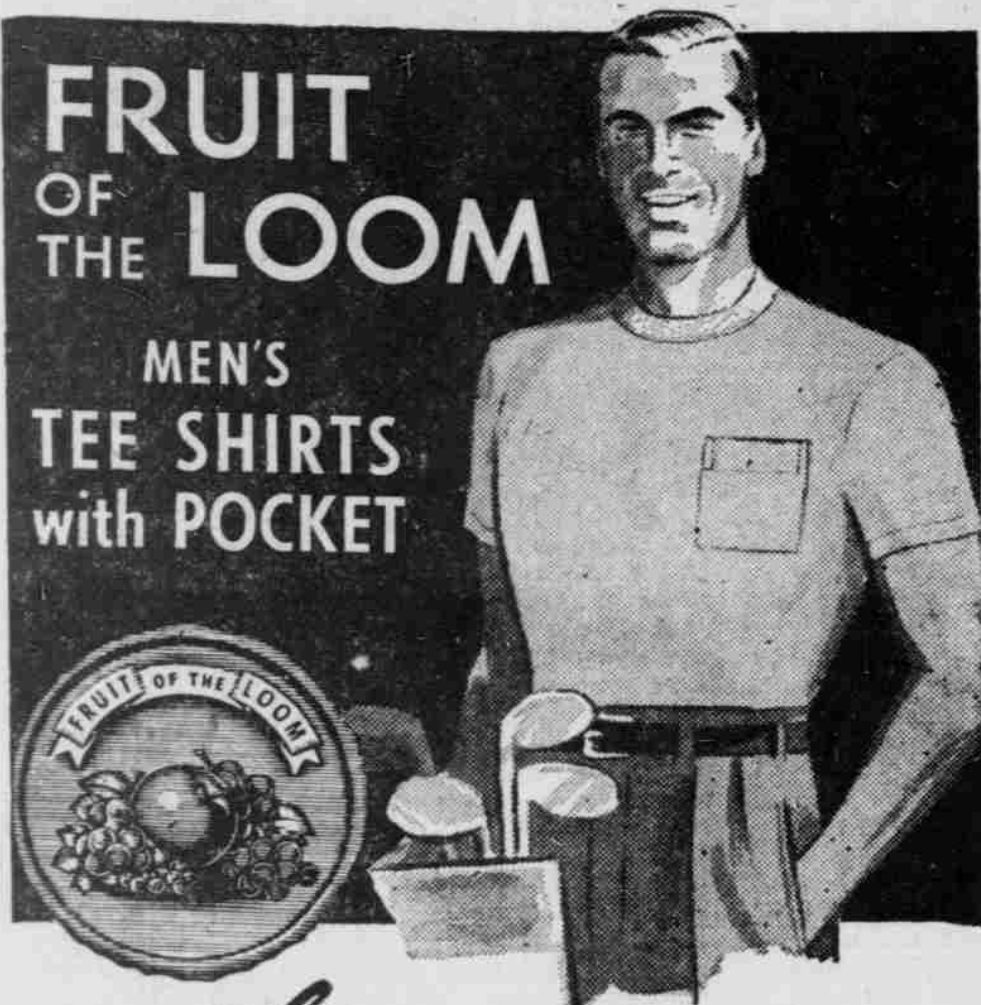


If Dad Gets A "Swelled Head", Nobody Will Mind, For Sunday Is His Day To Shine!

Father's Day
Is This Sunday
The 20th of June!

If you really want dad to puff up with pride, choose one of our ego-inflating dad's day gifts!



**FRUIT
OF THE
LOOM**

**MEN'S
TEE SHIRTS
with POCKET**



only
89¢

**3 FOR
\$2.65**

For work, for play, for every day, nothing beats the thrifty comfort of new Fruit of the Loom men's tee shirts with the handy cigarette pocket.

Long-wearing 1 x 1 ribbed cotton tee has generous full cut, whisks through washing without losing shape. White, blue, grey or maize in sizes small, medium, large, extra-large. Buy a supply today!



Give Him A Pair Of Summer Slacks

Cool as a Drink of Ice-Water,
And Every Bit as Practical!
Give Them on Father's Day...
We'll Alter Them Later.

Let Dad step out in a pair of our airy, comfortable summer slacks. Keep him cool, calm and collected all summer long... if he appreciates comfort (and what Dad doesn't) then here's the perfect gift!

The largest stock in Cass County is yours to choose from... all the wanted sizes, colors, fabrics and weaves are at Soennichsen's. You'll find the slacks he wants at a price that will suit your purse to a "T." Choose a pair for him today... let him bring them in for a fitting anytime after Father's Day. (Remember, there's no charge for alterations!)

- Cool, Cool Haifa Weave Linens
- Easy-to-Care for Nylons and Orlons
- Crisp, Comfortable Summer Cords
- Wrinkle-Proof Rayon-Dacron Blends
- Featherweight Kroylon Wash Cords



As Low As

6.98

As Any Dad Will Tell You...

When it Comes to Comfort and Quality,

Munsingwear Is Best Every Single Time!

- Made of the Very Best Cotton
- No Binding, Sagging or Stretching
- Cut to Fit, Made to Wear Longer

The most comfortable underwear made is made by Munsingwear. A fine old name in the field. Munsingwear is nationally famous for quality. (And Dads appreciate quality, you know!)

We have a fine selection of Munsingwear in a wide range of sizes. If you want to see him beam, then here's the gift for his day of days. Choose Munsingwear for your Father's Day gift... show Dad how much you appreciate him.

- Munsingwear Briefs Balloon Seat **95¢**
- Munsingwear Shirts Combed Cotton **89¢**
- Munsingwear Shorts Boxer or Gripper **1.25**
- Munsingwear T-Shirts Nylon No-Stretch Neck **1.50**
- Munsingwear Fancy Shorts Dad'll Love 'Em! **1.50**



When It Comes To Socks

It's *Holeproof* Two To One!

Nobody But Nobody Gives You the Style and Quality...
The Fine Fit and Extra Long Wear of Holeproof!



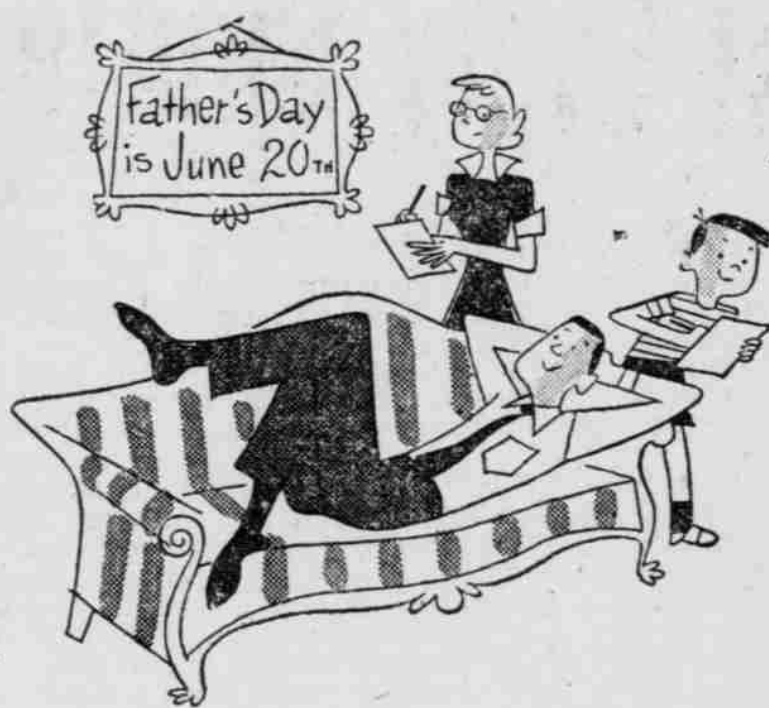
Other styles in spun nylon, wool and nylon and dacron

Always a welcome gift... fine socks by Holeproof! Nationally famous for good looks and long wear. Holeproof socks are just right for Father's Day gifting. You'll find our stock most complete... choose the style, the color he likes, in short or long lengths. Gladden his heart on his day of days; give Holeproof! All sizes 10 to 13.

65¢ to 2.98

Including the Fabulous New No-Size Comfort-Stretch Nylons!

take a load off Dad's shoulders...give him smart, breezy
ARROW "LIGHTWEIGHT LIVING" SHIRTS and SPORTS SHIRTS



Arrow Lightweight Shirts. Want Dad to keep cool? Then take that load off his shoulders, and slip him into a smart, light, airy Arrow lightweight shirt. Every inch of tissue-thin fabric is "air-conditioned" with tiny open windows that catch every breeze. Fine "Sanforized" fabrics will not shrink more than 1%. Choose from a smart selection of collar styles in white and solid color shirts. **3.95 up.** Arrow Ties in light, summery shades, **1.50.**

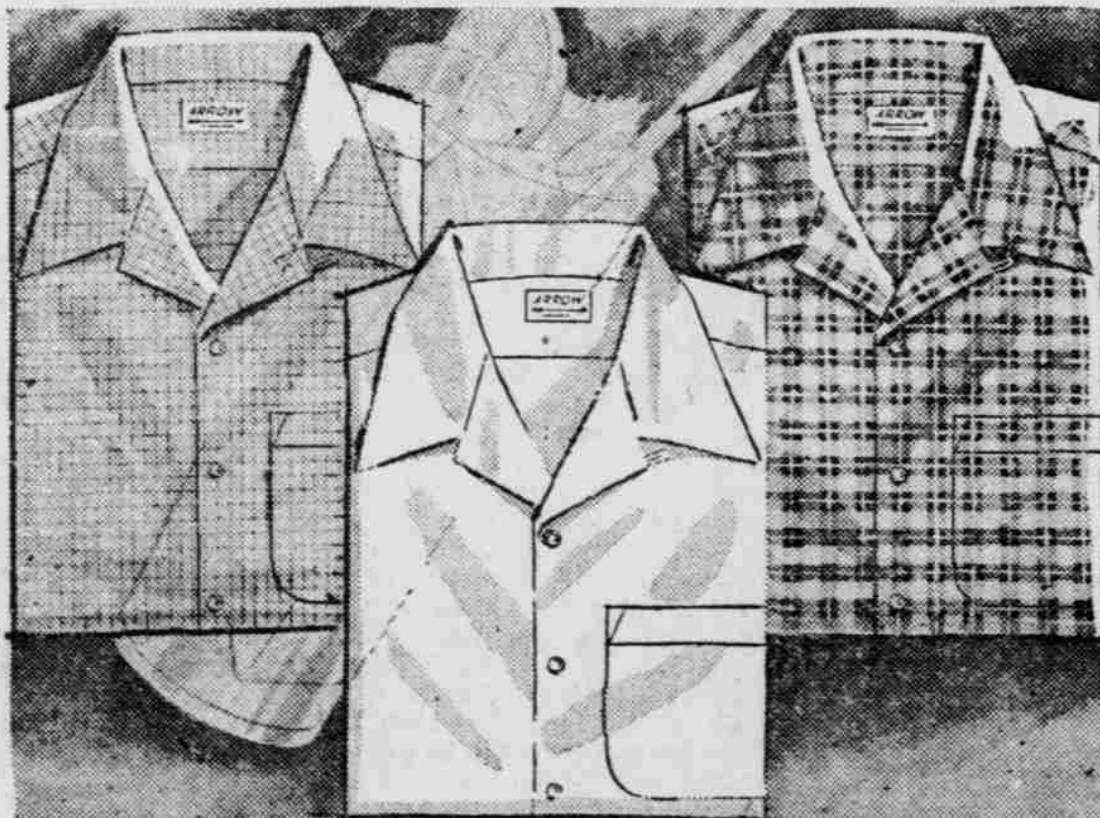
Dad Will Thank You
Every Time He Wears a
ARROW Lightweight Shirt!
They're Cool as the Breeze,
And Every One Has That
Famous ARROW Fit and the
Superb ARROW Appearance.

Shirts From

3.95

Collars 14 1/2 to 17 Sleeves 32 to 34

Whites and Colors to Choose From



Arrow Lightweight Sports Shirts. Checks, plaids, white, solid colors—a terrific selection to suit Dads of every taste. And every one cool as a breeze! Sheer handkerchief-weight fabrics... "air-conditioned" mesh-weave fabrics. All washable, of course. And all with the extra-comfortable Arafold collar. **3.95 up.**

"WHERE QUALITY COSTS LESS"
Soennichsen's
DEPARTMENT STORE

Right out of a clear blue sky we've come up with the notion that Dads are pretty nice people. It's just possible that we don't appreciate them like we should. The people that worry about that sort of thing have set aside one day a year for "Father's Day." This the day to appreciate Dad. If you feel like really doing Dad proud we have some Dad's Day Gifts that will really give him a "swelled head." (If it stays that way we have large hats, too!)

CLUE:
GRADUATED
FROM
PLATTSMOUTH
IN 1928