

**NOW . . . SEE HOW MUCH YOU CAN BUY FOR SO LITTLE! SAVE!**

# CLEARANCE!

open until 9 Saturday night

free customer parking

**SALE BEGINS FRIDAY MORNING DECEMBER 26 AT 8 A. M.!**

**BETTER DRESSES AND SUITS - REDUCED DRASTICALLY!**

Values from 8.95 To 10.95 . . . Now **\$5**

You can save up to 50% and more on this lovely group of dresses . . . they're wonderful buys. You'll find half-sizes, junior sizes and misses sizes all selling for but a small fraction of their regular price. See them today . . . save!

Values from 12.95 To 19.95 . . . Now **\$9**

Wonderful savings are yours on these lovely suits and dresses now on sale at one sensationally low price! You'll find suits by Lampl, dresses by such famous names as Jonathan Logan and Martha Manning. You can save more than 1/2 on these buys . . . see them now!

**Reg. 2.95 To 3.95 Housedresses Now \$2<sup>39</sup>**

Wonderful, washable, wearable cottons now on sale at a price that means savings for you! You'll find a good selection of sizes and styles.

**Better Blouses Reg. 5.95 To 9.95 . Now \$5**

Nylon sheers, orlon checks, fine batistes, embroidered cottons, puckered nylons . . . all beautiful and all reduced to just \$5. It's the best buy yet!

**Men's 2.95 To 3.95 Sport Shirts . . Now \$2**

Fine men's sport shirts, drastically reduced to clear in a hurry! Choose from gabardines, flannels, prints and solid colors . . . all sizes in broken assortments.

**Men's Fancy Robes Reg. 6.95 To 9.95 Now \$5**

If he missed getting a robe for Christmas, here's your chance! You'll find fancy rayons, handsome gabardines and warm Beacon fabrics. Save now!

**Men's Pajamas Reg. 3.95 . . . Now \$2<sup>49</sup>**

Famous Pleetway pajamas are yours at this sale at one tiny, tiny price. You'll find a pleasing selection of styles and patterns . . . save on this buy . . . see them now!

**Men's Better Jackets Reg. 11.95 - 14.95 Now \$8**

You must see the fine quality of these heavy, warm jackets to appreciate this value. You can choose from the best at this low, low price!

**Reg. 1.89 & 2.89 Children's Sleepers - \$1 \$2**

Nationally famous Hanes Sleepers are famous for warmth and fit . . . buy them now at Soennichsen's cut-to-the-bone prices! Choose from 1, 2 or 3-piece styles in all the wanted colors.

**Children's Wear - Reg. 1.95 - 2.95 Now \$1<sup>49</sup>**

Tumble Togs . . . the best in children's wear . . . now reduced to clear! You can outfit all your youngsters from six months of age to 8 years! See these best buys!

**Boys Better Jackets Reg. 11.95 - 15.95 Now \$9**

Here's the buy that will really ease your budget troubles. Warm, durable boy's jackets in sizes 6 to 16, now reduced to clear in a hurry at this low price!

**Men's Winter Jackets Reg. 22.95 Now \$14**

You can hunt far afield as you wish, but you'll have to look quite a while before you see a better buy than this. Save now!

**Boys Budget Jackets Reg. 7.95 - 8.95 Now \$5**

You'll want to take advantage of this superb value . . . imagine, a top quality boy's jackets for just \$5! Don't miss this value opportunity!

**Reg. 5.95 To 8.95 Skirts . . Now \$5**

Pleated styles, panel styles, plaids, checks, wools, rayons . . . just about every type of skirt your heart could desire . . . now reduced to one rock-bottom price!

**Reg. To 3.95 Women's Union Suits . . Now \$1**

This stock **MUST** be cleared! You have to see these values to appreciate them . . . you'll find famous-brand union suits made to sell for as much as 3.95!

**Reg. 8.95 To 9.95 Men's Sweaters Now \$6**

Every man loves a good coat sweater . . . you'll love this new low price on these button or zipper styles. 100% wool.

**Children's Snowsuits Reg. 8.95-13.95 \$6 \$8**

One and two-piece snow suits in all sizes from infants to size 4. Everyone is warmly lined, water repellent! They're terrific values!

**Reg. 59c To 79c - Baby Pants . . . Now 25c**

Here is a grand sale of babies' waterproof plastic pants in the best-selling snap-on style. Buy several at this price!

**Men's Storm Coats Reg. 47.50-59.50 Now \$35**

Water-repellent, fur-trimmed, alpaca-lined storm coats . . . the coat made to stand any kind of weather . . . now on sale at one cut-to-the-quick price!

**Men's & Boys Winter Caps . . Now reduced 1/3**

Every winter cap in the house in boy's and men's sizes can be yours at the grand savings of 33 1-3%. Outfit your menfolks now.

**Reg. 39.50 To 49.50 Topcoats . . Now \$33**

Here's your best chance to save on trim, warm topcoats! You'll find gabardines, coverts and tweeds in a handsome selection of styles and colors!

**Women's Dress Gloves Reg. 1.95 - 3.95 Now \$1**

Three top labels . . . six wanted colors . . . many, many styles . . . that's the story on this buy-worthy value. Sizes 6 to 8.

**ALL SALES FINAL! NO RETURNS, EXCHANGES OR REFUNDS!**

**Check Every Item On This Page! Save Dollars!**

You can save dollars at this great clearance! You'll find reductions in every department, on all kinds of wonderful items! We must make room for new merchandise, so we have cut prices to the bone—Check every item on this page . . . see the savings that will be yours at this great sale! Shop early for the best buys and best selections!

# SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S