



Just one week to Easter! Now is the time to
Step into Soennichsens . . .

Then step out in the Easter Parade!

. . . . your Easter wardrobe will be a good buy if you buy it at Soennichsens!

Another famous name at Soennichsens!

BLOUSEMAKER

a great name in fashion . . .

you've seen Blousemaker blouses in

Charm, Glamour and

Good Housekeeping!



Above . . . Candy-stripe nylon Blousemaker in the stunning new Gibson Girl style. It's a washable, wearable blouse that will make your Easter wardrobe a thing of beauty. Red and navy, 32 to 38. 7.95.



Above . . . Here's Blousemaker's bare armed charmer for spring in fine, combed cotton pique. Set off with a pert little black bow that merely buttons on, this blouse will be your favorite. White only, 32 to 38. 4.95.

When you buy your Easter blouse, be sure to see the superb new Blousemakers at Soennichsens! Famous from coast to coast for fashion, fit and washability, Blousemaker is a marvelous addition to Soennichsens's long list of famous names of fashion. Blousemaker blouses fairly sparkle with style . . . and they're ever-so-beautifully made! See Blousemaker blouses at Soennichsens's today!

3.95 to 7.95

You . . . and your Easter Dress . .

will be a perfect match this Easter . . . especially if your dress comes from Soennichsens's stunning Easter collection of famous fashions! You will find that your Easter dress will be a good buy, too . . . if you buy it at Soennichsens's. Do you like nylon, orlon, bemberg, silk, rayon or cotton? Soennichsens's has them all in a wide range of styles specially chosen to fit your figure and suit your purse. See your dress at Soennichsens's . . . Now!

Colonial style shown

8.95

in misses sizes 12 to 20

Your best dress fashions will be found at Soennichsens's . . . choose from such famous lines as

- Slimaker
- Colonial
- Tony Todd
- Irma Hill
- June Patton
- Vicky Vaughn
- Jonathan Logan
- Forever Young
- Martha Manning



COLONIAL
fashioned

COMPLIMENT-CATCHER
as seen in GLAMOUR

Van Heusen shirts give you

Twice the wear

At no extra cost!

as proven by official laundry tests

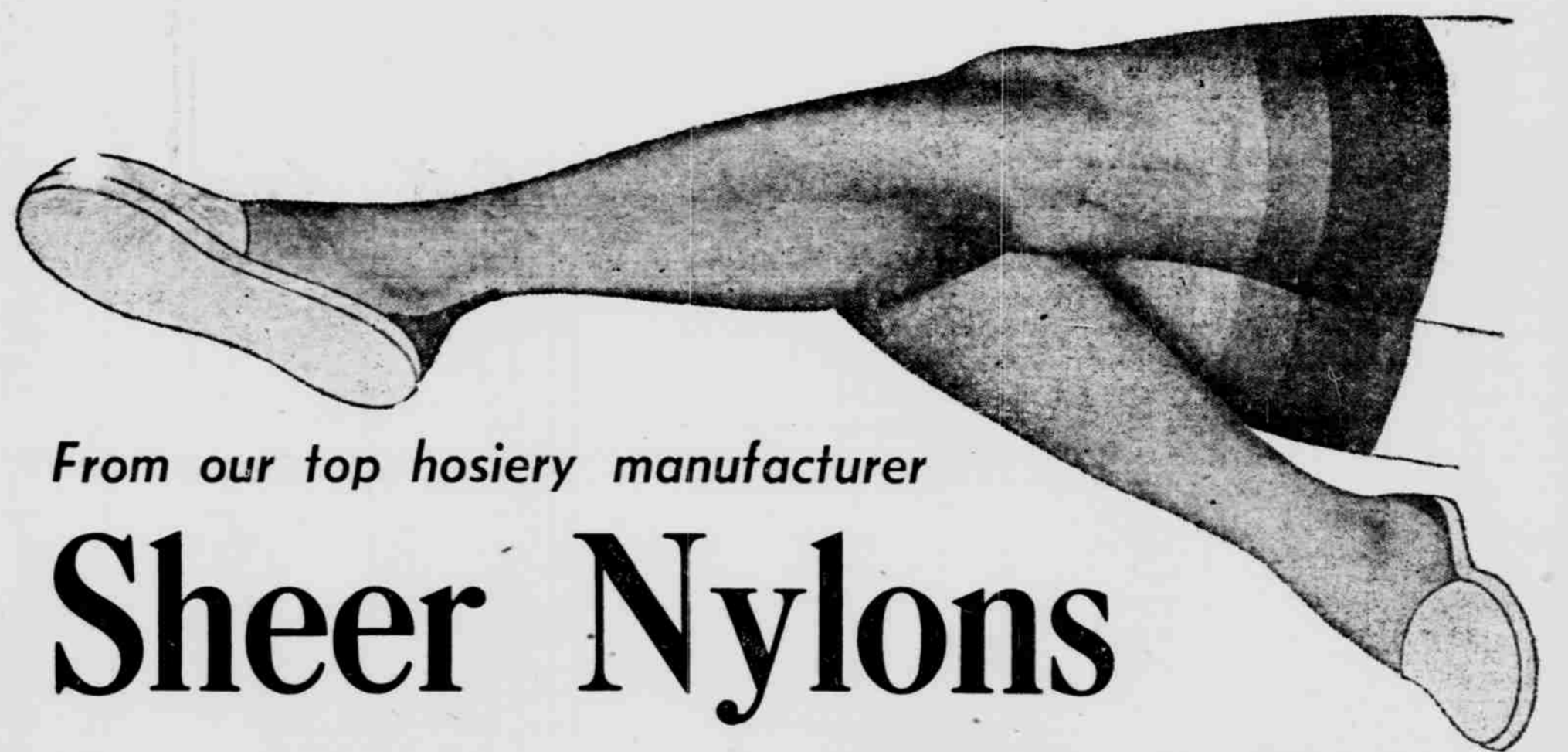
of The American Institute of Laundering!



3.95

The American Institute of Laundering took Van Heusen shirts out on a test. And here's what they came up with: Van Heusen shirts, after an exhaustive series of washings and wearings, lasted up to twice as long as other shirts tested! That's real value news . . . for you pay no more for Van Heusen shirts than an ordinary branded shirt!

See the doubly-terrific Van Heusen shirts at Soennichsens's . . . pick one to go with YOUR Easter suit . . . you'll find it's a good buy!



From our top hosiery manufacturer

Sheer Nylons

Slight irregulars in gorgeous nylons!

Sizes 9 to 11 . . . both medium and long lengths!

All new spring colors . . . all sheerly beautiful!

Firsts in these hose sell for 1.35 up to 1.65!

The irregularities absolutely will not impair the wear!

Another top hosiery value for you . . . now at Soennichsens's! You'll find soft, sheer dressy nylons in a whole host of glamorous spring colors . . . and at a tiny, tiny price. You'll not want to miss this exciting value . . . slight irregulars from Soennichsens's top hose resource . . . now on sale at the lowest price ever! Buy several pair today . . . but hurry, for this sale has sell-out written all over it. Buy now . . . save!

89^c

Save even more on Three pair!
Three pair are just 2.40

SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S