

Sears BACK-TO-SCHOOL Days

FOR READIN', RITIN' AND RECITIN' SMART GALS WEAR

Honey Lanes

Only \$1

• SIZES 7 to 16 . . .

- ★ Canny Clan Plaids
- ★ Perky New Poplins
- ★ Printed Percales
- ★ Tubfast Broadcloths

Teens and almost teens know the ABC's of style . . . and they put Honey Lanes at the head of the class! Boleros, suspenders . . . In prints, plaids, plains, stripes, dots, florals. Deep hems, pinked seams, dainty trims.

LOOK AT SIS! READY FOR THAT IMPORTANT FIRST DAY!

Honeysuckles

Only \$1

• SIZES 3 to 6½ . . .

- ★ Frolicksome Florals
- ★ New Scotty Plaids
- ★ Washfast Broadcloths
- ★ Poplins, Percales

Small editions of Big Sister's favorite dresses . . . with briefest pleats or swirling, half-pint cartwheels for skirts. Boleros, two-piecers and princess styles in washfast cottons. Finished like more expensive dresses.

FIRST TO SEARS . . . THEN OFF TO SCHOOL IN STYLE!

PENCIL SHAPED
PENCIL BOX

Given

TO BOYS AND GIRLS

With Every "Back To School" Purchase
Fellows and gals who own one of these streamlined pencil boxes are the envy of everybody in the class. Shaped like a great big pencil, it holds a ruler, pen, pencil and an eraser. Yours with Back to School purchases.
One Limited to Each Boy and Girl



Sears, Roebuck and Co.