

You Can Count on Us...Quality Costs No More at Sears

Bright-Colored
Cotton
Capri
Sets

Sale
Price

3⁹⁷

Cheerful cotton gingham checks, prints or stripes. Latest, most popular colors styled for the active woman at play, at home, or on vacation. Come in and choose yours during this sale. Sizes 10 to 18.



CHARGE Your Purchases
on Sears Revolving Charge

Save Up To 20%
on New Fall Back-To-School Dresses

LAY-AWAY
SALE

\$1.00 Holds Your Selection 'Til Sept. 1st



CHARGE Your Dresses
on Sears
Revolving Charge

Regular
2.99
Dresses

2³⁷

Regular
3.99
Dresses

3³⁷

Regular
5.99
Dresses

4⁹⁷



Now at BIG Savings!
COOL Charmode Bras, Briefs

"Rotation Bras"

Smoothly tailored cotton broadcloth bra has front elastic insert for fine fit. In white. Sizes 32 to 36A, 32 to 42 B, C.

Reg. 1.69

1³³

Action Briefs

WonderS-P-A-N elastic brief of nylon, acetate and spandex has action-cut leg styling plus tummy controlling panel of acetate, nylon and spandex. Sizes small to extra large.

Reg. 3.98

2⁹⁹



Put Your Best
Figure Forward

Free consultant service by
Sears Professional
Foundation Stylist.

Pick Your Price and Save!

You'll be amazed at this selection of dresses specially purchased for this Gigantic Back-To-School event! Every color, every style imaginable! Each dress is beautifully made with special attention to fine styling details. Save now on the price you select! Sizes 7 to 14.



CHARGE IT
on Sears
Revolving Charge

New Fall Dresses

Choose from Over 18 Styles
in Little or No-Iron Cottons...

Select from a wide assortment of crisp fall colors including plaids and plaid solid combinations.

All Styles Have Elastic Back
Waists for Better Fit

1⁸⁸

Sizes 3 to 6X



WANTED
PAGE TWO

SUMMERTIME

ITEMS

NOW

ON

SALE

AT

SEARS!