

Sears

ENTIRE STORE OPEN THURSDAY
NIGHT UNTIL 9 O'CLOCK

BUY IN MAY AT SEARS — Save at least \$14.50 and up to \$34.50

An Actual Photograph
of a Sears \$45 CoatSTORE HOURS
THURSDAY
8:45 A.M. to 9 P.M.

1886

SEARS, ROEBUCK AND CO.

1936

ALABAMA AT
VERMONT ST.

ALL ADVANCE 1936-'37 WINTER STYLES

FUR COATS

\$45

ACTUAL \$59.50 TO \$79.50 VALUES

- First Choice of the Smart, New Furs
- Guaranteed Superior Workmanship

In January — anticipating a further rise in furs — Sears went into the raw-fur market and purchased thousands of skins — the pick of this winter's catch.

SINCE THEN FURS HAVE GONE UP 20% TO 45% AND ARE STILL ADVANCING! From present indications, it is certain that this is the last opportunity to buy this quality furs at the prices offered in SEARS GOLDEN JUBILEE MAY SALE!

IMPORTED LAPINS*
GENUINE CARACULS
BLOCKED LAPINS*
BEAVERETTES*
AMERICAN BROADTAIL**
GENUINE KIDSKINS
FINE SEALINES*

STYLES: Many entirely new versions of the important swagger coat. Fitted silhouettes. Princess styles. Full and three-quarter length.

DETAILS: New Medici collars; Petal, Ruff, Margot, West Point, Johnny, New Peter Pan, Jabot, Rippled, Wing collars. New Rippled Shawl collars. Jewelled or metal fastenings.

New puffed-top sleeves; shoulder puffs; dolmans. New, deep arm-hole, draped full sleeves. Raglan sleeves.

Luxurious linings, guaranteed for two seasons' wear.

Other Equally Fine Values, \$59 to \$99

SIZES FOR ALL

*Dyed Coney **Processed Lamb

GUARANTEE: Sears Guarantees to Save
You Money in this May Sale of Furs
SEARS, ROEBUCK AND CO.



Why....
SHOULD I BUY
MY FUR COAT
IN May?

BECAUSE....

I know I'll get first choice of fresh, perfect quality skins of THIS winter's catch — all NEW, and all "hand-picked."

BECAUSE....

My coat will have the finest of workmanship — in the Spring, fur factories are quietest, and the manufacturer can spend the greatest time and care on the making of my coat.

BECAUSE....

I know I'll get an advance 1936-37 style — Sears has had the nation's leading designers develop these authentic styles for this event!

BECAUSE....

Fur prices have risen 20% to 45% and they're still rising — I'll save \$14.50 to \$34.50 by buying my fur coat NOW.

BECAUSE....

I can buy at Sears with confidence in the QUALITY of my furs — and furs are like diamonds — I must have confidence in the place where I buy them.

BECAUSE....

If I buy in May I have 5 months to pay. Sears' "BUY-WAY" makes it easy to pay for my coat out of my weekly income and have it when I want it.