



3 DAYS of SPECTACULAR VALUES

Open Friday Night 'Til 9



history-making
price cut

You Save 3.94 on Three

men's Pilgrim
2.98 dress shirts

... with extra features of other nationally branded broad-cloth shirts selling at \$4

★ priced low because Sears bought during the maker's slow season ★

3 for \$5

CHARGE IT ON SRC
all fresh, first-quality stock...
no seconds! 3-day sell-out ends
January 10 so Hurry!

three smart collar styles
choice of white, solid colors or stripes



Pitt—regular fused style stays crisp



Lynn—soft, medium spread, with stays



Port—short points, medium spread, fused



proportioned for small to tall

Just Say, "Charge It" on Sears Revolving Charge
Take Months to Pay or Use Like a Regular Charge Account

check these extra features

- Clock says midnight, but your Formease collar is still 8 a.m. fresh. Fits both neck and shoulder curves... that's why it never curls or wilts.
- Thrifty way to add wardrobe versatility: get shirts with the 3 varied collars at left and switch 'em as you change outfits—a flattering effect!
- Proportioned from collar to tails... gives you comfortable freedom from bunching as well as the elegance that goes with a neat fit.
- No odds and ends! Full size ranges of cotton broadcloths, with choice of white, solid washfast colors or stripes in each size... all Sanforized!



Charmode Cotton Flannelette Gowns

Save 71c Charge It **1.88**

Regularly 2.59. Mother Hubbard styles with long sleeves. Gay floral prints and white. 53 in. long. 34-44.

Girls' Winter Cotton Dresses
Reg. 3.98 Size 7-14 **3.33**



Spring Prints
Just **2³⁹**

Brand new spring prints to start the year with... and each of them at this unbelievable price! Choose from coat dresses, step-ins, zipper fronts... printed percales, florals, stripes, checks... and more! All refreshingly original. Sizes 12 to 20, 14 1/2 to 24 1/2.

January White Goods Savings!



Good Quality Muslin Sheets **1⁵⁴**
72x108.
flat sheet or twin Reg.
fitted bottom sheet 1.69

A firm, balanced weave with 134 threads per square inch after washing... smooth textured and durable—excellent sheet for general use.

Reg. 1.89! 81x108-in. flat sheet 1.74

Reg. 1.99! Double fitted bottom sheet 1.74

Reg. 43c! 42x36-in. pillow-case 2 for 77c



Use Sears Revolving Charge Just Like a **REGULAR CHARGE ACCOUNT**

No Service Charge or Take Several Months to Pay with Small Service Charge

"Satisfaction guaranteed or your money back" SEARS

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