

EASTER TIME *is still* SAVING TIME at Sears

AND ESPECIALLY DURING SEARS
EMPLOYEES' SELL-A-BRASHUN!

LOOK SMART! BE SMART! EXTRA-SPECIAL
SAVINGS ON NEW, NEW SPRING CLOTHES!



Fashion Value Scope!

FASHION HEADLINERS!
WOMEN'S AND MISSES'

COATS

\$7.95

- Dollar-Saving Price!
- New Details! Silhouettes!
- Enormous Assortments!

Do you like shirred yokes...
saddle shoulders...big pockets
...Tuxedo fronts...fitted, boxy,
reefer styles? All here—in every
coat fabric and color that's smart
for Spring—at a dramatic sale
saving! Sizes 12 to 20, 38 to 44.



HATS

THAT SAY
"SPRING, '41!"

Sensations at **\$1.25**

- crisp STRAWS!
- dapper FELTS!
- sleek RAYON JERSEYS!

Spring's newest bonnets, toques,
turbans, sailors, off-the-face hats
at a great B-I-G savings! Ribbons,
feathers, gay "beau catching" flow-
ers. Spring colors, headsizes for all!

PURCHASE OF \$10 OR
MORE MAY BE MADE
ON SEARS EASY
PAYMENT PLAN

THE WHOLE **FASHION** PICTURE FOR EASTER, '41!



GIRLS' SPRING
COATS

Marvels for
the Money! **\$5.95**

Exciting new "regimental"
fashions, emblems, braid trims,
pique collars, touches of eye-
let embroidery, reefers, Prin-
cess backs! New tweeds and
suecia fabrics in Spring col-
ors and plaids. Sizes 7-14.

WOMEN'S AND MISSES'
HIGH-STYLE SPRING

DRESSES

\$2.98

- Lingerie! Emblems!
- Zip fronts! Jackets!
- New colors and prints!

It's like a dream-come-true to get dresses like THESE
at a price like THIS—right at the first breath of Spring!
All the most talked-about new fashions in a wide
choice of colors, prints and attractive rayon fabrics.
Sizes 12 to 20, 38 to 44, 46 to 52.



SEARS, ROEBUCK AND CO.

WATCH FOR BIG 14 PAGE EASTER CIRCULAR