

VALUE DEMONSTRATION Starts Tomorrow! 8 Exciting Days! Extra Savings in Every Department! Extra Values Galore! Hundreds of SEARS Usual Good Values PLUS Special Purchases and Special Price Reductions to Demonstrate That SEARS Is Your VALUE Center! Be on Hand for the Opening Friday at 10 A.M. Shop Until 9 Friday and Saturday Nights! Ample FREE Parking Space!



dress up... in smartly tailored **coats** and **suits** with a new **accent** on spring

Fashions that definitely say "Spring!"... in silhouette, intricate styling, new colors and fine wool fabrics. Here are just two from a big array:

\$39.95 each

THE COAT—a flare-back topper with dressy shoulder detail. Pastels, high shades and black; sizes 10 to 18. **THE SUIT**—a new 'soft' classic with longer jacket and hip interest. Pastels, high shades, brown and black; 10 to 18.

Ready-to-Wear Dept., Sears Wisconsin, Bladensburg and Arlington



it's smart to wear **gay flowers** 98¢

Get a lift with splashy gay flowers! Try the stunning new look of a spray or wreath... use clusters, or single blossoms for a dramatic touch. We've flowers for your hair, suit, dress or hat. All colors.

Accessories Dept., Sears Wisconsin and Bladensburg

our Royal Purple **nylon hose** \$1.59

Famous Sears quality! Like mist clinging closely to your legs with sheer beauty... yet always able to give the service you desire. Latest colors. Sizes 8½ to 10½.

Hosiery Dept., Sears Wisconsin, Bladensburg and Arlington

dark magic in new **straw hats** \$4.98

See the flattery in that sweeping brim caught with ribbon! Try it in navy or black, as the perfect accent for any wardrobe. A typically smart hat from our selections for Spring.

Millinery Dept., Sears Wisconsin, Bladensburg and Arlington

clever tricks with **silk squares** \$2.95

We can only illustrate one way to flaunt these wonderful pure silk squares—you'll find dozens of clever ways to wear them. Choose several, from a rainbow range of bright ombre tints.

Neckwear Dept., Sears Wisconsin and Bladensburg



spring sparkle in **new jewelry** 79¢

plus Fed Tax

The Vineyard Group comes in exquisite matched pieces, to make a stunning ensemble if you wish! Necklace, bracelet, pin and earrings of radiant, round mylon beads and twinkling rhinestones set in rhodium plated polished metal. Choice of pink, citrus or crystal white; and simulated ruby, emerald, sapphire or blue moonstone.

Jewelry Dept., Sears Wisconsin and Bladensburg



dressy footnotes: **patent shoes** \$6.95

Gleaming patent Kerrybrookes step smartly into the picture. A—our flattering cutout vamp pump with open toe and high heel... in black patent. B—an open toe, open back sandal with high heel... in black patent; also red, green or brown jungle alligator.

Shoe Dept., Sears Wisconsin, Bladensburg and Arlington

"Satisfaction guaranteed or your money back"

SEARS

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ALL FASHION PURCHASES TOTALING \$10 OR MORE MAY BE MADE ON SEARS EASY PAYMENT PLAN!