

We Carry a Complete Line of Easter Novelties at Reasonable Prices

# Sears Easter Fashions

Open Saturday night until 9 o'clock

## New Style Shoes



- New Whites • New Blues
- Patents • Blacks

Styles that will walk right into spring and summer wardrobes, because they're smart and new. Fine kid with turned leather soles. Straps, pumps or ties. Cuban or continental heels. Sizes 4 to 8.



Growing Girls' **OXFORDS**  
Medium walking heels; decorative trim on toe and at instep. Many colors and styles in smart calfskin.  
**\$1.90**  
Sizes 3½ to 8

Children's "Biltwel" Shoes  
**\$1.79**

Patent leather with comfortable round toe. One-strap style with cut work trim. Low line rubber heel.  
Sizes 8½ to 3



## NU-BACK BELTED FOUNDATION

For That New Spring Outfit

**\$2.98**

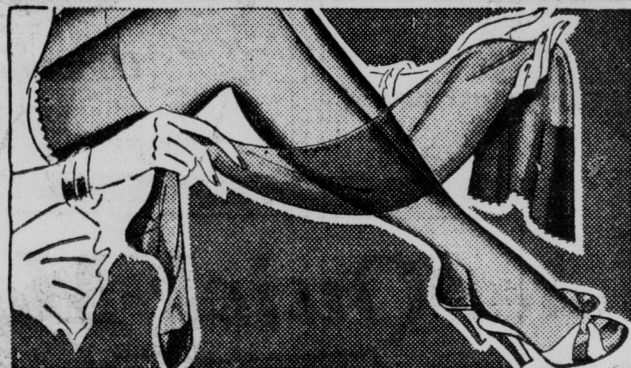
Perfect figure control—plus the comfort of "sliding back" that lets you bend, stoop, stretch with ease. Good boning; fine figured pre-shrunk batiste that wears well.

Also Obtainable Without Innerbelt  
**SOFTIE STEP-IN**

**89c**

The Softie gives you freedom—it's seamless and boneless, yet trims down the bulges. Two-way stretch of latex. 4 supporters.

—Second Floor



## Royal Purple Ringless SILK HOSIERY

Regular 69c value! First quality, full fashioned; beautifully sheer chiffon or service weight. New shades. 8½ to 10½.

**59c**

WOMEN'S SILK HOSE

First quality, chiffon or service weight. 8½ to 10½. Also in knee length. **39c 3 Pairs for \$1**

Children's and Misses' Anklelets, 19c Pr.



Boutonnieres  
**29c, 39c**

Gay Springtime flowers to enhance your Easter costume. In beautiful shades of all the smart new colors.



New Ascots  
**49c, 79c**

Accent your outfit with a bright colorful ascot. Fresh, crisp new styles, colors and sizes.



Gloves  
**\$1.39**

Washable. Beautiful quality, soft doeskin in slip-on or the very popular "shorty" with button-back, styles. Smart colors. Sizes 6-8.



New Bags  
**94c**

Simulated leathers. A grand array of spring styles in tailored or dressy types. Black, brown, navy, white, London tan.



Elmo Beauty Aids

Ralo Powder for dry skin .....\$1.50  
Margo Powder—normal skin .....\$1.00  
Cleansing Cream ..\$1.10-\$2.20  
Texture Cream ..\$1.10-\$2.20  
Ralo Powder Base  
Lotion .....\$1.00  
Elmo Skin Fresher.....\$1.00

SEARS—First Floor

Again! Navy Steals the Show!

**\$6.60**



## SHEER NAVY Dresses

- Lingerie Details
- "Margot" Frills
- Many Jacket Suits

Beautiful! Styled with the fresh, crisp flattery that spells Spring 1936. And they're Sears FOUR STAR features as well. From coast to coast—America's greatest \$6.60 buys! Navy Romaines—novelty sheers. Also prints, pastels, bright colors!

Sizes 14-20; 38-52



NAVY FLATTERERS!

**COATS**  
**\$9.95**

Crepes—Jacquards—Novelty Weaves!

"Gibson Girl" shoulders—"Gay Nineties" sleeves—fitted full length lines—three quarter swaggers! Spring's leading fashions for Easter at a Sears sale-every-day price! Also in grey, black, high colors. 14-20-38-52.



FEMININE FOR EASTER

## HATS

**\$1.98**

"Margots," "Gibson Girls"—romantic Spring charmers accented with coy flowers, demure veils, or both. At Sears—at a mere \$1.98. And others at \$2.98 and \$2.49.

DON'T FORGET—WATCH FOR THE **GREEN TAG**  
**Shop and Compac**



Tots' Lovely **COATS**  
**\$3.98**

A dainty coat of pastel wool flannel. Corded yoke front. Dainty embroidery. Matching poke bonnet. Sizes 1, 2, 3.

Children's **HONEYSUCKLE DRESSES**

Regular \$1.50 value! Dainty new styles and patterns. Sheers, organdies, dimities, voiles. 1 to 6½.  
**\$1**

## PURE DYE PRESHRUNK SLIPS

**\$1.00**

Soft as a Kitten's Ear

You'll be amazed at the softness and smoothness of these crepe slips. All seams are double stitched; adjustable shoulder straps; elastic suspender backs; V-tops, bodice or built-up tops in tailored or lace trimmed styles.

All With Panels

Colors are tearose and white. Built-up styles in sizes 34 to 52. Other styles, sizes 34 to 44.

—First Floor



Beautiful **Batiste Gowns**  
**55c**

Sheer figured cotton batiste; crisp new styles. 54 in. long. Sizes 16, 17.

1886

**SEARS, ROEBUCK AND CO.**

1936

Free Bus Service to and From Circle

ALABAMA AT VERMONT STREET

Two Large, Free Parking Lots