

free parking . . .  
open until  
9 P.M. Saturdays



The Easter Parade is a fashion parade . . .  
Step into SOENNICHSENS . . .  
Then step out in the finest of fashions !

Your Easter wardrobe will be a good buy if you buy it at Soennichsen's!

Your spring suit . . . .

The heart of your Easter wardrobe . . .

Soennichsen's have the fashion you need in a suit . . .

Styled by such great names as Sacony and Lamp!

Your spring suit . . . with its charming elegance, its flair for going everywhere. Suits are fashion this spring, and Soennichsen's has the suit you need for Easter, spring and summer. Whether you wear a junior size, a misses size or a half-size, you'll find the suit you need at Soennichsen's. They're priced so reasonably, too! You needn't pay a lot for fashion . . . see your suit at Soennichsen's today!

You'll find the suit style you need . . . priced at just

**16.95 to 25.00**



Your Easter blouse

in wonderful, washable Nylon  
designed to suit your taste and your pocketbook



Have you seen the wonderful new nylon blouses at Soennichsen's? If you haven't, then step into Soennichsen's today and select your blouse. You'll find nylon puffed sheers, nylons lins and nylon crepes in a grand array of styles and colors. (Included are the fashion-famous Blousemakers) You'll find a blouse to suit your taste . . . and your pocket-book!

**4.95 to 10.95**

True glamour . . .

in pretty-as-a-picture

**Nylon Prints**

In Sizes

14 1/2 to 22 1/2



Only Forever Young . . . a fabulous fashion name - could bring you such marvelous dresses at such a tiny, tiny price. Delightfully fashioned in printed nylon with all the charm of spring, these creations are truly fashion firsts! They're wonderful, they're washable . . . they're nylon . . . and they're designed to and flatter the half-size figure. See them today . . . at Soennichsen's!

Priced at a tiny

**10.95**

They're a wonderful buy !



Here for Spring!

*Kate Greenaway's*

dresses for girls  
from size 1 to size 14!

The most captivating collection of frocks that ever greeted springtime Kate Greenaways! Pretty as story-book pictures they introduce completely new fabrics, colors and styling. See them at Soennichsen's . . . today!

**1.95 TO 7.95**



Which fashion is for you?

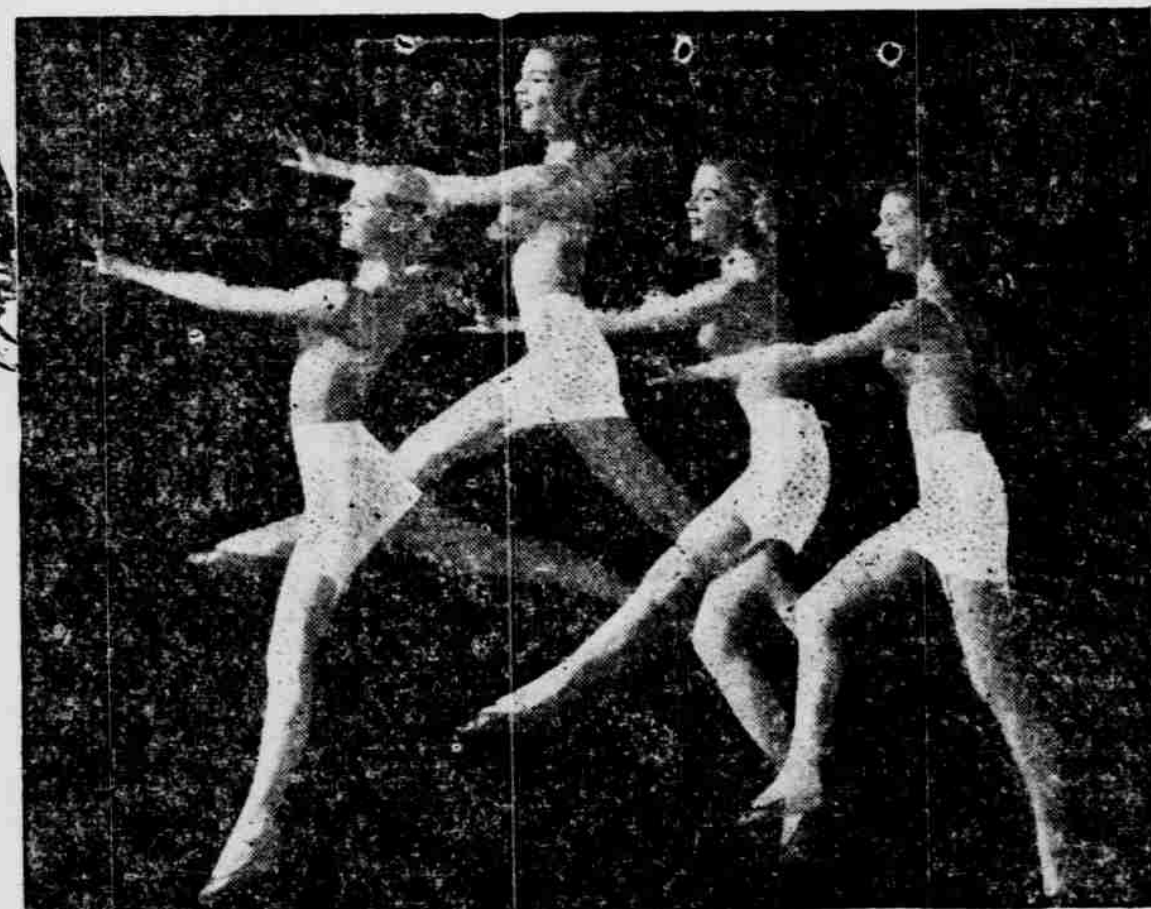
BOTH . . .

if you wear

**Invisible**

**Playtex®**

**Living® Girdle**



One moment, you're a graceful swirl, wide-skirted, free-wheeling and appealing; next, your whim is slim—you're a slender graceful column. But—always—your Playtex Girdle keeps you small-waisted, flat-middled, trim-hipped, free as the air. A miracle of smooth latex, without seam, stitch or bone, it's invisible under all your new clothes, washes in seconds, pats dry with a towel. Get your Playtex Living Girdle now—in the SLIM shiny tube—Gardenia White, Blossom Pink, Heavenly Blue.

**3.95**

PANTY "BRIEF"

**4.95**

GARTER GIRDLE

Also Playtex Pink-Ice Girdle, dispels body heat . . . \$4.95 and \$5.95  
Playtex Fab-Lined Girdle with fabric next to your skin . . . \$5.95 and \$6.95

**SOENNICHSEN'S**

QUALITY COSTS LESS AT SOENNICHSEN'S