

Annual October Coat Sale

Magnificent Fashion Coats in

Famous Label Fabrics

• Einiger • Botany • Worumbo
• Forstmann • Hockanum • Stroock

here's proof!
Why pay more?

Sears Low
3-Day Price

35⁸⁸

These are truly prestige coats... distinctive styling, distinguished fabrics, every detail a joy to behold. Come see this wonderful, wonderful collection. Try on coats to your hearts content... feel the fabrics, note their labels, consider the amazing values. Your new coat is here, at Sears, so hurry down and get it! Sizes for everyone.



NO
MONEY
DOWN

When you charge it
on Sears Revolving
CHARGE ACCOUNT

bulky knit sweaters in
hi-bulk Orlon® acrylic

SHOP AND SAVE
DURING SEARS DAYS

Every Department Participates!
Buy Now — Save NOW at Sears!

Low Sears Days
Price...

4⁷⁷

Look at the styling, the details, the stitches, the patterns! All utterly, utterly wonderful! They look completely elegant and so much more costly. Wonderful, too, is the way they launder... retain their shape, resist unsightly pilling. All proof again that at Sears you get quality plus value! Sizes 34-40!

Top... crew neck
cardigan in a novelty
stitch. Comes in white,
green, beige, rose.

Right... boat neck
pullover in smart pop-
corn stitch. Black,
orange or lilac.

superb quality wool
flannel skirts

bright colors and pastels

Low Sears
Days Price

4⁸⁸

Knife pleats, unpressed pleats, straight line skirts with intricate detailing. See saddle stitching, side pockets, self belts, roomy kick pleats. There are stunning greens, turquoise, rust, gray, black, light toast, pastel green, pastel blue, pastel raspberry. Sizes from 8 to 20.



Regular 2.59 Mother Hubbard
sanforized
flannelette gowns

Low Sears
Days Price

1⁹⁹

Full length for deep winter warmth. Yoked with lace and ruffles. Gay prints. Sizes 34-44.
Lay-away your robe for Christmas now... one dollar holds your purchase until December 15th.

Choose from 3 styles
sanforized
flannelette robes

Low Sears
Days Price

2⁶⁶

Fruit, flower, geometric, paisley prints. Popular, comfortable duster styles. Sizes 10-18.
Lay-away your robe for Christmas now... one dollar holds your purchase until December 15th.

Royal Charmode
Tell and Sell

airy-light charmode
padded bras

Reg. 3.98
SAVE
99c

2⁹⁹

Our finest padded Bra! Cup of 100% nylon lace has built-in whisper-weight plastic foam pads. Doubled leno (nylon and rubber) elastic across front for breathing comfort. Back panels of cotton and Dacron polyester fabric. Sizes A 32-36; B 32-38.

SEARS 75 DIAMOND JUBILEE
SPECTACULAR

Honeylane 12.98

poplin
jackets

Sears Days Sale Price

9⁹⁹

SAVE
2.99

honeylane jacket of cotton poplin has a Creslan® acrylic pile lining, collar and cuffs. Collar converts to a hood. Red, teal, willow, beige, rust. In sizes 7-14.
Keriteen, 8 to 16 sizes, regular 14.98... 11.99

wash and wear
jackets
carcoats

Sears Days Sale Price

8⁸⁸

Both jackets have luxuriously warm pile linings (Orlon® acrylic or Sherlon Creslan® acrylic). Cotton or triacetate back. Combed cotton outer shells are Zelan treated for water repellency. Red, slate blue, antelope, loden, navy, tan, rust and pewter. Sizes 3-6x.

charge your Jackets on Sears revolving CHARGE ACCOUNT