

OPEN MONDAY AND FRIDAY TILL 9 P.M.

# EASTER FASHION PARADE

**SEARS**  
ROEBUCK AND CO

## Spring day and date dresses

**5<sup>98</sup>** Charge It!

2-Piece linen dresses smartly tailored for the half sized figure. Goes with practically any Easter complement of jewelry, hat, gloves, etc. Beige, trimmed with coral shades.

## When gray and yellow meet...it's magic

**19<sup>98</sup>**

Call it fashion, call it elegance, call it anything you like... this inspired combination does wonders for the wearer. Come see our great assortment of gray and yellow fashions... suits, dresses, all the important accessories you need to plan the perfect costume. Make this a memorable Easter in gray and yellow.

## Spring Hats

the silhouettes the thing

**3<sup>98</sup>** CHARGE IT!

Our new collection of Spring straws will go to your head. Come see, try on these colorful hats in all the most fashionable shapes trimmed with flowers, bows, veils... many in youthfully-designed large head sizes. Choose from a palette of fashionable and fetching new Spring colors.

Just say charge it on SRC. Use a 30-DAY CHARGE ACCOUNT or take many months to pay.

## prettifying nylon dresses

**19<sup>98</sup>**

These bouffant beauties from our prom and graduation collection will flatter any girl and fill her dance program in a rush. Hurry in for first choice.

Left: Dance dress of white nylon tricot over acetate taffeta, trimmed with embroidery, beads and rayon satin in pink, blue or lilac. Sizes 7 to 15.

Youngsters will love our wonderful assortment of Easter

## Dresses

**3<sup>98</sup>** Charge It!

For seaside, mountains, travel or just staying home from school! A huge collection of sleeveless cotton sundresses. Choose prints, solids or unusual woven fabrics. All have ample skirts to balloon over full petticoats. Some feature don-or-doff jackets. Available in sizes 7 to 14.

Just say charge it on SRC use as a 30-day Charge Account or take many months to pay.

Luxurious Leather-look handbags that wipe clean

**4<sup>99</sup>** plus tax

Handsome new silhouettes, beautifully detailed with expensive frames and convenient interiors. Permatone® and Softlure® finishes in lovely summer colors give you the beauty of leather, the practicality of finest plastic.

## Latest cotton skirts

Slim or wide in border prints, gingham, Maggiore Faille,® more fabrics

**3<sup>98</sup>** CHARGE IT!

Crisp cotton skirts in slim to whirling shapes in an exciting new collection. See yourself in short skirts... the big Spring 1960 fashion look. Choose from newly important gingham checks, striking border prints, dark plaids and solid colors. Fabrics include Stevens wash-and-wear cotton Maggiore Faille®, little-or-no-iron broadcloths and petit point pique. Size range 8 to 18 but not all styles in every size. Shop early!

## Beautiful Tradition Jewelry

Sers Low Price

**1<sup>00</sup>** EACH plus tax

Compliment Your Easter Ensemble in assorted and contrasting colors. Summer white, pastels in blue, pink, and yellow.

Enhance Your Home on Easter Only \$2.44

These beautiful potted plants will enhance your Easter holiday. Grown of hardy stock.



"Satisfaction guaranteed or your money back" **SEARS**

501 EAST JACKSON — MEDFORD SHOPPING CENTER  
PHONE SP 3-6661

FREE PARKING  
MONDAY AND FRIDAY 'TIL 9 P.M.