

not just ordinary dresses, but
our finest 2.98 4-Star Feature ... at
once-a-year extra savings



now only
2 for 5⁰⁰

Be a "smart" mama and earn your BS (budget saving) degree... buy Honeyuckle 4-Star Feature dresses NOW while the price is so low! See this large collection of cute cottons, sure to please the ABC crowd 1 to 6 years. Actually, they're nice enough for Sunday-best, yet expertly made to withstand everyday activities. See them, buy them and save!

3 days only...
hurry in today for
best selection of prints,
plaids and solid colors
cotton dresses

a touch-down that at 99¢ NOW
YOU SAVE 50¢
on...

Honeyuckle "easy-to-wash" cotton
flannel shirts

3 DAYS ONLY
Hundreds of Shirts at

99¢ each

Yes, cotton flannel shirts at a lower-than-ever sale price to give your weary budget a boost! Lots of colorful plaids, prints and solid colors that appeal to little "ruff" n' tumble football heroes. Be sure you buy yours today to save extra! Sizes 1-6.

LONG WEARING
PLAIDS—PRINTS—SOLIDS

hurry in today...buy several...save more!



FIRST TO SEARS then to school!

Sept. 21st school starts... So... take advantage of the special savings on first reader, first date styles... at Sears famous boys' furnishings section!



UNBELIEVABLE!
BOYVILLE PINWALE
Corduroy Shirts

Now Only **2⁸⁸** each

Never before at this price! All are first quality, smartly tailored of fine pinwale corduroy. Your choice of 4 colors; sizes 6-20.

Reduced - and Just
in Time for School!
BOYVILLE ASSORTED
SPORT SHIRTS

Reg. 1.49 Now
1⁰⁰

Stop! Look! Buy Now! A wonderful assortment of short sleeve sport shirts in cottons, rayons, and plisses. Sizes 4 to 16.



this is the
way boys
go to school!

all in their places with
sunny faces and new
school togs from Sears!



**Roy Rogers
Knit Pajamas**
2⁴⁹

Trousers are in contrasting colors with boxer waist-band. In blue, tan, green and maize.

Boyville Washfast
Knit Shirts
1¹⁹

Colorful stripes, patterns on combed cotton shirts. Taped neck, shoulder seam. Nylon sewn shoulder seam. 10-18.



Comber Cotton
Knit Shirts
79¢

Boyville Jr. short sleeve shirts with crew neck, taped shoulders, hemmed sleeves, bottom. Many colors. 4-8.

Flannel Shirts
Boyville Jr. Western:
styles—Sizes 4-10
1⁹⁸

Tippeel Washfast, Sanforized cotton! Plaid body, sleeves, collar, solid yokes. Piped trim. Max. shrinkage 1%.



Double Knee
Denim Jeans

Durable denim that's really built to take it for really active wear. Double stitched male seams are meant for strength. Boys' sizes 4-12. **1⁷⁹**

A. A recess of comfort in boys' play shirts. Our most popular selection with the after-school clan and Mom's, too! Smart, solid light and dark shades stay sparkling bright after washings. 12-16. **1⁹⁸**

B. Jr. Collar Playshirts
Soft combed cotton in an interlock knit. Sizes 4-10. **1⁷⁹**

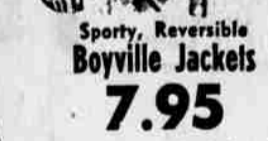
SMART SURCOATS
FOR BOYVILLE JR'S.

Sizes 4-8...
Heavyweight "Duralon" that resists spots, repels water. Four colors. Sears 4-star feature. Sizes 10 to 16 **10.90**



Boyville Jr.
Wool Sweaters
2.98

Long sleeve pullovers with baby shaker stitch. 2 colors. 4-10.



Sporty, Reversible
Boyville Jackets
7.95

Favorite sport style of 90% reprocessed wool melton, 10% nylon in 5 color combinations. Sizes 10-18.

Boys' Heavyweight
Plaid Surcoats
10.95

Keep him comfortably warm when it's coldest, in Boyville Jr. all-wool surcoat. Blue or brown plaid, sizes 4-10.

Smart Gentlemen in
Flight Jackets
10.95

Smooth capeskin leather, fully lined with checked cotton for Boyville Jr. crowd. In brown. Sizes 4-10.



Sanforized* Printed
Flannel Shirts
2.29

Colorful washfast plaids, checks on cotton flannel. Convertible collar. 10-18. *Shrink 1%



Boyville Jr.
Wool Sweaters
2.98

Long sleeve pullovers with baby shaker stitch. 2 colors. 4-10.



Sporty, Reversible
Boyville Jackets
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Favorite sport style of 90% reprocessed wool melton, 10% nylon in 5 color combinations. Sizes 10-18.

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Keep him comfortably warm when it's coldest, in Boyville Jr. all-wool surcoat. Blue or brown plaid, sizes 4-10.



Autumn Warmth

Orlon Sweater Sets
FOR TOWN OR COUNTRY
Stunning short-sleeved pullover. Double collar, crew neck. Dupont trade mark. Sizes 34 to 40 **4.98**
Matching Cardigan **6.98**
Luxurious Australian Zephyr wool. Softly contoured pullover for figure flattery. Purple, green, ruby, black, gold, white. Sizes 34 to 42. **3.98**
Matching Cardigan **5.98**

NYLON feels pretty, too!
NYLON PULLOVER
Simple and smart fitted short sleeve pullover. Lady pink, light blue, lime green, peppermint red and other lovely colors. Sizes 34 to 40. **2.98**

NYLON CARDIGAN
Lovely matching long-sleeved cardigan. Ligne pearl buttons dyed to match. Nylon grosgrain band inside. Crew neck. Sizes 34 to 40. **4.98**



Nylon slips

Compare Prices! Quality!
A Value We Think Can't Be Beat!
ONLY 2⁹⁹ EA.

Nylon tricot... needs no ironing... stays fresh and new looking. Run-proof and long-wearing. Nylon trimmed. Three styles to choose from. 32 to 40. White only.



OPEN EVERY MONDAY and FRIDAY Til 9 P. M. Other Days 9:30 to 5:30