



Spring

# FABRIC SALE!

Open Til 9 Saturdays!  
Free Customer Parking!

Not just one ... not just two ... but **THREE** Top values now on sale!

Reg. 79c To 1.39

**Woven Chambray**

Save 29c to 89c on every yard you buy!

You see a buy like this just once in a blue moon! Imagine... sanforized, mercerized, high-style chambrays in woven patterns... all on sale at this tiny price! You'll find woven stripes, window pane checks, shantung effects, and a gay assortment of block plaids that you can mix or match in a host of ways. Only a special purchase makes this little price possible... shop early while selections are at their peak!

**2 YARDS FOR \$1**

Reg. 1.00 To 1.59

**Tissue Gingham**

Save 21c to 80c on every yard you buy!

Now... save on a fabric that's right in season! We made a terrific special purchase on these goods... you can save 50% and more! Every yard is sanforized and mercerized... every yard represents the top quality range of one of America's best-known cotton mills. You can save dollars on tissue gingham now... at Soennichsens! Don't delay... come in and see for yourself why quality costs less at Soennichsens... enjoy the savings now... today!

Now Just **79c**

Reg. 79c To 1.00

**Summer Piques**

Save 29c to 50c on every yard you buy!

Just when you need them most... terrific savings on that most useful of all spring and summer fabrics... wearable, washable pique! Buy it for skirts, for dresses, for sportswear, childrenswear, for anything and everything! You can choose from wide wales, waffle weaves, narrow wales, blister cloth in a galaxy of colors, that are gay as a day in May! The quantity is limited, so shop early for the best selection... save at Soennichsens, do it now!

**2 YARDS FOR \$1**

**THERE'S A SMART WOMAN IN THIS PICTURE!**

**SHE CHOOSES**  
**FRUIT OF THE LOOM**  
MEN'S AND BOYS'  
**GUARANTEED UNDERWEAR**

**GUARANTEE**  
If the Fruit of the Loom product does not give you satisfaction in any respect, it is as good as new. Return it to us and you will receive a new one of a refund of the purchase price. **FRUIT OF THE LOOM** PROVIDENCE, R. I.

more men wear  
**FRUIT OF THE LOOM**  
Guaranteed Underwear  
than Any Other Brand!

**YOUR BEST BUY!**

- ATHLETIC SHIRTS**  
Springy white cotton reinforced at shoulders and all seams.  
FOR MEN Sizes 34 to 46. **49c**  
FOR BOYS Sizes 4 to 16. **39c**
- TEE SHIRTS**  
These tee shirts are carefully knit to retain their perfect fit after repeated washings. White or solid colors.  
FOR MEN S, M, L, XL **69c**  
FOR BOYS S, M, L **59c**
- Sanforized BOXER SHORTS**  
Expertly tailored to take plenty of hard wear. All-around live-elastic waist for comfortable fit. Smart patterns, blazer stripes, solid colors and white in  
FOR MEN sizes 28 to 44. **69c**  
FOR BOYS Sizes 4 to 16. **59c**
- BRIEFS**  
Exclusive design gives mild athletic support with freedom of action. Individually cellophane packaged.  
FOR MEN S, M, L, XL **69c**  
FOR BOYS S, M, L **59c**



**A Best Buy!**

Here's a shirt mothers go for in a big way! It needs no ironing, washes with ease, dries in a jiffy! And wear... only nylon gives you so much service!

So dressy..so easy to wash and care for!

**100% Nylon Sport Shirts**

A top value in childrens sizes 2-3-4-5-6!

**95**

You don't need to pay big city prices for these wonderful shirts! Soennichsens offers them to you at a rock-bottom price, yet the quality is the same as shirts selling for dollars more. They're dressy... perfect for wear with play clothes, slax, longies or dress-up occasions... you'll love the way they dry in a jiffy and need no ironing. Choose from white, yellow and blue in sizes 2 to 6. See them today... they're tops in value, tops in quality!

## Look and Feel Like A Cool Million... in **ARROW** Sport Shirts!



See your favorite **ARROWS** at Soennichsens... You'll find a most complete stock of sizes and colors!

Wonderful to look at... pure pleasure to wear! Arrow sport shirts will keep you cool and smart looking all through spring and summer too. We have a fine selection of patterns and fabrics... all washable, of course. Pick the colors that please you, a style to fit, from our complete stock of long and short sleeve models. You'll find Soennichsens is the place to buy Arrow sport shirts (dress shirts, too!)... you'll find the most complete selection, the best range of sizes at Soennichsens. See them today!

Priced as low as

Sizes  
S-M-L-XL

Long or  
Short Sleeves

**395**

Soennichsens... **ARROW** Headquarters

**SOENNICHSEN'S**  
QUALITY COSTS LESS AT SOENNICHSEN'S