

Shop until
9 P.M. Saturdays

Free Parking
Lot Behind Store

HERE ARE SOENNICHSEN'S BEST BUYS FOR THIS WEEK-END!



Big Smith Denim Coveralls 5⁹⁵

Your best buy in coveralls is Big Smith... and you'll find them only at Soennichsen's! Once you see the sturdy construction features, the fit and all around wear of these all-purpose garments, you'll realize that here's a price that means value to you. See them today at Soennichsen's... where you get the most for your money!

All sizes from 34 to 46

Big Smith Lined Overall Jackets 5¹⁹

Warmth, comfort and rugged wear at a value-plus price... that's what these Big Smith jackets will give you. See them at Soennichsen's... see for yourself the quality workmanship that makes the Big Smith label your guarantee of quality at the lowest possible price. You'll need a jacket this winter... buy it now, at Soennichsen's.

All sizes from 34 to 46

Sanforized Flannel Work Shirts 2⁶⁹



You'll find your best buy in flannel shirts at Soennichsen's, where you find Big Yank shirts on sale at a tiny, tiny price. Buy several today... you'll see no better value, no lower price anywhere. They wash like a charm. Don't wait... buy now!

Hooded Winter Jackets 23⁵⁰



Here's a heavy-duty jacket that's really a buy! Double-flap front with both zipper and buttons, quilt-lined body and pile lined hood... they're built for the most in warmth and wear! Olive drab. Sizes 40-46.

Winterweight Hanes Union Suits 2⁵⁹

You don't need to settle for less than the best in winter union suits, not when you can enjoy this best buy in nationally advertised Hanes suits. The price is low, but you get all the wonderful features that have made Hanes a by-word from coast to coast. Buy your winter supply today! Sizes 38 to 46.

Heavy Duty 4-Buckle Overshoes 5⁹⁵



A terrific buy! Heavy-duty 4-buckle overshoes that will take you through the worst of winter weather. This is the lowest price in years, so don't miss this value! Sizes 7 to 12.



New Low Prices! Rugged Logger Boots 11⁹⁵

Rugged welt construction with leather laces
Waterproofed uppers... hard wearing cord soles

You'll like this rugged value in a boot that's as tough as they come! Waterproofed leather, long wearing cord soles, heavy seams, high tongue and a host of other features that make this one of the most popular of all boot styles. You'll find they're a wonderful buy at this new, low price! See them at Soennichsen's today! Sizes 6 to 12.



Lovely Gowns of Nylon Tricot Made to sell for 6.95!

4⁹⁵

Nylon tricot gowns with all the lovely styling, the delicate coloring, the exquisite trimming you are used to seeing in gowns selling for much, much more. These glamorous creations are exclusively ours at this price. See them today... they're a wonderful buy!

All sizes 32 to 42

Individually boxed

Jacquard Blankets

bound with shimmering satin

5⁹⁰

fully 6 feet wide by 7 feet long!

Here's one of the most wonderful blanket buys of the season! Lovely jacquard blankets by Beacon at a price you don't want to miss! You'll love the thick, warm nap, the breath-taking beauty... and above all the long liveability of these luxurious Beacon blankets. You'll want to stock up for the season at this low price. See this best buy now!

- Blue
- Rose
- Wine
- Green
- Cherry
- Hunter



Now! Print Rayons At A Price You Don't Want To Miss

For dresses, robes, blouses and many other uses...

All hand washable... 39 inches wide... lovely patterns!

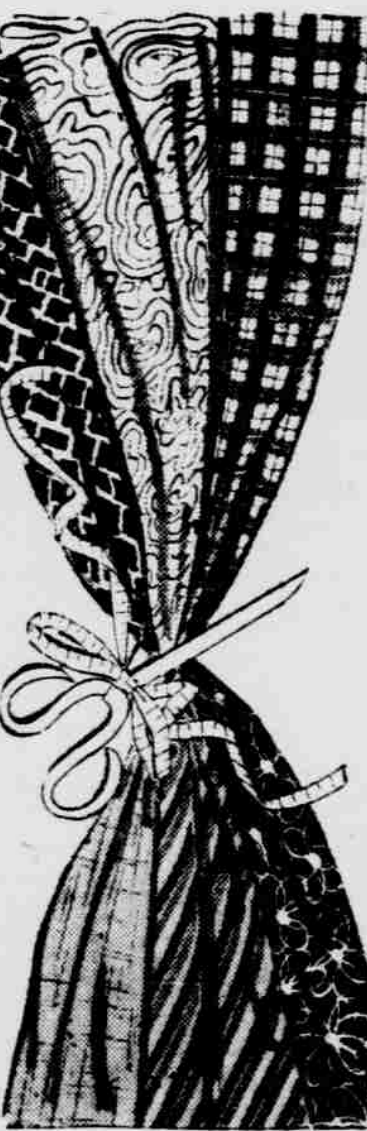
Another fabric scoop at Soennichsen's... don't miss it!

79c Value!

2 Yards For

1.00

Just in! A really great buy in one of the most popular of all fabrics, at the lowest price in years! We sincerely believe that this is one of the truly great values of this or any recent season. Don't miss this value... you'll find yards and yards of lovely glowing colors and patterns. The quality is grand, the price low! See this best buy now, today!



SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S