

**SEARS**  
ROEBUCK AND CO.

**69<sup>th</sup> ANNIVERSARY**

**sale**  
good quality for less since 1886



## Double Duty Wear

Reversible Warm Up

SALE  
PRICE

**4<sup>88</sup>**  
Sizes  
4-8

Colorful and versatile is the feature. This 90% wool melton, 10% nylon reverses to contrasting acetate satin; completely water repellent. Boy's sizes . . . 5.99

## Water Repellent Jacket

Cotton poplin, flannel lined.  
Assorted colors.  
Zipper Front. Save Now!

**3<sup>44</sup>**



... It's **PILGRIM** for Color and Comfort!

*Your Choice*

Regular 2.98 - SAVE 96c

Any  
Two  
For

**5<sup>00</sup>**

## New Colors - Pilgrim Sport Shirts

Sports shirts at this value are hard to find, but Sears has them now at extra savings. Nobody can help but admire the looks and feel of these solid color beauties.

## Washfast Flannels

In colorful plaid assortment featuring 2-way collars and in-or-out bottoms. Tailored for action-free comfort. Sanforized and shrunk for perfect fit.

## Comfort Cut Pajamas

Sanforized for perfect fit. Tailored for maximum sleeping comfort. Choose coat or middy styles in sizes A, B, C, or D.  
\*Max. Shr. 1%



a bargain at 1.49 ... now offered

at an extra **23<sup>c</sup> SAVING!**

## Extra Warm Long Wearina

Sanforized, Washfast

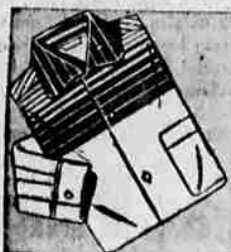
## JR. BOYS FLANNELS

Sale  
Priced

**1<sup>12</sup>**

Big Boys Sizes . . . 1.26

These winter weight sanforized cotton flannels have features that include 2-way convertible collars, double yokes, in-or-out bottoms. Washfast plaids and splash prints in a big choice of colors.



**Sport Shirts**  
STYLED, SIZED RIGHT  
2.49  
value **1.73**

Made of Fibrene, the very latest styling. Sizes 6 to 16!



**Boys' Pajamas**  
GUARANTEED KNIT  
Reg. 2.49 **1<sup>99</sup>**

Double gusset crotch. Guaranteed 6 months.



**Boy's KNIT BRIEFS**  
Reg. 49c **3 for 1<sup>00</sup>**

Stock up now! School ahead . . . Sizes 4 to 8.



**NYLON FLEX-FIT**  
Reg. 59c **2 for 94<sup>c</sup>**  
S-t-r-e-t-c-h  
To fit boys growing feet.

luxurious new imported and domestic fabrics with pin-points of color in . . .

posture-fit  
Tailored-to-Measure

## SUITS

Your choice of 17 imported and domestic pure wool fabrics! Individually tailored to your measure. Custom made to the style you choose. Save, now!



For only

**57<sup>50</sup>**

choice fabrics  
usually found  
in Tailored-to-Measure  
suits of \$85 quality  
**SAVE UP TO 30%**



## Two Great Fabrics!

Imported Suede and  
Washable Nylon

*Your choice*

You'd expect  
to pay \$3  
to \$5 more

**11<sup>88</sup>**

An ideal chill chaser, no better jacket at this price for all-around leisure and casual wear. Variety of smart colors. 36-46.



water repellent

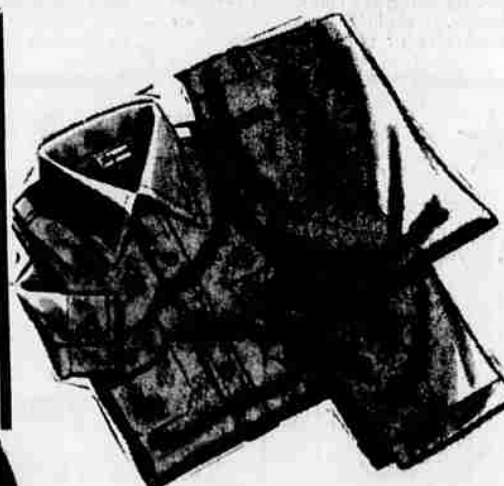
spot resistant

expertly tailored

Weightless warmth is the feature in Hercules nylon, fleece lined jackets. Wind resistant, water repellent. 100% nylon, easy to care for.

**Anniversary Special!**  
Regular 7.95  
**Cotton Poplin**  
White, Oyster, Navy Blue  
Jackets **5<sup>99</sup>**

Wear it ... Wash it ..  
Easy To Care For



## Extra Rugged

Extra Rich

Hercules Matched

TWILLS

Reg. 5.47  
Tan or  
Gray

**4<sup>55</sup>** Set

Mercerized for added luster. Sanforized for lasting fit. Built to take the roughest everyday wear.

Be Casual ...

Be Comfortable

**Orlon Slipover**

Reg. 5.90

**4<sup>99</sup>**

Gives warmth without weight. Washes so easily. Needs no blocking.



Sleeveless Reg. 3.98 ..... 2.99



**Corduroy Shirt**

Two Button Adjustable Cuffs  
Reg. 3.98  
Cotton ..... **2.99**  
Fashionable contrasting corduroy with pocket and collar. Matching trousers. In 6 smart shades. All sizes.

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

STORE HOURS: 9 to 5:30

OPEN FRIDAY  
NITE 'TIL 9

133 So. 8th - Phone 5188