

Last Two Days! White Sale Ends Saturday Night!

STOCK YOUR LINEN CLOSET NOW... TODAY!
YOU'LL SAVE AND SAVE ON FINE QUALITY SHEETS,
TOWELS AND MANY OTHER QUALITY LINENS!

ALL SHEET PRICES AND ALMOST ALL OTHER
PRICES WILL GO BACK TO NORMAL COMPETITIVE
PRICES MONDAY! TAKE ADVANTAGE OF
THE LOWEST PRICES OF THE YEAR NOW, TODAY!
SALE ENDS SATURDAY NIGHT!

JANUARY WHITE SALE

Classic Gingham



Happily Priced for Midwinter Budgets,
But Right for Spring 'n Summer, Too!
Lovely Kay Whitneys
In Washable, Sanforized Plaids!

Kay Whitney
BY RELIANCE

We Show But Two of
Six Lovely Styles

12 to 20
14½ to 24½



ABOVE
Kay Whitney's pretty-as-a-picture
¾ coat dress of Dan River Wrinkl-Shed
Cotton. A whale of a buy at this little
price... a wear-everywhere dress as
washable as it is wearable. Gay as spring-
time in bright color combinations of red
and chartreuse. Dashing trimmed with
sparkling silver buttons. Yours in half-
sizes 14½ to 24½ and misses sizes 12
to 20.

RIGHT
Lovely you in Kay Whitney's classic
plaid of sanforized, mercerized gingham.
Trim and flattering, this dress is yours
for wear right through summer. Be-
witchingly styled with a ¾ fly-front,
pointed double tabs and rhinestone but-
tons. Wash it like a hanky... it comes
out fresh and sparkling new. Three
lovely colors... red... blue... and
lavender. Sizes 12 to 20 and 14½ to 24½.

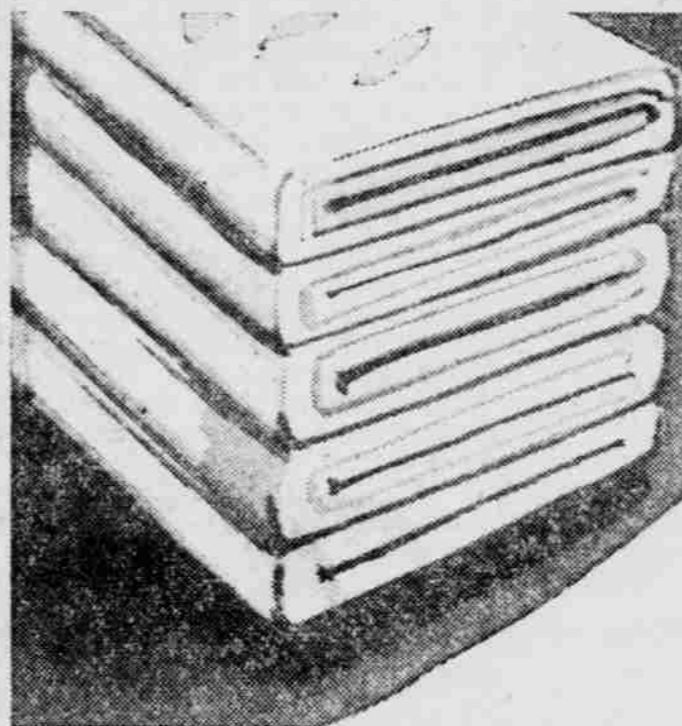
High Style For Pennies!
TRY ONE ON TODAY!

Misses and Half-Sizes!
Wonderfully Flattering Fit!

5.98

Here, now! Flattering dresses by Kay
Whitney of Reliance... new in style, new in
color and wonderfully low priced. Choose
from six new styles in fine sanforized gingham
... each with that classic look that will take
you through all the seasons! You'll want more
than one of these happily priced cottons...
they're so right for wear now, through spring
and summer too. You'll find the dress you
want in either half sizes 14½ to 24½ or misses
sizes 12 to 20. Try one on now, today!

Last Two Days at These Prices! Stock Up Now!



Pequot Sheets

The Standard of Quality Everywhere!
Save Now at Low White Sale Prices!

• Pequot Colored Sheets

Beautiful Pastel Colors!
* Green * Orchid * Pink * Yellow

Lovely pastel sheets by Pequot... on sale at
the lowest price of the year! You'll love the lux-
urious colors, the wonderful washability, the long
wear of these pastel sheets. You'll want to take
advantage of the savings, too. Remember, this
price ends Saturday night, so buy now and save!

81x108
2.59

Pillowcases 59c

• Pequot Plus- Service Sheets

Longest Wearing of All!
Full 144 Thread Count!

The longest wearing of all cotton sheets...
now at White Sale prices! Famous Pequot Plus-
Service Sheets... wonderfully longwearing with
over 144 strong threads to each square inch. They're
wonderfully made, and they're wonderfully priced
during Soennichsen's great White Sale. Buy them
now, today... stock your linen closet at these
low prices!

81x108
2.59

Pillowcases 59c

• Pequot "130" Muslin Sheets

Famous Budget Sheets!
Sturdy Pequot Quality!

Famous Pequot "130" muslin sheets... priced
for the White Sale until Saturday night only! Don't
let this value slip away; stock up on these sturdy
Pequot sheets now, while these prices are still in
effect. Be smart, be thrifty, save now on Pequot
quality sheets at Soennichsen's!

81x108
2.39

Pillowcases 49c

• Pepperell Percale Sheets

Percale at Muslin Prices!
Fine Combed 180 Count!

Now's the time to enjoy the luxury of fine
percale sheets, now while these White Sale prices are
still in effect. You can still get famous Pepperell
combed percale at ordinary muslin prices! You'll
love the long wear, the silky luxury of these snowy
white percale sheets. Buy them now... sale ends
Saturday night!

81x108
2.79

Pillowcases 69c

"WHERE QUALITY COSTS LESS"
Soennichsen's
DEPARTMENT STORE