

# SEARS



HAPPY HOLIDAY

SALE 1990

Plus everyday good values

**LOOK INSIDE FOR SAVINGS AND GIFT IDEAS!**

## 2 MILLION DOLLAR SWEATER SMASH

**OUR SELECTION IS FANTASTIC**

# 2188

Each,  
Reg. and Petite

Regular and V.I. Petites in sizes S, M, L.  
Image sweaters, sizes 38-44. Each. 23.88  
Sweater prices in effect until Dec. 24, 1990  
Women's Sportswear Shop, Two Roads™, Image and V.I. Petites

**THIS WEEK ONLY!  
10% OFF\*  
WOMEN'S PANTS  
WITH SWEATER  
PURCHASE**

\*Reg.-priced items, excludes sale-priced merchandise

**WE BELIEVE IN...  
SPECIAL SIZES  
V.I. PETITES  
FOR WOMEN 5'3"  
AND UNDER  
IMAGE FOR  
FULL-FIGURED  
WOMEN**

THIS PAGE:  
SHOP IN PERSON

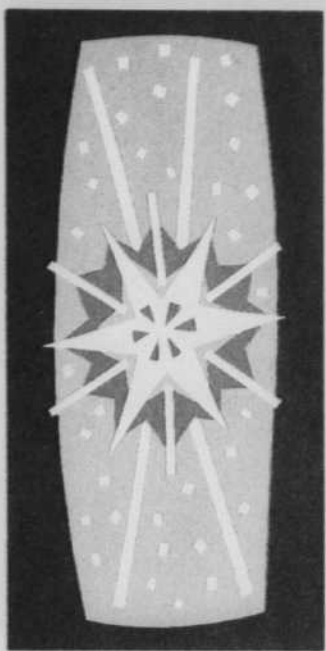
**SALE  
PRICES  
IN EFFECT  
UNTIL  
SATURDAY  
DEC. 15, 1990**

Or Sunday, Dec. 16, 1990  
where stores are open,  
unless otherwise stated  
while quantities last

**SEARS**



24-21-200-7-7990-A1



# 1/2 PRICE

Tops

## CELEBRATE HER CASUAL STYLE

### 8<sup>99</sup>

Ea. Reg. \$18

Pure cotton jerseys are an ideal way to combine smart fashion with comfort. Heavyweight yet soft in 2 or multi-button mock turtlenecks or zip-up neck styles. Assorted colors; sizes S, M and L.



### 24<sup>99</sup>

Ea. Reg. \$36

Pure cotton belted pants feature an attractive natural weave look. The pleated fronts and many extra details establish these pants as great fashion selections in sizes 5, 7, 9, 11, 13, 15.

Two Roads™

## DISCOVER PRACTICAL FASHION THAT'S FUN SPECIAL PURCHASE

Fleece-lined jackets with nylon shells are a sporty solution when there's a chill in the air. Choose full or half-zip mock pop-overs with or without hoods in colors that are bright and bold. Sizes S, M, L. Each.....**34.99**

Reg. prices stated are Sears prices  
Women's Outerwear Shop



# 1999

Each

BLANKET  
CLOTH  
LOUNGERS  
ARE COSY  
COMFORT

This special purchase makes relaxation at home easy and affordable. Choose from a 2-piece set, 1-piece lounge or jumpsuit in an assortment of colors. Sizes S, M, L.

Women's At-Home Wear Shop



# ROBES 1/3 OFF

## TAKING THE CHILL OFF WINTER MORNINGS

A steaming cup of coffee, the Sunday morning newspaper and her favorite woven terry robe. Choose from our selection of solids or Jacquards in assorted pastels. Sears reg. \$65-146. Ea. **42.99-96.99**  
Reg. prices stated are Sears prices

### REMEMBER...

CLOTHING AND FOOTWEAR  
WILL BE TAXABLE EFFECTIVE  
JANUARY 1, 1991.



**24<sup>99</sup>**

Woven terry shower wrap with matching hairband features elastic and Velcro® closing plus embroidered front patch pocket. White, Pink. One size fits most.

**ONLY 7<sup>99</sup>**

Ea. Top or Bottom

## WINTERWEIGHT UNDERWEAR

Selected styles of tops and bottoms.

Women's Body Fashions Shop

THESE TWO PAGES: SHOP IN PERSON

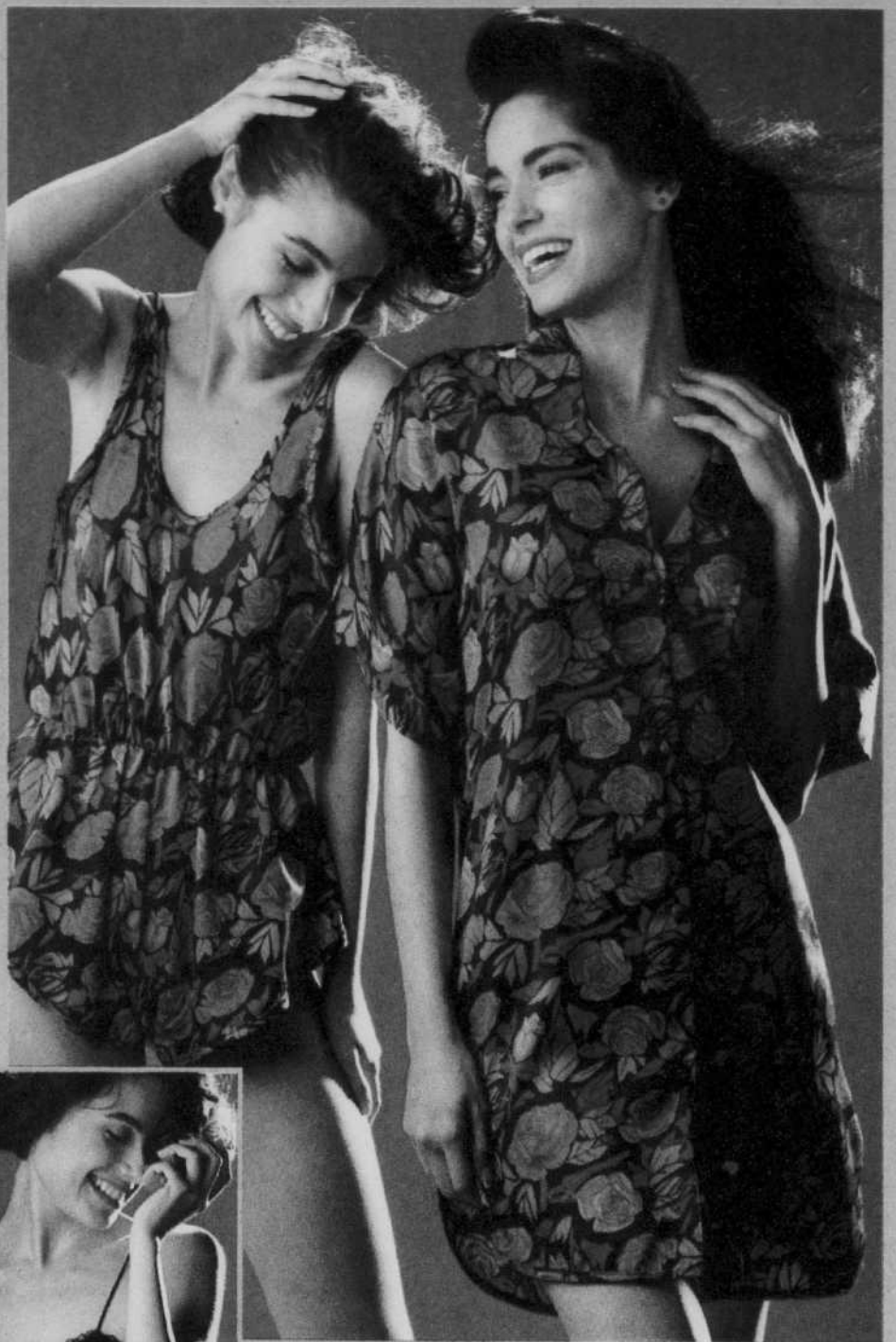


BEAUTIFUL  
DREAMERS:  
EXCLUSIVE  
JESSICA®  
SATINS

1/3  
OFF\*

Dreamy satin sleepwear in a vibrant floral print. Assorted styles. S, M, L. Sears reg. \$26-56. Ea. .16.99-36.99

Sleepwear Shop  
\*Reg.-priced merchandise, excludes sale-priced items



**ONLY 12<sup>99</sup>** Each

Holiday intimate apparel. Teddies, 2-piece sets and more in assorted styles and colors. S, M, L.

Women's Body Fashions

We aim for the utmost accuracy in our advertising, but the occasional error can occur. Any error will be corrected as soon as it is recognized, and customers selecting merchandise affected will be advised immediately of the correction. To avoid inconvenience and disappointment, please note: all sizes, colors and styles may not be available in all our Sears Retail stores.



CREATED  
JUST  
FOR YOU

When you purchase \$50 or more at Sears Fragrance and Cosmetics Shops, our beauty advisors will create a charming gift basket at no extra charge. A truly personalized gift to keep or give.

THESE TWO PAGES: SHOP IN PERSON



**BONUS**

**XERYUS  
BY GIVENCHY**

50 mL After shave .....\$37  
50 mL Eau de toilette spray...\$44  
Bonus! With any Xeryus purchase of \$36 or more, receive a 4 mL Xeryus deluxe miniature, 20 mL Bath and shower gel, 20 mL After shave treatment cream and 3 mL Givenchy Gentlemen miniature at no extra cost.

Fragrance Shop  
Bonus offers on this page are limited one per customer, per offer, while quantities last.



**BONUS**

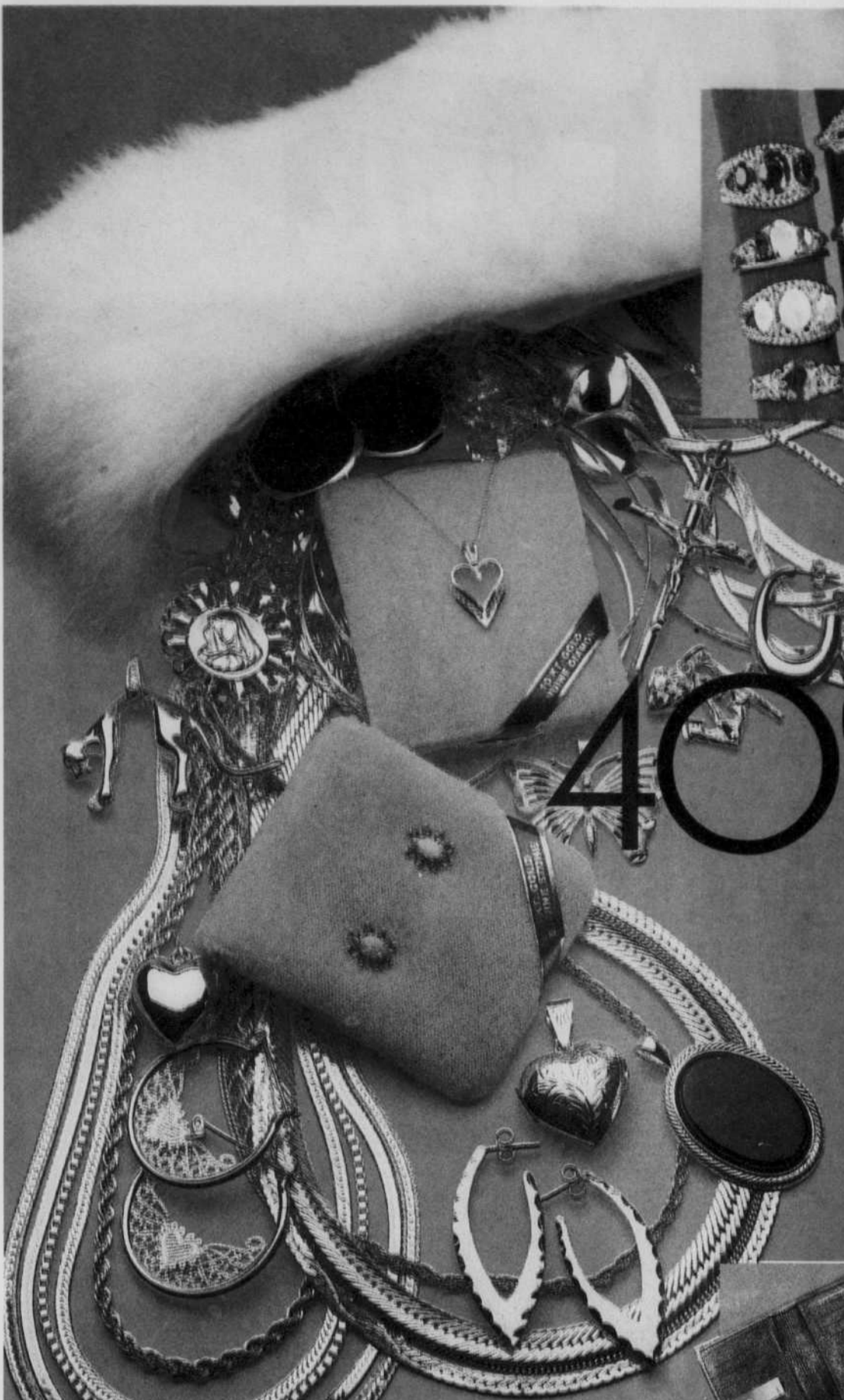
**RAPPORT  
FOR MEN**

'This could be forever'. 50 mL After shave and 50 mL eau de toilette. Set .....\$44  
With any Rapport purchase of \$25 or more, receive a bonus shoe shine travel kit at no extra charge.



**\$50 OFF**

Genuine gemstone rings in 10K gold. Opals, garnets, amethyst, hematite and blue topaz. Reg. \$249. Ea. . . . \$199  
Jewelry may appear larger than actual size to enhance detail



**30-40% OFF**

**SPECIAL TREASURES SHE'S SURE TO LOVE**

Pamper her with selected 10K gold and sterling silver neckchains, bracelets, earrings and collectibles.

Reg. prices stated are Sears prices

Sale prices for this Jewelry collection end December 24, 1990



**35% OFF**

Selected beautifully crafted leather goods. Coin purses, clutches, wallets and more. Reg. \$14-80. Ea. 9.09-51.99



**25% OFF\***

**ALL PULSAR™, SEIKO, CARDINAL AND PHASAR® WATCHES**

Reliable men's and women's watches.  
**Pulsar™** Sears reg. \$89-189.  
 Each . . . . .66.75-141.75  
**Seiko.** Sears reg. \$149-350.  
 Each . . . . .111.75-262.50  
**Cardinal.** Sears reg. 11.95-\$110.  
 Each . . . . .8.96-82.50  
**Phasar®.** Sears reg. 49.99-89.99.  
 Each . . . . .37.49-67.49

Not all brands available in all stores.  
 \*Regular-priced items, excludes sale-priced merchandise



**SEARS GIFT CERTIFICATES... THE PROBLEM SOLVERS**



**1149.**  
**\$29**

**FRAGRANCES  
LEAVE A  
LASTING  
IMPRESSION**

For the special people on your list.  
Brand-name gift sets including Chantilly,  
Lady Stetson, Stetson, Old Spice, more.  
Fragrance Shop



**14<sup>99</sup>**  
Each

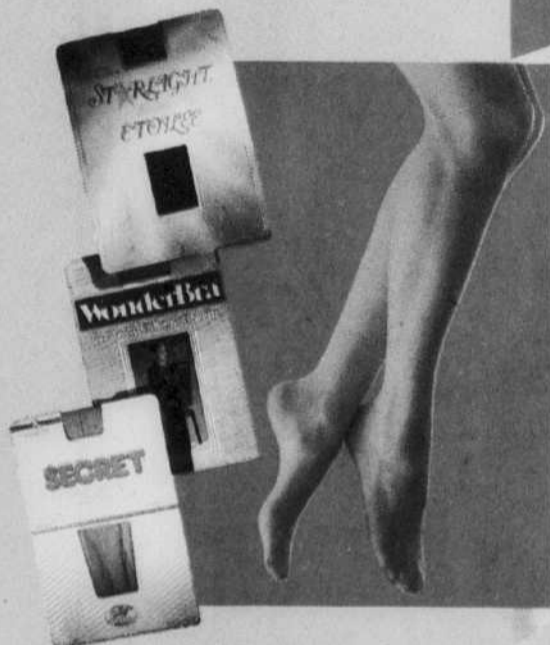
**Ceramic pot pourri or bath salts sets include flower basket, pitcher or glass jar with brass top.**



**19<sup>99</sup>**  
Each

**Cosmetic kit includes 4 blushes, 14 eye shadows, 2 sponge tip applicators, full size mirror. Treat someone special!**

Cosmetics Shop



**20% OFF\***

**All Ultra Sheer hosiery including silky sheers, control tops and queen size. Sears reg. 3.75-\$8. Each... \$3-6.40**

Hosiery Shop  
\*Reg. priced merchandise, excludes sale-priced items

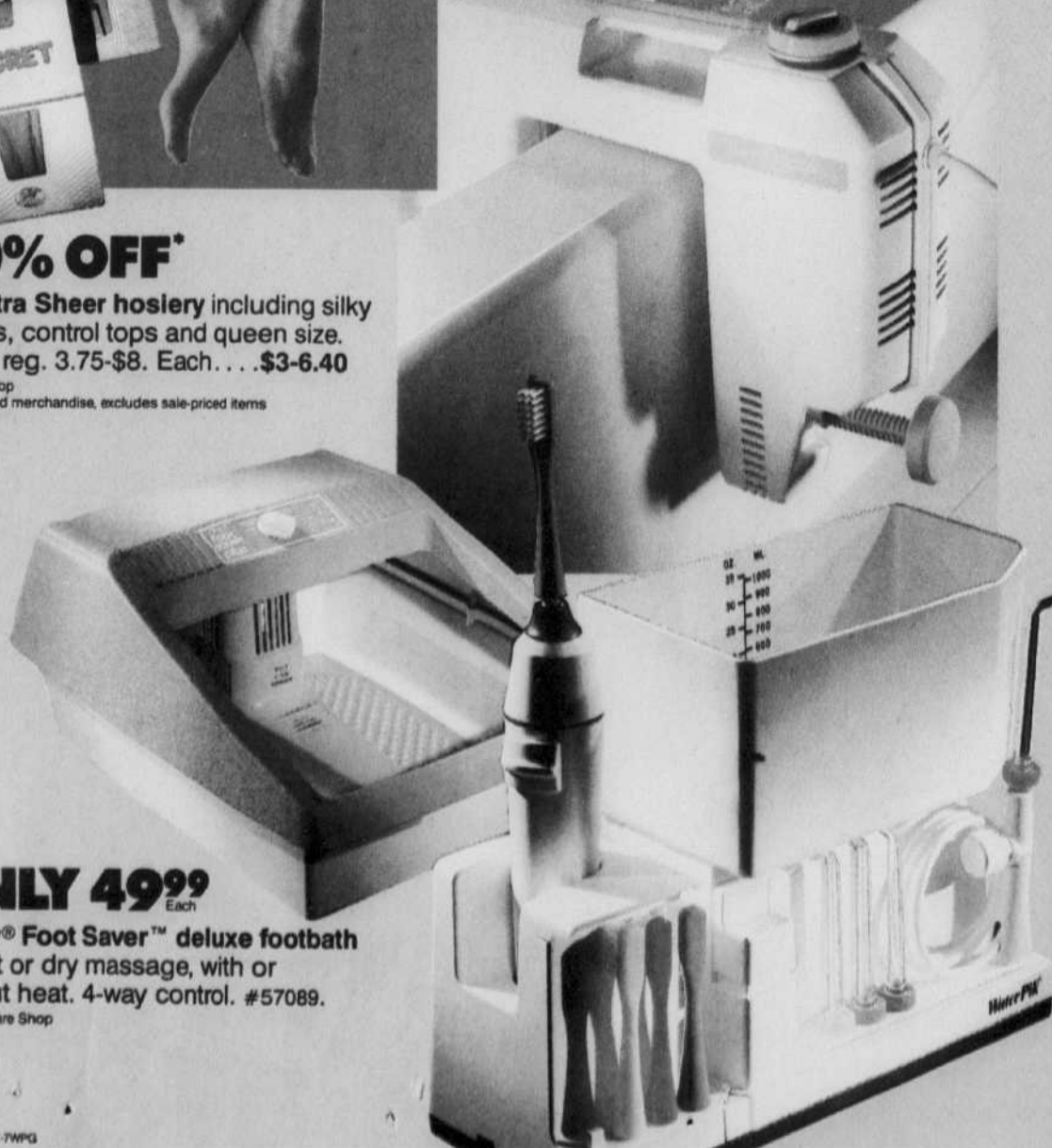


**\$20  
OFF**

**TURN YOUR  
BATH INTO  
A RELAXING  
WHIRLPOOL!**

**199<sup>99</sup>**  
Each. Sears reg. 219.99

**Dazey® Turbo Spa has 10 power settings and 180° directional control to pump over 40 gallons per minute. Makes a great gift too! Accessory kit incl. #57367.**



**ONLY 49<sup>99</sup>**  
Each

**Dazey® Foot Saver™ deluxe footbath for wet or dry massage, with or without heat. 4-way control. #57089.**

Personal Care Shop

**\$5 OFF**

**Water Pik® oral hygiene. Home dental centre, oral irrigator or tooth brush. Reg. 39.99-79.99. Each. 34.99-74.99**

Reg. prices stated are Sears prices

# 30-40%

# OFF

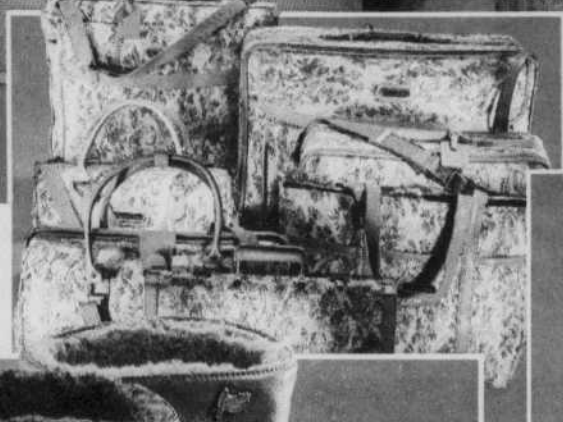
Luggage

A GIFT FOR  
PEOPLE WHO  
ARE GOING  
PLACES

## 29<sup>99</sup>-74<sup>99</sup>

Each. Reg. \$50-125

**Fifth Avenue luggage** of durable 950 denier polyester. Carry-on, tote, 26 or 28" Pullman, garment bag. Green, Navy. #55700-4. **'Tapestry' designer luggage** by Oscar de la Renta®. Grey. #55100-3, 55126-7, 52011. Reg. \$45-140. Ea. **31.49-97.99**  
Luggage Shop



## \$20 OFF

Pair

**Men's western style pull-on boot** with pile lining to keep your feet warm and comfortable. Full sizes 7-12. Black or Brown. Sears reg. \$85. Pair . . . . . **64.99**  
Family Footwear Shop

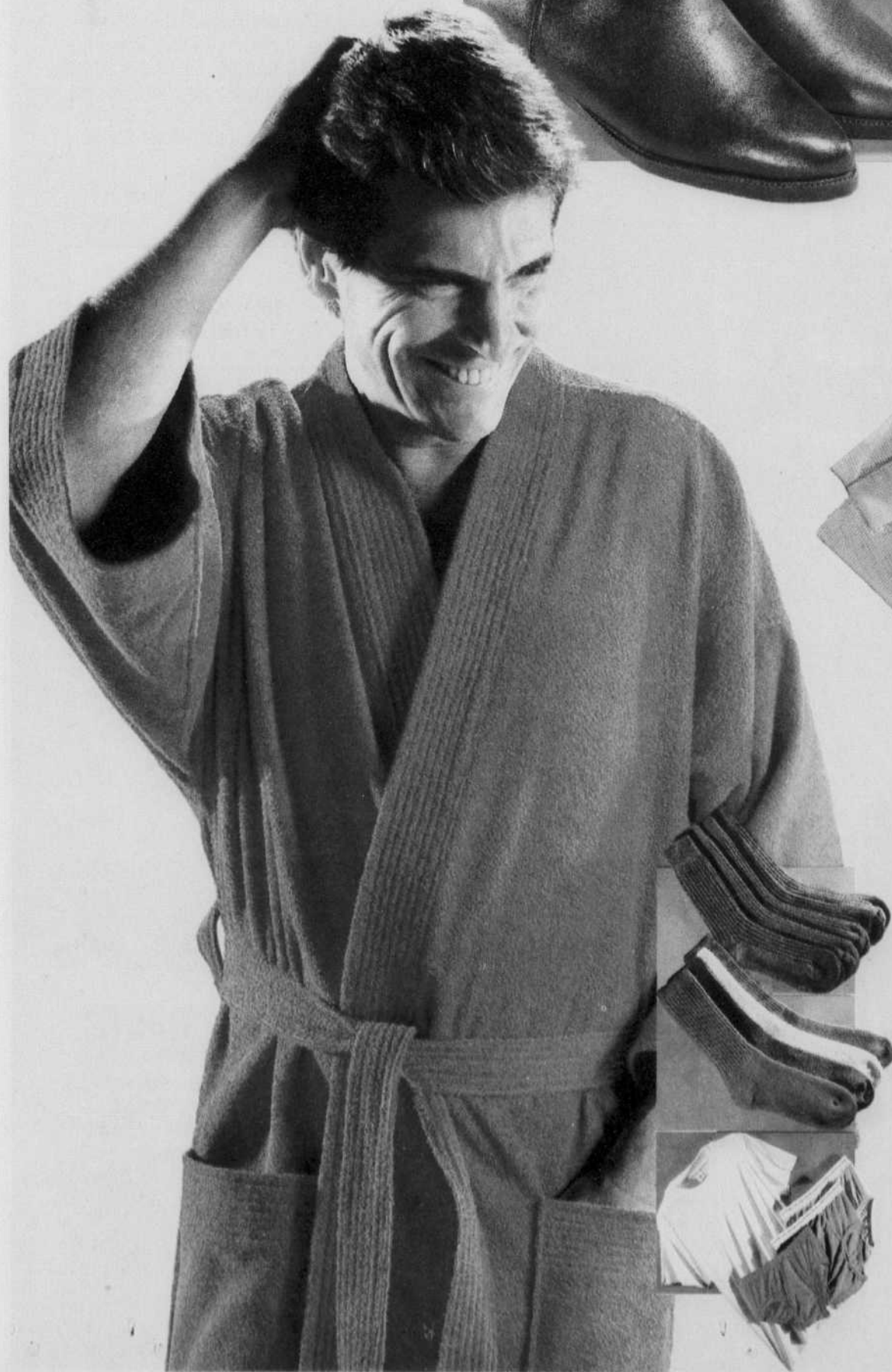


## \$10 OFF

Each

**Business cases** in assorted styles and finishes make welcome, practical gifts. Reg. 49.99-89.99. Ea. . . **39.99-79.99**  
Reg. prices stated are Sears prices

THESE TWO PAGES: SHOP IN PERSON



## JUST 17<sup>99</sup>

Each

**Men's pinstripe pajamas** of polyester-cotton broadcloth with elastic waist. Sizes 36, 40, 44, 48. Navy or Taupe.  
Men's Furnishings Shop

## ONLY 39<sup>99</sup>

Each

**Men's 'Town and Country' cotton terry robe** by Caulfield. One size fits most. 5 colors.

## 25% OFF

**Men's socks.** Cotton Club casuals or McGregor dress. Reg. \$5-9. Pr. **3.75-6.75**  
**Fruit of the Loom®** briefs, t-shirts, athletic shirts. Asstd. sizes, colors, fabrics. Reg. 5.99-11.99. Pkg. . . **4.49-8.99**

# SLEEPWEAR 25% OFF

VISIONS OF  
SUGARPLUMS  
DANCED IN  
THEIR HEADS

What's all the  
hubbub about?



I can't wait to  
hide under the  
wrapping paper.



I hope Rudolph  
ate enough chow  
to get here.



Dad better not  
knock the tree over,  
like last year.



I'm going to leave some  
muffins out for Santa.

Infants' assorted sleepwear. 14, 20,  
26 lb. Reg. 13.99-19.99. Ea. **9.99-14.99**

Infants' & Toddlers' Shop

Toddlers' sleepwear in assorted styles.  
Sizes 1, 2, 3. Reg. 21.99. Ea. **15.99**



BOYS' AND  
GIRLS' SNAZZY  
SEPARATES TO  
MIX AND MATCH  
**25% OFF**

For boys, we have assorted Dragon  
pants, shirts, turtlenecks and sweaters.  
8-18. Reg. 12.99-29.99. Ea. **8.99-20.99**  
For girls, there are Sugar Kaine pants,  
skirts, jackets and more. Sizes 8-16.  
Reg. 19.99-29.99. Each. **14.99-22.49**  
Girls' belts shown are included

HANGIN' TOUGH  
NEW KIDS  
ON THE BLOCK®  
KIDS' FASHIONS AT SEARS

©Winterland/Rock Express and 1990 Big Step Productions Inc.

# 25% OFF

SPRUCE 'EM UP  
IN 'CHOCOLATE  
MOOSE'  
COORDINATES

For him and her...printed denim  
separates including pants, shorts,  
skirts and more, plus, matching tops.  
4-6X. Reg. 18.99-33.99. Ea. **13.99-25.49**



# 25% OFF

Newborn, infants' fleece and velour  
jumpsuit sets. Newborn 3-9 mo.,  
infants' 20-32 lb. Reg. 19.99 . . . **14.99**  
Toddlers' assorted dresswear.  
2-3X. Sears reg. 29.99 . . . . . **21.99**  
Reg. prices stated are Sears prices

THESE TWO PAGES:  
SHOP IN PERSON FOR CLOTHING

Who can sleep at a time like this?

Dad's going to love that neon bowling ball.

Let's pretend it's Christmas and open our presents right now.

Let's hip hop and do the Christmas rap.

Where's the mistletoe?

Where's my water pistol?



**2-pc. pyjamas. 4-6X.**  
Reg. 19.99. Ea. **14.99**  
Girls' Wear Shop  
Reg. prices stated are Sears prices

**2-pc. pyjamas. 4-6X.**  
Reg. 17.99. Ea. **13.49**  
Girls' Wear Shop

**Assorted polojamas. 4-6X, 8-16.** Reg. 15.99-23.99. Ea. **11.99-17.99**  
Boys' Wear Shop

**Flannel jumpsuit. 8-14.**  
Reg. 19.99. Ea. **14.99**  
Girls' Wear Shop

**Lace-trimmed gown. 8-14.** Reg. 21.99. Ea. **16.49**  
Girls' Wear Shop

**Print polyester pyjamas. 8-16.** Reg. 24.99. **18.69**  
Boys' Wear Shop



OUR TREES  
HAVE THE  
NATURAL LOOKS  
YOU CAN  
RECYCLE  
YEAR  
AFTER YEAR

**\$5-60**  
**OFF\***  
Artificial  
Trees

Save on all artificial styles. Each one has a 10-year warranty†. Choose 5, 6 or 7' heights.

†Warranty details in store Christmas Shop



**\$20 off plush Santa suit;** includes beard, whiskers. Reg. 89.99. . . **69.99**  
**25% off\*** all in-stock tinsel garlands.  
**25% off\*** all in-stock glass or satin Christmas ornaments. Add sparkle.  
**30% off\*** all in-stock jumbo roll Christmas wrap. Shop early.

\*Regular-priced items, excludes sale-priced merchandise



**FLATTER  
HIM  
WITH A  
SNAZZY  
GIFT  
FROM  
SEARS**

**15<sup>99</sup><sub>-</sub>  
24<sup>99</sup>** Each

**Our men's sweater smash continues!**  
There's a ton of styles and colors in  
36 to 46" at 15.99, 19.99 and 24.99.  
Men's Casual Wear Shop

**12<sup>99</sup>** Ea. Group I  
**14<sup>99</sup> 19<sup>99</sup>** Ea. Group II Ea. Group III

**A long-sleeve sports shirt for him . . .**  
perfect for unwinding on the weekends.  
Choose from stripes, solids, checks in  
all the latest colors. S, M, L and XL.

**REMEMBER...**

CLOTHING AND FOOTWEAR  
WILL BE TAXABLE EFFECTIVE  
JANUARY 1, 1991.



**14<sup>99</sup>** Ea. Group I  
**19<sup>99</sup> 24<sup>99</sup>** Ea. Group II Ea. Group III

**Our men's dress shirt smash** is just as  
spectacular. We have stripes, solids and  
tone-on-tone fabrics. 14½ to 17½".  
**Top it off with a tie** from our special  
selection. Each . . . . .9.99 or 14.99

**19<sup>99</sup>** Ea. Group I  
**24<sup>99</sup> 29<sup>99</sup>** Ea. Group II Ea. Group III

**Our dress and casual pants clearance**  
includes a special purchase on Pierre  
Cardin cords. Assorted shades: 30 to 40".  
Belts shown not included  
While quantities last  
Dress Wear Shop

THESE TWO PAGES: SHOP IN PERSON

# WARMING TRENDS...

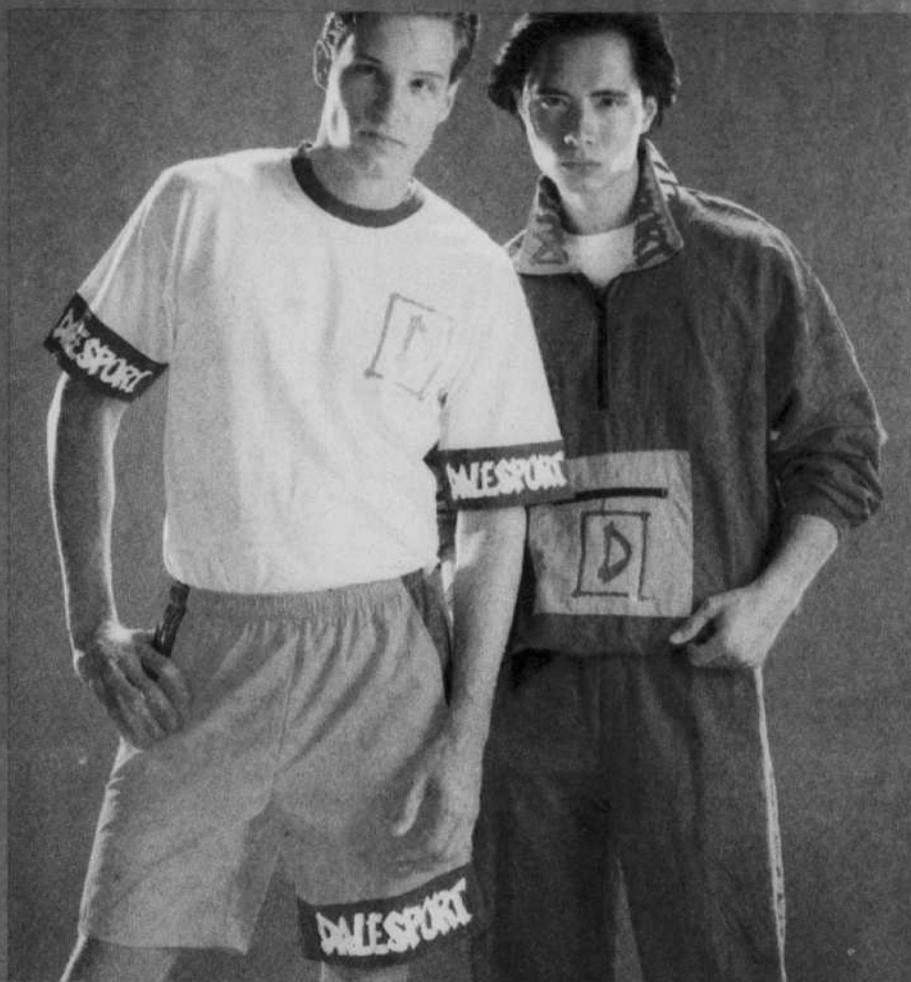
# 30% OFF

## 14<sup>49</sup>-38<sup>49</sup>

Each. Until Dec. 24, 1990.  
After Dec. 24, \$21-55

Get ready for Spring with this fabulous collection from Dalesport. Choose from nylon jacket, pants or shorts, plus, matching tank top and crew-neck T-shirt. Assorted colors in S, M, L, XL.

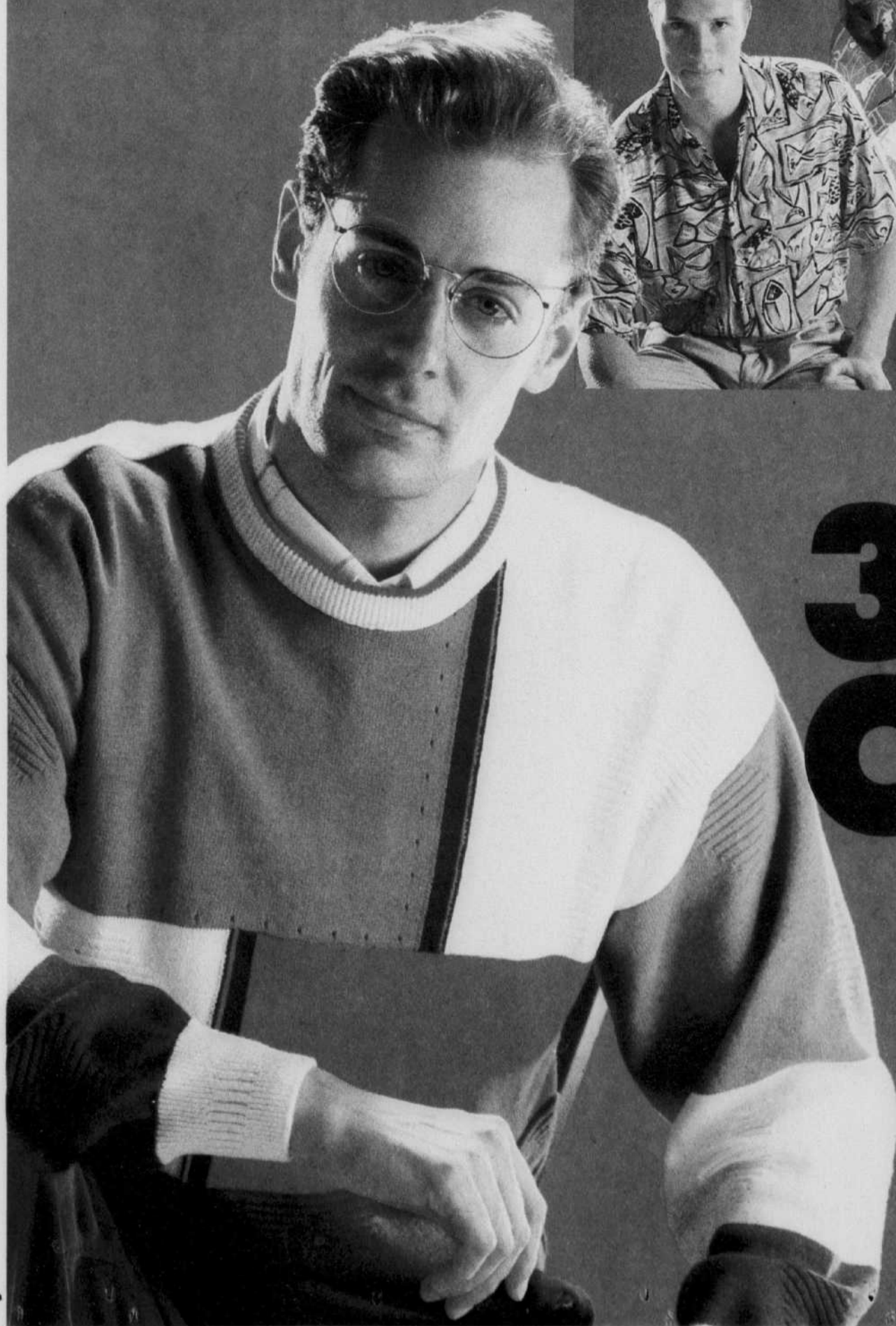
Men's Casual Wear Shop



## 24<sup>99</sup>

Each. Until Dec. 24, 1990.  
After Dec. 24, \$36

Men's short-sleeve shirts in assorted prints are pure cotton and cotton/rayon, so they breathe easily no matter how hot it gets. S-XL.



# 30% OFF

## 37<sup>77</sup>

Each. Until Dec. 24, 1990.  
After Dec. 24, \$55

### SWEATERS TO CATCH SPRING BY SURPRISE

We're fully stocked with styles for '91 so he'll be ready when warmer weather rolls in. Choose from all the latest patterns and colors. Sizes 36, 40, 44, 46".

# ARNOLD PALMER<sup>®</sup> EXCLUSIVES!



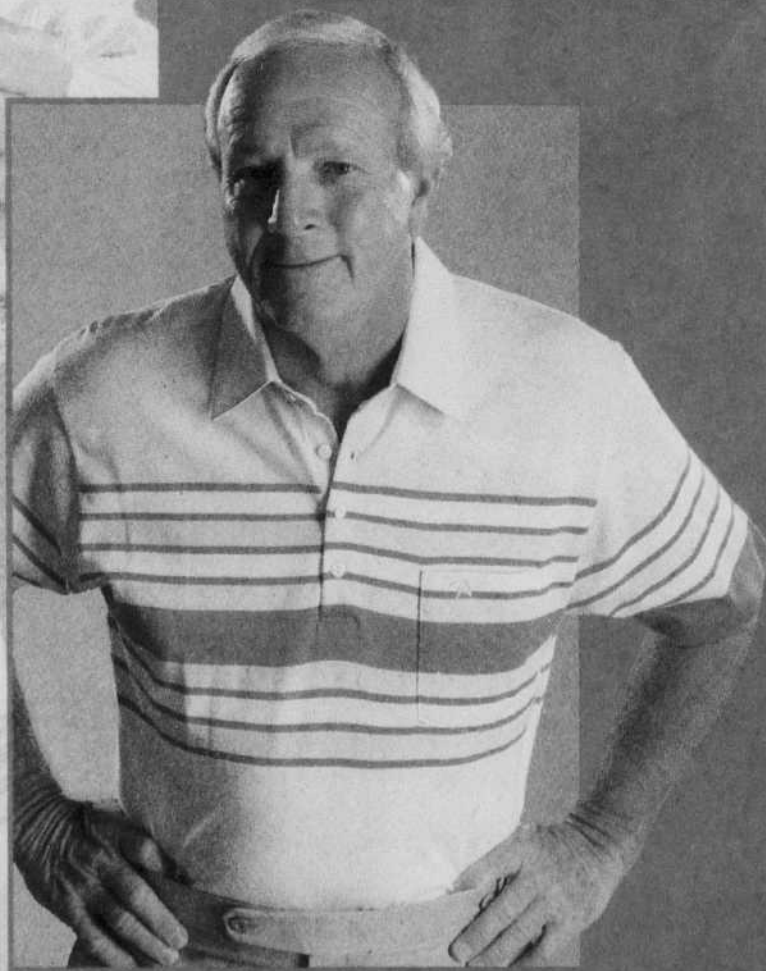
SEARS  
COLORFUL  
NEW SPRING  
COLLECTION  
WILL SUIT  
YOUR MAN  
TO A 'TEE'

A reflection of today's man at play—  
easygoing, stylish and comfortable in  
easy-to-coordinate casual sweaters,  
pants, and shirts by Arnold Palmer<sup>®</sup>.  
Men's Casual Wear Shop

## BONUS OFFER

With every Arnold Palmer<sup>®</sup> purchase of  
\$100 or more between December 10 and  
24, 1990, you'll receive a \$25 merchandise  
certificate towards your next men's wear  
purchase at Sears. Happy holiday shopping!  
Certificates must be redeemed between January 2 and March 31, 1991.

THIS PAGE: SHOP IN PERSON



## REMEMBER...

CLOTHING AND FOOTWEAR  
WILL BE TAXABLE EFFECTIVE  
JANUARY 1, 1991.