



SEARS VALENTINE'S HIGHLIGHTS 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

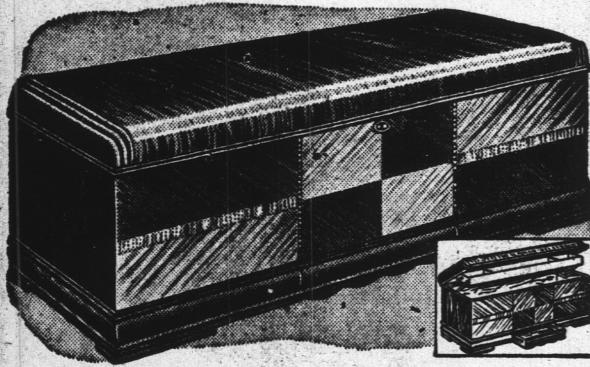
1.00
Each

★ Classics
★ Two-Piece Styles
★ Jumper
★ Pinup
★ Suspender Skirts
★ Boleros

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
★ Jumper
★ Pinup
★ Suspender Skirts
★ Boleros

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

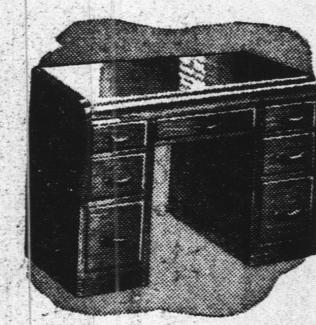
\$2.50 Down, \$3 Monthly
Usual Carrying Charge

Handsome Cedar Chest At Very Low Cost

12.95

Also Sold on
Easy Terms

Handsome flat top chest. Matched walnut. Aroma-Tite seal strip. 40x18½x11 in. We Also Carry 10 Other Models of Cedar Chests.



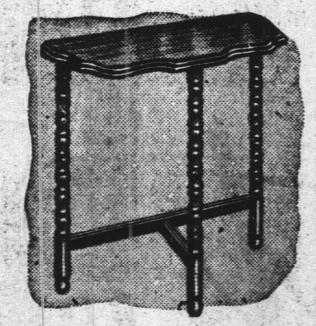
Kneehole Desk

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. Dotted oil finish. Choice of finishes.

We Also Carry 10 Other Models of Cedar Chests.

HOLIDAY GIFTS FOR HOMEMAKERS

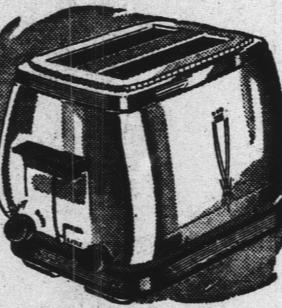


Electric Mixer

10.50

Also Sold on
Easy Terms

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

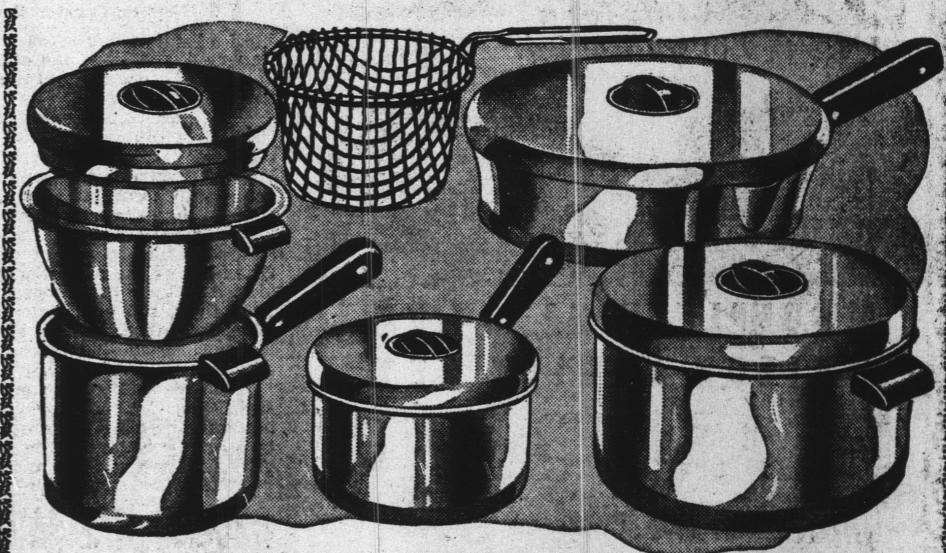


Pop-Up Toaster

11.95

Also Sold on
Easy Terms

Exclusive Heatmaster! A grand electric toaster. Has Melt-a-toast top! Thermotatically 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

Genuine SILEX
MAKES BETTER TASTING COFFEE

SEARS, ROEBUCK AND CO.
ALABAMA AT VERMONT ST.
TELEPHONE