



**SEARS**  
ROEBUCK AND CO

**\$2.98**

### Summer Flattery in *Cool White*

Nothing like a white hat for that cool, fresh, spic-and-span look... and nothing like our new collection of flatterers for a look of high fashion at a down-to-earth price! Everything from big brims to little half-brims... in straw, felt and crisp fabrics!

# ACCENTS that accentuate the smartness of your wardrobe!

### *Frisly Dickies for the Magic Touch*

Your suit or jumper frock takes on new smartness when you freshen it up with one of these frilly dickie styles. Rayons and cottons; white or pastel. **\$1.95**



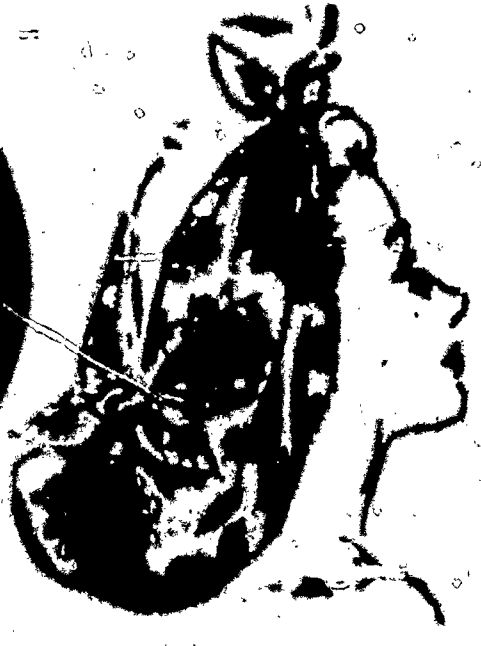
### *New Collars Know How To Flatter*

**\$1.00 and up**

Becoming styles galore in smart V-neck, jabot and squared versions. In brodered and lacy rayon silks, and opal cottons.



ALL ITEMS ON THE  
MAIN FLOOR  
MONROE AVE. STORE



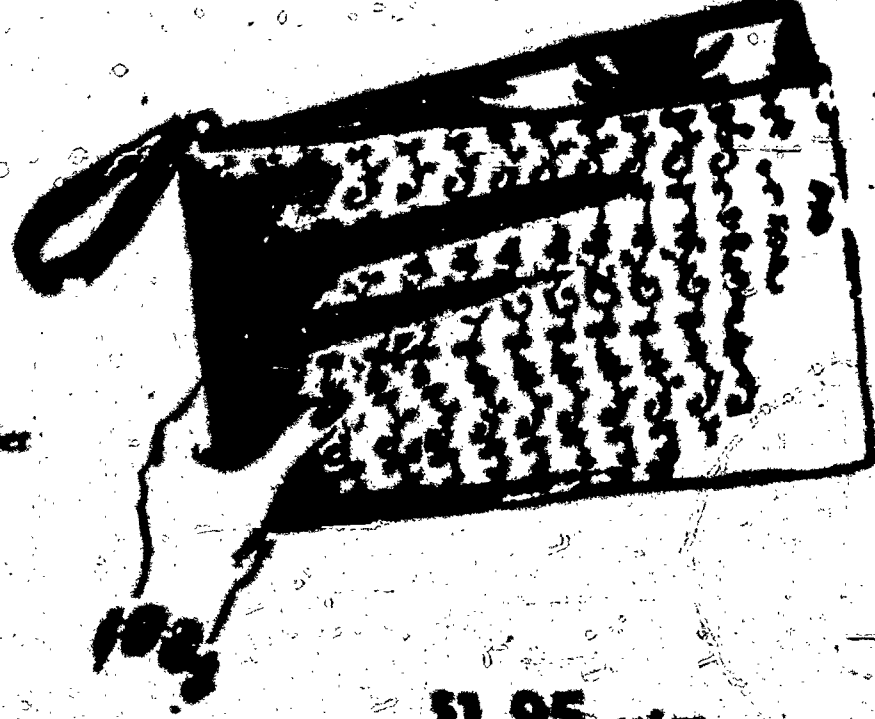
### *Head Squares in Prints*

**98c and up**

Tie them peasant fashion under your chin—knot into snoods—or wrap them into turbans... you'll love to wear them with everything.

### *Flowers Add A Final Touch of Smartness*

Try the nice smart touch of bright flowers in your hair, at your shoulder or your waistline! Choose from big selection, in white or colors. **49c and up**



**\$1.95 and up**

### *Slipcover Bags For Summer*

Smart envelope styles in gay prints with zip tops—plus a white embroidered cotton slipcover that comes off for laundering!

MONROE AVE.  
AT E. WILSON ST.

**SEARS**

MAIN FLOOR

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MAIN FLOOR  
ROCHESTER, NEW YORK

**SEARS**

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