

Sears 56TH ANNIVERSARY Sale
"MORE FOR YOUR MONEY"

Fall Versions of the Likable,
Wearable Casuals You Want

COATS

Versatile Fashions
Styled for Season
After Season Wear
And Priced Only...

\$12

Simple lines that belong to all seasons... lithe, young and unadorned. Tailored in warm fabrics... fleeces, Harris type tweeds, plaids, plaid-backs, herringbone fleeces... woven in mellow fall colors. Boy-styles, balmacaans, trench coats, boxy types, single and double breasted reefers... adept companions for active Autumn days. Serenely priced to leave your budget unperturbed. Sizes from 12 to 20 and 38 to 44.

★ SINGLE AND DOUBLE BREASTED REEFERS ★ TRENCH COATS ★ BOXY TYPES ★ FLEECES ★ HERRING-BONES ★ PLAIDS ★ SIZES 12 TO 20 AND 38 TO 44



Flattering Styles That Brighten City Scenes

DRESSES

\$4.50

BRAND NEW STYLES
THRIFTILY PRICED
TO FILL FALL WARDROBES

We're starting the season in your favor with these wonderfully flattering rayon crepes, failles and corduroys. One and two piece suit styles, slim date frocks, becoming casuals... so temptingly low priced you'll want many more than one. In vibrant autumn colors. Sizes 12 to 20, 38 to 44, 46 to 52.



Washable..Broadcloth
Classic Shirt Style

BLOUSES

59¢ -- 2 FOR \$1.09

Action free, action back blouses with convertible neck, short sleeves. In pocket. White, colors and candy stripes. In sizes from 32 to 40.

Skirts . . . 1.79

New fall fabrics and colors. Sizes 24 to 30. All colors.

Glenrose HATS

BRILLIANT HEADWORK IN
GLORIOUS AUTUMN COLORS

Lovely to look at... delightful styles for every costume. Soft felts, spiked with hand detailing... ribbon trims... novelty stitching and feathers... beguiling veils that are so flattering.

Sears

SEARS ROEBUCK AND COMPANY

INVESTMENT WISE
-STYLE WISE-
SABLE dyed CONEY
FUR COATS
\$44



An investment in glamour that's a mighty practical one during Sears Anniversary Sale! Soft sable dyed coney... to keep you beautiful and comfortable all winter... to wear over your day and evening clothes. Slender swaggers with small collars... new sleeve treatments... smart turn-back cuffs... flatteringly simple lines that go with every costume. Carefully tailored in women's and misses' sizes.



Girls' New
Fall and Winter,
School or Dress

**COATS
\$6.50**

She's your pet and our pet... whether she's a seven year old scholar or a slimming-out teenager all of fourteen. And we have the coats... not too babyish, not too grown-up... that will win her approval. Carefully tailored in warm fleeces, herringbones, and tweeds, in wine, teal and blue.

Fur values only Sears can offer with their large buying facilities! Quality furs that can't be surpassed anywhere for the price... that you will be proud to own. Styled in both women's and misses' sizes.

