

# IT'S BACK TO SCHOOL TIME

Gangway! Crew cut champs are heading back to school in Lee!



## Lee Riders

WESTERN COWBOY PANTS

- Rugged Lee cowboy denim
- No scratch rivets
- No bind crotch
- Comfortable, good looking
- Double Knees for Double wear

**SANFORIZED**  
Boys' Sizes 4 thru 12  
Slims or Regular  
11 1/4 Oz. - Double Knees  
**3 Pairs \$7.49**  
\$2.69 Ea.

13 3/4 Oz. **LEE RIDERS** 13 3/4 Oz.

Ages 8 thru 12 - Reg. or Slim ..... \$2.98

Ages 14 thru 18 - Reg. or Slim ..... \$3.49

Sizes 28-29 waist ..... \$3.79

Sizes 30-40 Waist ..... \$3.98

### Boys' Western Jeans

13 3/4 Oz. Western Style  
Coarse Weave Denim  
No Rip Construction  
Sizes 4 thru 16  
**\$1.89**  
STOCK UP NOW  
AT ONLY

### Boys' Fireball Jeans

10 Oz. Sanforized - Zipper Fly  
Sizes 6 thru 12  
Even Sizes Only  
**\$1.49**  
STOCK UP NOW  
AT ONLY

### Big Smith Jeans

10-Oz. Vat Dyed - Sanforized  
Zipper Fly

Ages 6-7-8-9 ..... **3 Pair \$5.99**  
\$2.09 Ea.

Ages 10 - 16 ..... **3 Pair \$6.69**  
\$2.29 Ea.



WE'RE RIGHT ON TOP when it comes to everything your school-bound youngsters need to score scholastically... at prices that will score with YOU! Bring him (or her) in NOW while our valuwesie selection is at its peak! Remember... School opens Monday, Aug. 31.

## T-SHIRTS

By Buster Brown and Regal

Styles... snap should-ers, pullover and col-lared for boys... Fancies for girls. As-sorted colors. Sizes 1-6X.

**\$1.19 UP**

## Back-To-School Girls' Anklets

Mercurized Durene Anklets  
Turn down cuff, nylon re-in-forced toe and heel. White only. Sizes 7-11.

**3 Pr. \$1.00**



**Triple Roll Cotton**  
High quality combed cotton an-klet for school days ahead. Heavy weight with Mopul top. White Only.  
**2 pr. 79c**

## Piece Goods Special!

DRIP DRY PRINTS

Sew your Fall wardrobe now with these new Drip Dry patterns. These fine, crease-resistant prints have the new Fall Fashion look of expensive materials. Sew and Save now. 36" wide.

**49c Yard**

45" High Fashion Combed  
**GINGHAMS**

Latest styles in Fall patterns suitable for the entire family's sewing needs.

**77c Yard**

CORDUROY

Machine Washable in assortment of new Fall colors.

**\$1.00 Yard**



## BOYS' SPORT SHIRTS

Short Sleeves  
Just The Thing To Start School In  
Reg. \$1.98  
**2 FOR \$3.00**  
\$1.59 Ea.

Big Smith  
**SMITTY'S**  
Nylon Fortified  
**Jeans FOR Boys**  
70% More Wear  
Sizes 4-12  
**\$2.99**

## BOYS UNDERWEAR

Fruit of The Loom

Under Shirts 39c - 3 for \$1.15

T-shirts - - 49c - 3 for \$1.45

Briefs - - - 49c - 3 for \$1.45

Boxer Shorts 59c - 3 for \$1.75

MEN'S Cotton Sport Sox  
Sizes 10-13  
**3 pair \$1.00**

MEN'S Briefs or T-Shirts  
S-M-L  
Your Choice  
**2 for \$1.00**

BOYS' Fancy Polo Shirts  
Long Sleeves - Sizes 4-12  
**97c**

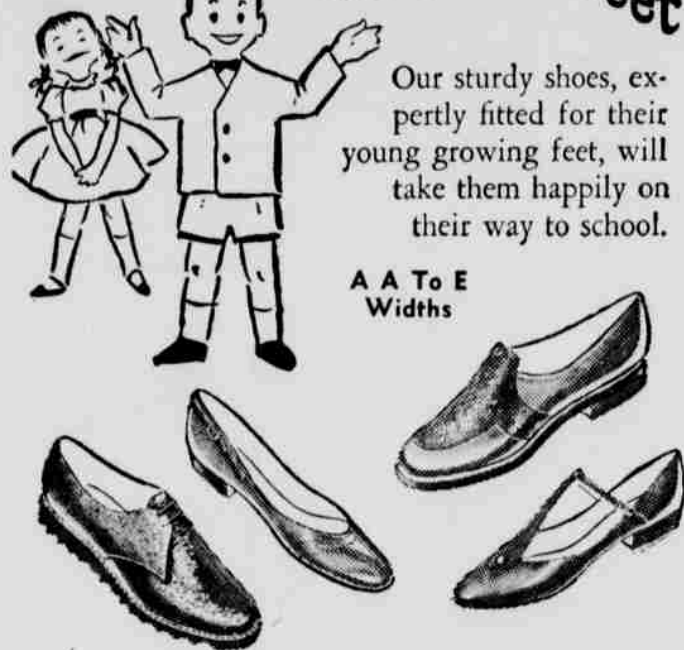
BOYS' Plastic Raincoats  
Good Quality S-M-L-XL  
Smoke or Yellow  
**\$2.95**

MEN'S Big Smith Dungarees  
Sizes 29 thru 46  
**\$2.69**

MEN'S Sport Shirts  
Short Sleeves  
Cut & Sewn or Knit  
Values To \$2.98  
A Dandy Back-To-School Buy  
S-M-L-XL  
**2 FOR \$3.00**  
\$1.69 Ea.

Lee or Big Smith  
**IVY LEAGUE JEANS FOR BOYS**  
See The New Styles  
In All The Newest  
Shades.  
Boy's Sizes \$3.98  
To 18 .....  
Men's Sizes \$4.98  
29 to 36 .....  
The Latest In  
Polished Cottons

## for schoolbound feet



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

A A To E Widths

## GOOD STURDY SHOES

AT FAIR PRICES

From Infants Soft Soles On Up -

POLL PARROT

SCAMPEROOS

RAND CRAFT

MELODY

RAND ROCKET JR'S

## SWEATERS

by Helen Harper and Janie

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

All Sizes

**\$2.98**

Cardigan to Match

**\$4.98**



## Blue Bell Ladies Blouses

Welcome school opening with these wardrobe stretching short sleeve, button-front blouses. Regular collar, pocket, in a variety of plaids, stripes, prints and solids. Sizes 30 to 40.

Reg. \$1.98 Value

**97c Each**



## PANTIES

Sturdy rayon panties that give a snug fit and long wear. Sizes for ladies and girls.

**3 pair 97c**

## COTTONTAILS

by Munsingwear

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

**69c PAIR**

## GIRLS' SLIPS

Washable cotton slips with trim. Fine muslin. Polished cotton and Batiste. Sizes 3-6X, 7-14. By Sing-ing Needles.

**\$1.19 TO \$1.98**

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

**\$2.98**



Back-To-School

## Dress Special!

Dot and Dash 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

**\$2.50**

**\$2.98**

ALSO

## Kate Greenaway Styles

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

**\$2.98 - \$7.98**

## OTHER BACK-TO-SCHOOL REQUIREMENTS

- Boys' Denim Jackets ..... \$2.29 Up
- Boys' Pastel T-Shirts ..... 3 For \$1.45
- Boy's Gym Trunks ..... 88c Ea.
- Boys' Ivy League Belts ..... \$1.00 Ea.
- Boys' Athletic Supporters
- Boys' & Girls Gym Shoes

YOUR BACK TO SCHOOL SHOPPING HEADQUARTERS

# Soennichsen's

## 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**