

Sunday, May 11, is

MOTHER'S DAY

Give her a Mothers Day gift from Soennichsen's wonderful selection of special values . . . make her day complete!

Now! For Mothers Day . . .
Famous-brand

Nylon Slips

made to sell for 5.95 and 6.95

4.99



Right out of regular stock . . . luxurious all-nylon slips at a special price for Mothers Day! You'll find a slip to suit her taste . . . choose from tailored or lovely trimmed styles in a becoming range of colors. She'll love the luxury of nylon lingerie on her day . . . pick out her slip today.

Sizes 32 to 46



Mother's
Day
Compliments

wherever

she

goes . . .

now

into

summer

Martha Manning[®]
ILLUSION HALF-SIZE DRESSES

Sheer elegance in washable Wing-Tip rayon sheer with the look and feel of silk, the look of height, of slimness . . . each, of course, a gifted choice for Mother's Day.

a. The open flattery of white, scatter-printed in summer colors, gently slender, ever so cool. Multi-color prints on white in sizes 14½ to 22½.

b. Dark color, lighted with white, chosen for its easy lines, its look of serenity. Black, navy, charcoal gray or dark green with white in sizes 14½ to 22½.

c. Summer's love, the coat dress, slim because of its vertical lines and again because of its minute print. Black, navy, copen or pink with white in sizes 14½ to 22½.

d. Cool to summer's sun, the Siamese print, appearing both tall and slim, appearing at any daytime occasion. Kelly or turquoise with black, red with navy. Sizes 16½ to 24½.

Each,

8.95



Mother's Day gift card free with each Martha Manning Mother's Day Dress

As seen in
Good Housekeeping



Mothers Day Gift Suggestions

gifts she'll cherish on HER day

Colored Muslin Sheets . . .

she'll love the glamour and charm of these fine Peppereil sheets. 81x108 size **3.95**

matching pillow cases . . . 1.50 pr.

Fine Handbags . . .

in pastels, red, navy, brown or black in a wide variety of styles. Priced from **1.95**

Fancy Handkerchiefs . . .

fine linens, handmade Chinese cutworks, and beautiful prints she'll exclaim over. **1.00**

Lovely Nightwear . . .

by Luxite and Strutwear, in rayon or nylon. Choose from gowns, pajamas and robes priced from **1.95**

Table Linens . . .

she'll be proud to have on her table. Damask sets, print cloths and napkins. Boxed or open stock from **2.59**

Blankets and Bedspreads . . .

The perfect gifts for any occasion. Choose the color and style she'll like. From **4.95**

whatever you choose

her gift will be a good buy if

you buy it at Soennichsen's!

A special hosiery value for mothers special day!

Strutwear and Holeproof Nylon Hose



Dress sheers and service weight sheers.

All in the newest, loveliest spring shades.

Regularly priced from 1.35 to 1.50 a pair.

Nylon hosiery . . . the perfect gift for Mothers Day now on sale at Soennichsen's! Take advantage of these special savings, buy her a box of nylons today. They're a gift she'll cherish on Mothers Day.

BOX OF 3 PAIR . . .

3.89

She'll love the flattery of these

New Spring Blouses



Styled by such famous names as Blousemaker and Erwin!

Superbly tailored from orlon, nylon, cotton and rayon!

Sleeveless styles, new sleeve effects . . . all wonderfully flattering!

The best of all possible gifts for Mothers Day . . . a lovely blouse. Soennichsen's spring selection includes nylons and orlons as well as rayons and cottons. Whether she likes the gay new sleeve effects or the more classical styles, you'll find her blouse at Soennichsen's. Pick one today!



**2.95
TO
10.95**

All the wanted
styles and colors!

Sizes 32 to 44

SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S