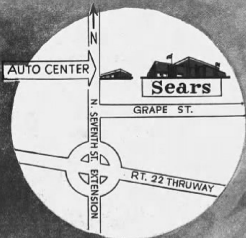


a whole new world
of shopping ideas
especially for you

new for you
from Sears

Sears

opens Monday
morning 9:30 a.m.
in the all new
whitehall mall



WM

WM

SEARS





SEARS, ROEBUCK AND CO.
RETAIL STORES
N. Seventh St. Extension At Grape
Allentown, Pa. 18102

OFFICE OF THE GENERAL MANAGER

**A Personal
Invitation
from C. A. Raab,
Sears General
Manager in the
Lehigh Valley
Area . . .**

Dear Friends and Neighbors:

It is with the greatest pleasure and pride that we extend to you a personal invitation to visit our newest and largest store in the Lehigh Valley area . . . opening Monday, September 19, 1966.

As you turn the pages of this special section you will see that our new store has been carefully designed to offer the utmost in shopping convenience. It has been artistically decorated to achieve an atmosphere of warmth and friendliness.

The thousands of items of merchandise you will find in this beautiful store are the values which have made Sears famous locally, nationally and internationally.

We look forward to seeing you and serving you in our new Whitehall Mall store. We will do everything to make your visit a distinct pleasure and an exciting experience.

Very truly yours,

C. A. Raab

Sears Has Everything and You'll Find Everything at the New Sears Whitehall Mall Store. Shop Monday through Saturday 9:30 AM until 9:30 PM. Free Parking for Over 5000 Cars.

**You
Can Count
on Us**

You Can Count on Us For Low Prices . . . Sears cuts unnecessary distribution and store keeping expenses to keep prices down.

You Can Count on Us For Good Quality . . . Sears goods must measure up to our exacting specifications before they are offered for sale.

You Can Count on Us For Wide Assortments . . . remember, at Sears you can choose from over 200,000 wanted items.

You Can Count on Us For Reliable Service . . . Sears maintains a force of trained experts to service your Sears Merchandise.

You Can Count on Us For Satisfaction . . . "Satisfaction Guaranteed or Your Money Back" is a day to day promise to you.

You Can Count on Us For Friendliness . . . Sears people are your friends and neighbors and are always glad to serve you.

NEW For You from Sears

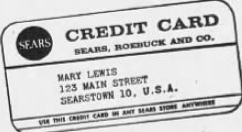
ACCENT ON ELEGANCE



The newest, smartest styles, the most wanted fabrics, and the latest colors have been selected to satisfy your preference for every fashion occasion. Come in and see what's New for You At Sears.

Sears Has
EVERYTHING

“CHARGE
IT”



On Sears
Revolving Charge

... and You Can
Charge Everything
at Sears

You, too can enjoy the added convenience and shopping ease of a Sears Revolving Charge. Ask any Sears sales person or visit the Credit Office on the second level to open your personal Sears Charge. You'll be glad you did!



Women's Dress Shop has an outstanding selection of styles, fashion and quality details.



At Sears quality joins with value to answer the dictates of your special desires.

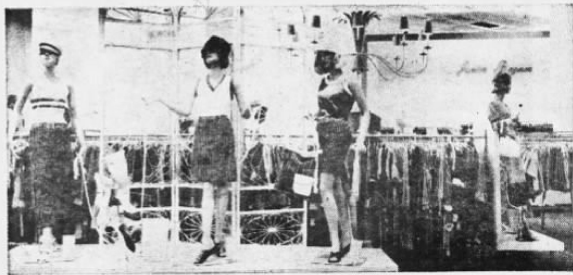


The Women's Shop has everything cutting and new in sportswear, from smart slack sets to eye-catching casual wear, sweaters and more. Complete selection of styles and colors.

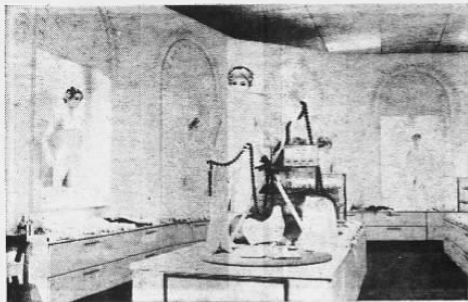
NEW For You from Sears



Young Juniors will see a stunning array of fashions all in the newest styles, fabrics and colors.



Sears Junior Mazaar is a new and exciting department catering especially to the size 3 to 13 group. A beautiful collection of fashions for the class room, dress-up or the football rally.



Personal Elegance an all important section of the new Sears, featuring flattering styles for your very special fashions. Of course, Sears trained cosmeticians will aid you in selection and proper fit.



Fashion is the keynote in Sears new and exciting Lingerie department. Lovely underfashions accented by lounge and sleepwear will make this area a highlight of your visits to Sears.



NEW For You from Sears

ACCENT
OF COLOR



Boys Will Be Boys and Sears can outfit them all. Whether it's clothing for dress, for school or for play, you'll find the fashion quality and value in Sears new boys' wear department and student shop.



For Boys Sears features the Perma-Prest "no-iron" clothing mothers love. Wash, tumble dry ... never needs ironing.

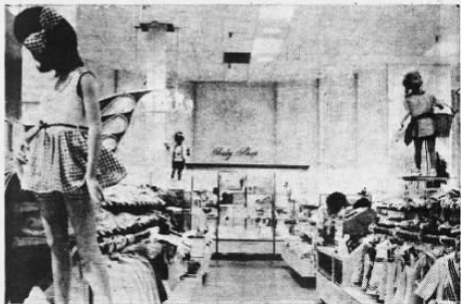
A Little Girl's Dream your little miss will be a hit at school in her charmer from Sears fall collection. You'll see an autumn windfall of delightfully designed school and dress-up favorites.



A New World
of Fashion
from Sears



Where Fashion Begins at Sears. Everything in smart apparel for infants, little boys and girls . . . featuring Sears exacting high quality, fabulous selections and budget pleasing prices.



CHARGE IT on Sears Revolving Charge

NEW For You from Sears

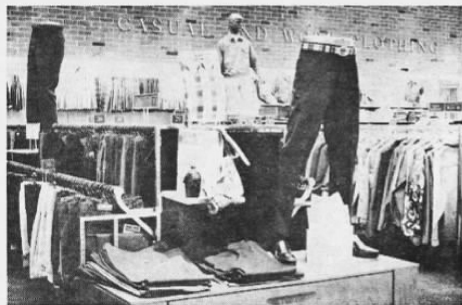
ACCENT ON FASHION



A Masculine Decor complete in every detail highlights the all new men's store at Sears Whitehall Mall.



Men's Furnishings has everything for the well dressed man . . . the shirts and ties, underwear and bathrobes, sweaters, hosiery and accessories will meet the most exacting standards of quality.



The Casual Look for men is clearly defined in the outstanding selection of sportswear available at the new Sears. Of course, workclothing will still be a speciality in this complete men's store.



The Men's Shop at the new Sears Whitehall Mall is designed and decorated to appeal to men of all ages. A special feature is the new Custom Tailor Shop where you can be fitted by expert tailors.

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

NEW For You from Sears

ACCENT ON YOUTHFUL FLAIR



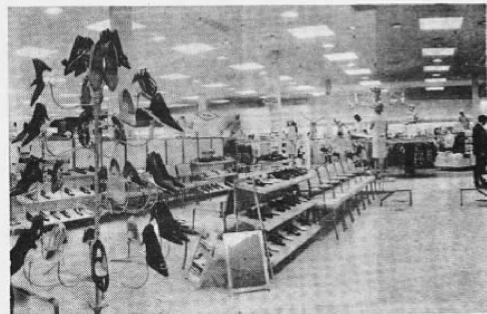
Men On The Go will appreciate the outstanding collection of superbly tailored, handsomely styled apparel in Sears men's shop. A complete selection of styles, patterns and colors.



Distinctive Fashions by Sears will add an extra dash to a well established wardrobe.



Men's Fashion Footwear . . . a handsome collection of styles to please the most discriminating man . . . these plus the popular service shoe make Sears a must for all men's footwear needs.



Complete Shoe Department is an all important section of Sears fashion presentation. Styles, colors and sizes for fashion conscious women, styles for the "new look" minded girls and youngsters too.



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

Sears Completely New Home Fashion Centers

**New For You
from Sears**



A New World
of Fashion
from Sears



**ACCENT ON
YOUNG
HOMEMAKERS**

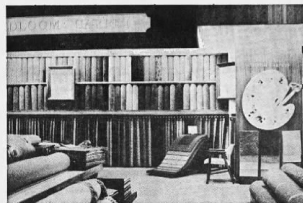
Sears New Home Fashion Center . . . offers you everything you desire in furniture, carpeting, draperies and decorator accessories for your home. See lovely room settings decorated in Sears exclusive Harmony House colors. Home Fashion Decorator Consultants will come to your home with samples and aid you in the selection of the proper fabrics, patterns and colors for your particular decorating needs.



The Lamp Selection at Sears is designed for every occasion. A variety of patterns to enhance your casual or more formal moods.



The Lamp Selection at Sears Whitehall Mall is fabulous! See the exciting variety of lamps designed for every decorating need.



Fashions in Floor Coverings is a specialty at Sears. A vast selection of fine carpeting fashioned by skilled craftsmen and created to fit your Sears color coordinated program. Fully staffed by expert carpet consultants.



Presenting Sears National Treasures a collection of time-honored designs from every period in America's history, authentically reproduced for Sears alone. Each item is identified as the treasure it is by the National Treasures Hallmark and has a critique card telling its legend and lore. You are invited to be part of this adventure . . . see how America's past is your future. Look for the exciting National Treasure Displays at Sears Whitehall Mall.



The Bath Shop is complete in every detail. True fashion collections dominated by Sears exclusive color coordinated program.



The Bedding and Linens are available in a wide assortment of fabrics, colors and patterns. Of course, Sears quality prevails.



Fashions in Fabrics for every type of decorating need. Curtains, draperies, slipcovers, bedspreads in a colorful profusion of fabrics, decorator patterns and colors . . . expert custom services available too.

NEW For You from Sears

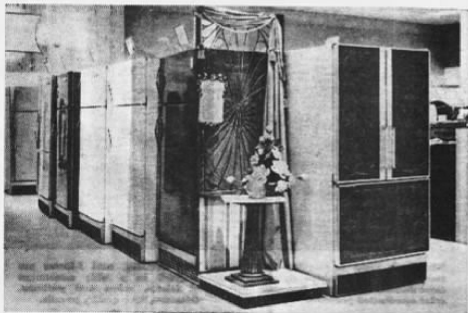
ACCENT ON YOUNG BUDGETS



Sears Kenmore Ranges update your kitchen. Sizes and styles from small apartments to classic built-in cooking centers.



Sears Kenmore Washers and Dryers, America's No. 1 Best Sellers are featured at the New Sears Whitehall Mall. Complete selections of automatic and wringer washers, gas and electric clothes dryers to make laundry chores a pleasure.



Sears Coldspot Refrigerators featuring the all new TwinDoor Cupboard Combinations in provincial white, contemporary black or walnut and country panelled stylings. Many other styles and sizes in a price range to fit your family budget.



Sears Coldspot Freezer Department features an outstanding collection of upright and chest-type freezers, air conditioners and dehumidifiers to add to your living comfort. All competitively priced for young budgets.



No Money Down on Anything You Buy on Credit at Sears

NEW For You from Sears

ACCENT ON ENTERTAINMENT



Sears Home Entertainment Center featuring the finest in viewing and listening pleasure. Portable and console TV in Color or black and white, stereo FM/AM radio phonographs and Silvertone replacement accessories.



The Kenmore Sewing Center featuring the easy-to-use Kenmore Sewing machines in portable and console models.

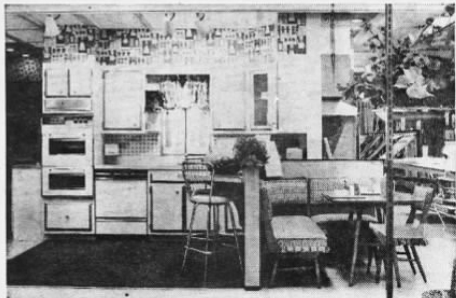
The Floor Cleaning Center with a wide assortment of Kenmore vacuum cleaners, floor polishers and scrubbers all to make your cleaning chores easier. Complete central vacuum cleaning systems, too.



**A New World
of Fashion
from Sears**



The Kitchen Planning Center offers the latest in time and labor saving kitchen designs. Everything to give the heart of your home that step-saving beauty. Ask about Sears Free Kitchen Planning Service.

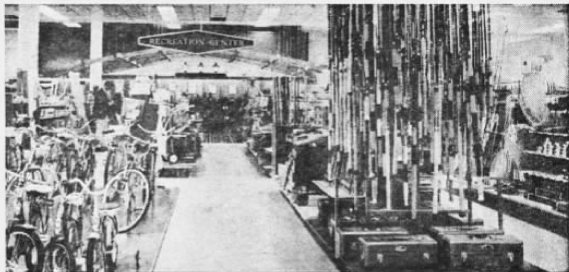


You Can Count on Us...Quality Costs No More at Sears

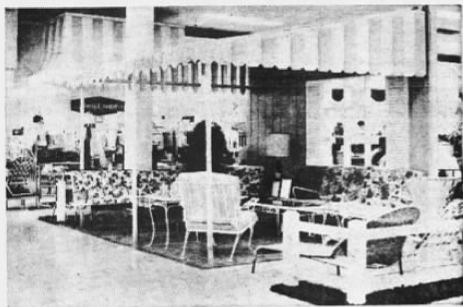
NEW For You from Sears



A Sportsmen's Paradise featuring the newest and finest equipment especially selected for quality and value.



Sears Recreation Center houses a fascinating assortment of sporting and recreational for all ages. A newly enlarged toy department too . . . featuring the most popular in child-delighting toys.



The Patio Shop will be your invitation to casual living and relaxation. This seasonal area will feature all the latest in patio living for spring and the valley's largest toy selection in fall.



The Housewares Corner is where you'll find complete selection of cooking utensils, cleaning materials and the many household needs used in everyday living. A must for every homemaker.



You Can Count on U.S. Quality Costs No More at Sears

NEW For You from Sears



All Your Painting Needs are answered at the new Sears Whitehall Mall painting center. See complete selections of paints . . . interior and exterior, painting supplies plus many more "fix-up" items.



The Power Tool Display will fascinate the home hobbyist and the professional. Famous Craftsman quality.

The Hardware Center nationally famous for its quality features complete selection of all types of hand tools, builders' hardware, lawn mowing equipment, garden tools and accessories . . . everything in hardware.



A New World
of Fashion
from Sears



Decorative Light Fixtures create an air of elegance in our Electrical Shop. Modern, colonial and classic styles for interior and exterior needs. Complete selection of electric appliances from toasters to coffee makers too!



NEW For You from Sears

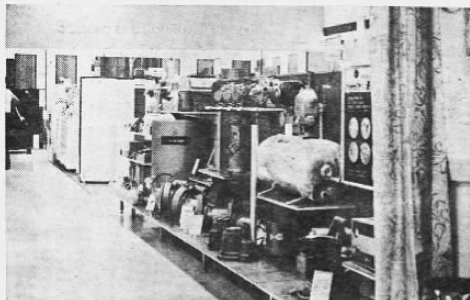
ACCENT ON COMFORT...



Home Improvement Center has everything from wall, floor and ceiling tiles, to roofing, windows and doors.



The Bathroom Planning Center features a wide variety of practical means of meeting your plumbing needs with imagination and high fashion. Bath fixtures, vanities, medicine cabinets and elegant bath accessories.



The Climate Control Center offers everything for all-season comfort. Complete heating systems for fall and winter . . . central air conditioning systems for summer. Convenient automatic controls for day-night comfort.



We Can Install Anything We Sell . . .

- Heating Systems
- Air Conditioning
- Complete Bathrooms
- Water Heaters
- Water Softeners
- Water Pumps
- Fencing
- Carpeting
- Doors and Windows
- Roofing and Siding
- Floor-Ceiling Tile
- Garage Doors
- Awnings
- Garbage Disposals
- Custom Kitchens
- Built-in Dishwashers

No Money Down on Anything You Buy on Credit at Sears



SERVICE

Dependable Service is a vital part of any major appliance or equipment purchase . . . the way Sears sees it. Happily for you, there's competent expert Service available through Sears Service Department . . . available TODAY, in emergencies . . . or SOON, in our regular rounds. Many more Services than are shown here, are performed daily by our Servicemen.

Sears

Let
Sears
Do It
For
You

Just a Few of the Many Services Available at Sears



Kenmore Washers and Dryers



Silvertone TV and Stereos



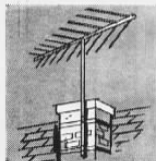
Coldspot Freezers and Refrigerators



Sears Home Heating Equipment



Coldspot Air Conditioners



TV Antennas Checked, Installed



Kenmore Vacuum Cleaners



Sears Outboard Motors



Craftsman Power Lawn Mowers



Kenmore Detergent Delivered to Your Home



Order by Phone from Sears Fall Catalog

Pick Up Your Copy of Sears New Metropolitan Catalog

(Limited Quantity Available)

Telephone ordering with Sears catalogs is the truly modern way to shop. Enjoy the service, assortment and convenient credit with satisfaction guaranteed or your money back. Friendly sales girls are ready to serve you . . . night or day. Just call 433-0161.

CHARGE IT on Sears Revolving Charge