

WE'LL PLAY SANTA FOR YOU

make your Christmas Gifting easier!



Your Christmas gifting will be fun if you let Soennichsen's play Santa for you! Shop the easy one-stop way at Soennichsen's, where you find gifts for every one on your Christmas list... all under one roof. Enjoy Soennichsen's free parking, friendly service and complete stocks. Let Soennichsen's play Santa for you this Christmas. Soennichsen's will be open:

Every Saturday evening until 9 P. M.
Wednesday, Dec. 10 until 9 P. M.
Bring the whole family for evening shopping!

Gifts for the man in your life
from Soennichsen's men's department!

Give him an **ARROW** white shirt for Xmas . . . watch his eyes light up with pleasure!

Sure to make a hit with any man on your gift list! Men like the medium-point Dart collar that stays neat and fresh all day long. They like the trim, tapered Mitoga fit that only an Arrow shirt can give. The fine sanforized broadcloth can't shrink out of fit . . . it washes and irons like magic. See Arrow shirts at Soennichsen's today . . . bring your gift list with you . . . you'll find an Arrow shirt for every man on your list!

Does he go for casual wear?
Then he'll want one of those famous
ARROW GABANEROS

If your favorite man goes for casual wear (and what man doesn't?) he'll cherish an Arrow Gabanero this Christmas. These wonderful gabardine sport shirts are famous coast to coast for washability, style and fit. Arrow Gabaneros can be worn with a tie or without, a feature all men go for. See his favorite color in his size . . . now at Soennichsen's!

Arrow Gabaneros Are Only
650

AMERICA'S #1 GIFT
FOR YOUR #1 GUY...



Arrow Dart



3.95

wonderful for Christmas gifting!

Fluff-Loomed ALL WOOL BLANKETS

at a price that saves you dollars!

1290

● Camellia Rose ● Forest Green ● Corn Gold ● Soft Blue
Individually boxed for Christmas gifting!

Just in! The best selling all wool blanket Soennichsen's have ever carried! Loomed by Faribo of Minnesota, these lovely loft-loomed blankets are deep-napped, wonderfully warm and fluffy . . . just right for cold winter nights. The colors are clear and sparkling . . . every blanket is gift-boxed and bound in extra-wide shimmering satin. Faribo blankets make wonderful gifts; buy them now at a price that saves you dollars!



HOLIDAY DRESS CLEARANCE!

Wonderful savings on better dress and suits . . . all sizes, all fabrics!

You save $\frac{1}{3}$ to $\frac{1}{2}$. . . Shop Soennichsen's today . . . save on ready-to-wear!

16⁹⁵ TO 19⁹⁵ VALUES

Save now on famous-label dresses and suits at Soennichsen's wonderful Holiday Dress Clearance! You'll find regular 16.95 to 19.95 fashions in suits by Lampl and Sacony, dresses by Jonathan Logan, Slimaker, Martha Manning and Georgianna . . . all on sale for just 12.00! Buy today . . . save!

Now reduced to

12⁰⁰

12⁹⁵ TO 14⁹⁵ VALUES

Imagine! Dresses and suits made to sell for as much as 14.95 . . . now on sale at a low, low 9.00 price! Every single number is in style now . . . you'll find fashions you can wear now and into spring! Take advantage of these early reductions . . . buy your dresses and suits today, at Soennichsen's!

Now reduced to

9⁰⁰

8⁹⁵ TO 12⁹⁵ VALUES

You save $\frac{1}{3}$ to $\frac{1}{2}$ and even more on these lovely fashions . . . dresses you'll love for their fit and flattery! Only truly fine, famous-name fashions give you such beautiful fabrics, such eye-catching detail work and superb fit. During Soennichsen's great Holiday Dress Clearance you can choose the dress you want at this one tiny price! See them today!

Now reduced to

6⁰⁰

Save now on this seasons fashions!

You'll find junior, misses and half size styles!

Buy them for gifts, for wear now and into spring!

SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S