

SOENNICHSEN'S GREAT FEBRUARY

# SALE OF FINE FABRICS



We must clear our stock to make room for new spring fabrics!  
You can save up to \$1.55 a yard at this great sale . . . check every single item!  
These prices for three days only . . . every single yard priced to sell in a hurry!

Never before such a buy!

## PURE SILKS



Heavenly pure silk prints . . .  
gorgeous silk shantungs . . . reg. to 3.95  
now . . . at a price you'll not want to miss!

# 1.90

You'll want yards and yards of these fabulous fabrics at this price! Made to sell for 3.95 a yard and more, they're a really outstanding value. Choose from yarn-dyed pure silk prints and shantungs . . . every yard a shimmering glamorous creation, every yard a buy you'll not want to miss! Hurry to Soennichsen's sale . . . save! Buy now . . . today!

## SPECIAL GROUP COTTONS - RAYONS

# 2 YARDS FOR 1.00

A special group of fabric bargains at a very special price . . . you'll want to be sure to share in the values! You'll find cottons and rayons made to sell for up to 98c a yard now selling for but a tiny part of that price! If you sew you'll save at Soennichsen's Sale of Fine Fabrics . . . don't delay a minute . . . rush to Soennichsen's . . . save, save, save!

Just look at what you can buy for  
**ONLY 1.00 A YARD!**

These fabrics originally priced from 1.49 to 3.95!  
Over 800 yards at this price . . . every yard a buy!

100% Wool fabrics . . . suitings, worsteds and tweeds . . . reg. to 3.95

Pure linens . . . made to sell for 2.95 . . . they're really a buy!

Soft 'n fluffy terrycloth . . . originally 1.49 . . . buy it now!

Rayon prints . . . glamorous 100 deniers . . . regularly 1.79

Versatile, wonderful rayon suitings . . . were priced at 1.79 a yard!



Yes, just look what a dollar will buy at Soennichsen's great sale! 100% wool fabrics, suitings, failles and crepes are just a few of the host of exciting values you'll find at Soennichsen's Sale of Fine Fabrics. Every single yard of these fabrics sold for 1.49 up to 3.95 . . . now buy them for but a fraction of that! These values must go . . . don't be left out! Come to Soennichsen's today . . . save!

Now you can buy them for just

# 1.00 A YARD!

## IT'S COMING! AFTER-INVENTORY SHOE SALE!

OVER 300 PAIR OF FAMOUS-NAME SHOES WILL GO  
AT GREATLY REDUCED PRICES . . . GET READY TO SAVE!

Watch For The Ad In The Journal February 7

Sale Ends Saturday, February 2nd, at 9 P.M.!

# SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S