

SEARS 68th anniversary SALE

ROEBUCK AND CO. traditionally our lowest prices

look for the famous labels!

regular \$39⁹⁵ coats

in all-wool fabrics usually found only

in garments selling

at \$40 and \$50! **\$30**



- All-wool tweeds, zibelines, flency or plushy textures
- The latest Fall colors
- Boxy, fitted and princess styles
- Misses' and petite sizes 8 to 18



Dark Cotton Striped Frock
\$3⁹⁸

School fashion in Stevens' tweedy-look dark striped cotton with rolled collar and pouch pocket. 7 to 14.



Full-Belted Coats Rate With Girls

\$16⁹⁵

Trimly tailored double-breasted coat in a luscious blend of 90% wool and 10% cashmere. Sizes 7 to 14.

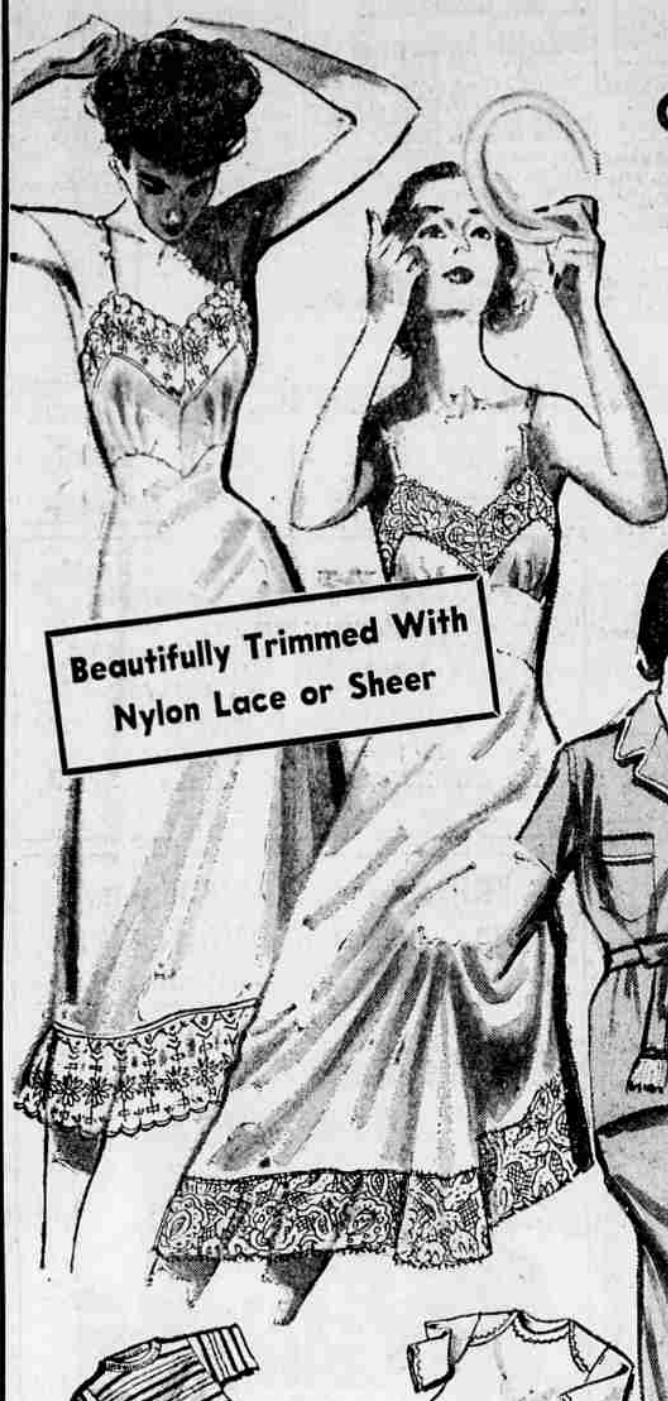


Orlon® and wool jersey blouses

\$1⁹⁸

Pellon lined collars stay in perfect shape! Wide choice of styles with charming trims. Rich fall colors. 7 to 14.
*Dupont's acrylic fiber

Flannel Print Pajamas
White Background
\$2⁵⁹



Beautifully Trimmed With Nylon Lace or Sheer

Lavishly Trimmed Charmode Slips of Nylon Tricot

Sale Price **\$1⁹⁹**

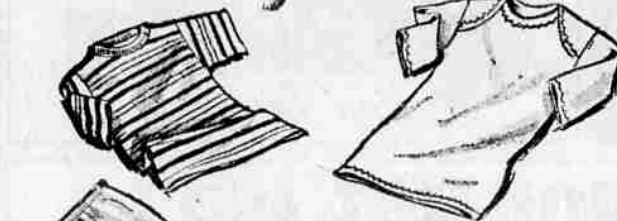
Generously Cut, sized, comfortable fit. Completely charming Charmode slips of 40 denier nylon tricot. Run-proof to wear better, last longer. Frothy lace trim or embroidered nylon sheer feels and looks so luxurious. Buy your slip wardrobe today!

Plains or Prints in Man Tailored Jamarettes

Reg. 3.50

\$2⁷⁹

Smart television loungers will like these pretty sanforized prints or solid colors in cleverly fashioned jamarettes. They tub easily — maximum shrinkage 1%. Sizes 32 to 40.



Girls' Wool Flannel Coat Sets
16⁹⁵

Pretty princess style with dotted nylon collar, cuffs. Inverted pleats. Bag and belt. Sizes 1, 2, 3, 4.

Honeysuckle Quality Training Pants

5 FOR \$1⁰⁰



Tots' Wool Covert Coat Sets
14⁹⁵

Waist style coat with unpressed pleats front, back. Pleated rayon taffeta trimming, lining. 3 colors. 1, 2, 3, 4.



Princess Style Wool Covert Coats
14⁹⁵

Lovely self collar, picot edged picot cape. Covered buttons, back belt. Navy, coral and gold colors. 1-4.



Tots' Rayon Sheen Gabardine Coats
16⁹⁵

Cute as can be! Double breasted, yoke style. Rayon check trim. Darling matching bonnet, bag. 1-4.

68th ANNIVERSARY SALE
SPECIAL LOW PRICE

Use Them Just Like Cash!
The easy way to make your small purchases
CREDIT PURCHASE COUPON BOOKS

"Satisfaction guaranteed or your money back" **SEARS**

133 So. 8th

STORE HOURS: 9 A.M. TO 5:30 P.M.

Phone 5188