


SEARS

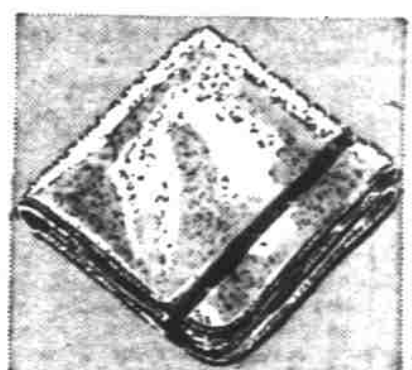
ROEBUCK AND CO.

January

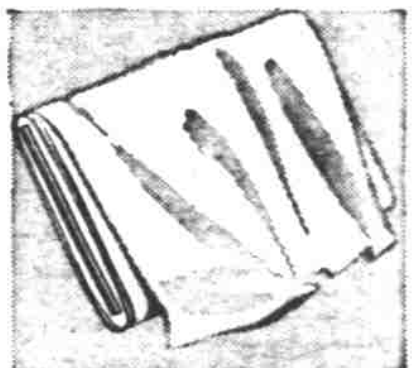
WHITE GOODS SALE

Crisp Fresh Stocks at a Real Saving to You!

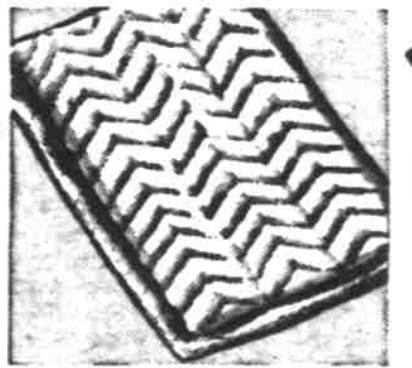

Hobnail Bedspread
Full or Twin Size **4.88**
Popular hobnail bedspread, snowy white, with hundreds of puffy pom-poms. Attractive fringe on three sides. A grand buy!



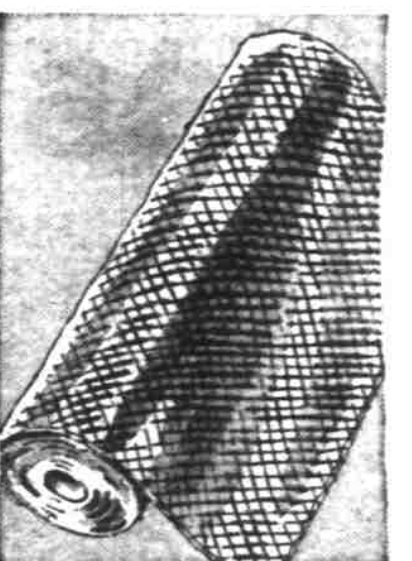
Terry Washcloths
Thrifty Priced **17c**
Extra fine quality... thick, wonderfully absorbent cotton terry. Firm, serviceable under weave. White with colored borders. 12 x 12 inches.



Cotton Flannel
36 inches Wide **49c**
Typical Sears savings on softly napped cotton flannel. Use it for pajamas, infants' garments, diapers. Carefully bleached to a snowy white.



White Mattress Pad
Twin Size **3.98** each
For extra comfort, extra mattress protection. Zig-zag quilted muslin pads, with soft cotton filling. Full Size, 54-in.

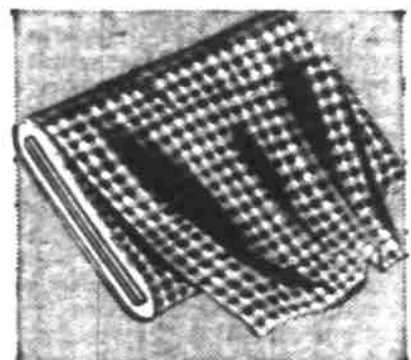


36-in. Quilted Plastic Fabric

Cheesecloth Backing

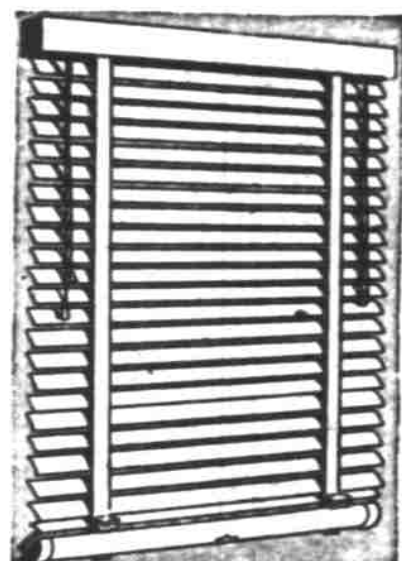
Yd. 1.00

Quilted Wataseal plastic fabric. Ideal for table covers, bassinets, baby carriage liners. Filled with soft plump white cotton. Quilted in attractive diamond stitching. Shades of cherry red, sunshine yellow, white, cameo coral, mint green, horizon blue.



36-inch Gingham

Assorted Colors **69c**
In a pretty array of colors and checked. Amazingly low priced! Of fine quality cotton that launders beautifully. Colors are washable.

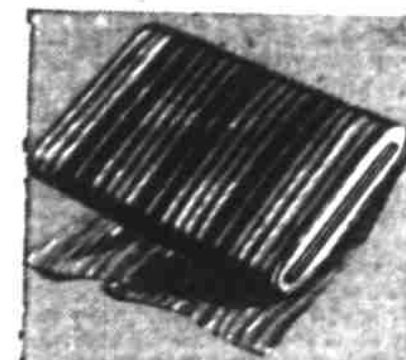


Harmony House Venetian Blinds

Made to Measure

Sq. ft. 55c

Control light and air in your rooms with handsome, Sears exclusive steel Venetian blinds. The new tailored lines mean greater beauty. The flexible baked enamel finish steel slats are thin, strong, rust-resistant, easy to keep spotless.



36-inch Chambray

Sanforized **69c**
Fine cotton chambray in assorted soft colors and pretty stripes. Sanforized—maximum shrinkage 1%. Washes and wears beautifully.



Tailored Rayon Satin Slip

Bias Cut Style

2.98

Four-gore bias cut style that assures a smooth fit and will not twist or hang unevenly. Made of excellent quality rayon satin. Seams are double stitched and rip proof, for longer wear. Adjustable straps. In tearose. Sizes 32 to 44.

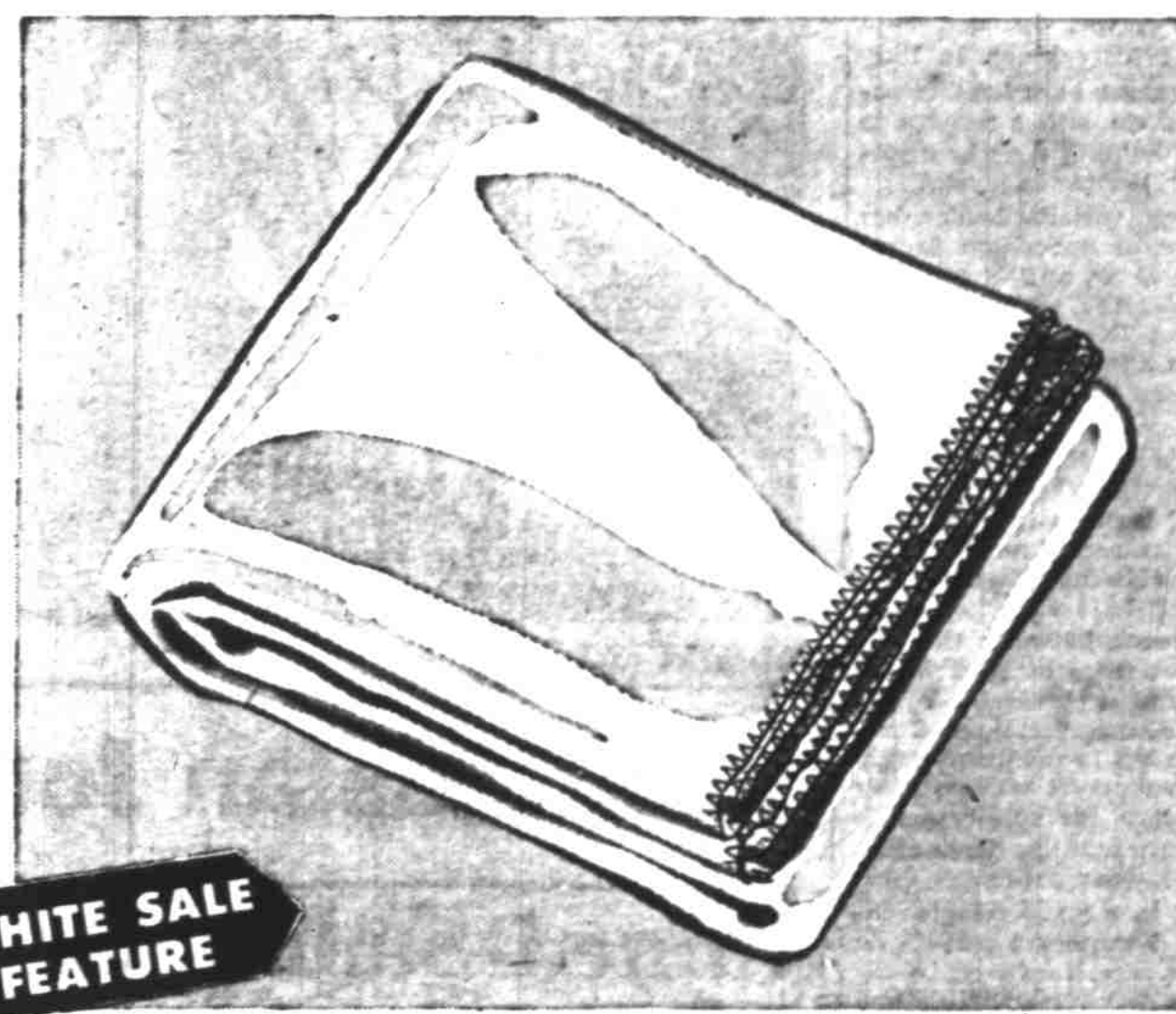

WHITE SALE FEATURE

Solid Pastel Colors

WATASEAL PLASTIC FABRIC

Save on every yard of this soft draping, water-proof plastic fabric. Has countless serviceable and decorative uses throughout your home. Many pastel colors; 36-in. wide.

12-inch Wataseal in Colorful Print Patterns. 25c yd.
36-inch Wataseal in Colorful Solid Stripes. 69c yd.

59c Yd.

WHITE SALE FEATURE

For Sleeping Comfort COTTON SHEET BLANKETS

Ideal for use as light covering on cool spring nights, or to combine with blankets for winter warmth. Red, blue or green plaid, all new cotton sheet blankets in the generous 70x80-inch size. Hurry in for yours... take advantage of Sears new lower-than-low price!

2.98

WHITE SALE FEATURE

Reduced From 6.95 for This Sale 33 1/3% WOOL BLANKET

- Wide, lustrous rayon satin binding
 - Comfortable luxury length — 72x90-inches
- Soft, warm deep-piled blend of 33 1/3% wool, 41 2/3% rayon and 25% cotton. Choice of lovely pastels with contrasting border stripes. Specially priced... buy now.

12-inch Wataseal in Colorful Print Patterns, yd. 25c

6.49


Pilgrim Tee Shirt

Popular White

69c

The all purpose "Tee"—perfect for sportswear or use as an undershirt. Flat knit cotton really wears. Has short sleeves. Small, medium, large.



Dressy White Shirt

Non-Wilt Collar

3.29

Sparkling white mercerized broadcloth. Sanforized herringbone weave. A real Pilgrim value! 14 to 17 collars, 32-35 sleeves.



Boyville Tee Shirt

Navy Style

69c

Neatly styled tee shirt that can be worn as an undershirt. Strong combed cotton. White. Small, medium, large. Stock up at this low price.



Knit Rayon Brief

Sleek Fitting

59c

Peto soft knit rayon in popular brief pantie style. Tailored to fit sleekly, with supreme comfort. Tearose color; small, medium, large.



Ladies Handkerchiefs

 Hemstitched Hem **10c**

At this thrifty price you save! Good quality 13x13 white cotton handkerchief. Edged with neat hemstitched hems.

"Satisfaction guaranteed or your money back"

SEARS
484 STATE STREET

Hours: 9 A. M. to 5:30 P. M. Daily
9 A. M. to 9 P. M. Friday