

BACK-TO-SCHOOL

MANY NEW ITEMS ARRIVING DAILY

SCHOOL SWEATERS

Cardigans . . .

Knit of 100% pure virgin wool in glorious fall colors. Long sleeve styles. Sizes 34 to 40. **4⁹⁸**

Pullovers

Heavy knit of 100% wool in new fall colors. Ribbed neck and wrists in sizes 34 to 40. Long sleeves. **3⁹⁸**

Polo Shirts

Women's short sleeve polos in soft cotton knit. Crew neck. White, blue or gold. Excellent for work or sports. **85^c**

SHORT SLEEVE CARDIGANS2.98
PRINT TEA APRONS94
PRINT HANDKERCHIEFS......25
FLANNELETTE GOWNS.....1.49

Rayon Satin SLIPS

1⁸⁹

Just received. Lustrous rayon satin with dainty lace trim. Bias cut for better fit. White only in sizes 34 to 40.



Polo SHIRTS

79c

Crew neck with long or short sleeves. Mercerized cotton in stripes or solid colors. Sizes 1 to 14.



Bib Overalls

1.19

Big top overalls in durable chambray or striped cotton. Tailored to fit. Sizes 3 to 6 1/2.

SKIRTS - BLOUSES

SKIRT

All wool plaid or flannel skirts with suspender top. Pleated styles. Sizes 2 to 6 1/2. **2.89**



BLOUSES

White cotton blouses with colored peasant trim on front and collar. Sizes 1 to 6 1/2. **1.49**

JUMPER FROCKS

Dainty corduroy style. Jumper frocks in blue, red and navy. Sizes 3 to 6 1/2. **2⁶⁹**

BILTWELL SHOES

For Rough School Wear
Youngsters go for these shoes. They feel so good and are tops in style. So come on down, Mothers, put your children in this practical, economical shoe. You'll be glad and so will the kiddies. Soles are of tough horsehide leather. Brown, black. Sizes 8 1/2 to 3. **2⁴⁹**



SEARS

133 SO. 8TH
PHONE 5188

FIRST TO SEARS



THEN . . .

GET ON EASY TERMS USE COUPONS LIKE CASH AT SEARS

GET ON THEIR SWOON LIST!

Fraternity Prep

SPORT COATS . . .

Styled for young men with broad shoulders and tapering waist in all wool fabrics. Blue and brown glen plaids, overchecks and herringbones. Size 4 to 16. **6⁹⁵ and 8⁹⁵**

. . . AND SLACKS

Complete your ensemble with contrasting cassimere slacks in the popular drape model with pleated front, cuff bottoms, and drop belt loops. Size 10 to 20. **4⁹⁸**



For Small Fry BIB TOPS

1²⁵ to 1⁸⁹

Well tailored and sturdy bib top overalls for school or play. Chambray's, denims, and drills in dark, practical colors. Sizes 2 to 10.



Reversible Wool Jacket

Heavy part wool block plaid on one side with water repellent zelon finish on other. Reversible for double duty. Sizes 8 to 16. **5⁸⁸**



COATS and COAT SETS

Two-Piece Coat Set **8.39 to 12.39**

Past wool fleeces with warm interlining. Complete with suspender leggings with zipper. Sizes 1 to 6 1/2.

Girls' Coats

7.45 to 8.95

Snappy tweed styles or herringbone weaves. Rayon lined with interlining. Tailored or princess styles with belted backs. Sizes 3 to 6 1/2.



ANKLETS

25c
School anklets in wide range of colors and styles — Solid colors or stripes. Ideal for school.



Suspenders

32c
Children's sizes in adjustable lengths. Metal clip on ends. Elastic back.



DRESS HATS

1.19
Good quality felt blocked to shape just like Dad's. Collegiate trim.



JACKETS

for School **2.21**
Part-wool jacket in two-tone combination. Maroon sleeves and collar with navy body. Warm and durable. Sizes 8 to 14.



Deluxe BILTWELLS

Husky, attractive shoes for little toughies who are plenty active on their feet. The toe is specially made to be scuff-resistant. Because these brown leather oxfords are Sears famous Biltwel' Deluxe quality, you know you can count on them for extra service. Can be resoled. Brown. Sizes 12 to 3. **3⁹⁸**



Boys' School SWEATERS

1.98 to 3.98
Coat sweaters or slip-overs in wide assortment of styles and color combinations. Sizes 4 to 16. Wools and part wool knit.

- BOYS' FLANNELETTE PAJAMAS1.19
- JUNIOR COMMANDO SWEAT SHIRT89
- ALL WOOL PLAID JACKETS4.24
- CORDUROY HATS98
- TWO-PIECE SLACK SUITS3.25
- BOYS' SCHOOL PANTS2.98
- ONE-PIECE PLAY SUIT2.06
- BOYS' LEATHER JACKET8.54

PURCHASES TOTALING \$10 OR MORE MAY BE MADE ON SEARS EASY PAYMENT PLAN

"Satisfaction guaranteed or your money back"