

**Last Three Days ! Shop Soennichsen's Now! Enjoy The Savings At This**

# JANUARY WHITE SALE

Sale Ends Saturday Night! Shop Now . . . Today!

We are bringing our greater-than-ever January White Sale to a close this Saturday night . . . You don't want to miss these wonderful last minute values! You'll find luxury muslin sheets at the lowest price in months, giant flour sack towels at a budget-saving price, and a host of other bargains at prices that come but once a year! Check every item on this page . . . see for yourself the savings that will be yours at this once-a-year sale. Don't let this great value opportunity slip by . . . shop Soennichsen's now . . . today! You'll save!

Soennichsen's open 'til 9 every Saturday nite!

## Giant Size Flour Sack Towels

You save on giant-size flour sack towels. Ready-hemmed and ready-to-use these towels are a wonderful buy at this low White Sale price. Made of bleached, heavy-weight flour sacking these towels are super-absorbent, and every one is first quality. Stock up now!

**4 For \$1**

## 72 X 84 All-Wool Blankets . . .

You save on 100% new-wool blankets at the lowest price in many a moon. A full 6 feet wide and 7 feet long, bound in shimmering rayon satin, these blankets are a value you don't want to miss! See them today!

**8<sup>90</sup>**

## 84 X 105 Jacquard Bedspreads

You save on shimmering jacquard price at Soennichsen's greater-than-ever White Sale! Generously sized for full beds, and made in wonderfully clear colors . . . they're a wonderful buy! Shop Soennichsen's today . . . save on this best buy!

**2<sup>99</sup>**

## White Outing Flannel . . . .

You save on pure white outing flannel during this great sale. This price is good for just three more days, so don't delay! Every yard sells regularly at 59c a yard . . . you save 14c on every yard you buy. Save on flannel now!

**4 Yds. For \$1**

## Reg. 1.49 to 2.25 Drapery . .

You save on quality drapery at Soennichsen's January White Sale! Choose from a good assortment of solid colors and prints in 40 inch widths. Every yard was made to sell for as much as 2.25. If you need drapery you'll want yards and yards of these values!

**98<sup>c</sup>**

Shop Soennichsen's today . . . Soennichsen's great White Sale ends Saturday! Buy now . . . Save!

## Two Best Buys From Our Men's Dept. These Prices For Two Days Only !!

### Men's Union Suits

Famous brand suits that regularly sell for 3.45-3.95!

Now on sale at Soennichsen's . . . regular 3.45 to 3.95 men's union suits! Every suit carries a famous label, every suit is made for warmth and comfort. Choose from a full run of sizes at this low, low price. See them today at Soennichsen's men's department.

**2<sup>49</sup>**

### Men's Coveralls

Big Smith and Lee Coveralls . . . values to 6.45!

Two days only! Rugged, man-sized coveralls by Big Smith and Lee . . . two of the nation's finest work clothing manufacturers. Your choice of hickory or herring-bone stripes . . . all with zipper front and a host of quality features. See them today!

**4<sup>95</sup>**

## Now on Sale! American Home Sheets And Cases Best Quality Heavy Long-Life Muslin



Guaranteed to exceed Government specifications for luxury-type muslins!

**81 x 108** Double Bed  
Extra Long  
Size

Now Just . . . **2<sup>59</sup>**

Now, for the first time during this sale you can save on the very best quality muslin sheets. A price like this comes but once a year . . . Buy the sheets you need today! Enjoy savings of 25% to 35%! You'll find American Home sheets to be the longest wearing, smoothest textured muslin sheets money can buy—constructed of 148 strong cotton threads to the square inch, American Home sheets wash and wear like iron! Save today on luxury muslin sheets at Soennichsen's White Sale prices!

72x108 Size . . . Now Just 2.39      42x36 Pillow Cases 59c

Constructed of 148 strong threads to the inch . . . save now on the very best muslin sheets!

## Now on Sale! Cloud-Soft Feather Pillows

Made of all-new curled turkey and hen feathers . . . . sterilized!

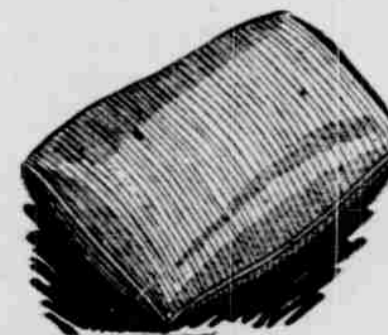
Covered with fine art ticking!

Save \$1.00 a pair on one of the best selling pillows made! These pillows are soft and fluffy, plump with curled hen and turkey feathers. Covered with fancy fine art ticking each pillow is constructed for the utmost in comfort and durability. This sale offers you real savings on these quality pillows . . . take advantage of the prices today!

Reg. 4.98 a pair!

Now Just

**3<sup>98</sup>**  
A Pair!



**SOENNICHSEN'S**  
QUALITY COSTS LESS AT SOENNICHSEN'S