

WHERE QUALITY COSTS LESS
Soennichsen's
DEPARTMENT STORE

SALE

Post - Holiday . . . Pre - Inventory Sale

- All Famous-Name Items
- Prices Cut to the Bone
- Savings in Every Department
- Regular Stock Merchandise
- Save From 25 up to 50%
- Lowest Prices of the Year

NOW! SAVE ON

- Star Brand
- Trim Treds
- Rand Shoes
- Scamperos

Shoes For All The Family!

Men's, Women's and Children's . . . Now Priced Dollars Lower!

SHOE SALE!

Men's Sizes
Sizes 6 to 12
Widths A to D

Women's Dress
Sizes 5 1/2 to 10
Widths AA to B

Teen-Age Flats
Sizes 4 to 8
Widths AA to B

Reg. 7.98 Women's Suede Pumps

SAVE MORE THAN 50% AT THIS SALE!

Famous Trim-Tred pumps in brown or black suede, plain tailored styles or with contrasting trim . . . yours for less than 50% of their regular price! 6 to 12, AA to B!

3.98

SAVE \$4 A PAIR



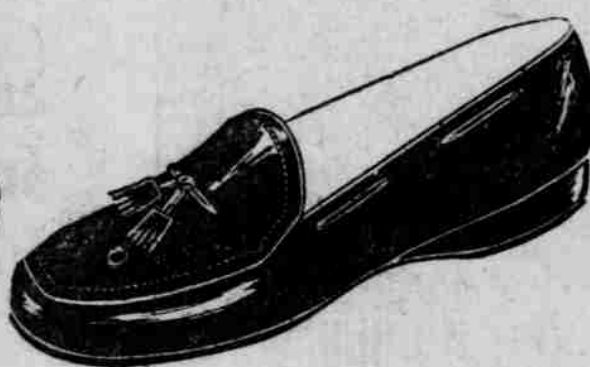
Reg. 4.98 Women's Casuals

SAVE \$2 ON EVERY PAIR! BUY NOW, SAVE!

Brown or black pumps, loafers and sandals, now on sale at Soennichsen's! You save \$2 a pair on such famous labels as Scamperoo and Trim Tred! 4 to 8, AA to B!

2.98

SAVE \$2 A PAIR



Reg. \$7.95 To \$12.95 Men's Shoes

OXFORDS, LOAFERS REDUCED!

Buckskins, suedes, saddle leathers, in black, brown or navy with leather, neolite or cushion crepe soles! 6 to 12, A to D!

4.98



Made to Sell for 1.98 to 6.95! Women's-Children's Slippers

Women's Sizes From 5 to 8
Children's Sizes From 6 Thru 3

Fabulous savings on women's and children's slippers . . . now . . . at Soennichsen's! You'll find a wide range of colors, fabrics and styles, priced to clear in a hurry. Shop early for top values, enjoy the amazing saving on quality slippers!

1.49

MEN'S SALE

Regular \$22.50 to \$25
Men's Quilt-Lined Jackets **\$15**
Sizes 36 to 48

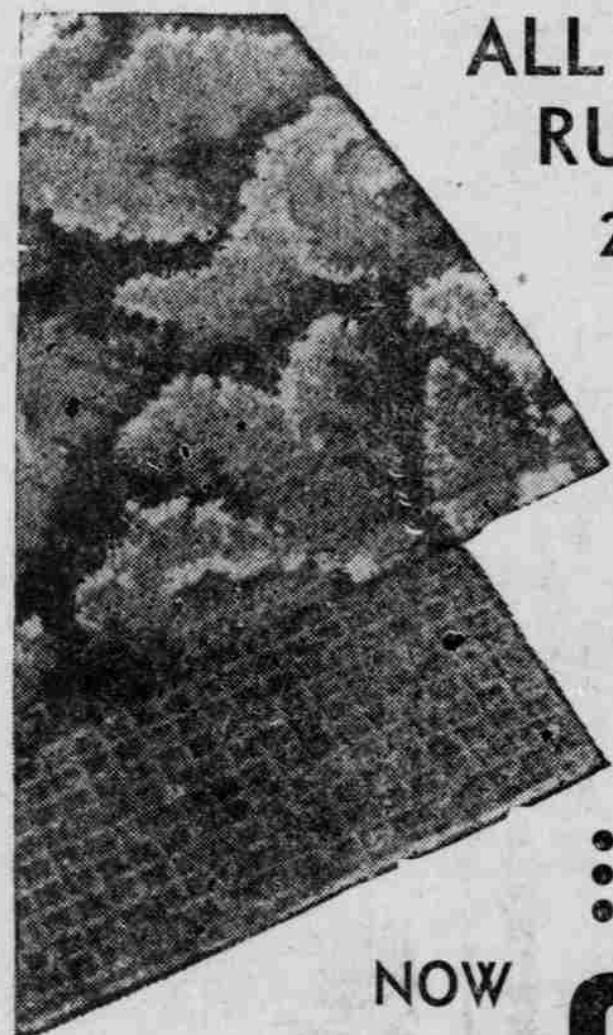
Regular \$15.95 to \$19.95
Men's Quilt-Lined Jackets **\$10**
Sizes 36 to 46

Regular \$2.98 to \$3.98
Men's Sport Shirts . . . **\$2**
Sizes S-M-L-XL

Regular \$4.98 to \$7.98
Men's Sport Shirts . . . **\$3**
Sizes S-M-L-XL

Regular \$25 to \$30
Men's Wool Sport Coats . . **\$15**
Sizes 35 to 46

Regular \$35 to \$50
Men's Wool Topcoats . . **\$20**
Sizes 38 to 44



ALL WOOL RUGS

27x54 Size!

Regular

7.98

to

17.98

- Wiltons!
- Axminsters!
- Tone-on-Tones!

NOW

3.98

REGULAR 7.98 4x6 FT. SHAG RUGS

- Blue • Gold • Chartreuse

Closeout! Wonderful cotton shag rugs, a full 4x6 feet in size, on sale now well below cost! You save \$4 on every one. Hurry before they're gone!

3.98



BROADCLOTH MEN'S SHORTS

- High-count sanforized broadcloth!
- Popular gripper or boxer styles!
- All men's sizes up to 42!

Regular 59c

3 FOR \$1

Sizes 28 to 42

YOU SAVE 25 TO 50 %

We must clear our holiday stock to make room for new merchandise and get ready for inventory. As a result you save as much as 50%. Shop now for bargains at Soennichsen's!

FASHION SALES!

Better Dresses!

Our Entire Stock Reduced!
Sizes 7 to 15, 10 to 20, 12 1/2 to 26 1/2.

You save up to \$10 on some of the most famous of fashions! You'll find your size and color and style in our complete stock of dresses for wear now and later! Enjoy the lowest prices of the year . . . shop Soennichsen's now!



Regular 8.98 to 10.98
Dresses

Now **5.98**

Regular 12.98 to 14.98
Dresses

Now **7.98**

Regular 17.98 to 19.98
Dresses

Now **9.98**

TOP BUYS!
LOW PRICES!

Sizes 1 to 14 in
Children's Dresses
Reg. 3.98 to 5.98 Values
Now **2.98**

Regular 5.98
Kay Whitney Dresses
10 to 20, 14 1/2 to 24 1/2 **3.98**

FABRIC SALE

- Reg. 1.95 Rayon Suitings!
- Reg. 1.69 Better Dress Crepes!
- Reg. .89 No-Iron Twistalene!
- Reg. .89 High-Count Prints!
- Reg. 1.35 Pleated Cottons!

NOW

2 YARDS FOR \$1

SAVE NOW AT THE LOWEST PRICES OF THE YEAR!

"WHERE QUALITY COSTS LESS"

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