



The Easter Parade Begins At Soennichsen's Get In Step With These Clothing Values!

free supervised customer parking
open every Saturday nite 'til 9

Arrow Shirts What The Best Dressed Man will wear on EASTER

Keep step with the best dressed man in the Easter Parade—wear Arrows for Easter. We have your size in Arrows new Easter Parade Ensemble. Handsomely designed to enhance your appearance, these fine shirts have the colors, the style, the quality that have made Arrow a synonym for quality. You'll like the way the shirt, the tie and the handkerchief are styled to go together—they're just the thing for your Easter Parade appearance. See these Arrow shirts today—at Soennichsen's.

Easter Parade Ensembles
Shirts 3.95 Ties 1.50
Handkerchiefs 55c

Make Soennichsen's Your
ARROW HEADQUARTERS—
Sport Shirts, Ties, Dress Shirts,
Underwear—All by Arrow!

Styles you'll wear now and all thru spring and summer!



You Can Pay More
But You Can't Buy Better!

STYLE-MART

Value-Plus Suits For Men

The only suit in America with 4 guarantees
Rated tops by leading consumer's buying guides

Yes . . . you can pay more, but you cannot buy a better value than a Style-Mart suit. Style-Mart gives you the tailoring, the fine details, the top fabrics you ordinarily find in suits selling for many, many more dollars. No other suit gives you so much for so little . . . no other suit carries four guarantees . . . no other suit has been so widely accepted as the standard for suit value.
Come in today and see Soennichsen's handsome selection of Style-Mart Suits . . . see why you can pay more, but you can't buy better. Do it today!

YOU CAN BUY A STYLE-MART SUIT FOR AS LITTLE AS

\$45⁰⁰

The Best Clothing Value in America Today



Compare the Dollar Value!

Here Are Your Sizes				
Reg.	Longs	Shorts	Stouts	
34	1			
35	1			
36	3			
37	2	1		
38	10	3	1	
39	5	2		
40	14		3	3
41	2		2	
42	10			3
44	4			3
46	2			1

AS SEEN IN
GOOD HOUSEKEEPING

fashions for slimmness
crisply stated in fine print

Martha Manning

ILLUSION HALF-SIZE DRESSES

Early crepes, fresh fashion news for this-minute wear . . . a group of slimming, narrow-hanging silhouettes designed for the half-size figure in finest 100-denier rayon crepe. See them soon!

- The gentle afternoon dress, gently slimming, definitely pretty. Black, navy, brown or green with white in sizes 14½ to 22½.
- Supple fabric superbly fashioned for flattery. Black, blue, garnet or pine in sizes 16½ to 24½.
- The slim, soft classic, button-detailed. Black, navy, grey or green with white in sizes 14½ to 22½.
- The middy look in a midriff-slimming design. Black, navy, purple or green with white in sizes 14½ to 22½.

\$10⁹⁵

Other Martha Manning styles in Misses' and Half-Sizes from \$8.95

The smartest hat for EASTER!

BUY A PORTIS . . . A YEAR
OF SMARTNESS FOR 2c A DAY

Your new hat will be a good buy if it's a Portis. Nationally famous for quality and style, Portis hats give you a year of smartness for just 2c a day . . . that's real hat value for you. You'll like our new spring collection . . . come in today and choose the hat that suits you in the color you want . . . wear it for Easter and all the rest of the year. But be sure it's a good buy . . . be sure it's a Portis!

PORTIS

Your Easter Hat's a buy—
If it's a PORTIS HAT
Portis Hats are only

\$5 AND \$7⁵⁰

Sizes From 6¾ to 7¾



Brand new . . . and pretty as spring flowers!

NYLON BLOUSES

- * Jewel Necklines
- * Sleeveless Suit Blouses
- * Tailored Styles
- * Frilly Fussy Sheers

Here are the blouses you've been waiting for . . . visions of loveliness at prices that are as easy to take as apple pie. We are proud of this new line . . . you'll see why when you see the glamorous styling, the wear-it-everywhere look of these bright new blouses. You'll want one for Easter . . . maybe two or three at our tiny prices. See them now . . . today

Priced at as low as

32 to 40

3⁹⁵



SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S