



save! Sears Annual Winter-Wear

LAY-AWAY SALE
\$1.00 will hold any garment until Oct. 1st.



HEY! KIDS!

CHOOSE YOUR WINTER WEAR NOW WHILE THERE IS PLENTY OF STOCK



NEW SEASON HONEYLANE SWING BACK COATS
15⁹⁵

Here's a buy, if ever there was one! A smartly styled wool suede swing coat, with colorful detachable velveteen lined hood. Warmly inner-lined. Definitely priced for little budgets. Brown, Kelly, blue, red. 7 to 14. Choose yours today during SEARS great Lay-Away Sale. Choose now while stocks are complete.

GROUP YOUR PURCHASES
PURCHASE
CREDIT COUPONS



100% WOOL IN-OR-OUT JACKET

Sizes 8 to 18

5⁴⁹

A double duty garment that can be worn as a jacket or shirt. 100% virgin wool. The long, fleecy fibers make it toasty warm. Popular in-or-out style. Two chest pockets. In beautiful matched checks or red and black or black and white.

JR. SIZES
4 to 8

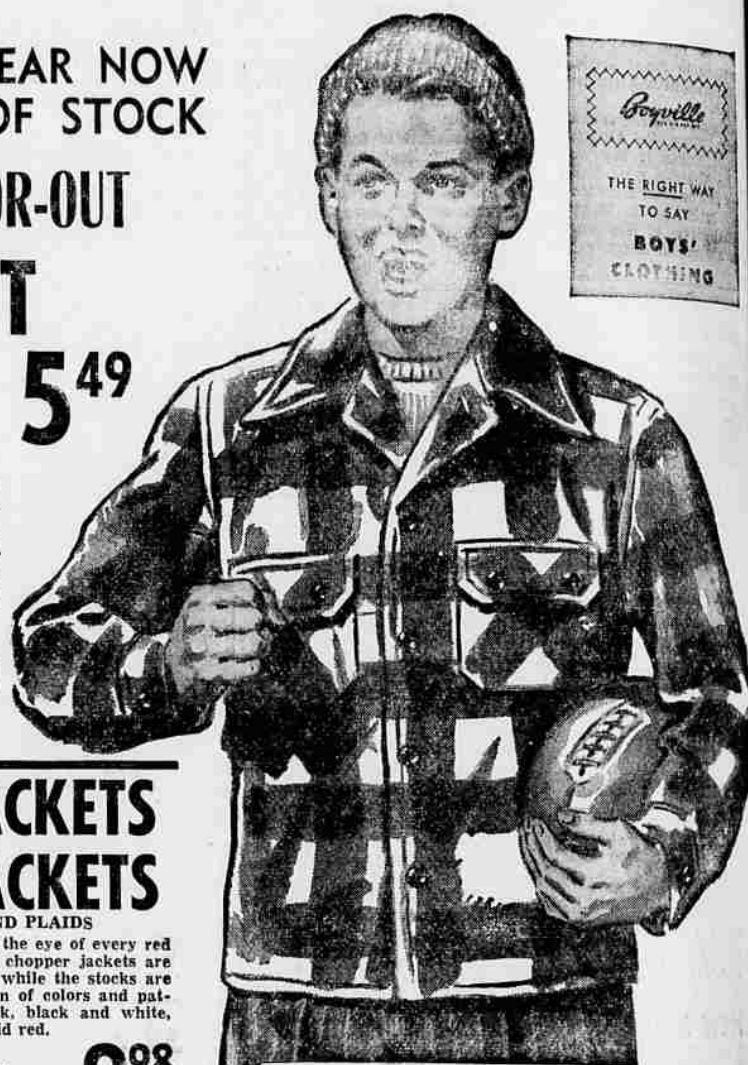
4⁴⁹

**CRUISER JACKETS
CHOPPER JACKETS**

IN BEAUTIFUL CHECKS AND PLAIDS

Here are some garments that will take the eye of every red blooded school boy. These cruisers and chopper jackets are the envy of all the gang. Choose now while the stocks are complete and have a complete selection of colors and patterns. Checks or plaids, red and black, black and white, brown and white, red and white, or solid red.

Up to **9⁹⁸**



Buna "S" Black Rubber Raincoat

Popular Boyville, Jr.

4.98

Snug dry warmth for cold rainy days. Sturdy black Buna "S" rubber on durable, heavy cotton sheeting. Two piece safety style has white collar, belt, buttons, peak on cap. Double stitched seams, plastic whiskers. Even sizes 4 to 10 at Sears.



Boyville Virgin Wool Jacket

Sizes
2-8

3.49

He'll go for this rugged 33-oz. virgin wool cosack style jacket in bright plaid colors. It's water repellent... zipper front! Serged seams, two roomy muff pockets. Come in today, see this large selection in even sizes 2 to 8 and save!



Boyville 33-oz. Sailor Pea Coat

In Even Sizes 4 to 18

6.98

Sturdy wind-breaking coats of 33-oz. wool melton (100% reprocessed wool). Scarlet all wool body lining with smooth sateen sleeve lining. 5 button front. Large convertible collar with storm tab. Navy blue. Select one at Sears now!



Gabardine Jacket

Full Rayon Lining

6.98

Mercerized gabardine jacket for boys that's unusually resistant to moisture. Zip front, 3 pockets, half belted back. Tan. Brown.

BOYVILLE FLANNEL SHIRTS

Sizes 6 to 18

1⁹⁸

A real assortment of plaid flannel sport shirts. Made from heavy weight sanforized, long wearing, cotton flannel. One pocket, long sleeves, in or out bottom. Sizes 6 to 18.



15⁹⁵

Tot's colorful coat and legging sets

Fall- and winter-perfect sets! Warm all wool plaid-trimmed coats in dainty princess styles, with fully lined, zippered leggings. Detachable hood with plaid lining. Aqua, gray, wine, green. 3 to 6. Just one of many attractive styles.

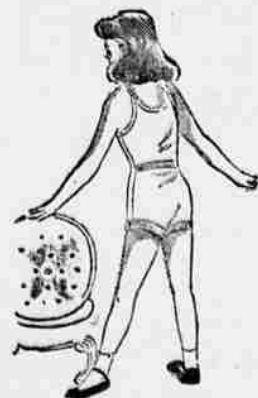


Girls' Cotton Union Suits

Sears Own Honeylanes

59c

Exclusively Sears, made of fine combed white mercerized cotton, and rib knit for extra comfort, strength, quality and service. More absorbent, longer wearing, easy to wash. Sleeveless. Elastic top seat; ribbed leg openings. Girls' sizes 2-6.



Novelty Pullovers

Long Sleeved Styles

Value-Priced At **2.98**

100% virgin wool worsted fitted sweaters. English rib yoke, shoulders. Red, white, navy combinations. 8-14.



Girls' Scotties

All Wool Felt

Good Values **1.98**

One of the season's favorites! Colorful felt scotties with bright plaid felt ribbon trims. So flattering!



FOR YOUR CONVENIENCE SHOP TILL 9 P.M. FRIDAY

"Satisfaction guaranteed or your money back" **SEARS**

YOUR ONE STOP SHOPPING CENTER
CORNER 10TH & CHARNELTON STREETS
FREE PARKING