



VALUE

DEMONSTRATION

SHOP AT SEARS AND SAVE



A *Sellout* LAST YEAR
AN EVEN BETTER BUY NOW

Worsted Sheen
Doeskin
Pure Wool Suits
39⁵⁰
\$1 Holds
Til March 25

Our Usual Price \$50 But
Don't Be Surprised to See
This Same Fabric in Suits at \$70

Once again for this sale only we were able to purchase a good supply of these famous sheen Doeskin suits. The fabric, developed by one of America's finest mills, is lustrous looking, luxurious to the touch. The coats have bluffed edges... the trousers are full pleated and California styled. Sparkling grays, blues, tans, and browns. We frankly believe no other suit can give you so much comfort and good looks for your money. Make it a point to see them today or tomorrow sure!

Hurry These Suits for This Sale Only!
When They're Gone, There'll Be No More!

Fashion Tailored
Clothes

OUR USUAL PRICE IS 6.95 PAIR!

Guaranteed 12 Months
Famous Searalon

GABARDINE SLACKS

ONLY AT SEARS
2 pairs for **12⁰⁰**

- Fabulous New Rayon, Nylon Blend
- ★ Unconditionally Guaranteed for 12 Months Against Wear, Rips, Tears!

Unheard of low price for this quality. So stomina packed we've dared guarantee them for one full year's wear from date of purchase. Choose yours today in sportive grays, greens, blues, tans and browns.

Spot and Water Resistant
Specially treated to resist spots, water, and stains

Scientifically Perfected
Combines the magic strength of 21% nylon with 79% rayon

"Satisfaction guaranteed or your money back" SEARS



Just in Time for Easter!

Save 2.01 on Boyville Jr.

TWO-TONE LEISURE SUITS

Regular 6.98

Boyville Jr. 80% wool, 20% rayon suits. Rayon and acetate gabardine pants. Crease resistant. Tan, brown. 3-8.

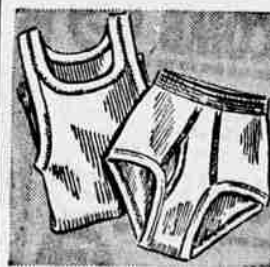
4⁹⁷

The easy way to make your small purchases
CREDIT PURCHASE COUPON BOOKS

Boyville Jr. 2-Pants
"Mix-or-Match"
Suit Combinations

Our usual price for this quality is 10.95! **8⁶⁶**

One pair of longies match the gabardine portions in the jacket while the other matches the fancy patterned front. Either way presents a neat ensemble that takes half the wear and tear, gives more value to your clothing dollar. Longies have pleated front, zipper fly. Sizes 3 to 8.



Briefs and Shirts

Sizes 4 to 16... **3/1.00**

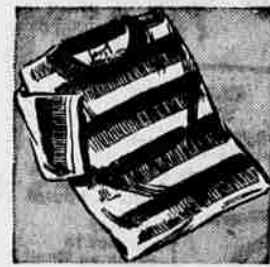
A favorite with the younger set. Briefs made with elastic waist and fly front. Shirts have reinforced neck, arms.



Boys' Hosiery

7-11... **6/1.10**

Long wearing socks made with hard-playing boys in mind! Reinforced heels and toes. Bright bold blazer stripes.



Boys' Knit Shirts

Sizes 4-16... **77c**

Boyville and Boyville Jr. combed cotton knit shirts with ribbed crew necks, reinforced cover seam neck finish. Buy now!



Twill Crawler
1.57

Sturdy Sanforized twill crawler. Conventional snap crotch. Sizes 6, 12, 18 months.



Tots' Combed Cotton Polo Shirts

2/\$1.00

Handy wash shirts for hard-playing children. Rib knit crew neck. Assorted solid and stripes. 3-6X.



Receiving Blanket

26x34-in... **4/1.79**

Beautiful cotton flannelite blankets in delicate pastel colors. Stitched ends. 4 in. cellophane box. Buy now and save!



Training Panties

5 for 1.00

Sparkling white fine cotton knit... double fabric throughout! Specially purchased to sell at this low sale price! Elastic waist. 1 to 4.

Where but at Sears a Honeysuckle Jacket in

LINED POPLIN

Reg. 2.98

ONLY **1⁸⁸**



Coronation Days
PICK UP YOUR TICKETS NOW!
\$5,000.00 IN VALUABLE PRIZES

Something to shout about in both quality and savings! Popular poplin zip front jackets with colorful printed cotton linings! Shirtwaist sleeve opening. 2-6X.



New Store Hours: Mon. & Fri. 9:30 to 9 P. M.
Other Days 9:30 to 5:30
550 N. Capitol Salem Phone 3-9191