

CAREER GALS...
BRIDES-TO-BE...
BUSY HOMEMAKERS...
GIFT HUNTERS...
EVERYBODY SAVES

JANUARY

White Sale

Come one . . . Come all To Soennichsen's BIG ANNUAL White SALE. Stock up now at these BIG SAVING Prices. Bargains galore. Shop early . . . some items are limited in quantity. SAVE NOW!

So Much Value for Your Money

FOX CROFT SHEETS and PILLOW CASES



"Guaranteed for not less than 100 washings"

CERTIFIED WASHABLE BY THE AMERICAN INSTITUTE OF LAUNDERING. GUARANTEED BY ELY & WALKER FOR 100 WASHINGS. IF THIS SHEET OR PILLOW CASE FAIL TO GIVE THIS MINIMUM OF LAUNDERINGS, YOU MAY RETURN THEM TO ELY & WALKER, ST. LOUIS 3, MISSOURI FOR REPLACEMENT.

Foxcroft sheets are made of the finest quality Muslin bleached to a snowy whiteness.

Attractive polyethylene wrappers assure lasting protection, keep your sheets clean and ready for immediate use, make them ideal gift items.

81x99... \$1.59	72x108... \$1.59
81x108... \$1.74	81x108... \$1.74
42x36... 2 for 78c	

Colored Sheets

81x108 \$2.17	72x108 \$1.97	Cases 42x36 2 for \$1.00
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FABRIC SALE

Wash 'N Wear Prints

High style special assortment of drip-dry prints. Fashionable, bright, colorful assorted prints.

Regular 59c Yard

3 Yards \$1.00

Plisse Crepe

Printed and solid Pastels.

36" wide. Easy to sew, pleasant to wear, little or no ironing required. Juvenile, Geometric and Floral Prints.

39c Yard



Full Fashioned

Nylon Hose

First quality, 60 gauge 15 denier, 100% nylon, unexcelled for fit and color. Beigetone and Tan-tone with dark of self seams.

57c pr.

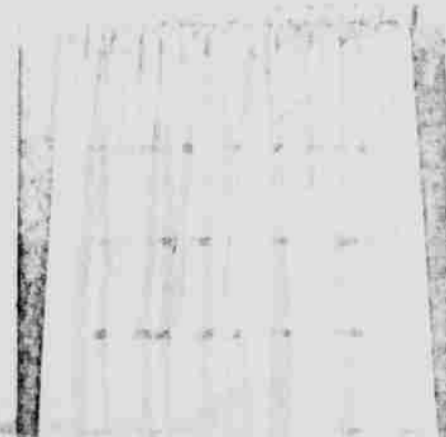


<p>Wynne 80-Square Bleached Muslin</p> <p>Fine quality, 36" wide bleached white muslin.</p> <p>4 YARDS FOR 97c</p>	<p>Unbleached Muslin</p> <p>Best for sewing all useful household items 36" wide.</p> <p>5 YARDS FOR 97c</p>	<p>Printed Outing Flannel</p> <p>Special 36" wide Prints in assorted patterns.</p> <p>3 YARDS FOR \$1.00</p>
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Nylon Panel Curtains

Fine quality Sheer. Size 40" wide by 81" long. Ready to hang.

97c Per Panel




Solid Color Blankets

A blend of miracle fabrics. Size 72x90" with acetate satin binding.

Assorted Colors While They Last

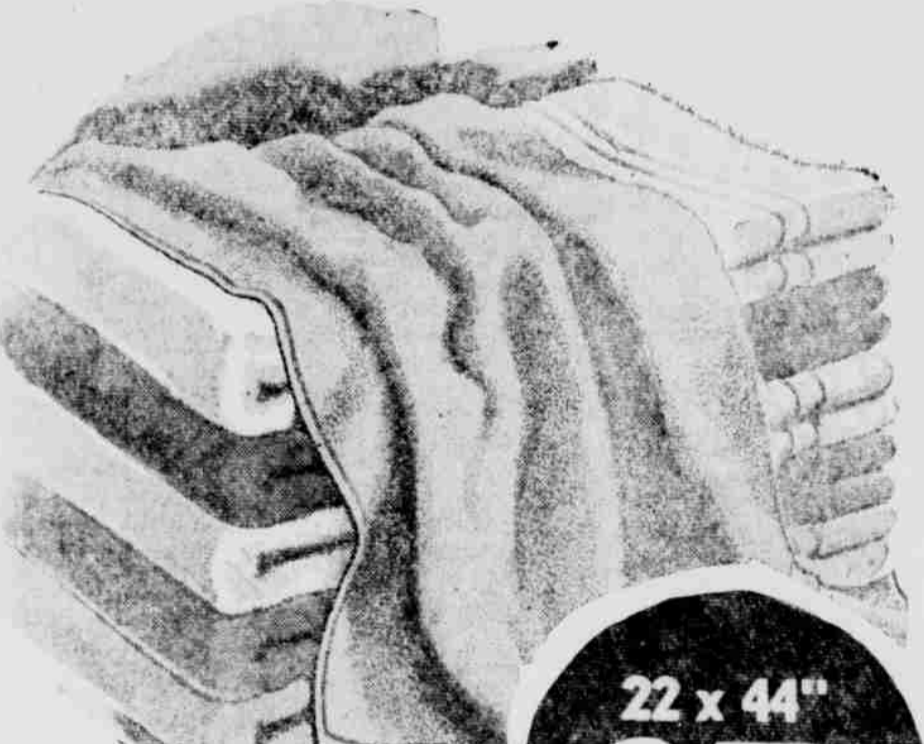
\$3.87



"Luxury Home" Throw Rugs

Cut 'N Loop pattern. 100% rayon, heavy latexed back. Choice of 14 popular colors. Size 27x45" Oblong or oval.

\$2.77 EACH



Large Polka Dot Jacquard Turkish Towels

Lasting color and Beauty. Rich, thirsty towels in assorted colors to match any decor. Buy several sets at this White Sale Price.

22 x 44" 97c EACH

Hampton Style

Bedspreads

Early American Loom woven Colonial Bedspread. Full size 96x108" Bleached white and Antique.

\$7.88 EACH



Hob Nail Bedspread

Super size 96x110" First quality closely tufted on heavy gauge sheeting. Lint free. Assorted colors.

\$3.87



Bed Pillows

100% dacron Polyester filled. Large size 20x26".

2 for \$3.97 ea. \$7.87

12"x12" Terry Wash Cloths

First quality Wash Cloths 10 in package, 5 assorted colors.

97c PACKAGE

Knitted Dish Cloths

Special value. White with colored stripes, 12 in package.

87c PACKAGE



Quilted Mattress Pads

Bleached muslin, lock stitched, zig zag quilted flat type.

Twin Size 39x76" \$2.47 ea.	Full Size 54x76" \$3.47 ea.
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Printed

Terry Dish Towels

Large size 18x30". Assorted Patterns. Bright cheerful colors.

2 FOR 97c



Ideal Diapers

Bleacher, heavy duty, white cotton birdseye diaper. Full 27x27" size Hemmed.

ONLY **\$1.69 DOZ**

Turkish Towel - Wash Cloth Assort.

Large, fluffy, towel and wash cloth. Assorted stripes and solid colors. Aqua, Brown, Pink and Yellow. Buy Now and Save!

22x44" Towel . . . 2 for \$1.00
12x12" Wash Cloth 6 for \$1.00

Combination Fitted Pads

Fine quality bleached muslin. Sanitized side walls.

Twin Size \$3.57 ea.	Full Size \$4.57 ea.
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Bath Mat Sets

Chenille solid color and multi-color. 100% viscose rayon, lint free, Pre-shrunk.

ONLY **\$2.87 SET**

Where Quality Costs Less

Soennichsen's