



HERE IT IS ! THE SALE OF THE YEAR !



January Sale

Buyers mistakes, odds and ends, discontinued lines, broken sizes . . . all headaches for us . . . now good buys for you! This is the big sale of 1952. Check every item!

Prices Slashed ! Save 20% to 70% on every single purchase ! Here's where our bad buys become your good buys ! Your chance to save !

DRESS SALE!

These Dresses Must Go!

Drastically Reduced ! BETTER DRESSES

Crepes, Gabardines, Taffetas and Cottons!
Prints, Solid Colors and Novelty Patterns!
All Sizes From 9 to 44! Buy Now!

Cute dresses, pretty dresses, flattering dresses . . . we thought so when we bought them and we still think so. We waited for everyone to agree with us . . . MOST people did, but not everyone, so we "lost the argument" on the dresses we're clearing . . . Now we're losing our shirts, but we should sell every last dress at these prices!

were **5.95 to 18.95**

now **4.00 to 11.00**

Our Entire Stock ! MATERNITY STYLES

COTTON DRESSES AND BETTER DRESSES!
2-PC. SUITS, TOO! ALL REDUCED BUT GOOD!

What do people wear when they're expecting? Not our maternity dresses . . . anyway here goes everything for next-to-nothing! (P.S. They ARE becoming!)

Were 2.95 - 14.95 — Now 1.48 to 7.48

1/2 PRICE !

MEN'S 100% WOOL TOPCOATS

*Any Topcoat In The House
At One Cut-To-The-Bone Price !*

We either had more topcoats than people wanted or people didn't want as many as we had . . . either way you can really save on topcoats during this sale. Every coat . . . yes, every single topcoat in stock, will be offered at one laughably low price. If you need a topcoat now or five years from now, or if you just WANT a topcoat, you'll hate yourself if you miss this!

Tweeds, Gabardines, Worsteds! Set-in and Raglan Sleeves! Wide range of Colors, Styles! Made to Sell for 39.50 to 49.50.

Sizes 36 to 46

30.00

**JUST 30.00 FOR
ANY TOPCOAT
IN THE HOUSE!**

BOY'S LINED WINTER JACKETS

TACKLE TWILLS AND WOOLS! ALL FULLY LINED!

You'll wonder why we didn't sell every one of these marvelous boys jackets at regular price . . . they're warm, durable and a colossal buy even at their original price. Now they're a giveaway. Buy for cold weather to come . . . this winter and next!

Made to sell for 9.50 to 11.50

Now **7.00 To 8.00**

BOY'S WATER-REPELLANT STORM COATS

Originally sold for 10.95

Chris (he's the buyer) thought he had the hottest boys coat buy in town when he got these warm, water-repellent beauties. He did have the hottest buy, but it HAS been rather chilly lately. We cooled the price down to a miserably low figure . . . don't miss this value!

SIZE 4 TO 12

7.00

MEN'S HEAVY WINTER JACKETS

SHORT & SURCOAT LENGTHS!

Fur Collars, Quilted Linings!

Many Reduced Below Cost!

Man-sized jackets, made for rugged wear, at a little boy of a price! We did have a good jacket season, but not quite good enough . . . we're too lazy to carry 'em back upstairs. Come and get 'em . . . you'll find they're reduced to clear in a hurry . . . so hurry!

WERE 15.95 TO 37.50

Now **10.00 to 24.00**

MEN'S STORM COATS

THE PERFECT ALL-WEATHER COAT!

Do you need a good, warm, handsome, durable storm coat? If, you do come to Soennichsen's . . . we're giving them away. (for all practical purposes) At least you'll find they're the best buys in this area (that's general enough) Don't delay . . . get yours today!

SIZES 38 TO 44

WERE 37.50 TO 59.95

Now **25.00 To 40.00**

Men's Famous Brand DRESS SHIRTS

White, Striped, Solid Color and Figured Shirts!

These shirts are clean, handsome, well-cut, nationally advertised AND sanforized. We are a little tired of looking at them though. Rather than look for a hiding place we're shooting them at a price that hit rock bottom and then dug in. Buy 3-6-9 or a dozen. They're real values!

REGULARLY PRICED FROM 2.95 TO 3.95

3 For 5.00

Mens
SPORT
SHIRTS
Values to 5.95
Famous Brands
S-M-L
2.87

Mens
Reg. 4.78
Blanket-Lined
DENIM
JACKETS
Sizes 36-46
3.87

Reg. 1.39
Boys
SWEAT
SHIRTS
Hopalong
and Solids
87c

Reg. to 3.29
BOYS
SHIRTS
Broken Lots
4 to 18
1.87

Reg. 3.95
Childrens
Flannel-Lined
JACKETS
Sizes 2 to 8
1.99

Dozens of
Items
Reduced
That Are
Not In
This Ad!

ALL SALES FINAL! NO RETURNS OR EXCHANGES !

SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S!

