

IT'S A GOOD OLD FASHIONED . . .



**SEARS**  
ROEBUCK AND CO.

January

**WHITE GOODS SALE**

Out-of-this-world linen closet values at sensible down-to-earth prices! Shop at Sears and SAVE!

HERE'S PROOF . . .

Harmony House heavy quality muslin

**sheets**

**167**  
each

81x99 OR 72x108-IN. SIZES  
WIDE, RULER STRAIGHT HEMS  
LUXURIOUS, SOFT, FINE FINISH

Here's a sale with your budget in mind! Imagine sturdy bleached muslin sheets at this low price! Compare the soft, fine finish! Inspect the balanced close weave . . . average thread count of 132 threads per sq. inch. Made to take hard wear and repeated laundering. Check the strong, taped selvages, even hems during Sears January White Goods Sale!

81 x 108-in. sheet . . . . . 1.77	42 x 36-in. pillowcase . . . . . 35c
<b>HARMONY HOUSE Muslin Sheets</b>	<b>HARMONY HOUSE Reinforced Sheets</b>
81x99-INCH FULL BED SIZE	81x101-INCH
<b>199</b>	<b>209</b>
Finest quality bleached muslin sheets; strong, closely woven, long wearing. Sturdy taped selvages, even hems. Average thread count 143 per sq. inch.	Reinforced sheets have extra threads at points of wear . . . center area and edges. Wide 3" hems at both ends for longer wear. Sheets are torn 2" longer than standard.
72 x 108-in. sheet . . . . . 1.99	72x110-in. sheet . . . . . 2.09
81 x 108-in. sheet . . . . . 2.17	81x110-in. sheet . . . . . 2.29
42 x 36-in. pillowcase . . . . . 41c	42x36-in. pillowcase . . . . . 45c

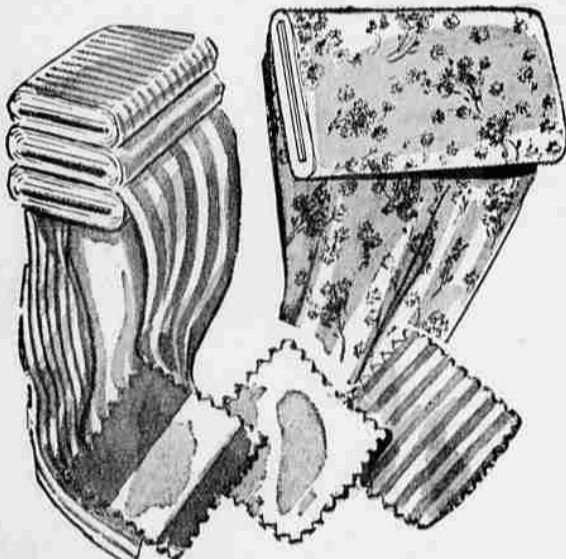


**SHOP 'TIL 9:00  
FRIDAY NITE**



**BULK BUYERS NOTICE!**  
Hotels! Schools! Institutions! Boarding houses and all bulk buyers of white goods. Contact Sears for these low prices during our White Goods sale.

Use Sears Purchase Coupons just like cash . . . BUY THEM ON SEARS EASY TERMS



**FLANNELETTE**  
SOLID COLORS **5 yds. 100**  
Reg. 29c yd. now

This is truly a sensational value made possible by a special purchase for the January White Goods Sale. Outing flannel has a soft, fluffy, generous nap.

**STRIPES AND PRINTED**  
Reg. 39c and 49c yd. now **3 yds. 100**

Over 30 patterns to choose from in stripes and prints. Wonderful for pajamas, sleepers, gowns and layettes.

**Sale!**

**COTTONS**

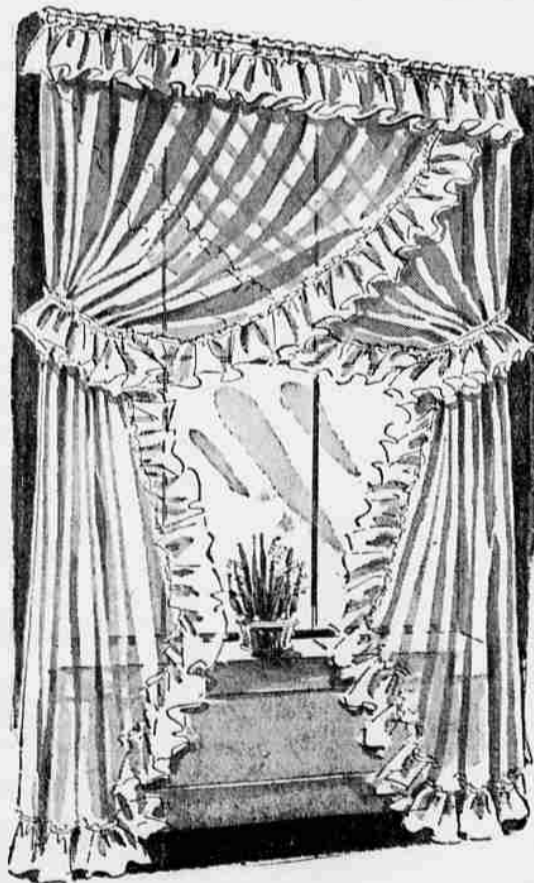
Regularly 59c yd.

NOW ONLY **37c** yd.

**DIMITY  
DOTTED SWISS FLANNEL  
PERCALE BATISTE  
BROADCLOTH NAINSOOK**

Out they go! Hundreds of yards of fine, soft Fairloom white cottons . . . all at one low price. For dresses, blouses, men's shirts, children's wear. Hundreds of yards reduced for clearance . . . buy early!

PLUS OTHER JANUARY BARGAINS!



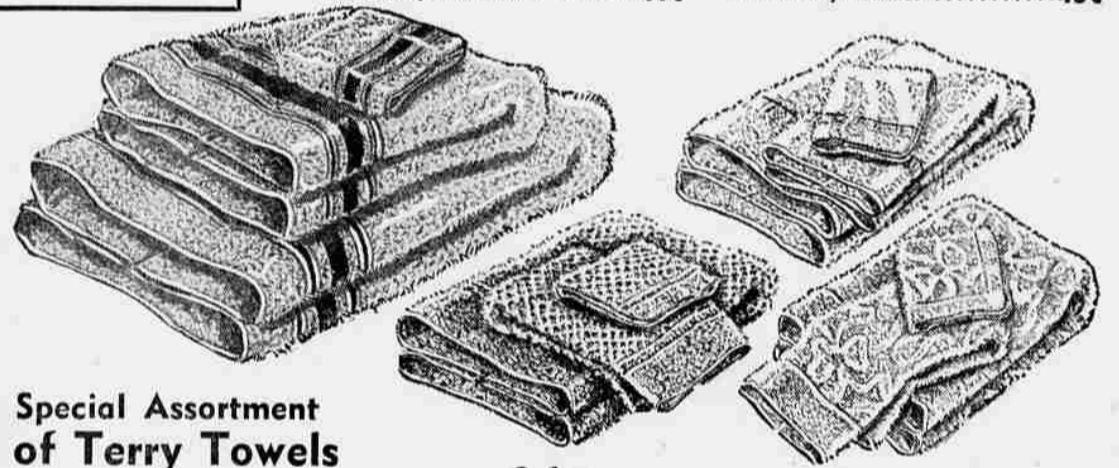
**Organdy Priscillas**

Reg. 3.98  
42"x81"

Now

**2.99**

Take advantage of these White Goods Sale savings on sunny organdy priscillas! Fine durable slub-free cotton yarns . . . billowy 5 3/4-in. finished ruffles . . . hemmed edges . . . matching tiebacks. Searset finish protects beauty of curtains and means longer wear. Ivory white.



**Special Assortment of Terry Towels**

Values from 49c to 69c now  
All towels are bath size—20"x40", 22"x40" or 22"x44". Excellent assortment of patterns and colors — frosted pastels, solid colors, plaids, blazer stripes, white with colored borders and assorted plaids. Neat hems. Stock up today at this amazingly low price.

3 for

**1.00**

11 x 11" Terry Washcloths . . . 2 for 5c



**Pillow Cover**

2 for 1.00

New low price! Bleached muslin, zipper closing. Fits 21 x 28 inch pillow. Save!



**Bleached Sheeting**

yd. 79c

81-in. size was 00c yd. For pillows, draperies. Also 36-in., 81-in. sizes unbleached.



**Unbleached Muslin**

17c

Was 00c yd. 36-in. wide. For linings, patterns. Also 39-inch, 81-inch sizes at savings.



**"Hope" Muslin**

30c yd.

Fine quality muslin bleached snowy white, 36-in. width — ideal for pillowcases, curtains.



**42-in. Pillowcases**  
Practical Stamped Tube Style  
Reg. 1.19  
Now **88c**  
Designed for style, made for wear! Bleached white. Easy-to-finish stamped patterns. Hemstitched for crochet.



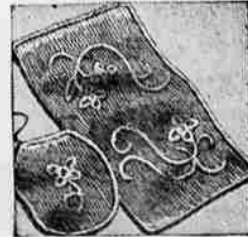
**12-Pocket Shoe Bag**  
87c

Floral cotton cloth back with heavy-weight flaps pockets. Holds 6 pair women's shoes.



**Trouser Pockets**  
15c pr.

Replacement pockets for trousers. 6x13-inch size in sturdy cotton twill. Instructions.



**Chenille Bath Set**

At White Goods Sale Savings  
Reg. 1.19  
Now **83c**

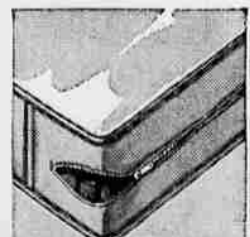
Floral pattern in gay pastel colors. Soft chenille firmly stitched to canvas backing. 18 x 32-in. mat; standard lid.



**White Cotton Batts**

Mountain Mist **.09**

A glazed cotton batting which opens into a one-piece 81-96-inch (quilt size) seamless quilt filling. Quilting pattern on wrapper.



**Mattress Cover**

Priced for Extra Savings  
Twin or Full Size **2.98**

Closely woven unbleached cotton sheeting, tape bound edges, set-in side walls, lockstitched seams. Zipper closing.



**Soft Sheet Blanket**

Ideal Cover for All Seasons  
70 x 90-in. Size **1.55**

Reg. 1.98! Downy white cotton blanket; strong over-locked stitched ends. 72x90-in. size . . .

STORE HOURS: 9:30 a. m. to 5:30 p. m. Daily  
9:30 a. m. to 9:00 p. m. Friday

Plenty of Free Parking

Shop in Air Conditioned Comfort

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

550 N. Capitol St.

Phone 3-9191

Pay Checks Gladly Cashed