

SHOP AT SEARS TONIGHT UNTIL 9:00



SEARS
ROEBUCK AND CO.

FOR A THRIFTY

Merry Christmas

SAVE AT SEARS

Gift shirt hunting? Here's one guaranteed to hit the mark!



Pilgrim Shirt with Formease Collar

Cellophane wrapped for gift-giving

2⁹⁸

- Famous specially designed collar resists curling... won't bunch or muss!
- Whites... solids... a gala assortment of assortment of woven stripes and figures... see them!

Not just a gift... but an introduction to something new in collar-comfort! Come in and see these fine combed silky-smooth cotton broadcloth shirts. Fresh, clean... cellophane wrapped for gift-giving. 14-17.

Perennial Favorites! Smart New Wrinkle Resistant pilgrim neckties

Here's an eye-appealing collection of richly printed rayon jacquard crepe and celanese acetate rayon ties in patterns that score a hit with him—and ease your budget, too! He'll like the easy way they knot, resist wrinkles, give long wear! See them at Sears.

1⁵⁰



You can't beat famous Beacon cloth robes for everlasting popularity!

Heavyweight Pilgrim Wrap 'Rounds

6⁹⁵

Warm Beacon cotton blanket cloth robes! Shawl collar, rayon cord trim. Ombre, plaids, and stripes. Four sizes.



Men's Handkerchiefs

A grand gift selection of Pilgrim handkerchiefs. Print borders in assorted patterns and colors. One white center, 2 colored center.



Nylon Socks

Bright argyle patterns or rib knit, plain colors. Three pairs guaranteed to wear six months! Sizes 10 to 12.



Men's Pilgrim Belts

A new high in appearance at Sears low price! Handsome solid cowhide belt in attractive alligator grain. Polished brass tongue buckle. 30-46.



Fur Lined Gloves

Fur lined for warmth! Rich smooth domestic capeskin gloves in smart slip-on style. Black or brown. Small, medium or large.



Colorful Pajamas

Fine quality Pilgrim cotton flannel pajamas in assorted colors. Chest pocket, cuffs on pants, cast. Latex drawstring waist. A, B, C, D.



Morocco Wallet

Swartly tailored by Pilgrim! Zipper designs on bill and coin pockets. Pockets for cards, stamps, identification. Black or brown.



Boy's Sport Shirts

Cotton-rayon gabardine for sports wear. Sanforized—maximum fabric shrinkage 1%. 2 way collar, long sleeves. Assorted colors, sizes 8-18.



Roy Rogers Gloves

Top grain horsehide with nailheads, dazzling jewel! Roy Rogers stencil design. Three color combinations on cuffs. Three sizes.



Boys' Sweaters

Save now on 100% wool worsted sweaters in bright jacquard knit. Assorted colors... smart western or fawn patterns. Even sizes 10-18.



Boyville Jac-Shirt

Choose your water-repellent all wool 21-oz. shirt in many solid and buffalo plaid colors. In even sizes 8-18 at Sears low price!



USE SEARS CREDIT PURCHASE COUPON BOOKS
Buy \$20, \$25 or \$50 books. Only a small down payment is necessary, balance on Sears Easy Terms. Use the coupons like cash in any department. Wonderful gifts.



Shop the easy catalog way for everything you need
CATALOG ORDER OFFICE
FOR THE FAMILY FOR THE HOME

3³/₄ lbs. of the softest, springiest, huskiest wool for wonderful warmth!

Harmony House Gift Boxed

blanket

72x90-in. Size

10⁵⁰

This exquisite wool blanket in its pink and gay gift box is soft as a lullaby, will bring lasting pleasure. Soft, fine brushed wool, deepest, springiest nap. 6-inch rayon satin binding.



Here's another fine gift for the home! 2-pc. chenille bath set

21x36-inch Mat
Attractive gift box

3⁹⁸

Lovely chenille bath mat and lid cover has solid color background, contrasting color flowers. Rose, yellow, grey, blue and green.

FIRST TIME IN YEARS AT SEARS!

Harmony House Printed pillowcases

42x36-in. size **1³⁹** pr.

Just in time for Christmas gift-giving! Four patterns to choose from—white with pink flowers, pink or blue borders. Fine quality muslin.



Satin Comforter

Downy Soft White Wool Filling
72x84-in. Size **13⁹⁵**

Quilted satin in rosebud, waste blue, wine, green or gold color. Self corded edges add wear. Select yours today!



Children's Towels

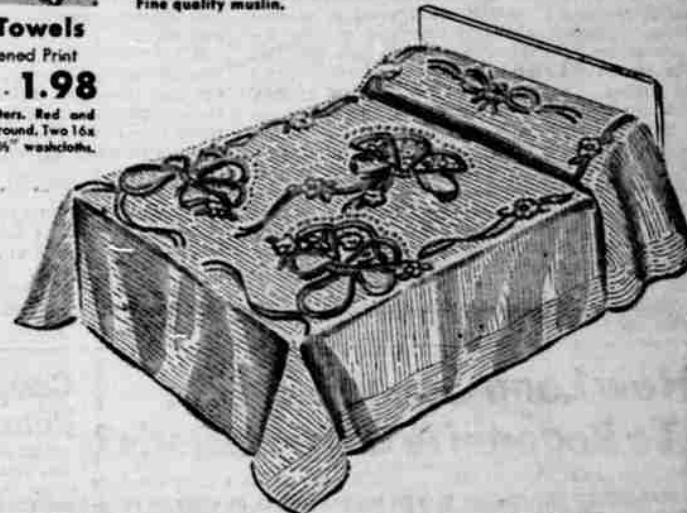
Smart Hand Screened Print
4-pc. Set **1.98**

Grand gift for youngsters. Red and green print, white background. Two 16x25" towels, two 11x11 1/2" washcloths.

Colorful Cotton Chenille bedspread

Full Bed Size **6⁹⁰**

Ribbon overlay in soft, velvety baby chenille. Fine design, economy priced. Heavy ground ground cloth. All cotton. Washfast colors.



always appreciated...
Sears Thrifty

gift slippers

A. Men's Lined Slippers **4⁹⁸**

Warm shearing lining; leather sole; wedge heel; white stitching. 6-11.

B. Men's Romeos **4⁴⁹**

Fine grade kid leather upper with high cut back for ankle snugness. Leather sole. 6-11.

C. Kiddies' Zip Booties **1²⁹**

Warm blue and red felt; soft padded sole. Sizes 6-7.

D. Women's Mocs **1⁹⁸**

Soft sole, wedge heel slippers. Sizes 6 to 9.

E. Women's Shearlings **3.98**

Brown crushed leather, shearing lining. Leather sole, rubber heel. 5-9.



"Satisfaction guaranteed or your money back" SEARS

FRIDAY STORE HOURS: 9 a. m. to 9 p. m.
133 So. 8th Phone 5188