

Why Pay More? Buy The Best For Less at SEARS!



SEARS DAYS

A SALE AS GREAT AS ITS NAME!

Learn How Convenient it is to say...
"PUT IT ON LAY-AWAY"
small deposit holds merchandise you want before it's gone. Ask any salesperson.

sale!

all-wool coats

in high-shade fleeces
and soft-tone pinchecks

for Sears Days only
then back to their
regular price of
29.95!

\$25

Only 2.50 Down, 5.00 Month On Sears
Easy Payment Plan

Silhouettes that point the way to
tomorrow's fashions... fabulous
all-wool and wool and mohair fab-
rics... details that assure perfect
fit, comfort and an air of ele-
gance! You get all this and save a
handful of dollars, too, in this
great sale! Misses' sizes 8 to 18.

- A. Mohair and wool fleece with double-
tab fastening. Beige, red, peacock
or collilion blue.
- B. Mohair and wool fleece with small
wing collar. Beige, red, peacock or
collilion blue.
- C. All-wool pincheck with zip-out lining.
Blue, beige, gray, mauve or turquoise.

noteworthy
knits
...and what a thrifty price!
\$9
Wonderfully wearable, sleekly
smart two-piece styles in all-
wool knits. A wide array
of fashion colors and distinctive
patterns. Many beautifully
trimmed with fluff or exotic
embroidery. 10 to 18.

a head-turning
value!
regular \$2.98
hats **\$2**

Plenty of fashion excitement
and headline flattery in this
assortment of high-lustre
felts and luscious rayon velvets.
Take note of that \$2 price!
Be smart! Buy several!
They come in dozens
of the most wanted colors.

Ladies Handbags

A huge assortment of the lat-
est fall styles... pouches,
boxes, smart shoulder-strap
bags. In long-wear-
ing leather-look plastic...
wipes clean easily, always
looks like a million. All your
favorite fall colors.

2.44 Plus Tax

SEARS DAYS
SUPER SPECIAL



new fall fashions

Value tagged
at only...

\$5

What a collection! Rayon flan-
nels, cross-dyed failles, mens-
wear, denims, lots of lavish
new textures that look far more
expensive! A host of brand
new styles too...sheaths, drop-
torsos, coat dresses, one and
two piece styles, everything
that's new and exciting. In
misses', junior and half-sizes.

winterwear values for girls and teens

15⁸⁸

Compare with others
selling for 19.95!

Only 3.80 Down, 6.00 Month On
Sears Easy Payment Plan

Wool tweeds, fleeces, plaids...
smart stitched accents, velveteen
trims. Some with matching bags
or muffs and hats. Popular fall
colors. 7 to 14. (above)



dress-up hats, reg. 1.98
now **\$1.44**

Cotton velveteens or corduroys
...both very popular with girls
and teens. Gay young styles
with snug-fitting plastic clips
...and a whole rainbow
of colors to choose from.

**Save up to 2.00
Small Tots
Coats**
Reg. 8.49 to 16.98
747 to 1497

Here's timely savings for the
younger set. Choose from wools
and miracle fabrics. Save now at
Sears.



Just Arrived!
**Caps for the
Young Ones**
98c to 1.59

Choose now while selections are
complete. Styles and colors for
both boys and girls.

"Satisfaction guaranteed or your money back" SEARS

Hours 9 to 5:30 — Friday 9 to 9
133 So. 8th Phone 5188

SHOP FRIDAYS TILL 9 P.M.