

GREAT NEWS FROM SEARS

1/2 PRICE

SEARS
LUXURIOUS
COTTON TERRY
ROBES WITH
MATCHING TOWEL

52⁹⁹

Set. Sears
reg. \$106

Joy to your girl when she snuggles up
in this comfortable, cosy bathrobe
and matching towel. White, Pink, Blue.
3 styles in solid or stripe; S, M, L.
Shop early for best selection.

Women's At Home Wear Shop

THIS PAGE: SHOP IN PERSON

COMFORTABLE
DROP SHOULDER
STYLING

ATTRACTIVE
APPLIQUE
ACCENTS

2 PATCH
POCKETS



**SALE PRICES IN EFFECT
AT YOUR NEARBY
SEARS RETAIL STORE
UNTIL SATURDAY
DECEMBER 8, 1990**
OR WHERE SUNDAY OPENINGS
APPLY, DEC. 9, 1990,
UNLESS OTHERWISE STATED,
WHILE QUANTITIES LAST

SEARS





**FESTIVE
FASHION
FOR THE
MODERN
WOMAN**

**ONLY
1999**

Each

**AFFORDABLE
HOLIDAY
DRESSING**

Beautiful blouses in assorted colors and styles. Elegant lace detailing, organza collars and more, in silk-look polyester or crisp, pure cotton. Misses' sizes 8-16; Junior S, M, L. Two Roads™ and Women's Sportswear Shop.

THESE TWO PAGES: SHOP IN PERSON



20% OFF*
ALL
HAIR ACCESSORIES
AT SEARS!

Great stocking stuffers!

Accessories Shop
*Reg.-priced items, excludes sale-priced merchandise

WOMEN'S DRESS SALE 30% OFF*

Fall and holiday dresses only
*Reg.-priced items, excludes sale-priced merchandise
Sizes, colors, and styles may vary by store



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

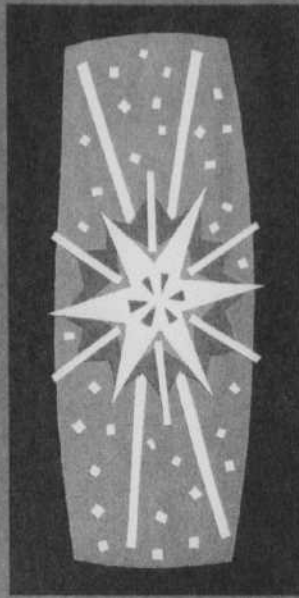
Women's Dress, V.I. Petites and Image Shops

SAVE 10%*
ON ANY WOMEN'S PANTYHOSE
WHEN YOU BUY A DRESS OR SUIT.

REMEMBER...

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

JOIN THE CLING-ALON HOSIERY CLUB
BUY 12, GET ONE FREE! (DETAILS IN STORE)



**DREAMY
SLEEP-
WEAR
AT
DOWN
TO
EARTH
PRICES**

**999
1299
1499**

Each

We've made gift giving easy with a wide selection of sleepwear in soft pastels. Nylon, cotton or winter weight. S, M, L.

Women's Sleepwear Shop

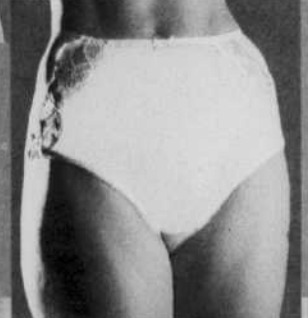


3/999

**BRIEF
IDEAS FOR
STOCKING
STUFFERS**

Pick from briefs or bikinis with lace details, in cotton or nylon. 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 customer selecting merchandise affected will be advised immediately of the correction. To avoid inconvenience and disappointment, please note: all styles, sizes and colors may not be available in our Sears Retail stores.

SELECTED VOGUE®, WARNERS®,
AND JESSICA® BRAS
30% OFF

THESE TWO PAGES:
SHOP IN PERSON



15.99
Ea. Pants
Sears reg. \$26

17.99
Ea. Sweater

Bouclé sweaters, trimmed with beading and embroidery, make a great match with our polyester pants. Sweaters, sizes S, M, L; pants, sizes 12-20.
Women's Sportswear Shop

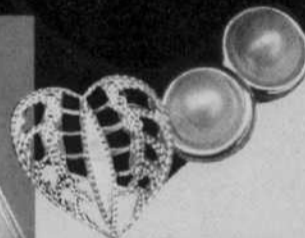


THE SEASON SHINES WITH GOLD AND SILVER 30-40% OFF

Gifts that glow...selected 10K gold and sterling silver jewelry.
10K. Reg. \$75-399. Ea. **52.50-239.40**
Sterling. Reg. \$10-170. Ea. **\$7-102**
Jewelry may be shown larger than actual size to enhance detail
Jewelry Shop

BONUS

Buy \$50 or more of fine jewelry, get a beaded trinket box at no extra charge.
Limit one per customer, while quantities last
SALE PRICES ON GOLD AND SILVER END MON., DEC. 24, 1990



3.99-12.99
Each

Fun stuff for kids! Soap crayons, locker kit bags, cologne and more.

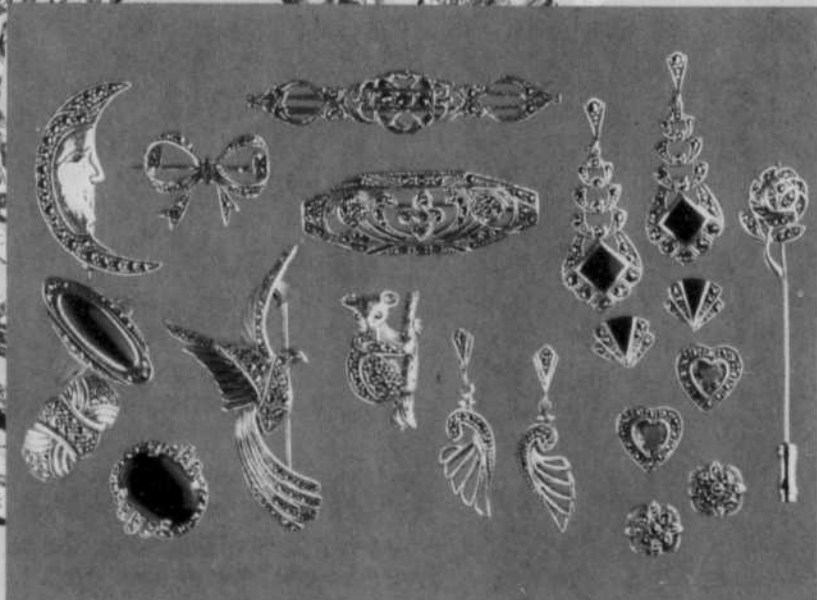


12.49-29.50
Set

Our holiday gift sets feature popular fragrances for men and women.
Cosmetic Shop

EVERYTHING OLD LOOKS NEW AGAIN

Our collection of antique-look jewelry features marcasite set in sterling silver, ready for giving in our own special gift box. Ea. **19.99-49.99**



SEARS GIFT CERTIFICATES
THE PROBLEM SOLVERS.

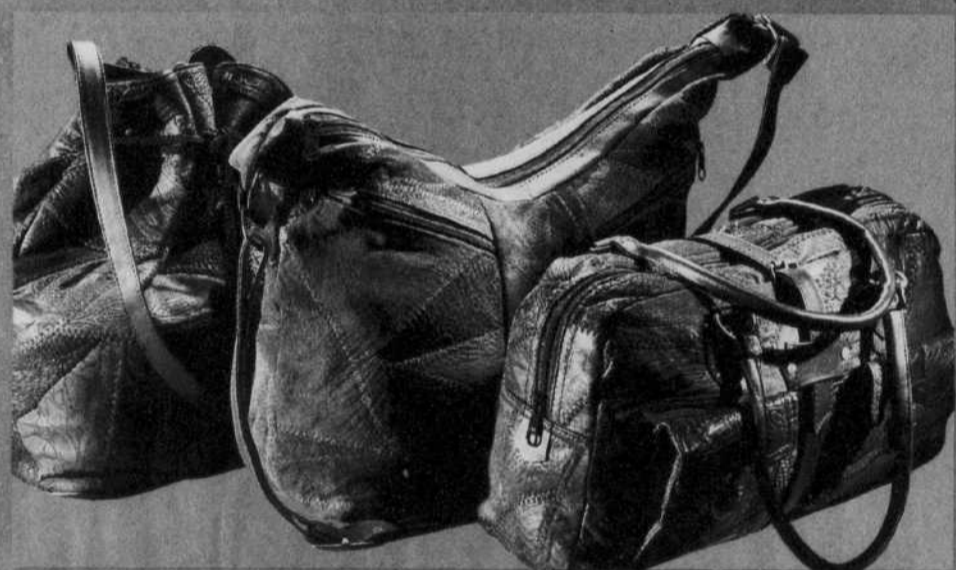


**BIG
HINTS
FOR SOME
GREAT
LITTLE
GIFTS**

**25%
OFF***

She'll look smart and keep warm in our lined leather gloves, featuring suede insets or love knot. Purple, Brown or Black. 6½-8. Reg. \$40. Each 29.99

Accessories Shop
Reg.-priced items, excludes sale-priced merchandise



**HANDBAGS
THAT SUIT
HER STYLE**

Our selection of handbags offer exceptional value and a full range of styles, in suede and leather patch in assorted Fall colors. Each 24.99

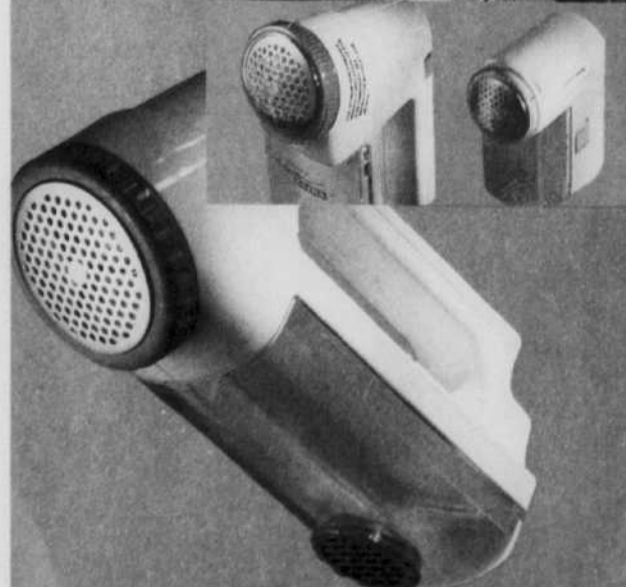
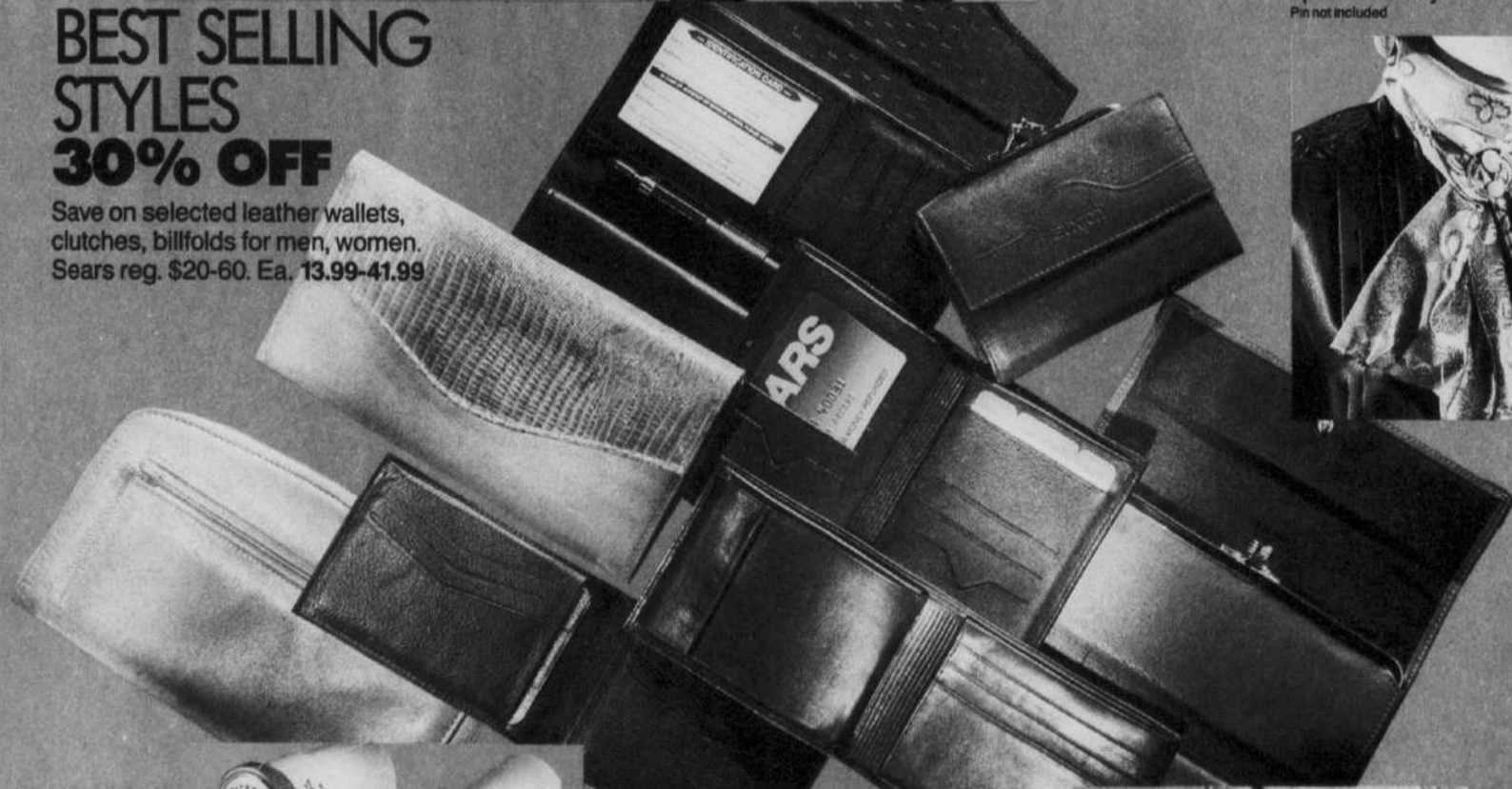
15⁹⁹
Each

Metallic lame scarves add holiday sparkle to any dress or coat.
Pin not included



**BEST SELLING
STYLES
30% OFF**

Save on selected leather wallets, clutches, billfolds for men, women. Sears reg. \$20-60. Ea. 13.99-41.99



\$4-7 OFF

Clothes shavers. Clothes care in 3 sizes. Reg. 12.99-34.99. Ea. . . 8.99-27.99

Reg. prices stated are Sears prices
Personal Care Shop



19⁹⁹
Ea. Rope massager

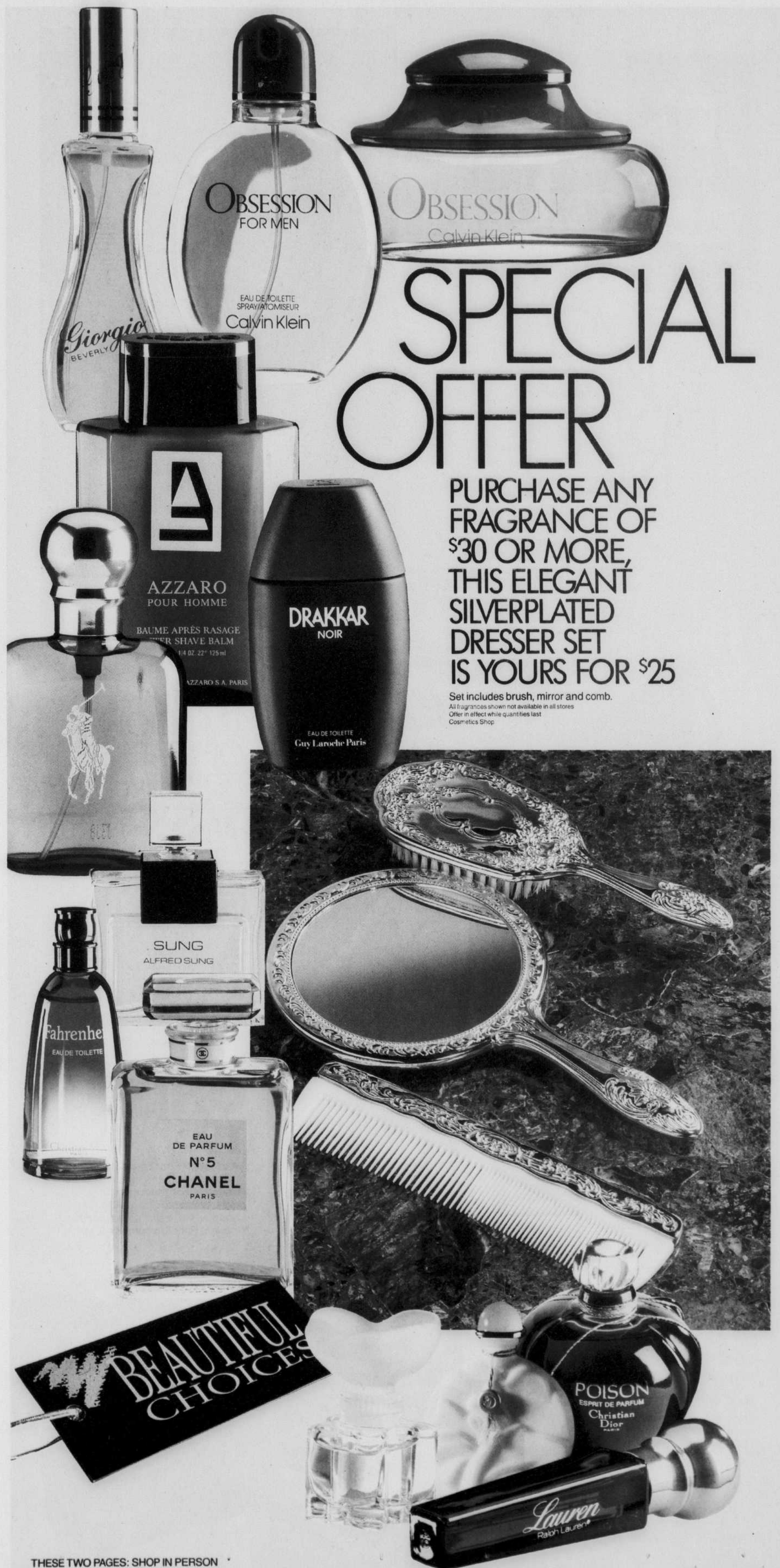
Relax with a back massager ... 99.99
Scent Island Air Freshener ... 14.99

Air freshener refills available

DIM BONUS

Buy any 2 pairs of Dim hose, and get a pair of Black 'Voile de Jour' (Reg. 4.50) in sizes 1, 2, 3 or 4, at no charge.

Offer in effect while quantities last
Bonus must accompany any returns.



SPECIAL OFFER

PURCHASE ANY FRAGRANCE OF \$30 OR MORE, THIS ELEGANT SILVERPLATED DRESSER SET IS YOURS FOR \$25

Set includes brush, mirror and comb.
 All fragrances shown not available in all stores.
 Offer in effect while quantities last.
 Cosmetics Shop

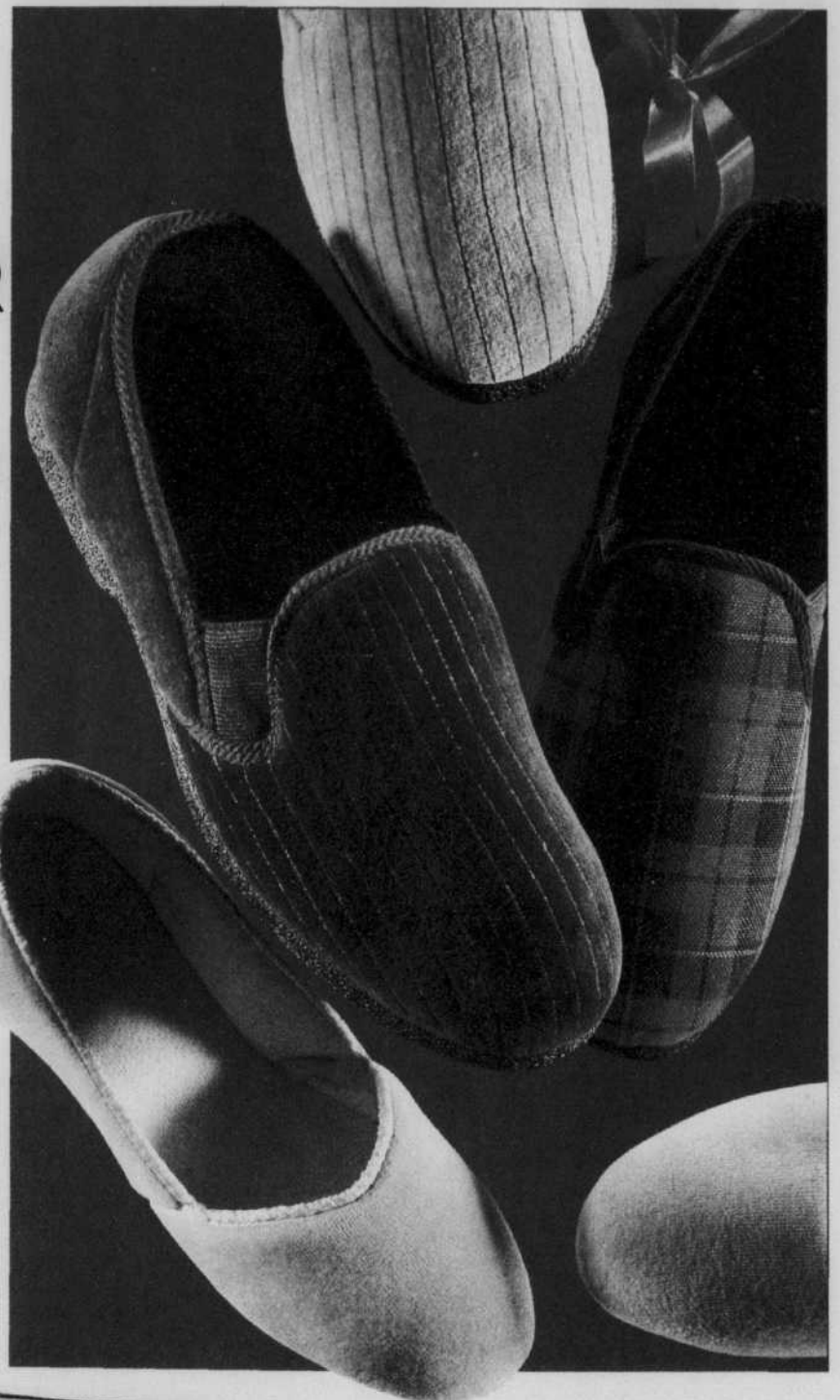
BEAUTIFUL CHOICES



**SLIP A
PAIR UNDER
THE TREE
FOR EACH
MEMBER OF
THE FAMILY**

**1/2
PRICE**

Velour softness for Mom and Dad!
Men's Casual Life velour or fabric
styles. Sears reg. 19.99. Pr. 9.98
Women's 'Boudoir' slippers with cot-
ton lining. 6-10. Reg. 19.99. Pr. 9.99
Family Footwear Shop

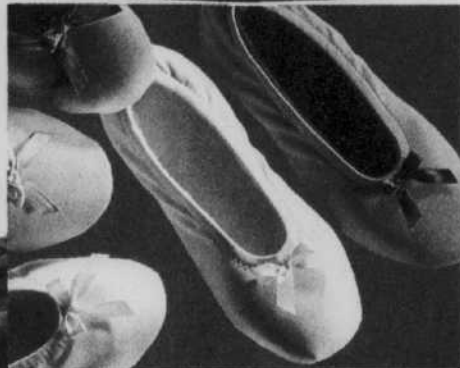


**START A
TRADITION
OF LEATHER
FOR HIM
1/3 OFF**

Sears exclusive Tradition® leather
slippers in 2 styles. Sizes 7 to 12.
Sears reg. 29.99. Pair 19.99

6⁹⁹-7⁹⁹
Pair

Lullabies® pancake slippers
for kids. Blanketcloth, twill
in sizes S-XL. Hurry in!
Kids' baseball screen slippers
in sizes S-XL. Shop today!



BONUS

With any Dearfoams®
slipper purchase receive
bonus fabric bag.
Boxed for gift giving. Bonus
must accompany any returns.



29⁹⁹
Pair

Women's Isotoner® slippers
offer soothing comfort and
good looks. Black, Pink, Blue
and White. Sizes S, M, L and XL.
Reg. prices stated are Sears prices.



BONUS

With any Isotoner®
slipper purchase receive
a bonus body
refreshing kit.

Limit one bonus per customer,
while quantities last.
Bonus must accompany
any returns.



**ONLY
19⁹⁹**
Pair

Dearfoams® Foot Soothers® from
Lullabies®. Women's sizes S to XL.
Beaded suede moccasin slippers in 3
colors. Women's full sizes 6 to 10.
Canadian Critters™ novelty slippers.
Mouse or Rabbit in women's S, M, L.

**SAVE
30-40%**

Stradellina or Fashionlite luggage
in sturdy 420-denier nylon. 6 pieces
to choose from in 3 shades each.
Reg. \$35-120. Each 24.49-71.99
Luggage Shop

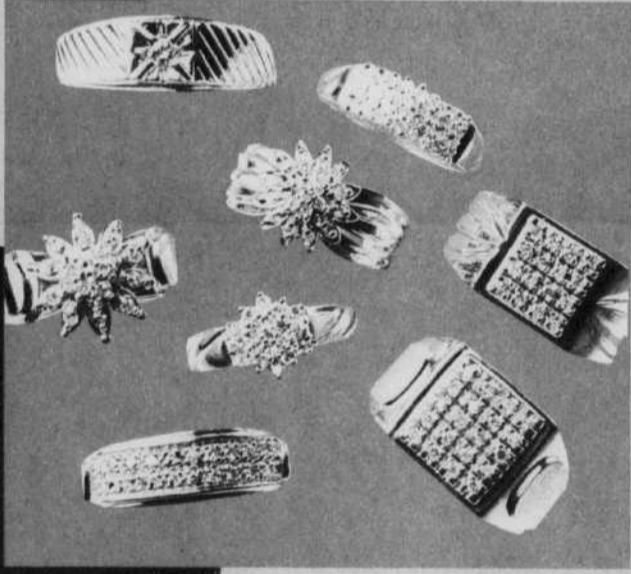


THESE TWO PAGES: SHOP IN PERSON

\$50 OFF

**PEDIGREE® ...
GOOD LOOKS
AND GOOD
QUALITY**

Children's 2-piece instructor-length
snowsuits for superior warmth all
Winter long. Fuchsia, Purple, Black.
Sizes 8-16. Reg. 139.99. Ea. **89.99**
Children's Outerwear Shop



**EXCLUSIVE 1990
LIMITED EDITION
CHRISTMAS RINGS
\$399** Each

Brilliant diamonds with 1/4 carat
total weight. Choose women's dinner
or anniversary style or men's style.
Selected gemstone rings. Ea. \$299
Jewelry may be shown larger than actual size to enhance detail

25% OFF*

**ALL PHASAR
QUARTZ, ALL
CARDINAL
WATCHES**

Styles to suit everyone on your list.
Reg. 11.95-\$110. Ea. **8.96-82.50**
*Reg.-priced items, excludes sale-priced merchandise
Reg. prices stated are Sears prices
Watch sale prices in effect until Sat. Dec. 15, 1990,
or where Sunday openings apply, Dec. 16, 1990

DRESS UP!

25% OFF*

PERFECT
TIMING...
OUR ENTIRE
SELECTION OF
GIRLS' DRESSES
ON SALE!

Super choice of Christmas styles and
Springtime looks. Sizes 4-6X, 7-16.
Reg. 19.99-65.99. Each... 14.99-49.49
Girls' Wear Shop
Reg. prices stated are Sears prices

25% OFF

Pro League locker room! Great lineup
of T's, fleece tops and jammers. S-XL.
Reg. 14.99-29.99. Each... 10.99-22.49



25% OFF

Carolyn Waldo activewear! Get in on
selected tops, bottoms. Sizes S-L.
Reg. 16.99-29.99. Each... 12.49-22.49
Boys' and Girls' Wear Shops

Carolyn Waldo is Canada's
1988 Double Gold Medalist
in Synchronized Swimming at
the Summer Olympic Games
in Seoul, Korea.



OUT FOR THE
NIGHT IN COZY
SLEEPWEAR
FROM SEARS!
30% OFF*

Flannel prints and P.J.'s can't miss.
Boys' 4-6X, 8-16. Girls' 4-6X, 8-14.
Reg. 13.99-19.99. Each... 9.79-13.99
*Regular-priced items, excludes sale-priced merchandise

COWABUNGA!

TEENAGE MUTANT NINJA
TURTLES™/TM & © FASHIONS FOR KIDS
NOW AT SEARS

TM/SM & © 1990 Mirage Studios, U.S.A.
All rights reserved

BABY DAYS

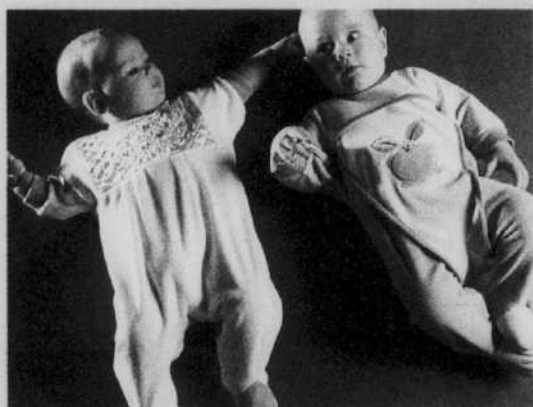
2 GREAT WEEKS



4⁹⁹
Each
Winnie the Pooh® and
friends plush toys.
© 1990 The Walt Disney Company

INVITE
WINNIE
THE POOH®
HOME
FOR THE
HOLIDAYS
20% OFF

Dressy coordinates for boys and girls.
In sizes 14-32 lb., 2-3X and 4-6X.
Reg. 8.99-29.99. Each 6.99-23.99
Infants' and Toddlers' Shop
Sale ends Saturday, December 15, 1990
Where Sunday openings apply,
December 16, 1990



25% OFF
Infant velour sleepers. In Blue, White,
Peach, Pink or Mint. Sizes 14, 20, 26 lb.
Sears reg. 22.99. Each 16.99



25% OFF
Casual or dressy knit sets. Newborn sizes
3, 6 and 9; Infant sizes 12, 18 and 24 mos.
Reg. 21.99-31.99. Each 16.49-23.99
Reg. prices stated are Sears prices



QUALITY!
Fisher-Price®—best buys for your baby.
Wrap-around high chair. #68100 99.99
Infant bath tub. #69225 24.99
Portable monitor. #69249 59.99



20% OFF
'Bear on a Cloud'
bedding. Sears reg.
10.99-34.99.
Ea. 8.79-27.99



114⁹⁹
Reg. 129.99
7-year car seat.
Converts to booster.
Head support. . 19.99



39⁹⁹
Reg. 49.99
Snuggly® carrier. For
infants 0-2 years.
In Grey or Blue.



99⁹⁹
Reg. 129.99
Sleeper stroller
folds for storage.
Large basket. #66432.



8⁴⁹-9⁹⁹
Ea. Reg. 10.99-12.99
Winnie the Pooh®
sleepwear—infants
and toddler sizes.



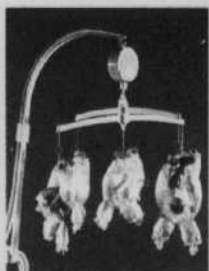
119⁹⁹
Reg. 129.99
"Pack 'n' Play"
playpen by Graco.
Perfect for travel.



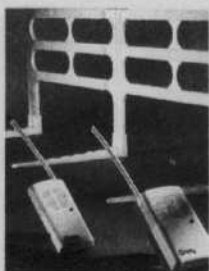
19⁹⁹
Reg. 21.99
Portable mesh gate.
Pressure control,
opens to 37". #67162.



34⁹⁹
Reg. 39.99
Day cradle. Molded
shell with built-in
rocking feature.
Not for use as a car seat



29⁹⁹, 34⁹⁹
Each Reg. 34.99-39.99
Musical mobiles.
Jolly Jumper clown
or Bear in T-shirt.



\$2-10 OFF
Nursery intercom.
Reg. 49.99 .. 39.99
Adjustable guardrail.
Reg. 21.99..... 19.99



15⁰⁰-\$2 OFF
Molded bath tub.
Reg. 8.99..... 7.49
3-stage trainer.
Reg. 26.99 .. 24.99



18⁹⁹-29⁹⁹
Each Reg. 21.99-34.99
Diaper bags. Easy-
clean 2-pocket nylon
or 7-pocket vinyl.



7⁴⁹-19⁹⁹
Each Reg. 8.99-24.99
Diaper pails. Choose
budget style or Jolly
Jumper step-on model.



10⁹⁹
Ea. pkg. of 12 Reg. 12.99
Flannelette diapers.
Vinyl pants. 6 pk. 4.99
Change pad.
Ea. 2.29



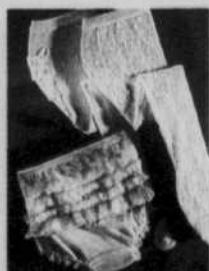
12⁹⁹
Each set. Reg. 14.99
Disney® bottle set.
Set of 3. 227mL size.
\$2 off hooded towel
set. Reg. 7.99 .5.99
Washcloths also on sale



\$2 OFF
Baby blanket or crib
mattress cover.
Sears reg. 9.99-
11.99 7.99-9.99



6⁴⁹
Each pkg. Reg. 7.49
Print cotton rompers.
Domed crotch. Pkg.
of 2. Diaper shirt.
Ea. 3.99



3⁹⁹-5⁹⁹
Each. Reg. 4.49-6.99
Little girl lace.
Fancy tights, rumba
tights or frill panty.



3⁴⁹-5⁹⁹
Each Pkg. of 3 pr. Reg. 3.99-6.99
Small fry socks.
Sport-style or turn-
down lace anklets.

ACT NOW!
SAVE \$10
on our 37-piece
portrait package
14⁹⁵
Reg. 24.95
Frame not included
Price includes \$2 deposit. Portraits on traditional backgrounds,
Christmas or White background, Vignettes, Double Feature,
special effects portraits available at extra cost. Poses our
selection. \$2 for each additional person. No appointment
necessary. Use your Sears Card. Cannot be combined with
other offers. Not redeemable for cash. Studios located in Sears
stores. Sears Canada Inc.
SEARS® portrait studio TM: Trademark authorized for use in Canada
Offer ends February 2, 1991
PRESENT COUPON AT TIME OF SITTING

THESE 2 PAGES: SHOP IN PERSON FOR CLOTHING



GIFT IDEAS THAT WILL SURELY WARM UP WINTER

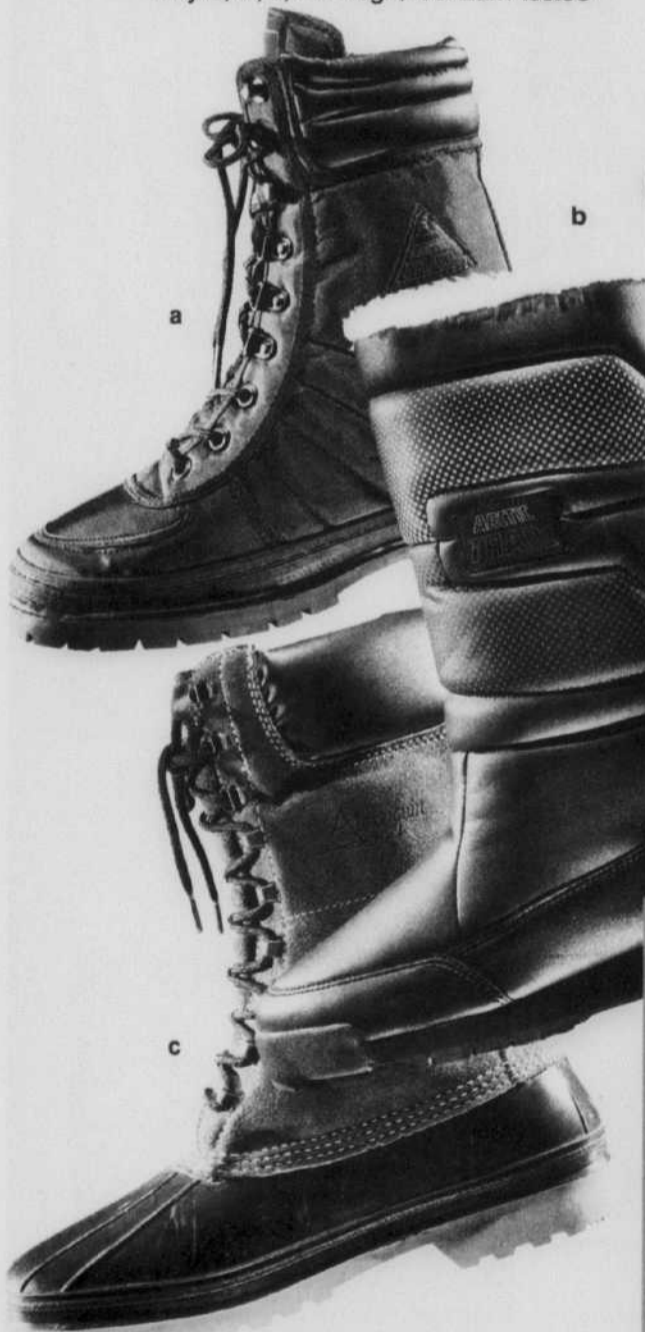
\$115 OFF

IT'S OUR BEST COLD SOLUTION

Down and waterfowl feather-filled parka has cotton-nylon outershell in Beige, Navy or Steel Blue. **Regular fit**; chest sizes 36-46". Reg. \$275. Each... **159.99**
Tall fit; 40-56". Reg. \$295. Ea... **179.99**

\$50 OFF

Bomber jackets with down-waterfowl fill. 2 styles in Charcoal, Mauve, Khaki or Grey. S, M, L, XL. Reg. \$160. Ea... **109.99**



1/3 OFF

Men's genuine leather dress gloves keep hands warm... fashionably. Attractive textured finish, knit lining. Grey, Navy, Black, Brown. M, L, XL. Reg. \$30. Pr. **19.99**
Reg. prices stated are Sears prices



ONLY 69.99
Each

Raincoat has polyester fill, endures all types of weather. Stand-up collar, full wrap belt and two handy lower pockets. Charcoal. Regular, Short and Tall fits.
Men's Dress Wear Shop

SAVE \$20-25

a-Men's Winter boot has heavy nylon upper and easy lacing system. Black or Grey in sizes 7-12. Sears reg. \$60. Pr. **39.99**
b-Men's pull-on high boot has pile lining and a sturdy, rugged outsole. Black or Grey in 7-12. Sears reg. \$60. Pr. ... **39.99**
c-Men's 10" waterproof leather sport boot features warm Thinsulate® insulation. Grey suede in 7-12. Sears reg. \$95. Pair **69.99**
Family Footwear Shop

40% OFF*

SELECTED MEN'S ALL-LEATHER DRESS SHOES

Stylish shoes from Boulevard Club® and Tradition® feature quality leather uppers, lining, insole and outsole.
Sears reg. \$70-100. Pr. 39.99-59.99

Mens Footwear Shop
Sizes, colors, and styles may vary by store
*Reg.-priced items, excludes sale-priced merchandise



EVERY SUIT AND SPORTCOAT NOW ON SALE!*

SEARS
119⁹⁹
Suit. Sears reg. 139.99

SEARS
79⁹⁹.99⁹⁹
Sportcoat. Sears reg. 99.99-119.99.

OAKTON® — all wool
149⁹⁹
Suit. Sears reg. 169.97

OAKTON®
99⁹⁹
Sportcoat. Sears reg. 119.97

TRADITION®
179⁹⁹
Suit. Sears reg. \$295

TRADITION®
99⁹⁹
Sportcoat. Sears reg. 149.99

BOULEVARD CLUB®
199⁹⁹
Suit. Sears reg. \$325

BOULEVARD CLUB®
139⁹⁹
Sportcoat. Sears reg. \$195
Sizes 36-46* fit most builds
Sizes 48-50* may be available at an
additional charge
Sizes, colors, and styles may vary by store

NATIONAL BRAND SUIT
249⁹⁹
Sears reg. \$395



40-45% OFF

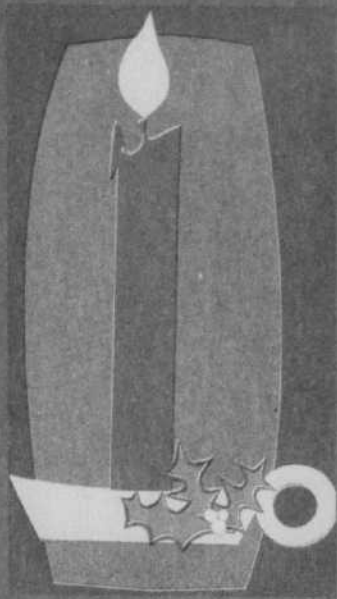
Shirts
Tradition® dress shirts for comfort and style. Reg. \$34-38. Each 19.99
Selected ties. Each 9.99-14.99

Mens Dress Wear and Furnishings
Reg.-prices stated are Sears prices

THESE TWO PAGES: SHOP IN PERSON

REMEMBER...

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



**MEN'S
SPORTS
SHIRTS
REFLECT
HIS EASY,
CASUAL
STYLE**



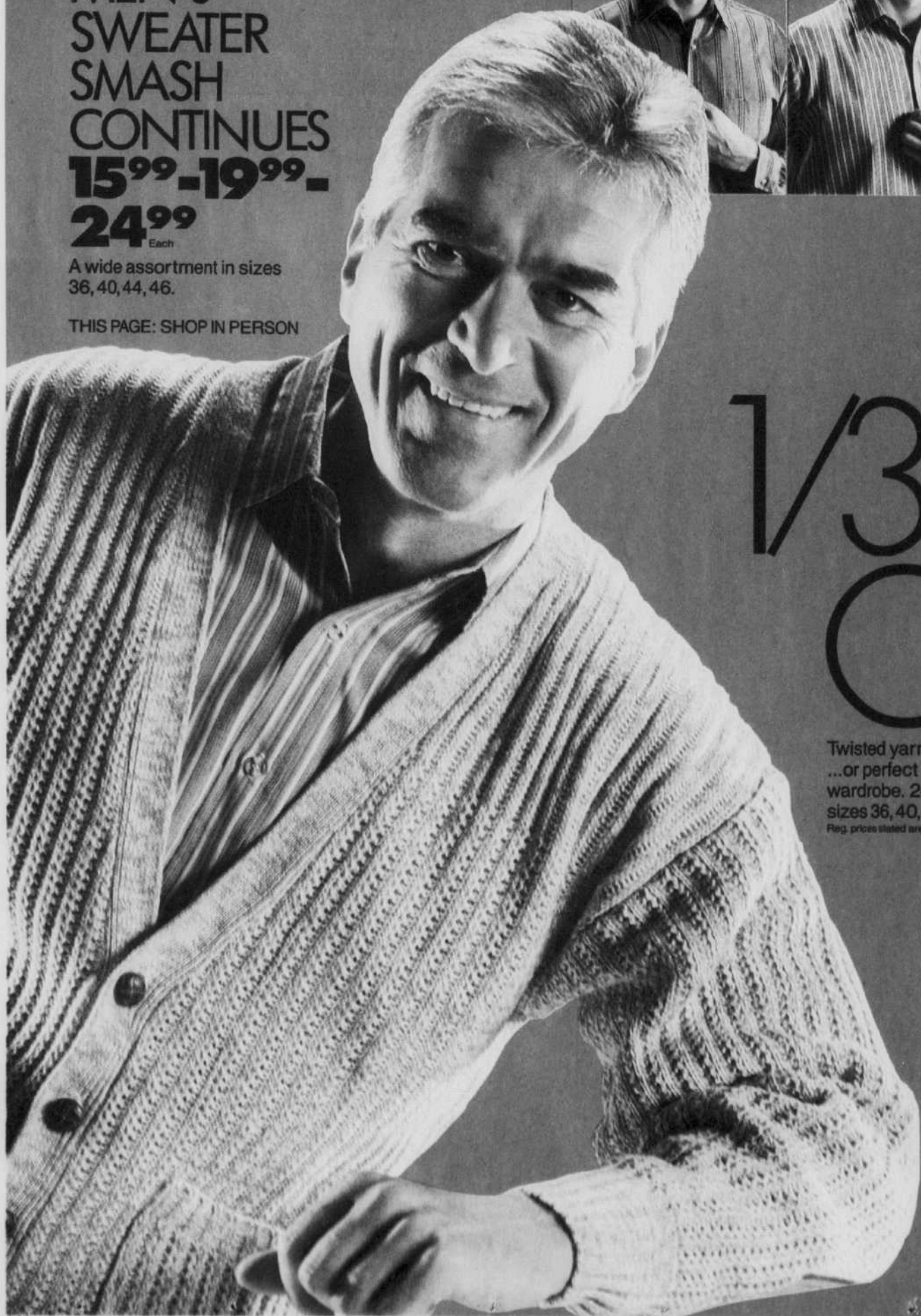
12.99 Each
14.99 Each
19.99 Each

It's fashion he'll favor throughout the year. Assorted long sleeve shirts in solids, stripes or checks. S, M, L, XL. Tall fit also available. Sizes M, L, XL. Men's Casual Wear Shop

**MEN'S
SWEATER
SMASH
CONTINUES
15.99-19.99-
24.99** Each

A wide assortment in sizes 36, 40, 44, 46.

THIS PAGE: SHOP IN PERSON



**1/3
OFF** CARDIGANS
ARE A SURE
SIGN OF
CHRISTMAS

Twisted yarn cardigans make great gifts ...or perfect additions to your holiday wardrobe. 2-pocket, 5-button styling in sizes 36, 40, 44, 46. Reg. \$42. Ea. 27.99. Reg. prices stated are Sears prices