



# Introducing McKids.™

The first clothes inspired by a hamburger and fries.



Childhood is much too special a time to spend wearing ordinary clothes.

That's why we asked the Hamburglar® and his other McDonaldland® friends to help us put some real fun back into the clothes kids wear.

And that's how we came up with McKids.™

Just imagine colorful pants with real suspenders a boy can tuck his thumbs into.

Or for little girls, darling denim skirts that are fun to dress up in.

Or terrific pajamas for toddlers, complete with little feet.

Throughout the whole McKids lineup—

sweaters and socks and shoes and jackets and tops and bottoms and more — you'll find only the brightest colors. The most comfortable fabrics. The most exciting designs. And all at amazingly reasonable prices.

We've even redesigned our children's department to capture the McKids spirit. With magic trees and castles. Fun mirrors. Gigantic posters. And more.

So bring your kids into Sears and discover clothes really made for children. In sizes for infants, toddlers, boys 4-7, and girls 4-6X.

But hurry.

Their childhood is zipping by quickly enough as it is.



Exclusively at Sears