

SALE

100th BIRTHDAY VALUES!

SALE

Begins Friday, July 2

TOP BUYS! ONCE - A - YEAR SAVINGS!

Save Now At These More-For-Your-Money Prices!

Doors Open at 8 A. M.

Once-A-Year Event! Don't Delay!

We've Rolled Prices Back to the Horse'n Buggy Days!

Reg. 2.98 - 3.98

Men's Short Sleeve SPORT SHIRTS

Sizes S-M-L

- Leno Weaves!
- Cotton Prints!
- No-Iron Plisses!
- Print Rayons!
- Fine Broadcloths!
- Just 180 Shirts!

1.98

Famous Label!

Only through a very special purchase is this price possible! Every shirt is this season's style . . . every one a guaranteed 2.98 to 3.98 value! Only 180 at this old-time bargain price, so hurry, hurry, hurry! Save dollars now!



Cool, Cool Shorty P.J.'s

- No-Iron Rayon Tricot!
- Pastel Pink or Blue!
- Sizes From 34 up to 40

\$1



Look at what a dollar will buy! Cool, attractive mdi-riff style summer pajamas, sold ordinarily for 1.98 and more! Made of soft, glamorous rayon tricot that wears and washes beautifully, these are really an "old-fashioned bargain"! Buy several pair for hot weather still to come! Save! 34 to 40. Pink or blue.

SUPER VALUE!

1.00

Regular 1.49 men's Chambray Work Shirts
Full-cut, guaranteed washable, rugged make
Sizes 14 1/2 to 17. No limit while they last!

Mens Bib Overalls Reg. 2.98 2.17

Full-cut 8 ounce Blue Denim Overalls at a low, low price! 34 to 42, lengths 30 to 32

Glenbury Dresses Reg. 3.98 2.98

Sizes 10 to 20 and 14 1/2 to 24 1/2! Brand new styles! Save 25% on this buy!

Men's Short Sleeve Sport Shirts.. 1.00

Special group, limited quantities! Sizes S-M-L. Hurry for these!

SPECIAL PURCHASE FROM A TOP DESIGNER!

Reg. 14.98 - 17.98

Summer Dresses

Just 8.98

- Lovely No-Iron Nylon Sheers!
- Cool, High-Style Cottons!
- Junior Sizes From 9 to 15

Scoop buy! From one of the top lines in the country, dresses worth 14.98, 17.98 and more! Save 3.99 to 8.99 on every one! Sheers, high style cottons, nylons! Save now!

Save 3.99 to 8.99 on Every Dress!



SALE! Colorful Fashion Fabrics

Regular 69c

Print Plisse 39c

Full 36 Inches Wide!
Wide Pattern Assortment!

Scoop buy! Here is print plisse crepe A FULL YARD WIDE, now 39c, not the 69c price you pay elsewhere! Wonderful for pajamas, gowns, children's wear, housecoats and many, many other items! Save 30c a yard now . . . at this once-a-year price!

Regular 98c

Tissue Cottons 59c

Lovely Imported Cottons!
Soft Plaids . . All Washable!

Save now! Here are leno checks, lee cream plaids, tissue gingham, all combed, carded and mercerized, and best of all, they're made of the finest imported cotton yarns. For about \$2 you can make a \$12 dress! For crisp coolness you'll want yards and yards at this low, low price! Save now!

MANY UNADVERTISED VALUES! HURRY!

"WHERE QUALITY COSTS LESS"
Soennichsen's
DEPARTMENT STORE