

SEARS
ROEBUCK AND CO.

73rd Anniversary

SALE

HURRY! HURRY! HURRY! TREMENDOUS VALUES

JUST ARRIVED

**DRESSY LITTLE HATS
and VEIL WHIMSIES
For New Season Wear**

Italian Hand Bags



for Young
Misses

\$2.99
Plus Tax

Attractive top-grain cow-hides imported from Italy in wonderful shapes and colors.

Other styles included from \$2.99 and up.

Sears
value price
just

2.77

New collection of pretty hats for special occasions at a surprise low price. Try black rayon velvets, tawny feather hats, veil whimsies.

"Spice" colors, teal greens, blues, black. Hurry in!

Just say "Charge It!" on SRC... use as a 30-DAY CHARGE ACCOUNT or take months to pay



keep in shape this fall
in our
seat-lined skirts
only **5.98**

It takes a seat lining to keep a skirt—and you—in shape. Sears comes to your fashion aid with smartly styled seat-lined skirts of 100% wool at a single low price of 5.98.

the more blouses
the better

only **2.98**

You'll want to coordinate your skirts with new drip-dry cotton blouses like these flattering styles in important Fall colors, budget-priced at a tiny 2.98.

feature

Slim skirt of wool plaid with inverted pleat and bias pocket flaps at back. Blue/gold or turquoise/green. Sizes 8 to 16.

Convertible-collared cotton blouse with all-round gathered yoke and pull-up balloon sleeves. White, blue, red, spice, green, black. Sizes 30 to 38.

center

Wool flannel skirt with four novelty walker pleats. Porcelain blue, Nassau green, medium gray, or red. Sizes 8 to 18.

Slit-bottom overblouse of cotton with top stitching on Amelio collar and yoke front with pockets. White only. Sizes 30 to 38.

right

Wool flannel skirt with silk-embroidered fly flange. Black, porcelain blue, spice brown, banker gray. Sizes 8 to 18.

Plunging-neckline cotton blouse with single button closing and French-cuffed sleeves. White, blue, red, spice, green, black. 32-38.



Just Say
"Charge It!"

**HERCULES
MATCHED OUTFITS**
COTTON TWILL • TIGHTLY WOVEN

**6-oz. Cotton Twill
SHIRT**

- Washfast and sunfast.
- Dress type collar.
- Extra full-cut for easy comfort.

\$2.49

Sizes 14½ to 17

**8½-oz. Cotton Twill
PANTS**

- Extra large pockets.
- Heavy duty zip fly.
- Sanforized.
- Colors grey or khaki.

\$2.99

Sizes 29-44 Waist

Just Say "Charge It!"



**Men's
Dress Trousers**

2 pair for \$12

Reg. \$6.99 a Pair
SAVE \$1.98

New Fall Shades

- Searlon Sheen Gabardine
- Heavy 14½-oz. Weight



Boys' and Men's
Gym Shoes
SPECIAL
\$2.77

Boys' Sizes
8½-6
Men's Sizes
6½-12

Just Say
"Charge It!"

Exceptional Shoe Values!

**Kerrybrook
Slip-on**

Our very finest New England made slip-on, black or brown leather upper.

Reg. \$6.99

\$5.97

Sizes
5-9

"Charge It!"

**BOYS' SCUFF-TIP
OXFORD**

Rugged construction. Perfect for school or play.

Reg. \$4.99

\$4.44

Sizes
8½-3

"Charge It!"

Charmode

1-Piece Foundation

Simple in Line... Yet So Beautiful

- ONE-WAY STRETCH FRONT AND BACK
- SUPPORTING UPLIFT BRA
- SIZES 34-38

\$8.99

"Charge It!"

Come in today!... and meet Mrs. O'Mara, your Charmode Foundation Consultant.

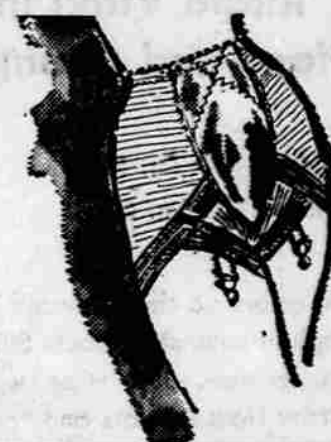


**Charmode
PANTIE-GIRDLE**

Perfect for Back-to-School

- CONTROLLED FRONT PANEL
- NO BINDING
- S., M. and L.
- BEAUTIFUL CONTROL... WONDERFUL COMFORT

\$2.99



"Satisfaction guaranteed or your money back"

SEARS

ROEBUCK AND CO.

JACKSON at BIDDLE, MEDFORD, ORE.

SHOP FRIDAY 'TIL 9 P.M. PHONE SP 3-6661

Reg. Hours: 9:30 a.m. to 5:30 p.m. Daily. Fri. 9:30 a.m. to 9 p.m.

**Plenty of Free
Parking, Always!**