

First to SEARS then to school

ROEBUCK AND CO.
INGLEWOOD

KERRYBROOKE GOLD BOND BILTWEIL

HONEYSUCKLE FRATERNITY PREP HONEYLANE BOYVILLE FASHION TAILORED PILGRIM CHARMODE



Ivy League's the rage in Cotton Slacks

New Low Price
Sizes 8 to 18

2⁹⁹

New low price for a style sensation! That lad will want a stack for school! Buckle back, of course, with unpleated front and cuffed legs. Preshrunk polished cottons with easy care treatment. Black, tan.

Button Down Ivy Shirts

Every boy wants plenty of these new Ivy League shirts with smart button down collar, short sleeves. Sizes 6 to 18.

1⁹⁸

Ivy League Cap with Back Strap **1.69**

Boys' Underwear Low Priced



2 for 98^c

Famous Boyville quality in soft absorbent cotton, nylon reinforced. Neatly hemmed undershirts, briefs with elastic waist. Sizes 4-16.

Boys' Fine T-Shirts

Shrinkage controlled, nylon reinforced.

Sizes 4 thru 8 **2 for 1.18**
 Sizes 10 thru 16 **2 for 1.38**
 Sizes 18 thru 20 **2 for 1.58**

Boys' Polished Cotton Car Coats

Regular 10.98

8⁸⁸

Just the coat for back to school, good-looking in Dan-sheen polished cotton with quilted rayon lining for lightweight warmth. Toggle fasteners, side vents. Tan color. Sizes 8 to 18.



Just Say "CHARGE IT" with Sears Revolving Charge, up to SIX MONTHS to pay. Small service charge.

Men's Ivy League Stripe Sheen Gabardine Jackets

Regular 5.98

4⁹⁹

Ivy League, even to the button-down collar! Choice of University stripes in combed cotton gabardine with a mellow sheen. Tan and black, red and black, blue and black. Sizes S-M-L-XL.

Men's Polished Cotton Ivy League Slacks

Most popular pants on campus (good for grads, too) . . . trim looking slacks of wrinkle-resistant Zelan treated polished cotton. Unpleated front, buckled-back strap. Preshrunk, washfast in tan. Sizes 28 to 38.

4⁴⁴



Men's Reversible Stadium Style Coats

Regular 12.98

10⁴⁴

Warm 100% reprocessed wool melton reversible to water-repellent cotton sheen gabardine for warmth and good looks for every outdoor event. Medium grey, copen blue, brown.

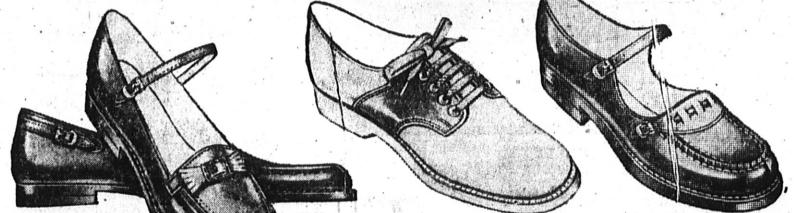
Big 'n Little School-girl Honeysuckle & Honeylane

Dresses 3 for \$10

- A Real Value at 3.98
- Dan River No-Iron Cottons

Bright new fall patterns and colors, pert up-to-the-minute styles in dresses in wrinkle-shed cottons, Dri-don finishes for easy care. Jewel tone solids, woven ginghams in the fashions girls love. Monday morning fresh every day of the week! Choose from a terrific selection in little girls' sizes 3 to 6x, girls' sizes 7 to 14.

SEE Sears TV Shows WALLACE BEERY THEATER, Sundays at 6:30 P.M. FRONTIER DOCTOR Wednesdays at 9 P.M. KTTV, Channel 11



Biltwels for Quality Correct Fit and Wear

Wide selection of styles for boys and girls, sizes 8½ to 4.

5⁵⁰

Choose from many fashion-right styles for boys and girls in this great value group of Biltwel shoes. Every pair proportioned to children's growing feet for roomy, comfortable fit. Super-tough Sealolite soles, nylon stitched uppers of finest leathers, many more features for sturdy wear. Come in, see how Sears offers you more quality, better looks for your shoe dollars!

Famous Biltwels are proportioned to children's growing feet for comfortable, accurate fit.
 Sealolite soles are durable, long wearing . . . stand up under roughest wear.
 Uppers stitched with rip-resistant nylon thread for long wear.
 Pacifate vamp linings inhibit growth of foot germs.
 Smooth leather insoles and heel linings for foot comfort.

mothers: only Gold Bonds give you 4-MONTHS GUARANTEED WEAR



Boys' Sizes 3½ thru 7
Guaranteed Soles

7⁹⁸

Extra strong shoes, dedicated to the fact that boys will be boys. Get 4 months wear or an allowance proportionate to the time left in the guarantee period. Yet, for all their ruggedness, these shoes are truly handsome. Just watch his friends admire the grown-up styling. Black or brown.

THREE WAYS STRONGER

1. Stronger Soles . . . Sealolite soles are so strong they take toughest punishment.
2. Stronger Stitching . . . tough, rip-resistant nylon lock stitching at all points of strain.
3. Stronger Construction . . . Goodyear welt gives flexibility and shape retention. Pacifate lining resists foot germs and odors.

Many other smart styles to choose from.

NOW OPEN EVERY THURSDAY NITE UNTIL 9:15 P. M.

ALL SEARS STORES ALSO OPEN MONDAY AND FRIDAY NITES . . . OPEN 9:30 A.M. TO 9:15 P.M.
Regular Store Hours Balance of Week

SEARS-INGLEWOOD * Manchester & Hillcrest * OR. 8-2521 * Park Free