

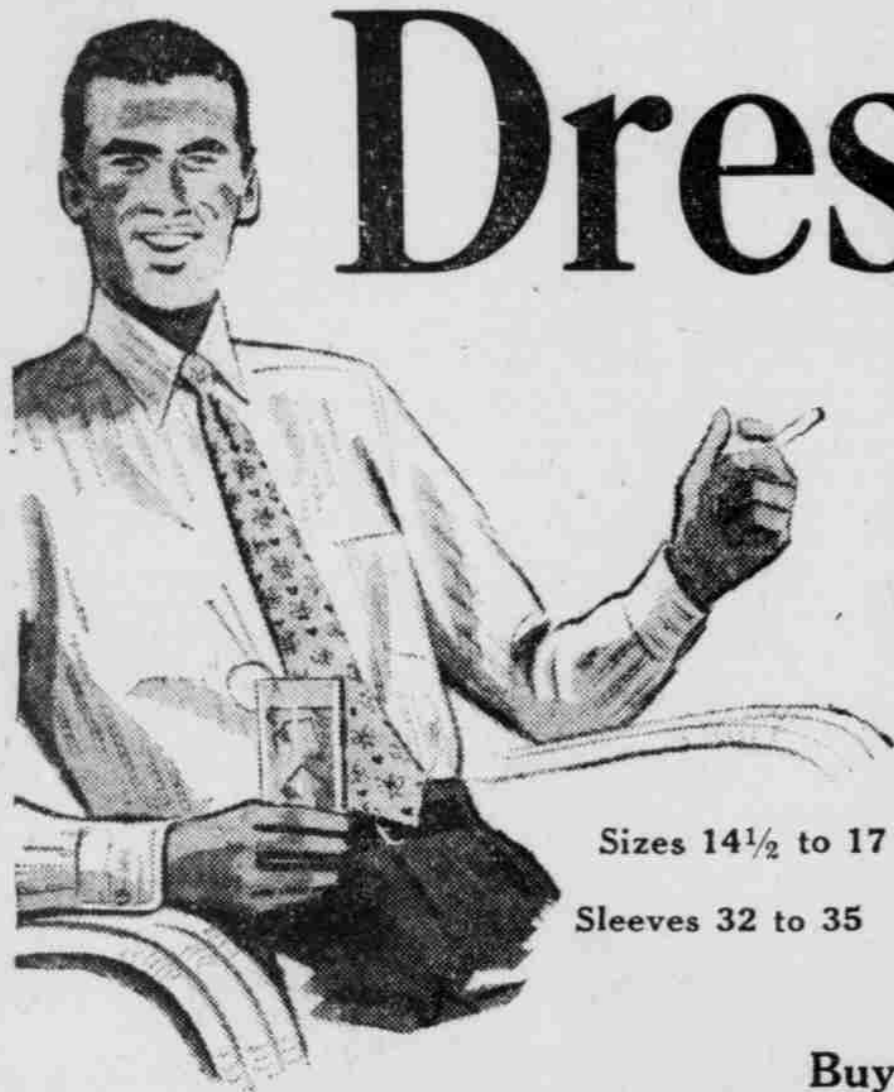
**Buy Now And SAVE The Difference !**

Soennichsen's open Saturdays 'Til 9  
Free customer parking . . . lots behind store

SHOP SOENNICHSEN'S TODAY!  
SAVINGS IN EVERY DEPARTMENT!  
DCZENS OF UNADVERTISED ITEMS!  
BUY NOW and SAVE the DIFFERENCE!

**ALL SALES FINAL**  
**NO RETURNS**  
**NO EXCHANGES**  
**NO REFUNDS**

# JULY SALE!



## Dress Shirts

Cool zephyr-weights!  
The most popular brand!  
Reg. 3.95 to 4.50 . . . Now

**\$3**

Save now on airy open-weave zephyr weight shirts, made by the most famous of all shirt manufacturers! Perfect for summer comfort, these shirts come in your favorite collar styles, good looking colors and white. The heat will never mistreat you while you are wearing one of these cool shirts . . . they send every breeze your way. Save now at this low, low price!

Sizes 14½ to 17  
Sleeves 32 to 35

Buy Now And Save The Difference!

## Better Blouses . . .



Made to sell for 2.95-3.95  
Now reduced to just  
Sizes 30 up to 40

**\$2**

- All famous labels
- Reg. 2.95 to 3.95
- Sleeveless styles
- Cap sleeve styles
- Short sleeve styles

Fashion firsts in cotton blouses . . . now on sale at Soennichsen's! You'll find the two most wanted fashion names in the country, all at a price that saves you dollars. Choose from a wonderful array of fabrics, colors and styles . . . save now on blouses you'll wear now and later. All sizes 30 to 40 are yours at this one tiny price. Buy today!

Buy Now And Save The Difference!

## Sport Shirt Sale

Every Summer Sport Shirt In Stock Reduced !  
Choose From Long or Short Sleeves ! Save !

Reg. 2.95  
S-M-L

**\$2**

Reg. 3.95  
S-M-L-XL

**\$3**

Reg. 4.95-5.95  
S-M-L-XL

**\$4**

## Girls Dresses



Sizes 1 to 3, 3 to 6x, 7 to 14  
All guaranteed washable

Cute as a button, pert as can be . . . stylish dresses for girls from 1 to 14. Now you can save dollars on these fashion frocks . . . every one is absolutely washable, every one bears the label of a famous manufacturer. Dress your family for pennies, now while they last . . . save at Soennichsen's!

Reg. 1<sup>95</sup> Now **\$1**

Reg. 2<sup>95</sup> to 3<sup>95</sup> Now **\$2**

Reg. 4<sup>95</sup> to 5<sup>95</sup> Now **\$3**

- Gingham
- Denims
- Chambrays
- Piques

- Sun Dresses
- Jumper Dresses
- Party Dresses
- Playtime Dresses
- Daytime Dresses

## Summer Dress Sale

Junior Sizes 7 to 15  
Misses Sizes 10 to 20  
Half Sizes 14½ to 26½



Every Dress In Stock Reduced !  
Just Three Prices-Save-Buy Now!

- ★ Cottons
- ★ Rayons
- ★ Wonder Fabrics
- ★ Linens
- ★ Bembergs

You'll be pleased as punch with the values you'll find at Soennichsen's Summer Dress Sale! Every single dress in our stock is now marked down into one of these great bargain price-groups. You can save up to 10.95 on every dress you buy! Don't delay a minute . . . you'll want several of these fashionable dresses at these tiny prices! Choose from cottons, nylons, orlons, rayons . . . a whole raft of styles, colors and fabrics. Buy now and save the difference!

- ★ Sun Dresses
- ★ Coat Dresses
- ★ Jacket Dresses
- ★ Party Dresses
- ★ Daytime Dresses

Values from  
5.95 to 7.95

Now  
**\$4**

Values from  
8.95 to 12.95

Now  
**\$6**

Values from  
12.95 to 19.95

Now  
**\$9**

# SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S