

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
height; decorative
leather 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 eye 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
Second Floor

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



Royal Purple Ringless SILK HOSIERY

Regular 69c value! First
quality, full fashioned; beau-
tifully sheer chiffon or serv-
ice 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** for 3 Pairs **\$1**

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



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 \$1.59 value!
Dainty new styles
and patterns. Sheers,
organzies, dainties,
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, bo-
dice 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.

New Bags

94c

Simulated leathers. A grand
array of spring styles in tai-
lored 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

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 great-
est \$6.60 buys! Navy Romaines
—novelty sheers. Also prints,
pastels, bright colors!

Sizes 14-20; 38-52



FEMININE FOR EASTER HATS

\$1.98

"Margots," "Gibson Girls"—rom-
antic 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.

NAVY FLATTERERS! COATS

\$9.95

Crepes—Jacquards—Novelty Weaves!

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

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

1886

SEARS, ROEBUCK AND CO.

1936