

Whether it's men's suits, fabrics or dresses

open 'til 9 P.M. Saturdays

Your best buys are at Soennichsen's

• day in and day out, your money goes further at Soennichsens !

• buy where you find "big city merchandise at home town prices" ... at Soennichsens !

The best clothing value in America today!

Soennichsen's famous Style-Mart suits ...

Rated America's best suit buy by Consumer's Research!



- The only suit with 4 guarantees!
- The only suit with Neck-Zone Tailoring!
- First in value in fabrics, tailoring and fit!
- Consumer's Research proved its your best buy!

You get what you pay for and more when you buy a Style-Mart suit at Soennichsen's. For fit, material, tailoring and wear, Style-Mart suits are the best clothing value in America today! Consumers Research Laboratories recently named Style-Mart as your best buy in the \$40 to \$60 price range — their tests showed Style-Mart to be best in every detail. Buy your Style-Mart now ... at Soennichsen's ... take advantage of the best clothing value in America today!

Select your suit from new spring styles - priced from

45.00



Last Two Days ... Hurry!

SEW AND SAVE WEEK

- many of these values will end Saturday, March 1!
- save up to \$3 a yard on famous fabrics ... buy now!
- check every item below ... they're your best buys!

You save \$3 a yard on wool gabardine!

Botany-Brand Gabardine

Made to sell for 7.95

Wonderful for suits, dresses, skirts and slacks!

Not just 100% wool gabardine, but Botany Wool Gabardine ... the fabric nationally famous for quality. You'll want to buy it now at Soennichsen's, while you can save a full \$3 a yard. Choose from such colors as brown, navy, red, hunter, beige and blue ... but don't delay ... buy now!



4.95

Two fashion values for you from Soennichsens spring selection

They're wonderful buys!

Right ... Two wonder fabrics in one wonderful dress!

Orlon and nylon ... two wonder fabrics combined into one wonderful dress that you'll wear year 'round! It's washable, and needs no ironing ... and it's styled in a glamorous half-size. You'll want it in your spring wardrobe ... buy it today.

Sizes 14½ - 20½ **18.95**

Left ... Cotton ... pert as spring's first flower

Sweet and simple best describes this cotton with a wide diamond-stitched neckline. It's lovely as a picture, and the price is ever-so-tiny. You'll want this Jonathan Logan for spring and all summer too ... come in and try it on today.

Sizes 9-15 **10.95**



Soennichsen's is your budget's best friend ... for day in and day out Soennichsen's is in the market, looking for best buys for you. Yes, your best buys are at Soennichsen's ... and there's a reason. Soennichsen's takes a lower markup than city stores ... for Soennichsen's lower overhead means lower prices for you! Shop Soennichsen's today!

You save on colorful plaid gingham!

Woven Gingham **49c**

What a wonderful buy! Gay woven gingham in an exciting array of plaids, and at such a tiny price. Buy yards and yards of this versatile fabric now ... save!

You save on glamorous rayon prints!

Rayon Prints **79c**

Put that extra touch of glamor into your spring ... make a new dress or blouse out of these lovely print rayons. They're pretty as springs' first flower, and they're a marvelous buy! Don't wait ... buy now!

You save on 80-square cotton prints!

Fine Cottons **44c**

All guaranteed colorfast ... wonderful prints!

You will really enjoy these value-plus cottons! They're colorfast, washable and perfect for such a wide variety of uses that you'll want just yards and yards. Now is the time to buy prints ... save during Sew and Save Week!



SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S