

Shop the easy way, the convenient way at Soennichsen's, where "value," is more than just a word ... its a policy!

Check these items carefully ... you'll find it pays to shop at Soennichsens everyday!

Open Until 9 P. M. Saturday Evenings

Free Customer Parking Behind Store

AMERICA'S BEST HAT VALUE...NO INCREASE IN PRICE



Get a Head start in a

**PORTIS**

Just received ...

A wonderful new shipment for fall!

All on sale for just

**\$5**

New for fall ... a sparkling selection of Portis Hats that are tops for quality and style, tops for value! If you need a hat you need a Portis ... America's outstanding hat value — You'll like the soft comfort, the fine fit of these fine Portis hats ... you'll like their handsome appearance. And you're sure to appreciate the budget-wise price. See them today ... at Soennichsens! Sizes 6 7-8 to 7 3-8.



**Special Sale!**

**BOYS DENIM JEANS**

Now only **1.59**

Two pair for 3.00!

- Made of rugged, long-wearing 8-oz. denim!
- Triple-stitched for extra-wear, extra life!
- Fully sanforized ... buy the size you need!
- A complete range of sizes from 6 to 16!

Here's a price scoop on boys jeans that you don't want to miss! Made of sturdy 8-oz. denim and fully sanforized, these jeans compare in every way with much higher-priced garments. Check the features, compare the quality ... you'll see that here's a buy that really scoops the market. Wonderful for school and play year, these jeans are an outstanding buy at Soennichsens special prices. Save at this special sale ... buy several pair today!



the tapestry of fashion ... crepe,\* richly

**EMBROIDERED**



*Martha Manning*  
ILLUSION HALF-SIZE DRESSES

Left ... Newly important, beautifully fluid acetate\* and rayon crepe, its bodice embroidered back and front, a slimming panel of the same stitchery marking its easy skirt. Beige, grey, blue or green in sizes 14½ to 22½. \$14.95

Right ... The luxury look of embroidery used extravagantly ... the slender look of Martha Manning design ... the result, a perfect under-coat dress for afternoon, after fall. Grey, blue, green or black acetate\* and rayon crepe in sizes 14½ to 22½.

Other Martha Manning styles in Misses', Petite and Half-Size from \$10.95



Tops in value!

Girls Lingerie by Phil-Maid

Spun-Lo Gown

A darling style that's made just like mother's. Yellow, aqua, pink, rose, in sizes 4 to 14.

1.65

Nylon Slip

A wonderful all-nylon slip for girls from 2 to 10 — It's adorably styled. Sizes from 2 to 10.

1.95

Spun-Lo Pajama

Cute-as-can-be pajamas made of washable, wearable Spun-Lo Rayon fabric. All sizes from 4 to 14.

1.95

Fancy Panty

Rayon fancy panties that are every girl's favorite ... they're lovely and practical — Made of Spun-Lo. Sizes 4 to 14. pink or white.

59¢

A really great blanket buy!

**Beacons 15% Nylon Blanket**

Made of 15% Nylon and 10% Wool, with the heft and weight of an all-wool blanket!

Now on sale for just

**8.90**

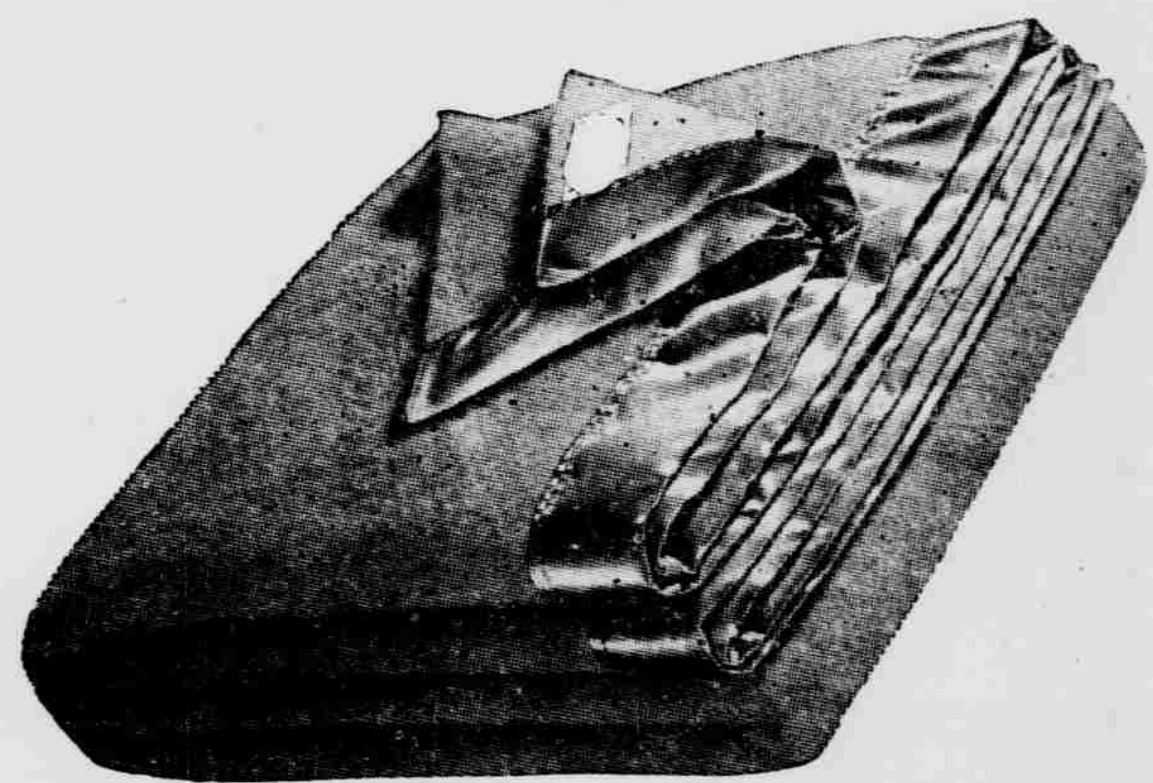
It's washable ... takes to suds naturally!  
Each blanket boxed ... fine for gifts!

Extra-long 72x90 size!

- Goldenrod
- Rose Dust
- Gypsy Red
- Rose Pink
- Forest Green
- Light Green

Here's a warm, long-wearing blanket value!

A really GREAT blanket buy that gives you truly fine quality at a low, low price. A product of the world famous Beacon mills, these blankets have all the weight, the deep nap, the heft of all wool blankets. They're bound in shimmering rayon satin, and the color range is remarkably beautiful. If you need a blanket for your own use, or to give as a gift, then here's a tremendous value for you. See them today ... at Soennichsens!



Make your shopping easy ...

do away with parking problems, save time, save trouble by shopping at Soennichsens, where you'll find all your needs under one roof. Make shopping at Soennichsens a habit ... you'll find it's the easy way to buy.

**SOENNICHSEN'S**

QUALITY COSTS LESS AT SOENNICHSEN'S