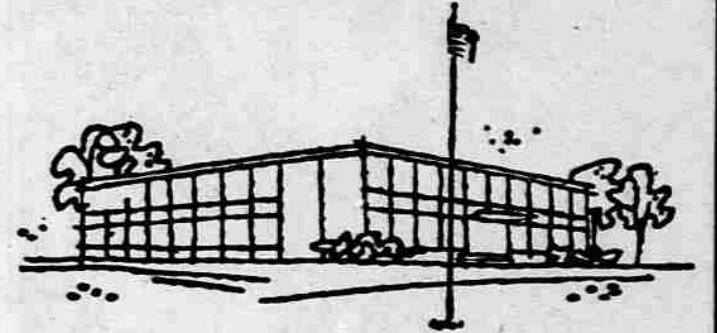




SCHOOL DAYS BEGIN AT SEARS

WITH THE ALL AMERICAN LOOK

LATEST STYLES AT PRICES TO SUIT EVERY BUDGET



HONEY LANE DRESSES MAKE GIRLS LOOK SO PRETTY

Dress your daughter in clothes that will give her added assurance and confidence . . . Clothes that are winners at taking wear and tear.

Woven Plaids, Wash and Drip Dry. Little or no ironing required. Smart new fall styles to choose from.

Honeylane, sizes 7-14.

JUST SAY "CHARGE IT!" ON SRC — USE AS A 30 DAY CHARGE ACCOUNT OR TAKE MANY MONTHS TO PAY.

Special Purchase!

Nylon BOUFFANT SLIPS

Sizes 7 to 14 **\$2.99**

- Many tiered nylon petticoat with delicate lace trims
- Wash and wear.

\$3.99



Sanforized COTTON FLANNEL PAJAMAS

Size 8 to 18 **\$1.99**

- All around boxer waist
- Adjustable gripper fasteners

"CHARGE IT!"



BOYVILLE WASH 'N WEAR NYLON PARKA

Size 4 to 10 **\$8.99**

- Zippered front with extra cozy drawstring hood.
- Nylon Taffeta with Nylon fleece lining.

"CHARGE IT!"

SANFORIZED "CIRCLE S" JEANS

SIZES 6-8-10-12

\$15.99



Care Free, Warm ORLON* SWEATERS

*Dupont Acrylic Fiber **\$2.99**

- Boys' sizes 6-18.

"CHARGE IT!"



School Time Favorites

First To Sears—

Then To School

- Rugged 10-oz. denim
- Sanforized for permanent fit.
- Reinforced at strain points

"CHARGE IT!"



Boys and Girls Honeysuckle COTTON POPLIN CAR COAT

- Cotton Knit Cuffs
- Turn Up Collar, Zip Front

Sizes 1 to 6x **\$4.99**

JUST SAY "CHARGE IT!"

OUTSTANDING VALUES . . . AT LOW, LOW PRICES .

GIRLS ANKLETS

3 Pcs. for **\$1.00**

Sizes 4 to 8½

CHARGE IT!

BOYS and GIRLS SUSPENDER TYPE JEANS

Sizes 1 to 5 **\$1.59**

CHARGE IT!

GIRLS' COTTON PANTIES

Sizes 7 to 14 **2 for 99¢**

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GIRLS' ORLON BULKY KNIT SWEATERS

Sizes 7 to 14 **4.99**

"CHARGE IT!"



Boyville Washable COTTON FLANNEL

\$1.99

- Straight bottom.
- Sizes 4 to 10

"CHARGE IT!"



Wash 'n Wear Cotton TROUSERS for Boys

\$2.99

- Polished cottons
- Styled with unpleated front, tapered legs.

"CHARGE IT!"



LAMBSWOOL AND ORLON* SWEATER

\$4.99

- 75% lambs wool, 25% orlon.
- S. M. L. XL.

"CHARGE IT!"

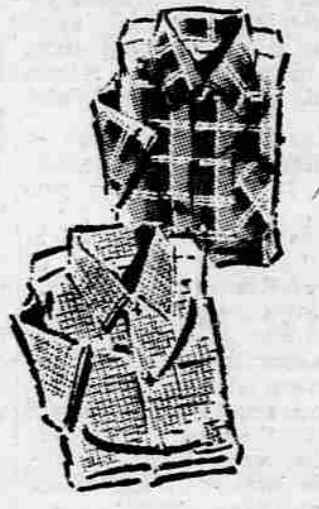


WASHABLE CORDUROY BOYVILLE TROUSERS

\$3.99

- Thick set corduroy.
- Pleated front or ivy tapered back flap styles.

"CHARGE IT!"



BOYS SHORT SLEEVE COTTON SPORT SHIRT

\$1.59

- Wash and wear.
- Resist wrinkles.
- Straight bottom.

"CHARGE IT!"

YOUR FAMILY SEARS STORE WILL REMAIN OPEN MONDAY 'TIL 9 P.M.

BUY BACK-TO-SCHOOL SHOES AT YOUR SEARS STORE WHERE FIT IS GUARANTEED!

MOTHERS CAN FEEL CONFIDENT THAT THEIR CHILDREN WILL RECEIVE THE BEST PROFESSIONAL FIT AVAILABLE . . .

GIRLS' BILTWEL SWIVEL STRAP

SIZE 10 to 3

\$4.99

- Perfect for school or play.
- Budget priced.

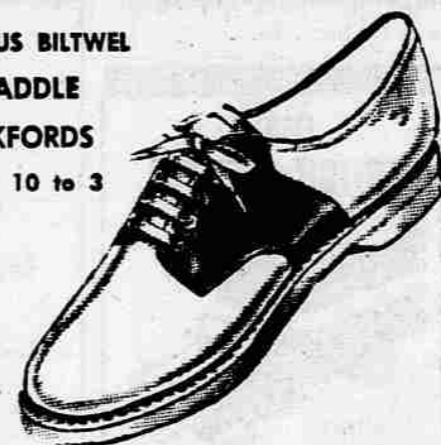


FAMOUS BILTWEL SADDLE OXFORDS

Size 10 to 3

\$5.99

- Brown and white or Black and white.
- Sealolite soles.



FAMOUS BILTWEL CONVERTIBLE STRAP

Size 10 to 3

\$5.99

- Brown or black.
- Combination last for better fit.
- Sealolite soles.



JUST SAY "CHARGE IT!" ON SRC . . . USE AS A 30 DAY CHARGE ACCOUNT, OR TAKE MANY MONTHS TO PAY.

BILTWEL FOR CHILDREN AT SEARS LOW PRICE

BOYS' BILTWEL Scuff Tip

OXFORDS

Size 10 to 3

\$4.99

- Rugged Styling
- Heavy Duty Soles and Heels

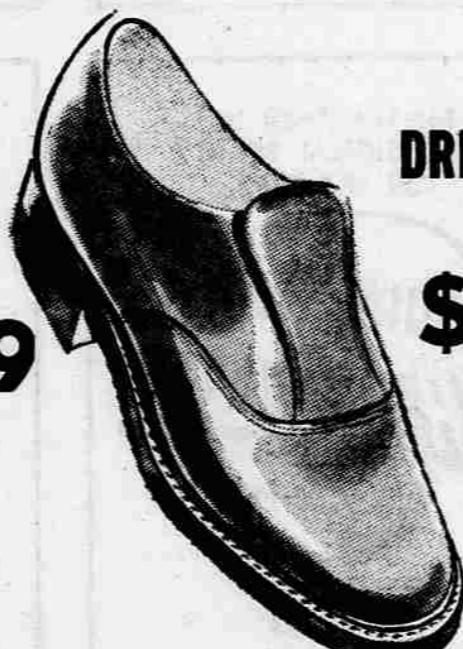


FAMOUS BILTWEL SHULOK®

Size 10 to 3

\$5.99

- Adjustable shoe latch.
- Sealolite soles.
- Brown or black.



BOYS' MOC-TOE DRESS SHOE

Size 10 to 3

\$5.99

- Gleaming Black Calf Upper
- Nylon Stitching
- Plastic Counters



BOYS' BILTWEL OXFORDS

Size 10 to 3

\$4.99

- Brown or Black
- Composition Soles



BILTWEL'S SOLD ONLY AT SEARS

SEE OUR Complete Selection of BACK TO SCHOOL SHOES for ALL AGES

"Satisfaction guaranteed or your money back"

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JACKSON at BIDDLE, MEDFORD, ORE.
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