

for your convenience Soennichsen's open 'til 9 every nite 'til Christmas!

for the nicest gifts under the tree shop Soennichsen's ... please everybody on your list!



Give him slacks now ...  
we'll alter the length after Christmas!

Marx-Made **SLACKS**

Man-tailored slacks make fine gifts ...

They're as handsome as they are durable.

All you need is his waist size, we alter later!

Here's a gift that keeps on giving ... wonderfully tailored Marx-Made slacks. Made of fine woolen fabrics, these slacks are a gift he'll appreciate, for he knows quality. The house of Marx has been tailoring fine men's apparel for over 100 years ... and all their experience has gone into these slacks.  
Choose from tweeds, worsteds, gabardines and flannels ... all you need know is his waist size. After Christmas he can come in any time he pleases, and we will carefully measure him for the correct length (there is no charge for alterations). Give him slacks ... see them at Soennichsen's today!

**12.95**  
29 to 44



Give her lingerie ...  
heaven-soft, easy-to-care for nylon!

Luxite **NYLON LINGERIE**

She loves beauty ... she likes practical things

She'll adore nylon lingerie by Luxite.

Choose from a complete stock.

- \* Flame red
- \* Bolero black
- \* Reverie rose
- \* Astor blue
- \* Petal pink
- \* Dawn aqua
- \* Champagne
- \* Lunar green

Nylon Gowns

Slumber-lovely nylon gowns in all colors, many styles ... a gift she'll cherish. All sizes, 32 to 42.

From **5.98**

Nylon Slips

Lovely slips of heavenly nylon tricot. Frilly or plain, colored or white. She will love the fine fit of Luxite. 32 to 42.

From **5.98**

Nylon Pajamas

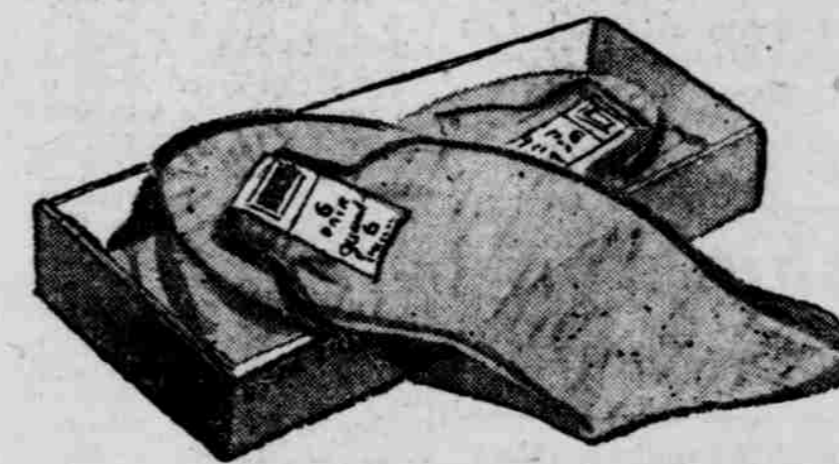
Practical beauty in Luxite's wonderful nylon pajamas. A gorgeous range of colors, all beautifully tailored. 10 to 18.

**10.98**

Nylon Panties

Easy-to-care-for nylon panties she's bound to enthuse over. Wonderfully wearable and washable. Perfect gifts. 5-6-7-8.

From **1.69**



For Christmas Gifting  
Wonderful Holeproof Sox

**DRESS SOCKS**

Handsome and long-wearing ...  
Gifts men always go for!  
Choose from a complete stock!

There's no finer gift than handsome Holeproof Sox! They're a gift men will appreciate ... they're handsome and durable. Choose from rayons, nylons, orlons, wool and nylons in a wide range of colors and patterns. You'll find all sizes from 10 to 13, at a wide range of budget-pleasing prices!

**85c**  
From

Gifted  
Cottons  
styled by **RELIANCE**

make lovely gifts  
she'll love a dress!

The prettiest, the most gifted cottons are the famous Reliance styles. She dotes on the quality, the expensive good looks, that have made Reliance dresses a byword from coast to coast. Buy her one today ... all sizes in misses 10 to 20, half-sizes 12½ to 24½.

**2.98 to 3.98**

Free Customer Parking!

Every man wears and wants

**SPORT SHIRTS**

Famous shirts by **ARROW**

Wonderful buys by **BEAU BRUMMEL**



All the wanted fabrics, all the popular prices in sport shirts are yours to choose at Soennichsen's. There is no more popular gift than a good sport shirt, and with good reason! Every man wears and wants a sport shirt! You'll find his size, pattern and color in Soennichsen's complete stock ... we're sure to have the shirt that will please him. Give him the most popular man's gift of all ... a sport shirt from Soennichsen's!

**2.98 to 7.98**  
S-M-L-XL

If you can't give her a new fur coat ...  
she'll gladly settle for wear-everywhere

**COTTON BLOUSES**

Soennichsen's is specially gifted when it comes to  
cotton blouses ... you'll find the two top names:

Ship'n Shore and Bobby Brooks ... perfect gifts!

- \* Long or short sleeve styles
- \* Plaids, checks, stripes, solids
- \* White and all the newest colors
- \* Wonderfully wearable, washable

From **2.98**  
30 to 40



The most popular gift for her! Young or old, gals go for the smart good looks, the wear-everywhere practicality of quality cotton blouses. And Soennichsen's is the place to buy them, for you find the two labels most featured by fine stores at Soennichsen's, Ship'n Shore and Bobby Brooks. You'll have the largest stock, the most complete range to choose from at Soennichsen's (we just received a fresh new shipment). All the wanted colors and styles ... and all so popularly priced. They're lovely gifts ... choose hers now!

"WHERE QUALITY COSTS LESS"  
**Soennichsen's**  
DEPARTMENT STORE