



Grand Opening

The Friendliest Store in Town



Shop in Air Conditioned Comfort at Sears



Wool Whipcord MATCHED OUTFIT

Pants **12⁵⁰**

Jacket **14⁷⁵**

Durable tough quality all wool whipcord fabric. Choice of tan or green in 16 1/2 oz. whipcord.

For School! Guaranteed Nylon Lined Premium Quality Cordovan

HORSEHIDE JACKETS

26⁵⁰

Guaranteed Nylon Lining

Made expressly for Sears! Fully guaranteed to last the life of your garment.

- Full Length Zipper Front
- Hercules--Sold Only by Sears
- 2 1/2-in. Extension Cuffs

For sports, school or work... one of the toughest jackets you can buy! Premium brown horsehide, fully nylon lined and stitched. Belted 2-pleat sport back, adjustable side straps. Sizes 36 to 46 at Sears typical low price today!



Double Duty Bandtop Overalls

1.69

Sanforized, max. fabric shrinkage 1%. Cut over graduated patterns. Copper riveted blue denim. Even sizes 28-44.



Durable Denim

Hercules jackets and overalls

JACKET **279**

Super heavy 9-oz. blue denim, cut to fit. Sanforized, max. fabric shrinkage 1%. Rustproof Hercules hardware. Sizes 34-50.

OVERALLS **279**

High back style, 9-oz. blue denim. Sanforized, max. fabric shrinkage 1%. Main seams triple stitched; waist sizes 30-50 in.



11 oz. Western Style Jeans

249

You'll like the action — full fit — wear. Sanforized fabric won't shrink more than 1%. Blue denim. Newly designed cowboy pattern. Jeans are bar tacked, copper riveted for extra strength. 7-loop belt. All sizes.

Blue Chambray Work Shirt

119

Extra quality for comfort, more wear. Sanforized cotton fabric won't shrink more than 1%. 2 pockets. Sizes 14-17.

Men's Wearmaster WORK SHOES



A. Low Price Grain Leather Work Shoe

Good grade double tanned cowhide uppers gives miles of service. Resists soil acids. Double sole, solid rubber outsole and heel. Sizes 6 to 11.

4⁸⁹

B. 6-inch Vul-Cork Sole Work Shoe

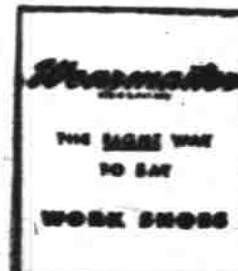
First quality elk tanned cowhide upper. Soft, pliant, light weight and smooth fitting. Goodyear welt construction. Sizes 6 to 11.

6⁷⁵

C. Shockless Cushion Sole Shoe

Double soles add to life of shoe. Leather counter moulded to fit heel. Gusset tongue repels dirt and moisture. Flexible Goodyear welt construction. Sizes 6 to 12.

7⁹⁵



"Satisfaction guaranteed or your money back" SEARS

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