

ENTIRE STORE OPEN EVERY NIGHT UNTIL 9 O'CLOCK TILL CHRISTMAS



SEARS VALUES HELP MAKE

A Merry Christmas

Sears Services Make Xmas Shopping Easy

★ Easy Payments

Remember... NOW, at Sears, you can buy anything and everything, totaling \$10 or more, on our Easy Payment Plan!

★ Gift Certificates

A Sears Merchandise Gift Certificate is redeemable in merchandise at any Sears store, anywhere. Obtainable in any amounts in denominations of \$1.00. Inquire at cashier's office, second floor.

★ Coupon Books

Use them like cash when you shop. Pay a small deposit and get a book of coupons (\$10, \$15 and \$20 books available). Pay balance in easy monthly payments. Usual carrying charge.



Parka Hood Sets

For Big and Little Girls! Most with Mittens to Match!

89¢

In fluffy brushed wool-and-rayon and soft knitted worsteds. A host of bright, merry styles—in solid colors and gay multi-color combinations.

OTHERS UP TO 2.98



"Honeylane" Frocks

1.00 Each

A brilliant gift idea! New-as-the-minute fashions to thrill the American girl. Skirts flared, pleated, stitched! Lingerie trims! Little contrasting bows! All the latest holiday colors. New prints, combinations. Top-quality cotton fabrics that tub beautifully. Every younger set favorite is here. Sizes 7 to 16 years.

★ Classics
★ Two-Piece Styles

★ Jumpers
★ Pinafores

★ Suspender Skirts
★ Boleros

What's Christmas without a Robe? OR HOUSECOAT?

Gay Printed Negligees and Warm Blanket Robes

1.98 Each

A luxurious way to say "Merry Christmas!" College girls, great aunts, everybody likes these "chill banishers"! Blanket cloth house coat style, wide skirted printed rayon negligees. Misses' and women's sizes.

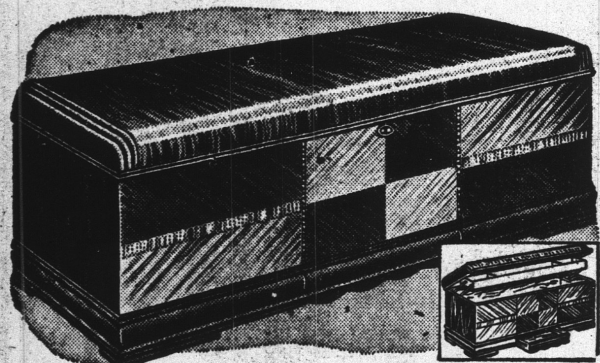
Give Her Luxury in Pretty Stay-at-Home Styles

2.98

Does she like wrap-around? Zip fronts? Panel Backs? Pock-ets? All here in rich rayons, suede, lovely glamorous ray-rayon suede, on satins, taffetas, candlewicks and heavily quilted cotton prints with charming accents. Misses', women's sizes.

Christmas Cheer She'll Remember Every Day in the Year... Glamour-Giving Housecoats... Unequalled in Beauty at Sears Price! One for Every Woman on Your Gift List.

GIFTS OF LASTING BEAUTY

Beautiful Cedar Chest
With Secret Drawer

Modern 45-inch cedar chest with automatic-rising removable tray and secret silverware drawer. Lovely matched walnut woods and veneers. "Honor Bill" throughout.

19.98

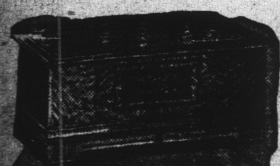
\$2.50 Down, \$3 Monthly
Usual Carrying Charge

MODERN 48-In. CEDAR CHEST

Worth \$10 more! Removable tray rises automatically! Modern waterfall style in sparkling, hand rubbed finish. Removable cedar tray rises automatically. Walnut finish.

21.95

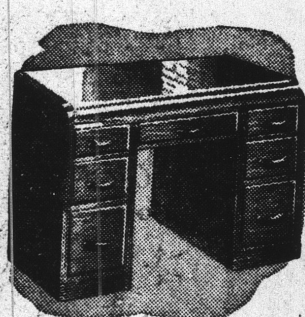
\$2.50 Down, \$3 Monthly
(Usual Carrying Charge)

Handsome Cedar Chest
At Very Low Cost

12.95

Handsome flat top chest. Matched walnut. Aromatic seal strip. 40x18 1/2-In.

We Also Carry 10 Other Models of Cedar Chests



Kneehole Desk

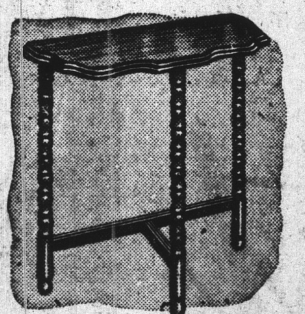
14.95

Also Sold on
Easy Terms

★ Maple or Walnut Finish

Beautiful, modern waterfall front desk. Sturdily constructed. 7 Large drawers. Choice of maple or walnut finish. Size, 42x20x30 Inches.

We Also Carry 10 Other Styles of Desks.

END TABLES ARE
Always WELCOME

84¢

Hardwood. Nicely
turned legs. Solid
base. Choice of
finishes.

HOLIDAY GIFTS FOR HOMEMAKERS

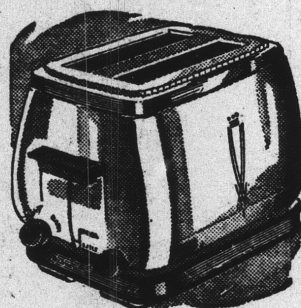


Electric Mixer

10.50

Also Sold on
Easy Terms

Beats, whips, mixes! Complete with
juice extractor, drink mixer, beaters
and 2 mixing bowls. Excellent 3-speed
detachable motor. Underwriters
listed.

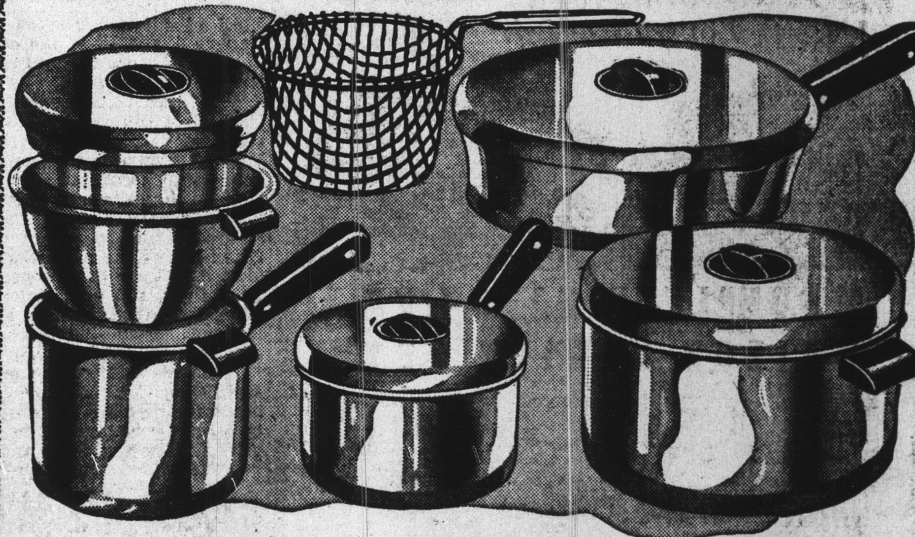


Pop-Up Toaster

11.95

Also Sold on
Easy Terms

Exclusive Heatmaster
A grand electric toaster! Makes Melba toast, too! Thermatically controlled. 2-Slice type. Noiseless. Underwriters listed.

Beautiful Streamlined 11-PURPOSE
STAINLESS STEEL SET

With Cool
Bakelite
Handles

19.50

\$2.50 DOWN
\$3 MONTHLY
Usual Carrying Charge

Swift, uniform-heating copper is clad to the bottom of permanently-beautiful stainless steel... giving you utensils that look like a million, wear like iron, and shave your fuel bills to a silver! They heat in two winks and stay hot, evenly. No more burned food! Mirror-bright and easy to clean. The double boiler serves as 3-qt. covered sauce pan, covered casserole, mixing bowl, ice bucket, or refrigerator dish. Covered, the skillet doubles as chicken fryer. Used with the 3-qt. sauce pan, the aluminum basket makes a first-class French fryer.

PURCHASES OF \$10 OR MORE SOLD ON EASY TERMS

SEARS, ROEBUCK AND CO.

FREE BUS
FREE PARKING

ALABAMA AT VERMONT ST.

TELEPHONE
5-1000New wide neck
model SILEX
for easy cleaning

Have you been worrying about the cleanliness of your coffee maker? Here's a model with a wide neck lower bowl—wide enough to get your hand inside to wash it.

Buy yours today.
8 cup black trim \$2.95
kitchen range model

PYREX BRAND GLASS

SILEX

MAKES BETTER TASTING COFFEE

