

SEARS

Coast-to-Coast Record-Breaking Precedent-Smashing Dress Event!

Just three big days! Thursday! Friday! Saturday!

MILLION DOLLAR *Rayon* DRESS SALE!

SUMMER

RAYON FRENCH CREPE PRINTS
SPUN RAYON-FLAKED, NUBBED!

SMART "THICK 'N THIN",
"SWING 'N SWAY" RAYONS!

WASHABLE ACETATE RAYONS!
RAYON CHAMBRAYS! STRIPES, CHECKS!

DOTS, DUCO DOTS, FLORALS, PLAIDS!
SOLID COLORS—PASTEL COLORS!

SIZES
12 TO 20
AND
38 TO 44!

\$1.29

GREATEST DRESS EVENT IN OUR HISTORY!
MORE THAN 100 STYLES IN 1000 DRESSES!
MOST OF THEM CROWN TESTED RAYON!

Gorgeous, ultra-smart dresses—packed with "expensive" details—at a price that's almost fantastic! We bought millions of yards of FABRIC...got an enormous saving by paying CASH. Armed with more cash, we rushed to our better-dress manufacturers—had these frocks made up in leading success styles. Here they are, beauties you'd pay dollars more for. Most of them are **GUARANTEED WASHABLE**. Sears is known for miracle values—but **this tops the record!**

VALUES 2.95 - 3.95

you will find:
"POCKET" DRESSES in prints and pretty pastels. \$1.29
Sizes 12 to 20, 38 to 44.

you will find:
TWO-TONE FROCKS, SOLID COLORS combined with PRINTS or STRIPES. \$1.29

you will find:
DRESSMAKER DETAILS—SHIRING, LINGERIE TRIMS, COLORED SLIDE FASTENERS. \$1.29
Sizes 12-20, 38-44.

(Extreme Left) you will find:
CASUAL AND SPECTATOR FROCKS in prints and solid colors. \$1.29
Sizes 12-20, 38-44.

you will find:
AFTERNOON TYPES in soft, feminine prints. \$1.29
Sizes 12 to 20, 38 to 44.

you will find:
New GEOMETRIC PRINTS in CASUAL and DRESS-UP VERSIONS. \$1.29
Sizes 12 to 20, 38 to 44.

you will find:
SKIRTS FLARED, PANELED, BIAS-CUT, CIRCULAR PLEATED... or with UNPRESSED PLATE. \$1.29
Sizes 12 to 20, 38 to 44.

you will find:
CHECKS, STRIPES, DOTS, gay multicolor PLAIDS. \$1.29
Sizes 12 to 20, 38 to 44.

you will find:
CLASSIC SHIRTWAIST FROCKS galore. \$1.29
Sizes 12 to 20, 38 to 44.

you will find:
SPIC 'N SPAN WHITE AC-CENTS on pastels and prints. \$1.29
Sizes 12 to 20, 38 to 44.

EXTRA SPACE, SALESPEOPLE, WRAPPERS!

SORRY—NO MAIL OR PHONE ORDERS!

COME EARLY...WE EXPECT A SELL-OUT!

**3 DAYS ONLY—
DON'T MISS IT!**

SEARS, ROEBUCK AND CO.