



Vote for DAD

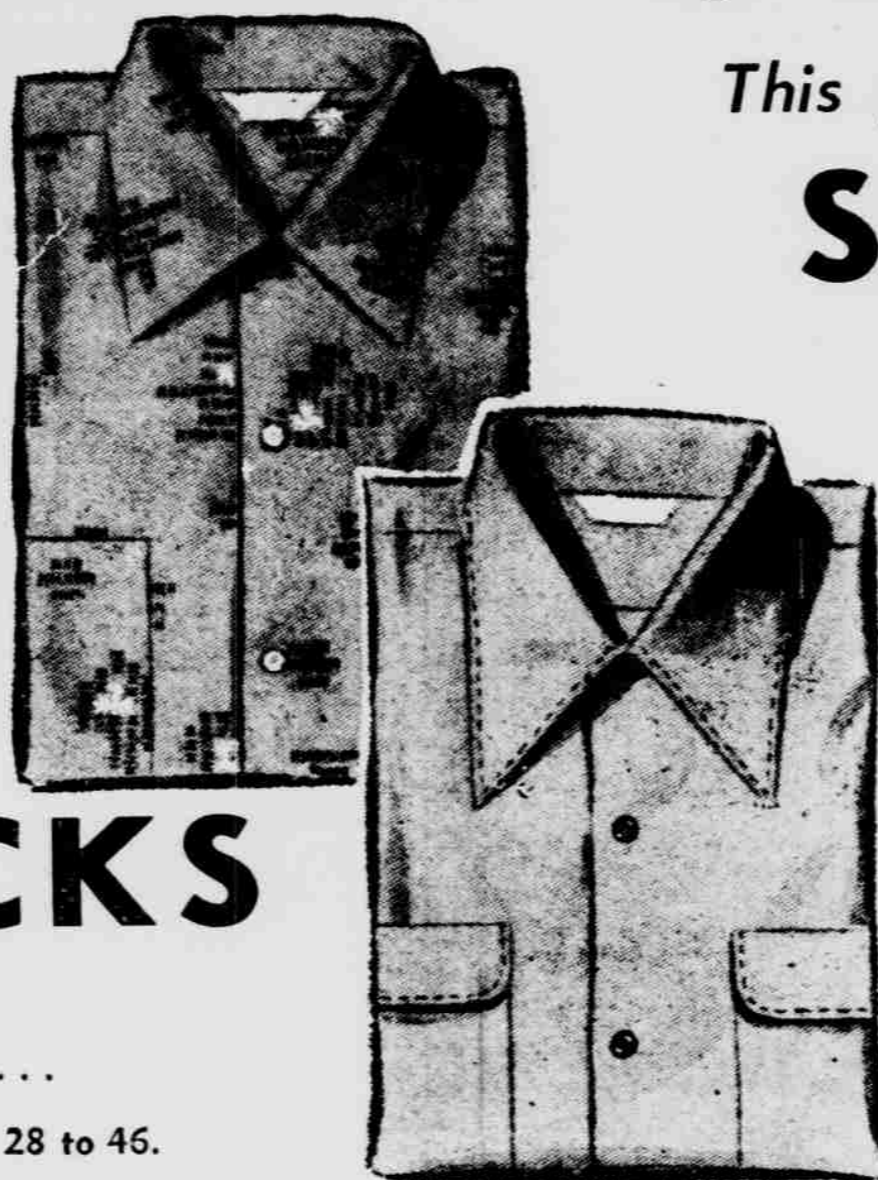
Top Candidate for 1952 Dad!

Cast a vote for Dad on his day with a gift from Soennichsens!

Sunday, June 15, is Father's Day

... make Dad your candidate for 1952! When all is said and done there's just one day a year that's Dad's day to shine ... Father's Day, June 15. Cast your vote for Dad this year ... Father's Day is the day to vote and there's no better way of casting a vote for Dad than with a gift that is meant for him alone. Soennichsens is all set up for Dads day of days with the gifts he likes in the styles and colors he wants. Make Dads day complete with a gift from Soennichsens's.

Open until 9 P.M. Saturday
Free customer parking ...



This year Dad casts HIS vote for

SPORT SHIRTS

and Soennichsens's has the shirt he wants!

Short sleeve plisses, terry cloths and print rayons.

Long sleeve gabardines, cottons, and fancy rayons.

Styled by such famous names as Van Heusen and Rugby!

Dad would vote twice for this gift, if he could. There's a world of comfort and wear in a good sport shirt, and Dad knows it. He also knows how cool and comfortable they are during the hot days of summer. Make a hit with Dad ... give him a sport shirt from Soennichsens's, where you can find the largest selection, the most wanted styles and colors.

Priced as low as

1.95

Tops on HIS ballot ...

SUMMER SLACKS

Designed to give Dad the best in comfort and style!

You'll find it easy to choose his slacks at Soennichsens's ...

you'll find a wide range of fabrics and colors in sizes 28 to 46.



Here's a gift that any Dad would have on HIS ballot ... cool, comfortable wrinkle-resistant summer slax. He'll appreciate the smart tailoring, the fine wearing qualities of Soennichsens's wonderful summer slacks. Give him a pair on his day ... remember, there's no charge for alterations, and he can come in later to be measured for cuffs and fit to a "T".

Remember ... you pay no alteration charges

Conservatively priced from

5.95

Some leading candidates in for Dads Day Gifts ...

A gift certificate ... purchase of a gift certificate from Soennichsens's ... give it to Dad on Fathers Day ... let him pick his own gift. You can make it as large or small as you wish.

A straw hat ... priced from 1.95 now that hot weathers here he'll appreciate a cool summer straw. Pick it out for him or purchase a miniature hat ... let him exchange it for his choice.

A good Billfold ... priced from 3.50 give dad a billfold, always a welcome gift. He'll appreciate its beauty and practicality, make his day complete.

Handsome Jewelry ... from 1.00 cuff links, tie clips, chains, all handsome as all get out. He'll appreciate jewelry on his day ... it adds a personal touch.

Rugby swim trunks ... from 2.95 get dad in the swim this year with a pair of these famous Rugby trunks. Brief or boxer style.

Dress sox ... from 55c Soennichsens's has the sox he'll love to wear ... styled by Hole-proof, Munsingwear, Springfoot. Give him a pair or two for his day.

No election result

will make dad happier than the

Style-Mart Suit

you give him for Fathers Day!

Here's the gift that will really make Dad king on his day ... a superbly tailored Style-Mart suit. If he dislikes shopping pick it out for him ... or you can purchase a gift certificate for all or part of the value of the suit and let him pick out his own. If he needs a new suit he'd love one for Fathers Day ... and remember, there's no better clothing value in America than Style-Mart. There's no better way to show your appreciation of Dad.

The only suit with 4 Guarantees!

Selected as Americas best clothing buy!

Dad will love the way they fit and wear!

They're a wonderful buy ... prices start at just

47.50



When all the returns are in

the results show dad wants

DRESS SHIRTS

Choose his shirt

at Soennichsens's ...

you'll find

Whites ... Solid Colors

Stripes and Novelties

by Van Heusen and Beau Brummel

Sizes 14 to 17½, 32 to 34 Sleeves

Now's your chance to vote for Dad with that good dress shirt he always needs but just never gets around to buying for himself. He'll positively beam if his gift is from Soennichsens's handsome array of Van Heusen and Beau Brummel shirts. You'll find his favorite color and style ... give him a dress shirt from Soennichsens's on his day.

Priced from

2.95

Gift boxed for Father's Day



IT doesn't take a political convention to decide that Dads all want

TIES with EYE-APPEAL

... good-looking neckwear tops the balloting every time!

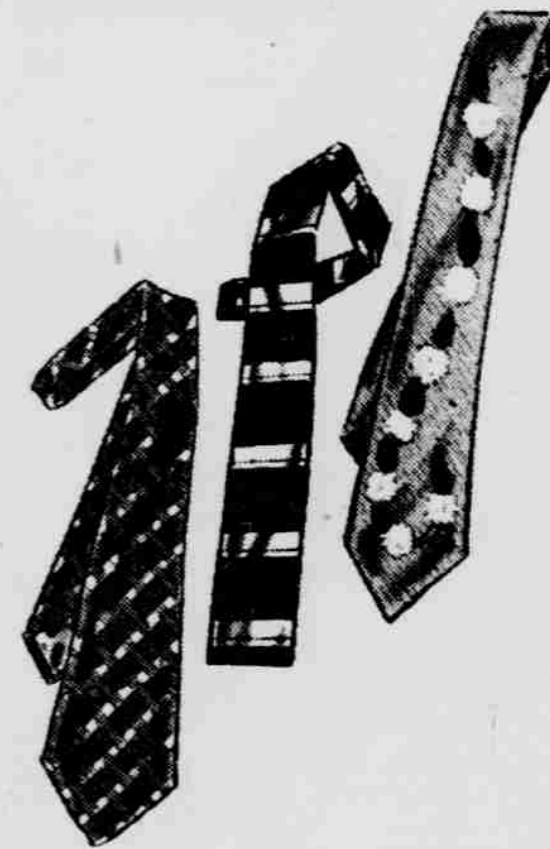
Choose his tie from Soennichsens's handsome selection.

Whether he likes 'em bold or conservative ... you'll find his choice!

Vote for Dad with a tie ...

Every Dad is partial to a good-looking necktie ... and Soennichsens's is the place to find it. No, it doesn't take a political convention to see that more Dads get ties for Fathers Day than any other gift ... and that's good, for ties with eye appeal do something for a man. If you think a handsome tie is just the thing for your Dad, then drop in to Soennichsens's today and pick from the best in neckwear.

1.50



Soennichsens's ... headquarters for Wembly Ties

SOENNICHSENS'S

QUALITY COSTS LESS AT SOENNICHSENS'S