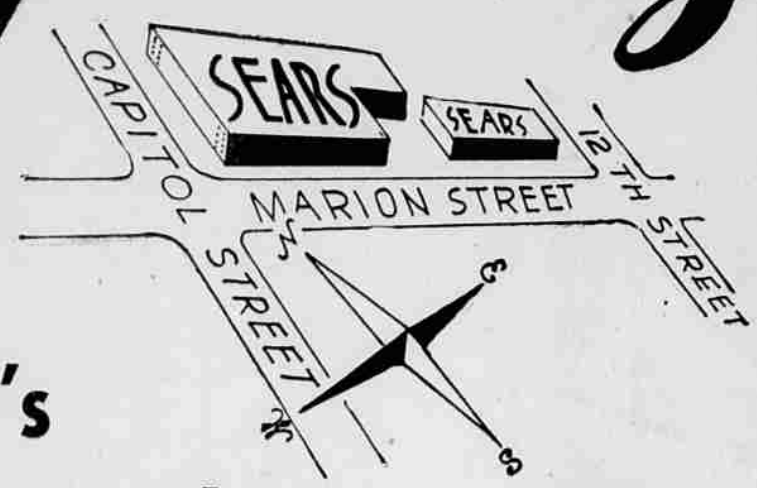




Grand Opening

The Friendliest Store in Town



Shop in Air Conditioned Comfort at Sears



Fashion Tailored Casual Coats 18⁹⁵

New modern styling, cheerful color shades put you in the style—right spotlight! Fashion tailored gabardine leisure coats. Lustrous rayon lining, padded shoulders, expert tailoring! at savings possible only through Sears Wasteless Straight Line Distribution.



Young Men's Corduroy Pants 4⁹⁸

Here is the trousers that are so popular with the high school gang. Zipper front and reinforced seams. Your choice of all the popular colors. Sizes 28 to 40 waist.



Pilgrim Dress Shirts 2⁹⁵

Here is the shirt everyone has been waiting for. White and pastel color cotton broadcloth—full cut with tapered body! Sanforized—maximum fabric shrinkage 1%. Wide spread collar with removable collar stays. Sizes 14 to 17.



New Cotton Anklets Beautiful Durable Pastels Select Yours..... 3 for 85c



Boy's Western Jeans 1.98

Specially made in the West and cut to fit. Riveted front and bartacked back anchors strain points won't scratch furniture. The extra long inseam in this 11-oz. sanforized denim jean allows for a 3 inch turn-up. Sizes 8-18.



Boys' Roy Rogers Knit Shirts 69^c His favorite cowboy star is right on front of this 60% cotton, 40% rayon acetate shirt. Blue, maize, white. 4-12. Solid Color T Shirt Sizes 10 to 18..... 79c



Men's Pilgrim Wool Pullover Sweater 4⁹⁵ As pictured except with crew neck. Multi-color zig-zag pattern, novelty knit in 100% 2-ply all wool worsted. 4 color combination. Small, med., large.



Hercules Western Style Jeans 1⁹⁸ Copper riveted, 10-oz. (coarse weave) white back blue denim. Sanforized, max. fabric shrinkage 1%. Even sizes 28-42.



Girls Colorful Fall Jumper 2⁹⁸ Bright wool plaids, solid colors, in the group New pockets, belted styles, flared slim types. 7-14.



Smart Jackets for Tots 1⁴⁹ New for school! V-necked cardigan jackets with corduroy front, solid or striped knit cotton sleeves, and back. 3-6



Girls' 2-Piece Cotton Pajamas 1⁹⁸ From a wide assortment. Featured—ruffled, long-sleeved cotton flannelette pajamas in pink, blue or yellow. 8-16.



PROPORTIONED Royal Purple Nylons 3 pairs for 3³⁵ Nylons in proportioned sizes at this low price. Comes in average, tall, slender and short slender sizes. All nylon from top to toe. Finely knit, tightly twisted yarns. Full fashioned; reinforced heels, toes and tops. Colors tender beige, tanlight and taupehsh in sizes 8½ to 10½.



Men's Oxfords 5⁹⁵ Unmistakably masculine! Full-bodied leather upper in rich redwood brown. Round edged leather sole. Rubber heel. Goodyear welt. 6 to 11D.



Boy's Brown Oxford 4⁹⁸ Brown blucher oxfords have what it takes... to give young men about town the smart style and wear they demand. And sensibly priced, too. Sizes 2½ to 7.

"Satisfaction guaranteed or your money back" SEARS 550 N. Capitol St. Ph. 3-9191 Plenty of Free Parking