

shop at Soennichsen's and Save, Save, Save!

free parking
open until 9
on Saturdays

You'll find that day in and day out, your best buys
are at Soennichsen's . . . Cass County's Shopping Center for over 60 years!



Phil-Maid's fabulous Spun-lo gown

Trimmed in nylon net and ribbon

Phil-Maid

a wonderful
buy at just

1.95

Nationally advertised!
Trimmed in nylon!
Made of famous Spun-lo!
Made to fit and flatter!
A great buy at 1.95!

The most fabulous gown value
in America today! The smooth
graceful lines of this Phil-Maid
creation are topped with an oval
frame of nylon net trimmed with
ribbon . . . the effect is gorgeous.
Made of easy-washing, long-wear-
ing Spun-Lo, this gown has be-
come one of the most wanted lin-
gerie fashions of the year! Choose
from turquoise, coral, buttercup
and wild rose in sizes S-M-L-XL.
Buy yours today . . . at Soennich-
sen's!

SCOOP!

Dan River
wrinkl-shed gingham
dresses for only

The tinst
price ever! \$

Sizes 12 1/2 to 24 1/2

AND

Sizes 12 to 20

Soennichsen's scoops the market
again! Never before such fine fab-
rics, such pretty styles at such a
low, low price! Delightfully design-
ed to fit and flatter these dresses
now on sale in both misses (regular
sizes and attractive half-sizes. Ev-
ery dress is of Dan River Wrinkl-
Shed Gingham. Step into Soennich-
sen's today . . . you will want one of
these buy-worthy cottons!

A limited quantity only at this price!



BABY



You'll like what you see in our infants department!



WEEK



You'll want to take advantage of these special buys!

5% Wool 36 x 50 inch crib size Satin bound CRIB BLANKETS

By Pepperell . . . each one individually boxed!
Choose from white, green, pink, yellow, blue!

1.95

Only Soennichsen's bring you such out-of-this world values as
these fine receiving blankets. Deep-napped, warm and cloud-soft,
these cotton receiving blankets are priced as low as low can be! Stock
up now while they last . . . buy them for your baby, for gifts . . .
they're a best buy you'll want to enjoy. Don't wait . . . buy now!

26 x 40 inch size Deep-napped soft, plaid RECEIVING BLANKETS

Warm 'n soft cotton receiving blankets - 26x40 inches!
Attractive plaid pastels in green, blue, yellow and pink!

3 For \$1

Special for Baby Week . . . a wonderful buy in a Pepperell crib
blanket, exclusively yours at Soennichsen's! Soft, warm and fluffy,
these blankets are 5% wool strengthened with 95% rayon. Satin-
bound and individually boxed they're a buy you'll not want to miss.
Buy one of these generously sized, breath-taking Pepperell blankets
now, during Baby Week!

Satin Baby Pillows

Soft, fluffy - kapok filled!
A best buy during Baby Week
. . . fine pillows for baby's own bed,
covered with lustrous satin, and filled
with cloud-soft kapok!

1.59

Denim Diaper Jeans

They're sweeping the country!
You have to see them! Cute
diaper jeans of blue denim in sizes 6
months to 2 years. Matching jackets
1.75, and matching denim shoes 1.95.

1.49

Flannelette Diapers

27x27 size . . . extra absorbent!
Extra-absorbent diapers of soft
flannel . . . priced as only Soennich-
sen's would price them! Buy a dozen
now!

1.95

Matey's Knit T-Shirts

Regularly priced 1.00 to 1.29!
Solid colors and gay stripes and
patterned T-shirts at a new, low
price. Buy during Baby Week . . .
save!

89c

Snap-on Baby Pants

Fruit-of-the-loom quality!
Fruit-of-the-loom baby pants
that snap-on so easily, so quickly . . .
they're sturdily made, marvelously
priced!

2 FOR \$1

Infants Slip-on Shirts

Guaranteed for 100 washings!
Guaranteed by Parents Magazine,
these Speedon infants shirts are
guaranteed for 100 washings. Infants
sizes 1 to 6.

2 FOR \$1

You've seen them on television!
You've seen them in national magazine advertising!

FAMOUS TUMBL-TOGS

The play and casual clothes for children from 9 months to 8 years!
Tumbi-Togs are made to be outgrown . . . not outworn!



Sanforized Chambray Shorts

Sanforized chambray shorts
(shown at left) in infants sizes
9 months to 2 years. A best buy
buy Tumbi-Togs!

59c

Seersucker Shorts and Shirt

Gay, colorful printed seer-
sucker shorts with matching
shirt - for hard wear during
spring and summer play. 2 to 8.

2.29

Denim Boxer Longie

Made for hard wear for the 2
to 8 year crowd, this denim jean
is an ever popular best seller.

1.29

Two-Piece Butcher Boy Suit

Cute as-a-bug . . . striped
seersucker shirt with contrast-
ing gabardine suspender pant.
It's dressy . . . and practical!
1 to 4.

1.95

Denim Double-Knee Jean

Sturdy 8 oz. denim with double
knees for extra months of wear!
Sizes 2 to 8 years.

1.95

Infants Seersucker Overall

Cool, washable seersucker ov-
eralls with convenient snap legs
and crotch. Ideal for kids 9
months to 2 years.

1.29

Infants Gabardine Overall

For tots from 9 months to 2
years, this play tog is the ans-
wer to a mother's prayer! Guar-
anteed washable!

1.35

Elastic-waist Denim Shorts

Blue denim shorts for all
around mischief this summer.
Sizes 2 to 8 with elastic waist
for fit.

89c

Sport Denim Boxer Longie

Sanforized sport denim jeans
in gay spring colors in sizes 2
to 8. Detachable suspenders.

1.75

Plaid Denim Pedal Pushers

Gay plaid pedal pushers for
girls 2 to 8. This is one of the
cutest garments you'll see this
year.

1.35

SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S