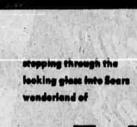


men's Pilgrim shirts with the famous Formease collar

laboratory for quality, style and value. A proven best buy at this low Sears price. All sizes.



Easter Fashion

with versatile color combinations and styles to suit a man's taste ...

Come to Sears If you're the type who takes pride in your personal appearance—yet have a budget to consider. Take your pick of crisp Pilgrim shirts, "tall-look" neckwear and many other things a man needs to herald in the new spring season!

ALL THREE TO



especially if it's a Pilgrim

"embassador" 10.00

Fraternity Prep sport coats

miracle all rayon flannel

crease resistant dress trousers

Tailored with a breathe-easy continuous waist-band and pleated front. In gray and tan. Sizes 25-21.

There's poise, character in the lines of this famous hat . . . distinction in its mellow "sable finish fur felt. In grays, tans and blues. Innerband conforms to the contours of the head . . . means extra comfort.



Neckwear for Spring

.. famous Pilgrim brand 98c to 200

Handsome screen printed dobbys, jeequards, foulards and woven repp stripes.

In an array of Spring colors.

Excellent knotting and draping quality.



Plisse Shirts 1.49

Men's Sport Shirts 1.98



Boyville Jr. Sport twosomes

Boys' Corduroy

"Fraternity Prep" young-man tailoring in pinwale corduroy. Maroon, green, admiral blue or ginger. Sizes 10 to 18.

Sport Coats

8.50



wrinkles bounce out, smoothness locked in,

It's differenti Dirt can't penetrate the fibres—slides right out in suds. In sport denims, cotton ginghams
All sizes.

Wrinkl-Shed Pilgrim sport shirts wear and wear

Boys' Dress Shirts rized* Washfast



Terrycloth Shirts

Sizes 10-18...... 1.69



Pilgrim rayon Sport Shirts Treated with X-2*

Washfast Socks Nylon Reinforced Heels, Toes



Men's Argyle Socks

89c



Washable Rayon Trousers

Boyville Jr. all rayon pants. Elastic waist inserts, continuous waistband. 4-10. Crease resistant.



497 . 1095 A. Contrasting rayon gabardi

C. 50% wool 50% rayon sub

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