

October Is Coat Month At Sears

sale!

all-wool coats

specially priced
at only

\$22

- luxury fleeces!
- new silhouettes!
- fashion details!

Here are just two coats from our collection of wonder-priced fleeces. The season's most exciting styles... beautifully detailed from collar to hem... glowing in a whole palette of colors. Choose from beige, gray, red, peacock, melon or blue. Misses' and petite sizes.

sale-priced
and
flattering!
regular \$2.98

hats \$2³³

What's new in hats? Berets! Bretons! Shells! Pillboxes! And they're all here in this sale... rich rayon velvets and high-lustre felts. A rainbow-ful of fashion colors, many sparked with-glitter trim. Buy several! Save on every one!

dresses

every one worth many dollars more!

every one a fashion winner!

every one a sure-fire value!

Smart styles include new sailor-collar designs, full-flaring coat dresses, high-rise empire waists... all in rich-textured rayon and acetate fabrics; all with expensive-looking trims. Misses', Juniors' and half sizes!

sale!

\$5

Charmode Flannelette Pajamas

Reg. 3.49

3¹⁹

Comfortable man-tailored pj's in solid colors with white piping. Sanforized (maximum shrinkage 1%). 34-40.



Style, quality worth easily \$1 more!

Nylon tricot slips

Your choice of 4 flattering styles!

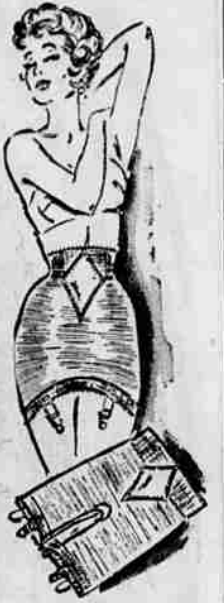
2⁹⁹

Each



Four new styles for those who like variety—each so fashionable, so different you'll want them all! 40 denier nylon tricot for years of wear. Come in pink and white, sizes 32 to 44.

- a. Three layer bodice trim! Two of flowery nylon lace with daintiest nylon net between.
- b. Row after row of lacy trim! Fitted bodice with two rows wide lace and shirred nylon.
- c. Trimmied with satin ribbon! Two rows satin ribbon with pleated nylon insert trim.



Nylon-Rayon, and cotton elastic 2-way stretch
Panty or Girdle

Reduced from 3.59 **2.99**

Elasticized to smooth hips with Cortex to flatten tummy. Small - Medium - Large.

For the active, rough 'n ready youngster
Honeysuckle western



Denim Jeans

Boys and Girls
Sizes 1 to 6
Regular 1.59 **1³³**

- Sturdy 8-oz. blue denim, double stitched!
 - Detachable suspenders, zipper closing!
- Texas-made denims for the roughest, toughest wear that youngsters can give! Check the features: Heavy 8 oz. material, double stitching, copper riveted, detachable suspenders, authentic Western style. Boys' jeans have zipper fly — girls' have zipper side closing. Buy several pair at this bargain price!



**Corduroy
Girls' Skirts**

Sizes 3 to 6x **1⁰⁰**

Washfast pinwale corduroy in smart dirndl style! Elastic shirring at waist. In red, copen, blue. Outstanding value.

USE SEARS EASY
PAYMENT PLAN ON
ALL PURCHASES
TOTALING \$20
OR MORE

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

Girls Sizes 7 to 14
Plaid-Lined

Jeans

2.79 Value **2¹⁹**

Fully lined with plaid flannel for extra warmth and protection! Sturdy denim, double stitched throughout; boxer top. Copper rivets at all strain points. Sanforized — won't shrink over 1%.



**Girls' assorted
Cotton Blouses**

Sizes 1 to 6x **1⁰⁰**

A big assortment of crispy-white blouses... smartly tailored, trimmed. All are sanforized. Low priced — buy several!

"Satisfaction guaranteed or your money back" SEARS

Store Hours: 9:30 a.m. to 5:30 p.m.

133 So. 8th Phone 5188