



# 71<sup>ST</sup>

# ANNIVERSARY

Every Buy

SOENNICHSEN'S CELEBRATE THEIR 71st ANNIVERSARY  
By giving you unheard of Values in every department.  
Come... Shop... Save at Soennichsen's  
BIG 71st ANNIVERSARY CELEBRATION.  
What ever you buy — you can be sure... if you bought it at  
SOENNICHSEN'S

MEN'S  
**SWEAT SHIRTS**  
S-M-L-XL  
White or Grey  
**2 for \$3.00**  
\$1.59 EA.

MEN'S  
**CHAMBRAY SHIRTS**  
SIZES — 14 1/2 thru 17  
BLUE — Sanforized — REG. \$1.39  
**3 for \$2.95**  
\$1.00 EA.

MEN'S  
**T-SHIRTS --- BRIEFS**  
S-M-L  
STOCK UP NOW  
**2 for \$1.00**

MEN'S  
**LEATHER JACKETS**  
RUST - SUEDE - KNIT COLLAR  
SIZES — 36 thru 46  
**\$11.88 each**

MEN'S  
**DRESS SOCKS**  
STRETCH NYLON (One Size)  
OR  
HEAVY COTTON SPORT SOX  
**3 pair \$1.00**  
39c PAIR

MEN'S  
**COTTON SWEATERS**  
SALT AND PEPPER MIX \$2.98 40 THRU 46

MEN'S  
**ROCKFORD SOCKS**  
10-11-12-13  
**3 PAIR \$1.00**  
39c EA.

MEN'S  
**Corduroy Work Caps**  
TIE TOP \$1.29 EA. FUR IN BAND

BOYS'  
**BLAZER SPORT SOX**  
SIZES 6 1/2-10 **4 PAIR 88<sup>C</sup>**

MEN'S  
**2 BK'LE WORK RUBBERS**  
GOODYEAR QUALITY  
**\$3.98 pair**

BOYS'  
**FLANNEL SPORT SHIRTS**  
6 THRU 16 \$1.69 EA. WASH AND WEAR

BOYS' JEANS Sanforized \$1.00  
10 oz. ZIPPER FLY — Sizes 4-12

BOYS' T-SHIRTS Long Sleeves \$1.00

DARK IVY STRIPES — Sizes 4-12  
BOYS' SCHOOL JACKETS \$7.98  
BLUE AND WHITE WOOL — Sizes 8-10-12

BOYS' DEMIN JACKETS \$1.99  
BIG SMITH — Sizes 2-18

BOYS' O'SHOES 4 Buckle \$4.50  
GOODYEAR QUALITY — Sizes 12-6



MEN'S  
**FLANNEL SPORT SHIRTS**  
Sharp Plaids — Sanforized  
S-M-L  
You Will Want Several At Only  
**\$1.98 ea.**

MEN'S  
**Thermal Underwear**  
SHIRTS AND DRAWERS  
S-M-L \$1.98 Each Piece

KIDS'  
**WINTER COATS**  
SIZES 4-5-6-7-8  
\$4.49 — \$5.98

MEN'S  
**PLAID JACKETS**  
RAYON LINED  
Quilted Wool Inter Liner  
Zip Front — Self Collar  
SIZES 38 thru 46  
RED and WHITE  
BLACK and WHITE  
**\$10.00**  
- each -



WHILE 18 OF THESE  
\$13.98 VALUES LAST —

BOYS' WINTER JACKETS Sies 8 thru 18  
REG. \$9.98 — POLISHED COTTON  
QUILTED LINING — WASH & WEAR \$6.99

BOYS'  
**Maverick Jeans**  
13 3/4 oz. — WESTERN  
SPECIAL BUY  
SIZES \$1.89  
8 thru 14

GIRLS'  
**Insulated O'Shoes**  
\$3.98 VALUES — CLEAN-UP  
BROKEN SIZES  
7-12 — 13-4  
\$2.98 PAIR

MEN'S  
**Hooded Sweat Shirts**  
OXFORD GREY — S-M-L-XL  
\$2.98 EA

MEN'S  
**COVER-ALLS**  
FISHER STRIPE  
BI-SWING BACK  
DOUBLE ZIPPER  
Reg., Short, Long \$6.49  
34 thru 50



WOMEN'S  
**SNOW BOOTS**  
SIZES 5 1/2 - 9  
FUR LINED — BLACK CALF  
only **\$6.98 pair**

**Knitted Dish Cloths**  
These are large, strong,  
white dish cloths with  
colorful red, yellow and  
blue stripes.  
Pkg. of 10 \$1.00

LARGE  
**Bath Towels**  
Large, thirsty bath towel. Slight  
irregular to a reg. \$1 towel. Assorted  
Colors.  
**2 for \$1.00**  
59c EACH

**Rug Special**  
An assortment of cotton loop  
rugs. Values to \$3.98. Assorted colors  
and patterns. Buy early for best selection.  
SIZE 27 x 48 **\$2.87 ea.**

"POPCORN"  
**Hobnail Bedspreads**  
Full bed size. Made of viscose  
hobnail on cotton sheeting.  
Assorted Colors **\$3.99**



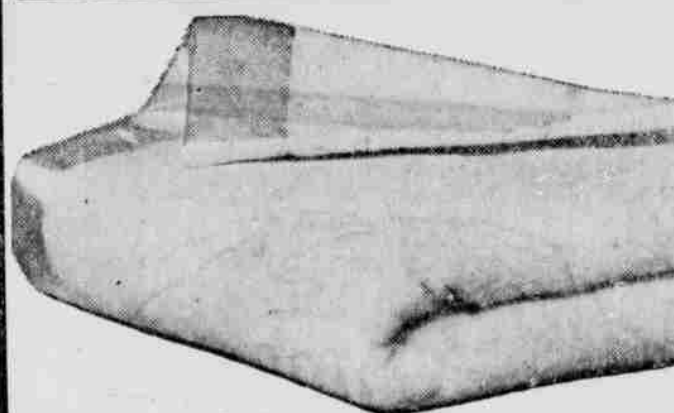
**Brassieres**  
BY BESTFORM  
White cotton Bra in  
sizes 32-40 with A-B-C  
cup. A real buy for only.  
\$1.00



**Feather Pillows**  
Downy Soft 'Buck-  
manized' feather Pillow.  
Large, full size, with  
feather Tight Ticking.  
\$4.99 PAIR  
EACH \$2.59



FRIDAY & SATURDAY  
**SHEET BLANKETS**  
First quality cotton  
sheet blanket by Beacon.  
Large 70 x 90 size. White  
and Colored.  
REG. \$2.98  
**\$2.39 EACH**



**BLANKET SCOOP!**  
Slight irregular to a \$5.98 blanket. Made  
of Rayon, Cotton and Orlon with Acetate  
binding.  
SIZE 72 x 84  
Colors: Rust, Green,  
Pink, Aqua, Yellow  
Blue, Poly Bagged  
**\$3.79**

**Tea Towel Squares**  
SIZES 30 x 30  
Unhemmed, white  
flour sack squares. Buy  
now for Christmas fancy  
work.  
**5 for \$1.00**

**Wash Cloths**  
Good quality wash  
cloths assorted colors and  
Patterns. Just right for  
those extras.  
**10 for 89<sup>C</sup>**

SHREDDED  
**Foam Rubber**  
Just right for stuff-  
ing Pillows and toys. Reg.  
59c.  
DURING OUR SALE ONLY **47<sup>C</sup> LB.**

**PIECE GOODS!**  
80 Square Prints Wash-  
able Fast Colors in new  
Fall patterns. Extra spec-  
ial values.

**3 YARDS FOR 89<sup>C</sup>**

**Special Purchase  
Of Drip-Dry Cottons**  
Fast colors need little  
or no ironing.

**2 YARDS FOR 89<sup>C</sup>**



**DRESS SALE!**

Two Full  
racks of Fall  
Styles Dresses  
... Values to  
\$12.98 ... That  
go on sale  
for this big  
Anniversary  
event. Shop  
early for best  
Selection.

NOW ONLY

**\$5**



CHILDREN'S  
**Lined Corduroy Jeans**  
A special purchase of flannel  
lined corduroy jeans. Reg. Value  
\$1.98. Special for our sale.

**\$1.59 each**

**Thread Special!**

Giant 425 yard spool mercerized  
sewing thread. Sizes 40-50-60  
White and Black only.

**5 spools \$1**

Member Associated Groceries, Inc.  
**SOENNICHSEN**