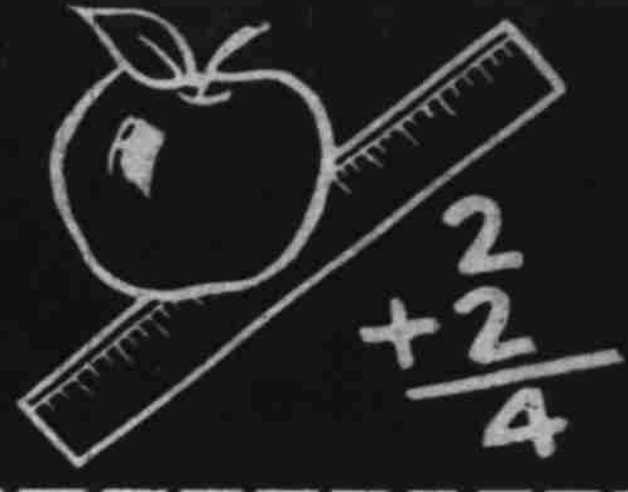


LD ACCOMPANIED BY PARENTS THIS FRIDAY AND SATURDAY!

S... then to SCHOOL



shirt-jack and dress longies

- 100% Virgin Wool for Warmth
- Shirt-Jack Water Repellent
- 2 Roomy Pockets

9⁹⁵



THE RIGHT WAY TO BUY BOYS' FURNISHINGS



Plenty of active school wear in these he-man BOYVILLE plaid shirt-jackets and neat "Longies." Virgin wool jackets are tailored for in or out wear. Black and white or red and black plaids; sizes 8 to 18. Slacks are durable part wool (75% wool, 25% nylon), with pleated front, zipper fly. Blue or brown plaids, stripes, herringbones. Waist 25-31.

Shirt-jacket only 5.50 Slacks only 4.98

hefty, heat-holding 100% wool Boyville warmly lined

mackinaw

950

Thick warm 88 oz. virgin wool Boyville Mackinaw... fully lined with cotton for extra warmth... double breasted for extra protection! Two muff pockets, two flap pockets plus book pocket. Big bold blue or maroon plaid patterns. Sizes 8 to 18.

Handsome! Tough, Rugged, Thickest Corduroys

boyville corduroy trousers

Economy priced—well made. Your favorite thickest cordal. Fine quality, narrow waist, thickest corduroy—wear for sports, knocking around... Ideal for "Back to School." Zipper fly, 4 pockets, cuff bottoms. Strong belt loops. Easily washable. Famous Boyville tailoring throughout.

3⁹⁸ to 5⁴⁹

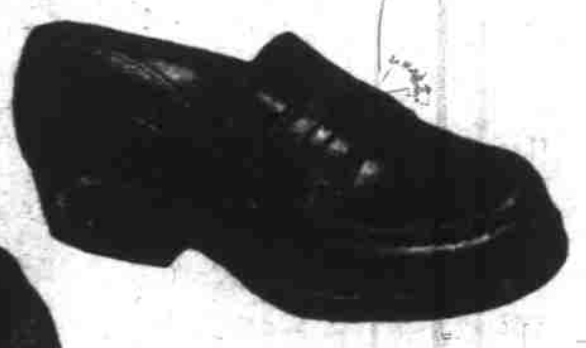


- Soles guaranteed to wear 4 months
- Leather uppers in NEW Redwood Brown
- Sizes all the way up to a manly 7

Great news about shoes for budget-minded mothers! Exclusive Searolite soles guaranteed to wear 4 months or a new pair of shoes FREE! Real foot ease for growing feet with flexible leather, uppers, wide roomy lasts. Nailless Good-wear welt construction. All at Sears Back-to-School savings!

EXCLUSIVE SEAROLITE SOLE OUTWEARS STRONGEST LEATHER

- Looks like leather but outwears leather
- Lightweight and flexible for comfort
- Waterproof and resists heat and cold
- Won't crack, peel or mark up floors
- Sear Laboratory tested for service



... strong pliant leathers in boys

and casuals

Gold Bond casuals are comfort-made for wear! Her uppers, easy-flexing wear well construction... savings

5⁹⁵



Boyville 100% Wool Shirt

In Bright Plaids

5.49

Plaid shirts that are popular with young lads. Made of extra warm all virgin wool. In or out style with long lapel collar. Two large pockets. Neckband of shirt lined for longer wear, more comfort. Blue, red, brown plaids. Even sizes 8 to 18.



Boyville Quality Beacon Robe

Get It Now... only

5.95

Wrap-around style robe for boys in sizes 8 to 18. Wide front facing, double shawl collar, rayon cord trim on the three pockets, cuffs, collar. Matching sash of cord. Popular shade of maroon or blue. Of long-wearing heavy cotton beacon cloth.

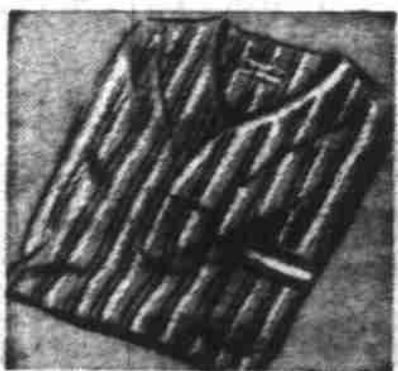


Boyville Plaid Flannel Shirt

Heavy 7-ounce Flannel

1.89

There's plenty of warmth in this heavy flannel shirt. Made exceptionally well to withstand the constant rough wear young lads will give it. Popular in or out style. Handy chest pocket. Collar may be worn open or closed. In bright plaid. Sizes 6 to 18.



Cotton Pajamas

Sleep-Easy Boyville, Jr.

Sizes: 4 to 10... 2.59



Shirt and Briefs

Boyville Jr.

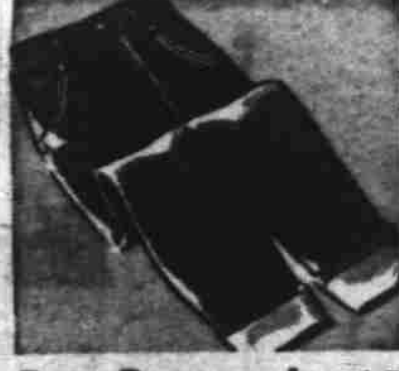
For active youngsters. Sleeveless white undershirt and knitted briefs with double crotch, fly front, elastic waist. Sizes 2 to 8. 98c



Boy's Slack Socks

Boyville, Boyville, Jr. Style

Elastic Tops... 3 pr. 89c



Roy Rogers Jeans

Boyville 8-Ounce Blue Denims

Sizes 4 to 16... 1.98



Cotton Knit Shirt

Cool, Comfortable Styling

Short Sleeves... 79c



Boy's Sweatshirt

Boyville... 98c

Heavy flat knit cotton with an absorbent cotton fleece lining. Red, tan, or blue with a popular character pictured on front. Sizes 6-16.

STORE HOURS

9 A.M. to 5:30 P.M. Daily
9 A.M. to 9 P.M. Friday

484 State Street... Phone 9192