

Sale Prices 3 Days Only Shop Friday 'Til 9 P. M.

SEARS 75 DIAMOND JUBILEE YEAR

here's **PROOF** why pay more?



Orlon* cardigan and pullover sweaters...

classic-styling, easy-care at low prices!



cardigan

pullover

2⁸⁸ **1⁸⁸**

These cardigan and pullover sweaters are truly classic... wear them together or separately for the casual look you love! Beautifully made of Orlon* acrylic that takes to the tub, retains its shape resists unsightly pilling. Buy them in matching or complementing colors... they'll be wardrobe assets for years to come. Available in sizes 34 to 40. *DuPont Reg. T.M.

- aurora blue • bright green • oakleaf brown • violet • red • orange • white • black

*cardigan only



NO MONEY DOWN when you make purchases on your Sears Revolving CHARGE ACCOUNT

women love our timeless just-right

paca point coat **29⁰⁰**

This is our newest version of the popular Paca Point wool coat that women adore for its fashionably easy lines, lightweight warmth and solid value. Note the new fashion details: two shoulder pleats at back yoke, easy raglan sleeves that push up, wide notched collar, and three importantly big buttons. Yours in grey, tan or blue. Sizes 8 to 18.



Fraternity Prep Sweaters

pullover sweaters, shawl collars. Of bulky knit Orlon* acrylic. Blue, red, olive. Small, medium, large and extra-large sizes.

4⁹⁹

pullover of bulky knit Orlon* acrylic, contrasting trim. Red, gold, olive. Small, medium, large and extra-large sizes.

4⁹⁹

CHARGE All Your Needs on Sears revolving CHARGE ACCOUNT



SANFORIZED COTTON CORDUROY PLAYWEAR



new prints for the first time at the same price as the lovely solid colors

creepalongs
overalls
boxer longies

99^c each

- creepalongs with snap crotch, elastic back and button-front suspenders.
- overalls with adjustable button-front suspenders, snug elastic back waist
- boxer longies with full elastic all 'round and one pocket in back.

A tremendous selection for you... so many wash-fast colors and pretty prints and plaids, we can't even mention them all... and the prints are the same price as the solids! Completely washable, too. Sizes 6-months to 6. Hurry buy now at Sears!

Charge playwear on your Sears revolving Charge Account

Fabulous Purchase
Catch a wardrobe of easy-wear

Easy-care Dusters

HONG KONG COTTON PRINTS Charge It **97^c**

Treat yourself to all the butterfly-pretty print dusters you need for home-work or leisure. These easy-care cottons are easy on budgets, too! Small, Medium, Large.

Just say "Charge It" on Sears Revolving Charge

charmode dainty cotton dusters

Sears Low Priced! **1⁸⁸** Charge It

A variety of styles in better quality cotton. Prints and solid colors. Sizes 10-18.

Wonderful Dan River Dri-Don® WASH-AND-WEAR COTTONS

Sears Low Priced! **3⁷⁵**

- Misses 18 to 30
- Youth-Boys 12 1/2 to 24 1/2

Same fabrics you've seen in higher priced fashions! You'll gladly pay more for these famous cottons because you know how beautifully they wash, how they shed wrinkles, require little or no ironing! Shirtwaists, square and cowl neckline dresses. Buy several!



Reg. 4.99 girls' bulky knit Orlon* sweaters

SAVE \$1 **3⁹⁹** Charge It

Easy care Orlon* acrylic cardigans have novelty stitches, club or shawl collars. They wash beautifully, never need blocking. Fuchsia, spice, emerald, red, white, gold or Baltic blue. Sizes 7 to 14.



Dreampuff® cotton knit panties

Sears Low Price

49^c pr.

The Honeylane panty girls love! Soft puff-knit cotton, double crotch. White and pastels. Sizes 7 to 14.

girls look pretty, feel comfortable in our Honeylane tunic tops with fully lined matching Capri pants

Reduced \$1

3⁹⁹ each set



Pert tunic tops with trim matching capri pants... beautifully made to keep her comfortable and pretty all the time. Of cotton with cotton Kasha® lining to keep her snug and warm. Choose from a great collection of styles in stripes, prints, solids. Available in sizes 7-14.

3 BIG SALE DAYS!

stock up for the season plaids in deep fall colors

men's cotton flannel sport shirts



A sensational low price for well-tailored shirts of Sanforized cotton flannel in an array of fall plaids. Top-stitched collars, permanent stays. Two pockets. Small, medium, large.

Cotton or Rayon sport shirts

Your Choice **1⁹⁹** each

- Reg. 2.99 all cotton ivy styles and polished rayon challis embroideries. Button down or spread collars with permanent stays. Newest fall prints and solid colors. Small, medium, large sizes.

