



Grand Opening

GARDENIAS FOR THE LADIES

Shop in Air-Conditioned Comfort at SEARS

SPECIAL PURCHASE

NEW FALL COATS

Coats With the Unusual Styling and Fine Details That Mean Quality

Values to 29.95

Don't miss this chance to invest in Fall and Winter coats of superior quality, styling, workmanship and fabrics! Smart back-interest, multi-gored and new belted types. Big selection of popular colors. Women's-Misses' sizes.

\$22

NEW FALL SUITS Values to 24.95

Sears Finest Best Sellers

Not in years have we been able to offer you such terrific suit values! Here are those very classic suits you've been pounding the pavements for, at an unbelievably low price. Just look at the tailoring, the hand-finished details, the lovely fabrics, the fine trim fit. Fall colors. Women's and Misses' sizes.

\$16



Brand New RAINCOATS Values to 14.95

A grand assortment of Raincoats. Wide choice of colors—gabardines, satins, checks. Sizes 10-18.

\$10



NEW FALL DRESSES

Special Sale! Styles and Sizes for Everyone!

8.75 and 9.95 Values

An extraordinary purchase of the best-seller styles we regularly sell for more. Daytime casuals! Dressy types! A wide range of smart quality fabrics and new colors! Sizes for junior, misses and women included.

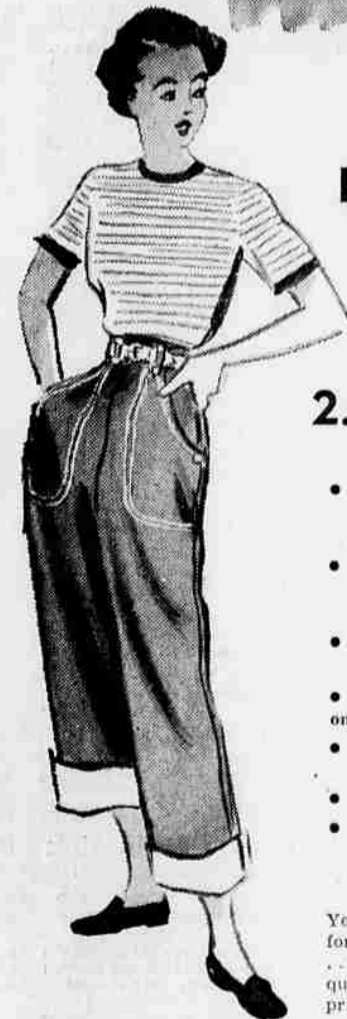
\$7.95

NEW FALL HATS

Values to 2.98

Dashing styles to team up with your new casual coat, your suits or furs! Easy-to-wear, fine quality felts with feather or ribbon trims. Brimmed and off the face effects, in a wide range of smart colors. All headsizes.

\$1.44



8-oz. Denim Dungarees

\$1.99

2.59 Values

- COPPER RIVETS at pockets for added reinforcement.
- STRONG SEAMS, double-needle stitched.
- YOKE BACK for comfort in action, for smoother fit.
- DEEP POCKETS, 2 roomy ones in front, two in back.
- BELT LOOPS, well-secured.
- SIDE ZIPPER closing.
- SIZES 12 to 20.

Yes, gals, they're hard to beat for durability . . . comfort . . . fit! Hard to beat too, for quality at this sensible low price!

Store Hours:

Thursday—10:00 A.M. to 9:00 P.M.

Friday—9:30 A.M. to 9:00 P.M.

Saturday—9:30 A.M. to 9:00 P.M.

Free Parking

"Satisfaction guaranteed or your money back" SEARS 550 N. Capitol St. Phone 3-9191