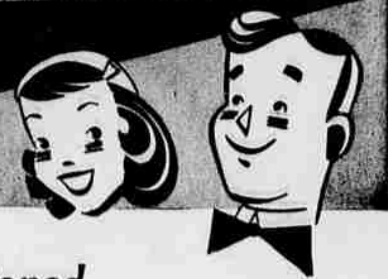




**First to SEARS Then to School**



Shop in Air Conditioned Comfort at SEARS

# Boys Western Style JEANS

## 1.39



Tough 8-oz. Sanforized denim. Front bartacted with copper rivets. No rivets in back to mar furniture. Roomy pockets, also double stitched rip proof pockets with snap fastener at the waist. Priced at \$1.39.



**Boyville Cotton Flannel Shirt**  
1.79

Sanforized—maximum fabric shrinkage 1%. Two-way sport collar; 1 pocket. Assorted plaids. 8 to 18.



**Boyville Jr. Cotton Gabardine Jacket**  
6.95

Zelan treated vat dyed fabric. Full rayon lined, zip front, turn-back cuffs, sport back. Brown or cocoa. 4 to 10.



**Boyville Jr. Knit Cotton Pajamas**  
1.98

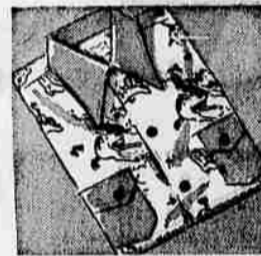
turn-back cuffs, sport back. Brown or cocoa. 4 to 10. Warm, comfortable 2-pc. ski style red and blue pajamas for fellows 4-10. Sanforized max. fabric shrinkage 1%.



### Wool Pullover Sweaters

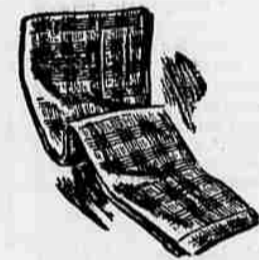
This boys all virgin wool slip-over sweater is smartly styled in the western manner with jacquard steers on the yoke and various western insignia around the bottom.

3.98



**Smart Sport Shirt**  
1.98

Long Sleeve Boyville Style Sanforized cotton twill fabric won't shrink more than 1%. Western print front, back; 2-way collar. Sizes 6 to 181.



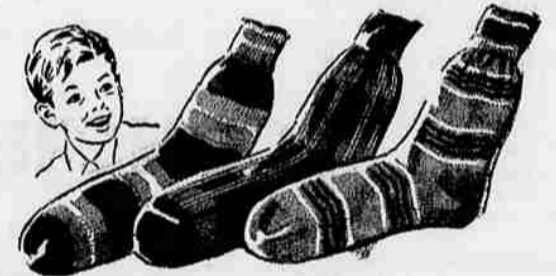
**Corduroy Longies**  
3.98

Fancy buckshot in grey, blue and brown. Pleated front, zipper fly, four pockets. 5 sizes from 4-18.



**Boys' Sweat Shirt**  
98c

Young athletes go for this soft flat knit, fleece lined Roy Rogers sweatshirt in tan, blue and maize. Sizes 6 to 16.



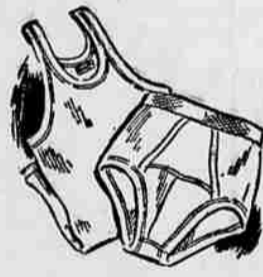
**Boys' Elastic Top Sox**  
Warm Boyville Jr. 3 pr. for 73c

Boyville, Jr. Fancy Striped, Rib Top, Cotton Slack Sox—6-8½ . . . 3 prs. 1.10  
Boys' Striped, Plaid, Elastic Top Slack Sox—8-11 . . . 3 prs. 73c  
Colorful Boyville, English Rib Cotton Sox—8-11 . . . 3 prs. 1.10



**Boys' 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' Underwear**  
39c each

Boyville, Jr. combed cotton underwear! White elastic cotton briefs 39c; Boyville sleeveless undershirts 39c; Boyville rib knit cotton briefs 39c.

### Plaid Jac Shirt

Boyville—Sold only by Sears They're 21-ounce all wool

**Water Repellent Value Priced**  
4.69

- ✓ Bright multiple plaids
- ✓ Set-in sleeves—button cuffs
- ✓ Button front, 2 large pockets

Here's a wonderful dress-up shirt for your boy! Handsomely tailored. . . 21-ounce all wool jac shirt in good looking bright multiple plaids. Button front. . . 2 chest pockets with button flaps. Coat style set-in sleeves, button cuffs. Sizes 8-10-12-14-16-18.



Comfortable, Economical, Longer Wearing

**Gold Bond Oxfords**  
4.98

Hey fellas, here's a Gold Bond oxford to make you the envy of your crowd! Give that fancy punchwork on the gleaming wine tone leather uppers the once-over—check the composition Seal-o-lite that out-wears leather! Ruber heels. Select yours today, sizes 3 to 7.

**Boys' Slip-on**  
Smooth brown leather uppers—long wearing rubber soles and heels. Sizes 3½ to 7. 4.98



**Boys' Guaranteed SHOES**  
6.45

Imagine! Boys' shoes with guaranteed soles that we guarantee can't be worn out in four months. Different styles—different widths. Sizes 3 to 7.



**Boys' Gabardine Dress Pants**  
4.98

Gabardine longies of 23% wool, 77% cotton. Pleats, zip fly, 5 pockets. Sizes 8 to 18.



**Jr. Boys' Wool Flannel Leisure Suit**  
9.95

Three button, single breasted; check front, solid back. Full rayon lined, pleats, zipper. Matching Longies, 4-10.

"Satisfaction guaranteed or your money back" SEARS

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