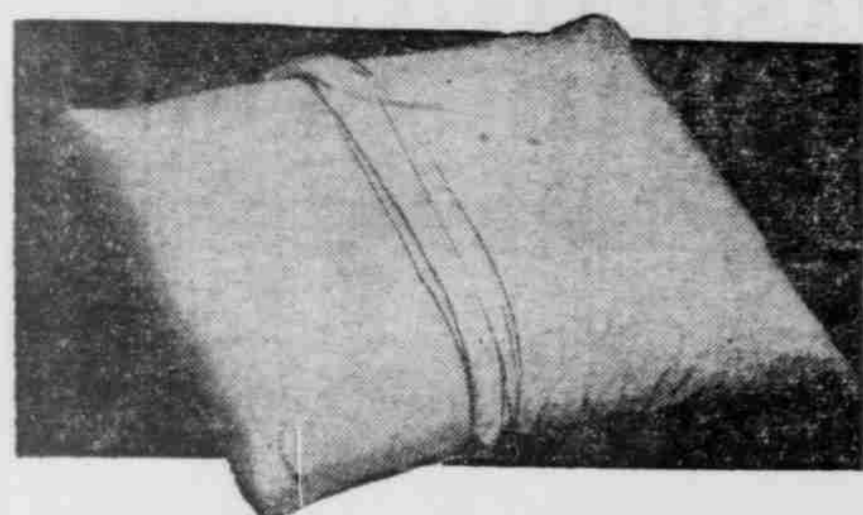


**Lowest Prices of the Year**

Free Parking  
Open Til 9 Saturdays



## Foam Rubber PILLOWS

Genuine Core Construction Foam Pillows . . . Chlorophyll Treated!  
Covered With Percalene . . . All Zippered . . . A Real Budget Buy!

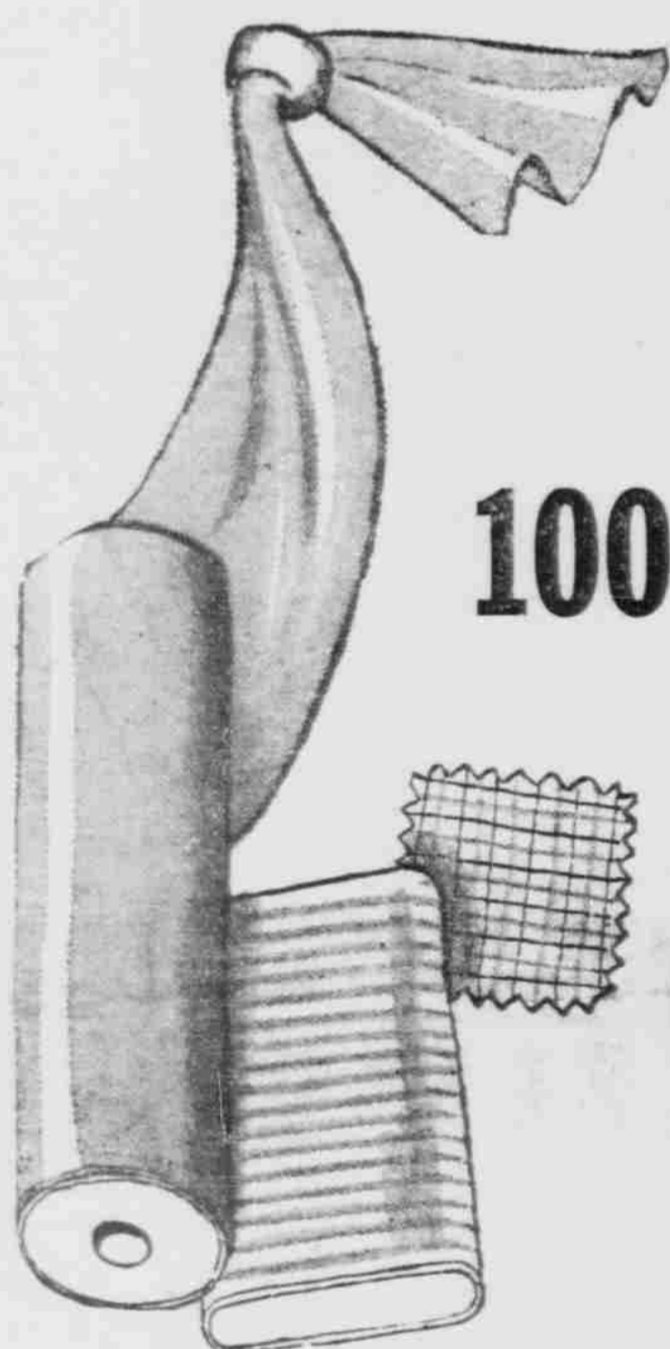
Here's a top value in wonderful foam rubber pillows! We bought these pillows at special prices . . . we're passing the savings on to you! Made of wonderfully soft and comfortable foam rubber, treated with chlorophyll for extra protection, these pillows are priced wonderfully low! They're extra soft, extra quality . . . covered with percalene and zipper closed. Buy now at Soennichsen's White Sale . . . save!

**3.95**

# JANUARY WHITE SALE

MORE FOR YOUR MONEY EVERY TIME AT THIS GREAT SALE . . . SAVE!

ALL PRICES MEET OR BEAT 'CITY' PRICES. SHOP AT SOENNICHSEN'S NOW!



## Two Great White Sale Fabric Buys!

**100% Nylon Fabric**

Made to sell for 1.49 a yard . . . save!

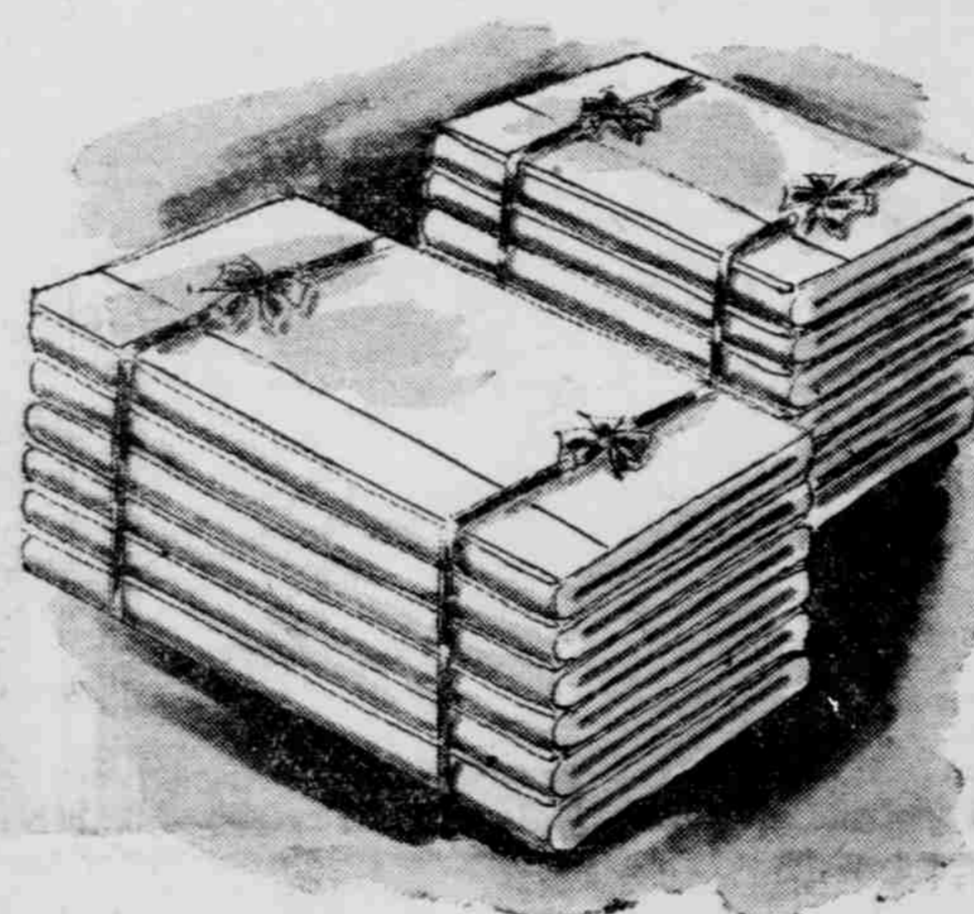
Fabric scoop! 100% nylon fabrics, regular 1.49 values . . . now on sale for just one dollar a yard! Make dozens of lovely things . . . save on every one! Needs no ironing, easy to care for! White, navy, pink, lilac, beige, aqua, rose, red.

## Cotton Prints

Regularly 49c a Yard!

**3 YDS. FOR**

Guaranteed washfast cotton prints . . . now on sale at a miracle low price. All 80-square, washfast, and pretty as a picture! Choose from yards and yards of pretty patterns . . . buy yards and yards at this little price!



# Pequot Sheets

Stock up your linen closet with famous Pequot Sheets . . . Save!  
Soennichsen's prices meet or beat all "city" sheet sale prices!

## Unopened 100 Lb. Flour Sacks

Thick, Thirsty Old-Fashioned Quality . . . No Holes or Tears!

Sold elsewhere for as much as 49c.  
Open up to more than a yard square!

**3 FOR \$1**

Big doubleweight unopened 100 lb. flour sacks . . . now on sale at a tiny price! They open up to more than a square yard . . . they're thick and thirsty, they're the best buys in town! Use them for dish towels, for wiping cloths, for dozens of household uses . . . they're the best you can buy! No flaws, tears or holes. Buy several today . . . save!

## Pequot 130 Muslin Sheets

Exceeds All Specifications for Type!  
Save Now at These Low Low Prices!

**81 X 108 SIZE**

**2.39**

42x36 Pillowcases 49c Ea.

## LOOP RUG SALE!

21x36

**1.39**

Lock-Loop Non Skid Rugs!

For Every Room, Every Use!

24x98

**2.39**

\* Flame \* White \* Blue

\* Hunter \* Chartreuse

\* Gold \* Dove Grey

30x60

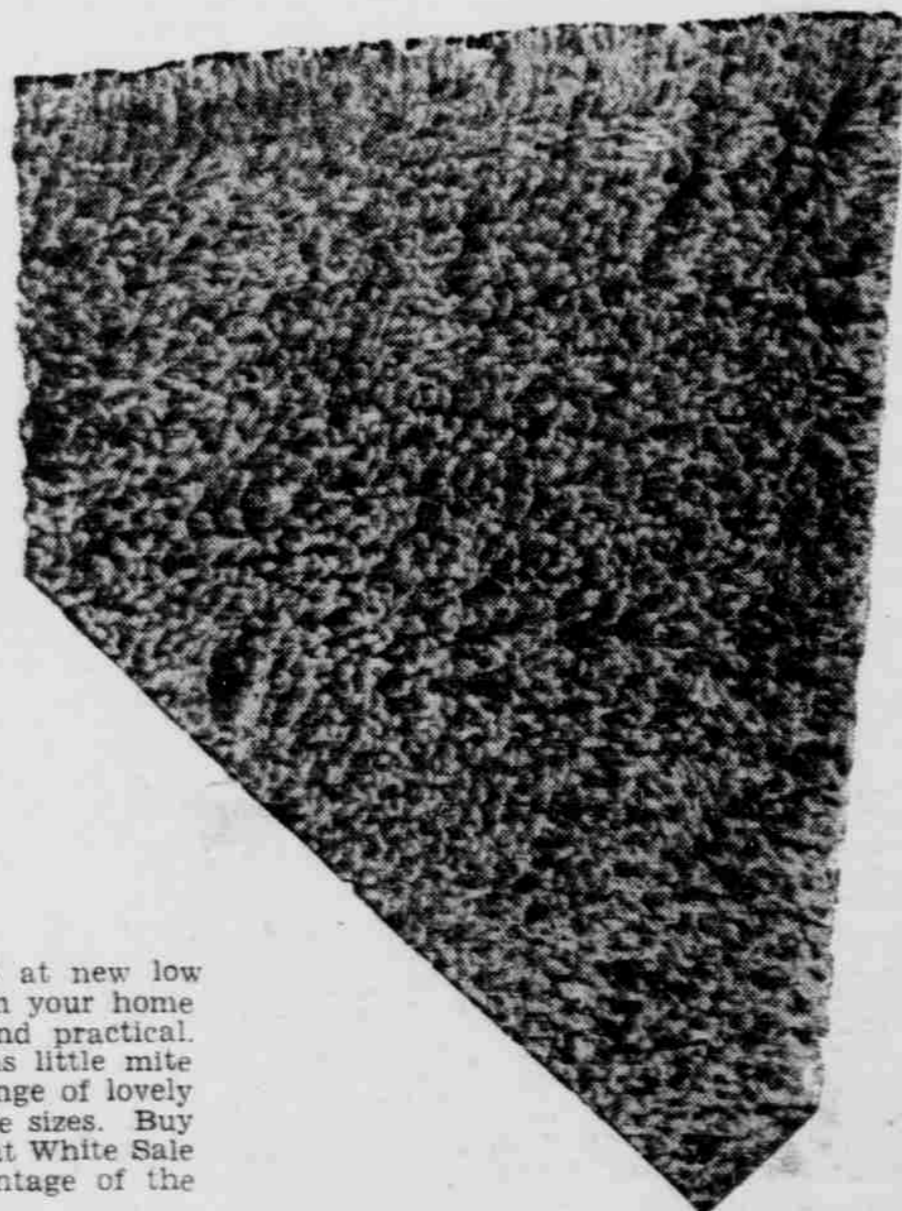
**4.39**

\* Dusty Rose

48x72

**7.39**

Versatile non-skid throw rugs at new low prices! Use them in every room in your home . . . they're decorative, colorful and practical. You'll want several at Soennichsen's little mite of a price. Choose from a wide range of lovely decorator's colors, and four versatile sizes. Buy yours now during Soennichsen's great White Sale . . . enjoy the savings, take advantage of the special prices.



## Pequot Pastel Color Sheets

Buy Colors for the Price of White!

**81 X 108 SIZE**

Stock Up Now . . . Enjoy the Savings!

**2.59**

42x36 Pillowcases 59c Ea.

**"WHERE QUALITY COSTS LESS"**  
**Soennichsen's**  
**DEPARTMENT STORE**