



School days are coming! To the "Three R's" wise parents add a fourth. They make sure their children are "Ready," for the new school year. This means back-to-school shopping early, so the youngsters will be well-equipped for the right start. Make school days happier days... do all your back-to-school shopping now— at SOENNICHSENS

**Fellows!**

set the pace for young men's style with



Slim, Trim Tapered Legs  
Snug Waist Snug Hips Low Waisted  
Continuous Waistband  
Long Tapered Front Pleats  
Lee Twill Good-Looking Rugged Sanforized  
Zipper Fly  
Button-Down Flaps on Both Hip Pockets  
Fashion's Smartest Colors  
Sizes 28-34

\$4.50

**BOY'S LEE RIDERS**

25 Dozen Pair Select Imperfects  
11 1/4 and 13 3/4 oz. Reg. price \$2.59-\$2.98  
Slims — Regulars — Huskies  
Sizes 4 through 16

This is a tremendous value. Be sure to look at these before you buy — Only **\$1.98** — Pair

**Boy's Big Smith Jeans**

10-oz. Denim — Zipper Front  
• Sizes 0 through 9 **\$1.98** EA.  
• Sizes 10 through 16 **\$2.19** EA.  
• Brawneys for the heavy set lad. Sizes 6-16. **\$2.29** EA.

**Repeat Lee Rider Offer**

Slightly irregular Lee Riders of \$3.49 quality. (13 3/4 oz. denim). Sizes 29 through 42  
Zipper front — Imperfections difficult to find.  
You have had these before!

Sorry — Only 10 dozen of these at this low price **\$2.49** Pair

**School Wise — Budget Wise — Fashion Wise —**

Sew for Back-to-School and Save!

Soennichsen's now have yard upon yard of school-time buys. Oodles of the prettiest prints... the most fabulous fabrics ever, famous names as:

- Bates Disciplined Cottons ..... \$1.49
- E & W Quadriga 80 Square Print ..... 49c
- Springnight Broadcloth ..... 59c
- E & W Manana permanent finish ... \$1.29
- Check and Plaid Gingham ..... 69c
- ABC Fresh'n Up Prints ..... 89c

**Special for Back to School!**

36 Inch Wide 80 Square Cotton Prints  
**3 yards for \$1.00**  
36 Inch Woven Plaid Gingham  
**47c per yard**



the year's most stylish shape

*Kate Greenaway's*

**Torso Fashion**



An Inspiration from Paris, now on the required list of all the smartest scholars. Long shapely bodice in solid color, buttons in front, is back sashed and color-matched to the pleated skirt of crease and soil resistant checked Gingham. Wonderfully washable, easily pressed. With a pocket hidden in the skirt seam. Big and little sister sizes.

Sizes 3 - 6X; 7 - 14

**\$2.98 - \$7.98**



Soennichsen's also have Back-to-School beauties by Trojan Maid. Washable — tailored in grown-up manner. Of crease-resistant, polished, Zeset cottons, nylons and dacrons. In prints, plaids and solids.

Sizes 3 - 6X; 7 - 14

**\$1.98 to \$3.98**

**Boy's Broadcloth Sport Shirts**

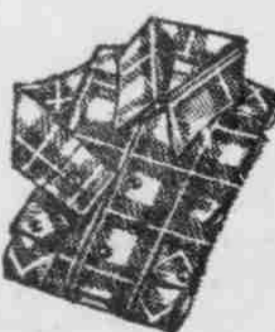
Real sport models approved by boys for Back-to-School are these long sleeve sport shirts. Of long wearing broadcloth tailored to fit and Sanforized to keep that fit. Assorted new patterns and fall colors. Sizes 6-16.



STOCK UP NOW AT ONLY

**\$1.49** EACH

**Boy's Flannel Sport Shirts**



Here's a shirt that rates an "A" for good looks plus long wear. Of soft, smooth Sanforized suede cloth with long sleeves, one pocket and two way collar. Pick yours from plaid patterns in new fall colors. Sizes 6-16.

**\$1.79** EACH

**Boy's Sport Sox**

Blazer Stripes —  
Guaranteed  
Sizes 7 through 10 1/2

**4 PAIR 98c**

**CHECK THESE VALUES**

- Boy's Handkerchiefs ..... 7 for \$1.00
- Men's T-Shirts, S-M-L ..... 59c ea.
- Men's Sweat Sox ..... 49c pr.
- Boy's Sweat Shirts 98c ea.
- Gym Trunks ..... 98c pr.
- Stretch Nylons ..... 59c pr.
- Men's Sport Sox 2 for \$1
- Boy's Lined Jeans \$2.59 pr.

**Boy's Overalls**

Blue or Stripe  
Sizes 0 through 9  
Big Smith ..... \$1.98 ea.  
Lee ..... \$2.19 ea.  
Sizes 10 through 16  
\$2.59 Pair

**Underwear Needs**  
Boy's Fruit of Loom  
Sizes 6 to 16  
Briefs, T-Shirts ..... 49c  
3 for \$1.45  
Boxer Shorts ..... 59c  
3 for \$1.75  
Under Shirts ..... 39c  
3 for \$1.15

Revely  
**Cotton Anklets**  
Darks and pastels, white  
Sizes 6 - 8 1/2  
**39c**

**NYLONS**  
Fit, fashion and color, in 51 gauge, 15 denier. Full fashioned. Back-to-School Special  
**59c**

**Rayon Panties**

by Phil-Maid

Top quality rayon panties in white and pink.  
Children sizes 2 - 14

**39c** EACH

**Girls' and Misses' FULL SLIPS**

SHADOW PANEL  
Special purchase for Back-to-School! Four gore full shadow panel of sanforized cotton. Eyelet ruffle top and bottom. Sizes 10 to 16; 32 to 44

**\$1.98**

**BLOUSES**

Soennichsen's have a new assortment of blouses for Back-to-School — fashioned by

- Bobbie Brooks
- Sweet Adeline
- Ship'n Shore

**\$2.98 - 4.98**



**READY-FOR-SCHOOL SHOES**

By Poli Parrot  
Handsome shoes for boys and girls... sturdily constructed in fine materials for the utmost in foot health.

**\$4.98 to \$6.98**



**Extra Special !!**

Sturdy, Good Looking  
**OXFORDS OR STRAPS**

Built to give a lot of school ground wear — By Scamperoo  
Sizes 8 1/2 to 12 ..... \$4.49  
Sizes 12 1/2 to 3 ..... \$4.98  
Sizes 3 to 6 ..... \$5.98

SHOP IN AIR CONDITIONED COMFORT!

FREE PARKING LOT IN REAR OF STORE!



Sale Starts Friday, Aug. 12th

COME EARLY

Use Our Convenient Layaway Plan!

"WHERE QUALITY COSTS LESS"  
**Soennichsen's**  
DEPARTMENT STORE