

Free
Customer
Parking

SPECIAL VALUE DAYS!

Open
Til 9 P. M.
Saturday

FRIDAY AND SATURDAY ARE SPECIAL VALUE DAYS AT SOENNICHSEN'S!
SHOP AT SOENNICHSEN'S THIS WEEK-END! YOU'LL SAVE ON QUALITY MERCHANDISE!



IMAGINE! Colors For The Price Of White!

CANNON SHEETS IN PASTEL COLORS

MILL SHIPMENT . . . SAVE AT THIS LOW PRICE!

Made of 100% selected cotton.
Colors guaranteed fast.
Over 130 threads to the inch.

You save on lovely Cannon sheets in wonderful pastel colors! Soennichsen brings these famous quality sheets direct from the factory to you . . . you save up to 96c on every sheet! Choose from petal pink, mimosa yellow, azure blue and sea-foam green . . . pillowcases to match. Don't miss this value opportunity . . . save on Cannon sheets today!

SPECIAL VALUE DAYS!

81 x 108 SIZE
299
42x36 Pillowcases . . . 75c Ea.

Special Purchase! Cannon Wash Cloths!

FIRST QUALITY 12 x 12" WASH CLOTHS

A VERY SPECIAL BUY! REGULAR 19c VALUE!

Giant size . . . heavy weight cloths.
A wide range of Cannon colors.
Soft and absorbent . . . first quality.

Exclusively yours at Soennichsen's . . . a marvelous buy in fine Cannon wash-cloths! Only a very special purchase made this value possible . . . be sure you see the sparkling colors, the giant size and extra weight of these cloths! You'll want dozens at this price . . . they're so eminently practical, so delightfully decorative! Save now . . . during Special Value Days!

SPECIAL VALUE DAYS!

8 FOR \$1
Limited Quantity! Hurry!

FAMOUS BRANDS! COVERALLS

Fully Sanforized.. Zipper Fly Fronts!
Rugged Denim Construction . . .
Full Cut For Comfort and Fit!

Regularly 6.95

595

Rugged, full-cut coveralls . . . now on sale at Soennichsen's during Special Value Days! Made by two nationally famous makers of fine work clothes . . . best quality 8-oz. denim . . . Sanforized for permanent fit . . . all these features are yours at this low, low price. Choose from hickory or herringbone stripes in sizes 34 to 50. This price is good only during Special Value Days, so don't delay . . . save today!

SPECIAL VALUE DAYS!

BIG SMITH OVERALLS

Famous For Fine Quality!
Blue or Herringbone Stripes!
Sizes 30 to 50-29 to 36 Lengths!

Here's a work clothing buy that you won't want to miss! You save on nationally famous Big Smith overalls at this tiny Value Days price! Famous coast-to-coast for rugged wear, comfortable fit and all-around quality. Big Smith overalls are one of the best work clothing buys in America! Take advantage of this very special price . . . buy several pair today . . . enjoy extra savings!

SPECIAL VALUE DAYS!

Regularly 3.29

309



New Spring Styles DAYTIME COTTONS

Wonderful Happy Home Dresses!
Handsomely Fashioned by Reliance!
Every Dress Made to Sell for \$2.95!



Now On Sale For Just

279

Misses Sizes 12 To 20
Half Sizes 14½ To 24½
All Wonderfully Washable!

Smartly styled daytime dresses . . . made by one of the most famous of manufacturers . . . now on sale at Soennichsen's during Special Value Days! Enduringly tubfast, made of the finest cottons and styled with a sparkle and verve that belies their tiny price, these Happy Home dresses are a best buy at Soennichsen's. Choose from a delightful array of new spring styles . . . every one is out of our regular stock! See them now . . . today!

SPECIAL VALUE DAYS!



Nationally
Advertised

SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S