



Grand Opening

The Friendliest Store in Town

Shop In Air Conditioned
Comfort At Sears

Bring your figure problems to May Morgan

Sears Famous Corsetiere

Charmode Nylon

Nu-Back Foundation

9⁹⁸

Comfort and fit you've never imagined in this elegant nylon garment! High styling with masterful tailoring, stitched front. Boned front, well boned. Nu-Back—lengthens as you sit, stoop or bend. White in size 34-42.

NYLON ELASTIC with
NYLON TAFFETA

Charmode
girdle

3⁹⁸

• Beautifully Styled!
• Exceptional Quality!

Wonderful for summer!
Front and back are of
cool, sheer nylon taffeta.
Sides are flexible nylon
elastic. Washes and dries
quickly. Nude. Average
sizes 25 to 32.
Nude and White
Also Panty—3.98

Nylon Numeral Bras

Bras designed to fit your particular figure. That's why they lift you up - up - up and give that wonderful dividing line. Budget priced, but expertly tailored of fine quality nylon. White in A, B & C cup. All sizes.

79^c

Royal Purple

Sheer Nylons

78^c

Reg. 98c
NOW

NOW AT THIS LOW PRICE

Choose leg flattering Royal Purple nylons at Sears! Experience the thrill of a lifetime with their smooth fit, leg flattering sheerness. Sizes 8½ to 10½ in new, lovely shades just for you.



Charmode NYLON SLIPS

5.00 Value

2⁹⁹

Lace and tailored styles at this amazing low price. Straight cut skirt. 100% all nylon. Wears for years; shrinks less than 2%. Dries in a jiffy . . . needs no ironing. Sizes 32 to 44 in pink, blue and white.

Charmode
THE RIGHT WAY
TO SAY
WOMEN'S
INTIMATE
APPAREL

STORE HOURS

Thurs., 10 A. M. to
9:00 P. M.
Fri., 9:30 A. M. to
9:00 P. M.
Sat., 9:30 A. M. to
9:00 P. M.

Charmode
Proportioned Slips

1.98

Charmode slips proportioned to fit all figure types—tall, regular and short. Rayon crepe and satin. Extra strong double yokes. Secure non-rip, non-run, non-ravel seams. Pink and white in sizes 32 to 44.

Knit Rayon
GOWN

Reg. 3.98
3.44

Exotic beauty fashioned to flatter your figure. Made of fine quality rayon. Lace trim around neckline and tiny sleeves. Shirred front bodice. Drop shoulder and cap sleeves. Comes in pink, white, blue, yellow, green, orchid and black in sizes 32 to 40.

Nylon Sweaters

Pullover 2.98

Cardigan 4.69

100% pure nylon fitted cardigan and slip-over. Slip-over has short sleeves. Cardigan has long sleeves. New fall colors. 34 to 40 in both styles.

Free Gardenias
For the Ladies
Thurs. Only

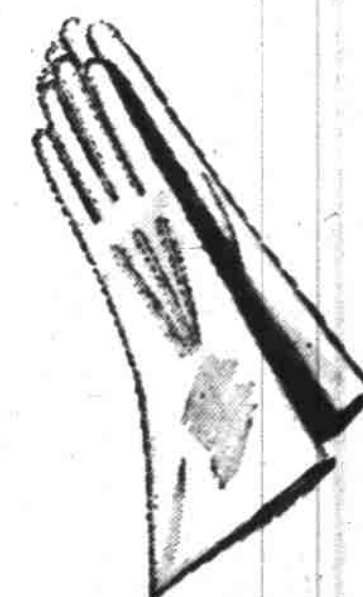
Gold and Silver
Colored Belts

Excitingly New And Smart!
Another Sears Value 98c
Smart! Sophisticated! Belts to wear day or night on everything. Expansion types, novelties, metals, leathers.



Smart Multi Pocket
Plastic Handbag
2.95

Soft plastic pouch with deep center purse. Many styles to choose from in new fall colors.



double woven
cotton classics
\$1.95

Welcome gifts! Hand-sewn gloves of soft double-woven cotton. Refreshing white, or smart black. Sizes 6 to 8.



"Satisfaction guaranteed or your money back" SEARS

550 N. Capitol St., Ph. 3-9191 - Plenty of Free Parking