

SEARS
ROEBUCK AND CO.

68th anniversary SALE
traditionally our lowest prices



the zip-front slip-over comes in color-struck corduroy

\$1.98

So much fashion for such a tiny sum!
There's news a-plenty in the smart new lines of this jacket...the dolman sleeves, the cotton knit trim, the glowing colors of the rich corduroy. Red, turquoise, gold, moss green, black or white.
Small, medium or large.



Sears exclusive

4-star coat

...the coat with more!
• more style details
• better workmanship
• finer fabrics
than you'd ever expect to find at only

\$25.00

check these distinctive features:

- Temp-Resisto metal insulated lining
- Hand-sewn buttonholes
- Warm cotton kasha pockets
- Expensive tailoring details

Compare it with coats selling for far more than this thrifty price! Fine all-wool Wyandotte check, completely lined with Temp-Resisto metal insulated acetate taffeta for all-weather comfort! Beige, gray, pink, blue. 8 to 18.



Lavishly Trimmed Charmode Slips of

Nylon Tricot
Sale Price **1.99**

Generously cut, sized, comfortable fit.

Completely charming Charmode slips of 40 denier nylon tricot. Run-proof to wear better, last longer. Frothy lace trim or embroidered nylon sheer feels and looks so luxurious. Buy your slip wardrobe today!

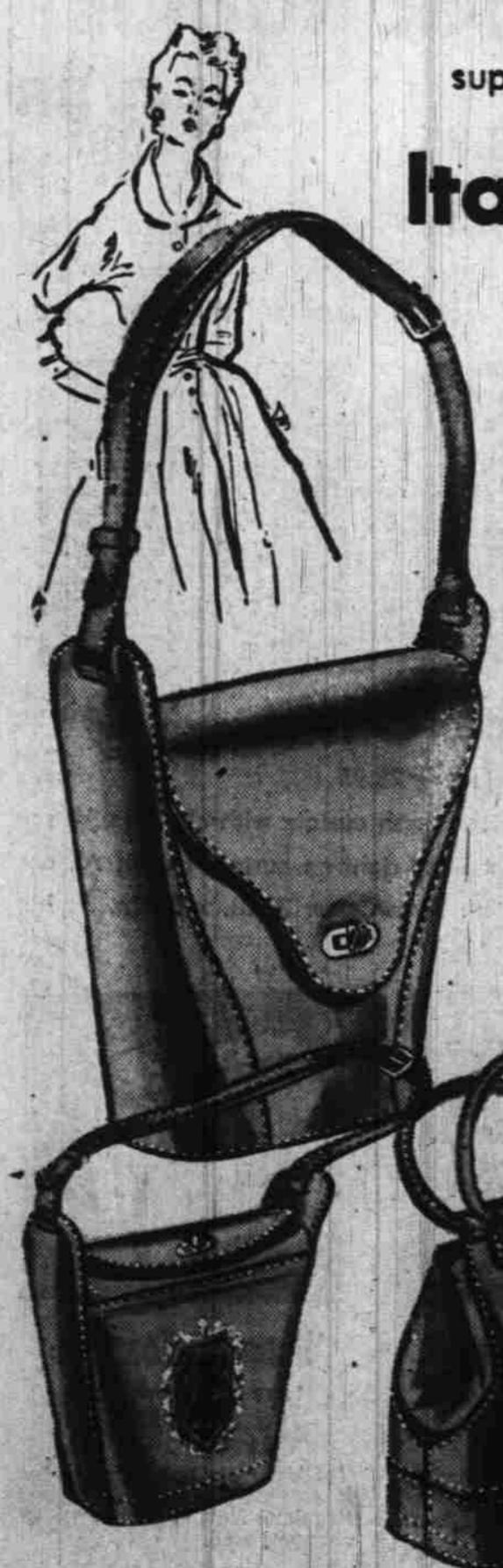
Beautifully Trimmed With Nylon Lace or Sheer

Charmode Prints in Man Tailored Jamarettes

Reg. 3.60

2.70

Smart television loungers will like these pretty sanforized prints in cleverly fashioned jamarettes. They tub easily—maximum shrinkage 1%. Sizes 32 to 40.



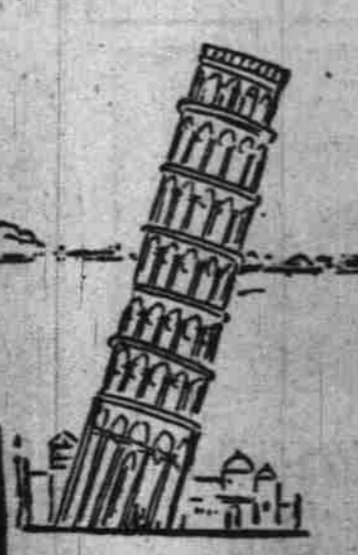
superbly-crafted leather handbags!

Italian casuals

\$4.98
plus tax

- our own direct imports from Italy
- fashioned of highly polished leather
- many with adjustable shoulder straps,
- many with gold-embossed designs

All the care and artistry that distinguishes Italian handwork is apparent in this collection of handbags! We've sketched just three from our vast assortment just arrived from Italy. They're elegantly casual in beautiful polished leathers ranging in tone from the palest amber to the richest gold. They boast handsome stitching, rich heraldic designs. Many with gold-toned clasps; others with draw-string closings. All looking twice the price and more!



Other Italian casuals, \$2.98, \$4.98 and \$9.98



French imports! our ribbon scarfs

98c

Luxurious woven rayon satin scarfs, beautifully finished with selvage edges. Assorted colors, patterns.



made in France! our lace mantilla

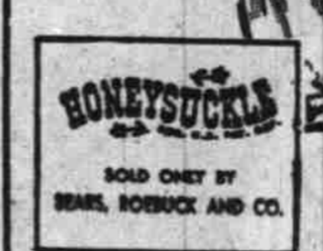
\$1.98

Bewitching silken lace with cotton embroidery in dainty floral pattern. Scalloped edge. In black, of course.



Honeysuckle Quality Training Pants

5 FOR 99c



- Polo Shirts, 1 to 6X, Reg. 79c 2 for 99c
- Childs Anklets, Reg. 29c 5 for 99c
- Cotton-Briefs 2 to 4, Reg. 39c 3 for 99c
- Cotton Sweaters, 3 to 6X, 1.95 Value 99c
- 2-Pc. Flannel Sleeper 2-4, Reg. 1.39 99c
- 2-Pc. Knit Sleeper 1-4, Reg. 1.59 1.29
- Slip-on Undershirts Reg. 69c 2 for 99c

toddler's three-piece ALL WOOL SETS
Sizes 2 to 4x **12.95**



- a. Toddlers' vibrant red or royal three-piece all wool coat set with rayon velvet trimmed collar and rolled pleats. Warm Kasha lined slacks. Matching rayon lined hat. See it at Sears today!
- b. girls' all wool coat sets
Soft, fleecy fur trimmed coat in red or green checks with brown melton slacks. Matching hat. 3-6x. **14.95**
- c. boys' all wool coat
Brown or blue checked with warm Millium lining. Belted coat, Sizes 2-6. **8.95**
- d. mites' washable logging sets
Completely washable, three-piece set of 85% wool, 15% nylon flannel Yoke style coat, ankle zip leggings, hat. 3 colors. 12-24 months. **8.95**

STORE HOURS: Monday and Friday 9:30-9:00
Other Days 9:30-5:30