

For Easter—Fashion's Smartest Coats

New Spring

Coats

For Girls of 2 to 6 Years

\$2.98

Another evidence that you can save at Sears. Made of fancy tweeds—Belted style—fancy pockets. New spring shades. Sizes 1 to 6 years.



Boys' Suits

Clever little blouse suits of 100% linen with striped coats. 2 to 6 years.

\$1.59

—Sears, Second Floor.

Imported Fabric Gloves

59c



Slip-on styles to wear with frock or suit. Light beige, white, eggshell, gray, brown and black.

—Sears, First Floor.

A New Fabric Bag

\$1.00

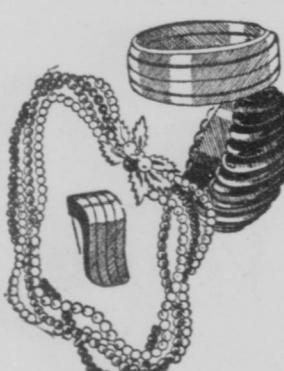


Cleverly styled as pictured. Others of simulated washable leather. Fitted with cigarette case, lighter or compact. Beige, grey, brown, navy, black, red and snake-skin.

—Sears, First Floor.

Costume Jewelry

25c



Hundreds of novelties. Necklaces, bracelets, earrings, pins and clips. Lovely color combinations. All new. 500 pieces to choose from.

—Sears, First Floor.

New Neckwear

29c



Smartly styled of pique, organdy, and taffeta. Tailored and dressy. Ruffles, pleating, lace.

—Sears, First Floor.

Pure Silk Hose

Guaranteed First Quality

39c



—Cradle Soles
—French Heels
—Spring Shades
—Sizes 8 1/2 to 10

Naturally you'll want several pairs at this price. Every pair new. Super-elastic silk top reinforced with lisle. Only a limited quantity. Shop early.

—Sears, First Floor.



Created for the Easter Parade!

New Spring Hats

Copies of Many Expensive Models

\$1.95

Other Smart Hats at \$2.95 and \$3.95

Without exception the finest collection of new spring hats we have ever shown. Every smart style... every fashionable shape... every new material... fabricated straws... silks... stitched taffeta... every type and width brim. Navy, black, beige, brown, red, green, gray and blue. Smartly styled hats for any occasion.

—Sears, Second Floor.

"Streamline" or "Windblown" Fine Fabrics—Beautifully Tailored And an Easy Price to Pay

\$7.77

Other New Smart Easter Coats at \$10.74 and \$13.74

We admit the price is far less than most women expect to pay for their new Easter coat... and it will seem even more amazing when you see the coats. Slip into one of them... Note the quality of the fabrics... the smart style lines... the fashionable "windblown" effect. Dressy and sports styles... cleverly styled sleeves... scarf collars... stitched lapels. Wool crepes... Worsted crepes... Tweeds. Black, navy, tan and grey. Sizes 14 to 44.

—Sears, Second Floor.



Visit
The
Beauty
Shop
for
Latest
Style
Hair Cut
for
Women
35c

Swagger Suits

Two-Tone Tweeds
New Boxy Tweeds
Fitted Tweeds
Wool Crepes

\$16.50

Swagger suits may be strictly mannish, tailored or of the more dressy type. Hip length jackets. New spring shades. Sizes 14 to 20.

—Sears, Second Floor.

Again—Sears Leads the Field in Value Giving

Easter Frocks

Of Unusual Style, Charm and Beauty
at an Almost Unbelievably Low Price

\$3.94

Other New Easter Dresses at \$5.94 and \$7.74



Visit
The
Beauty
Shop
Shampoo
and Finger
Wave
50c
—Second Floor.

You will be delightfully surprised when you see these lovely new Easter dresses. Smart silhouettes... fashionable trims... frocks that follow "streamline" tendencies. One piece and jacket styles.

Silk Crepes—Sand Crepes
Sheers—Polka Dots—Prints
Plain Colors—Pastels—Navy
and Black. Sizes 14 to 50.

—Sears, Second Floor.



Blouses
98c & \$1.98

Newest dressy and tailored styles. Beautifully made of silk crepes in pastel and glamorous Mexican shades. Organza, broadcloth and fashionable pique. The silk blouses are exceptional values at \$1.98.

—Sears, Second Floor.

Skirts
\$1.98



It's really surprising how smart a skirt can be and cost so little. Smartly tailored of tweed, spring flannel and Rosshana crepes. Straightline and pleated models. Attractive color combinations. Also navy, brown and black.

—Sears, Second Floor.

Smart Little Aprons

For the Maid or Matron

39c and 59c

Others up to \$1.00

Slip-over aprons of Fruit of the Loom prints in attractive colors. New styles. Also dainty tea aprons of fine sheer fabrics.

—Sears, Second Floor.

Silk Frocks

At An Unusually Low Price

\$1.98

The most adorable springtime dresses we have seen anywhere. Even at a higher price! Lovely "field flower" silk prints and pastel shades in silk. New puff sleeves, circular skirts, pleated skirts. Fashioned after "grown-up" styles.

—Sears, Second Floor.



For Easter and Springtime
Youthful Coats

For the Girls 7 to 14 Years

\$3.95

Had we priced them at \$5.00 they would still be outstanding values!

Double Breasted, Dressy
and Swagger Styles

Fashioned of tweeds and novelty cloth. Fur collars... new sheer effects. Most wanted spring colors.

—Sears, Second Floor.

SEARS, ROEBUCK AND CO.

Store
Hours
8:45 A. M.
to
5:30 P. M.