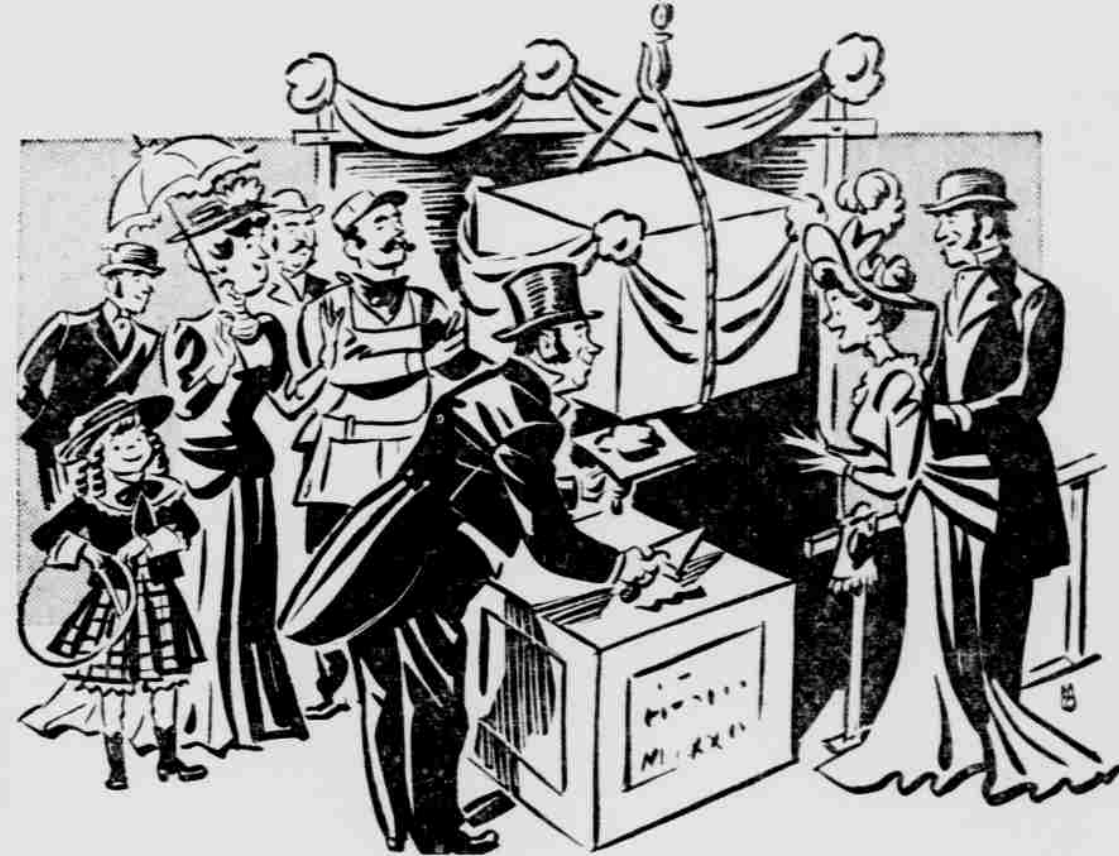


1889 ..... 1952

63 YEARS OF PROGRESS

Shop until 9 P.M. Saturday! ... free customer parking

Hurry! You don't want to miss the values at this great sale .....  
It's our way of thanking you ... our customers, for your support..  
Check every item .. see how much you can save during this sale!



# 63<sup>RD</sup> ANNIVERSARY SALE!

Last Three Days! Sale Ends Saturday!

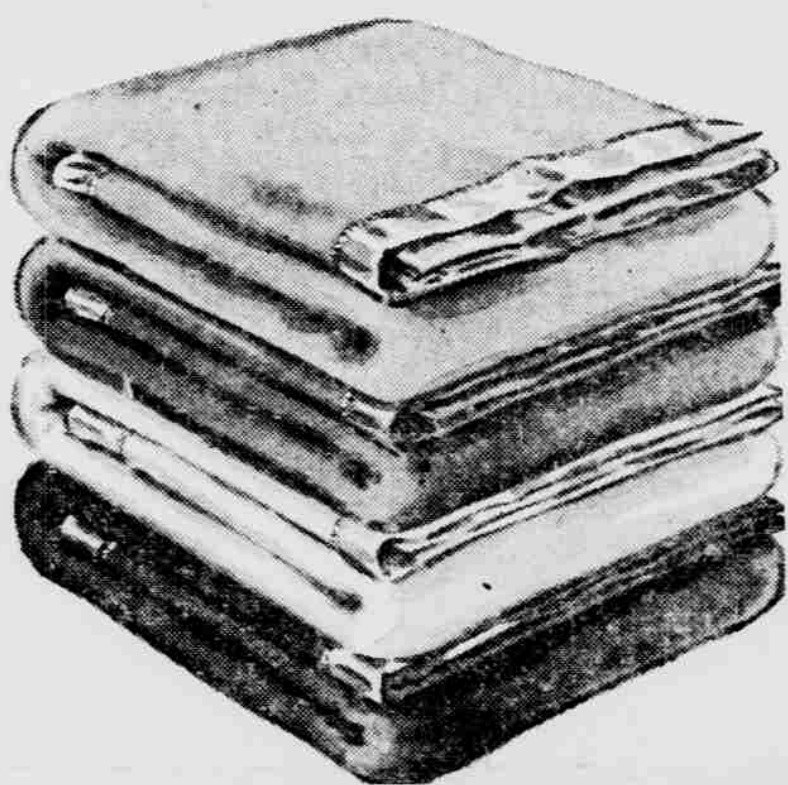
Regular 9.90

## 50% WOOL BLANKETS

Cedar - Red - Rose - Green - Blue  
Genuine Cannon-Leaksville blankets - reg. 9.90

Now ... save on fine blankets! Not just a blanket, but famous Cannon Leaksville blankets that are fully 50% wool. Individually boxed and available in a lovely array of colors, these fine blankets are a fine value. Soennichsen's is proud to be able to offer such a saving during this anniversary sale.

7<sup>90</sup>



Regular to 29.50

## SPORT COATS

Every coat is out of our regular clothing stock!  
Tweeds, flannels, herringbones, novelty weaves—all famous labels!  
You can save up to \$10.00 ... take advantage of the savings!

19<sup>90</sup>

Now ... you can have a really fine sportcoat, one you'll be proud to wear, at a price that has BARGAIN written all over it! These handsome coats are available in a fine array of patterns and weaves. Every one bears the label of a famous maker ... and they're priced extra-specially low for our anniversary sale. You'll want to get yours today!

Sizes 35 to 42 ... Regulars and longs



Regular to 15.95

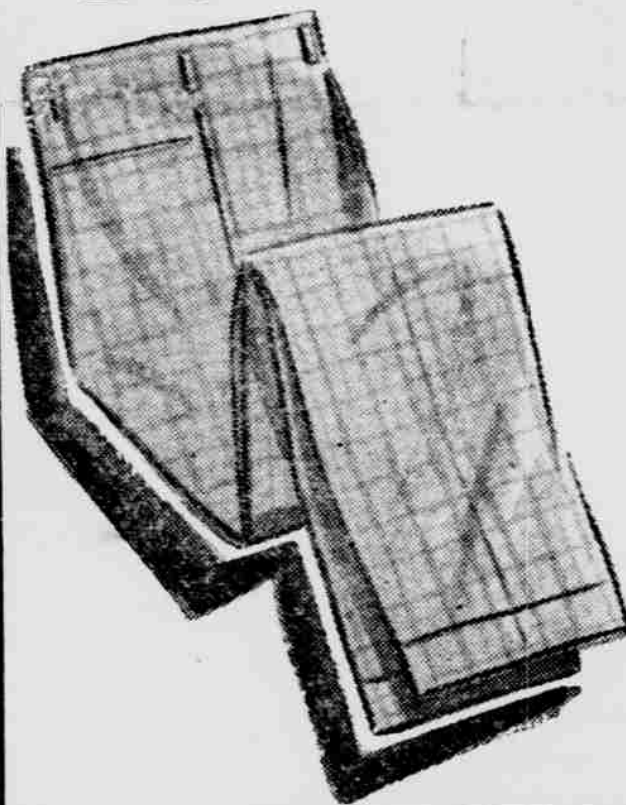
## WOOL SLAX

Made of fine all-wool Tweeds, gabardines, worsteds and flannels!  
All wanted colors and patterns ... don't miss this special sale!

10<sup>90</sup>

Wool slax made to sell for much, much more ... now on sale at Soennichsen's! You will want to buy several pair today, for this is your best chance to save this fall. You have your choice of a marvelous selection of fabrics, colors and patterns. Every pant comes right out of our regular stock, so you are assured of the very best in quality at this low price. Get yours today!

Waist sizes from 29 to 42



## WOMEN'S STORM BOOTS

Brown or black ...  
Sizes from 5 to 10.

Save on storm boots ... buy now!  
Fleece lined, fur trimmed ... a real value!

5<sup>50</sup>

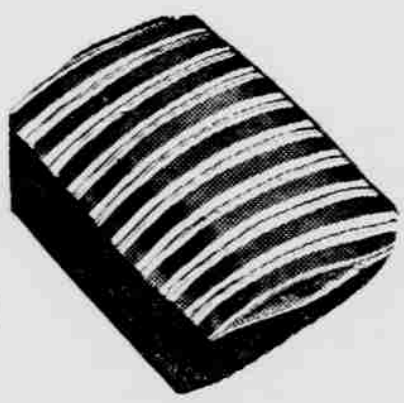


You'll see no better buy this fall than these warm storm boots. Made by our top rubber footwear resource, these boots are priced attractively low for our great anniversary sale. They're fleece lined, fur-trimmed—a great find in these days of high prices!

## FOAM RUBBER PILLOWS

Genuine foam rubber pillows ...  
Covered with fine art ticking!

5<sup>90</sup>  
A PAIR!



We've never, never been able to get enough of these wonderful pillows! They're soft, they're comfortable ... they don't sag, limp, or mat ... and they're priced wonderfully low for this sale! You'll want to buy a pair today ... don't put it off, for this is a sell-out!

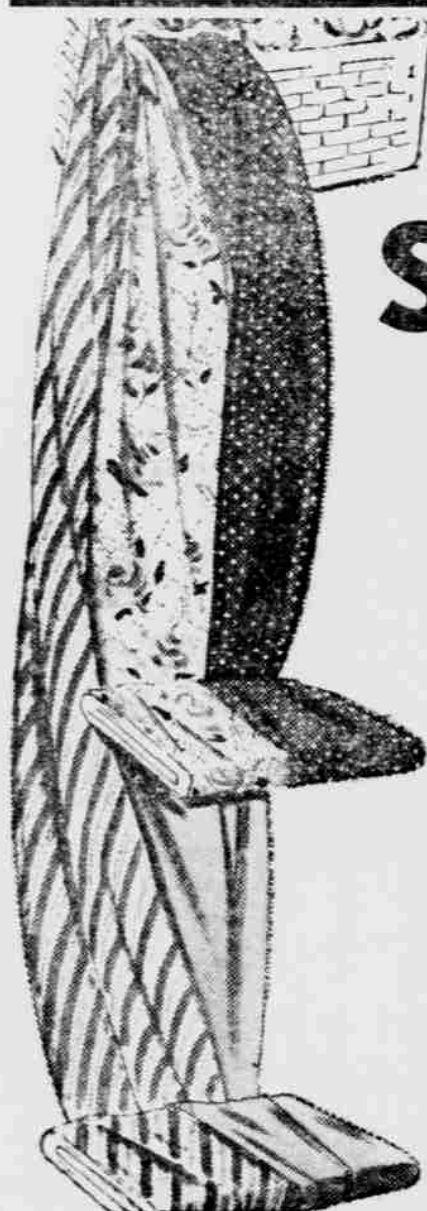
## SANFORIZED SUEDE FLANNEL

A great buy in the most popular of fall fabrics!  
Checks, plaids, prints ... all in eye-catching colors!  
You would ordinarily pay 79c a yard ... Save at this sale!

Made to sell for 79c

2<sup>YARDS</sup> FOR \$1

You don't want to miss this feature value! This excellent suede flannel is sanforized and colorfast ... the colors are clear, the patterns attractive ... it's a king-size buy! We sell yards and yards every year at 79c ... now buy the same fine quality at but a fraction of that price. Don't wait ... see this wonderful bargain today!



## BIB OVERALLS

Rugged 8 ounce denim ...  
Triple stitched for extra wear!

2<sup>49</sup>

Waist sizes 34 to 40  
Lengths from 32 to 34

Save on overalls at the lowest price in years! These are not ordinary overalls ... they're triple stitched for strength, sanforized for washability and made of the very best 8 ounce denim for rugged wear. Priced low, low for our anniversary sale, these overalls are a buy you don't want to miss!



Regular 2.95 and 3.95

## FAMOUS-BRAND DRESS SHIRTS

Shirts made to sell for 2.95 - 3.95!  
Whites, solid colors and stripes!  
A wonderful value during this sale!

Last three days! Save on famous label shirts that are made to sell for as much as 3.95! You have your choice of whites, stripes, solid colors or patterns in every size and sleeve length. Don't wait ... you save if you buy now during this great sale!

2<sup>59</sup>  
2 FOR \$5



# SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S