

SEARS
ROEBUCK AND CO.

GRAND OPENING

3-DAY SALE
Ends Sat. 5:30 p.m.

Your fashion dream of luxury . . .

cashmere

COATS in superb 100 percent imported iranian cashmere at a low

\$50

limited time only at this low price!

. . . In divinely soft pure cashmere . . . shaped to those classic lines which enhance all your wardrobe the year round. Come in today and see how they flatter you. We'll store your choice if you like . . . Millium lined. Sizes 8 to 18.

*Deering, Milliken trademark for metal insulated fabrics.

Just Say "Charge It" or Use Sears Lay Away!

SHOP THURSDAY & FRIDAY 'TIL 9 P.M.



A very special hand-picked group of fall fleeces

\$18

limited time only!

A select group of fleeces in fall shades, hand-picked for this grand-opening sale. Sizes 8 to 18.

"Charge It" or use Sears Lay Away!



You can fill your wardrobe with new fall dresses in all the

top styles of the season

for only

\$4⁸⁸

Juniors, misses and half sizes

What a windfall for you dollar-conscious shoppers! These dresses are so new and exciting that you'll want as many as you can afford . . . and at this price you can afford as many as you need.

We have one and two piece styles, sheaths, coat styles, full skirts!

Buy Several! Just Say "Charge It!"

Sears ladies fashion department is overflowing with smart hand-picked fall styles. See them tomorrow!

high-fashion colors . . . Sears low price



start your fall wardrobe with these fantastic skirt and sweater values!

Fantastic Values
in
skirts and sweaters

4⁸⁸ each

- Slim All Wool Flannel Skirts Sizes 10 to 18
- Luscious Fur Blend Sweaters, Pullovers, Cardigans and Dressmakers
- Hi-Bulk Orlon Cardigans in novelty or plain stitch.



Be first in the dept. for these

"No Iron" Cotton Batiste

Snow White Slips . . . and

"Drip Dry" cotton batiste

petticoats

both with

all around

Double Skirts

2 for \$5 Charge It!

Truly packed with value! Easy Care fabrics in both of these assortments with dainty trims and ruffled flounce. You'll want several of each . . .

Grand Opening Special! Charmode

cotton jamarettos

\$2⁷⁷ Charge It!

Sizes 32 to 40

Vast assortment of tailored and novelty jamarettos . . . all have short sleeves and long trousers with adjustable gripper waistbands. Not odd lots but a warehouse reduction of premium cottons.



Gloria Lane . . . Sears

Foundation Consultant . . . Will be present to help you with your figure problems . . . Thursday . . . Friday . . . and Saturday, 9:30 a.m. to 5:30 p.m.



Charmode Cotton elfin
Cordtex Bra

Charge It! **99^c** 32-42 A-B-C

Beautifully molds and separates. The lift can't wash out. White.



The ultimate in comfort! Charmode power net briefs and girdles . . . **\$2⁹⁹**

Charge It!

Sizes Small, Medium, Large
The ultimate in comfort for active women. Rayon and cotton power net elastic trims you . . . yet lets you move with freedom.



white cotton
Charmode teen Bra

Charge It! **88^c** AA 28-30

Provides the subtle rounded uplift teens love. Lastex insert for breathing comfort.

Buy a new jewelry wardrobe at this price!



- New fall colors!
- New fall styles!

Your Choice . . . New Season Costume Jewelry Assortment

\$1 plus tax **\$2** plus tax

Select Yours! Say "Charge It!"

What a bounty of beauty these are! Keyed to your fall wardrobe. Choose from necklaces, earrings, bracelets.

Leather-like plastic handbags are outstanding values for the grand opening at only . . .



\$2⁴⁴ plus tax

look ahead to fall in our little flatterers of velvet and feathers special sale price . . .

\$1⁹⁰ Charge It!

You'll get a lift in one of these prettifying wisps of rayon velvet or feathers for late Summer and early Fall.



Sears hats are the very latest styles shipped direct from the New York Market. Shop Sears!

Don't miss out on these! Budget beauty . . .

... dividend buy

nylons

Charge It! **47^c** pair

limit 3 pairs to each customer

First quality nylons with smart contrasting seams, trim heels. Finely knit for good fit. 60 gauge, 15 denier.



Ask About Sears Hosiery Club!