

Shopping Is Made Easy For Mother at Sears

Milady won't have any trouble taking care of her personal shopping needs and that of the entire family when she shops in the women's department of the new Sears Livonia Mall store.



GAILY ATTIRED MANNIKINS show Sears Livonia Mall feminine customers the newest designs and colors in dainty lingerie and night attire in the women's department of the new store. The lingerie section is beautifully designed and one of the most attractive in the entire west wing.



WHAT'S NEW IN COATS? Beautiful displays like this vividly tell the story for Milady in Sears Livonia Mall and also guide her in the direction of the coats, furs and dresses. She'll find prices in all ranges.



ANYONE FOR A HAT? Feminine eyes will be focussed on the huge array of toppers on display in Sears Livonia Mall. This shows a small section of the Mill-



WHO WOULDN'T LIKE to try on shoes in the attractive surroundings of the women's and children's section at Sears Livonia Mall? There are plenty of seats, and abundance of different styles (as the display rack

and even tiny baby Skip- py without too much trouble.

Service is one of the keys to the tremendous success of Sears and the management has gone one step farther at Sears Livonia Mall, making everything as convenient as possible for the shopper.

Getting back to Mom and her family. She can park in the center section of the women's department and gradually move along to the right to do all the shopping for the feminine members.

Midway through the section is the sales area for infants and adjoining are areas for junior girls, teenagers and then women — tracing the rise and growth of the family.

Moving farther in the same direction. Mom can purchase hosiery, luggage, millinery, foundations and lingerie.

And if she's interested, there's sportswear, suits, furs and coats and better dresses directly across the aisle.

Then after she has taken care of the feminine members of her family, Mom can return to the infants' department and move to the left for small boys, bigger boys, juniors and men's apparel including suits, work clothes and sports wear.

If she's interested in shoes for the younger members, the women's and children's shoe department is across the aisle.

And within a few steps are the cosmetic and drug departments, costume jewelry in addition to higher priced items.

With 13 entrances to the building, Mom and her youngsters can readily walk into any part of the store from the parking lot without traveling any great distance.

On the east side of the store, the same conveniences are available for Dad where he can walk into the sports department to inspect the newest in guns and hunting and fishing equipment, the hardware department, the garden patio with all types of equipment and lawn items.

Then there is the large automotive division that handles a complete line of batteries, tires, motorcycles and motor scooters, mufflers, seal covers, and all needs for repairs and other accessories.

In addition there is a large display of outdoor camping equipment and boats of all sizes and descriptions.



GRAND OPENING SALE



BRA SALE!

Smooth and Supple Bandline Bras

Regularly 3.98—Butterfly Style for Lasting Lift

Soft, young underfashion... comfortably styled for your active life. Elfin-Cordex lifts in cups; gently stretchable frame. Nylon lace upper cups. 32-38A, 32-40B, 32-42C, D.

2.88

Easy-Stretch
Contour Bras

Reg. 3.98 **2.88**

You can feel the difference... this bra stretches to move when you do. Nylon sheer cups, fashionable scooped back. 32-38A, 32-38B, C.

New Long-Line
Stretchables

Reg. 4.98 **3.88**

You get the comfortable freedom of stretch straps plus the extra support of 6 1/2" midriff control. Low back. 32-38B, 34-40C, 34-42D.

Sears Corsetry Dept.

GIRDLE SALE!

Thistle-Light Pull On

Reg. 7.98 LONG-LEG PANTY GIRDLE

5.88

Satin-elastic back, pretty lace tummy panel. Fits 19" from waist down. 4 hidden detachable garters. For average to full hips, sizes S, M, L, X-L. In white only. Save 2.10.

Side Zip Girdle

Reg. 6.98 **4.88**

Firm power net body style. Bonded 1" band above waist. 4 detachable garters. S, M, L, XL.

18" Zip Girdle

Reg. 8.98 **6.88**

Lightweight lens elastic is 15" waist down, 3" waist up. Front firming panels, bonded back. Side zip, 6 garters. Sizes 27 to 36.

Sears Corsetry Dept.

SEARS FASHION FOOTWEAR... QUALITY AT A SAVINGS



Seamless
Mesh Shoe

Low, Low Price

33c

Limit 3 pr.

Pamper your wardrobe with these sheer delights of 15 denier nylon with made heels, reinforced toes. Digite or Taupette. 9 1/2-11.

Seamless
Stretch
Quality Nylons

Reg. 98c **63c**

Stretch nylon mesh, proportioned for perfect fit. Reinforced heel, toe. Sand, beige or taupe. In sizes 8 1/2 to 9, 9 1/2 to 10, 10 1/2 to 11.



Slipper
Closeout

99c

Wore 1,991 assorted discontinued styles. Vinyl and fabric tops, rubber soles. 4, M, L, XL.



Crew Socks
For Teens

48c

Reg. 60c. durable nylon and wool. Perfect for school, casual wear. White. Sizes 9 to 11.



Bulky-knit
Knee-Hi's

77c

Reg. 95c. cable stretch nylon and wool. Perfect for school, casual wear. White. Sizes 9 to 11.

Sears Hosiery Dept.

You Can Count on Us... Quality Costs No More at Sears