

You Can Count on Us...Quality Costs No More at Sears

**SEARS**  
ROEBUCK AND CO.

**FIRST TO SEARS...then to school**



Jr. Cadet  
Style  
Sweaters

Boy Favorites  
**2.97**

Zipper coat style in brown, black, or navy. Machine washable. Assorted colors. 6 to 12.



Boys' Dress  
Shirts  
**2.99**

Tab collar broadcloth for dress or sports. In assorted high-fashion stripes. 8-16.



Boys' Shirts  
and Briefs  
**2 for 1.29**

Year-round wear: knit of extra long cotton yarn for extra wear. Special savings! 6 to 16.



**SHIRTS**  
Oxford Cloth  
and Knit Styles

Reg. 2.59 **1.97**

Reg. 1.99 **1.57**

Oxford Cloth — Solids and yarn-dyed stripes. Button down, back-button collars. Tapered body. Machine wash. Sizes 8 to 20.

Knit Shirts—variety of latest colors and patterns. The big favorites for all-around wear. Buy several. Sizes 6 to 16.

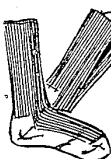
**SLACKS**  
Slim-Trim Styles  
and Toughies

Reg. 3.99 **2.97**

Reg. 1.99 **2 for \$3**

Slims—The skinny style they all want. Slim and trim and tapered. Long wearing cotton. Sizes 12 to 20.

Toughies—the heavy-weight pants for thrifty shoppers—they wear like iron. Zipper fly, cuffed bottoms. 2 side pockets. Sizes 6 to 10.



Boys' White  
Crew Socks

Reg. 79c **59c**

Fine luxury knit of 75% Orlon and 25% Nylon. Bulky knit, stretch type. Sizes 7 to 11.



Boys' Crew  
Style Socks

**3 for 1.49**

Washfast, colors of DuPont cotton, reinforced with Nylon. Sentimental: 9 to 11.



Reversible of  
Woven Plaid

**4.88**

Woven cotton plaids. Reverses to harmonizing plaid side. Scotch-pleated treated. 12 to 18.



Sweaters  
Blazer Styles

**7.99**

The latest look in sweaters. Popular blouse style pattern. 10-16.

**Students' Wool Blazers for Fall**  
**22.99**

Charge It

Assorted solid colors in all wool blazers. Styled right for campus leaders—practical, good looking and smart as a whip. Sizes 36 to 42.

**New Trim Style Stretch-n-Fit Slacks**

**7.99**

Charge It

They give as you move and still keep their snug fit. Neat and trim and smart looking. Variety. In sizes 29 to 34. Great values, too. Better Slacks...4.99

Sears Boys Wear

**SALE**

**Men's Gold Bond Shoes**

Reg. 8.99 **6.97**

Plain Toe—Black smooth leather. Super injected "storm soles." 5-Eyelets, all-around storm-welt. 7 to 11, 12.

Moe Toe—Overlay blucher style with storm welt. Leather lining. 7 to 11, 12.

Slip-On—Stay-Brite leather upper-keeps its bright new look. Soft sponge cushioned heel. 7½ to 11, 12.



Boy's Slip-On 4.97



Boy's Oxford 6.97



Boy's Oxford 4.97



Boy's Slip-On 4.97

**Little Boys' and Girls' Oxfords and Slip-Ons**

Reg. 5.99 **4.97**  
Your Choice

BOYS—Dressy oxfords in black or brown; slip-ons in black. Reuco treated, Stay-Brite leather uppers. Soft skin-fit linings. 8½ to 4, 10 to 3.

GIRLS—White piped oxfords of smooth black leather or black nylon velvets. Fully lined. PVC soles and heels. Sizes 8½ to 4.



Girl's Oxford 4.97

Seas Shoe Department

**INSTANT CREDIT—Just Add This**



**to Your Purse or Wallet**