

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

SEARS
ROEBUCK AND CO.

Baby Week SALE

Sears has outstanding values on everything baby needs for feeding time, playing time, sleeping time, and meeting-company time.

LAYETTE CHECK LIST

Sears Has Everything Baby Needs

- 3 Wrappers or Kimonos
- 2 Bibs
- 2 Cards
- Diaper Pins
- Shawl
- 4 Crib Sheets
- Comforter
- Two 4-Oz. Nursers
- Six 8-Oz. Nursers
- Formula-Diaper Bag
- Many Other Needs

TWIN INSURANCE

If you buy or receive a complete Sears layette set before baby arrives and then have twins, Sears will give you a duplicate at no charge.



CHARGE IT

Buy all your baby needs now at savings... you can pay later!

Snap-Side Shirts

Reg. 3 for 1.75

1.37
Pkg. of 3

FINEST COMBED COTTON

Shrink-resistant combed cotton for easy care. No-blind short sleeves mean extra comfort and freedom for baby. Rib knit in white. Sizes 3 to 18 months.

Slip-on shirts in combed cotton

Reg. 1.50, pkg. of 3 sale, **1.17**

Flannelette Diapers

Reg. 2.29

1.97
Dozen

SOFT AND ABSORBENT

Woven cotton fabric of the softest texture for baby's delicate skin. Highly absorbent, easy to wash and dry. Hemmed for ravel resistance. 27x27 inches. In polyethylene-wrapped pkg. of 12.

Knit Gowns

FINEST COMBED COTTON

Convenient wide neck. Reg. 99c opening, freedom sleeve construction. In pastels or white. **77c**

One Piece Sleeper

TERRYCLOTH PRINTS

Front and leg snaps. Reg. 1.99 for easy dressing. Reinforced feet. Sizes 6-12-18 mos. **1.67**

Creeper Sets

3 AND 4-PC.

Matching beret, car. Reg. 2.99 for easy dressing. Boys' and girls' sizes 9-12-18 mos. **2.57**

Orlon® Sweater Set

GIFT PACKAGED

Sweaters with match-Sears Price ing booties and cap. Panels or white. One size. **3.47**

Baby Bunting

ACETATE BLEND

Blend gives fleecy Reg. 5.99 softness, added warmth. Machine washable. In colors. **4.97**



Waterproof Panty

Fancy Pull-on

Reg. 49c **37c**

Acetate tricot, plastic lined. Nylon waist, top. White. Sizes 3 to 18 mos. Save!



Cotton Sheet

With Mitered Corners

Reg. 97c **77c**

80 square fitted crib sheet for 52x28" mattress. Sanitized. Assorted nursery prints on white.

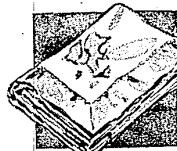


Receiving Blanket

Polyethylene-Wrapped

Reg. 1.24 **97c**

100% cotton in white, pastels, stripes, and prints. Sanitized and wrapped. 30x40".



Crib Blankets

High Bulk Rayon

Reg. 2.99 **1.97**

Soft rayon has acetate binding. Dainty prints. Machine washable. 36x50 in. with 6" acetate binding.

SAVE! Juvenile Furniture

Natural Finished Baby Crib

Reg. 24.99

19.88
Take-with

Pine frame with hardboard panels. Adjustable springs for raising and lowering make it easy to tend to all baby's needs. Double drop sides and toe touch release adds extra convenience for busy mothers. Lucite casters make moving a simple chore. Attractive decal trim. Save 5.11.

All Chrome Frame Deluxe Stroller

Reg. 16.99

10.88

Your baby will be ready for company-meeting occasion in this smooth-riding sleeper-stroller. Vinyl body is plastic foam padded and back adjusts to three different positions to appease the fussiest baby. Has wheel brake and basket. Folds compactly. Save over \$6 now at Sears!



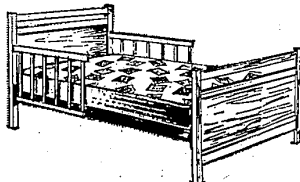
Crib Mattress

104-coil support Reg. 14.99 for baby. Has thick padding. **11.88**
Reg. 17.99, 247-coil mattress, vinyl cover.14.88



No Money Down

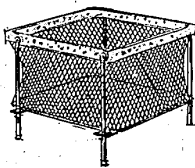
Shop the easy way with your "sears charge"



Hardwood Frame Youth Bed

WITH FOAM MATTRESS Reg. 49.99

Two guard rails with link springs gives child full protection at a savings. 33x60-in. Natural or maple finish. **\$33**
With innerspring mattress, \$38



Safe Playpen

FOAM PAD INCLUDED

Reg. 17.99 **12.88**
Nylon mesh with a covered steel frame combines durability with safety. Easy to see through. 30 sq. in.



Baby Walker

With Plastic Bumpers

Reg. 3.49 **2.44**
Durable steel frame with heavy cotton body. Aids in baby's muscle development. Casters included.



Bouncer

THREE USES IN ONE

Reg. 3.97 **2.99**
Used as a lounger, sleeper or feeder. Print on white vinyl. 19x21x17.



Tag-A-Long

MOTHER'S HELPER

Reg. 9.99 **6.88**
Carrier, feeder, car seat in one. Sturdy and safe. Sero-foam padded seat. Save 3.11.



Baby Swing

PLAY-TIME FUN

Reg. 9.99 **8.88**
Wind up baby swings ten minutes. Tubular frame, heavy duty vinyl seat. Non-marring leg tips.



High Chair

Tubular Steel Frame

Reg. 16.99 **12.88**
Chrome plated frame, legs. 8" foam seat and back. Safety straps. Folds compactly.

SEARS LIVONIA MALL • 7 MILE MIDDLEBELT • PHONE 476-6000

STORE HOURS: MONDAY 9 TO 9 • TUESDAY, WEDNESDAY 9 TO 5:30 • THURSDAY, FRIDAY, SATURDAY 9 TO 9