



# You Get MORE For Your Money . . . . . Much, Much MORE . . . . . At Soennichsens !

Enjoy the Day-in-Day-Out Savings at Soennichsens . . . Shop Soennichsens First for Values!

Soennichsens's Dry Goods Dept. Will Close at 6 P. M., July 3 — Grocery Dept. Will Be Open for Shopping Until 8 P. M., July 3

## Now . . . Wonderful Savings On Cannon Towels ! New Low Prices On Cannon Quality !

We've Sold Too Many Shoes . . . Now We Must Have An

# EARLY CLEARANCE OF SUMMER SHOES

Save Now On Shoes That Are Right In Season!

After the biggest and most successful spring and summer shoe season ever, our stocks are broken, colors and sizes incomplete . . . we are clearing early . . . take advantage of the sale!

## Children's Shoes

Made to Sell for as much as 3.95



- Sandals • Kedettes
- Play Shoes • Ballerinas
- Keds • Casual Shoes

Now . . . save at Soennichsens during this great clearance of children's shoes. Every shoe represents quality . . . you'll find such famous brands as Poll Parrot, Star Brand and U. S. Keds.

# 1<sup>97</sup>

Children's 5 to 8, 8½ to 12.  
Misses 12½ to 3.

## Women's Kedettes

Values to 4.95



- Washable play shoes
- Cushion sole, many styles

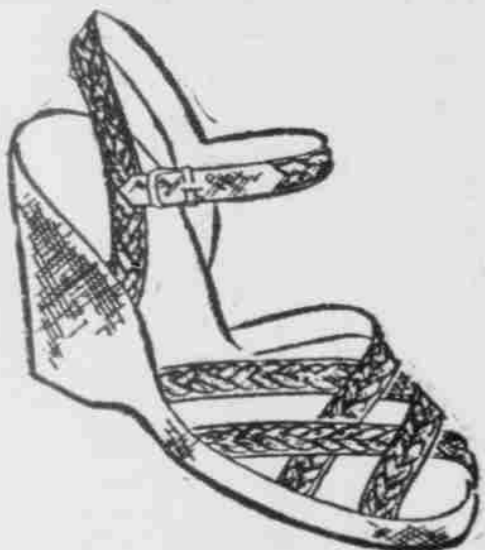
Here are king-size savings on the most popular of all women's play shoes, washable, comfortable Kedettes. These trim, stylish fabric shoes have cushion soles, quality construction and high-style appearance. You'll want to see them at Soennichsens at this low, low price! Buy now . . . save right in the middle of the season!

# 3<sup>67</sup>

Women's 4½ to 10. Medium widths

## Women's Shoes

Values to 5.95



- Pumps • Wedgies
- Sandals • Ballerinas
- Straws • Straps

Here are some real buys in women's dress and casual shoes! You'll find a variety of styles, a wealth of colors, all at one low, low price. Save now on shoes you can wear all season long . . . choose from pumps, ballerinas, wedgies and sandals. Many are reduced more than 50% . . . save today on these buys!

# 2<sup>97</sup>

Women's 4½ to 11. Narrow to wide widths

## Men's Casual Shoes

Made to Sell for as much as 6.95



- Booster oxfords in faded blue, brown, maroon
- Some dressy styles • Sandals

Save now on those wonderfully comfortable booster oxfords for men! They're handsome, comfortable and long-wearing . . . you'll wear them everywhere this summer. Soennichsens have also cut the price on a selection of dress shoes and sandals. Save now on these best buys!

# 3<sup>97</sup>

Men's 6½ to 12. Medium widths

## 20 X 40 BATH TOWEL

in a wonderful array of plaid colors

- Mimosa Yellow • Sea Green
- Flamingo • Soft Blue

Imagine! Large 20x40 Cannon bath towels at this little bit of a price. Rich, thick and thirsty, these towels are available in a grand range of sparkling plaids . . . colors for every bathroom. Save on this value . . . it's the lowest price on fine bath towels you'll see in many a moon. Shop Soennichsens today . . . save on towels!

Now Just

# 39<sup>c</sup>

## 12X12 WASH CLOTHS

bright and cheerful plaids in these colors

- Mimosa Yellow • Sea Green
- Flamingo • Soft Blue

Now . . . save on Cannon washcloths at Soennichsens tiny price. You'll see no finer quality at this price no matter where you look. A full 12x12 inches square these cloths are perfect mates to the bath towel, and they're yours for just pennies. Save today at Soennichsens . . . you'll get MORE for your money.

Now

# 2 FOR 25<sup>c</sup>

Crisp, Cool  
Summer Beauty  
At A Little Price

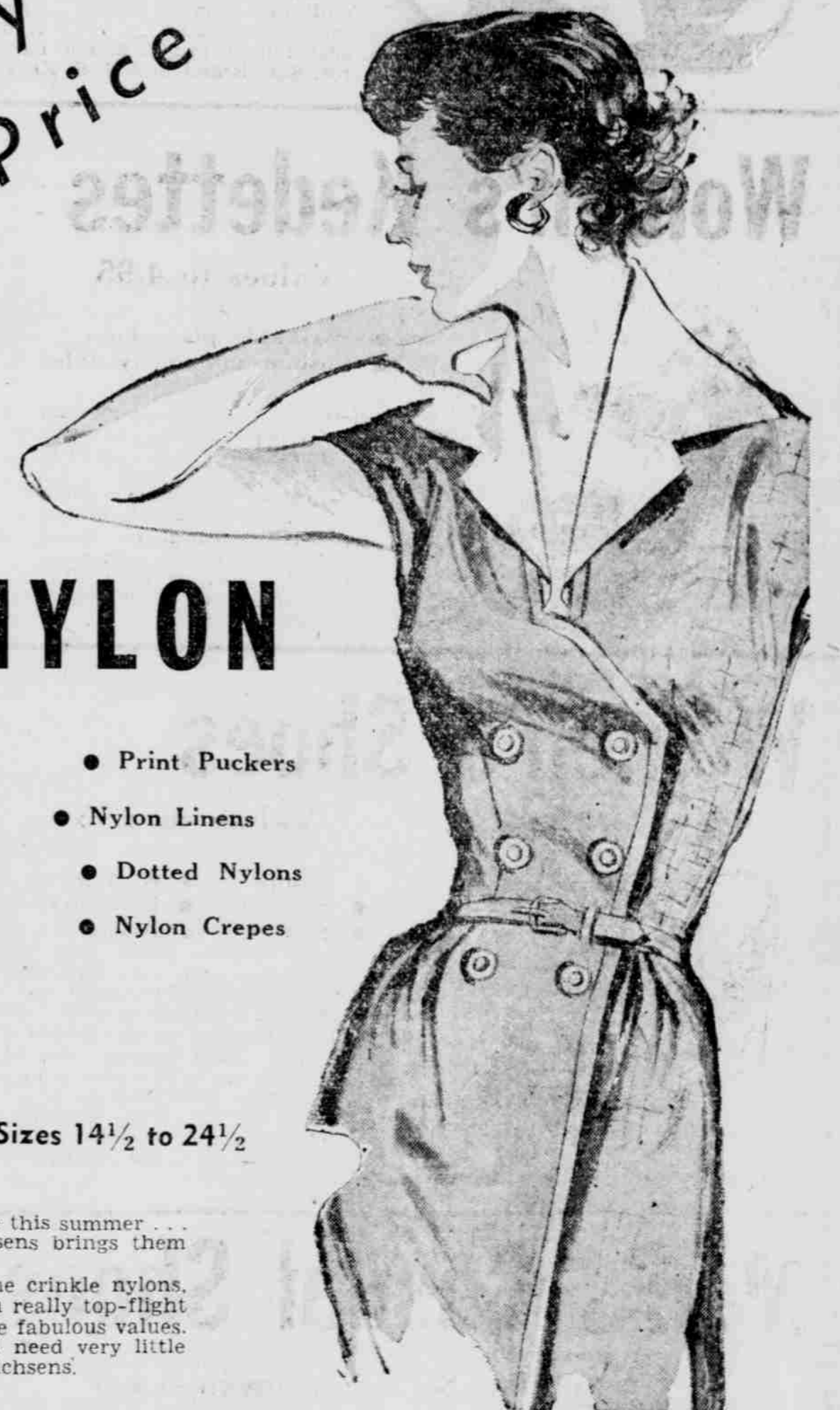
IN WASHABLE NYLON

# 10<sup>95</sup>

- Print Puckers
- Nylon Linens
- Dotted Nylons
- Nylon Crepes

• For Misses in sizes 10 to 20 • Trim Half Sizes 14½ to 24½

Here are the dresses you'll wear everywhere this summer . . . they're fashion firsts in nylon, and Soennichsens brings them to you at a price that saves you dollars!  
Choose from print crinkle nylons, solid-tone crinkle nylons, dotted nylons and sheer nylon crepes. Save on really top-flight creations at this little price . . . these dresses are fabulous values. They wash like a hanky, dry in seconds, and need very little special care. See them now . . . save at Soennichsens.



# SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S