

A slimming girdle can be comfortable—
Playtex® invisible Girdles prove it!



Imagine a girdle that makes you look inches slimmer, pounds trimmer—the minute you put it on! Imagine a girdle that feels so comfortable you don't realize that you're wearing it! That's how you'll look, that's how you'll feel in your Playtex Girdle... a seamless, boneless sheath of smooth latex—invisible even under your most clinging clothes. Playtex Girdles give you complete freedom of action. They wash in seconds, dry with the pat of a towel. No wonder more women wear Playtex Girdles than any other girdle in the world!

In **SLIM** golden tubes
PLAYTEX FAB-LINED GIRDLES
 fabric next to your skin
 \$3.95 and \$6.95

In **SLIM** shimmering pink tubes
PLAYTEX PINK-ICE GIRDLES
 tissue-thin, dispel body heat.
 \$4.95 and \$5.95

In **SLIM** silvery tubes
PLAYTEX® LIVING® GIRDLES
 the original revolutionary latex sheath.
 Pink, White, Blue.
 \$3.95 and \$4.95

Look inches slimmer, pounds trimmer—and feel completely comfortable—order your Playtex Girdle today!

Budget priced from...

3⁹⁵ up

SALE!
SHEER
NYLONS

First quality nylons... flattering 51 gauge, 15 denier sheers that sell for 1.35 a pair under a famous label... now on sale at Soennichsen's for just...

98^c

3 PAIR FOR \$2.80

Sizes 9 to 11...
 Lovely fall colors...
 Full Fashioned...
 Medium length.

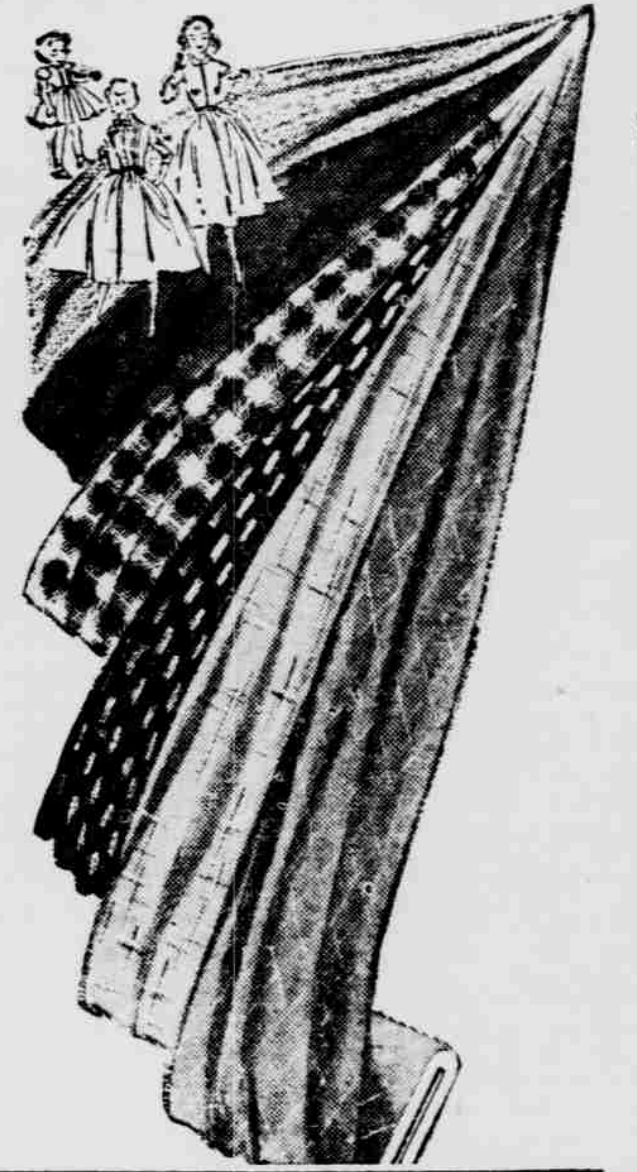
THEY'RE A WONDERFUL BUY!

Now... for fall...
Rayon Suitings
At a Tiny, Tiny Price!

Suitings with the look of wool, the wear of rayon!
 All a full 58 inches wide... you save on yardage!
 Checks, tweeds and plaids for dresses, skirts, suits!

Now... at Soennichsen's famous piece goods department... Lankeaus famous fall suitings! They look like wool, they are as wide as wool... but they wear as only rayon wears, and the price is lower than low. You'll want yards of these fabulous fabrics today... they will be the making of your fall wardrobe!

195



What Budget Saving Sox!



Now...
 6 Pair
 for just
2.25



Style 27245
 Brown,
 embossed
 design
 8.95



Fall Favorites!

*Pacemaker
 Styles*

FOR VALUE
 FOR STYLE
 FOR COMFORT

Get the most for your shoe dollars... in long comfortable wear and smart good looks! You'll find **STAR BRAND** Shoes offer the newest styles... designed for sturdiness. See them and try them... you'll be sure to buy them!



Style 27242
 Brown
 U-wing
 7.95



The Shoes You Want
 At Prices You'll Like!

YOU'LL FIND YOUR BEST SHOE
 VALUES AT SOENNICHSEN'S

SPECIAL PURCHASE!
MEN'S KNIT BRIEFS

Snug fitting cotton knit briefs with elastic waist!
 You save at this low, low price... while they last!

Now on sale at Soennichsen's... cotton knit briefs for men at a price that means savings for you! Cut to fit and made to wear, these briefs are a value you don't want to miss. See them today... at Soennichsen's. Waist sizes 28 to 40.

3 PAIR FOR

1⁰⁰



SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S