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 en-tire family when she

shops in the women's department of the new Sears Livonia Mall store.
Matter of fact, Mom can take her entire brood

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

Getting back to Mom and her family. She can park in the center sec-tion of the women's de-partment and gradually move along to the right to do all the shopping for the feminine mem-hers:

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

growth of the family.

Moving farther in the same direction. Mom can purchase hosiery, juggage, millimery, foundations and lingerie.

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

across the aisle.

Then after she has taken care of the feminine members of her family, Mon 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

If she's interested in shoes for the younger members, the women's and children's shoe de-partment 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, Momand 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

tance.

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.

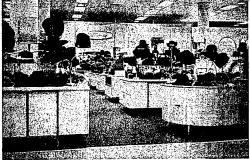
items.

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

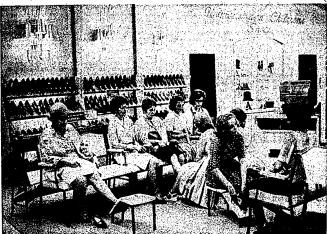
In addition there is a large display of outdoor camping equipment and boats of all sizes and descriptions.



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



ANYONE FOR A HA?? Feminine eyes nery sales division in the women's de-will be focussed on the huge array of partment where hats of all sizes, colors toppers on display in Sears Livonia Mall. This shows a small section of the Milli-ion that one has to take a look.



WHO WOULDN'T LIKE to try on shoes in the attrac-tive surroundings of the women's and children's sec-tion at Sear's Livonia Mall? There are plenty of seats, and abundance of different styles (as the display rack



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