



GRAND OPENING

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

early shoppers get the best buys!
shop now for Back-to-School shoes



Be first in the store for this special group of . . .

Children's Shoes

an excellent selection of boys or girls assorted styles, priced just . . .

Buy Several Pairs! Charge Them! **\$2.77** pair

• Terrific selection of boys or girls school and dress-up shoes. Moc-toe oxfords and semi-dress slippers with convertible straps and sparkling patents for all occasions.

from classes to cokes Kerrybrookes teen pops!



"Charge It!"
... use a 30-Day Charge Account or take months to pay. Ask any salesperson for full details.



Soft glove leather . . . so flexible and light you can fold it double with two fingers.

\$2.77 Charge It!

Teen Pop Flattie or 3-eyel tie with ripple crepe sole and soft flexible uppers. Snug fitting elastic collars keep your favorite shoes well fitting all day. Sizes 4-9.



Mothers—we'll fit your child correctly
Brannock fitter is used to measure both feet. This instrument indicates the exact size needed. No "rulers" or guess-work.



Kerrybrooke . . . Black calf flat . . . for that special occasion **\$4.99**



Kerrybrooke . . . Classic Slipper **\$6.99**

• brown
• black
• sizes 5 to 9

BOYS' RUGGED SHOES!



BOYS' MOC-TOE SLIPON
\$6.99 Charge It!

• Sizes 3½ to 7
Popular styling with the school crowd constructed for rugged wear with long-wearing Sealrolite sole.



Boys' Dirty Buck Oxford
\$6.99 Charge It!

• Sizes 3½ to 7
Popular styling with long-wearing red rubber sole. Nylon stitching keeps shoes looking neat.



Sole guaranteed to wear 4 months on this . . .
Boys' Long Moc Oxford
\$8.99 Charge It!

• Sizes 3½ to 7 B and D
Handsome deep brown with black accents in selected leather chosen for long wear.

MEN'S GOLD BONDS!



Men's Swirl Toe Oxfords
\$9.99 Charge It!

• Sizes 7½ to 11
Add the elegant swirl to plain front 3-eyel Oxford and look at the stylish result. Continental inspiration to make a man feel trim. Gleaming supple leather.



Men's Moc Toe Oxford
\$10.98 Charge It!

• Sizes 7 to 12
Distinctly masculine. Bold moc styling in smooth and grain leather. New, rich, burnished brown and black have hand-rubbed look.



White or Black Gym Shoes
\$2.77

SIZES little boys 8 to 2 boys 2½ to 6 Men's 6½ to 12



honeylane holds a fall cotton festival

grand opening special . . .

3 FOR \$10

Charge Them! Save Now!
SIZES 7 to 14

Dress your daughter in clothes that will give her added assurance and confidence . . . clothes that are winners at taking wear and tear. Buy at least 3 of these dresses now . . . they'll stay crisp and smart until the last bell rings.



Special Purchase!
7 to 14 Bouffants **\$1.99** Charge It!

Many, Many*Unadvertised Specials in all Back-To-School Departments!



special purchase!
pleated plaid orlon and wool washable skirts

\$2.99 Charge It!

Sizes 7 to 14

You'll love this wonderful selection of pleated plaids. Choose from box or side pleats and wash and wear.

honeylane 7 to 14

sateen carcoat

\$8.99 Charge It!

\$1. HOLDS ON LAYAWAY!

Rugged coat to keep her warm and smartly dressed. Hood-collar, wool interlining. Red, turquoise.



Don't Miss This Special!

Fairloom one yard skirt lengths

Assorted Wools and Wool Combinations

\$1.99 Per Length

- Plaids!
- Checks!
- Tweed Effects!

SEARS HAS A COMPLETE LINE OF PATTERNS AND NOTIONS, ETC.



SEW FOR SCHOOL NOW!

Washable, Velvety High Style Solid Color

PINWALE CORDUROY

Charge It! **99¢** Yard

Choose From 20 Colors!

A low price for top-quality corduroy. In 20 jewel-like colors. Make dresses, skirts, jackets, jumpers. 37-in. wide.

every one a cheer leader on the back-to-school scene . . .

3 FOR \$10

Sizes 3 to 6x . . . Charge Them!

- All have fine detailing and construction with dainty tucks and trim.
- Taped armholes for longer wear
 - Locked seams at waists for added strength
 - Heat-resistant buttons that stand many washings



a. Pretty plaid shirtwaist dress with a gold colored buckle on a bright red sash belt



b. Ribbed knit cuffs and waistband give this dress a sweater and skirt look. Fire red.



c. Gay red dress adorned with navy blue bands and white cotton lace for a nautical air.



d. Perky woven plaid with a white pique yoke trimmed with red buttons above a red bow.

Honeysuckle playclothes of Cordana . . fabulous new wash 'n' wear cotton

Grand Opening Special

YOUR CHOICE

- Creepalongs
- Overalls
- Boxer Longies

99¢

Creepalongs, overalls and longies in new corduroy-like easy-care cotton. Assorted colors. Creepalong sizes 6 to 18 months. Other items 2 to 6X.



Don't Miss This Special! Toddlers and Juveniles POLO SHIRTS

Sizes 1 to 6X **66¢**

Buy Several! Charge Them!

Colorfast bright stripes in soft combed cotton.

