

Third Big Week! New Values, New Savings! Shop Today!

1889 1954
65 Years of Continuous Service



ANNIVERSARY SALE

STORE HOURS
8 To 9 Saturdays
8 To 6 Weekdays

We've Purchased Special Items For This Sale! Compare The Values!

You Save In Every Department! Shop Early . . . Save Now!



Very Special Purchase! Men's Shirts & Shorts

Regular 69c to 89c Garments!

Boxer Or Gripper Shorts
Fine Swiss - Rib Undershirts

From the world's largest underwear manufacturer! A very special purchase of shirts and shorts!
Made to sell for 69c and 89c . . . now you can buy them for the low, low price of 2 for \$1. Choose from sanforized broad-cloth shorts in either gripper or boxer styles, fine swiss rib undershirts. You can buy 2 shorts, 2 shirts or a shirt and short combination, all for the same sale price! Buy them for wear now or gifts later. Save on a very special purchase now, today!

NOW **2** FOR **\$1**
Shorts 28 to 44
Shirts 34 to 46
Save 29c to 39c
On Each Garment!

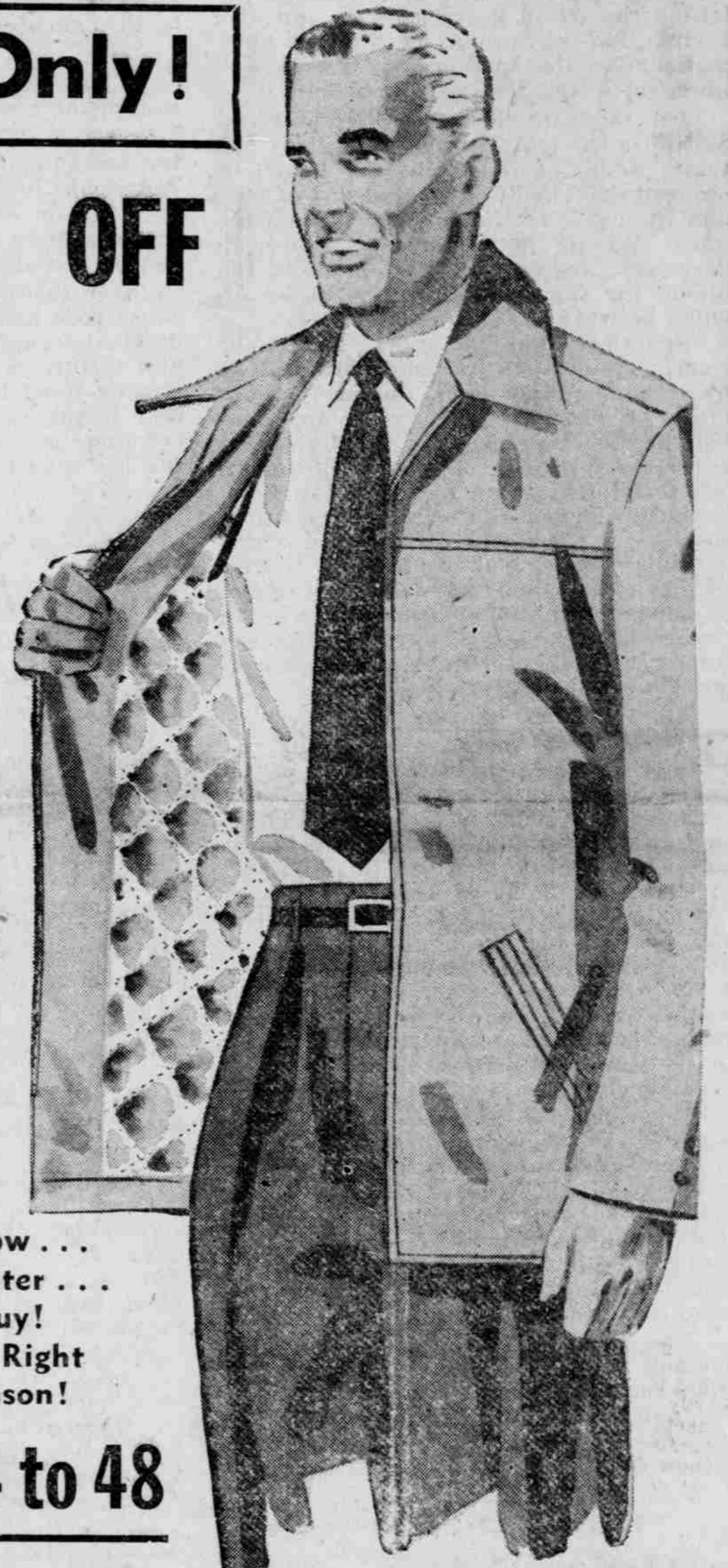


Two Days Only!

25% OFF

**MEN'S
AND
BOY'S**

Outerwear



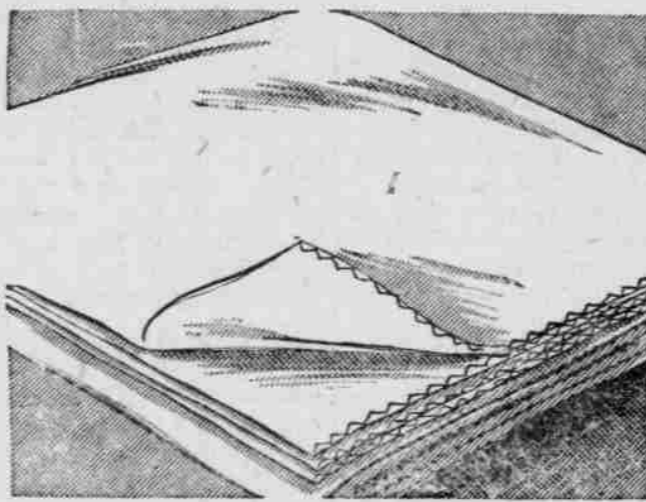
80 X 95 Sheet Blankets

Extra - Heavy Nap . . . Extra - Large Size !

Reg. 2.79

2 FOR **\$5**

Bleached sheet blankets, extra large, extra fluffy at an extra-special price! A full 80x95 inches in size, and made of soft, heavily napped cotton, these blankets are a real bargain at Soennichsen's tiny price. Stock up now for colder weather to come! Save now!



Anniversary Special!

If You Need A Jacket Now . . .
If You'll Need A Jacket Later . . .
Now's The Time To Buy!
Save A Whopping 25% Right
At The Start Of The Season!

Men's Sizes 34 to 48

Boy's Sizes 4 to 20

Your Choice Of
Any Dress Jacket!

Long Jackets, Short Jackets
Of Wool, Rayon, Nylon And Acetate!
Dozens Of Styles, Colors, Linings . . .
Save Now On This Advance Sale!

RUGBY!

SHANHOUSE!

WINDBREAKER!

FIELD & STREAM!

MODERN!

Genuine Candlewick Bedspreads

Genuine, Traditional
Candlewick Spreads
Sold Ordinarily at 13.98!

86x108 Size!
Fringed Edges!

Pretty as a picture, and they're priced to save you dollars!
Genuine candlewick bedspreads, traditionally a favorite, in lovely pastel shades of pink, blue, green, and yellow. Ordinarily these lovely loomed creations are 13.98 or more. We made a special purchase; you save mightily! Buy today during Soennichsen's Anniversary Sale and save!

PINK

BLUE

GREEN

YELLOW

9.98

"WHERE QUALITY COSTS LESS"
Soennichsen's
DEPARTMENT STORE