



We're Having a SALE!

YOU'LL WANT TO GET FIXED-UP WITH THESE BARGAINS!



JUST IN!
MATCHED SETS

\$5.88

A SET!
Reg. \$7.90 Value

- Heavy Sheen Twill!
- Zipper Fly!
- Fully Sanforized!
- Khaki or Grey!

You'll have to hurry for this king-size value, the finest we've been able to give you in many a moon! You pay just \$3.44 for the trousers — \$2.44 for the shirts—you save \$2.02! These sets are spanking-new, and just look at these features: shirts and trousers full-cut for comfort, all seams completely serged—the trousers have a full zipper fly, suspender buttons and genuine boat-sail pockets, bar-tacked for extra strength! You can't buy more for less, so hurry, hurry!

Shirt Sizes 15 to 16½
Waists 29-42; Lengths 29-32
While They Last!

SALE OF WOMEN'S
COTTON GOWNS

Reg. \$1.49 to \$2.95

\$1.00

- Fine Cotton!
- Pink or White!
- Exquisitely Made!
- Sizes 36 to 46!

Two Days Only!

We think that these values are among the finest we have ever offered — we hope you will agree! Sorry — but these prices are good only from Journal publication until 9 P.M. Saturday! So hurry!

DRAPERY!

Previously Priced \$1.59 to \$1.79

- 48 inches wide!
- Vat-Dyed Prints!
- 5 Patterns!

This drapery is just crying for a window to glamorize! Each lovely color is vat-dyed for color-fastness, each pattern is crystal clear, every yard is a full forty-eight inches wide. You can brighten your home and please your purse with this made-to-order value for spring. Buy now — save now!

98¢
A YD.

BUY NOW! TWO DAYS ONLY!

CLEARANCE! CLEARANCE! CLEARANCE!

SALE OF FINE BLOUSES

You'll find values to \$6.95!

SAVE

Pretty blouses, colorful blouses, charming blouses—all to be sold for but a fraction of their regular price! Wear them with a skirt—to set off that suit—to touch up your wardrobe. You'll find oodles of colors and styles and every one a tempting value! While they last — buy now and save!

\$1 AND \$2

Sizes 32 to 48

ALL SALES FINAL!

You've asked and asked, so here is our

REPEAT SALE!

Percale!

49¢
a yd.

Sale of fine-quality, luxurious

Print Rayons

Regular \$1.49 to \$1.95 values!

\$1
a
yard



- ★ Our entire stock!
- ★ All 80 square!
- ★ All color fast!
- ★ Huge selection!
- ★ Prints-Solids!
- ★ Regularly 69¢!
- ★ Two days only!

ALL SALES FINAL!

Overalls!

\$2.88

JUST 150 PAIR TO BE
SOLD AT THIS PRICE!

- Fully Sanforized!
- Double sewn buttonholes!
- Bar-tacked pockets!
- Genuine 8-oz. denim!

ONLY SOENNICHSEN'S VOLUME
PURCHASES MAKE THIS POSSIBLE!

We made arrangements for a special quantity discount in order that we could offer these wear-worthy overalls at this price! We won't be able to repeat a value like this, so hurry—the quantity is limited! Buy now and save!

Waist Sizes 32-50 30 to 34 Lengths
NO LIMIT WHILE THEY LAST!



IT ISN'T NICE
TO POINT
BUT...

JUST LOOK AT THIS!

DRESS CLEARANCE

Values to \$12.95

Hurry! We only have 50 to sell

at **\$2 and \$3!**

You can save more than \$10.00 a dress! These dresses will go like the proverbial hot-cakes at such astoundingly low prices. You'll find prints and solid colors, glamorous crepes, attractive cottons — dresses just clamoring to be worn. You'll want to buy several — and why not, at these prices! Buy now and save!

Sizes 9 to 50

ALL SALES FINAL!



MANUFACTURER WENT
OUT OF BUSINESS!

CLOSE-OUT

FAMOUS AMERICAN LADY

Made to sell for
\$5.00 to \$8.50!

GIRDLES

\$3.00!

Just 30! Just 30! Just 30!

This famous line is no longer available — you can buy these wonderful garments as low as ½ price! You really have to see them to appreciate the marvelous workmanship, the flawless construction, the wonderful fit that can be yours at this amazingly low price. Glamorize your figure with a truly fine foundation... at a next-to-nothing price! Buy now and save!

Sizes 26-31

Two Days Only! All Sales Final!

SOENNICHSEN'S

Where All Cass County Shops With Confidence

Call 4231
Shop until
9 P.M. Saturdays
and
7 to 6 Weekdays