

THREE CHEERS FOR SEARS AT EASTER TIME



Gay Gloves For Easter Gad-Abouts
\$1



New Four-Star Easter Handbags
1.65



New Zephyr Cardigan Jacket
1.98



Women's Rayon Satin Gowns
\$1.19

Patriot-red, blue-violet, rose-coral, fuchsia, sea green, turquoise, navy, black... in rayon, milanese fabric, 10 1/2-inch silhouette with bound top, elastic wrist.

Bright accessory colors in simulated leathers. Pouch, top-handle, envelope, over-the-shoulder. Copies of expensive originals... all beautifully lined.

Classic style, link-knit cardigan with long sleeves and snug ribbed waist. Novelty patterns in high shades and soft pastels for Spring. 34-40.

Fine quality lace trimmed. "Bandman" fastenings.

EASTER at Sears

EASTER BEAUTY... EASTER BOOTY IN ROYAL PURPLE

CARE FREE HOSIERY

Scientifically "Aqua-Sec" for longer wear. Full fashioned, ringfree and in the new spring colors!

- "AQUASEC"
- MAKES THEM WATER-SPOT RESISTANT
- MAKES THEM SNAG RESISTANT
- ADDS GREATLY TO BEAUTY
- INCREASES WEAR AND LIFE
- SIZES 8 1/4 TO 10 1/4.

89c

SILK SERVICE AND CHIFFON
Splashproof, full fashioned hose in 3-thread and 6-thread weights. Ten Spring colors. 8 1/4-10 1/4.
5 pair 1.70 **59c**
REGULAR 19c
CHILD'S ANKLETS
Mercerized cottons in blazer stripes, white, pastels and bright colors. Sizes 6 to 10 1/2.
Special **15c**

YOUR COAT... Smart... Casual or Dressy

Pastel plaid tweeds... dress-makers... patriotic princesses... with pockets and brass buttons. Navy, black, pastels or high shades. 12-20; 38-44.
9.95

YOUR DRESS... Brand New, Flashing Printed Rayons

Boleros, redingotes, tailored or afternoon styles with POCKETS... in rayon, milanese fabric, 10 1/2-inch silhouette. "Duo-Dot" rayons. Gay colors. 12-20; 38-52.
3.98

Honey Lane Dresses

Crisp cottons in new school-day prints. Princess, pleated and bias-cut styles with dainty trims and contrasting bindings. Sizes 7 to 16.
1.00

Your Easter Bonnet

Fashion fuss with a froth of veil and flippant flowers. New straw toques and sailers. Sensible sports felts, too... in black and gay Spring colors.
1.98



DRESS SHIRTS... Tru Point... 1.49

Please Papa With This Easter Present!

The man in your life will bless you for giving him these Tru-Point shirts. Fine, sanforized* broadcloths in white, blue and fancy patterns. 14 to 17. Ocean pearl buttons, pleated sleeves, generously cut yokes.

*Shrinkage can't exceed 1%

PAJAMAS

"Slumber King" broadcloths in plain colors. Sizes A to 24.
1.49

MEN'S SHOES

Famous "Sandy Nevin" in sport or dress styles. Sizes 8 to 11.
3.50

TROUSERS

Novelty part-wool worsteds in dress or slack styles. 36 to 38.
2.98

MEN'S HATS

"Fashion Tower" felts with rayon linings. New Spring colors.
2.98

SWEATERS

Part wool coat styles with 6-button front. 2 pockets. 34-40.
1.98

DRESS SOX

Rayon and acetate with reinforced foot, ribbed top. 10 to 12.
19c

Shirts, Shorts

15c ea.

Unionsuits, 59c

Lightweight cotton with long legs and short sleeves. White only. 36 to 44.

Desirable SLEEK RAYON SATIN SLIPS 1.60

Four-gore, crepe-back rayon satins in tearose or white. Cut and tailored to fit smoothly. Embroidered trim, adjustable straps. 32-40.

BIAS RAYON SATIN SLIPS
Tailored rayon satin slips cut on the bias for better fit. 34-44.
59c

TRICOT KNIT RAYON SLIPS
Tricot knit rayons with shadow panel, double front and back. 32-40.
1.19

Sheer Gowns

HAND EMBROIDERED TRIM
Silky cotton nainsook elaborately hand-embroidered. 53-inch length in pastels. Sizes 16 to 20.
69c

TRICOT KNIT RAYON UNDIES
Satin stripe tearose with cuff bottom and latex top. 8-m-1 sizes.
39c

KNITTED BRIEFS, PANTIES
Novelty knitted rayons in tearose only. Medium and large sizes.
15c

2.00 to 2.98 WOMEN'S SHOES

A wide variety of styles in quality style oxfords.

2.00 NURSES' OXFORDS

Built-in steel shank arch support and cushioned midsole for walking ease. Black or white kidskin uppers. Sizes 3 1/4 to 9.

CHILDREN'S DRESSES HONEYSUCKLES

Pert "Mites" of tub-fast printed cotton broadcloths, hanky lawns or dotted swiss styled with generous hem allowances, deep pleats... some even have little ruffled bustles! Dainty lace and organdy trims and embroidered touches. Sizes from 6 months to 6 1/2 years.
\$1

PLAY DAY SUITS 39c
Chambray or covert with buttoned shoulder. 1 to 4.

CHILDREN'S DRESSES 59c
Plain or printed broadcloths in bright colors. 3-6.

CHILD'S SHOES 1.99
"Bittwells" in strap or oxford style. Sizes 8 1/2 to 3.

TODDLER'S COAT ENSEMBLE 2.99
Brother and sister coats with matching beret. All-wool flannels in copen, navy or white. Sizes 1 to 4.

ALL-IN-ONE

GIRDLE WITH SIDE HOOK CLOSING 1.99
Pre-shrunk, figured batiste with swami, uplift bust and moderate boning. Side hook style with 4 garters. 32-42.

BELTED BATISTE FOUNDATION 1.98
Double elastic braced inner belt, pre-shrunk figured batiste fabric, semi-elastic straps, four garters. Sizes 34 to 48.

LASTEX PANTIES 49c
Jacquard knitted two-way stretch with "tummy" control. 8-m-1.

BRASSIERES 49c
Lustrous rayon satins in uplift style in sizes 32 to 38.
Garter Belts... 8-m sizes... **29c**

SEARS, ROEBUCK and CO.