

LOOK SEARS WAY FOR SMART NEW

Easter Fashions

NEW PRINT DRESSES

\$7.75

Gay border prints and polka dots, clever monotone prints and eye-catching florals a-bloom for you in spirited Spring colors... on smart new one and two-piece dresses of soft rayon crepe, crisp spuns and sleek rayon jerseys. Sizes for juniors, misses' and women in the group.

Sizes 9-15, 16-20, 28-44 and 18½-24½.



Girls' BLOUSES
1.98

New styles, beautifully detailed. White and colorful cottons and rayons. Sizes 7-14.

SKIRTS 2.98



Girls' DRESSES
2.98

For Sunday-best and school. Mid-will effects, basque types, and full-skirted styles. Finer cottons and rayons. Sizes 7-14.



SPRING SUITS

19.95 to 24.95

Sizes 12-20

Beautifully detailed new cardigan suits, classics and dressmakers in every important Spring color...and with smartness for beyond their modest price.

FASHION PURCHASES of \$10 or more may be made on SEARS EASY PAYMENT PLAN

FLOWER HATS

add enchantment to your Easter ensemble.

\$3.98

Sizes 21-23.

SMART NEW TOPPERS

Let your Spring coat be short cut and colorful, with gallant lines and soft details... choose it from Sears wide and budget-wise array. Sizes

8.95

Sizes 12-20

Girls' COATS
8.95 - 14.95

Small editions of Spring's smartest coat hits... Chesterfields, boxy casuals, trim zephyrs and wrap-arounds with crown-up good looks and plenty of slant. All wool and wool-and-rayon mixtures. 7-14.



Give MORE

Give NOW

LOOK

SEARS WAY FOR YOUR

EASTER ACCESSORIES

HIGH STYLES IN NEW SPRING

HAND BAGS
\$2.95

Copies of expensive handbag successes! Smart new box... pouches... zip-top envelopes! Handsomely detailed of fine quality simulated leathers. Carefully tailored interiors, some with zip pockets. Black, brown and colors.

BRIGHT, BLACK AND BEAUTIFUL

4.95

High-fashion pouches and cuff bags! Sleek envelopes and zip tops! Exciting new versions of the drawstring bag! Smart combinations of simulated patent and dull leathers! Clasps or handles of sparkling Lucite or mock tortoise shell.

Frosting For Your Suit SPRING DICKIES

Fresh as Spring, crisp as tissue paper—these are the final touch of smartness for your new suit, dress or coat sweater. Included in this budget group are ruffled styles, soft bow ties, Peter Pan and convertible necklines. Rayons or cottons; in white and pastels, also candy stripes.

98c

Beautifully detailed dickies featuring dainty lace, sheer cotton, pique, fine rayons and combinations. New higher necklines, big bows and smart V necklines. White and pastels included.

1.95

More Wear Per Pair CHILDREN'S

Biltwel



Smart little misses are back in the saddle again! Fine quality brown and white leather. Springy, durable rubber soles! Superior fitting qualities. Sizes 8½-3.

2.49



Charming companions for a tiny lady's light summer clothes. Smooth white leather with a T-strap and closed toes. Flexible leather soles. Sizes 8½ to 12.

2.49



Expertly crafted uppers of fine quality leather. Moisture-resistant horsehide leather sole. Correct lasts... all specially designed for growing feet. Black.

2.49

ANY PURCHASE OF \$10 OR MORE MAY BE MADE ON SEARS EASY PAYMENT PLAN

FOR LITTLE CHICKS

Dress them up... for they love the Easter Parade as much as you do!

SMART SPRING COATS

Make her radiantly happy with a new coat detailed as smartly as mother's. Here are pretty princess styles, Chesterfields and wrap-arounds with such cute accents as velveteen collars, gay touches of embroidery or lace frills. Popular colors, 3 to 6½.

7.29



For Tiny Tots

6.49

Toddler's COATS—for little girls. Cleverly styled princess coats and boxy classics in a wide choice of fabrics and dainty colors. Sizes 1 to 3.



Blouse And Skirts

BLOUSES—Fine white cottons with eyelet frills, self ruffles or colorful embroidery. Sizes 3 to 6½.

1.39

SKIRTS—In cunning pleated and gathered versions with removable shoulder straps. Sizes 3 to 6½.

2.89

LOOK SEARS WAY FOR

Easter Fashions

FOR GIRLS

COLORFUL SUSPENDERS

(right) girls adore them! Made of gay ribbon and felt in a variety of colors.

98c



SPRING HATS

1.49

Demure young bonnets trimmed with dainty flower clusters... smart little military hats and scotties... clever berets, tams and beanies... in a bright array of Spring colors.

GIRLS' PANTIES

49c

"Pilgrim" quality fine knit cotton with full elastic top.

GIRLS' COTTON SLIPS

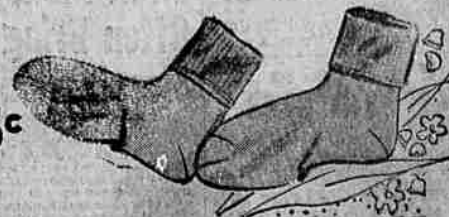
She never has too many! Built-up style with ruffle bottom. White shade; 2-14.

69c

GIRLS' ANKLETS

Choose from pretty solid colors and novelty effects in knit cotton. Sizes 6 to 10½.

25c



SEARS

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