

COTTON LOOP RUGS

Throw To Room Sizes At Surprisingly Low Prices!

4 Foot X 6 Foot Size Now yours for just

7³⁹
Reg. 8.95



- Lipstick
- Chartreuse
- Dove Grey
- Snow White
- Spring Rose
- Hunter Green
- Sun Yellow
- Cornflower Blue

Eight Lovely Decorators Colors

All Washable . . . Non-Skid Backs

Long-Wearing Lock-Loop Construction

Wonderful loop throw rugs, now on sale at very special prices! Use them everywhere . . . under tables, in front of couches, in doorways, hallways, everywhere and anywhere. You'll find colors for every decorating scheme . . . sizes for every room in your home.

You'll want more than one of these versatile rugs at these new low prices. They're pretty AND practical . . . they wash like a charm, and wear like iron. Made of top-quality cotton with heavy, non-skid backing, they are a value second to none.

Don't delay a minute . . . take advantage of these special prices now, today!

Yes! You can order 6x9 or 9x12 ft. sizes!

Regular 1.98
21 X 36

1³⁹

Regular 2.98
24 X 48

2³⁹

Regular 4.98
30 X 60

4³⁹

Your new fall blouse will be "see-worthy" if

IT'S A SHIP'N SHORE BLOUSE



Luxury blouses at budget prices
Now on sale at Soennichsens

Enjoy the high style, the downright prettiness of these Ship'n Shore creations at Soennichsens' little price. You'll find blouses just perfect for wear with your very nicest suits, or with skirts or jeans. Gay checks, colorful plaids, fine white and pastel broadcloths . . . all turned out in that fabulous Ship'n Shore manner, and all at the same low price.

The best blouse fashions have a name, and that name is Ship'n Shore. See the very latest styles now . . . at Soennichsens. You'll be pleased as punch with Soennichsens full size, color and style ranges . . . all priced to please your purse, styled to please the eye. They're yours for pennies at Soennichsens! See them today!

Ship'n Shore



Ship'n Shore

Yours for only

2⁹⁸

Sizes 30 - 40



Ship'n Shore

Right . . . Fine combed broadcloth . . . lavished with tiny tucks and a tailored fly-front. Luscious pastels that launder radiant-fresh.

CORDUROY JACKETS

Handsomely styled by Rugby

at a new low price!

13⁹⁵

Season favorite at a new low price! Rugby's handsomely tailored sport jacket of fine combed pinwale corduroy is a valuable addition to any man's fall wardrobe. It goes everywhere, does everything, fits into any occasion perfectly.

You save money at this new price, too! Made of the very finest fabric, with superb tailoring and perfect detail work, this Rugby jacket is a value-plus buy at Soennichsens. You'll want to check the man-styled good looks, the all around quality of this coat today. You will find the price is right as rain, for only the price is low . . . the quality is Rugby, and it's always high! See this sport jacket buy now, save on quality!



RUGBY SPORTSWEAR

Above . . . Miniature clan plaids are in fashion! Authentic Scotch gay-plaids that wash 'n wash. Up-and-down collar. Exclusive gingham.

Right . . . Blouse whiz! Ship'n Shore's woven feather-edged check . . . so new and ever so fashionable. Two-way collar.



Ship'n Shore

Open Till 9 on Saturdays

Free parking lot behind store

10 New Styles at This Price

Other Ship'n Shore Blouses in

Long or Short Sleeves 3.50 to 3.98

SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S !