



When It Comes To Gifts ... We Are Specially Gifted!



We're Brimmin' Over With Gifts for All the Family ... For Everyone on Your List!



"Black Magic" New Duster



By Basila
5⁹⁸

In Sizes 10 to 18
Gold, Rose or Blue

Oriental print under a high tufted black overlay ... pretty as a picture and a wonderful gift. The collar curves to a point ... the back swings carefree and gay from a yoke. Big jet buttons prance from throat to hem. And it washes like a charm! She'll love this pretty duster for wear all season long ... it's a fabulous gift at a popular price ... at Soennichsens.



Make a Merry Christmas Merrier with

Arrow White Shirts

... the Best-Liked SHIRTS in All the World

3.95 up

Look high and low — you won't find a gift that will make his Christmas any merrier than *Arrow White Shirts*. They've got what it takes to make him happy—his favorite collar styles ... anchor-stitched buttons ... the "Mitoga" trade-mark which means they're tapered through shoulders, sleeves and torso to fit him perfectly. Any *Arrow Whites* will make the lady of the house happy, too—their fine "Sanforized"® fabrics tub and iron beautifully, won't shrink more than 1% ... their collars and cuffs lie flat for easy ironing. Be a knowing "Santa" ... choose a gift from the top of his Christmas list—*Arrow White Shirts*.

Holeproof Nylon Hose

1.50

51 gauge, 15 denier

3 Pair
For Just
4.35

Free With 3 Pair!

Leg and foot lotion
Made to sell for 79c
Beautifies ...
Saves stockings



The prettiest nylons
under any tree ... Holeproof!

Lovely sheer nylons by Holeproof ... a gift cherished by every woman. Choose the nylons she wants from Soennichsens wonderfully complete Christmas stock. Buy now during this special sale ... get a 79c bottle of creamy leg and foot lotion, free with three pair! It's a buy you don't want to miss!

Short, Medium, Long Lengths

Lovely "Metropolitan Mood" Colors.

Other Holeproof Nylons from 1.35 to 1.95

All sizes from 8 to 11 ... all full fashioned

Fancy heels, Kno-Runs, service weights, sheers

Now Fashion - Famous Charm Lingerie

In luxurious nylon tricot

fashioned by

Luxite

Charm Nylon Pettiskirt

She'll love the lavish trim, the fabulous quality of Luxite's famous Charm Pettiskirt. Shirred with Val lace in a double insertion and made of easy-to-care-for nylon tricot, it's the prettiest half-slip of the season. Sizes S-M-L in Firelight Red, Mocha and White.

5.95

Charm Nylon Gown

Here's charm for her slumber in shirred nylon net with nylon Val lace over the shoulders and topping the bodice. The comfort minded waistline is of dirm^ol elastic for perfect fit. It's a gift she'll cherish for years to come! 34 and 36 in Firelight Red, Boiero Black.

12.95

Charm Slip

First in the hearts of the loveliest women ... the stunning Charm slip. Matchless nylon tricot, frostily leed with shirred nylon net and dainty Val lace. In proportioned regular or tall lengths. 34 to 42 in Ethereal White, Firelight Red, Alpine Pink.

6.95



SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S !