

Soennichsens Open Saturdays 'Til 9
Free Customer Parking Behind Store

... Shop Soennichsen's in September!



Luxite CUDDLEDUDS

in CUDDLEKNIT BALBRIGGAN

For carefree relaxing and carefree sleep...
They're cute as can be... and so easy to care for!

Women's Sizes S-M-L Sizes 9-15 and 10 to 16

Speed your way to dreamland in Luxites Cuddleduds... they're warm, practical and pretty as a picture! Brightly colored in saucy styles, Cuddleduds are wonderful for lounging around the TV set, for dorm relaxing at school or for pure and simple sleeping comfort. Each gay style has a charm all its own... easy to wash, they need no ironing. See them today at Soennichsens!

Grey - Yellow - Melon - Navy - Wine

FROM
4⁹⁵

You Save On Miracle-Fabric Wrinkle-Resistant Fall Suits!

Creases Will Stay In!

Wrinkles Hang Out!

Extra Long-Wearing!

40% Orlon - 60% Wool!

Now priced at only

\$49

These are Marx-Made Suits in best selling two-button single breasted models-made of miraculous orlon and wool flannel! They're your sharpest-looking, longest wearing suit buys for fall!

Sizes 37-38-39-40-42-44. Regular sizes only.

Save on fine suits now... at Soennichsens!

Now! You save on miracle-fabric suits with features galore... creases stay in, wrinkles hang out, wearing qualities are increased... yet you pay no more than you would for any ordinary suit. These suits are exclusive with Soennichsens... they're Marx-Made with hand set collars and shoulders, tailored to a "T" and perfect in every detail. They're 40% orlon for wrinkle-free comfort and longer wear, 60% wool for handsome appearance and extra fabric life. We feel you'll see no better buy this fall... if you are ready to invest in a suit, then you'll get more dividends on these orlon-and-wool suits, dollar for dollar, than on any suit you'll see at a comparable price. See them now... they're a best buy!



It's here...

the new
**FALL TREASURE
COLLECTION**

in rich rayon crepe

Martha Manning
ILLUSION HALF-SIZE DRESSES

The long, easy line is the fashion line... it's the very best line for your half-size figure! These smart, flattering new half-size fashions are priced to fit easily into your budget and cut to fit your figure with no alterations. See them in Good Housekeeping... see them now in our Martha Manning Department.

\$10⁹⁵

- A. Black with wheat, navy with red, purple with blue or grey with platinum in sizes 14½ to 22½.
- B. Garnet, purple, navy or black in sizes 14½ to 22½.
- C. Wine, blue, green or grey in sizes 16½ to 24½.
- D. Black, royal, purple or green in sizes 14½ to 22½.



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SOENNICHSEN'S

QUALITY COSTS LESS AT SOENNICHSEN'S!