Capital Journal, Salem, Oregon, Wednesday, August 10, 1949

set for school and starred for quality ... sears' famous cotton



and

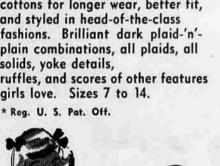
Shop in Air-Conditioned Comfort at SEARS

**ROEBUCK AND CO** 

honeylane\* dresses

# 198

Yes, mothers, they rate top honors<sup>e</sup> Carefully made of high-quality cottons for longer wear, better fit, and styled in head-of-the-class fashions. Brilliant dark plaid-'n'plain combinations, all plaids, all solids, voke details, ruffles, and scores of other features girls love. Sizes 7 to 14.



1.59

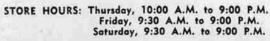
(1)

first grade fashions in tots' quality-wise honeysuckle\* dresses \$159

First to SEARS Then to School

Fine cottons in the prettiest styles ever. Sears' exclusive dresses in bright colors, miniature pattern plaids, brilliant contrasts dickie effects yokes, and other popular details. Ass't colors. 3 to 614. Reg. U. S. Pal. Off.

Mothers! Don't miss these marvelous buys! They're smartly styled, colorful separates worth dollars more than their low, low prices.



В

550 N. Capitol St.

# the skirts

Assorted wools and wool blends\* in popular pleated, flored and straight styles. Choose from bright plaids, solid colors, solid and plaid combinations. Many belted styles . . . interesting pocket details too. 7-16. \*see label for fiber content

\$1.59

# the blouses

Crisp charming cottons, unusually well made and beautifully styled. Yokes, tuck details, ruffles, lace trims, eyelet accents, other wanted details. 7-16.





Girls' White and **Pastel Cotton Slips** 

98c

Nicely made with good-fitting built-up shoulders. Ruffled flounce, hemstitched neck, pincot armhole and hem. 8 to 14.

Tricot knit rayon pants with dainty lace trim. Dou-ble fabric crotch. Pink, blue, white, yellow. 8 to 14.

70

98

Girls' Run-Proof

# **GIRLS' COTTON** FLANNELETTE GOWNS

Comfy, well-made! Bias effect and straight cut long sleeve print gowns with assorted trims, necklines. 8-16.

# Girls' 2-Piece

### **Cotton Pajamas**

From a wide assortment. Featured - ruffled, long-sleeved cotton flannelette pajamas in pink, blue, or yellow. 8-16. "Satisfaction guaranteed or your money back" SEARS

# Knit Rayon Pants 49c



#### (A) GIRLS' BROWN OXFORDS Moc-toe style oxford. Flexible construction in ever-so-soft 398 brown leather. Rubber sole, rubber heel. Sizes 4 to 9 in C width.

Girls' Back to School Shoe

## (B) GIRLS' BALLERINA

Yauthful ballerina in black smooth leather or black suede. Concealed wedge heel raises your faot slightly for greater comfort. Sizes  $3\frac{1}{2}$  to  $9\frac{1}{2}$ .



# (C) BROWN AND PEARL ELK SADDLE

595

Here is the popular color the girls all want for back to school wear. Red rubber soles and heels.

# (D) BROWN AND WHITE SADDLE

Brown and white leather. Flexible construction. Smooth leather insole. Sturdy red rubber sole and heel.



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