

SEARS
ROEBUCK AND CO.

GRAND OPENING

3-DAY SALE

Ends Sat. 5:30 p.m.

SCHOOL DAYS BEGIN AT SEARS

Sears... Your Back-To-School Headquarters for Boys' "Wash 'n Wear" Trousers.

"Wash 'n Wear" Polished Cottons

FLAP POCKETS!

\$2⁹⁹

Charge It!

Boys' popular polished cottons in colors tan and brown. Just right for school in sizes 8 to 18.

"Wash 'n Wear" Prepsheen Trousers

TAPERED LEG!

\$3⁹⁹

Charge It!

Back flap pocket model of sanforized, combed Perma Smooth cotton. Choice of colors. Sizes 8 to 20.

"Wash 'n Wear" Bedford Cords

NEW CONTINENTAL STYLING!

\$3⁹⁹

Charge It!

An important item on the style list for fall. Choice of tan, gray or brown in sizes 8 to 20.



Sears... Back-to-School Headquarters For Fall Jackets!

Washable... orlon pile lined surcoat

special at... **\$9⁹⁹**

Charge It!

- Heavyweight Bedford cord shell.
- Big, zip front.
- Warm quilted lining.
- Color Tan

Water repellent Quilt-lined Cotton Sateen Jacket with zip-off hood

special at... **\$6⁹⁹**

Charge It!

- Tightly woven cotton shell stands up to all weather.
- Zip front. Elastic at back waist.
- Concealed knit wristlets and neck tab and knit collar. Sizes 4-10.



SHOP THURSDAY & FRIDAY TIL 9 P.M.

There's More Wear for Boys... Less Work for Mom in these low-priced...

Wash 'n Wear Sport Shirts

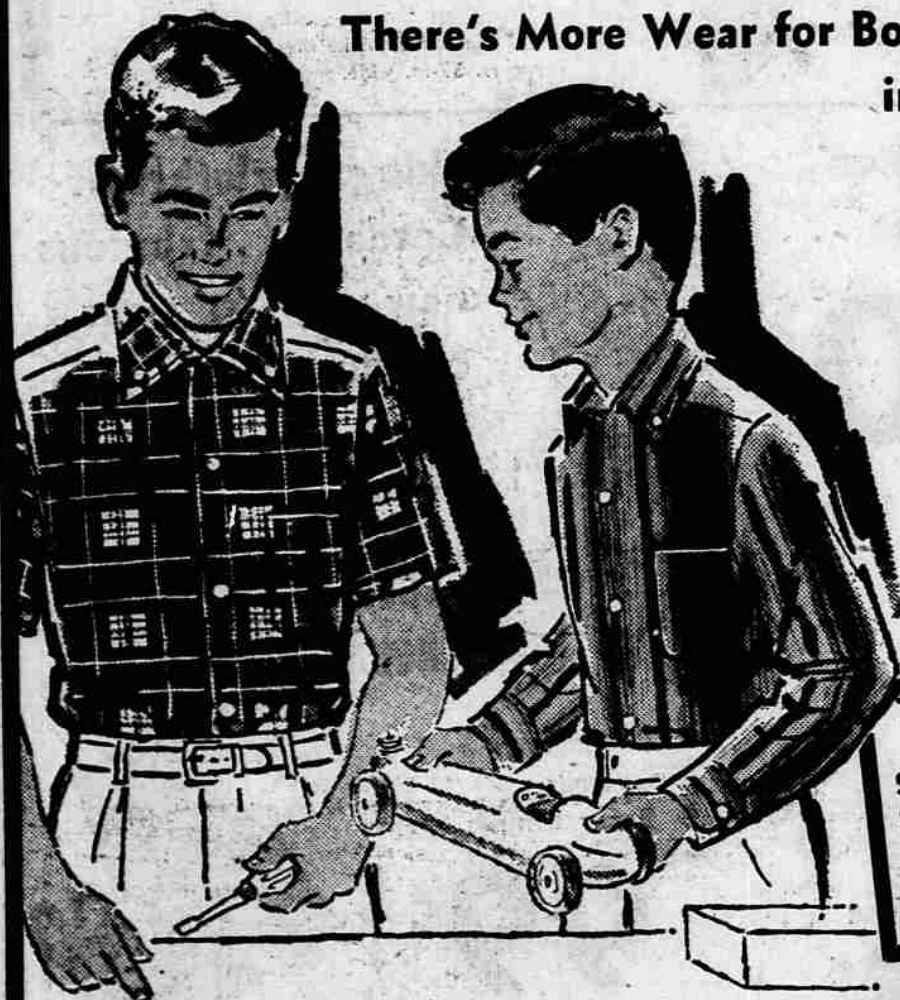
\$1³⁷

sizes 6 to 16

short sleeves. New woven plaids!

Wonderful Perma Smooth cotton in wash-fast colors. Save now at Sears!

Long sleeves in assorted patterns—6-18 **\$1⁴⁷**
Assorted regular and button-down collars.



Boys' Corduroy Shirts

Solid colors Sizes 4 to 18 Buy several at... **\$1⁹⁹**

Charge It!

Washfast, preshrunk pinwale corduroy. Heavy-weight quality for lasting wear.

Grand Opening Special! Boys'

100% Virgin Orlon Sweaters

\$2⁹⁹

Sizes 6 to 18

Charge It!

Washes in a jiffy without special treatment. Dries quickly, too, with a sparkling new look. Has ribbed neck, cuffs and bottom... Choice of colors!



Back-to-school Special!...

Boyville Knit Shirts with Collar

\$1⁶⁶

Each

Sizes 4 to 18

Charge It!

Popular button-down, placket, and roll collar styles in combed cotton knit.



Styles and Fabrics that Set the Pace for Fall!

Latest style features... newest fabrics in these...

Fall Sport Coats

special sale price...

\$19⁹⁹

Charge It!

If it's top fashion styling you crave plus elegance with a "flair" you'll delight in seeing our splendid collection of new fall sport coats.

Other Sport Coats \$24.99



The nation's latest suit styles... designed, cut and tailored to suit American tastes...

Rich-textured 100% Virgin Wool Flannel Suits

special sale price...

\$44⁸⁸

Charge It!

Admired by men everywhere! Handsome, rich-textured flannel in the most popular shades. Loomed of finest wool yarns in a comfortable weight that's ideal for all-year. Men's sizes 36 to 46.



Sears exclusive fabric! Automatic Wash 'n Wear Gabardine or Flannel Slacks

\$8⁹⁹

Pair

Excellent blend of synthetic fibers contains all the remarkable properties of premium quality wash 'n wear fabrics. Handsome fall shades of grays and browns.

Other Slacks \$6.99 to \$13.99



Young Men's WOOL FLANNEL SUITS

Priced As low as

34⁹⁵

An Ideal Suit for 3-Season Wear

Men's Quality Jackets Now Sale Priced at Sears!...

Men's Brushed Wool Coacher Jacket

\$8⁹⁹

Charge It!

This popular jacket comes in colors: slate, light gray, and banker's gray. Sizes S-M-L-XL.

Men's Velvet-Soft Suede Jackets

\$11⁹⁹

Charge It!

Made of perfectly matched imported leathers. Water-repellent, spot resistant. Sizes 36 to 46.



Grand Opening Special On...

Hercules Type IV Army Twill Matched Outfits

For 3 Days Only Pay Just

\$4⁹⁹

Set

Charge It!

Tan or Gray



Sturdy, economical... it's the original matched outfit fabric and a year-after-year favorite. Tightly woven, full weight 1-ply carded cotton, mercerized for lasting lustre. Sanforized for fit, shrinkage 1%. Washfast, surfast colors. Full cut for comfort. Shirts 14 1/2 to 17. Pants 30 to 44.

SEARS... YOUR HEADQUARTERS FOR HERCULES WORK CLOTHING

Styles for Discriminating Men!... Classic Slacks for Campus Bedford Cotton Cord...

Wash, iron with little care. Handsome tan or charcoal. Practical the year around. Men's waist sizes 28-40-in. **\$3⁹⁹**

Charge It!

Easy-Care Polished Cotton... Smart, Fieldmaster tapered Ivy model with backstrap. Washable. Crease-resistant finish. Tan, Charcoal. Sizes 28-38. **\$3⁹⁹**

Charge It!

New "Continental" Style... "Continental" style No-Belt Slacks, of easy-care Bedford cord. Tan, charcoal, 28-34 waist. **\$4⁹⁹**

Charge It!



BIG SAVINGS IN ALL DEPARTMENTS DURING THIS SALE!

Don't Miss Out On This Tremendous Buy!

Wash 'n Wear Men's White Dress Shirts

Fabulous low price just...

\$1⁹⁹

Each

sizes 14 1/2 to 17 lengths 32 to 35

Treated to dry in hours. Convertible cuffs can be worn button style or with cuff links. Semi-spread collar with permanent stays.

Buy Several Say "Charge It!"



A Special Purchase for the... Grand Opening Sale!

Men's "Easy Care" Sport Shirts

choose from this terrific selection of...

\$1⁹⁹

3-Days Only Charge It!

just wash 'n wear

3-Days Only! Charge It! **\$2⁶⁶**

rich, imported fabrics

3-Days Only! Charge It! **\$3⁶⁶**

Terrific selection of short sleeve and long sleeve sport shirts of imported fabrics designed for easy care... for the man who likes bold patterns. Soft, muted tones for the conservative taste. Sizes S-M-L-XL.

