

STARTING TOMORROW—ENTIRE STORE OPEN EVERY NIGHT UNTIL 9 O'CLOCK 'TIL CHRISTMAS



SEARS

ROEBUCK AND CO.

It's thrifty to Compare Gift Prices
It's Sears for More Gifts from your budget

a merry
Christmas
starts at Sears

An old-fashioned Christmas of thrifty prices! You'll find the makings of your Christmas... grand, tempting treats on Sears jam-packed counters! Everything from comfortable gift socks for Dad, to wonder gifts for the home like Sears Coldspot Refrigerators. All priced to make small gift-budgets do a big job. So be choosy... get the right gifts... see for yourself why a Merry Christmas starts at Sears!

Bring the Children to See
Jolly Old SANTA at SEARS Where
He Is Making His Headquarters

He has a gift for every little boy and girl

Hear Santa Over WFBM

Every Day 4:15 to 4:30 P. M.

the most thoughtful
gift of all

exquisite

hankies

She'll know you're thinking just of her when you choose her favorite frilly or tailored hankies from Sears grand selection. Dainty embroidered cotton, Swiss pastels, cotton lace-bordered linens.

\$1
Ea.

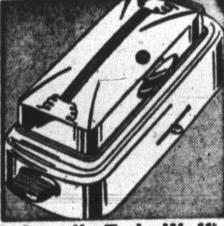
Beautiful
BOXED HANKIES

79c
BOX

Box of 3 lovely embroidered or clipped cord border cottons. . . . A garden of thrilling gift hankies. Choose her soon!

• Purchases of \$20 or, More May Be Made on Sears Easy Payment Plan

FREE PARKING . . . LI-8531



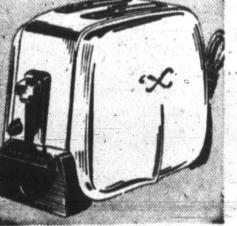
Automatic Twin Waffler



"Kenmore" Mixer



New "Kenmore" Iron



Pop-Up Toaster



"Satisfaction guaranteed or your money back" SEARS

ALABAMA AT VERMONT ST.