

The Bargains Are Now!

# JANUARY WHITE SALE

Shop And Save Now . . . At Soennichsen's!

## PEQUOT Plus - Service Sheets and Cases

Longest-wearing sheets made . . . over 144 threads to a square inch!  
 81x108 Size . . . double-bed, extra-long

42x36 Pillowcases  
 Regular 59c **49c**

Reg. 2.59

**2.29**



180 Combed Pequot Percale Type 130 Muslin  
 Regular 2.79 Regular 2.39  
 81x108 . . . 2.49 81x108 . . . 2.19

Pequot Fitted Sheets  
 Twin . . . 2.09  
 Double . . . 2.29

Unopened 100 Lb.  
 Flour Sack Towels  
 Reg. 35c

Giant, unopened flour sacks in a thick, thirsty weight that's tops for towels. Save on flour sack towels now, during this sale!

**4 FOR \$1**

January Special! Reg. 1.16!

**J. P. Coats Crochet Thread 4 for 98c**

4 Balls for 98c during this sale . . . your choice of Clarks Big Ball No. 30 White or Knit-Cro-Sheen in White! Stock up now!

best white sale buy in town

## MARTEX DACRON REINFORCED TOWEL

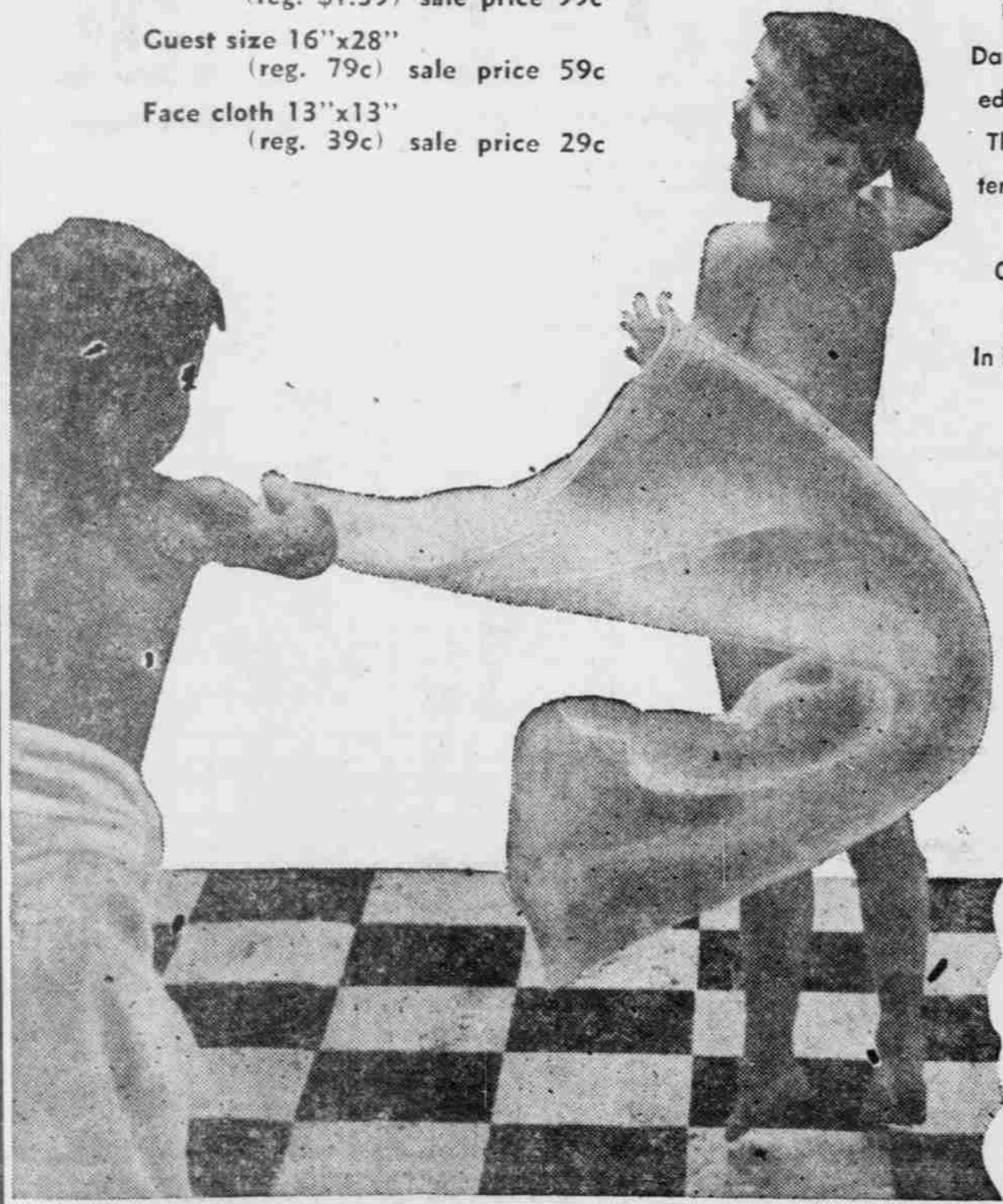
generous 24" x 24" bath towel

only **99c**



Bath size 22"x44"  
 (reg. \$1.39) sale price 99c  
 Guest size 16"x28"  
 (reg. 79c) sale price 59c  
 Face cloth 13"x13"  
 (reg. 39c) sale price 29c

Here's the famous Martex Towel with Dacron reinforced selvages—down both edges where most towels wear out first. These are Martex deep-looped quality terry towels. You'll find these wonderful towels in 9 decorator colors. Choose a set for every member of the family in his or her special color. In Bon Bon Pink, Nile Green, Light Blue, Gray, Azalea, Sunflower, White, Brown, Spruce Green.



## SOUTH ASHLAND

Mrs. Ivan Armstrong  
 Phone 1502

Mr. and Mrs. Dod Miller and little sons moved to Plattsmouth this week and will live at 618 6th Ave., in that city, they have spent the past year with Mrs. Miller's parents, Mr. and Mrs. Bruce Sowards.

Harry Rohrer of Winnetoon was a Monday and over night guest of his sister, Mrs. Art Box, Mr. Box and Milton. Mr. Rohrer and Milton left Tuesday by auto to go to Dallas, Texas where Mr. Rohrer will spend the winter with his daughter, Mrs. John Klein. Milton sent word to his parents that they got as far as Butler, Mo. where they were stranded by the snow storm, there being fourteen inches at that place, they didn't expect to be able to leave there until Thursday. No word has been received since then.

Walt Clements of Creighton was also a Monday evening guest at the Box home, he was on his way to Independence, Kansas for a visit with relatives.

Mr. and Mrs. Lydall Watson and Dicky of Elsie came for the New Years week end with Mrs. Watson's parents, Mr. and Mrs. Earl Mansfield, Mr. and Mrs. George Mansfield of Holton, Kansas joined them on Sunday at the Mansfield home.

Mr. and Mrs. Watson and little son and Mr. and Mrs. Earl Mansfield called on Wallace McClellan and Mrs. Margaret Lehman New Years afternoon.

Miss Isabella Stander of Boston, Mass. Mrs. Mary Stander, Lena and Bill were Tuesday evening guests of Mr. and Mrs. Carl Stander.

Miss Mary McCoy of Plattsmouth was a New Years week end guests of her cousin Oliver Felker and family.

Carol and Stanley Swartz returned to their studies at the state university Monday. They had spent their holiday vacation with their parents, Mr. and Mrs. Wayne Swartz, during that time Stanley accompanied some relatives from Eagle on a short trip to Denver, there they found six inches of snow and the streets very icy. Rex Bower also returned to the university Monday to continue his work there. He had joined the family group at his parents home for the holidays.

Mr. and Mrs. Cyril Watipka and family were New Years Eve guests at the Manuel Bloom home in Ashland where they watched the old year out and enjoyed a midnight lunch.

La Bern Klipp was honored on his birthday, Thursday when his mother, Mrs. Henry Klipp served supper for him and some friends, those enjoying the evening there were Al-Dale Streich of Murdock and Bert Thiel, Leroy Timm and Dale Streich of Murdock and Ronald Keetle of Ashland.

Roy Bricker of Wallace and Mr. and Mrs. Dale Roger and Lois of Wann were New Years day guests of Mr. and Mrs. Bert Roger. Mr. and Mrs. Ted Spes and Judy of Lincoln were Sunday afternoon callers there.

Mr. and Mrs. Fred Rueter of Alto and their daughter, Mrs. Grace Pollei and little Carolyn Ann of Rosebud, Texas were Wednesday guests of Mr. and Mrs. Dewey Moore and sons. Floyd Rueter joined them for the evening. On Friday the Rueters, Mrs. Pollei and daughter and the Moore family visited at the Wm. Stilwell home in Eagle. At Eagle that day Mrs. Pollei and daughter boarded the bus to return to her home in Texas after having spent the holidays with relatives here and in surrounding towns.

### Lemons Dinner Held

Mr. and Mrs. Curtis Lemon and sons were hosts at supper Tuesday evening for their brother, Lt. Jack Lemon of Ft. Sill, Okla. and their mother, Mrs. Ange Lemon, Miss Donna Lemon and Norma Nelson all of Lincoln. On New Years day, Mrs. Ange Lemon and sons attended. Lt. Lemon left that afternoon by auto to return to Ft. Sill.

Sunday callers at the home of Mr. and Mrs. John Maack were Mr. and Mrs. N. L. Titus and Mrs. Pearl Ling and son Norman all of Omaha. New Years dinner guests at the Maack home were Mr. and Mrs. Robert Maack and family, Mr. and Mrs. Clarence Peterson and Harold and Mr. and Mrs. Alfred Deal and Gary.

Mr. and Mrs. Ernest Bohm of Memphis were Monday afternoon visitors with their daughter, Mrs. Ralph Wagner and Mr. Wagner. That evening Mr. and Mrs. Wagner went to Ithaca where they visited with their brother, Mr. and Mrs. Elmer Wagner, Danney ad Marilyn.

Mr. and Mrs. Arthur Laughlin and James enjoyed a turkey dinner at the Henry Leikman home in Lincoln New Years day. Little Merry Sue Roeber was four years old Christmas day, her mother, Mrs. Kenneth Roeber had a birthday a few days later, a double celebration was held Sunday at the Roeber home. Their guests were Mr. and Mrs. Frank Reister and Mr. and Mrs. Earl Puls, Frank and Ralph of Manley and Mr. and Mrs. J. L. Roeber.

### New Year's Guests

New Years Eve guests of Mr. and Mrs. Harold Richards were Mr. and Mrs. Glen Fosnot and family of Lincoln, Orville Sandy of Greenwood, Dr. and Mrs. W. E. Ziegenbein and sons of Crete and Mr. and Mrs. Raymond Nelson. Mrs. Ziegenbein and Mark remained overnight and accompanied Mr. and Mrs. Richards to Lincoln, where Mrs. Richards was honored with a dinner at the Fosnot home.

New Years weekend guests of Mr. and Mrs. John Jones were Mrs. Jones' brother, Mr. and Mrs. Caryl Woolman and Larry of St. Paul, Mr. and Mrs. Leonard Roeber, Larry and Lester and Leroy joined them for the New Years Eve.

Rev. and Mrs. B. F. Parnell of Pawnee City were Wednesday supper and overnight guests of Mr. and Mrs. Ivan E. Armstrong. That evening Rev. and Mrs. Parnell met a group at the Christian church for a discussion. Since then an invitation has been extended to the Parnells to serve as pastor of the church.

A telephone has been installed in the Don Deal home. Their number is 1111.

New Years dinner guests of Mr. and Mrs. Robert Waitzel and sons were A/2c Willard Waitzel of Amarillo Air Base, Texas. Miss Joyce Granger of Silverton, Oregon, Mr. and Mrs. Gustave Waitzel, and Mr. and Mrs. George Bachman and family.

Mr. and Mrs. Harold Kellogg and family went to Nehawka Sunday where they were dinner guests of Mr. and Mrs. Wayne Wiles and family.

Mr. and Mrs. Irvin Hauschild and family were New Years day guests of Mrs. Hauschild's parents, Mr. and Mrs. Alva Ziegenbein at Cresco.

Mr. and Mrs. Raymond Rohrer and family of Norfolk spent New Years day with Mr. and Mrs. Art Box, they returned home Sunday evening.

Mr. and Mrs. Roy Everman of Wann had dinner New Years day with Mr. and Mrs. Ivan E. Armstrong.

### 549 Wives, 867 Kids

Sultan Moulay Ismail, who ruled Morocco from 1672 to 1727, is reported to have had 549 wives as well as concubines "by the thousand," says John Gunther in the January Reader's Digest. Of his children, 867 survived him, notwithstanding the fact that hundreds of his daughters were strangled at birth. The Sultan had, also, several hundred thousand slaves. Those who did not give satisfactory work on his grandiose structures, including a three-mile-long stable, were cemented into the walls.

Subscribe to The Journal NOW!

## JANUARY DRESS SALE!

Save as much as \$10 on every dress . . . all sizes 7 to 15, 10 to 20, 12½ to 26½!

Reg. 17.98 to 19.98 Better Dresses Famous fashion labels at little prices! All sizes in the prettiest dresses of the season. Save up to \$7 here!	Reg. 12.98 to 14.98 Famous Dresses Top quality and fine designing in dresses you wear for months to come! You save during this sale . . . save up to \$7 here!	Favorite Dresses Reg. 8.98 to 10.98 Pretty dresses, favorite dresses you'll be proud to wear! Half-sizes, juniors and misses at savings of up to \$5 on each dress!	Reg. 5.98 Kay Whitney Dresses Famous Kay Whitney dresses; famous for fit, famous for flattery, now yours at
<b>9.98</b>	<b>7.98</b>	<b>5.98</b>	<b>3.98</b>
Regular 1.39 Bates Fabrics Girls 7 to 14 Disciplined For Better Wear! Save!	Reg. 15.95 to 19.98 Men's Jackets Save Up to 9.98 Each!	Reg. \$30 to \$40 Men's Topcoats All Out of Our Regular Stock!	Reg. 59c to 1.98 Famous Fabrics 2 Yds. for \$1
<b>98c</b>	<b>\$10</b>	<b>\$20</b>	
Dresses Reg. 7.98 to 8.98 All With Famous Labels!	Men's Sport Shirts Reg. 2.98 to 3.98 Save During This Sale!	Reg. 22.50 to 25.00 Lined Jackets All With Wool Lining!	Reg. 5.98 to 10.98 Better Blouses Save As Much As \$7 Each!
<b>3.98</b>	<b>2.00</b>	<b>\$15</b>	<b>3.98</b>

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