



FOR A THRIFTY

# Merry Christmas

SAVE AT SEARS

Choose the luxury lingerie she loves . . . so delightfully feminine . . . at Sears little prices!

## Charmode Gowns

Dream gowns for your Christmas angel in luxurious rayon crepe with nylon lace trim. Choose the bewitching sweetheart neckline with gathered shoulder straps. She'll cherish the soft pastel colors—lavender, maize, blue, pink, rose & Nile green—or choose black or white. Sizes 32 to 40 in the longer, figure-flattering length. Select several today when you shop at Sears and save!

**3<sup>98</sup>**

Give Her Long Wearing  
Delicately Lace Trimmed Lingerie

## Charmode Slips

**2.<sup>98</sup>**

Thrill her Christmas morning with daintily feminine lingerie. Give her Charmode . . . the slip she picks for wearable comfort . . . feminine charm. Exquisite in lovely pastels. 2½-inch lace trimmed bodice is lovely under her sheer blouses. 3½-inch adjustable shoulder straps stay smoothly in place. Sizes 32 to 40. Select several for gifts at Sears today!

**FREE BUS SERVICE TO SEARS**

Leaves the corner of Court and Commercial every half hour from 10:15 a.m. to 3:45 p.m.



## Shimmering, Luxurious Rayon Crepe Dream Gowns

**4.<sup>98</sup>**

Choose bewitching ruffled v-neck, square neckline, or dainty sweetheart neckline with ruffle-trimmed shoulder strap styles or set-in sleeves. Lace trim. Figure-flattering bias skirt in pretty pastels she will love. Sizes 32 to 40.

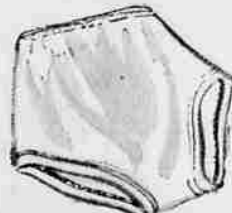


## "Gift-Lovely" Horizon Hues in Her Favorite Kennybrooke Sweaters

100% Wool Cardigan **4<sup>98</sup>**  
Short Sleeve Slipon **2.<sup>98</sup>**  
Thrill her Christmas morning with a Kennybrooke sweater wardrobe. Colors to mix and match in sizes 34 to 40. Plan now for a thrifty Merry Christmas.

## Dandee Panties

**1.19**  
Package of 4



Two bar tricot knit band leg briefs that really wear. Small, medium and large sizes. Each box has a yellow, blue, pink and white pair.



## Flannelette Charmode Pajamas

**2.<sup>98</sup>**

Figure flattering plain colors and prints in your choice of colors. Adjustable gripper closing waistband. 32-40.



## Quilted Rayon Satin Bedjackets

**3.<sup>98</sup>**

Cozy comfort she loves in pink, blue, yellow rayon satin piped in white. Rayon satin ribbon bow. Small, me., large.



## Dainty Rayon Crepe Bedjackets

**2.<sup>98</sup>**

Dainty wisp of charm to flatter my lady in luxurious multi-tilament rayon crepe. Cotton lace trimmed. Pink or blue.

Visit Santa in Happi-Time Toy Town Monday and Friday — 3:00 to 9:00 p.m. and all Day Saturday

**SHOP 'TIL 9 P.M. MONDAY AND FRIDAY**

"Satisfaction guaranteed or your money back" **SEARS**

550 N. Capitol Street

Phone 3-9191

Plenty of Free Parking