

Leder Brothers

INCORPORATED

In Mount Olive

GRAND OPENING

Thursday, Friday and Saturday

take the town by storm in our

all-weather coats

- Ivory
- Navy
- Black
- Olive



Regulars and Petites.
A Regular \$22.98 Value.

\$16.88

BACK-TO-SCHOOL GIRLS' DRESSES

LOVELY BACK-TO-SCHOOL DRESSES IN THE NEWEST COLORS AND MATERIALS. SELECT SEVERAL AT OUR LOW PRICE.

Sizes 3-6x and 7-14

\$3.68

See our other lovely dresses for girls

\$2.98 to \$14.98



GIRLS' ALL-WEATHER COATS

THESE COATS ARE MADE OF THE BEST QUALITY MATERIAL AND WILL GIVE GOOD SERVICE FOR A LONG TIME.

SIZES 7 TO 14.

COLORS: Oyster and Navy.

OPENING SPECIAL ONLY

\$9.88

More Style, More Quality, More Service

Boys' Poplin All Weather COATS

ZIP OUT LINING. BLACK AND OLIVE. SIZES 8 TO 20.

Opening Special

\$11.88



GIRLS' BLOUSES

THESE LOVELY BLOUSES COME IN THE LATEST COLORS AND STYLES. OUTSTANDING VALUES DURING OUR OPENING SALE.

Sizes 7 to 14

\$7.88

BOYS' SHIRTS

BOYS' SHORT SLEEVE SPORT SHIRTS. SOLIDS AND STRIPES. DACRON & COTTON.

SIZES 6 TO 18

\$7.68

GRAND OPENING SPECIAL



Ladies' Sweaters

These are just about the smartest sweaters you'll see this Fall. All fashion shades. Wool Shetlands, Helanca Knits. Sizes 34 to 40.

Opening Sale Special —

\$3.88



NEW FALL DRESSES

For Juniors, Misses and Half Sizes. In Cottons, Woolens and Rayons. New Fall Colors. Opening Special

\$5.88

Ladies' Rayon Tricot Panties

These are full cut panties. A very good quality at a very low price. Good assortment of sizes. OPENING SALE PRICE

4 for **\$1.00**

SPECIAL ON CANNON TOWELS

Bath Towels, Reg. \$1.00...

68¢

Hand Towels, Reg. 69¢...

48¢

Wash Cloths, Reg. 29¢...

24¢

3 x 5 FEET

SCATTER RUGS

Extra large size. Decorator colors. You seldom see such low prices on such high quality rugs. \$5.00 value.

OPENING SALE SPECIAL

\$2.68

THERMAL BLANKETS

PRACTICAL SIZE. 72x90. HEAVY WEIGHT. DECORATOR COLORS.

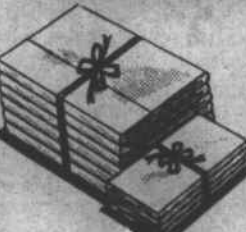
Opening Sale Only



\$6.48

CANNON SHEETS

A quality Cannon Bleached Muslin Sheet at low prices



81 x 99

\$1.68

81 x 108

\$1.78

Double Fitted

\$1.78

Pillow Cases

36¢ ea.

Opening Specials on

PIECE GOODS

COTTON PRINTS

WE HAVE A HUGE ASSORTMENT OF THESE BEAUTIFUL MATERIALS TO OFFER AT THIS SALE.

VALUES TO 69¢

38¢ yd.



42 INCH CORDUROY

MATERIALS A SPECIALLY SELECTED ASSORTMENT OF 42 INCH CORDUROY. ALL DESIRABLE COLORS.

88¢ yd.

You can become eligible to win the new 1964 PONTIAC When You Shop at **LEDER BROS.**

Boys' Back-To-School Pants

Popular Ivy Model Wash 'n Wear. Sizes 8 to 18. Opening Sale Special

\$16.88

MEN'S CASUAL SLACKS

A good quality cotton slack that looks nice and wears well. A regular \$4.95 value.

\$3.88

Men's Stretch Socks

New Fall Patterns One Size Fits All

Opening Special

3 PAIR **\$1**

Men's Wash and Wear Sport Shirts

A good quality shirt at a low, low price. Regular \$1.98 values.

Opening Special

\$1



Men's Quality Suits

These men's suits will appeal to the man who likes to look nice, and not pay high prices for his suits. These are new for Fall Wear. They come in the latest shades most wanted by men. Ivy styles only

These are regular \$29.95 values.

But look at our opening sale price!

ALL SIZES. REGULAR AND LONG

\$18.88

Send them back to the books

BUSTER BROWNS.

Shoes like these get children off to a good start... beautifully styled and built to take a heap of punishment! And, as always, our trained fitting specialists assure your child of a perfect fit.



Be sure to see our many other styles

\$6.98 to \$8.98

Leder Brothers

INCORPORATED

WHERE ALL THE FAMILY SHOPS

Our Slogan: "Shop with Confidence... Wear with Pride"