



Fashion

STARTS AT SEARS

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men's Pilgrim shirts with the famous Formeasse collar out over our own patterns **2.98**

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



stepping through the looking glass into Sears wonderland of

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!



Smart Hat Trick

especially if it's a Pilgrim

"ambassador" **10.00**

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.



Choose the new "tall-look" Neckwear for Spring

... famous Pilgrim brand **98c to 2.00**
Handsome screen printed dobbies, jacquards, foulards and woven rapp stripes. In an array of Spring colors. Excellent knotting and draping quality.



permanent crease-resistant finish! Fraternity Prep sport coats

It's top fashion... it's in good taste... and sensibly priced! Rayon and cotton box check patterns in blue and maroon. Sizes 10 to 20.

9.75

miracle all rayon flannel crease resistant dress trousers

Tailored with a breathable continuous waistband and pleated front. In gray and tan. Sizes 25-31.

4.98



Boys' Corduroy Sport Coats

8.50

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



Dress them in the smartest Boyville Jr. Sport two-somes... in time for Easter.

4.97 to 10.95

A. Contrasting rayon gabardine pants with sport coats. **10.95**
Crease resistant pants. 4-12.

B. 2 pair of pants with this rayon and acetate suit. **8.66**
3-8.

C. 80% wool 20% rayon suit. Crease resistant pants. **4.97**
3-8.



wrinkles bounce out, smoothness locked in, Wrinkl-Shed Pilgrim sport shirts wear and wear

2.98

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



Pilgrim rayon Sport Shirts

Treated with X-2*

4.70

*Trademark of Dan River Mills, Inc. for Textile Treating Chemicals.

- No laundering worries—absolutely machine washable
- Smart hand-picked Formeasse widespread sport collar
- Permanently color fast and wrinkle resistant
- More than twice the normal fabric life with X-2*
- Formeasse lined collar gives you permanent fold
- 2-button diamond pointed cuffs are adjustable
- Graduated sleeve lengths—just like dress shirts



Men's Argyle Socks

89c

Washfast, locked-in patterns, will not ravel. Sizes 10, 12 and 13.



Cotton Plisse Shirts

1.49

Cool, need no ironing. Sanforized. 8 colors, S-M-L.



Men's Sport Shirts

1.98

Gay-as-a-party prints and colors in val-cord, pre-shrunk cotton plisse. S-M-L.



Boys' Dress Shirts

Sanforized* Washfast Broadcloth. **1.59**
Sizes 4, 6, 8, 10...
Sport shirts for "play-hard" boys! Straight bottoms. White. *Max. shrink, 1%.



Terrycloth Shirts

Boyville comfy and casual knit play-shirts with assorted blue, green, red trims. **1.69**
Sizes 10-18...



Washfast Socks

Nylon Reinforced Heels, Toes **29c**
Sizes 6-11...
Snug fitting elastic topped combed cotton sock.



Washable Rayon Trousers

2.98

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



Boys' smart bold pattern slits-on boy tie. **49c**



Medium blue sanforized cotton broadcloth shirt. **1.98**



Boys' all wool felt gray dress hat, fancy band. **1.70**

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"Satisfaction guaranteed or your money back" SEARS

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