

STARTS THURSDAY! 9 BIG DAYS! SAVINGS IN EVERY DEPARTMENT!

SEARS Value DEMONSTRATION

Men's 100% Wool Hercules washable jacket

Regularly 8.95 **7.88**



Thick, warm 24-oz. virgin wool. Sparkling plaids! Thick, warm jackets that you can actually wash! Count your savings on Sears low price . . . say goodbye to dry-cleaning bills! Zip front, set-in sleeves, "sudsable" rayon shoulder yoke lining. Bright plaids. Sizes 34 to 46.

Charmode styled for comfort priced for savings . . . tailored for wear . . .

Jamarettes

cozy warm fluffy soft Sanforized flannelette low priced at **Reg. 3.69** **3.29** Exclusive Sears



- You'll find no finer pajamas at this price!
- Double sewn, rip-resistant seams
- Comfortable, convertible notched collar
- Adjustable gripper closing on waistband

Shop, compare, you'll find none finer at this price! Made to Sears own rigid specifications to give you more comfort when you sleep . . . more beauty when you lounge. Cut in just the right proportions, superbly tailored in snugly warm, deep-napped flannelette. Sizes 34 to 40 in easy-to-tub vat-dyed pastels and prints.



Fleece-Lined Cotton Unionsuit

Reg. 2.69 **2.28**

Spring needle knit cotton unionsuit with soft cotton fleece inside! Set-in shoulders, reinforced crotch. Sizes 36-46. Buy now at this low sale price!



Pilgrim Sweatshirts

Inside is Thickly Fleece

Reg. 1.49. Now **1.28**

Mediumweight cotton with thick fleecing inside. Ribbed knit cuffs, collar, waistband. Grey. Small, med., large.



Pilgrim Work Socks

Reg. 45c **38c**

Medium length. 55% wool, 45% cotton work socks. Grey, black or natural color. Sizes 10 to 12.



Economy Priced Sheer Nylons

Smooth Fitting Seam Back

Regularly **99c** to 1.35

Top notch value in sheer-ness, in appearance, in long wear! Finely knit of "miracle wear" nylon from top to toe. Reinforced toes, high spliced French heels, double tops. 8 1/2 to 10 1/2.



Fine Soft Virgin Wool Cardigan

*4 Basic and Budget-Wise

Reg. 2.98 **2.67**

A cardigan that every sweater wardrobe should include priced so you can easily have it. Beautifully knit of soft virgin wool. Finished with a grosgrain ribbon button band. Choice of colors. Sizes 34 to 40.



Boyville All-Wool Plaid Jac-Shirt

Reg. 4.98 **4.48**

Bright, multiple plaids, button front, 2 button-downs chest pockets; coat-style, button sleeves. Sizes 8 to 18. A buy!



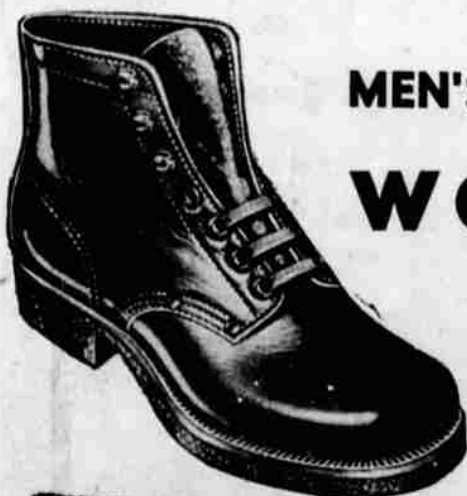
Boys' Flannel Shirts

Reg. 1.39 **1.27**

They're double stitched for added wear—Sanforized blue denim, won't shrink more than 1%—copper riveted at all strain points. 4 to 16.

Reg. 1.79 **1.47**

Boyville cotton flannel plaid shirts score a big hit with their two-way collar, in-out bottoms. Size 8 to 18.



MEN'S WEARMASTER work shoes

Sears Low Price!

Goodyear welt construction. Heavy duty tire cord sole, tough cowhide upper. Plain toe. Black color. Sizes 6 to 11.

4.95



8-Inch Engineer Boots

9.95

Oil tanned 8-inch boot, western made. Long-lasting rubber cord sole. Straps adjust. Goodyear welt construction. Sizes 7 to 11.



Combat Type Boots

For Boys **5.95** Reg. 6.95

4-in. leather cuff, double tanned upper. Reversed leather, smooth side next to the foot. Double sole. Leather midsole. Rubber outsole. Sizes 2 1/2 to 5 1/2.



Girls' Colorful Fall Skirts

Reg. to 1.98 **1.44**

Bright wool plaids, solid colors in the group. New pockets, belted styles, elastic waist, flared slim types. 7-14.



Girls' 100% Wool Pullovers

Reg. to 1.98 **1.44**

Assorted short sleeved pullovers in novelty or plain knits. Crew neck, ribbed cuffs, waist. Popular colors. 8 to 16.

Girls' White cotton slips

Reg. 1.19 **88c**

Fine 80-sq. cottons with tailored v-top. Double fabric bodice, bias effect. Fine-fitting. Sizes 10 to 16.



Tots' Part Wool Unionsuits **99c**

10% wool, 90% cotton. Button front. 2-6x. Reg. 1.29

Children's Cotton Panties **29c**

Band waist and button-on styles. 4-6-8. Reg. 49c

Tots' Polo Shirts **59c**

Short sleeve style. Plain colors. 2-6x. Reg. 89c



Giant Flour Squares, Reg. 29c ea. 5 for 99c

thrifty, 36-inch washfast printed percales

Reg. 39c Yd. **29c Yd.**

Buy many yards of this smooth-finished cotton for children's gay dresses, playclothes, house dresses. Economy-priced at Sears. Bright, fresh patterns in a grand array of colors.

"Satisfaction guaranteed or your money back" SEARS

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