

SEARS MAY ECONOMY FESTIVAL

IN EVERY DEPARTMENT... SAVINGS TO BEAT THE BAND



TRIM, COMFORTABLE... VALUES TO 3.49

Built-In Arch Shoes

Scientifically designed, built-in steel arch support assures comfort from the moment you slip these trim shoes on! Calfskin, kidskin or patent in black or white. Oxfords, ties, pumps. Sizes 4 to 9.

1.89

VALUES TO 2.98 IN SPORTY WHITE OXFORDS

Growing Girls' Styles

Three new styles in sporty white for summer... square-toe, awl-tongue or monk-style oxfords. Goodyear welt construction with bend leather soles, leather quarter linings. Sizes 4 to 9.

1.98

NO "HOT DOGS" IN THESE CASUAL NEW

"Breezy" Comfort Shoes

Cool "Breezes" with all brown silk saddle or moccasin vamp in flexible construction. Springy crepe sole and heel, leather insoles and reinforced counters. Men's sizes 6 to 11.

1.98

Women's Summer House Slippers

Light-as-a-feather flexible uppers with chrome-tanned leather soles. Snug-fitting heels and roomy toes in sizes 4 to 9.

69c

CAN YOU BUY SLIP STYLE FOR A DOLLAR? YOU BET YOU CAN AT SEARS DURING THIS

National Slip Event

We've gone into the rayon slip business in a big way. Here are ten beautiful, streamlined styles fashioned to fit as slick as a whistle to prove it! We checked... we tested... and we found the right fabrics... multi-filament rayon crepes and satins. Then we had them styled by the makers of our finest, highest priced slips to be absolutely sure these are better by a mile than any dollar slips you ever saw!

\$1

Non-Rip Seams
Lace-Trimmed, Tailored
Tearose and White

Sizes 32 to 44
Multi-Filament Rayon
Crepes and Satins



Reg. 49c Brassieres
Styles for every figure in rayon, satins, crepes and laces with net lining. Sizes 32 to 44.
Reg. \$1 Brassieres... 49c



Crash Cloth

Hand-printed linen crash in bright floral patterns. 34x41-inch size. Neatly hemmed and pre-laundered.
LACE CLOTH... "Guest of Honor" 6-point ecru filet. 34x72-inch. 1.00



50-Piece Layette

Everything for baby from blankets and binders to 24 diapers!
3.99 Playmate Chair... 2.99
Holy Poly Diapers, 12 for \$1
Bassinette and Stand... 3.99
Willow Bassinette... 9.99



Dress Prints

Special purchase of fine cotton dress prints in broadcloths, poplins and sheers. 36-inch widths, large or small patterns, bright, white or pastel grounds.

10c



REGULAR \$54.50 REMINGTON

Compact, light-weight portable with standard features... para-graphing key, geared type bar mechanism, carrying case.
39.95
\$4 Down (Usual Carrying Charge)

SAVE 25% MORE ON OUR REGULAR LOW SHEET PRICES!

Laundertime SHEETS

In Balanced Weave for Balanced Wear.

Tightly woven, balance thread count to give uniform wear through repeated tubbings and ironings. Sixty-inch woven-in, permanent size tabs. Pre-laundered.

79c

Laundertime SHEETS

2-inch Reinforced at Points of Wear.

Cellophane wrapped in pairs and pre-laundered ready to use. Woven-in reinforcements 2 inches wide down center and at selvages where greatest wear occurs. Sixty-inch size.

89c

GUEST CHAMBER SHEETS

Hand-torn Muslins with 3-inch Hems

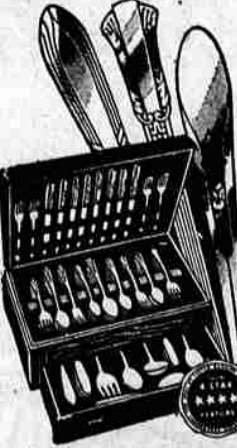
One of the finest muslins ever loomed... Hand torn with deep hems. Wide, taped selvages, 76x70 thread count, Sixty-inch size.

\$1.00

TIME TO SAVE!

2.99 "Lone Ranger" Wrist Watch... 2.69
1.19 Nickel Men's Pocket Watch... 79c
7.99 Shock-proof Men's Wrist Watch... 4.95
14.99 Stainless and Waterproof Watch... 9.95
2.99 5-Day "National Call" Alarm... 1.98
"Melody" Silverplate, knives, forks, spoons... 6 for 59c

Here's the Bride Idea!



YOU SAVE \$20! SERVICE FOR 8 "Treasure," "Priscilla" or "Fascination" Wm. Rogers service for eight in tarnishproof chest.
19.95
\$2.99 Down (Usual Carrying Charge)

"Desirable" Hosiery

Full Fashioned Four New Colors
3, 4, and 7 thread weights in four new summer colors. 8 1/2-10 1/2.
CAREFREE in Chiffon or Service Weight... 89c
ANKLETS for Women and Misses. Quality cottons... 15c

"Charmode" Corset

Firm Pre-Shrunk Tearose Batiste
Lightly boned, pre-shrunk batiste for firm control. Lace bust, 4 garters. 22-44.
1.98
"Nu-Back" 2.99
Patented foundation; heavy control in 36 to 50.



Priscilla, Panel, Cottage Sets
Values to 79c
50c
Sun and tubfast volles and marquisettes in full cut, ruffled Priscillas and cottage sets. Generous ecru lace panels.

Carrioca Panels.. 19c

COLORS GAY AS OLD MEXICO!
Sunfast and tubfast cotton nets in rust, green, tan, gold and blue stripes. 20-inch by 2 1/2-yard size. Hemmed, headed and ready to hang.

Window Shades, 49c

REG. 69c OIL OPAQUE MUSLIN!
Sand, buff or green oil-opaque cloth shades in five to seven-foot lengths. Complete with rollers and fixtures ready to hang.

Fashion Tower Men's Dress SHIRTS

Styled for summer in broadcloths. Sanitized so shrinkage can't exceed 1%. Wrinkle-proof collar, pleated sleeves. White, blue, patterns. 14-17.
\$1

"Tru-Point" Shirts.. 1.39

Named for their faultless collars. Fine broadcloths in white, blue, patterns. 14 1/2-17.
a 1.49 value

4 Star "Royal Ascot" 1.59

4 Star "Royal Ascot" Rippled-shown shirts, silky finish, woven patterns, tubenised collar. White, gray, green and fancy patterns. 14 1/2 to 17.
a 1.95 value

Boys' Overalls

Copper Riveted, Bartacked

White backed blue denim with yoke back, rip-proof seams and four roomy pockets. Sizes 6 to 14.
45c

Boys' Basque Shirts.. 39c

Candy striped blue, maroon or green with crew neck, short sleeves. 6 to 12.



Flour Bag Squares

Hemmed and ready for use... 10 for 69c

Stamped Pepperell Pillow Cases, Reg. 49c.

Pair... 39c

"HONEYSUCKLE" DRESSES

Sizes 6 months to 6 1/2 years. Batistes, Lawns, Organdies, Prints. With or without Bonnets.

\$1.00

SEARS ROEBUCK and CO.