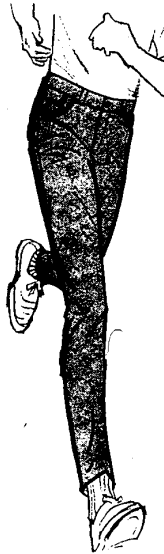


Mothers Love 'em...
Double-knee LEVI'S®
made with DACRON 59,
 the most durable polyester in the world



Never need ironing, Mother!

Kids love the rugged styling of Levi's western jeans with a built-in press! 50", cotton, 50", Dacron 59* — the most durable polyester in the world. Mom goes for the famous Levi's construction and strength, with the plus of double knees fused on to stay. And they never need ironing! Popular sportswear colors in all boys sizes \$3.98.

IMPERIAL
 DEPARTMENT STORE

Bel Air Shopping Center
 10 MILE & ORCHARD LAKE ROADS
 Phone 477-7990



HOURS: 9 to 9 Daily

