

Starts Today! Your Convenient, Yearly Chance To Renew Your Blanket Supply at Big Savings!
Reserve winter warmth now—pocket pre-season savings!



SEARS ANNUAL

BLANKET LAY-AWAY SALE

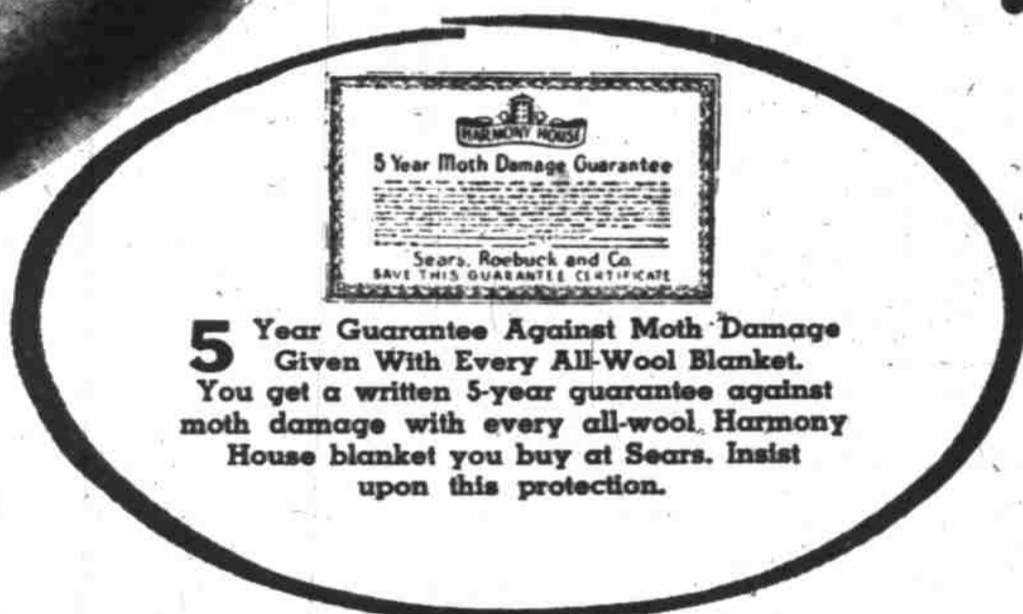
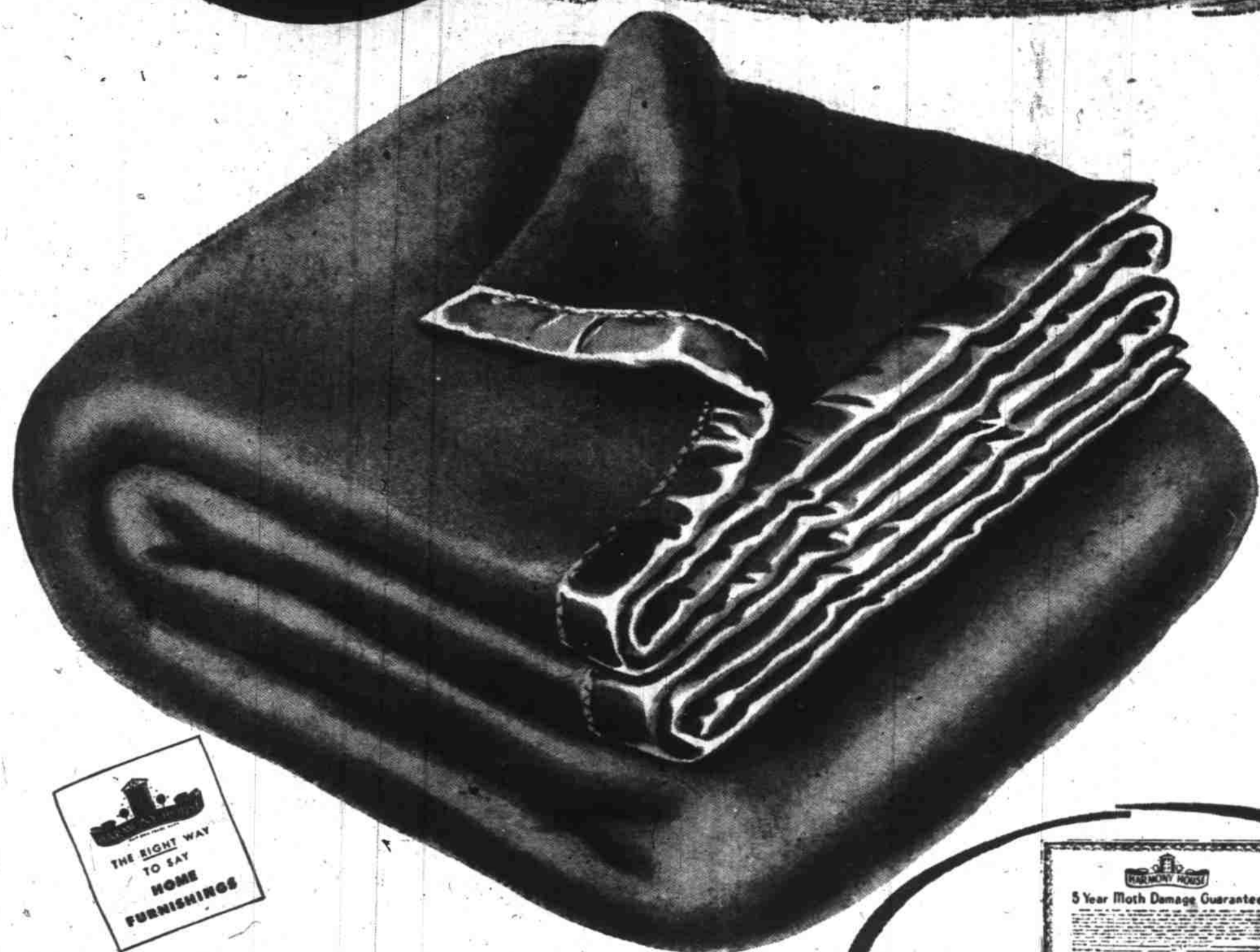
50¢ HOLDS EACH BLANKET YOU SELECT UNTIL OCT. 1st. TAKE ADVANTAGE OF SALES PRICES, BUY NOW

here's the result of Sears determination to bring you the best blanket value in America!

3 1/8 lbs. warm virgin wool

588

- 72x84-inch double bed size
- gleaming rayon satin binding
- 5 yr. guarantee against moth damage
- Rose, blue, green, gold
- regularly \$6.98.



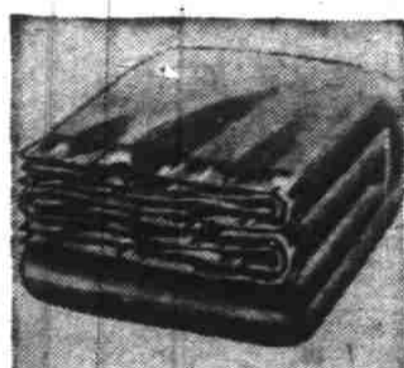
5 Year Guarantee Against Moth Damage
Given With Every All-Wool Blanket.
You get a written 5-year guarantee against moth damage with every all-wool Harmony House blanket you buy at Sears. Insist upon this protection.

A warm lovely 3 1/8-lb. VIRGIN WOOL blanket at only \$5.88! Hard to believe until you realize Sears was determined to give you the best blanket value in America in this great sale. It's rich, soft, fluffy as only virgin wool can be. Napped on both sides to retain cozy warmth. Guaranteed five years against moth damage. Ready in delightful shades . . . valley rose colonial blue, sage green or federal gold . . . with matching rayon satin bindings. 50¢ reserves each blanket until October 1st . . . lets you easily take advantage of this pre-season saving price.



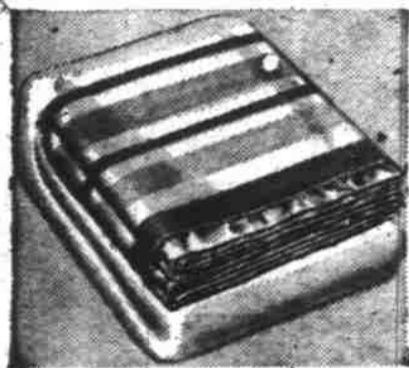
Plaid Wool Blanket
Virgin Wool For Comfort

72x90-Inch Size **10⁸⁸**
Deep, soft nap for added warmth! Gay red and black or grey and white block plaids. Rayon satin binding.



100% Wool Blanket

Priced at Only **14⁸⁸**
100% virgin wool. Lovely soft shades that harmonize with your bedroom! Select blue, rose or green in 72x90 in. size.



Striped Blanket
Rich, Deep 100% Wool

Budget Priced **11⁸⁸**
Ever popular gay striped blanket, 72x90-inch size. 54 pound weight. In white with gay striped borders.



Fluffy Blanket
5% Wool, 95% Cotton

72x84-Inch Size **3⁸⁸**
An ideal blanket priced right for your budget! Weighs 2 1/2 pounds. Rose, blue, green tone on tone. Select yours!



TWIN OFFER—buy two save-4-lbs. virgin wool

BOUGHT IN LOTS OF TWO OR MORE

Compare this 4-lb. Harmony House blanket with others at as high as \$10.98! At \$9.48 it's a fine value . . . at our special sale price for two or more, you'll make big savings. Blended of better, long fibered wools with a thick, fleecy nap. In the 72x90-inch size that allows for plenty of comfy tuck-in. Beautiful, extra wide 6-inch rayon satin binding to match the glorious colors of rose, blue, peach, green, gold, white or cedar. Reserve at least a pair.

888 each

INDIVIDUALLY

948 each



OVERSIZE-- 80 x 90 in. jumbo virgin wool blanket

AS GREAT IN VALUE AS IN SIZE

Here's real comfort for double beds. Eight inches WIDER than standard size, six inches LONGER than standard size. An 80x90-inch Harmony House blanket of 4 1/2-lb. resilient virgin wool. Deeply napped to luxurious softness . . . with plenty of heat-retaining power you'll welcome on frosty nights. In gentle pastel colors of rose, blue, green or gold with a gleaming rayon satin binding to match. Protected by Sears five year guarantee against moth damage.

1148 ea.

FOR ECONOMY NOW AND COMFORT THIS FALL SHOP SEARS FOR YOUR BLANKET NEEDS

"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

Phone 9192 or 9193