

BEGINS THURSDAY --- 9 DAYS OF STOREWIDE SAVINGS ON VALUES GALORE!

SEARS Value DEMONSTRATION

ROEBUCK AND CO.

SEW FOR FUN, FASHION AND SAVINGS!

Variety of Printed



cotton percale

Reg. 49c yd.

SEARS VALUE DEMONSTRATION

39¢ yard

Select your spring fashions by the yard and be sure you have the clothes you want at a purse-easy price. Do it with these fresh-as-spring cotton percale prints. Choose becoming florals, geometric designs and plain colors. All will wash beautifully. 36 inches wide.

See Sears complete selection of Simplicity Patterns

- Printed Broadcloth, 36-in. . . . 69c yd.
- Printed Rayon Crepe, 39-in. . . . 1.29 yd.
- Bordered Prints, 39-in. 98c yd.
- White Outing Flannel, 36-in. 49c yd.



Crib Blanket
Reg. 1.39 **1.27**
Printed cotton crib blanket to keep baby warm through spring. 36.50-in. Reduced for Sears value demonstration.



Boys' Rancho Pants
Sizes 1 to 4 **2.19**
Rugged heavy cotton denim pants with contrast piping trim on pockets, belt loops. Gripper fastened sides; suspender straps.



Junior Polo Shirts
Long Wearing **98c**
Mercerized combed cotton polo shirts. Assorted stripes, short sleeves; sizes 2 to 8 Wash with ease. Made for extra service.



All Wool Sacques
Infants' Size **1.39**
Infants' all wool sephyr knit sacques, daintily hand embroidered. Assorted styles and patterns. Pink, blue or white.



Comfy Cotton Gown
Adjustable Size **98c**
Make baby cozy in a draw-string cotton knit gown. Pulls in snugly at his wrist and feet for steady warmth. White, tie tape neckline.



Mites Crawlers
6, 12, 18 Mos. **2.29**
Cute little corduroy crawlers in pastel shades of pink, blue, red and yellow. Embroidery trim.



Juvenile Sleepers
3-Piece Set **77c**
Regular 1.69
Sleeping comfort for all tots. Cotton flannelite. 2-piece button-on pants, long-sleeved tops. Pink and blue. Sizes 1 to 4.



Cotton Polo Shirts
Solid Colors **1.19**
Toddlers' combed cotton knit polo shirts. Crew neck; cute 2-button shoulder closing, sleeved tops. Pink and blue stripes. Sizes 1 to 4.



Training Pants
Cotton Rib Knit **22c**
Infants' fine white combed cotton rib knit training pants with elastic waist, double fabric crotch, snug leg openings. Sizes 1-2-3.



Popular Cardigans
Wool Worsted! **3.98**
Sweater-girl favorite! Long-sleeved, boxy cardigans for hep gals. Sizes 8-16. Yellow, sea green, white, pink, aqua, blue.



Girls' Pajamas
Cotton Crepe **2.98**
Comfortable printed cotton crepe pajamas. Short-sleeved two-piece style. Sizes 8 to 16.



Girls' Rayon Pants
Cuffed Legs **49c**
Little girls' dainty undies. Honeylane circular knit rayon panties with elastic at waist. Tealose or white. In sizes 8-16.



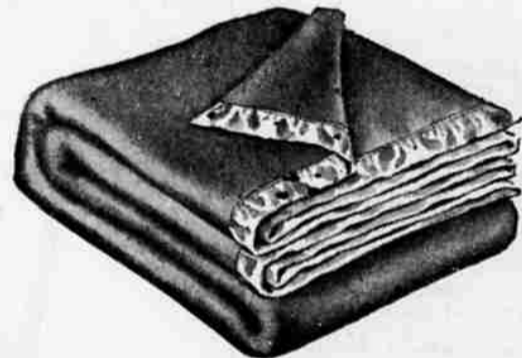
Girls' Overalls
Blue Twill **67c**
Regular 1.29
Ruggedly built bib style overalls for girls. Sizes 9-10-11-12. Heavy blue twill material. A real bargain at this price.



Save Money On
Printed Cotton APRONS
Reg. 89c **67c**
Colorfully printed cotton percale aprons for women. Popular bib style. Buy several!



Women's Rayon Briefs
Reg. 59c **37c**
Popular band leg briefs for women, in small, medium and large sizes. White only.



100% Wool blanket
70 by 80-inch size. Reg. 6.90 **only 4⁶⁷**

One of Sears popular 100% wool blankets, regularly selling for 6.90. Solid colors of green, blue or rose. Rayon satin binding. Weight 2 3/4 lbs.



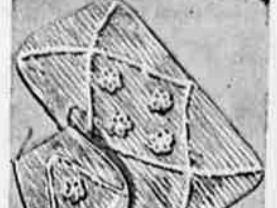
Tailored Rayon Satin Slip
Bias Cut Style **2⁹⁸**
Four-gore bias cut style that assures a smooth fit and will not twist or hang unevenly. Made of excellent quality rayon satin. Seams are double stitched and rip proof, for longer wear. Adjustable straps. In white. Sizes 32 to 42.



Printed Rayon Crepe Gown
Beauty at a Budget Price **3⁹⁸**
Flattering styled with a full graceful, bias cut skirt . . . dainty bodice edged in white lace. Made of extra fine quality rayon crepe that launders beautifully. Pastel color floral prints on white. Sizes 34 to 40. All for Sears pin-money price!



Turkish BathTowel
Reg. 89c **53c**
Woven of thick cotton loop pile. Blue, green or red border on white. 22 x 44-inch size.



Chenille Bath Set
Reg. 1.98 **1.67**
Long wearing, cotton chenille oblong bath mat and lid cover. Choose Sears "Avon" design in lovely coral, blue, peach or green.



Turkish Washcloth
Reg. 25c **15c**
Better quality washcloth. Blue, green or red border on white. 13x13-inch size.



Pillow Cover
79c
Keep pillows fresh and clean at this low price. White muslin, zipper closing. 21 x 27-in.



Harmony House SHEETS
81x99 inches Type 128 muslin. Strong tape selvages for hard family wear. Sears good quality muslin **2⁴⁹**
81x108 inches Above quality, extra long **2⁵⁹**
Pillow Cases, 42x36 59c

BUY ANYTHING TOTALING \$10 OR MORE ON SEARS EASY PAYMENT PLAN