

Shop until 9 P.M. Saturday nights.  
Free customer parking in rear of store.

## It Pays To Shop At Soennichsen's .... Where "Value" Isn't a Word, But a Rule!

Take advantage of these special values while you're  
enjoying Kass County's King Korn Carnival this week!

penny-stretching values  
for your fall wardrobe ...

### Wonderful Lingerie

Made Of



### Phil-Maid's Spun-Lo Gown

Wonderfully flattering ...

Trimmed in lovely nylon lace!



Here's a fabulous value! A gown that's so beautifully tailored, so easy to wash that it's hard to believe it can sell for so little! It's a wonderful buy ... tailored by Phil-Maid from miraculous Spun-Lo, this gown needs no ironing, dries in a jiffy! See it today at Soennichsen's! Sizes S-M-L, coral, aqua, pink and maize.

**1.95**

### Save Time .... Save Money on Spun-Lo Panties!



Hollywood brief 44c

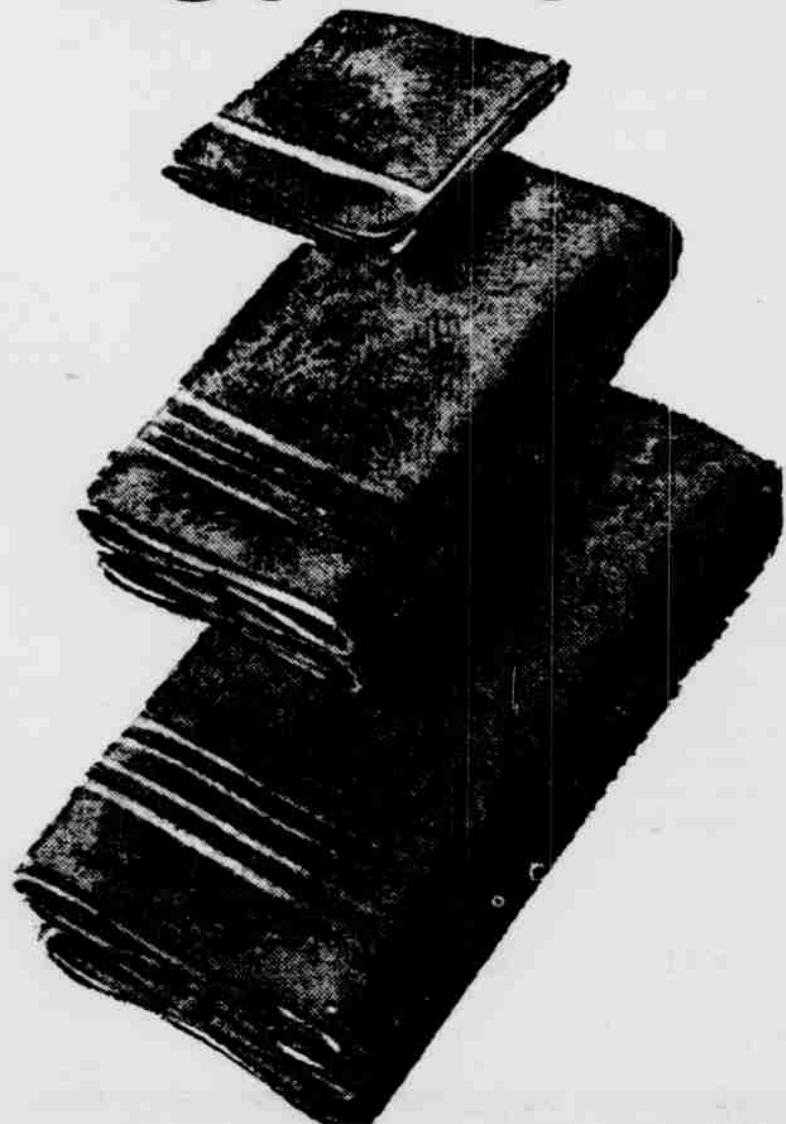
Cuff brief 44c

Shrinking budgets are easily stretched with these panties of wonderful Spun-Lo rayon fabric. They wash easily, fit smoothly ... and they never need to be ironed! Save time, save money on these wonderful values at Soennichsen's. Sizes S-M-L, pink or white.

**44c**

### For Two Days Only!

## Three Piece Cannon Towel Sets



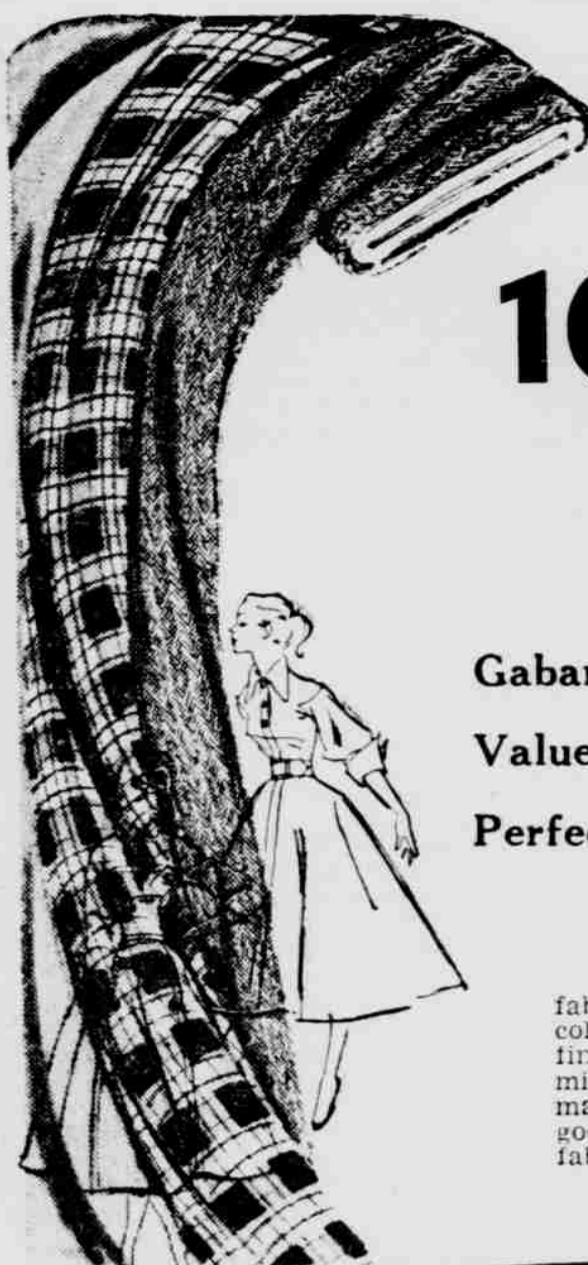
1. 20x40 Bath Towel
2. 15x26 Hand Towel
3. 12x12 Wash Cloth

Now ... buy all three for just ...

**1.00**

Cannon towel scoop! A complete set of thick, thirsty Cannon towels ... a full-sized bath towel, hand towel and cloth ... now on sale at just one dollar for all three pieces! The colors are clear and lovely, ... and they're Cannon quality ... famous coast-to-coast for dependability. This is a value you can't afford to miss ... hurry to Soennichsen's today!

- Hunter Green
- Petal Pink
- Sunflower Gold
- Pale Aqua



## Close-Out!

## 100% Wool Fabrics

Made To Sell For  
As Much As ..... **7.95**

Gabardines! Worsteds! Flannels! All 54 to 58 Inches Wide!  
Values to 7.95 ... From Such Mills As Botany and Milliken!  
Perfect For Dresses, Suits, Toppers, Skirts and Jackets!

**3.95**

Now ... save up to 1/2 and more on truly fine wool fabrics at Soennichsen's! You'll find a wide range of colors in gabardines, worsteds and flannels. Wonderfully finished products of some of the country's top woolen mills, these woollens are a buy you won't see again in many, many moons. Come to Soennichsen's famous piece goods department now ... you don't want to miss these fabulous values!

### Special Purchase! English-Rib Nylon Anklets!

100% Nylon lined with lisle ... misses, womens sizes 8 to 11

It pays to shop at Soennichsen's ... where you find 100% nylon anklets on sale at value-plus prices. You will like the comfort of the lisle lined sole and heel, the trim appearance and the rugged wearing qualities of these fine anklets. Buy several pair today ... save! White only.

**2 FOR \$1**

### Now in STAR BRAND Work Shoes



## BOL-TAN

### SWEAT-RESISTANT Leather Insoles

...the weakest part of any shoe, regardless of price, is the insole. The perspiration of your feet wrecks ordinary leather insoles ... causes it to curl, crack, discolor and break up. Now ... after 20 years of exhaustive independent and cooperative research, the Star Brand Shoemakers announce a NEW KIND of leather insole ... the new sweat resistant BOL-TAN Leather Insole!

#### HERE'S PROOF!

A. ... Boltan Leather Insoles stay soft and pliable ... for the life of the shoe. Boltan Leather Insoles will not curl, crack or dry out as the result of perspiration. Boltan Leather Insoles balance the life ... get the most out of upper, outsole and insole foundation of your work shoe. You can now get up to twice the wear from your work shoes ... because of the sensationally new Boltan Leather Insole.

B. THIS ordinary leather insole is unfit for further service ... it is cracked, curled, saw-edged and dried out ... damaged by foot perspiration. It cannot be resoled ... it must be discarded.



**HERE'S HOW YOU Save!**  
... Boltan Leather Insoles have been proved and tested under the most severe conditions ... and they have been found to give as much as 100% more life to your work shoes. Boltan Leather Insoles add a plus value ... often equivalent to the extra wear! Your new Star Brand Work Shoes with Boltan Leather Insoles will wear up to twice as long ... that's real savings!

No matter what your job or your work shoe requirement ... in pattern, type or size ... we can fit you in a Star Brand work shoe with the new money-saving Boltan Leather Insoles. Come in for a pair today!

This money-saving feature does not cost you one-cent more. Boltan Leather Insoles are a Star Brand extra ... a real plus for you. Demand Star Brand and get your money's most when you buy work shoes.

**2 FOR \$1**

Sizes Med. and Large

**6.95 to 9.95**

# SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S