



SEARS
ROEBUCK AND CO.

Now at Sears—A New Way to Shop!
Just Say
"Charge It"

9 Extra Special Items Go on Sale Promptly at 6:00 P.M.

BACK-TO-SCHOOL PARTY

tonight, Open 'till 9⁰⁰ PM

FREE Comic Books for the Children in Our Shoe Dept.!

You Need Them! We Got Them!

CHENILLES

2⁹⁹
EACH



Full or Twin Size
You'll want several at this low price—these won't last long.

the miracle-fit, all-nylon stretch socks

2 pairs 88¢



Compare! You'll see these socks selling elsewhere for 69c a pair!

Slip 'em on . . . They're smooth fitting, for year round foot comfort! They stretch to fit your exact foot size and shape never sag or bunch up!



For Year Around Use!

New Cotton Plaids

97¢ Each

100% cotton sheet blankets, softly napped on both sides. Overlocked stitched ends for durability. Size 60x76.



Back to School Medium-Weight Sweat Shirts

1⁰⁰
S-M-L

Medium weight, easy to wash flat knit cotton, snug fitting rib knit neck, cuffs, waistband.



Terrific Value! Limited Quantity

TWIN SIZE SHEETS

99¢ Ea.

These are our good quality muslin in the right size for that extra room for back-to-school students!

Limit 4 per customer.

BRAND NEW 1955 STEAM AND DRY IRON

At A Never Before Low Price Save 5.98



Nationally Advised Under Manufacturer's Brand at 15.95

- First Quality, No Seconds
- Fully Guaranteed, Completely Automatic
- Ends Pre-Dampening Use of Press Cloth
- Full Range of Steam and Dry Settings for All Materials!

9⁹⁷ While They Last

Complete Their Wardrobe Now! Washable Printed Corduroy

97¢ Yard



Wonderful Selection And What's More You Save 32c On Every Yard

Get Your Free Tickets for a Chance to Win "Pepsi"

RUGGED? YOU BET!

13^{3/4} OZ. DENIMS

1⁹⁹

Reg. 2.29 Save 30c On Each Pair

Sizes 6 to 14 Only 500 pair at this low price.

1/2 OFF!

Cory Automatic Coffee Brewer



Nationally Advised at 29.95

14⁸⁸

These 8 Cup Corys are first quality, no samples or seconds. We've bought the manufacturers closeout at rock bottom prices. Buy now!