

Elect  
The Best Man  
**DAD!**



# DAD'S

Now's the time to elect the man everybody nominates as the BEST man—dear ole dad! Cast your ballot for dad with a gift he'd vote for from Soennichsen's! You'll find the gift he wants at purse-pleasing prices at Soennichsen's. Select one today!

FATHER'S  
DAY IS  
SUNDAY,  
JUNE 21st



# OUR CANDIDATE!

...for these sure winner gifts.  
Cast your ballot for Dad today  
with a fine gift from Soennichsen's.

Notice to All Voters . . .  
Polls Close Saturday at 9!

Soennichsen's  
Open Saturdays 'Til 9  
Free Customer Parking



Our Candidate . . .

# DAD!

Cast your ballot for dad . . .  
give him your vote  
on Father's Day, June 21!

## He'll enjoy the great comfort of Munsingwear Underwear

### FANCY BROADCLOTH SHORTS

He'll enjoy the comfort, the handsome styling of these famous Munsingwear shorts. You'll find gripper or boxer styles available in a host of patterns ranging from screaming traffic stoppers to quiet little stripes. He'll want them for Father's Day . . . you'll find they're easy to care for, too. 28 to 46.

**1.50**

### NYLON NECK T-SHIRTS

Give Dad the best-selling cotton T-shirt ever made! He'll be proud to wear this combed cotton shirt with its patented nylon-reinforced neck that never, never stretches out of shape. Give Dad the most popular shirt in its field . . . in fact, give him several—he can't get too much of a good thing. 34 to 46.

**1.50**

### FINE RIBBED UNDERSHIRTS

Dad will appreciate some of these top quality undershirts. When he sees the famous Munsingwear label he'll know he got the best. He'll appreciate the action-free comfort, the superb fit of these springy ribbed cotton shirts, cut to a man's taste by the top manufacturer in the field. 34 to 46.

**.85**

### KNIT BRIEF SHORTS

Cast a vote for Dad with the most comfortable brief short he's ever worn! Made of soft, flexible knit cotton, with a full elastic waist and the famous patented "stretchy seat." YOU'LL win Dad's vote with this gift. Designed and built for the utmost in long wear and comfort, these knit shorts are a best bet for Father's Day! 28 to 46.

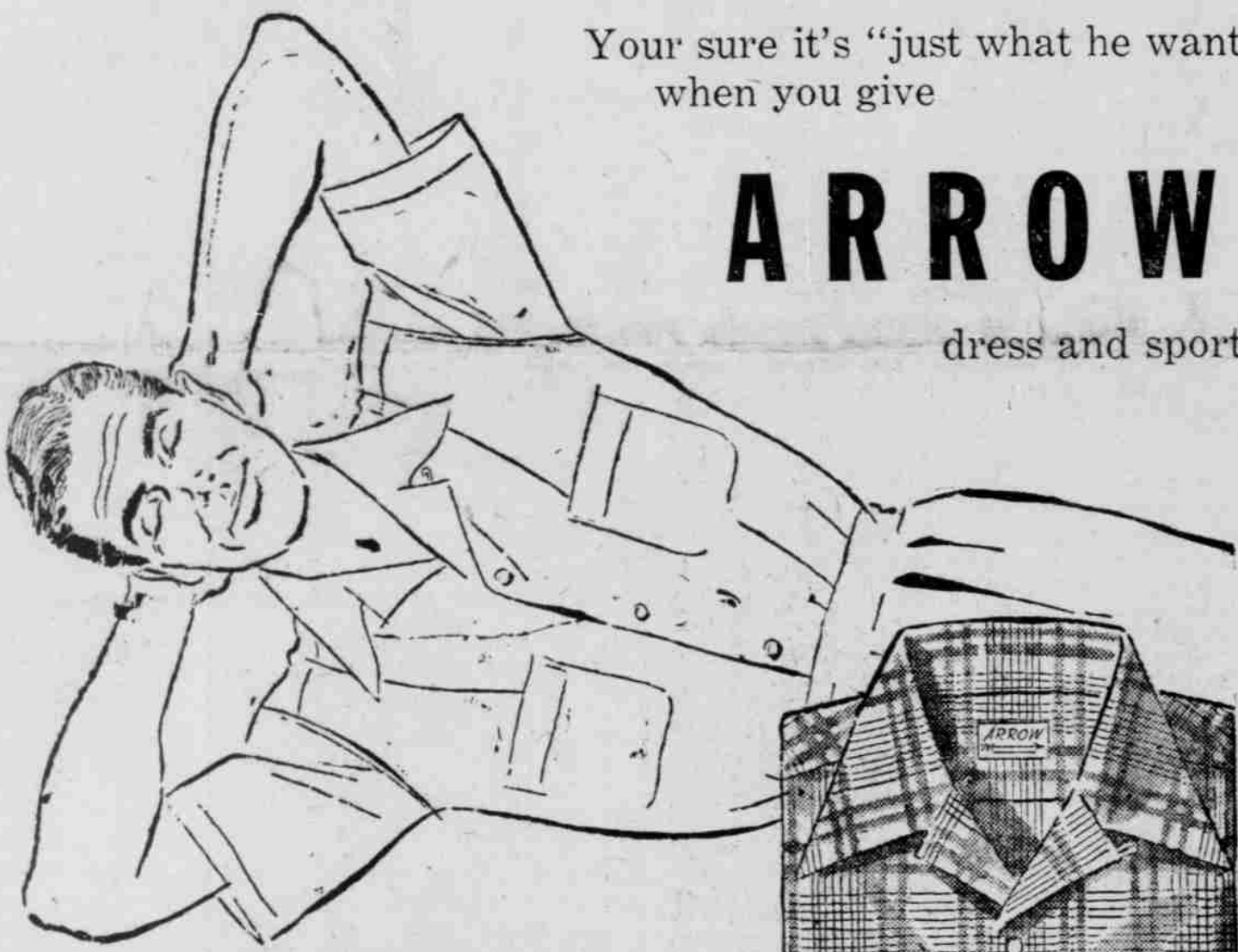
**.95**

Vote for dad with a Dad's Day gift!

Your sure it's "just what he wants"  
when you give

# ARROW

dress and sport shirts



## Sport Shirts

styled by ARROW

Only the best will do for Dad! And that's why we say "Give Arrow for Father's Day!" Arrow sport shirts are styled in the best looking colors and patterns you'll see anywhere. Dad knows Arrow is the best . . . he'll enjoy the trim Arafold collars, the handsome appearance of these wonderful Arrow shirts. All are washable and colorfast. His eyes will really light up if you give Arrow . . . see them now, at Soennichsen's.

Priced from

**3.95**

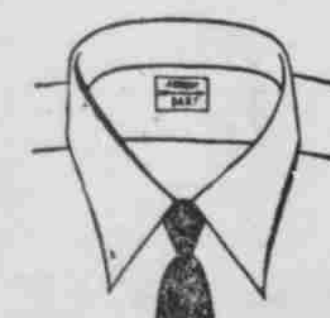
Sizes  
Small  
Medium  
Large, Extra Large



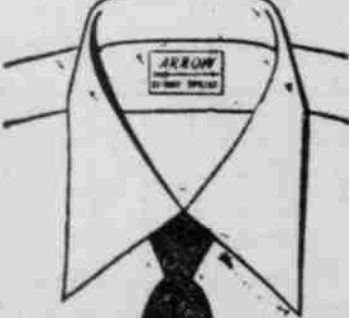
ARROW PAR. Broadcloth; soft wide-spread collar with stays; button or French cuffs. 3.95



ARROW DREW. Broadcloth; low-band, medium-short non-wilt collar; button cuffs. 3.95



ARROW DART. Broadcloth; non-wilt collar, regular-length points; button cuffs. 3.95



ARROW BI-WAY SPREAD. Broadcloth; loop closure; two pockets; Arafold collar. 4.50

## Dress Shirts

by ARROW

White, solid colors, and patterns

Arrow is a finer gift, because Arrow is a finer shirt—Styled with the best-looking, best-fitting collars in the world, Arrow dress shirts are Dad's favorites every time. And just look at the selection you'll find at Soennichsen's . . . white shirts, solid color shirts, patterned shirts, ventilated lightweight summer shirts in styles sure to please any Dad. You can't go wrong if you give Arrow . . . come to your Arrow Headquarters at Soennichsen's today . . . Cast an Arrow vote for Dad!

Sizes 14 to 17½ Sleeves 32 to 35

Soennichsen's have the gifts that win Dad's votes!

Dad's absolutely dote on  
Comfortable Sportswear  
Styled For All Outdoor Wear

## Knit Sport Shirts

designed for easy care, comfortable wear

Sizes: small, med., large,  
X-large

- Fancy cotton knits
- Denims with Terry trim
- Dressy knit Arrow shirts
- Blazer-stripe Terry shirts
- Solid color rogue shirts
- Fancy Terrycloth T-shirts

Cool casual comfort is the rule of the day for smart fathers everywhere, and here are the shirts that give Dad what he wants. Soennichsen's are featuring casual wear for Dad's day of days, because we know Dad will want comfort this summer. Here, in terry, denim, cotton knits and other fine fabrics you'll find shirts that will please Dad to a "T." Every style combines ease of care with comfort and good looks. They're perfect for Dad's day gifts!

From

**1.98**



## Rugby Swim Trunks

designed for sun and swimming fun

Sizes from 28 to 46

- Solid color boxer trunks
- Tropical print boxers
- Fancy knit brief trunks
- Colored trim boxers
- Brief latex swim trunks
- Geometric printed trunks

Dad will appreciate the top-drawer styling, the fine quality construction of famous Rugby swim trunks. Whether he swims or just suns, Rugby trunks are what he wants, so elect them to the top of your Father's Day shopping list. At Soennichsen's you'll find the style he'll like in a large group of colors, patterns and fabrics. Give him sportswear . . . fine swim trunks from Soennichsen's.

From

**2.98**



# SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S