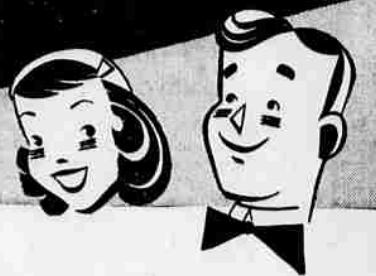




# First to SEARS Then to School



GARDENIAS FOR THE LADIES

Everything in the book for school...  
Shop at Sears and Save!



Boy's Dress Longies  
**4.98**

Boyville Jr. longies of 35% wool—30% rayon. Pleats, slip fly, seamed seams, 2 dressy colors. Sizes 28 to 31.



Wool Coat Sweaters  
**2.98**

Check the maroon, seal, navy colors, the warm, long sleeves, fleece back of this Boyville, Jr., sweater, 4-10. Three-Tone Wool Sweaters...0.00



Leather Belts  
**79c**

Complete selection of boys' belts; long-wearing leather in a variety of popular finishes. Dress, sport buckles. Sizes 28 to 38.



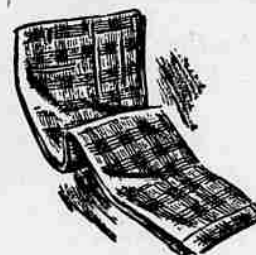
Boy's Sport Shirts  
**1.79**

Cotton broadcloth for sports wear. Sanforized—maximum fabric shrinkage 1%. 2-way collar, long sleeves, 4 light colors, sizes 8-18.



Boys' Cotton Socks  
**3 pairs 73c**

Rib Top Washfast Colors



Corduroy Longies  
**3.98**

Fancy buckshot patterns in grey, blue and brown. Pleated front, zipper fly, four pockets, 3 sizes from 8 to 16.



100% Wool In-Or-Out Jacket

in Beautiful Checks

**4.49**

A double duty garment that can be worn as jacket or shirt. 100% virgin wool. The long, fleecy fibers make it toasty warm. Popular in-or-out style. Two chest pockets. In beautiful matched checks or red and black or black and white. 4 to 10.



Fraternity Prep Suits for Boys

Finest Part Wool Fabrics

**17.95**

Look over these superior—let your fingers decide styled suits carefully. Then what your eye tells you. Feel the lustrous herringbones, plaids, and striped fabrics. You'll get an idea how well they wear. Single, double breasted, pleated pants. 10-16.

Snug warmth... special savings for you on

**Boyville Jr. Jackets**

- Warm Pile Lining
- Zelan Treated
- Warm Lamb Collar

**\$6.95**

Sanforized mercerized cotton poplin has water repellent finish. Wool pile body lining. Kasha lined sleeves. Rib knit cuffs and bottom keep cold air out. Zip front, 2 pockets. Vat dyed tan or brown. 4 to 10.



**Boyville All Wool Plaid Jac Shirt \$5.50**

All virgin wool, water repellent, washable, shrink resistant. Multiple plaids. Sizes 8 to 18. Cut extra full and roomy to Sears exacting specifications. Proper fit, comfort and long wear positively assured.



**He-Man Gold Bond Oxfords**

Sturdy Comfort for Growing Feet

Boys' "Lug" Oxford

**\$6.45**



Tractor-tread rubber sole and heel. Gear your feet for action in thick, deep-cleated sole oxfords that grip the ground. Rugged brown leather upper in sizes 3 1/2 to 7.

Low Priced, Smooth Leather

Boy's Oxford **\$4.98**



Casual as the wave of the hand! Wine-tone color Sero-sole out wears leather. Narrow and medium widths, 2 1/2 to 7. He'll be proud as punch with these he-man styles.

Ground-Gripping Speed

"Jeeper" Tennis Shoes

**\$2.79**



Boys' Cushion Arch Jeepers feature husky duck uppers with reinforced webbing backstay... arch stay... non-marking molded rubber soles. Sizes 2 1/2 to 6.

**Roy Rogers Denim Jeans**

with double stitched seams and 5 pockets

They're sturdily made—double stitched seams, copper rivets at all strain points. Sanforized—maximum shrinkage 1%. Fly front, 2 front swing pockets, 2 back patch pockets, 1 watch pocket. Yoke back. Sizes 6 to 16. Buy now and save!

**\$1.79**

Boyville Long Sleeve Cotton Knit Shirt... 1.98

**Boyville Jr., Suspender Style Jeans**

Copper riveted front... zipper fly front. Button on suspenders... handy pockets. Sanforized—maximum shrinkage 1%. 3-4-5-6. Double Stitched Seams. 8 oz. Sanforized Denim

**\$1.24**

**Boy's Cotton Underwear**

Briefs... **39c**  
Undershirts **EACH**



Stock up now on fine quality briefs and undershirts at these thrifty Sears prices. Boys go for these free-action briefs with their elastic waist, fly front, double catch. Undershirt with shaped bottom, bound edges. White. Sizes: 6-16

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Friday—9:30 A.M. to 9:00 P.M.  
Saturday—9:30 A.M. to 9:00 P.M.

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