

SEARS ROEBUCK AND CO. Say Merry Christmas with gifts from Sears

Brand New Styles In Pilgrim Hand Washable Sport Shirts Reduced!

Regularly at 4.98

4²⁹

Stylish textured pin types and solids—suiting cloth now fashioned into smartly cut sport shirts. Long-wearing rayon acetate in assorted colors. Wear in or out. Medium widespread collars.



99¢ EXTRA SAVINGS

Washable Wool and Rayon Sport Shirts

Regular 4.98 **3⁹⁹**

In smart new assorted plaids with matching plastic buttons. 55% wool, 45% rayon and completely washable. Sizes S, M, L, XL. Stock up for gifts now and save.

Our Best Quality Regular 2.98

COTTON FLANNEL SPORT SHIRTS

SPORTS STYLE with semi-widespread collar and square cut bottom. You'll like their easy-action fit and smart styling. Choose from many light and dark backgrounds or plaids. Sanforized.



2 FOR 5⁰⁰



The Christmas Gift that's Guaranteed To Fit Pilgrim Flex-Fit Sox

Flex-Fit argyles that conform immediately to your foot size and shape... fit easily without binding... won't wrinkle, sag or droop. In stretchy nylon with knit-in argyle patterns.

GIFT BOXED

Reg. 79c ea. **4 for 2⁶⁵**



4-Star Feature

With Famous Formease Collar

Guaranteed to wear as long as the shirt body

Dress Shirts

Whites Fancies Solids

2⁹⁸

Individually cellophane Wrapped

He'll be at ease in a handsome Pilgrim shirt. 220 thread count broadcloth, combed and mercerized for comfort and luster. Sanforized of course and in your choice of Sears exclusive patterns. Compare their features... and price! See how you save at Sears with Pilgrim dress shirts.

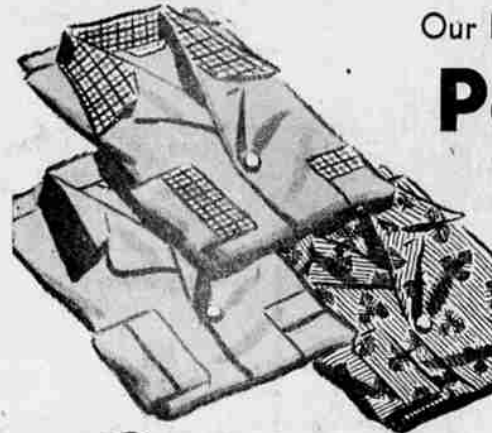
Our Best Quality Flannel

Pajamas

3⁴⁹

Pilgrim

In new exclusive patterns. Firmly woven flannel is durable, soft. Colors are washfast... stay clear and bright. Sanforized fabric won't shrink more than 1%.



All Wool Yarn Sweaters

Reg. 6.98

5⁹⁸

Luxury at its best! Fine gauge lightweight wool body with knit-on neck and cuffs. Sizes 36 to 46.



Pilgrim Gift Wool Footcase

Reg. 2.49

1⁹⁹

Here's real comfort. 100% wool uppers have rib knit tops, soft leather soles. In red, forest green. 10-12!



Beacon Cloth Men's Robes

7⁹⁸

Soft to the touch, exceptionally warm heavyweight cotton. Trimmed in contrasting corduroy. All sizes.

CHECK THESE SALE REDUCTIONS... HERCULES JACKETS

Our Best Quality... Rayon Acetate Sheen Jacket Reduced!

Regular at 7.95

6⁸⁸

Brown, navy, gray and green available in all men's sizes. Give Dad this gift of gab—rayon and acetate sheen gabardine. Warm rayon and quilted lining, upper patch flap pockets, banded waist.



\$1.00 HOLDS

Any Jacket on "Lay-Away"

Lightweight Comfort "You'll Live In" All Winter-long!

Duralon Jackets

Reg. 12.90—• Water-repellent • Woolen-insulated Extra-heavyweight lustrous outer shell of sturdy gabardine strengthened with 17% Nylon. Rich rayon-satin quilted wool lining. Brown, grey, green or blue.

10⁴⁴



HERCULES
SOLD ONLY BY SEARS, ROEBUCK AND CO.



Reversible Melton Warm-up Jacket

Reg. 8.90

7⁸⁸

Both sides in harmonizing color! Raglan shoulders. 100% wool Melton, choice of 4 colors. S-M-L-XL sizes.



Suede Leather Blouse

Reg. 15.95

13⁸⁸

Full cut, premium suede leather treated to repel water and resist spots... rayon lined. Two double-welt slash pockets.

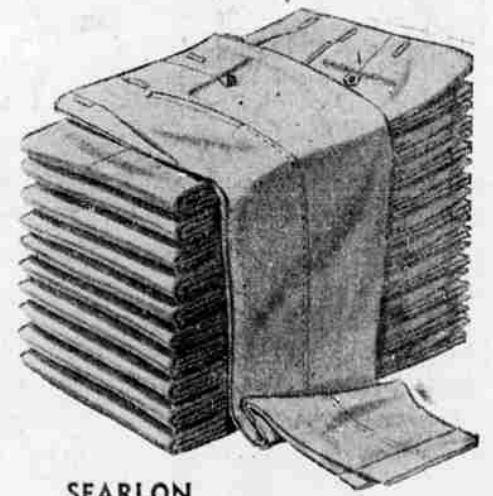


Men's Hercules Twill Work Outfits

Reg. 3.60

2⁹⁸

Reg. 4.40 Matching Pants Blend of 88% cotton, 12% rayon for extra wear! In army tan or silver gray. Shirts 14-17; Pants 29-44.



SEARLION

GABARDINE SLACKS

Famous New Rayon-Nylon Blend

6⁹⁵

Unconditionally guaranteed for 12-months against Wear, Rips, Tears! The best slack buy in town. So stamina packed we've dared guarantee them one full year's wear from date of purchase. Hurry, choose yours today in sportive grays, greens, blues, tans and browns.

"Satisfaction guaranteed or your money back" SEARS

Hours 9 to 5:30 Daily -- 9 to 9 Friday -- 133 So. 8th Ph. 5188