

SHOP AT SEARS MONDAYS AND FRIDAYS 9:30 A.M. to 9:15 P.M. SEARS-VALLEY ALSO OPEN
Other days 9:30 A.M. to 5:30 P.M. • Plenty of FREE Near-Entrance Parking EVERY THURSDAY till 9:15 P.M.

SEARS
ROEBUCK AND CO.

VALUE DEMONSTRATION



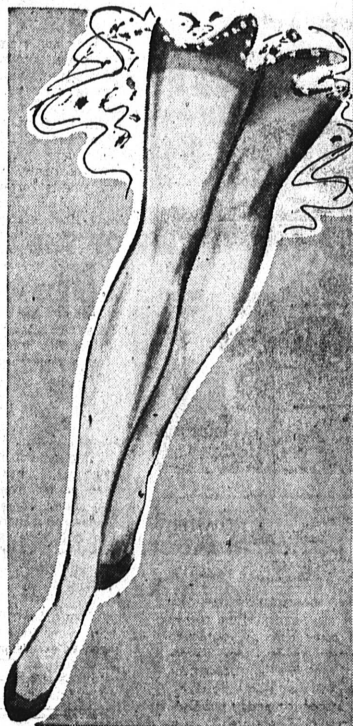
Royal Purple Ultra Sheer S-t-r-e-t-c-h Nylons

Compare with famous brands at 1.35
Our Regular 98c

88c pair

3 pairs 2.44

Ultra sheer nylons, perfect complement to holiday finery, important evening occasions, amazing at this low price! Because they stretch to 'give' with every motion, they're comfortable to wear and cling to every curve with never a wrinkle or sag. Full fashioned with contrasting seams. Short, average and tall to fit all sizes.



Sleek Nylon Tricot Knit Nightgowns

Beautiful gown, fit for a dream, in soft, silken tricot knit nylon lavished with laces and embroideries, dainty with nylon sheers. Choose from several styles, all with fitted bodice and elastic back waistlines for figure flattery. Pink, blue or mint pastels, in sizes 32 to 40. These are unusual values!

3.98 value
2.99



Just say
"CHARGE IT"
with Sears
Revolving Charge,
SIX MONTHS
to pay.

Pajama and Slip Values

2.59 Value Flannelette Pajamas

Choose from man-tailored and butcher boy styles in solid color flannelette, soft napped, snugly warm for chill winter nights. Elastic waistband pants. Pink, blue, maize with print trims. Sizes 34-40.

1.99

2.98 Value Nylon Slips

Opaque 40-denier nylon, smooth knit, sleek and soft, lavishly trimmed with lace and embroidery in an assortment of beautifully feminine styles. White only, in sizes 32 to 40.

1.99

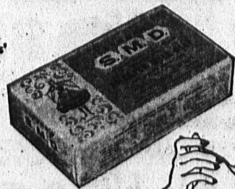
Revolutionary New Swedish Way to Get Attractively Slim

REDUCE WITHOUT BEING HUNGRY!

LARSON'S SWEDISH MILK DIET

\$3.00
4 Weeks' Supply

1 Week's Supply \$1



WHAT IT IS:

Larson's S.M.D. is a special diet which was invented in Sweden, the country with the healthy way of living. If you are overweight because you eat too much and if you want to reduce easily, quickly and safely, without being hungry, then you should get a package and see for yourself that you don't have to be so fat.

HEALTHY—NOT DANGEROUS:

Larson's Swedish Milk Diet takes off the excess fat in a natural way without using drugs, slimming ingredients or exercising. Invented in Sweden, Larson's S.M.D. is now being introduced here in America. Because it is so limited in supply it sells out fast so you should act for it today.

IMPROVE YOUR HEALTH:

Larson's S.M.D., a granular preparation, combines with milk to form bulk to help keep your intestinal tract regular. Larson's S.M.D. supplies healthy bulk and encourages normal habit lines. You will feel more fit in body and clearer of mind. And you also should be more energetic.

HOW TO USE:

Just a teaspoon of S.M.D. granules with a glass of milk four times a day, only 3 days a week! Monday, Wednesday, Friday you eat the Swedish Milk Diet Way, Tuesday, Thursday, Saturday and Sunday you eat your normal meals!

NO UNDERFEEDING:

The Larson's S.M.D. Swedish Milk Diet contains generous amounts of minerals, necessary vitamins, calcium, protein, carbohydrates, iron, phosphorus, energy elements. And the Swedish Milk Diet gives you the necessary variation between diet days and days with normal meals when you eat like you do now. You only use Larson's S.M.D. 3 days a week! The other 4 days of the week, Sunday, Tuesday, Thursday and on Saturday you don't diet at all but eat just like you do now!

RESULTS ARE GUARANTEED:

If you follow the diet faithfully you should lose pounds and inches the first week or you return the package and get a refund.



Charmode Nylon "Vibrant" Bra to Wear 3 Ways

Regular 4.98

Wear it strapless or with straps for every neckline! Nylon taffeta with Dacron lace and leno elastic built-in uplift, foam rubber padding. Wired underbust. Sizes 32-36. A-B cups.

3.99

Charmode "Wonder-Stretch" Girdles or Panties

Regular 3.59

White cotton, rayon and nylon 2-way stretch girdle or panty with non-roll Cordtex inserts at top. Gently persuasive step-ins with 4 garters, detachable on panty. S to X-L.

2.77 each

CHARMODE CORDTEX DACRON-PIMA COTTON

BRAS

Regular \$2.98

2.27

Our finest Charmode circular-stitched bra, designed for accentuated uplift with Cordtex inserts in underbust. Sizes 32-42, A-B-C cups.

ALL ROADS
LEAD TO



SEARS --- INGLEWOOD MANCHESTER at HILLCREST
OR 8-2521 PARK FREE

"Satisfaction guaranteed
or your money back"