

Starting Tomorrow!



OPEN EVERY THURSDAY AND SATURDAY
NIGHT UNTIL 9 O'CLOCK



SOARING TO NEW HEIGHTS IN VALUE-GIVING! Sears MARCH VALUE DEMONSTRATION

Lux, Lifebuoy
10 bars 49¢
Regular size bars of these two popular toilet soaps.

ASPIRINS
100 for 9¢
Save on national formula quality aspirins in quantities of 100.

TOILET TISSUE
10 rolls 29¢
Soft, absorbent, 650-sheet rolls of quality toilet tissue.

BOYS' SHORTS
10¢ Each
Fast color broadcloth, with elastic sides. Sizes 24 to 30.

SEWDETTES
9¢ Doz.
Box of 12 "Sewdette" sanitary napkins. Soft, fluffy, absorbent. Special!

POLO SHIRTS
39¢ Each
Regular 58c boys' shirts, sizes 2 to 8. Choice of styles, colors.

GRASS SEED
5 lbs. 89¢
Sears Indianapolis Special grass seed. March Sale special!

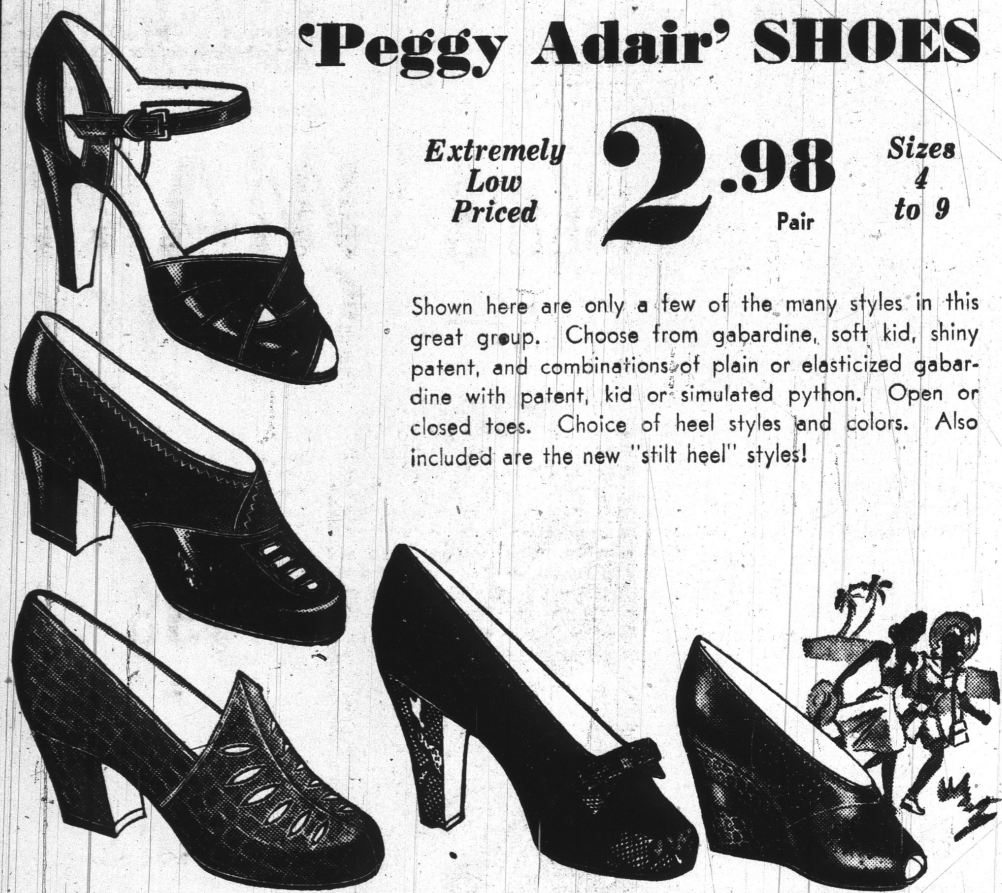
NECKWEAR
25¢ Each
Lace, organdy or pique in choice of styles and colors.

Style Favorites for the Easter Parade!

'Peggy Adair' SHOES

Extremely Low Priced **2.98** Pair Sizes 4 to 9

Shown here are only a few of the many styles in this great group. Choose from gabardine, soft kid, shiny patent, and combinations of plain or elasticized gabardine with patent, kid or simulated python. Open or closed toes. Choice of heel styles and colors. Also included are the new "stilt heel" styles!



Children's Famous "BILTWEEL" SHOES

For Healthy Young, Growing Feet

1.98 Pair

Long wearing... the triple-wear, moisture-resisting leather sole actually outlasts the uppers. Choose from T-strap slippers, oxfords or boots in black, brown or white.



Easter Styles for Growing Girls

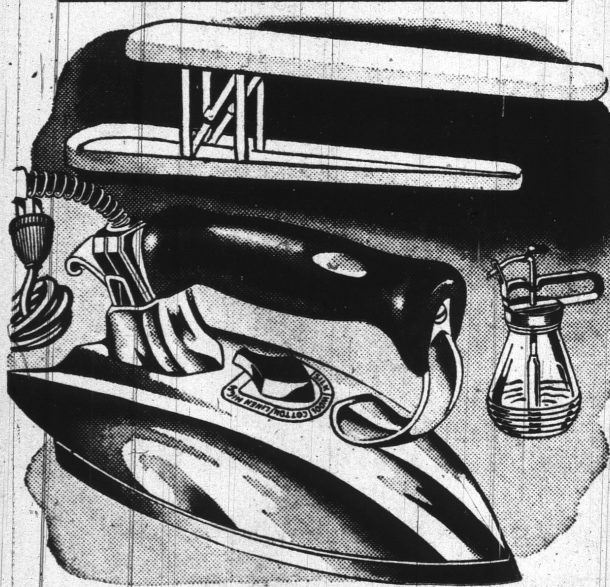
Many Styles Available at This Low Price!

1.98 Pair

Fashioned for growing girls and active women who want foot freedom combined with smart styling and quality construction! Shown here, classic saddle oxford and calf walking oxford. Choice of colors.



Special Combination Offer!



3-PC. SET! AUTOMATIC ELECTRIC IRON, SLEEVE BOARD, SPRAYER

Worth \$2.00 More **6.95** COMPLETE March Sale Special

Our finest automatic iron with folding metal sleeve board and sprayer... at the usual price of the iron alone! The iron has high capacity 1000-watt element and large, cool, comfortable handle. Carries 5-year service guarantee. Retractable cord set included.



Handbags
79¢ ea.

Simulated patent—simulated calf and suedes! Popular new spring styles. Smart colors.



Umbrellas
98¢ ea.

16-Rib oiled silk umbrellas. Gay, light-hearted prints. Smart colors.



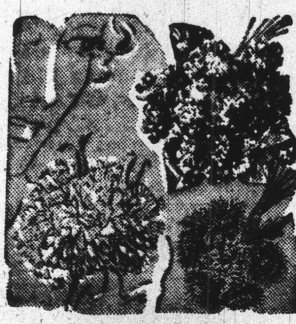
GLOVES
67¢ and 88¢

Of New, Sueded Rayon Tricot. Short or long gloves in newest colors for Spring! Washable.



SLIPS
1.00 ea.

Rayon satin slips, four-gore lace trimmed or tailored. Outstanding values at the price. Sizes 32 to 44.



FLOWERS
19¢

Costume flowers... for smart lapels and necklines. Colorful little nosegays, romantic violets, gay carnations.



DRESSES
1.00 ea.

Dainty "Honeysuckles" for wee misses. Fresh prints, plain or printed sheers. Sizes 6 mo. to 6 1/2 yrs.

For Easter Giving...

EASTER LILIES

With 2 Blooms

69¢

Attractively potted, luxuriant plants with beautiful blooms!



3-Bloom Lilies 89¢
4-Bloom Lilies 1.29

POTTED AZALIAS

98¢ and 1.49

POTTED ROSES

98¢ and 1.49

EASTER CANDIES



Easter BASKETS
19¢ to 1.98

Beautiful baskets filled with delicious Easter candy novelties. (Basket shown, 19¢.)

Unfilled Baskets.....

..... 2 for 5¢, up to 79¢

Jelly Bird Eggs... 1lb., 10¢

Large Marshmallow Hen or Quail Eggs... 1lb., 15¢

HAND-DECORATED CHOCOLATE EASTER EGGS, choice of names 10¢ to 35¢
Chocolate Bunnies, Ducks, Chicks, 5, 10¢, 20¢ and 29¢
Attractively Boxed Easter Candies..... 29¢ to 2.00

MARCH SALE! BELTED Foundation GARMENTS

Snug fitting waist line. Belted with form-supporting inner belt. Tearose. All wanted sizes.

1.69

Step-In or Pantie Girdle

77¢

At this one low price, choice of fashion knit step-in, 2-way stretch construction, or a pantie. Tearose.



SALE!

NEW SPRING

COATS

Dress, Casual, Sports!

New, Smart for Easter!

14.50

Casual all-purpose coats—swaggers... Tuxedo fronts... gored, swing and fishtail backs... fitted reefers. Dress coats—mostly full skirted, slim waisted—with fine dressmaker detail. Tweeds (loads of the new PASTEL PLAIDS!), suede-finish wools, basketweave, triple twills, striped worsteds, ribbed crepes. Casual coats in pastels and high shades, dress coats in navy and black. Sizes 12 to 20, 38 to 44.

"Patriotic" Brass Buttons, Epaulets! Trapunto, Pin Tucks, Braid, Grosgrain Ribbon! Huge Patch Pockets! Leg O' Mutton Sleeves!



March Value Demonstration! NEW SPRING HATS

1.69

Huge cartwheels, bonnets, sailors, pillboxes, Bretons, small forward-jutting brims. Black, navy, brown, pastels, high shades, neutral colors, white. New STRAWS—smart FELTS! Sizes 22 to 23.

FEATHERS, FLOWERS, TRI-COLOR RIBBONS!

Thrilling Sale Price—Just Before EASTER!

Colors for Easter in Beautifully Sheer

Silk Hosiery

55¢ Pair 2 Pcs., 1.00

First quality, full fashioned hose that are sheer and ring-free. The silk is high-twisted for dullness and strength. Smart colors. Sizes 8 1/2 to 10 1/2.

RINGLESS "ROYAL PURPLES"
Full fashioned—rein-spotproof! Exciting Spring shades! Sizes 8 1/2 to 10 1/2.....pr.

64¢

LASTEX TOP ANKLETS. Sizes 6 to 10 1/2.....15c Pr.

Purchases of \$10 or More Sold on Easy Terms

SEARS, ROEBUCK AND CO.

Free Parking—Free Bus

Alabama at Vermont St.

Telephone LI-8531