

SEARS  
ROEBUCK AND CO.

# 58 Years of Leadership

FOR QUALITY SHOP AT SEARS AND SAVE

Popular Toilet Soaps  
Lux, Camay, Lifebuoy, Palmolive! Regular size bars of these favorites. 10 bars **44c**

Reg. 5c Washing Powder  
Regular 5c small size "Gold Dust" 2 for **5c**  
Washing Powder.

39c Milk of Magnesia Tablets  
Sears "Approved" brand Milk of Magnesia Tablets; mint flavor. 2 bottles **40c**  
100 in bottle.

Regular 98c Mineral Oil  
"Challenge" brand U. S. P. Mineral oil. 69c  
Heavy type. 1/2 Gallon bottle.

50c Tek Tooth Brushes  
"Tek" tooth brushes with Nylon bristles. In a double package. 2 for **51c**

49c Theatrical Cold Cream  
Sears "Approved" brand Theatrical Cold Cream. For make-up removal and cleansing. 1-lb. jar. **39c**

4.98 Lucite Dresser Set  
Comb, brush and hand mirror in Lucite, with attractive floral design decoration. **4.69**

80 Embossed Paper Napkins  
80 White embossed paper napkins in hanging up container. Soft, absorbent. **10c**

Regular 10c Buttons  
Pearl buttons, leather buttons, suit and coat buttons. Choice of sizes, colors. **8c**

50 Sanitary Napkins  
Sears own brand, "Cellu-Fluffs." Regular size sanitary napkins. 50 in a box. **54c**

Men's Part-Wool Dress Socks  
10 Percent wool, 10 percent rayon, 80 percent cotton. Rib knit. Brown, blue, maroon. **3 prs. 1.00**

Leather Dress Gloves  
Smooth or pig-grained finish capekin, chrome tanned; lined or unlined. Brown or black. **1.49**

Jr. Boys' Slack Socks  
Jr. boys' cotton slack socks in argyle patterns. Sizes 7 to 9. **3 prs. 1.00**

Jr. Boys' Longie Pants  
Herringbone patterns in blue or brown. Well tailored to take hard wear. Sizes 6 to 12. **2.39**



## 54-Inch Part Wool Plaids

**1.49**  
Yard

All-Wool Tweed Coatings

**\$2.98**  
yard

100% Wool tweed-effect coatings. 54 inches wide. Durable for warm winter wear. Choice of blue, tan or brown.

Jiffy Dress Form

**89c**

Actually duplicates your own figure. It's accurate, too, because it's made right on you! Quick and easy—all you need is someone to help wind the tape and cut away the form. Outfit includes cotton jersey, roll of gummed tape and instructions.

54-Inch Corduroy

**\$2.79**  
yard

54-Inch wide, wale cotton corduroy. Firm back! Choice of royal, scarlet, green, rose, copen or American Beauty.

All-Wool Suitings

**\$3.98**  
yard

54 inches wide! All virgin wool. Black, red, blue, luggage, beige, lavender.

Lacy Crepes

**1.98**  
yd.

42% Wool, 38% rayon crepe. 54 inches wide. Kelly, coco, gold, gray, blue, purple, red and melon colors.

Wool Coating

**4.98**  
yd.

100% wool coating. 54 inches wide. Smart diagonal weave. Rich colors.

Kitchen Toweling

**35c**  
yd.

45% Linen, 45% rayon and cotton. Brightly striped and toweling. Sunfast colors.

Crash Toweling

**79c**  
yd.

Printed crash toweling. 39 inches wide! Smart floral designs. Wash-fast colors.

Feather Ticking

**35c**  
yd.

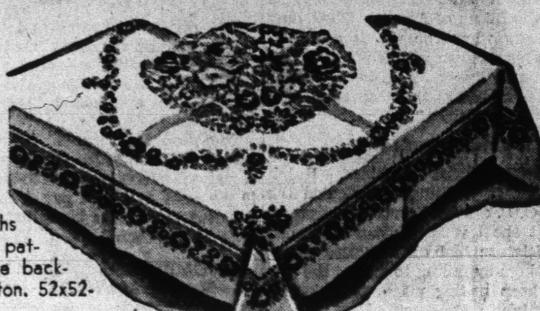
Blue and white striped. Twilled cotton feather ticking. Heavy quality, wash-fast. 32 inches wide.

## Hand-Painted Luncheon Cloths

52x52-Inch!

**2.98**

Beautifully hand-painted luncheon cloths with newest assorted patterns on ivory or white backgrounds. Washable cotton. 52x52-inch size.



Printed Lunch Cloth

**79c**

42x42-Inch size! Brightly colored print on durable bleached sheeting. Ideal for everyday use.

Lace Table Cloth

**4.98**

72x90 Inches! Beautiful all-over pattern lace dinner cloth. Smart ecru color.

Cotton Damask Cloth

**2.59**

64x90 Inches! Permanent finish cotton damask dinner cloth. Beautiful wash-fast colors.

## Luxuriously Thick Shag Rugs

24x36-Inch Oblong

**2.44**

18x34-Inch Oval Rug **1.95**

24x48-Inch Oval Rug **4.44**

• PEACH • BLUE

• GREEN • ROSE

18x34-Inch Oval Rug **1.95**

24x48-Inch Oval Rug **4.44**

Luxuriously thick and soft, yet thoroughly practical with their fine cotton yarns tufted on heavy canvas bases. Pre-shrunk, washable. Beautiful colors for bedroom or bath!

Mattress Pads

**2.29** Ea.

54x76-Inch size. Washable. Protects mattresses. Soft, white cotton. Twin Size, 1.98 Ea.

Embroidered Pillowcases

**1.98** Pr.

Size 42x36 inches. Printed or embroidered motif on fine quality muslin. Boxed.

Bath Mat Sets

**2.98** Set

18x34-Inch size. Soft, thick chenille. Floral design. Washfast colors.

## Famous "Slumbersound" Blankets for Warmth, Beauty and Wear!

## 100% Wool Blankets

Weight 3 1/4 lbs. 100% New Live wool single blanket in solid colors. Rayon satin binding. 72x84-Inch size.

**9.90**  
Each



### 100%-Wool Single Blankets

Creamy white with candy stripes of red, blue, green, and yellow. Copy of a world-famous pattern. 72x84 inches. Weight 5 lbs.

**12.95**  
Each

### 25%-Wool Double Blankets

25% new wool, 75% fine cotton. Warm double blankets in rose or blue. Rayon bound ends. **4.79** Pair

25% Re-used wool, 75% cotton. Weight, 3 1/4 lbs. Rich, dark colors. 70x84-Inch size.

### 5%-Wool Double Blankets

72x84-Inch size. 5% wool, 95% new cotton. Smart colors. Sateen bound ends. **3.98** Pair

### 25%-Wool Single Blankets

25% New wool, 75% cotton. Single plaid blankets in beautiful colors of blue and rose. **2.98** Each

25% Wool Practical Camp Blankets

25% Re-used wool, 75% cotton. Weight, 3 1/4 lbs. Rich, dark colors. 70x84-Inch size.

**2.39** Each

Sears, Roebuck and Co.

ALABAMA AT VERMONT ST.