

FREE ICE CREAM AND CANDY FOR EVER CHI

SEARS
ROEBUCK AND CO.
Since 1886

first to SEAR

Charmode
THE RIGHT WAY
TO BUY
WOMEN'S
INTIMATE
APPAREL

Perfect Fit for Petite Figures
rayon satin slip

2⁹⁸

For "Back-to-School" wear, ideal for the younger girl. Cut and molded for your petite junior figure. Styled in short, average or tall figure. High waisted midriff covers into separated bust sections gives you sleek lines. Fine petal-soft fabric double facing across bodice and straight cut skirt double needle hem. Adjustable straps. Handwash. Sizes 32-44.



Lovely Styles for Back to School
Charmode Garter Belts

1⁰⁰

Attractively stitched garter belt at an economy price. Smooth lustrous rayon and cotton satin, ideal garment for young figures. Well fitting 5 inch fronts, back hook closing with elastic front, 4 long garters. Waist sizes 24 to 36.



A and B cup
uplift bras
1⁰⁰

Ever popular numeral bras the secret of their fine fit is in the individually modified proportioned bust cups. Expertly tailored, designed to fit the straps. Buy several for "Back to School."

Matching Band Briefs 39c pr.

It's Smart to Choose . . .
Kerrybrooke

teen shoes

the ballerina adorables

Lithe and lovely black leather ballerina pumps. Pull cords around the tops provide snug fitting comfort and saucy bows. 2⁹⁸



the baby doll pump
Chic, sweet, appealing baby doll pumps with the popular medium low wedge heel. Pliable black suede leather. 5⁴⁵



Soles guaranteed for 4 months on these Gold Bonds
boys' oxfords

6⁹⁵



Gold Bond
THE RIGHT WAY
TO BUY
BOYS' SHOES

FITTED BY SCIENTIFIC
X-RAY MACHINE . . .
FEET MEASURED WITH
BRANNOCK DEVICE
It isn't left entirely to the children to tell whether the fit is right . . . our special X-Ray machine . . . lets us see that the shoes are properly fit. Sears trained salesmen use both of the approved devices above to check the size.

Boys' model
Gold B
These shoes
built for a
supple
soles. Good
all at big

"Satisfaction guaranteed or your money back" SEARS