



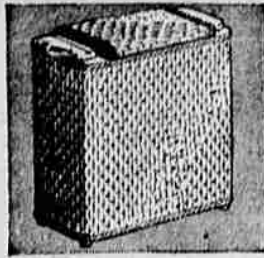
Fruit Cake
1.70

Just like a home-made fruit cake. Rich, dark spicy batter is filled with fruit peels, cherries, raisins, pecans. Attractively boxed.



Colored Bowls
1.59

Ovenproof stoneware for cooking and serving. Sanitary, easily cleaned. Won't absorb food odors. Includes five sizes, each a different color.



Bench Hamper
5.98

Stores soiled clothes and at the same time serves as comfortable bench. Inside entirely of soft sprayed-on rayon nap for clothing protection. Enamel finish outside. Choice of colors. 12x20 1/2 x20-inch.



Framed Scenic Pictures
1.49 to 5.95

Lovely scenic etching type pictures for any room in the home. Each one distinctively framed under glass with white matting and 1/2-inch gold metallic frame. Wide selection of subjects.



Boys' Tie and Kerchief
1.39

Matching tie and kerchief set for Junior. Fine rayon tie in plain colors. Wide bordered handkerchief. In gift box.



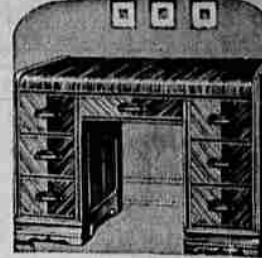
Double Duty Wallet
3.98

Combination roomy wallet and handy 4-windowed removable pass case. Made of genuine India goatskin. Features a snap closing coin pocket, divided bill pocket. Black or dark brown.



Fluorescent Desk Lamp
10.95

New, modern design all-metal fluorescent desk lamp that gives light where it's needed. Sturdy construction. White lined shade. Push button switch. Bronze crackle finish. Complete with 18-inch bulb.



Veneered Front Desk
39.95

Advance styling and seven big dovetailed drawers makes this desk an outstanding buy. Drawer fronts and smart waterfall fronts are walnut veneered. Balance is walnut finished hardwood.



Gifts FOR EVERYONE



Gifts for the Man in Your Life

Pilgrim Ties
98c

Ties are almost as much a part of Christmas as is Santa. You'll find the biggest and smartest selection of fabrics, patterns and colors at Sears. All made with wrinkle-resistant linings. Extra wide shapes so that they'll tie better.



Men's Gift Robes
9.95 to 12.95

Luscious... good looking... flannel robes... the kind men "Go For." Small, medium and large sizes that will fit any man on your list. They come in luggage tan and wine. A grand gift.



Dressy Scarves
98c to 1.98

A mighty practical and good looking gift. One he'll be proud to wear. All rayon crepe muffler in crisp white or lustrous rayon in attractive prints. Knotted fringe.



Warm Sweaters
2.98 to 5.98

A warm, practical, good looking sweater is the gift for him. Front is wool worsted flannel in solid color with contrasting knitted back, sleeves and trim. Two convenient pockets. Popular color combinations.



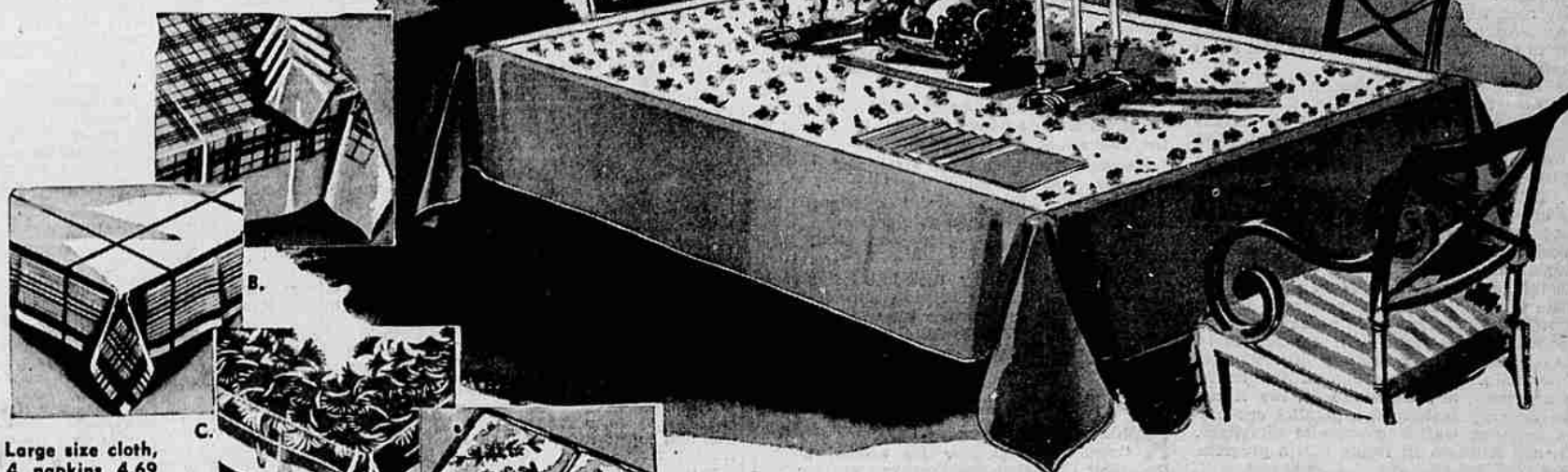
Lined Dress Gloves
2.79

He always needs gloves. These are just the ticket. Domestic cape-skin slip-ons. Smart swag-gar stitched backs.



Gift Shave Set
89c

An aid to good grooming. After shave lotion, talc and hair dressing oil. Attractively gift boxed.



SEE SEARS HUGE ASSORTMENT OF NEW LUNCHEON SETS FOR THE HOLIDAYS

It's elegant! It's gala! It's truly the perfect gift for your favorite friend or your own home. Choose this magnificent tablecloth with 6 matching napkins in a chic pastel shade. Multi-colored embroidery richly decorates the center. Washable cotton cloth, 52x52 inches. Napkins, 16x18 inches.

8⁹⁸

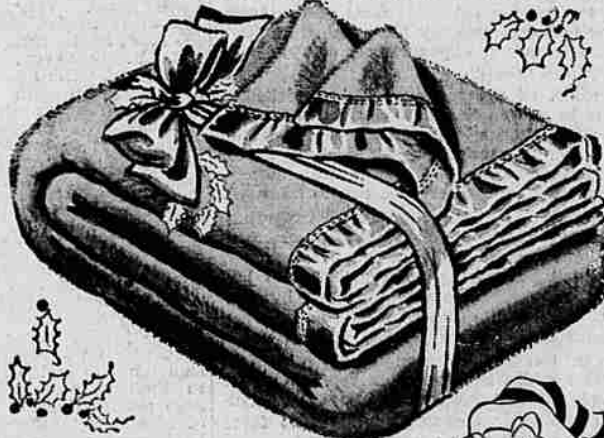
52x70, 7 Pc.10.98 70x90, 9 Pc.14.98 70x108, 13 Pc.17.98

- A. Large size cloth, 4 napkins 4.69
- B. Colored border table cloth 2.49
- C. Printed table cloth1.00
- D. Embroidered guest towels.....1.00



Genuine 'Lofti-Puff' Comforter
17.89

Filled with 100% new wool. Full cut 72x84-inch size. Solid color rayon taffeta scroll stitched center. Reverse side in matching solid color. About 1/2 lbs. Assorted colors.



A Warm Gift! 100% Wool Blanket

10⁹⁸

Shiver-shooing, 100% wool blanket. The perfect Christmas gift for your own family or for a friend. Of 100% virgin wool to assure you the utmost in soft, cozy warmth. It's a big 72x90-inch size which is 6 inches longer than the average blanket. The beautiful rayon satin binding is extra wide. Blue, cedar, green, peach, rose. Weight, 4 lbs.

- Printed Sateen Comforters.....5.19
- Tricot Knit Rayon Panties......79
- Children's Fuzzy Slippers1.98
- Women's Gift Slippers1.98
- 4 Pc. Set Table Mats.....1.00



Holiday-Garbed Pillows!
1.49 to 2.98

Pillows all dressed up in pretty holiday covers. Rayons and chintz. Plain, floral or striped patterns. An inexpensive way to add beauty and comfort to your living room. Make lovely gifts.



- 3 Pc. Lacy Chair Sets1.98
- LaCross Nail Polish Set.....1.00
- Air Mail Stationery79
- 3 Piece Cologne Set2.00
- "Glamor Gal" Aprons1.29
- Dressy Sport Shirts 3.98
- Men's Leather Jackets10.95
- Men's Wool Plaid Jacket..... 7.95
- Men's Fancy Dress Sox..... .39
- Men's Wool Dress Gloves..... 1.69

Merry Christmas IN A WOMAN'S LANGUAGE



3-Piece ACETATE Dresser Sets

The perfect gift for the woman who likes nice things. Attractively gift boxed set including comb, oval shaped brush, and hand mirror. Choice of floral or quilted design back.

1⁹⁵

OTHER SETS TO 14.95



Bath Superbe

Four large bars of delicately floral-scented bath soap. Long lasting, rich creamy lather. Boxed.

1.00



16-Piece Manicure Set
4.98

Attractive imitation leather case, moire lined. Fitted with the most useful manicure items—polish, polish remover and all necessary manicuring implements. 6 1/2x9 inches.

Warm Gifts For Little Tots



Coat Sets

5.98

To

11.95

Boys and Girls Style

Favorite young styles, princess coats, boxy classics, trim little Chesterfields with matching zipper leggings. Well tailored of warm, durable coatings, with pretty velveteen trims. 3 to 6 1/2.

Warm Snow Suits
9.95 to 11.95



HOLIDAY COLORS
in gay new dresses
4.98 and 5.98

Glowing winter pastels, new shock colors, and sparkling prints to light up your holidays. And they're wonders for their modest price... classics, casuals, and date frocks... packed with fashion news and carefully detailed of rayon crepes, spun rayons and novelty weaves. Junior, misses' and women's sizes included in the group.

A Big Array of Festive Young Fashion!
GIRLS' DRESSES
1.25 to 3.98

Dresses to delight her heart on Christmas morning! Crisp, gay cottons with eye-catching trims... lovely party frocks of rayon crepe or rayon taffeta! Basques, dirndls, peasant styles, sailor dresses, trim young classics. Sizes 7 to 14.

"Satisfaction guaranteed or your money back" SEARS

Easy Terms On Purchases Of \$10 Or More

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