

BACK-TO-BISHOP'S THEN... BACK-TO-SCHOOL!



The valley looks to BISHOP'S for correct, authentically styled SCHOOL TOGS — as it has for sixty years — and the basic reason lies in the simple fact that BISHOP'S stays always young. Their stylists, in their contact with southern and eastern markets, provide a constant flow of authentic Western men's and youths' fashions worthy of the Pendleton and Bishop's labels, always freshly Western — never sub-servient to newcomer brands . . . always pioneering . . . always stable . . . ever dependable! That's why it is

...first...BACK TO BISHOP'S...then back to school!

SPORT or LEISURE COATS "Mix 'em or Match 'em" . . . Tailored as carefully as a suit. **5.95 to 14.95**

SLACKS Great assortments by famous-name manufacturers . . . Tailored Slacks of Hollywood . . . Rough Rider . . . Ray Gilbert . . . O.K. . . . and Lee-Wald. **4.95 to 9.95**

SUITS "Chips off the Old Block" . . . for juniors. In 100% wool . . . contrasting or matching sets. **13.95**

RAINCOATS Let it pour! New quality materials and styling in raincoats that are REALLY water-repellent. Junior and boys' sizes. **4.95 to 11.95**

SHIRTS--Sport, Dress, Polo Full selection of sizes, colors and styles with labels by Rob Roy, McGregor, Kayner, Metro and Walkie-Talkies for Juniors. **89c to 5.50**

SWEATERS All pure wool . . . full line of styles and colors . . . famous brand names: Columbiaknit, Jantzen, McGregor, Campus and Catalina. **3.95 to 8.95**

SHOES and OXFORDS Built only from quality leathers. Sturdy shoes for rugged, active boys and fashioned over Bishop's plus-fit lasts that assist healthy foot development. Sizes 1 to 6, widths A to D. **3.95 to 6.75**

McGREGOR SHIRTS "Texas Express" . . . McGregor's famous "Elbabsaw cloth" shirt . . . vat dyed, washable rayon and cotton. **5.50**



SOON:
McGregor Navajo "Shackets"



"ROUGH RIDERS"
Will be here August 21st! . . . 'nuf sed!

JACKETS High colors in rayon twill water-repellent jackets with "hidden hood." Hirsch-Weiss. Others to 4.25. **11.95**

WOOLEN MACKINAWs Wool plaid zipper jackets and mackinaws. Tailored like Dad's. **6.00 to 8.95**

HATS, CAPS, HELMETS All sizes and wanted styles. **59c to 2.35**

UNDERWEAR Knit cotton shorts with elastic band. **6 pr. 3.00**

BELTS & BRACES By Hickok of course! Western styles for western lads. **1.00 to 2.00**

PAJAMAS Flannelette and broadcloth pajamas. **1.55 to 2.60** **SOX** Plentiful assortments of gay, youthful patterns in boys' hosiery. Popular patterns or blazer stripes. **35c to 65c**

The Quality Way to
SUIT YOUR SON



That boy of yours deserves the best — a RAY GILBERT matching suit. Modern styling, meticulous tailoring, flattering fit, superb woollens. So bring in your son — you'll both be glad you did!

20.00

FIRST . . . BACK TO

BISHOP'S

Since 1890



THEN BACK TO SCHOOL