



First to SEARS Then to School



Searolite soles give him EXTRA wear . . . saves you EXTRA money!

SOLES GUARANTEED 4 MONTHS OR A NEW PAIR OF SHOES FREE!



boys' Gold Bond oxfords

6.45



- ✓ Soles wear more than 4 months, field tests prove it
- ✓ Looks and feels like leather—but wears longer
- ✓ Lightweight, flexible—no need to break them in
- ✓ Resists moisture—insulates against heat, cold
- ✓ Shape holding Goodyear welt—sturdy rubber heels

- A. Boys' Straight Tip Oxfords.** Rugged he-man styling. Husky brown leather uppers withstand months of hard-playing, scuffing wear—smart perforated trim in tune with this season's youthful styles! Sizes 3 to 7. **6.45**
- B. Boys' Wine Tone Blucher** matches the pep of a basketball champ! Man-styled like Dad's! Ripple edge Searolite sole defies wear. Flexible Goodyear welt. Sizes to 7. **6.45**
- C. Brown Blucher Oxfords** have what it takes . . . to give young men about town the smart style and wear they demand. And sensible priced, too. Searolite soles. Sizes 2 to 7, B and D widths. **6.45**
- D. Boys' Wing Tip Oxfords** for young feet that need growing space! Smooth leather upper takes a glowing shine. Guaranteed Searolite soles—rubber heels. Sizes 3 to 7. **6.45**



Boys' GOLD BOND brown blucher oxford

4.98

Boys' brown blucher has moc tip . . . smooth leather upper, Searolite, rubber heel with Goodyear welt construction. Sizes 3 to 7.



Boyville Wool Worned Sweater

Boys' Even Sizes 10-18

4.98

Jacquard knit wool worned pullover sweater has striking icelander pattern in gay royal, maroon, green and seal colors. You'll like the ribbed crew neck, transfer cuffs and bottom. See this big selection.



Boyville, Jr. Jeans

1.39

They're double stitched for added wear—Sanforized blue denim won't shrink more than 1%—copper riveted at all strain points. 6 to 16.



Cotton Knit Shirt

98c

Boyville double corded cotton shirt has star-pattern jacquard knit, short sleeves, ribbed neck. Hemmed bottom. Assorted colors. 10-16.



Boys' Slack Socks

3 prs. 1.15

Fine cotton gives miles of long hard wear! And "small-fry" go for these bright blazer striped elastic tops. Assorted. Sizes 7-10.



Cotton Underwear

39c ea.

Boyville Jr. short-sleeve, med. weight ribbed knit cotton undershirt and matching white elastic waist underpants. Sizes 2 to 8.



Boys' Dress Shirt

Were 1.69 1.33

Boyville long sleeve style shirt in candy stripe pattern. San pleat front. Washfast. Sizes 4 to 10.



Boyville Pajamas

Striking 2 Piece Middy Style

1.89

Sanforized (maximum fabric shrinkage 1%) washfast cotton flannel boys' pajamas in printed, striped patterns.

Use Sears Easy Payment Plan for Purchases of \$20.00 or More. Only a Small Down Payment and the Balance on Easy Terms!

all wool plaid Jac shirts

3.98

Sizes 8 to 18

Here's a wonderful dress-up shirt for your boy! Handsomely tailored . . . 21-ounce all wool Jac shirt in good looking bright multiple plaids, brown and white, red and black. Washable, colorfast. Will not fade or shrink. Buttons front . . . 2 chest pockets with button flaps. Coat style set-in sleeves. Button cuffs. Sizes 8 to 18.



Boyville THE RIGHT WAY TO BUY BOYS' CLOTHING

100% wool mackinaws 9.50

Warm 33-oz. virgin wool mackinaws. Bright new plaids in choice of green, blue, brown, or red. Water repellent finish. 5 pockets. Rayon lined. 8 to 18.



Boyville Cotton Flannel Shirt

1.49

Sanforized—maximum fabric shrinkage 1%. 2-way sport collar; 1 pocket. Assorted plaids. 4 to 12.



Boy's Gabardine Dress Pants

3.98

Gabardine longies of 23% wool, 77% cotton. Pleats, zip fly, 5 pockets. Sizes 8 to 14



Boyville Jr. Cotton Gabardine Jacket

3.98

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



Boyville, Jr. Denim Suspenders

1.29 Sizes 2 to 6

Sizes 7 to 10 1.39

Sanforized blue denim fabric won't shrink more than 1%. Strong copper riveted front . . . button-on suspenders. 3 to 8.



Boyville Virgin Wool Jacket

Handsome Blue and Brown

3.98

He'll go for this rugged 33-oz. virgin wool cosack style jacket in bright plaid colors. It's water repellent . . . zipper front! Serged seams, two roomy muff pockets. Come in today, see this large selection in even sizes 8 to 18 and save!



Baseball Jacket

9.90

Rayon jacket, smooth satin-like finish. Kasha lining, zipper. Knit cuffs, bottom, collar. Blue and gold, scarlet and gold. 4-8.



Boyville All Star Athletic Shirts

Two-Tone Yoke Combination

1.59

Young sportsmen like this colorful combed cotton interlock knit shirt that wears well . . . ribbed cuffs and crew neck . . . wash-fast colors in green-white, maroon-gray, navy-red, orange-black, red-black, gold-color-blue. In sizes 6-18 at Sears!



Poplin Sport Shirt

Was 2.59

Sizes 4, 6, 8 1.77

Short sleeves for comfort. Two-way comfortable collar. Fancy whip stitch pockets—all for Sears low price. Washable cotton poplin.



Comfortable Cotton Unionsuit

1.19

Heavy weight cotton with ribbed cuffs and ankles. Ankle length style; one button flap seat. Sizes 6 to 16. A buy!

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