



14 economical suggestions to help you

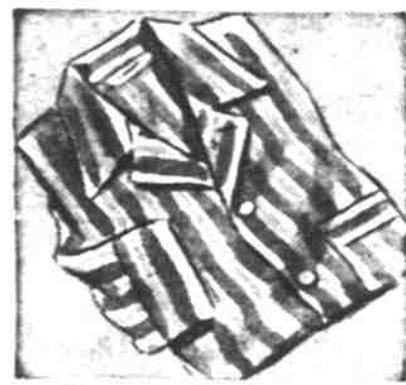
remember Dad!

... the guy who ALWAYS remembers you!

FATHER'S DAY IS JUNE 20TH
(The 3rd Sunday in June)



Open Every
Friday
9 A. M. 'till
8 P. M.



Men's Pajamas
BLAZER STRIPES

Reg. 3.98 — NOW **3.66**
Smart coat-style, cut full for comfort. Firm-woven percale washes and wears wonderfully. Drawstring pants. Sizes A, B, C, D.



Knit Union Suit
COTTON RIB KNIT

Reg. 1.75 — ONLY **1.49**
Free and easy comfort. Combed cotton yarns are soft, durable. Two-button shoulder strap. One button flap seat, 36 to 46.



Poplin Sport Hat
WELL EDGED

Reg. 1.19 — NOW **1.09**
Cotton poplin work or sport hat. Cotton mesh-lined with poplin taped seams and sweatband. 6 3/4 to 7 1/2 in cream, light or dark tan.



Blue Work Shirt
HERCULES VAT DYED STYLE

Reg. 1.49 — NOW **1.33**
Sanforized (maximum fabric shrinkage 1%). Washfast chambray. Two button through pockets. 14 1/2 to 17.



Canary White Cap
SEARS QUALITY HERCULES BRAND

Regular 69c — NOW **53c**
Army drill cloth. Sanforized (max. fabric shrinkage 1%). Imitation leather sweatband. 6 3/4 to 7 1/2.



Cotton T-Shirt
Cool, Smooth Flat Knit Weave

Reg. 1.79 — NOW **1.59**
Soft yet strong. Lightweight yet extra absorbent 2-ply combed cotton. Blazer stripes. Small, medium, large sizes.



Sensational... Special Purchase TWIN SPORT SHIRTS!

First time ever offered at this amazing low price. For warm weather wear they can't be beaten. Regularly 4.98.



the two-button front closed, wear it with or without a tie for casual smartness.



collar open showing the neat tee-front feature in smartly contrasting color.

4⁴⁴

Save more — get two
for only 8.00

Brand new and "tee-riffic"! Dashing... different Pilgrim twin-sport shirt. As smooth-fitting a sport shirt as you've ever worn, it boasts this sensational style note — a knit cotton tee-front insert. With the convertible collar closed it gives you snug, extra protection: with collar open it lends a neat two-tone color contrast with the rest of the garment. Buy two and save \$1.98. Available in golden maize, forest green, sky blue or harvest tan. Sizes small, medium, medium large and large.

For Straw-Cool
Comfort Wear a
Southwest "FLIGHT"

Straw Hat

Specially Priced at
1⁵⁹

You'll like its rugged styling... the sturdy good looking long-wearing value you get in this cool, smooth fitting straw weave "Flight" hat. Sizes 6 3/4 to 7 1/2.



Light, Durable, Smart Style
Dressy STRAW HAT

Quality Pilgrim straw hat for long wearing style at SEARS low price. Fancy band in regular 6 3/4 to 7 1/2 sizes.

3⁶⁶

Were 3.95

Here's Proof Why "Good Quality Costs Less" at SEARS

SPECIAL SALE!

SUMMER FOOTWEAR

Gold Bond slip-ons
Sizes 6-11 **7⁴⁴**

Were 7.95

Cool Gold Bond Oxfords
Sizes 6-11 **7⁸⁸**

Were 8.45

Summer comfort starts with foot-ease... for action, for leisure or for any summer activity. Flexible Gold Bond oxfords are expertly styled to give you the comfort you need... at SEARS low price! Strong Goodyear welt, leather soles and heels assure comfortable, economical wear.



For Swimming Comfort
and Smart Beach Wear it's

**Pilgrim
Boxer Trunks**

Special at
1⁸⁸ Were 1.98

- Built-in Support
- Fade Resistant Color
- Pre-Shrunk Cotton Twill

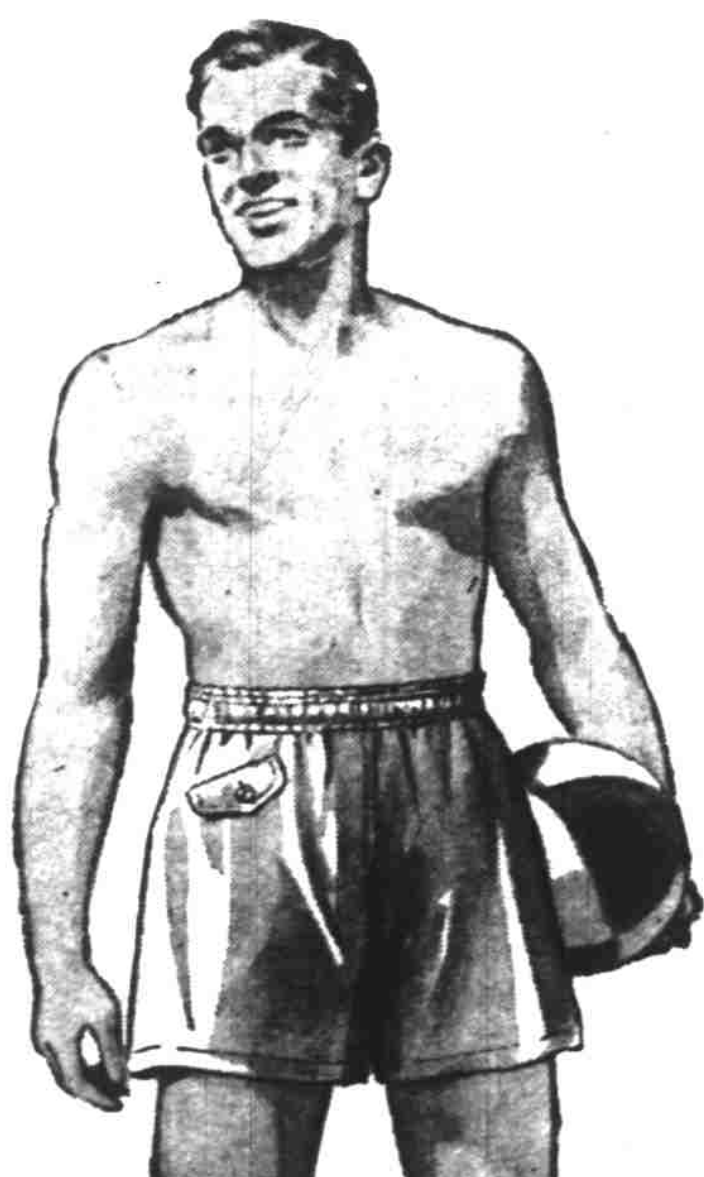
For the "down-by-the-sea" days this summer these Pilgrim Boxer Style Trunks are the answer in comfort and style. Their fade-resistant colors assure you of long wear.



**RICHLY PRINTED RAYON
WRINKLE RESISTANT TIES**

Buy Now and Save!
Reg. 1.50
Now offered for **99c** ea.

The newest and latest styling in handsomely printed rayon foulards. Individually cut and sewn panel effects. Neat, medium and bold all-over designs. They tie easily and beautifully, resist wrinkles, and drape gracefully. Come in and select from our wide selection.



**Beautiful Dress Socks
For Value at Sears**

Reg. 49c
Argyle Slack Socks NOW **44c**

An eye appealing collection of rich patterns priced to make a hit with the menfolk and your budget.
Cotton Blazer Socks, Sizes 10 to 12 29c
Rayon and Nylon Socks, Sizes 10 to 13, 49c
Cotton Argyle Slack Hose, 10 to 12 69c

"Satisfaction guaranteed or your money back" **SEARS**

484 State Street - Phone 9192 or 9193