity to S-T-R-E-T-C-H your food dollars and replenish your pantry! These I.G.A. values speak for themselves. They're the quality you KNOW and buy here every day. Yes—a "bargain" event at our I.G.A. store always means HIGH QUALITY in addition to EXTRA SAVINGS. Check your needs now and bring this list with you to our I.G.A. Store—today!

**GRANULATED SUGAR**  
 10-lb. Cloth Bag . . . . . 53c  
 100-lb. sack . . . . . \$5.19  
**C & H CANE**  
 10-lb. Cloth Bag . . . . . 56c  
 100-lb. sack . . . . . \$5.39

**MATCHES**  
 Winner Brand. Per carton, 6 boxes . . . . . 21c  
**IGA LYE**  
 Guaranteed. 3 cans for . . . . . 25c  
**COFFEE**  
 "A" Blend. Per lb. . . . . 19c

## MUSTARD IGA

The bite is just right! What a zesty flavor it adds to meats, sauces and dressings. Jar

**Casco Butter** Lb. . . . . 22c  
 Qt. . . . . 23c

## PEACHES IGA

At this low price even the most thrifty can enjoy this luxurious delicacy. 2 cans

**39c**

**RICE . . . . . 5 lbs. 25c**

## IGA or Victor FLOUR

Per 48-lb. bag . . . . . \$1.19  
 Per 48-lb. bag . . . . . \$1.79

**Mason Jars**  
 Quarts, Doz. Pints, Dozen  
 73c 63c

## Prince Albert or Velvet

Reg. 15c Tin for . . . . . 10c  
 1-lb. Tin . . . . . 79c

## Corn Syrup

Gallon Pail . . . . . 49c  
 1/2-Gallon Pail . . . . . 29c

## Tomato Juice IGA

Here's the tangy health-giving goodness of 2 cans firm, juicy, lusciously ripe tomatoes.

**Del Monte Coffee LB. 27c**

## FRESH FRUITS AND VEGETABLES

Potatoes, 10-lb. bag . . . . . 23c  
 Cooking Apples, mkt. basket 20c  
 Fancy Quality for Sauce or Pies.  
 Elberta Peaches, bushel . . \$2.59  
 Illinois Grown—A very High Grade.  
 Crab Apples, per basket . . 25c  
 Oranges, med. size, 2 doz. . 25c  
 Large Size, per dozen, 25c.  
 Lemons, per dozen . . . . . 23c  
 Grape Fruit, Calif., each . . 5c  
 Head Lettuce, each Solid, Crisp . 10c

## MEAT DEPARTMENT

Swift's Corn Fed Beef Roast . . . . . 10c  
 Per lb. . . . .  
 Short Ribs of BOILING BEEF, lb. 5c  
 Pork Liver . . . . . 5c  
 Hamburger All Meat. - 3 lbs. 20c  
 Spare Ribs Meaty. Per lb. . . . . 5c  
 Swift's Premium BACON Sliced, lb. . . . . 25c  
 Meat Loaf Baked. Per lb. . . . . 19c  
 CHEESE Full Cream. Lb. . . . . 17c

**Eagle Brand MILK.** Per can . . . . . 19c  
**Dill Pickles** Full Quart Jar . . . . . 15c  
**Canned Milk** Tall Cans. - - - - 3 for 19c  
**Kiefer Pears** Large No. 2 1/2 Cans - - 16c  
 40% Syrup  
**'Gal' Peaches or BLACKBERRIES** - - 43c  
**Pineapple** Large No. 2 1/2 Can - - 19c  
 Matched Slices  
**POSTUM** Cereal. Per pkg. . . . . 19c  
**Heinz Catsup** Large Bottles. - - - 2 for 35c

Macaroni and Spaghetti, 7-oz. pkg., 4 for . . 29c  
 Oil Sardines, Domestic, 4 cans for . . . . . 19c  
 IGA Tapioca, 8-oz. pkg., 2 for . . . . . 19c  
 Bran Flakes, IGA, each . . . . . 9c  
 IGA Cake Flour, per pkg. . . . . 29c  
 Mason Jar Caps, 2 dozen . . . . . 39c  
 Grape Juice, IGA, quart bottle . . . . . 29c  
 Marshmallows, 8-oz. pkg. . . . . 9c  
 IGA Cleanser, 2 tins for . . . . . 9c  
 Mayonnaise, MacLaren's, quart jar . . . . . 23c  
 Corn Flakes, IGA, 1-ge. pkg., 3 for . . . . . 29c  
 P & G or IGA Soap, 10 bars for . . . . . 29c  
 Plumite, a million plumbers in each can . . 23c  
 IGA Toilet Tissue, 3 rolls for . . . . . 19c  
 Oleomargarine, Red Rose, per lb. . . . . 10c  
 Apricots, IGA, No. 2 1/2 size, 2 cans . . . . 39c  
 Heavy Syrup Pack

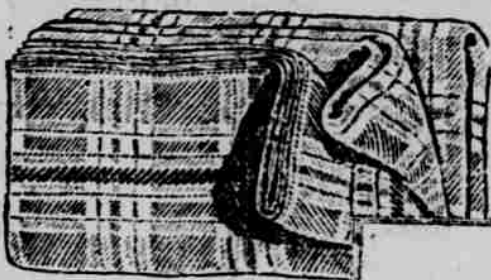
# Last chance... for these LOW PRICES



SALE STARTS SATURDAY, AUGUST 16TH

Eleven more days in which to supply yourself with needed merchandise at prices way below today's market quotations. The Federal Cotton Tax becomes effective in retail stores after Sept. 1st. Every item herein quoted is way below today's replacement cost! **BUY NOW AND SAVE!**

## Save On These Blankets!



**COTTON BLANKET**  
 Here is a full size double blanket, made in one of our best eastern mills. Pretty plaids with firm lock stitched edges. Size 70x80 inches. You may never buy at this price again.  
**\$1.29**  
 Replacement Retail Price on this is \$1.98

If you're needing blankets and don't wish to take them now, buy on our Blanket Club Plan. A small deposit with payments weekly reserves it for you. You should supply your needs now at these extremely low prices.

**PART WOOL BLANKET**  
 This beautiful double blanket is large, soft and fluffy, another eastern mill product with quality woven right in. Wide satene bindings, pretty plaids. Note the size, 72x84 inches.  
**\$2.49**  
 Replacement Retail Price on this is \$3.50

**MEN'S WORK PANTS**—Hickory stripe, full cut. Good assortment of sizes. Pair . . . . . 79c

**Children's Strap Slippers-Oxfords** Star Brand. Unusual values. Per pair . . . . . \$1



## Work Shirts

Coat Style  
 Blue and gray. Made of high count chambray. 2 pockets.  
 For Men and Boys  
 Sizes 6 to 14 and 14 1/2 to 17  
**49c**

## Beau Brummel Shirts for Boys

Solid Colors and Fancy Patterns  
 Guaranteed fast color. Sizes 6 to 14 1/2.  
 A value you'll undoubtedly never see again. . . . . **79c**

## Men's and Boys' Dress Caps

Light and Dark Suitings, Adjustable  
**35c**

## Men's Flannel Gauntlet Gloves

Leather Faced, Dark Blue Stripe Flannel  
**19c pair**

## 8 pair Men's Dress Shoes

Sizes 10 1/2, 11 Former \$6 Values Close Out Price  
**\$1.49 pair**

## Outing Bal Work Shoes

Long Wearing, Comfortable  
 Oil tanned uppers, composition sole, leather slip sole, rubber heel.

**\$1.49 pair**



## Men's Rib Knit Union Suits

Ecru Color - Rib Knit  
 Made of fine combed yarn. Short sleeves, ankle length. Sizes 36 to 46. Each . . . . . **59c**

## Boys' Longies, Sizes to 16

Mixed Wool Materials - Close-Out Price **98c**

## BARGAIN SQUARE Last Chance!

WE HAVE gone over our stocks and taken out all those items we do not wish to carry over or pay the tax on. While these items last, you have the unprecedented opportunity to buy many needed items at great savings. Every item on this square is a mark down from a higher price—a real bargain.

## Your Choice 25c

MEN'S NECK BAND DRESS SHIRTS  
 WOMEN'S PRINT DRESSES  
 CHILDREN'S PRINT DRESSES  
 BOYS' WASH SUITS  
 CHILD'S SLEEVELESS PLAY SUITS  
 WOMEN'S AND MISSES' HATS  
 WOMEN'S BLOUSES  
 GIRLS' WHITE SLACKS  
 GIRLS' MIDDY AND SPORT BLOUSES  
 PINAFORE APRONS  
 RUFFLED CURTAINS, CURTAIN PANELS and Miscellaneous Other Items.

## August Sale of Cotton Fabrics

Here Is Your Last Chance at this Low Price!

## Batiste Organdy Gingham Voile Print Challie

Your choice while our supply of these materials last . . . ONLY **12c yard**

### SCHOOL SUPPLIES

Giant size Pencil Tablets, each . . . . . 5c  
 Note Book Paper, 70 sheets . . . . . 5c  
 Pencil Tablets, regular size, 2 for . . . . . 5c  
 Ink Tablets, each . . . . . 5c  
 Crayons, 16 in box . . . . . 5c  
 Fancy decorated Lunch Boxes . . . . . 10c and 25c

### HI-POWER OVERALLS

Full cut, 2:20 denim. Lge. pockets. Sizes to 42 at . . . . . 98c

### YOUNG WOMEN'S SPORT OXFORDS

Coffee Brown, Elk and Black. Extra special, pair . . . . . \$1.98

### GIRLS' KNIT UNION SUITS

Fine knit, French leg. For early Fall wear. Sizes 6 to 12. . . . . 25c

### MISSES KNIT VESTS

Fine knit, tailored style. Sizes 6 to 16. Big valut at . . . . . 15c

## Women's and Misses Cotton Frocks

The Better Grade, Reduced for Quick Clearance  
**89c each**

## Rayon Crepe, New Fall Colors

Here is a wonderful value while our supply lasts!  
 40 Inches Wide - New Fall Colors - Yard **59c**

## Long Napped Outing, Yard Wide

Light and Dark Fancies, Serviceable Wt.  
 15c yard, 7 yards for \$1



# Black & White

Plattsmouth's Leading Cash Store

# SOENNICHSEN'S

THE LARGEST STORE IN CASS COUNTY