JANUARY 31, 1963



January Savings on Women's Intimate Wear

Comfy Lounging and Sleeping in Muumuu Gowns, Pajamas

Wash 'n wear Arnel[®] triacetate and cotton in pretty flowered checks, styled for lounging and sleeping in muumuu gowns and baby doll pajama with muumuu styled tops. Pink, blue. Small, medium, large. Hurry to Sears!



Regular \$2.50 Charmode Uplift Bra

SAVE 37%



Wonderful bra assortment at great savings. Firm uplift and underbust support, adjustable straps. Assorted colors. A-B-C cup sizes.

Regular \$7 Girdles and Panties

REDUCED



Charmode girdles and panty girdles including longlegs in a wide selection of popular styles. Assorted colors. Small, medium, large.



SAVE 43%! Better Quality 59° Acetate Briefs

Elsek, silky-soft acetate panties, amooth fitting with elastic leg openbgs. Double panel back for addithmal wear. White and pastels. Bmall, medium, large, extra large and extra extra large sizes

