

Open Saturdays Til 9
Free Customer Parking



Save on sweaters during our

SPECIAL PURCHASE SWEATER SALE!

- 100% Wool Sweaters
- 100% Nylon Sweaters
- New Neckline Styles
- Ribbed Turtlenecks
- Ombre-Stripe Wools
- Solid Color Nylons
- Novelty-Stripe Slipons
- Basic Wool Cardigans

Famous Lampl Sweaters ... Reg. 3.98 to 5.98

You save on one of the best buys we've ever made! Wonderfully elegant sweaters by Lampl, wonderfully flattering, wonderfully wearable ... now yours at savings of as much as 50%. You save on fine sweaters right in the heart of the season! Choose from an eye pleasing array of new fall shades ... choose from 100% nylons and 100% wools ... choose from an extravagant collection of heart-of-the-season styles ... you save mightily on every sweater! We bought these tremendous values at a low, low price ... we're passing the savings on to you. See them today ... save on one of America's finest sweater lines now ... today!

Manufacturers' Close-Out!

All With The Lampl Label!

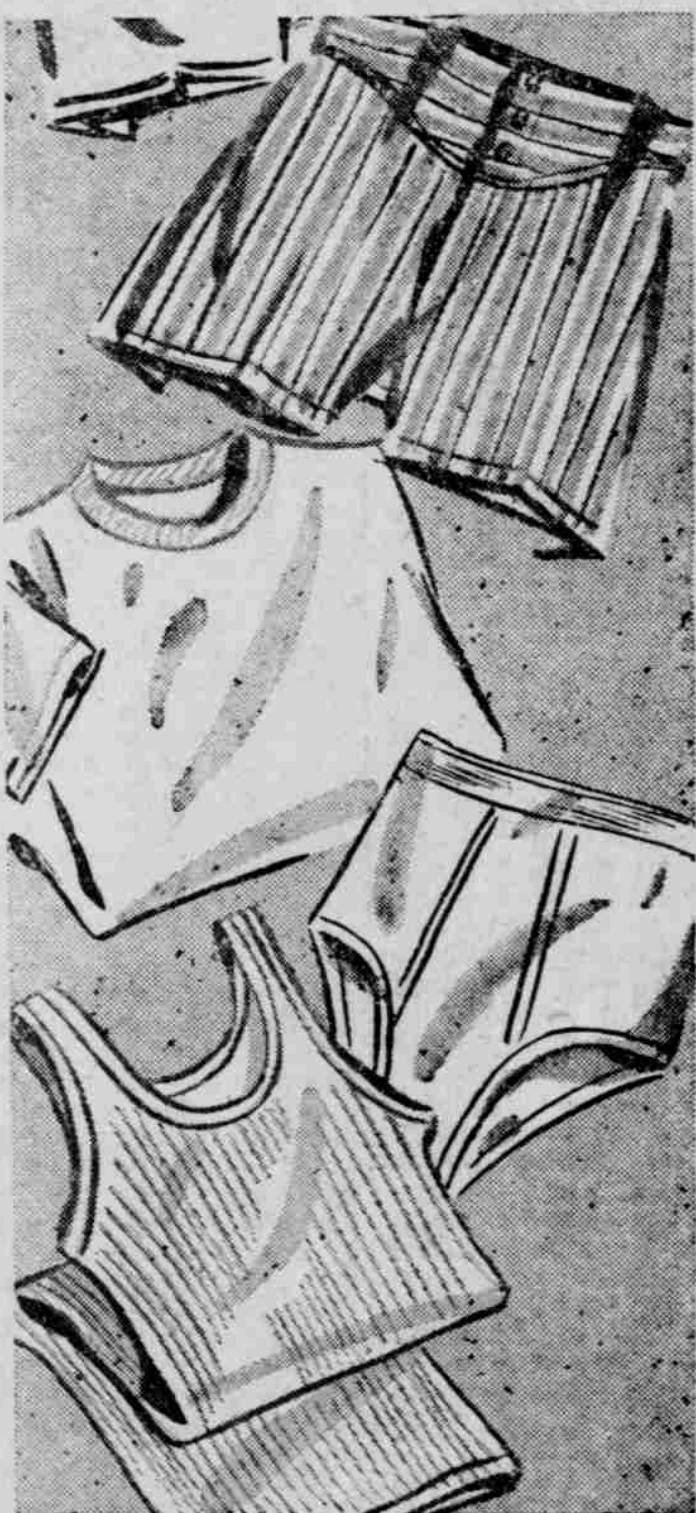
All The Wanted Colors!

All The Newest Styles!

Only **2.98**

All Sizes From 34 To 40!

More Men Wear Fruit-of-the-Loom Guaranteed Underwear Than Any Other Brand!



The Most Wanted Brand!
Fruit-of-the-Loom Underwear
For Men { and Boys, Too! }
Top Quality At Low, Low Prices ... At Soennichsen's

Knit Briefs

Fleecy white cotton athletic shirts, the very best possible quality at the very lowest possible price. Made from extra-fine cotton to absorb perspiration and punishment alike. A best buy at Soennichsen's. Men's sizes 34-54. Boys sizes 2-16.

FOR MEN	69c	FOR BOYS	59c
6 FOR	4.10	6 FOR	3.50

Athletic Shirts

Trimly tailored combed cotton knit briefs, cellophane wrapped. All around fine elastic waistband and stop-gap fly. Designed for perfect fit, under all conditions, value priced for extra-value. Men's sizes S, M, L, XL. Boys sizes 2-16.

FOR MEN	49c	FOR BOYS	39c
6 FOR	2.90	6 FOR	2.30

Tee Shirts

Combed cotton yarn body with exclusive Ny-loneck and collarette that is guaranteed never to stretch out of shape. Wonderfully washable and wearable. Men's sizes S, M, L, XL. Boys sizes 2-16.

FOR MEN	69c	FOR BOYS	59c
6 FOR	4.10	6 FOR	3.50

Broadcloth Shorts

A top of the heap value in sturdy sanforized broadcloth. Choose from solid colors, stripes or plain white in either gripper or boxer styles. All full cut for comfort. Men's sizes 28-52. Boys sizes 2-16.

FOR MEN	69c	FOR BOYS	59c
6 FOR	4.10	6 FOR	3.50

SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S!