

IT'S BACK TO SCHOOL TIME



Back to school in Lee Riders

Genuine western cowboy pants (blue jeans) They look good because they fit!... Sanforized—they stay your size

Boys' Sizes 5 thru 12
Slims or Regular
11 1/4 Oz. - Double Knees

3 Pairs \$7.49
\$2.69 Ea.

BOYS UNDERWEAR

Fruit of The Loom

Under Shirts 39c - 3 for \$1.15
White T-Shirts 49c-3 for \$1.45
Briefs . . . 49c - 3 for \$1.45
Boxer Shorts 59c - 3 for \$1.75

DRIVE WITH CARE-PROTECT YOUR CHILDREN



WE'RE RIGHT ON TOP when it comes to everything your school-bound youngster needs to score scholastically . . . at prices that will score with YOU! Bring him (or her) in NOW while our valucwise selection is at its peak! Remember . . . School opens Tues., Sept. 2nd.

Piece Goods Special!

Special Purchase of Drip-Dry Cottons for back-to-school sewing. Just right for those easy-care school clothes.

2 YDS. \$1.00

New Fall Patterns

In our regular cottons are arriving every day. Shop Soennichsen's for the most complete line of Fall piece goods.. We feature Simplicity Patterns and a full line of sewing notions.



CORDUROY

Just arrived! Corduroy by Julliard. Washable carded cotton

36 Inches Wide \$1.19 Per Yd.
Full Assortment of Colors

YOUNG MEN'S OXFORDS -- LOAFERS

40 Pair - Values To \$7.98
Broken Sizes 2 To 6

\$4.44 pair

BOYS' SPORT SHIRTS

Short Sleeves
Just The Thing To Start School In

2 for \$2.50
\$1.39 Ea.

EXTRA SPECIAL! BOYS' BIG SMITH JEANS

10 oz. Zipper Front - Slight Imperfects
Sizes 6 to 12

2 for \$3
\$1.59 Ea.

ANKLETS

Cotton anklets by Revelry and Buster Brown White and Assorted Colors
Sizes 1-6 1/2 - 7 - 11 1/2

39c and 59c

Triple Roll cotton - Anklets. Nylon reinforced Heel and Toe.

59c Pair

Nylon Stretch

by Fruit-of-the-Loom
6 - 8 1/2 9 - 11 1/2
39c 49c

T-SHIRTS

By Buster Brown
Hanes and Regal

Styles . . . snap shoulder, pullover and collared for boys . . . Fancies for girls. Assorted colors. Sizes 1-6X.

\$1.19

BLOUSES

A complete line of children's blouses by Ship 'n Shore and others. Fancies, tailored blouses, and middys. A color and style to fit every child's wardrobe. Sizes 3-6X 7-14.

\$1.98 TO \$2.50

Boys' Big Smith Jeans

10 Oz. - Zipper Fly - Vat Dyed Sanforized

Sizes 5 Thru 9 3 Pair \$5.99
\$2.19 Ea.

Sizes 10 Thru 16 3 Pair \$6.99
\$2.49 Ea.

Ball Point Pen FREE With Each 3 Pairs

Fruit of The Loom Stretch Or Munsing Cotton Argyles Boys' School Socks

39c Ea.

4 pairs \$1.49

"THE BEST COST SO LITTLE MORE"

EXTRA SPECIAL! SADDLE OXFORDS - LOAFERS

Odd Lot - Broken Sizes
Ladies Size Range - Sizes 5 to 10

Values To \$6.98

Now **\$3.98**



for schoolbound feet

Our sturdy shoes, expertly fitted for their young growing feet, will take them happily on their way to school.



POLL PARROTS SCAMPEROOS **\$3.98**
UP

Back - To - School

Dress Special!

House of Perfection Dresses
A beautiful line of budget price dresses. Just right to send her back to school. Many Styles and fabrics.....
Sizes 3 to 6X 7-14

\$2.98

Each



ALSO

Kate Greenaway Styles

Featuring a pocket in every dress. Many styles and patterns in Drip-Dry easy-care fabrics . . . Sister dresses too.

\$2.98 TO \$5.98

PANTIES

Sturdy rayon panties that give a snug fit and long wear. Sizes 3 to 14.

3 Pair \$1.00

COTTONTAILS

by Munsingwear
Fine Knit cotton panty. Top quality in fit and wear. White and pink
Sizes 4 to 14.

69c Pair

GIRL'S SLIPS

Washable cotton slips with trim. Fine muslin. Polished cotton and Batist.
Sizes 3-6X 7-14.

\$1.19 TO \$1.98

Nylon can-can slips by Singing Needles. Sizes 3-6X 7-14.

\$2.98

IVY LEAGUE "FLAPBACKS"

All the Newest Shades

Here are the pants that are taking the country by storm! Two button-down hip pockets with flaps and styled the way young men like them. Made of sturdy polished cotton fabrics for neat appearance. Make it a point to see them soon.



WASH AND WEAR

\$3.98 & \$4.98

Children's Hankies

Novelty prints in just the right size for school.

10c Each

Crayola Apron

Has pockets for 16 crayolas. Made of washable print. Box of 16 crayolas included.

\$1.00 Each

Girls' Jeans

10 oz. blue denim Jeans for those after school leisure hours. Sanforized to insure permanent fit. Side zipper opening.

Sizes 7-14

\$2.49

We also have Lee Rider western jeans in girls sizes \$3.98

SWEATERS

by Helen Harper and Janie

Hi-bulk 100% Virgin Orlon, so soft to the touch. Full fashioned . . . Hand blocking, keeps its fine shape. Dries quickly.

All Sizes \$2.98

Cafdigan to Match

\$4.98

Push-up sleeve style, novelties and Bulkies

\$3.50 TO \$8.98

YOUR BACK TO SCHOOL SHOPPING HEADQUARTERS

Soennichsen's