

\$1.39 School Outfit

With Name Engraved in Gold—Free

89c

Handsome Zafflex imitation leather brief case, with your name in gold. Free! Also writing tablet, pencil holder, note book and 8-piece pencil box included!

1-Piece Brief Case Set 98c

Sears BACK TO SCHOOL Values



Approved School Supplies

- \$2 Deval Wat. Col. Sats 19c
- Typewrit. Pap., 200 sh. 19c
- 50c Pencil Box 29c
- Pen and Pencil Set. . . . 77c
- Pencil Pouch, 6 Pencils 10c
- 70-Shoot Pencil Tablet 5c
- Gold. Jb. Pencils 12 for 10c
- Boys' Fountain Pens . . 25c
- Vacuum Filling Pens . . 49c
- 12-in. Jubilee Globe \$2.39
- Zaflox 3-Pocket Case \$1.49
- Rubber Lined Sch'l Bag 25c
- Wan-Del Book Carrier. 10c
- Metal Lunch Box. . . 25c

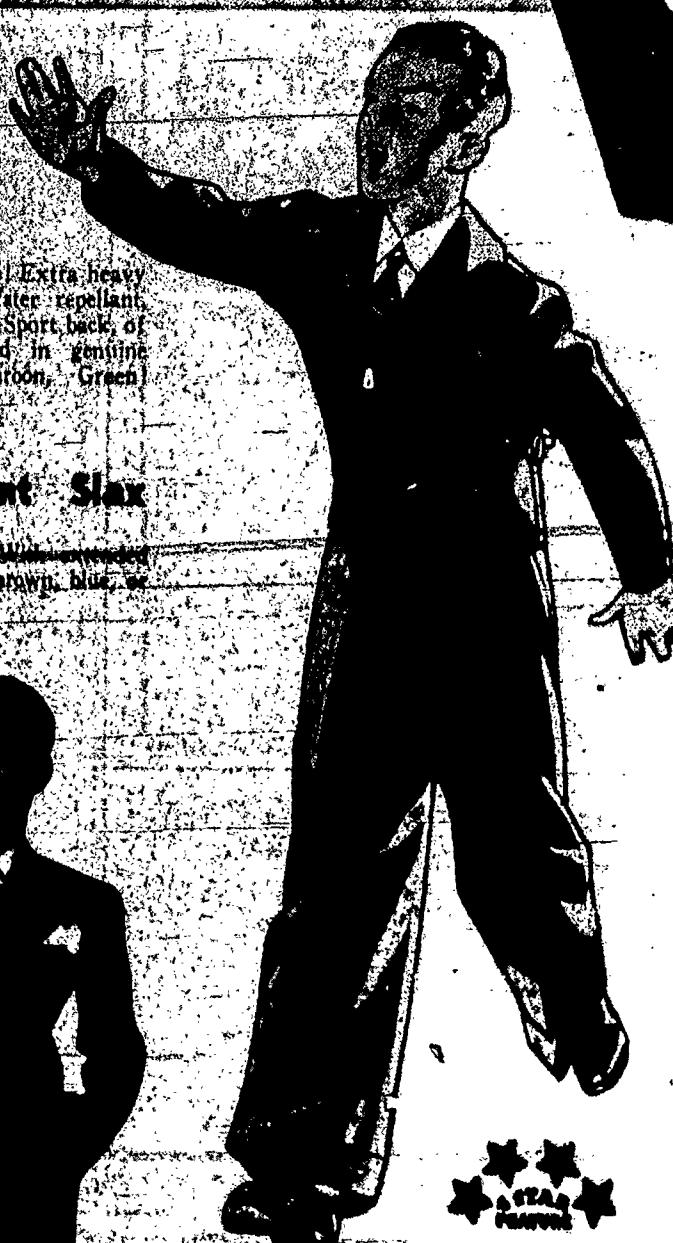
ADIN' WRITIN'

THRIFTMATIC

4-Star \$3.99

Men's Jackets

A Sears 4-Star Feature! Extra heavy weight (33 ounces!) Water repellent, with warm tab at neck! Sport back, of course! Pockets piped in genuine hornhide! Blue, Maroon, Green! Size 36 to 48!



Plaid Front Slax

Red, Green or Blue! Checked, with brown belt! Navy, Brown, Blue or Green! Size 32 to 44!

Boys' Suits

49c

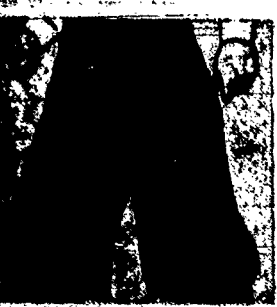
Handsome! Striped, blue or white! Navy, Blue or Green! Size 8 to 16!



1-Piece Corduroy Suits

\$4.98

Handsome! Striped, blue or white! Navy, Blue or Green! Size 8 to 16!



Boys' Regular \$1.98



Boys' \$2.39 Zipper Wool Sweaters

Slip-on style, with military collar, elastic knit cuffs and waistband! 20 colors! Size 8 to 14!

Slip-on style, with military collar, elastic knit cuffs and waistband! 20 colors! Size 8 to 14!

Walk to The Head of The Class in Sears School Shoes Mothers!

Mr. Harman, head of the Dr. Scholl Foot Comfort Department, will supervise fitting of all children's shoes, with the aid of the "pedograph"!



\$1.00 "Rowdie" School Oxfords

4-Styles! Genuine leather uppers! Leather or composition soles! Regular \$1.40 values! Size 8 1/2 to 2.



\$1.00 Special Purchase! \$2.50 BOYS' OXFORDS

Goodyear Welts



\$1.90 Solid leather soles, rubber heels, and leather uppers! Only 600 pairs available! Size 1 to 6 1/2!



\$1.79 Special Growing Girls' OXFORDS

Easy on the feet and pocket-book! Leather construction throughout, with rubber heels! Size 8 1/2 to 3.



\$1.98 Values! Honey-Lane

School Frocks

The greatest values ever featured in Sears exclusive brand: peplums, jumpers, smart two-piece effects! Ideal school dresses, sizes 7 to 10 and 10 to 16! Save almost half at Sears!

\$1.00

Greater than ever Values! Included in this assortment are Princess and Bolero jacket effects! Most of them include panties! Sizes 3 to 6 1/2-years!

\$1.59 Honeysuckle Dresses

Greater than ever Values! Included in this assortment are Princess and Bolero jacket effects! Most of them include panties! Sizes 3 to 6 1/2-years!

\$1.00

All Wool Sweaters \$1.69

Coat effects in Slip-on style! Trimmed with wood buttons! Sizes from 10 to 16!

\$7.95 Values! Girls' Coats \$5.95

Schoolgirls' all wool coats (most of them with silk lining, too!) in all the new plaids and plain colors for Fall! Sport, Dressy and Swagger styles! Sizes from 7 to 14 (Others up to 16-95, sizes 7 to 16.)

Shirley Temple Dresses \$1.95

Full sizes, with French seams, deep hems and all attractively styled in the newest fashions! All colors. Some with panties! Sizes 3 to 6 1/2-years!

OPEN FRIDAY AND SATURDAY NIGHTS UNTIL 9

69c Quality! Ringless Royal Purple Hose

55c

In the newest Fall shades: Newmode, Sandwage, Townscape, Smoke and Amberian! All pure silk, with French heels and Cradle soles! Full fashioned! Picot tops! Sizes 8 1/2 to 10 1/2.

Children's 20c Cotton Hose 3 prs. 50c

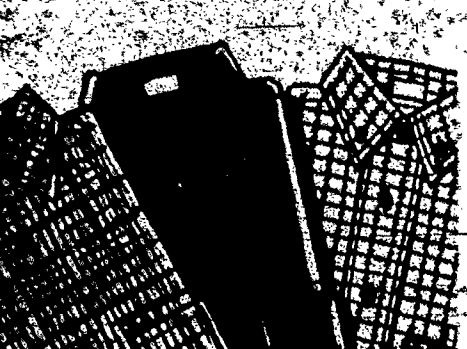
Full length! Fine ribbed! Reinforced heels and toes! Elastic top! Seamless feet! Size 6 to 12.

25c Hosiery

For boys and girls! Solid colors with novelty pattern cuffs! Size 4 to 9 1/2.

25c

Cotton and rayon hose, with mock full fashioned seam! Picot top and French heels! Newest shades! Size 8 1/2 to 10.



Special Purchase 89c

of Kent Shirts

64c

Handsome! Striped, blue or white! Navy, Blue or Green! Size 8 to 16!



Regularly 89c and 99c

Boys' Pajamas

Full cut—Roomy—well made! Made of cool rayon! Navy, Blue or Green! Size 8 to 14!

79c



Boys' \$1.39 Corduroy Overalls

Full cut and roomy! Well made! Regular overall style! Brown or blue! Size 4 to 14.

\$1.19



23c Golf Hose

Handmade! Full length! Reinforced heels and toes! Elastic top! Seamless feet! Size 6 to 12.

19c



Boys' Shirts--Shorts

Swiss ribbed combed cotton shirt! Tailored, button-down! Short-sleeved! Elastic top! Size 8 to 14.

23c

ASK ABOUT BUDGET PLAN

SEARS, ROEBUCK AND CO.

1000 MONROE ST. UNION STONE 2500 ROCHESTER, N. Y.