

SEARS SUPER-VALUE DAYS!

10 DAYS OF SENSATIONAL SAVINGS! WHEN ALL AMERICA GOES SHOPPING

Everybody in the Family Shares in the Savings of this

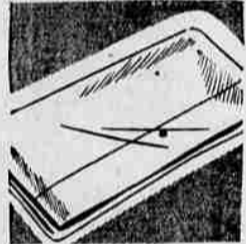
Dazzling Array of Super-Values in Shoes

Printed Wash Fabrics



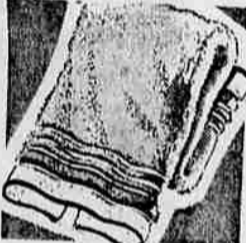
Sears' Regular Price, 15c
12 1/2c yd.
Patterns galore — every one sparkling with new-ness! And every one fast-color! Grand opportunity to save, importantly, on your needlework

42x36-in. Pillowcases



Sears' Regular Price, 19c
14c
An improved quality that launders and wears ever so much better! Exceptionally smooth finish, and snowy white bleach.

Double Loop Towels



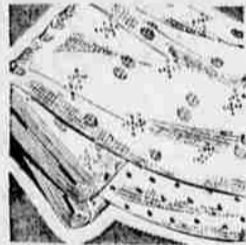
Sears' Regular Price, 25c
17c
Extra thick, extra fluffy—for these Turkish towels are double-loop construction. 20x40 inch. Gaily colored borders.

Linen Damask Cloths



Sears' Regular Price, \$1.19
97c
Think of it! All linen damask . . . hemmed and ready to use! 53x53-inch size . . . so practical for "company" luncheons!

New Curtain Fabrics



Sears' Regular Price, 10c
9c yd.
Smart plaid nets in the gay colors everybody's asking for. 36 inches wide. Also 39-inch plain and fancy marquisettes.

46-Inch Oilcloth



Sears' Regular Price, 25c
21c yd.
The right width for covering your kitchen table. Smart selection of colors and patterns, at this Super-Value saving!

Amoskeag Flannel



Sears' Regular Price, 19c
15c yd.
Fancy patterns, heavily fleeced on both sides. 36 inches wide.
UNBLEACHED MUSLIN, 36 inches wide . . . yd. 8c



FAMOUS DR. CASE Comfort Shoes

Regular \$2.29
Values! **1 98**

In a class with nationally-advertised arch shoes! The best leathers and finest workmanship, featuring: hand-turned soles, built-in steel arch, and extreme flexibility. Extra wide widths, too!

SHEEP-LINED
Mickey Mouse SLIPPERS
Woolly slippers with picture of Mickey. In sizes 5 to 8. **59c**



GOODYEAR WELT! Men's Hi-Cuts

Regularly \$6.75
5 95

Oil-treated moisture-resisting leather with double leather soles. Sizes 6 to 11.

GROWING GIRLS' OXFORDS \$2.29
Bluchers with fringed tongue. Also moccasins. In sizes 3 1/2 to 8. Regularly \$2.49.



Women's Felt Slippers **39c**

WINTER UNIONSUITS
Super Value! **73c**
Men's heavy ribbed cottons. Long sleeves and legs.

COTTON WORK SOCKS
Super Value! **9c**
Black, gray or brown. Carefully reinforced. 10 to 11 1/2.

25% WOOL SOCKS
Super Value! **25c**
Black or oxford gray. Men's sizes.

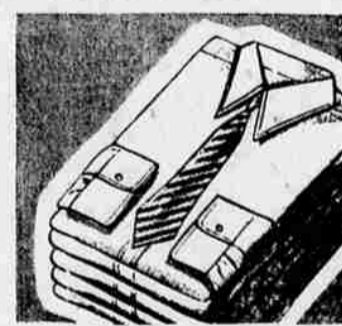
LINED WORK JACKET
Super Value! **1.39**
Men's blue denim jackets with warm blanket lining.

WOOL MELTON JACKETS
Super Value! **2.79**
Boys' navy blue Coasacks with slide-fastened front.

BOYS' BROADCLOTH SHIRTS
Super Value! **44c**
Solid colors or fancy patterns. 6 years to 14 1/2.

BOYS' WOOL SWEATERS
Super Value! **98c**
Assorted winter colors! U or V neck styles. 28-36.

THE NEW FUSED COLLAR! Men's Shirts



White! Blue! New Patterns! **1 00**

Featuring the new fused collar that needs no starching! More comfortable! Always looks well! Fine broadcloth! 14 to 17.

MEN'S HEAVYWEIGHT Wool Blazer



Slide-Fastener Full Length! **2 79**

All wool mackinaw cloth, with convertible collar and adjustable waistband. Slide fastener front opening. Sizes 34 to 46.

SUPER-VALUE DAYS SPOTLIGHT
DAZZLING NEW ASSORTMENT OF

Dresses

You'd usually pay \$3.98 Elsewhere!
Slick winter styles!

2 15

High-style frocks at an important saving . . . for every daytime occasion. Dressy afternoon fashions, sport styles, and trim business frocks. Plain and novelty crepes in women's and misses' sizes.



JUST IMAGINE!
Fur-Trimmed COATS **9 94**

Faithful copies of costly originals! Furred with Manchurian wolf (dog), vicuna, mandel, sealine and beaverette.

REGULARLY \$4.85!
Wool-Filled COMFORTER **3 79**

Decorative floral prints on one side—monotone anteen on the other! Large 72x84-inch size, and closely stitched.
98c WHITE SHEET BLANKET—70x90-inch 89c

PORTO RICAN GOWNS
Super Value! **39c**
Peach, white or flesh. Hand-embroidered. In sizes 15 to 17.

VESTS AND PANTIES
Super Value! ea. **29c**
Women's tuck-ribbed undies for winter. A Super-Value buy!

FLANNELETTE GOWNS
Super Value! **69c**
Pink, blue or white. Full cut. Comfortable! Women's sizes.

CHILDREN'S UNDIES
Super Value! **59c**
Cotton unionsuits for boys and girls. In sizes 2 to 8.

TOTS' KNIT SLEEPERS
Super Value! **59c**
Soft knit sleeper! Pink, blue or white—with feet! Sizes 1-6.

RECEIVING BLANKETS
Super Value! **15c**
Fleecy, warm cotton flannel blankets. 30x 86-inch size.



WOMEN'S RAYON Taffeta Slips

Regularly 59c
Bias-cut "in flesh and tea rose. Tailored or lace-y. 34 to 44. **49c**



BROTHER-SISTER Jersey Suits

For This Event! Wool Jersey in brown, blue, red, green! Boys' and girls' styles in sizes 2 to 6. **1 00** EACH

EXTRA VALUE FOR YOUR DOLLARS

SEARS, ROEBUCK and CO. . . RETAIL STORE

EXTRA VALUE FOR YOUR DOLLARS