

Advertisement

Shopping Sears

with INEZ

Getting Ready for the Easter Parade



New clothes, bunnies, decorated eggs, candy baskets and bright colors . . . all this reminds most people of Easter. And it's what you'll see when you're doing your Easter shopping at SEARS.

Frocks for M'Lady

While you are there, you'll see many items of interest. Beautiful spring dresses and coats, dainty underthings and, of course, the two absolutely necessary ingredients for any Easter parade . . . lovely spring hats and fashionable shoes, all in a bountiful variety for m'lady.

With the new clothing trends for men these days, Easter shopping can be as exciting for your husband as it is for you. SEARS keeps up with the fashion news and has all the latest styles and colors in shirts, ties, slacks, suits and sport coats; not to mention the colorful underwear for men. SEARS really makes it easy to put together an Easter outfit that will make your man stand out in any parade.

Children Lead the Easter Parade

Since Easter is mostly for the young ones and SEARS is famous for their children's wear, I'm sure that you'll agree there's no better place to Easter shop for your family. I can't think of anyplace that offers a bigger selection, greater values or more complete size range.

The Winnie-the-Pooh line, which SEARS features for both boys and girls, has everything the little ones need, including PERMA-PREST® polyester knit dresses and shirts, 10-in-1 suits, tights, blazers, flare slacks, jumper sets and cotton dresses. You can even find chubby and husky sizes in many of these lines. That reminds me, be sure to watch for the Winnie-the-Pooh Special on TV on March 22 where you will see many of these fashions for children modeled.

Easter Baskets Are a Must

There's one final touch for fun at Easter and SEARS has thought of it, too . . . the Easter basket filled with candy eggs, bunnies and other tasty goodies, like peanut clusters, pokies and bridge mix . . . all at special Easter prices.

So when you are ready to get your family dressed for the Easter parade, begin at SEARS. I'm sure that you won't need to go any farther.

Sears, Roebuck and Co.

at Sears
...the fashion stop



have polyester, will travel Our machine washable polyester double knits can take you a long way looking fresh and fashionable every minute. Come, see Sears exciting collection of free-wheeling dresses and pants sets, all priced at an incredible \$18! Choose from a range of exciting textures: crepes, diagonals, jacquards, stripes and more plus two-tones. Misses', Petites' and Half sizes. \$18

SHOP AT SEARS AND SAVE
Satisfaction Guaranteed or Your Money Back

Sears THE BOULEVARD
SEARS, ROEBUCK AND CO.

STORE HOURS
Weekdays: 10 A.M. to 9:30 P.M.
Saturdays: 10 A.M. to 6:00 P.M.
Sundays: 12 Noon to 5:00 P.M.