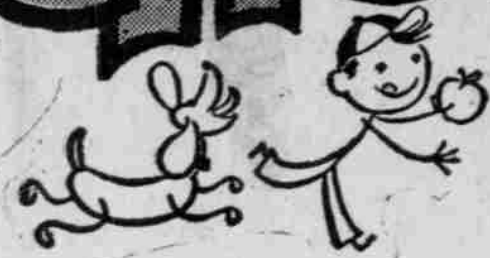




SPECIALS FOR THE

School bound



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

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.

BOYS UNDERWEAR

FRUIT OF THE LOOM

- UNDER SHIRTS 39c ea.
- WHITE T-SHIRTS 49c ea.
- BRIEFS 49c ea.
- BOXER SHORTS 59c ea.

Repeat Lee Rider Offer

Slightly irregular Lee Riders of \$3.75 quality. (13 3/4 oz. denim). Sizes 29 through 42. Zipper front — Imperfections difficult to find. You have had these before!

Sorry — Only 5 dozen of these at this low price. Pair **\$2.75**

BOYS' DENIM JACKETS

BIG SMITH — WESTERN STYLE

Sizes 2 - 8 Sizes 10-16

\$1.98 - \$2.29

CHECK THESE VALUES

- Boys' SOX—Reg. to 39c 4 for \$1.00
- Boys' SOX — Reg. to 49c 3 for \$1.00
- Boys' HANKIES 15c 7 for \$1.00
- Boys' SCHOOL BELTS \$1.00
- Boys' SCHOOL CAPS 59c
- Boys' L. S. SPORT SHIRTS \$1.98
- Boys' White T-SHIRTS 49c
- Men's White T-SHIRTS 49c
- Boys' S. S. Fancy T-SHIRTS \$1.00

Boys' Flannel Shirts

Sharp Patterns Plaids and Stripes
Sanforized — 4 through 16

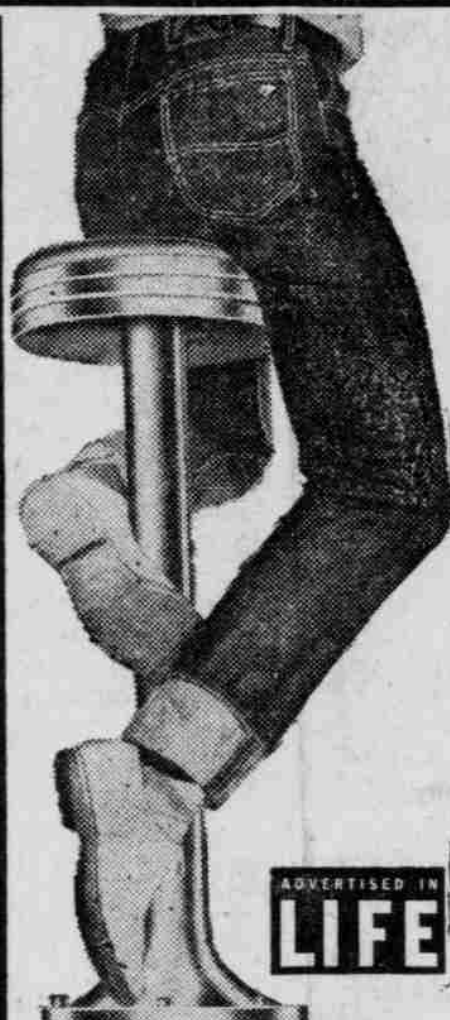
\$1.69 - \$1.98

BOYS' OVERALLS

Blue or Stripe — Sizes 0 Through 9

- Big Smith **\$1.98** ea.
- Lee **\$2.19** ea.

Sizes 10 through 16 — Pair \$2.59



Back to school in **Lee Riders**

Genuine western cowboy pants (blue jeans)

They look good because they fit!... Sanforized—they stay your size

- Size 1 thru 5, 10 oz. \$1.98
- Size 6 thru 12, 11 1/4 oz. 2.39
- Size 13-18, 13 3/4 oz. 2.98
- Size 30-38, 13 3/4 oz. 3.75

GYM SHORTS

Sizes 26 to 34 \$1.00

SWEAT SOX 59c

ATHLETIC SUPPORTERS S-M-L 89c

MEN'S UNDERWEAR

FRUIT OF THE LOOM

- UNDERSHIRTS 49c
Size 34 to 46 3 for \$1.15
- BRIEFS 69c
Size 28 to 44 3 for \$2.05
- T-SHIRTS 69c
White or Pastels S-M-L-X L 3 for \$2.05
- SHORTS—Boxer or Snap 69c
Size 28 to 46 3 for \$2.05

EXTRA SPECIAL!

MEN'S DRESS SOCKS

Stretch Nylons or Heavy Cotton Argyles

Regular \$1.00

Now 2 for \$1.00

LEE RIDER JACKETS

13 3-4 oz. — Sanforized. Reg. or X-Longs
Match Up Your

LEE RIDERS

Size 34 to 50

\$4.45 each

BEAU BRUMMEL

SPORT SHIRTS

Long Sleeves — S-M-L-X L — Men's Sizes

These Shirts Bought to Retail at \$3.98 - \$4.98

NOW WHILE THIS GROUP LASTS

only \$2.00

CLEARANCE ITEMS

These items, priced to clear, fit into the Back-To-School Picture.

- HOBBY JEANS 6 to 18 \$1.88
- HOBBY JEANS Men's S-M-L \$2.29
- SHORT SLEEVE SHIRTS S-M-L-X L
- VALUES TO \$2.98 \$3.00
- VALUES TO \$5.00 \$5.00

JUST ARRIVED

young blouses by

Ship'n Shore

1.98 to 2.98

Fashion-first styles for school, play and parties! Soft-tailored cottons... silky, colorful, hanky-washable! sizes 3 to 6x and 7 to 14.

Many other fall beauties for older sister and Mom \$2.98 and \$3.98



Sweaters

FOR EVERY OCCASION

Hi-bulk Orlon in Slip-over style, fashion colors.

All Sizes **\$2.98**

Cardigan to match

\$3.98

Push-up-sleeve style

\$3.98



PANTIES

Have gone cotton and mothers as well as the youngsters sure do like them. Snug fit and long wear. Sizes 2 to 12

69c pair

STURDY RAYON PANTIES

SIZES TO 12

39c Pair

Step ahead of the class In Poll-Parrot or Scamperoo SHOES

They Fit The Budget As Well As The Feet
—Ready To Tack School Days In Stride,
And Go To Parties, Too.



STRAPS - TIES - LOAFERS - SADDLES

You'll Find A Full Selection Here — — — — — And At Attractive Prices.

EXTRA SPECIAL!

BOYS'

BIG SMITH JEANS

10 oz. Zipper Front — Slight Imperfects

Sizes 4 to 16

2 for \$3.00

BOYS'

SPORT SHIRTS

Short Sleeves

Just The Thing To Start School In

2 for \$3.00



SALE STARTS FRIDAY, AUG. 17

SOENNICHSEN'S

"Your One Stop Shopping Center"

FREE Parking In Rear Of Store

