

Look for the values in every department

...Save Now



it's our
3rd

Birthday
TERRIFIC BIRTHDAY BUYS



SALE

OPEN THURSDAY AND
FRIDAY EVENING 'TIL 9

**3 Big
Sale
Days**

OPEN TONIGHT
THURS., AUG. 2
UNTIL 9 P.M.



CLOSEOUT!

Regular 4.99 to 5.99

**WOMEN'S
SWEATERS**

CARDIGANS

NOW! **\$2.88**

SLIPOVERS

NOW! **\$1.88**

You have to see these to believe the outstanding values, full-fashioned cardigans and pull-over sweaters in soft luxurious blends, flattering colors. Truly spectacular at Sears low prices.

WOMEN'S
COTTON CAPRIS

Regular 3.99 & 4.99

REDUCED **\$2.88**
TO...

Sleekly styled cotton capris... all amazing values at this low price. Of course there's more to these beauties than their wonderful price. They're smart as can be. Come stock up. Buy extras for special gifts.

JUST SAY CHARGE IT!

BIRTHDAY SPECIAL! ... 38¢
Regular 4.99 Quilted Cotton Skirts
Women's Sizes 8 to 18 — While 60 Last

**A STORE FULL OF VALUES
AND A TENT FULL OF
SAVINGS. DON'T MISS THIS
VALUE PACKED BIRTHDAY EVENT.**

SAVE NOW! ...

WOMEN'S SLEEVELESS
AND ROLL-SLEEVE BLOUSES

REGULAR 2.99 TO 4.99

REDUCED **\$1.33**
TO...

Terrific buys... of course! Choose various collar styles in solid colors or printed motifs. Sleeveless, and rollup sleeves for cool comfort. Sizes 32 to 38. Buy now and save.

HURRY... QUANTITIES LIMITED

ONCE-IN-A-LIFETIME BUY!

WOOL AND WOOL BLEND

SKIRTS

Regular 8.99 to 12.99

WHILE **\$5.**
300
LAST!

Wool and wool blend skirts in soft flare styling. You can't afford to miss tremendous value at such an incredible low price. Shop at Sears... where quality costs no more.



**Tremendous Family
Jacket Sale**

PRICES CUT OVER 50%

MEN'S LAMINATED JACKETS
AND POPLIN GOLF JACKETS

Regular 9.99 to 14.99

Your Choice!

WHILE **\$6.87** SIZES
300 38 TO 46
LAST!

CHARGE IT!

AT SEARS ON SEARS
REVOLVING CHARGE ACCOUNT

Smooth styling, plus warmth without weight laminated jackets, water-repellant cotton poplin golf jackets both at fabulous savings. Check the low price again!... sale lasts 3 days only.

Boys' Reversible
and Laminated

Jackets

REGULAR TO 7.99

\$2.99

SIZES 8 TO 18

BUY NOW AND SAVE!

Regular 8.99 and 9.99 Children's

Better Jackets

REDUCED **\$4.99**
TO...

Sizes
3 to 6X

Some hooded and some with zip-off hoods in colorful prints and plain poplins. Buy now at this low sale price, get your family set for fall.

REGULAR 3.99 CHILDREN'S **\$1.99** Sizes
CORDUROY JACKETS 3 to 6X



BIRTHDAY SPECIAL

Regular 8.99 to 14.99 Women's

JACKETS AND
TOPPERS

REDUCED **\$5.**
TO...

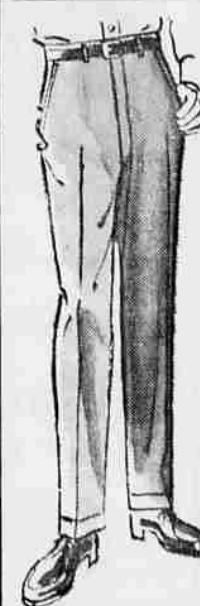
BIRTHDAY SPECIAL

Regular 2.99 to 3.99 Women's

COTTON DRESSES

Short Sleeve and Sleeveless

WHILE **\$1.87**
300
LAST!



SAY FELLAS...

DO YOU WEAR SIZE 36-38 or 40

REGULAR 4.99

POLISHED COTTON
OR BEDFORD CORD SLACKS

REDUCED **\$1.87**
TO...

You'll have to hurry! We've never seen them this low in price in a long time. Styled and careful tailoring mean extra long wear for you.

Value Packed Buys!

DRAMATICALLY REDUCED

LONG SLEEVE
SHIRTS

SALE
PRICED! **99¢**
Sizes S, M, L

CHILDREN'S AND
BOYS' POLISHED
COTTON SLACKS

SALE
PRICED! **\$1.99**

Unheard of prices for either long sleeve shirts or polished cotton trousers. Outfit your boy today, take advantage of this sale and save.
Shirt Sizes 3-6X—Trousers Sizes 3-16



**HAPPY SAVINGS TO YOU!
QUALITY, VARIETY, AND STYLE
ARE YOURS AT SEARS LOW,
LOW PRICES... SAVE NOW.**

A BIRTHDAY EXTRA!

FREE POLO SHIRT

WITH

CHILDREN'S JEANS

BUY THE JEANS
FOR 97¢—GET
THE FREE
POLO SHIRT **97¢**

A real birthday extra. You'll get a free polo shirt with every pair of jeans you purchase. These jeans are sturdy and ruggedly constructed to give long wear. At this low price you should stock up, and be prepared for the fall season ahead.

BUY NOW... SAVE!

CHARGE IT! on Sears Revolving Charge Account



BIRTHDAY SPECIAL!

**FEATHER
PILLOWS 87¢**

Shop at Sears and Save **SEARS**
Satisfaction Guaranteed or Your Money Back

501 E. JACKSON ST.
PHONE 773-6661
FREE PARKING

STORE HOURS
Tues., Wed., Thurs., Mon., Fri.
Sat. 9:30 A.M.-9:30 A.M.-
9:30 A.M.-5:30 P.M. 9 P.M.