

LEADERSHIP SALE

OUR 63rd YEAR OF LEADERSHIP



SAVE ON HERCULES Deeptone Jackets

LEADERSHIP SALE
LOW PRICE! 13.95

- Strong, lustrous 50% cotton, 50% rayon twill fabric
- Bright maroon or green, attractive browns and grays.

The kind of value that "shouts" Sears leadership! Firmly woven gleaming deeptone jackets topped off with big warm mouton lamb collar! Thick warm lining - zipper front. Knit wristlet and bottom. Sizes 34 to 46.



Bought Special!

Famous Boyville Quality

PEACOATS

Boyville . . . Sold Only by Sears

LEADERSHIP SALE
LOW PRICE! 5.95

Sears buyers made a sensational scoop of first quality wool melton cloth peacoats. Smartly styled . . . even the girls like to wear 'em! 32 oz. 100% wool, warm, solid color cotton lining. Smartly styled . . . two-way collar. And look at how low Sears priced them . . . proof of 63 years of leadership! Come in today . . . don't delay! Sizes 4 to 8.



Special Purchase
Boyville Flight Jackets 9.98

Strong cotton tackle twill. Treated to repel water. Mouton lamb collar, quilted lining. Putty gray. 8 to 18.



Boys' Zip-Front Leather Jackets

An Unusually Low Price **11.95**

Smooth, top quality brown capeskin fully lined in colorful plaid cotton. Sizes 8 to 18 with adjustable cuffs, sport back. Two warm muffs or slash pockets. See it today!

LEADERSHIP

. . . and here's proof! On Famous First Quality Pilgrim

RAYON TIES

Heavyweight Rayon foulards
Includes panels and allovers
Pure dye . . . white faced ends
Wrinkle resistant wool linings

98c

Discriminating men who want quality at a savings choose Pilgrim ties — at Sears — every time! Select either the strikingly handsome printed orgazine acetate rayon foulard or printed rayon in a gay array of colors and designs.

New Dusty Pastel Sell for Much More SHIRTS

2.98

Shades of rose, blue, tan, pink,
Count cotton broad-fabric shrinkage



Pilgrim shirts

Leadership with this of Pilgrim shirts in Just look at the feature collection of wanted dyed to keep it looking after countless washings.



Tots' Winning Cotton Dresses **1.59**

Crisp cotton no girl can resist! Novelty prints and styles in bright colors. Ruffles, other gay accents too.



Toddlers' Bright Wool Skirts **1.98** and up

Assorted plaids, and solid colors in suspender styles or plain. Pleated, dirndl, and shirred waist types. 2 to 3.



Tots' Brief Pants 3 pr. for **1.00**

run - proof tricot knit. Elastic waistband. Self - color lace trim. Double fabric crotch. Pink, white, yellow, blue. 2 to 8.



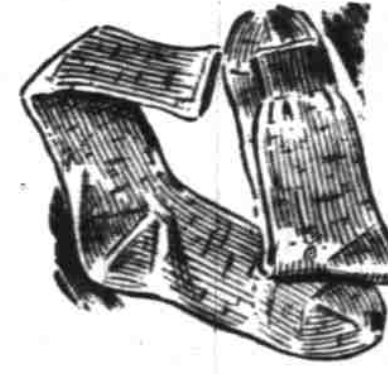
White Hdkchs. **10c**

Soft snowy white cotton, finely woven, 17x17-in. size. Hemstitched for neatness. Buy a supply at Sears thrifty price!



Men's Plaid Shirts **2.29**

Pilgrim styling in medium weight cotton flannel. Assorted plaids. Regular collar, button-through pockets. Sizes 14 to 17.



Cotton Work Socks 3 prs. **82c**

Now—you get big savings on Pilgrim work socks. Seamless with reinforced toe and heel. Regular and stock lengths. Gray, 10 to 12 and 13.



Men's Pilgrim Belt **98c**

Smooth top grain cowhide belt with handsome printed steel buckles. Bowed and ready for gift-giving. 1-in. wide. Black or brown. 30-44.



Meshfast Pilgrims 3 pr. **1.39**

Bright washfast colors in combed cotton sock socks. 2-thread reinforced heel, toe. Assorted colors. Half size 10 to 12.

Save! Sunnywarm All Wool-Plaid

Boys' Jackets

Boyville—Sold only at Sears **3.98**

A striking example of Sears leadership! Filly lined Boyville jacket has zip front, knit bottom. Red and black, brown and blue. Sizes 10 to 16.

SHOP 'TIL 9:00
FRIDAY NIGHT

Men's Lug Sole Brown Oxfords **7.95**



Tractor tread rubber sole, heel. Casual oxford. Gear your feet for action in thick, deep cleated sole oxfords that grip the ground. Rugged brown leather upper. Sizes 6-11.



"Satisfaction guaranteed or your money back" SEARS

550 N. Capitol St. Phone 3-9191