

# Mother Has Had Her Day. Now Let's

## Boys' Apparel



### Color harmony adds to the smartness of the Jantzen-clad

COLOR HARMONY! That's the keynote of fashionable apparel this day! For summer attire, Jantzen has created wondrous colors to enhance the beauty of each individual type . . . blonde, brunette, titian. Pastel shades, harmoniously blending; vivid hues in subtle contrast . . . dashing, youthful, flattering.

In such a way does color add to the inherent smart appearance of Jantzen swimming suits. Smartness combined with perfect freedom for swimming which only Jantzen can give you.

Tightly knitted from long-fibred wool by the Jantzen-stitch process, a Jantzen fits you lightly, comfortably, smoothly . . . without a wrinkle. Being extremely elastic, it graces your body perfectly; retains its shape.

See the new models now on display here. Newest is the

Jantzen "Twosome." Solid colors, bright hues, distinctive stripings. Color-fast; being literally dyed - in - the - wool. Jantzen's size-by-weight system assures you perfect fit.

Ask for your copy of the 'Jantzen Color Harmony Guide.' Your Jantzen swimming suit is here . . . your size, your color! May we show it to you?

- Men's . . . . . \$6
- Women's . . . . . \$6
- Youth's . . . . . \$5
- Children's . . . . . \$4

## Jantzen

The suit that changed  
bathing to swimming

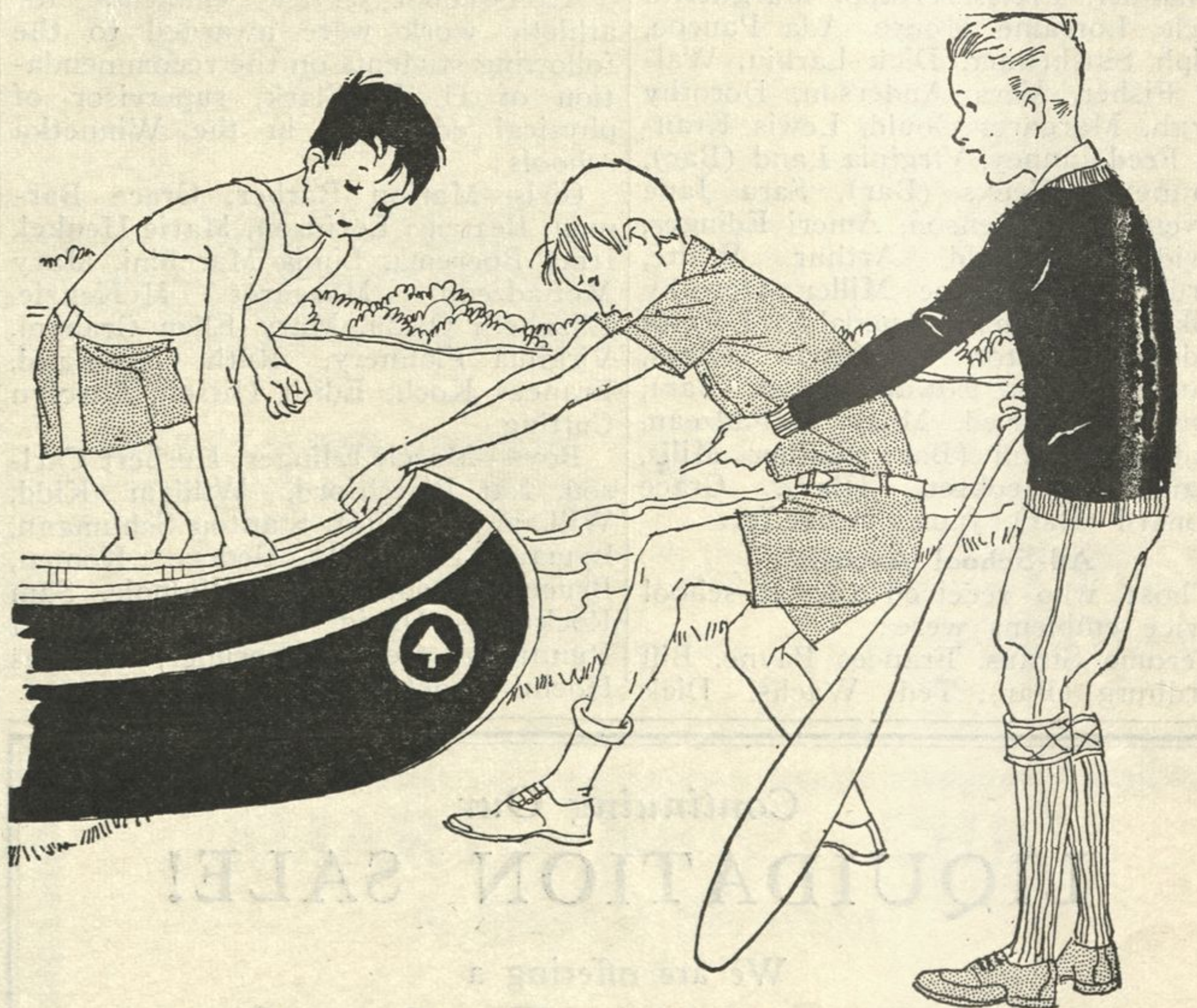
Elm Street  
at  
Chestnut

# ZICK'S

Telephone  
930  
Winnetka

This section offers just the kind of garments you will want your boy to wear. And what parents do not take pride in seeing their sons neatly clad?

- Boys' Linen Suits.** Oatmeal color or dark gray. Consisting of sport shirt, knickers, or shorties, **\$3.50**
- Khaki Suits** in the same style . . . . . **\$2.95**
- Linen Knickers.** Plus fours, oatmeal or dark gray . . . . . **\$2.19**
- Linen "Shorties."** Light and dark colors . . . . . **\$1.65**
- Khaki "Shorties"** . . . . . **\$1.50**
- Boys' Shirts.** Made of imported English Broadcloth . . . . . **\$1.48**
- Blouses** . . . . . **\$1.29**
- Trousers.** Long white duck . . . . . **\$2.00**
- Yellow Slickers.** Raincoats. The kind all the boys want. **\$3.79** and **\$4.50**
- Slip-Over Sweaters.** Fancy jacquard patterns, **\$2.48** to . . . . . **\$5.00**



## For the Playground

- American Boy Athletic Outfit,** containing baseball mit, bat and mask. Per outfit **\$2.95** and . . . . . **\$3.45**
- Child's Golf Bag,** containing set of golf clubs . . . . . **\$1.25**