



# First to SEARS Then to School



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

Shop in Air-Conditioned Comfort at SEARS

## honeylane\* dresses

# 1.98

Yes, mothers, they rate top honors! 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, yoke details, ruffles, and scores of other features girls love. Sizes 7 to 14.

\* Reg. U. S. Pat. Off.



Girls' White and Pastel Cotton Slips **98c**

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



Girls' Run-Proof Knit Rayon Pants **49c**

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

### GIRLS' COTTON FLANNELETTE GOWNS

Comfy, well-made! Bias effect and straight cut long sleeve print gowns with assorted trims, necklines. 8-16. **1.98**

### Girls' 2-Piece Cotton Pajamas

From a wide assortment. Featured — ruffled, long-sleeved cotton flannelette pajamas in pink, blue, or yellow. 8-16. **1.98**



**1.59**

first grade fashions in tots' quality-wise honeysuckle\* dresses **\$1.59**

Fine cottons in the prettiest styles ever. Sears' exclusive dresses in bright colors, miniature pattern plaids, brilliant contrasts, dicker effects yokes, and other popular details. Ass't colors. 3 to 6 1/2. \*Reg. U. S. Pat. Off.



blouses and skirts **38** and **59**

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



### the skirts

Assorted wools and wool blends\* in popular pleated, flared and straight styles. Choose from bright plaids, solid colors, solid and plaid combinations. Many belted styles... interesting pocket details too. 7-16. **\$1.59**

\*see label for fiber content

### the blouses

Crisp charming cottons, unusually well made and beautifully styled. Yokes, tuck details, ruffles, lace trims, eyelet accents, other wanted details. 7-16. **\$1.38**

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.






### Girls' Back to School Shoe

(A) GIRLS' BROWN OXFORDS **3.98**  
Moc-toe style oxford. Flexible construction in ever-so-soft brown leather. Rubber sole, rubber heel. Sizes 4 to 9 in C width.

(B) GIRLS' BALLERINA **2.98**  
Youthful ballerina in black smooth leather or black suede. Concealed wedge heel raises your foot slightly for greater comfort. Sizes 3 1/2 to 9 1/2.

(C) BROWN AND PEARL ELK SADDLE **5.95**  
Here is the popular color the girls all want for back to school wear. Red rubber soles and heels.

(D) BROWN AND WHITE SADDLE **3.98**  
Brown and white leather. Flexible construction. Smooth leather insole. Sturdy red rubber sole and heel.