

SEARS

Annual Coast-to-Coast Record-Breaking, Precedent-Smashing Event!

Just 3 big days! Thursday! Friday! Saturday!

Million Dollar RAYON SUMMER DRESS SALE



You'll Find: Loads of the CASUAL, "EASY" types so important in the style picture! Sizes 12 to 20, 38 to 44. 1.29

RAYON FRENCH CREPE PRINTS — GAY, PRETTY, JULEP-COOL!

RAYONS IN SHARKSKIN-TYPE WEAVES! SWISHY RAYON TAFFETAS!

SPUN RAYONS IN... NUBBY... LINEN-LIKE SHANTUNG WEAVES!

WHITE, BONBON PASTELS, TWO-TONE COMBINATIONS, PRINTS ON LIGHT OR DARK GROUNDS, POLKA DOTS AND MONOTONE PATTERNS.

GREATEST DRESS EVENT IN OUR HISTORY! MORE THAN 100 STYLES! MOSTLY CROWN TESTED RAYON!

The Sale sensation of the year! We bought millions of yards of fabrics... rushed to our better dress manufacturers... had these dresses made up in new Summer "success" styles... paid spot cash to get an enormous saving. Now — for a 3 day SUPER-VALUE — we pass the saving right on to YOU! Never have you seen dresses like these — sparkling with fashion, "expensively" detailed — at such absurdly low cost. Types for every date from golf to parties — most of them guaranteed WASHABLE, all fresh and new as today! Sizes 12 to 20, 38 to 44.

\$1.29

Easily Worth Much More



You'll Find: Monotone, multicolor, floral and candy STRIPES! Smart DOT prints, too! Sizes 12 to 20, 38 to 44. 1.29



You'll Find: FIGURE-SLIMMING FASHIONS for women who wear SIZES 38 TO 44. 1.29



You'll Find: FLATTERING PRINTS—new for Summer! Sizes 38 to 44. 1.29



You'll Find: CHECKS! ZIP FRONTS! MIDRIFF INTEREST! Sizes 12 to 20. 1.29



You'll Find: Soft "GO EVERYWHERE" PRINTS! New BUTTONS! PLEATS! Sizes 12 to 20, 38 to 44. 1.29



You'll Find: SHIRTWAIST CLASSICS with new treatments! Decorative POCKETS! Sizes 12 to 20, 38 to 44. 1.29



You'll Find: FLY FRONTS! New OPEN-SHIRT NECKLINES! TINY SPACED PATTERNS — BIG SPLASHY PRINTS, too! 12-20, 38-44. 1.29



You'll Find: DRESSMAKER TOUCHES—tucks, shirring! Summery SCROLL PRINTS! 12 to 20, 38 to 44. 1.29

EXTRA SPACE, SALESPeOPLE, WRAPPERS! SORRY... NO MAIL OR PHONE ORDERS! COME EARLY... WE EXPECT A SELL-OUT!

SEARS, ROEBUCK AND CO.

REMEMBER... JUST 3 BIG SALE DAYS! DON'T MISS THIS MONEY-SAVING EVENT!