

Over 6,000 trained specialists at your service!



We believe Sears Service offers more protection, greater satisfaction than any other company in America . . . because

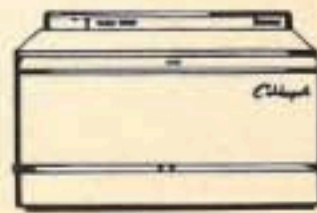
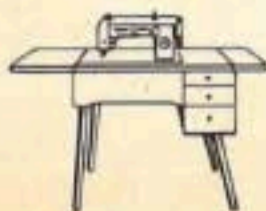
1. Sears Service Men are Specialists, expertly trained to work exclusively on Sears products; equipped with the finest tools and equipment on the market to test and check today's mechanical, electrical and electronic products. Servicing Sears appliances is their only business. No matter where you live, they are as close to you as your nearest Sears Mail Order House, Catalog Sales Office or Retail Store.

2. Sears maintains a network of 1200 Service Centers plus parts depots strategically located across the nation, each equipped to give prompt repair service at low cost. No matter where you may move in the United States, the terms of your Sears guarantee remain unchanged and service is always available

3. Sears Repair Service is Nation-wide. As a member of a 6,000-man coast-to-coast service team, your Sears service man is always ready to give you the most efficient service, because he knows Sears product. Even the best appliances or mechanical items need attention or adjustment occasionally. When that happens you want service—fast, expert and at moderate cost; you want parts without delay.

4. Sears gives you DOUBLE assurance of satisfaction. Not only does Sears 72-year reputation for honest dealing stand behind everything we sell, but also our customers are assured that Sears will continue to sell and service its brands—the brand you buy—for years to come.

Remember, any appliance is only as dependable as the SERVICE back of it!



PREMIUM QUALITY DRESS TROUSERS
**100% Virgin Wool Worsted
 Flannel and Sheen Gabardine**



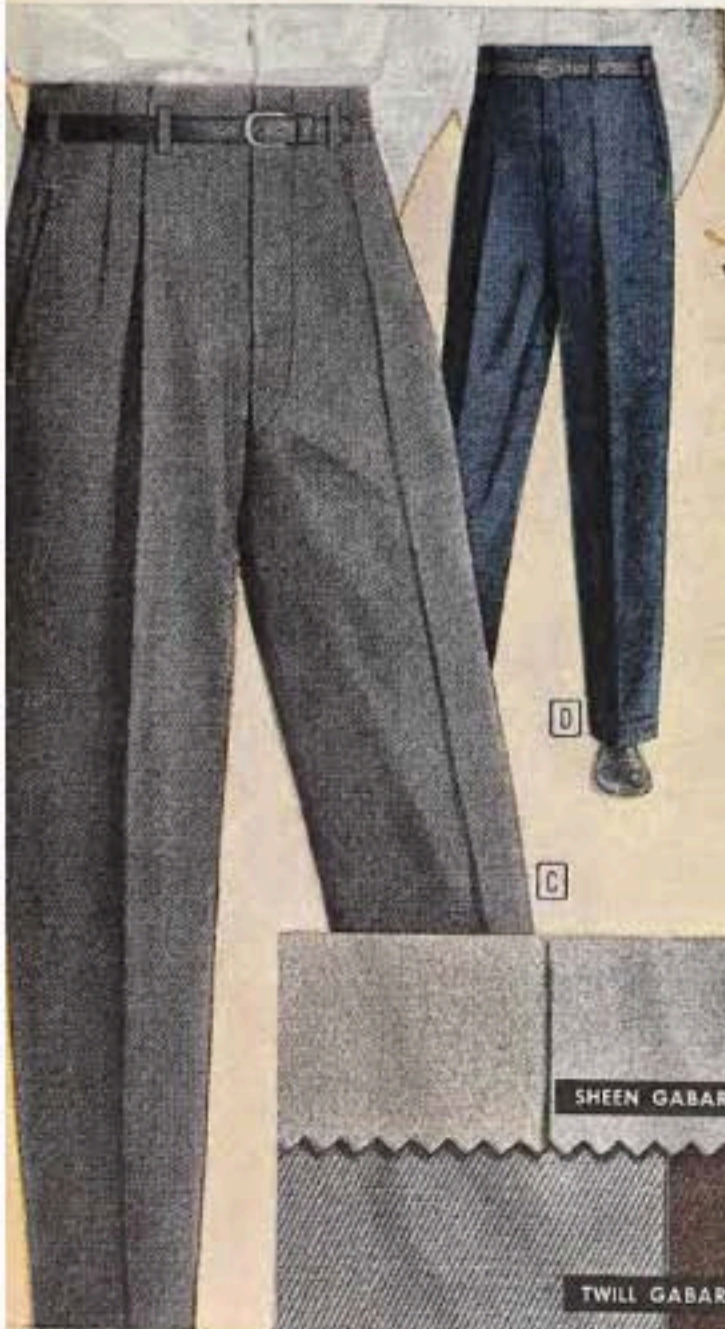
The Fluorochemical treatment that gives added protection
 against all food, oil, grease and water-borne stains

A Our best all wool flannel **\$13⁸⁰**

B Our best wool sheen gabardine **\$13⁸⁰**



Smart, Year-Around-Weight Gabardines, Sharkskins and Flannels



100% VIRGIN
 WOOL WORSTED
Gabardine
 WITH SPECIAL
 SILICONE FINISH
 that repels
 non-oily stains

(C) (D)
 Your choice of
 Sheen gabardine or
 Twill weave Gabardine

\$10⁷⁰

D

C



E 100% wool worsted sharkskin;
 plain or pleated front models **\$9.70**



F Handsomely-styled fancy
 splash-tone flannel **\$5.97**



E \$3.37

F \$4.97

\$5.74 G

Drip-dry Fabrics
No-iron Beauties in Perky Prints

Order Easy-care Loungers the Easy Way
 Place Your Order by Telephone



H
 \$5.74
 Misses' sizes



J \$2.83

\$3.97 K

L \$3.97

Embossed Cottons
Crisp and Cheery Need No Ironing



M
 \$5.97

Dan River Exclusive Wash and Wear Wrinkl-Shed Cottons with Dri-Don®
 THEY WASH AND DRY IN HALF THE TIME . . WRINKLES HANG OUT SMOOTH

Short Sleeves in all patterns \$1.86 and \$2.86 each

Long Sleeve Styles (D), (E), (F) only \$2.86 each



Dual-Wear Shirts with Sears Exclusive Perma-Smooth Wash and Wear Finish
 IN EXACT NECK SIZES . . WEAR FOR WORK OR PLAY, WITH OR WITHOUT TIE

Short Sleeve Style \$2.86 each



White Sparks Navy . . fashion's pet partners for girls this smart spring



F
Jumper-Suit
\$6.44



G
2-Pc. Nautical Pleater
\$7.94



H
Knit-trimmed 3-piece
\$8.90



J Nylon Petticoat
\$2.26
White and Pastels

K Nylon Slip
\$2.94
White and Pastels



L Nylon Fleece Topper
\$9.90
White and Pastels



M Duster and Dress
\$6.60



N

P

Perma-Smooth Vat-dyed Washfast Gingham

F

\$1.47 each
2 for \$2.74



Washable silk-look Cotton and Chromspun

J

\$1.77 each
2 for \$3.35



Washfast Embossed Cotton . . . Just Drip-Dry

G

97c each
3 for \$2.82



Perma-Smooth Washfast Basket Weave Cotton

K

\$1.17 each
3 for \$3.39



PACKAGE SPECIAL!

Don River
Wrinkl-Shed®
Gingham with
Dri-Don®

H 3 in pkg.
\$2.94



Washfast Sanforized Cotton Broadcloth

L

92c each
3 for \$2.69



Wash 'n' Wear Ivy League Slacks

Choose from 3 fine, easy-care fabrics

(AA) Baby cord is 70% combed cotton, 30% Dacron*
(BB) Gabardine is 72% rayon, 23% Dacron, 5% nylon
(CC) Fine quality lustrous polished cotton sateen
All 3 fabrics require little or no ironing!



AA Baby Cord \$2.83 each
BB Sheen Gabardine \$2.83 each
CC Cotton Sateen \$2.47 each

These slacks all have the following features: full self-fabric belt . . . a sign of fine tailoring; elastic waist back for a neat, comfortable fit; zipper fly front; cuffs; 2 pockets.

State size 2, 3, 4, 5, 6. Shipping weight each 12 ounces.

(AA) BABY CORD. 70% combed cotton, 30% Dacron. Maximum fabric shrinkage 2½%.

29 H 6903—Medium blue Each \$2.83; 2 for \$5.50
29 H 6904—Tan Each 2.83; 2 for 5.50

(BB) SHEEN GABARDINE. 72% rayon, 23% Dacron and 5% nylon. Maximum fabric shrinkage 2½%.

29 H 6943—Brown 29 H 6944—Charcoal Gray
29 H 6945—Navy Each \$2.83; 2 for \$5.50

(CC) POLISHED COTTON SATEEN. Max. fabric shrinkage 2%. High count fabric gives long wear. Crease-resistant finish.

29 H 6925—Black Each \$2.47; 2 for \$4.80
29 H 6926—China Tan Each 2.47; 2 for 4.80

* Registered DuPont T.M. for polyester fiber



A Orlon Jersey Knit \$3.80

B Orlon Knit Stripe \$3.80

C Orlon Sweater-shirt \$3.80

D Hi-Bulk Orlon knit \$3.80



(E) thru (S). Handsome Short Sleeved Styles in Cotton and Cotton-Blends \$2.86 ea. and \$3.80 ea.



T NEW! Button Low-Card \$2.86

V Mesh with Long Tail \$2.86 ea. and \$4.90 ea.



(W) (X) (Y). Breeze-inviting, Cool Combed Cotton Summer Knits \$1.86

Prettiest pair in pastel



F
\$4.60
Flare-Duster
and Dress
to Match



H 2-Pc. Sweater Dress \$3.94



J 2-Pc. Bolero Dress \$3.94



Monogrammed
CLASSIC
SHIRTDRESS
Personalized with
initials or name
on detachable
pocket tab

G
\$3.77
Sleeveless
or
Short Sleeves
(not shown)



K Pastel-Checks
Also in Pink \$3.94

L Newest Nautical
Also in White \$3.94

M 2-Pc. Cape Dress \$3.97

Our Strongest 13³/₄-oz. Jeans . . . Added Weight Means Added Strength



\$2.44 \$2.34 Boys' Sizes \$2.44

Super-strong 13³/₄-oz. Western-cut **ROEBUCKS**

Jeans and Jacket Are Now Stronger!

\$334 each
Jeans or Jacket
Youths' sizes

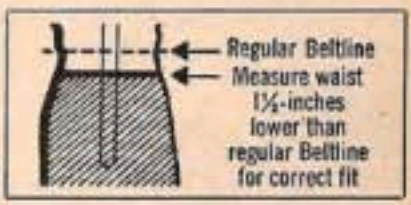
\$297 each
Jeans or Jacket
Boys' sizes

Actual laboratory tests prove Roebucks special finish resists grueling abrasive wear 33% more effectively than the ordinary denim fabric of same weight. 13³/₄-ounce super-strong blue denim rider jeans and jacket are VAT-DYED to retain a rich blue color.



A 4-STAR FEATURE

because they have been laboratory tested and compared in price with other leading brands of boys' Rider Jeans . . . We believe there's no finer denim value in America!



13³/₄-oz. Denim, patterned to fit every boy—SLIM, REGULAR OR HUSKY

Slim. Designed to give the slim, rangy boy trim-fitting jeans. Patterned to fit his build . . . narrower waist, snug-fitting seat, extra length in legs and large turn-up cuffs. New, improved vat-dyed color. Machine washable with dark clothes. Sanforized. Copper-riveted; thread bar-tacked. Zip fly, 5 pockets. No belt. Shpg. wt. 1 lb. 3 oz.

Regular. Sanforized white-back blue denim. Authentic Western styling . . . rides low on hips with narrow cut legs and large turn-up cuffs. Yoke back. Copper-riveted; thread bar-tacked. Zip fly, 5 pockets. Wash alone. No belt. Shpg. wt. 1 lb. 11 oz.

Husky. Specially proportioned jeans for the bigger, heavier boy who requires special sizes. Cut extra full in waist, seat and thighs. Sanforized fabric is strongly stitched. Copper-riveted front; thread bartacks in back. Zip fly, 5 pockets. Wash alone. No belt. Shpg. wt. 1 lb. 13 oz.

State size 6, 8, 10, 12, 14, 16.

| Size.. | 6 | 8 | 10 | 12 | 14 | 16 |
|----------|-----|-----|----|----|----|----|
| Waist.. | 21 | 22 | 23 | 24 | 25 | 26 |
| Inseam.. | 22½ | 24½ | 27 | 29 | 31 | 32 |

50 H 9285—Blue.....\$2.44,

Boys' Sizes: 6, 8, 10, 12, 14. State size. See chart "1" shown on opposite page. 50 H 9112—Blue.....\$2.34

Youths' Sizes: State waist size only. Shpg. wt. 2 lbs.

| Waist.. | 29 | 30 | 31 | 32 |
|----------|----|----|----|----|
| Inseam.. | 32 | 33 | 34 | 35 |

50 H 9112X—Blue.....\$2.76

Sizes 26 to 36-in. waist. State waist size only.

| Waist .. | 26 | 27 | 28 | 29 |
|-----------|----|----|----|----|
| Inseam... | 23 | 25 | 26 | 27 |

| Waist.. | 30 | 31 | 32 | 34 | 36 |
|----------|----|----|----|----|----|
| Inseam.. | 29 | 30 | 31 | 32 | 32 |

50 H 9233—Blue.....\$2.44



13³/₄-oz. Western-Jeans

A Extra-heavy authentic Western-cut jeans in a round-up of the popular colors. New, improved vat-dyes resist fading, hold color much more effectively. Washable with dark clothes. Sanforized. Copper-riveted front; thread bar-tacked. Western yoke back. Heavy-duty zip fly, 5 pockets. No belt.

State size 6, 8, 10, 12, 14, 16. Chart 2 on opposite page. Shpg. wt. 1 lb. 12 oz.

50 H 9270—Faded blue
50 H 9271—Wheat (tan)
50 H 9272—Medium gray...\$2.39



13³/₄-oz. Ivy Jeans

B Here's trim, natural Ivy League styling in a Sanforized denim fabric. Buckle strap in back. Vat-dyed colors stay bright . . . machine washable with dark clothes. Copper-riveted front; thread bartacks in back. Zip fly, 5 pockets.

State size 6, 8, 10, 12, 14, 16. See chart 2 on opposite page. Shpg. wt. 1 lb. 12 oz.

50 H 9273—Black
50 H 9274—faded blue....\$2.47

- Triple-ply waistband stays up . . . won't roll
- Special non-chafe U-shaped crotch for added comfort
- Wrinkle-free, heavy-duty zipper fly
- Popular Western-style curved-top front pockets

Sears exclusive super-strong Roebucks "born 'n' bred" in Texas for boys who want that slim, trim, authentic Western fit. 13³/₄-oz. denim fabric is now VAT-DYED . . . stays bright even after many washings. Machine washable with other dark clothes. Rugged cowboy-style Rider Jeans of Sanforized white-back blue denim; maximum shrinkage 1%.

Boys' Sizes
Shipping wt. 1 lb. 10 oz.

| Waist | 24 | 25 | 26 |
|--------|----|----|----|
| Inseam | 26 | 28 | 30 |

50 H 9350.....\$2.97

Youths' Sizes
Shipping weight 1 lb. 13 oz.

| Waist | 27 | 28 | 29 | 30 | 31 | 32 |
|--------|----|----|----|----|----|----|
| Inseam | 32 | 32 | 33 | 33 | 34 | 34 |

50 H 9350X—Blue.....\$3.34

Matching Roebucks Jacket of same VAT-DYED, super-strong 13³/₄-oz. Sanforized blue denim as jeans above. Snap-closure front and cuffs; 2 snap flapped pockets. Adjustable tabs and snaps at waist. Refer to chart on page 1422 for measuring information. Shipping weight 1 pound 13 ounces.

50 H 9360—Please state size 8, 10, 12.....\$2.97
50 H 9360X—Please state size 14, 16, 18, 20..... 3.34

LITTLE-OR-NO IRON
Perma-Smooth Cotton Shirts
 FOR EASY SUMMER WEAR AND CARE



| | |
|--------------|-------------|
| A | B |
| Short sleeve | Long sleeve |
| \$1.57 | \$1.88 |
| Short sleeve | Long sleeve |
| \$1.88 | \$2.34 |

| | | |
|----------|--------------|-------------|
| C | Short sleeve | Long sleeve |
| | \$1.94 | \$2.47 |

Cool Short Sleeves . . Comfortable Summer Fabrics . . Fraternity Prep Shirts



D Lustrous pima cotton and silk blend \$1.97



E Sanforized, wash-fast broadcloth \$1.67



F Permanent crinkle no-iron cotton \$1.37



G Knit collar, colorful broadcloth \$1.87



H One-piece Vestee-shirt \$2.44



U Dacron, Pima cotton Washfast colors \$2.44

Have the Ivy Look . . it costs so little



K Short sleeves \$1.77 Long sleeves \$1.97



L Short sleeves \$1.67 Long sleeves \$1.87



\$4.77 men's
\$4.67 boys'



\$5.74 men's
\$5.67 boys', women's



\$3.77 men's
\$3.67 boys'

Sears Famous Cushion Arch Jeepers

THEY'RE HARD TO BEAT FOR COMFORT AND FOR LONG WEAR . . AND JUST LOOK AT THE LOW PRICES . . IN FACT, WE KNOW OF NO FINER ATHLETIC SHOE VALUES ANYWHERE

Full length sponge rubber cushion insoles
. . thick molded rubber soles

Packed with top grade features . . featuring thick sponge rubber arch and insole. Web arch stay. Sturdy dark upper, duck lining. Double rubber, fabric binding at sole. Molded rubber sole, anti-slip tread.

Sizes: Men's wide width 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Please state size.

76 H 9575—Black. Shpg. wt. 2 lbs. 14 oz. Pair \$4.77
76 H 9573—White. Shpg. wt. 2 lbs. 14 oz. Pair 4.77

Sizes: Boys' wide 8, 9, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½, 6. State size.

76 H 9576—Black. Shpg. wt. 2 lbs. 4 oz. Pair \$4.67
76 H 9574—White. Shpg. wt. 2 lbs. 4 oz. Pair 4.67

Buoyant sponge rubber cushion arches
give wonderful, relaxing foot support

Our best cushion arch Jeeper . . men's, women's, boys' sizes. Finest quality reinforced duck uppers. Sponge rubber cushion arch, insole, heel. Reinforced backstay. Molded rubber sole, anti-slip tread. State size.

Sizes: Men's, big boys' 6½ to 13. Half sizes too.

76 H 9590—Black. Shpg. wt. 2 lbs. 14 oz. Pair \$5.74
76 H 9577—White. Shpg. wt. 2 lbs. 14 oz. Pair 5.74

Sizes: Boys' wide width 2½ to 6. Half sizes too.

76 H 9591—Black. Shpg. wt. 2 lbs. 4 oz. Pair \$5.67
76 H 9578—White. Shpg. wt. 2 lbs. 4 oz. Pair 5.67

Closely woven army duck uppers; heavy
bumper toe guard to protect your feet

One-piece rubber sole and sole guard molded to upper for extra-long service at a low price. Army duck uppers, drill lined. Cushion arch and insole. Reinforced backstay. Molded rubber sole, anti-slip tread.

Sizes: Men's wide 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. State size. Shpg. wt. 2 lbs. 11 oz.

76 H 9587—Black. Pair \$3.77
76 H 9579—White. Pair 3.77

Sizes: Boys' wide 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½, 6. State size.

76 H 9588—Black. Shpg. wt. 2 lbs. 3 oz. Pair \$3.67
76 H 9580—White. Shpg. wt. 2 lbs. 3 oz. Pair 3.67

Washable Putter Shoes

MEN'S, BOYS' SIZES
. . LOW PRICES



\$2.83

\$2.83 men's

\$2.77 boy's

Cotton Duck. Molded rubber sole, heel. Cushion insole. Wt. 2 lbs. Half sizes too. State your size.

Sizes: Men's D (med.) 6½ to 12.

76 H 9612—Brown. Pair \$2.83
76 H 9613—Navy blue. Pair 2.83

Sizes: Boys' D (medium) 11 to 6.

76 H 9642—Brown. Pair \$2.77
76 H 9643—Navy blue. Pair 2.77

TO ORDER JEEPER HIGH SHOES: A width or narrower, order half size smaller than street shoe; B width or wider, order shoe size.

Elastic Gore Putter Shoe. Washable cotton duck uppers. Cotton drill lining. Cushion insoles. Molded rubber sole and heel.

Sizes: Men's D (medium) 6 to 12. Half sizes too. Please state size. Shipping weight 2 lbs.

76 H 9610—Brown. Pair \$2.83
76 H 9611—Navy blue. Pair 2.83

TO ORDER JEEPER OXFORDS: For B width or narrower, order half size smaller than street shoe; C width or wider, order shoe size.

Men's, Women's, Children's

HIGH-CUTS, LOW-CUTS



\$2.77 men's

\$2.83 women's

\$3.77 men's

\$3.60 women's

Our Economy-Priced Jeeper High Shoe. An exceptionally fine buy for thrifty shoppers. Strong duck uppers give you long wear . . drill lined for comfort. Bumper toe guard. Hard-wearing rubber soles and heels. Please state size.

Sizes: Men's wide width in 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11. State size.

76 H 9570—Black. Wt. 1 lb. 15 oz. Pair \$2.77

Sizes: Boys' wide 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½, 6. State size.

76 H 9571—Black. Wt. 1 lb. 10 oz. Pair \$2.67

Sizes: Women's wide 3½ to 10. Half sizes too.

76 H 9539—White. Wt. 1 lb. 14 oz. Pair \$2.83
76 H 9540—White. Wt. 1 lb. 7 oz. Pair \$2.77

Lightweight, Low-Cut Jeeper in men's, women's sizes. Sturdy duck uppers. Lace-to-toe. Cushion arch and insole. Non-marking crepe sole and heel.

Sizes: Men's, boys' wide 6 to 11, 12. Half sizes too. Shpg. wt. 2 lbs. 4 oz.

76 H 9511—White. State size. Pair \$3.77

Sizes: Women's wide 3½ to 10. Half sizes too. State size. Wt. 1 lb. 11 oz.

76 H 9512—White. Pair \$3.60

Same as above except has Plain Toe.

Sizes: Men's wide 6 to 11 and 12. Half sizes too. State size. Wt. 2 lbs. 4 oz.

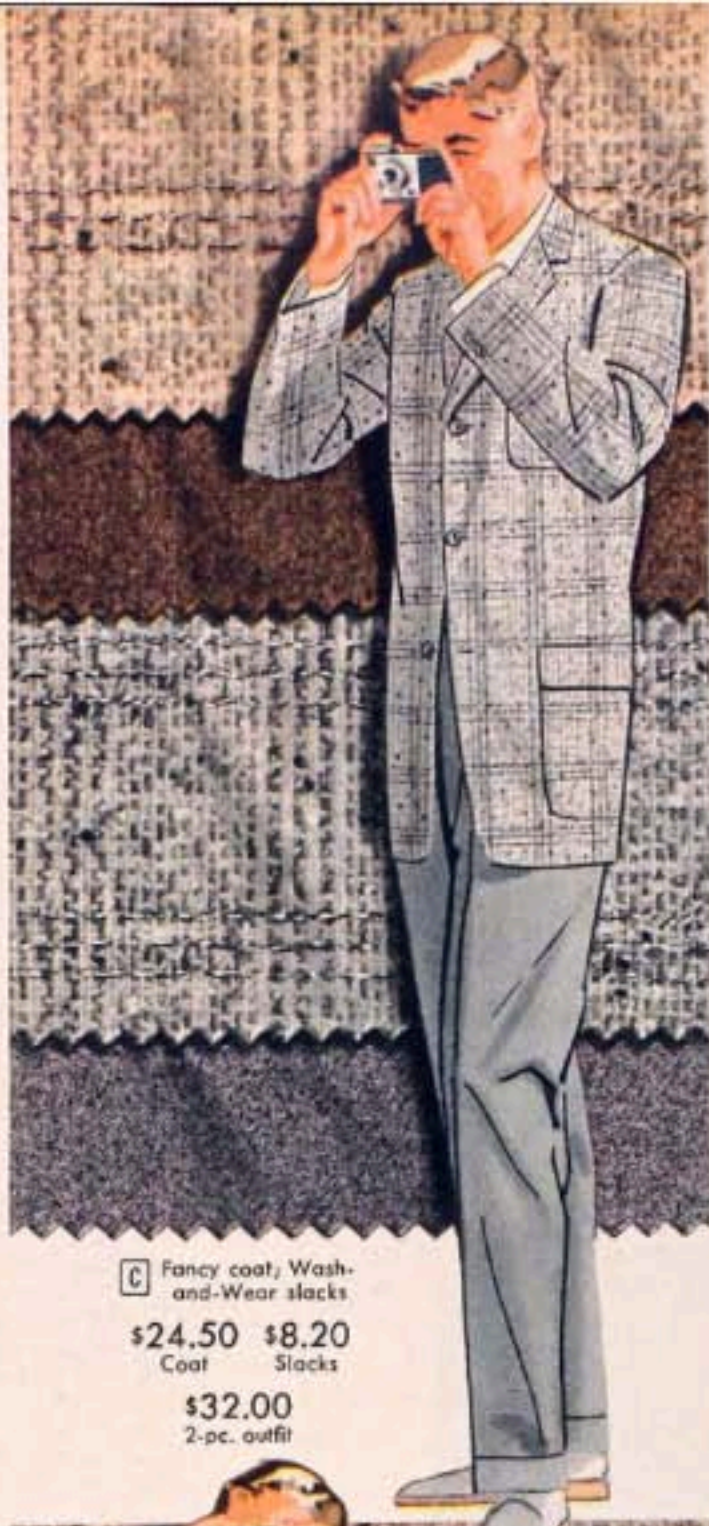
76 H 9525—Charcoal. Pair \$3.77
76 H 9526—Navy blue. Pair 3.77



DRESS RIGHT
You can't afford
not to



B Wool sport coat;
gabardine slacks
\$24.50 \$10.70
Coat Slacks
\$34.20
2-pc. outfit



C Fancy coat; Wash-
and-Wear slacks
\$24.50 \$8.20
Coat Slacks
\$32.00
2-pc. outfit



D Wool and silk coat;
Wash-and-Wear slacks
\$19.50 \$8.40
Coat Slacks
\$27.50
2-pc. outfit



E Striped sport coat;
sheen gabardine slacks
\$19.50 \$6.40
Coat Slacks
\$25.50
2-pc. outfit



A
Our best wool coat;
our best flannel slacks
\$28.50 \$13.80
Coat Slacks
\$40.80
2-pc. outfit





Save 63c
 3-pc. Set \$3.97
 Shirt alone 1.77
 Slacks, Belt 2.83

M
 Look like silk



Save 33c
 3-pc. Set \$3.97
 Shirt alone 1.47
 Slacks, Belt 2.83

N
 Wash 'n' Wear

Ivy League Shirt, Slacks, Belt
 Buy Set .. Save 27c

K
 3-piece set \$3.77
 Shirt alone 1.57
 Slacks, Belt 2.47



Wash 'n' Wear
 Polished Cotton
 Sateen Slacks...
 just drip dry!



Easy-care
 Slacks Set
 \$1.97

P



Shirt alone \$1.27 Slacks alone \$1.87 Save 31c
 2-pc. Set \$2.83

R

Wash 'n' Wear Jacket

L
 \$2.83



Special Low Price
S 3-pc. Set \$2.83



T Cotton Duck Slacks, Belt \$1.87
W Cotton Duck Shorts, Belt 1.67
X Perma-Smooth Gingham Shirt 1.37

Top-notch Values in Boy's Shoes

*Take a look, mom . . . they're all extra-rugged
to help you save your shoe dollars*

Yes, we've built these shoes to last for quite a while, no matter how much battering wear your son may give them. The leathers are plenty sturdy to resist scuffing, yet they retain their flexibility . . . the construction is strongly sewn . . . and the soles are designed to give long, long wear.

PLACE YOUR ORDER BY
TELEPHONE AND SAVE
VALUABLE SHOPPING TIME



K \$5.67



L \$5.67



M \$4.97
brown or black



N \$4.97
brown or black



P \$4.97
brown or black



R \$5.67



T \$4.97



V \$4.97



W \$4.27
brown or black



X \$4.27
brown or black



Y \$4.27
brown or black



Z \$4.27



Fraternity Prep and Boyville Knitwear



11 Roll Collar Size 8 to 10 \$1.66 Size 12 to 14 \$1.84

12 Button-down Collar Size 8 to 10 \$1.66 Size 12 to 14 \$1.84

13 100% Acrilan Jersey Even Sizes 4 to 18 \$1.94

14 100% Orlon Jersey File Sizes 8 to 18 \$2.87



15 Our Finest 2-ply Cotton Size 4 to 10 \$1.20 Size 12 to 18 \$1.40

16 (A) Short Sleeve and (B) Sleeveless Size 4 to 10 94c ea. in lots of 2 Size 12 to 18 \$1.14 ea. in lots of 2

17 Combed Cotton Size 4 to 10 89c ea. in lots of 2 Size 12 to 18 \$1.07 ea. in lots of 2



18 Size 4 to 10 97c ea. in lots of 2 Size 12 to 18 \$1.14 ea. in lots of 2

19 Size 4 to 10 \$1.66 Size 12 to 18 \$1.84

20 Even Sizes 4 to 12 \$1.37

\$1.94

Casual Knits

100% Orlon fine gauge interlock knit

22 3-button vest \$3.87

21 Size 4 to 10 \$2.83

Size 12 to 18 \$3.77

Boyville Wash and Wear Trousers
Just Wash, Drip Dry and Wear



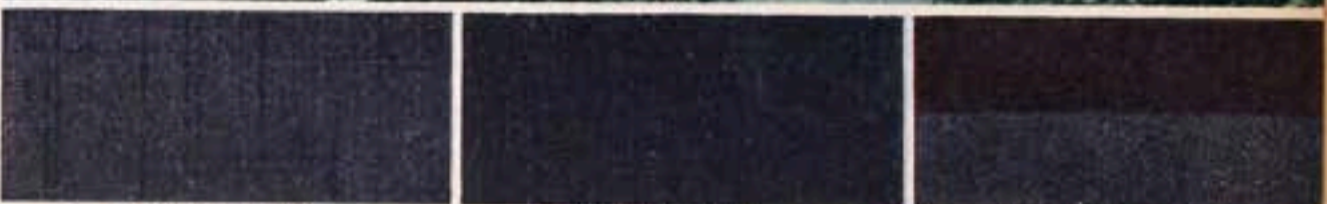
EVEN SIZES 4 TO 16
K Washfast cotton
 twill camp shorts \$1.94

EVEN SIZES 6 TO 18
L Ivy League cotton
 walking shorts \$2.86



R Vat-dyed polished
 cotton slacks \$2.84

S Washable cotton
 sateen stripe \$2.87



M Our lowest priced
 ... 55% Dacron \$3.84

N Ivy League styling
 ... 75% Dacron \$4.77

P Year-around
 Wash and Wear \$4.77



T Washable linen-look
 Putter Pants \$2.48

V Washable flannel of
 65% wool, 35% Orlon \$4.77

SEARALON

21% Nylon Sheen Gabardine
 WITH AMAZING SILICONE FINISH

W All sizes 4 to 10 \$3.74

SPECIAL SILICONE FINISH — Prolongs life of fabric . . . provides a richer, more luxurious texture . . . makes it wrinkle-and non-oily stain-resistant . . . saves you money . . . full-bodied fabric requires less pressing!



Better than ever with 2 new colors, new covering

ONLY 10% DOWN ON ORDERS OF \$20 OR MORE

Exclusive invisible outer shield of bonded-on clear vinyl makes covers retain color-fresh appearance 300% longer than any ordinary vinyl covers or even finest top grain leathers.

J.C. Higgins
taperlite



3-suiter
\$21.97
\$2.50 down
AA

CC
Companion
\$14.97

BB 2-suiter \$19.97 \$2.00 down



Vanity
\$12.97
FF



DD
Wardrobe
\$21.97
\$2.50 down

EE
Pullman
\$18.97



GG
Weekend
\$14.97

HH
Train Case
\$12.97

Taperlite for Women in 5 colors:

A bevy of beautiful shades. One is sure to be right for every travel mood. Choose dawn blue, white, mist green or one of the delightful new colors Coppertone or Palomino Tan.

6 Starline colors:

White, gray, coppertone, tan, blue or light green.

All Sears catalog luggage prices include 10% Federal Excise Tax except where noted. Use Sears Easy Terms on orders of \$20 or more. Just 10% down. See inside back cover for complete details.

So good . . . well over 2,500,000 cases now in use!

ORDER A MATCHED SET NOW ON EASY TERMS



JJ
Weekend
\$11.97

KK Hanger Case \$17.97



LL Model's Case \$10.97



MM Train Case \$9.97

PP
29-in. Pullman
\$17.97

RR
26-in. Pullman
\$14.97

SS
24-in. Pullman
\$13.57

J.C. Higgins
Starline

SIZES
8½ TO 4



K All white, white and brown, or white and black



L Brown or red



M White with red plaid saddle, solid black saddle or solid brown saddle



LITTLE GIRLS

Jump for Joy

In proper-fitting, wear-tested Biltwels:
Youngsters like the "big-girl" styling...
Mothers know they're getting real value



FREE BRACELET with (V)



All Biltwels made on toe-freeing, heel-hugging combination lasts

\$3.77
Any Pair



N White leather or black patent

Wear as strap or pump



P Brown or black

Wear as strap or pump



R Brown or black grained



T White leather or black patent



V Brown or red

Wear as strap or pump

Lowest price we've seen for this quality

ONLY **\$2.97** PAIR



W White with white mesh or brown with wheat mesh



X Brown leather



Y White and brown or white and blue



Z Brown leather

Wear as strap or pump

New! Flannel Classics You Can WASH 'N' WEAR with Little or No Ironing!

The appearance and softness of luxurious wool cashmere in a washable flannel

Our finest luxury quality in soft flannel of 80% Orlon, 20% combed cotton. Now fine flannel can be *machine washed* and *machine dried* or drip dried . . . most wrinkles disappear; skirt pleats and trouser creases stay in! All in sizes 2 to 6.



A
Our Very Finest
Luxury Quality
Eton Suit
\$7.73



B
Luxury Quality
Blazer Jackets

B Boy's Style
\$7.73

C Girl's Style
\$7.73

D Luxury Quality
Dress Slacks
\$3.97

E Luxury Quality
Pleated Skirt
\$3.97



D Luxury Quality
Dress Slacks
\$3.97



F Wash 'n' Wear
Acritan Polo Shirt \$1.77



G Wash 'n' Wear
Dress Shirt \$1.87

Shopping at Sears is as easy as this..

WHEN YOU PHONE YOUR ORDER

The Sears catalog and your phone combine to make shopping a most pleasant experience. It's like having a complete store always at your fingertips.

The catalog accurately illustrates and fully describes all merchandise. It also offers the widest assortments for every purse and need. That's why shopping by phone is so easy.

You can order by phone with confidence, knowing that everything Sears sells is guaranteed to satisfy you completely.

*For the Sears number to call,
see pages 1390 to 1393*

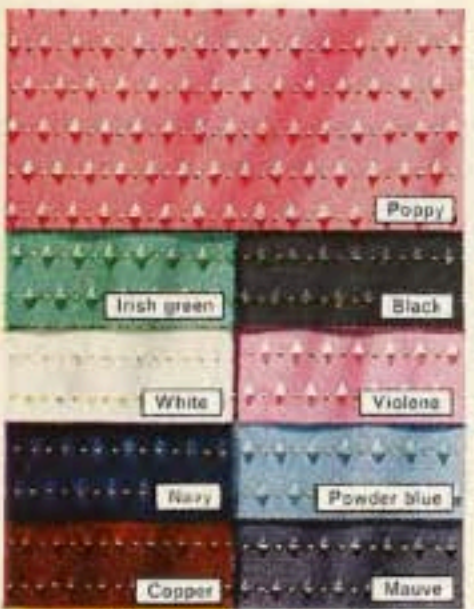




A Cotton Lace



E Rayon-Acetate Satin



F Acetate Taffeta



These Six Fabrics Offered in Eight Colors Shown Below



These Three Fabrics are Offered in the Fifteen Colors Shown Below . . . Color coordinating for your loveliest after-five wear



B Pure Dye Silk Chiffon
C Nylon Net **D** Acetate Taffeta



G Acetate-Silk Taffeta **H** Acetate Peau de Soie

