



Wise Shoppers Know That You Get

MORE-FOR-YOUR-MONEY

At SOENNICHSEN'S Step Into Soennichsen's And Save!

free parking
open 'til 9 Saturdays

There's a New Name
In Nylons at Soennichsen's

BUR-MIL'S CAMEO

We Proudly Add Burlington Mills to Our Famous Brands
Discover the Wonderful Flattery of Cameos!
Enjoy Cameos' Flattering Face Powder Finish!

Proportioned Lengths Med.-Long
All Sizes From 8½ up to 11

We proudly introduce a grand new brand into our long list of famous brands! Burlington Mil's Cameo Hosiery is distinctively styled, wonderfully fashioned for fit and flattery.

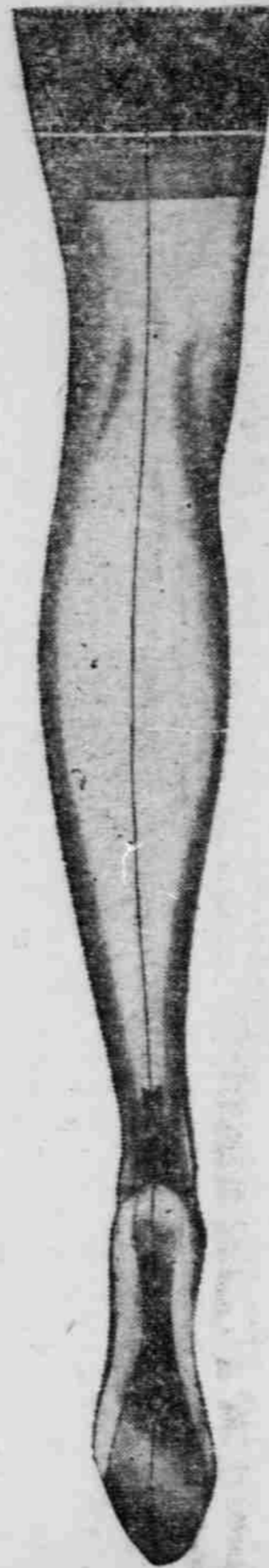
Discover for yourself the wonderful wear, the distinctive styling of Bur-Mil's Cameo. See the soft subtle tones of Cameo's new Face-Powder Finish... it's flattering as can be!

You enjoy the fine quality of Cameo Nylons at little prices. Too... try them today... you'll come back for more. Save on the three-pair price... get three pair for just 3.30! Try them now, today!

15 Gauge 15 Denier

3 Pair
3.30

1.15



SPECIAL PURCHASE

Hook-Twist Floral Rugs

Save \$3 on Every One!

REGULAR \$7.98

27 x 48 SIZE

NOW

4.98



27x48 Size!
Regular 7.98!
Lovely Patterns!

Jacquard Woven! Non-Skid Backs!
Perfect for Every Room in Your Home!

• California Wine • Sea Green • Beaver • Grey

Save on this buy! Soennichsen's bought a quantity of these jacquard woven hook-twist rugs from a famous mill... you save three dollars on every rug!

Choose from four lovely decorator's shades in lovely multi-color floral patterns, beautifully woven into a long-wearing hook-twist face. Perfect for every room in your home the 27x48 size is versatile and practical. Save on quality rugs now, at Soennichsen's! See them today!

In the Spring a Young Man's Fancy Turns to

Jackie Jumper

Suits, Jackets, Sportcoats in Sizes 4 to 20

Boys Dress Suits

Man-tailored suits for boys 8 to 20 made just like Dad's, Jackie Jumper suits are featured at Soennichsen's as the best styled boys line we have seen. Jackie Jumper suits are not expensive, yet they are carefully tailored from the finest materials, and they are made to fit to a "T." For those extra special occasions in your boy's life fit him in a suit by Jackie Jumper... you'll be glad you did!

From
11.95



Boys Sportcoats

Man-styled sport coats for the younger men-about-town... wonderfully tailored for boys from 7 to 20 by Jackie Jumper. Infinitely versatile, Jackie Jumper sport coats are styled as boys like them, and priced to please your budget. You'll find a fine range of sizes, colors and fabrics at Soennichsen's. Buy the best value in boys clothing... Jackie Jumper!

From
9.95



Boys Jackets

Jackets for boys 6 to 20 made by Jackie Jumper, a firm that makes boys clothing exclusively. Jackie Jumper gives you the best styles, the best value in boys jackets. Choose from handsome styles, boy-styled fabrics and colors. Boys go for these jackets, and we know you'll like their prices. Your best buy in boys clothing is at Soennichsen's.

From
8.95

Make Soennichsen's
Your Headquarters for

- Boy's Dress Shirts
- Boy's Sport Shirts
- Boy's Fine Sox
- Boy's Jeans—Overalls
- Boy's Dress Shoes
- Boy's Work Shoes
- Boy's Underwear
- Boy's Sportswear
- Boy's Accessories

A World of Fashion
For Just a Few Pennies!

Kay Whitney

BY RELIANCE

Now on Sale
At Soennichsen's

5.98



Above:
Nylonized
Linen
10 to 20

Far Right:
Embossed
Maternity
10 to 18



- * 2-Piece Maternities!
- * Nylonized Linen Dresses!
- * Sanforized Dan River Cottons!
- * Wonderful No-Iron Seersuckers!
- * Misses Sizes 10 to 20
- * Half Sizes 14½ to 29½

Distinctively styled Kay Whitney dresses... now on sale at Soennichsen's at a tiny, tiny price! You'll find your new dress in the wide range of fabrics, styles and colors at Soennichsen's! Choose from gingham, nylonized linens, woven seersuckers, broadcloth prints, embossed cottons in a wide variety of styles, including some lovely maternities! All sizes in 10 to 20 and 14½ and 24½. Try one on today... save at Soennichsen's tiny price!

Soennichsen's

"WHERE QUALITY COSTS LESS"
DEPARTMENT STORE