

SEARS

ROEBUCK AND CO.

Since 1886

Special Money Saving Values to Help You...

remember Dad!

-- the guy who ALWAYS remembers you!

MAKE DAD THE ENVY OF YOUR
NEIGHBORHOOD...

Father's Day

Is June 20th

The 3rd Sunday in June

LOOK!
NEW 1948
FEATURES**NEW REWIND STARTER**

Rewinds automatically... helps quick starting. Engages instantly for full pull.

NEW FULL REVERSE

Full all-around power, go backward as easily as forward. Makes boat more maneuverable.

NEW CUSHIONED POWER

Rubber mounting reduces vibration, gives stabilized steering at any speed, keeps boat on course.

*Elgin*THE RIGHT WAY
TO SAY
OUTBOARD
MOTORS**NOW TRADE IN YOUR (HIS)
OLD OUTBOARD MOTOR
FOR A BRAND NEW 3¹/₂ hp. *Elgin***

As a Special Father's Day Offer We Will Give You a...

\$20 ALLOWANCE

For Your Old Motor Regardless of its Condition!

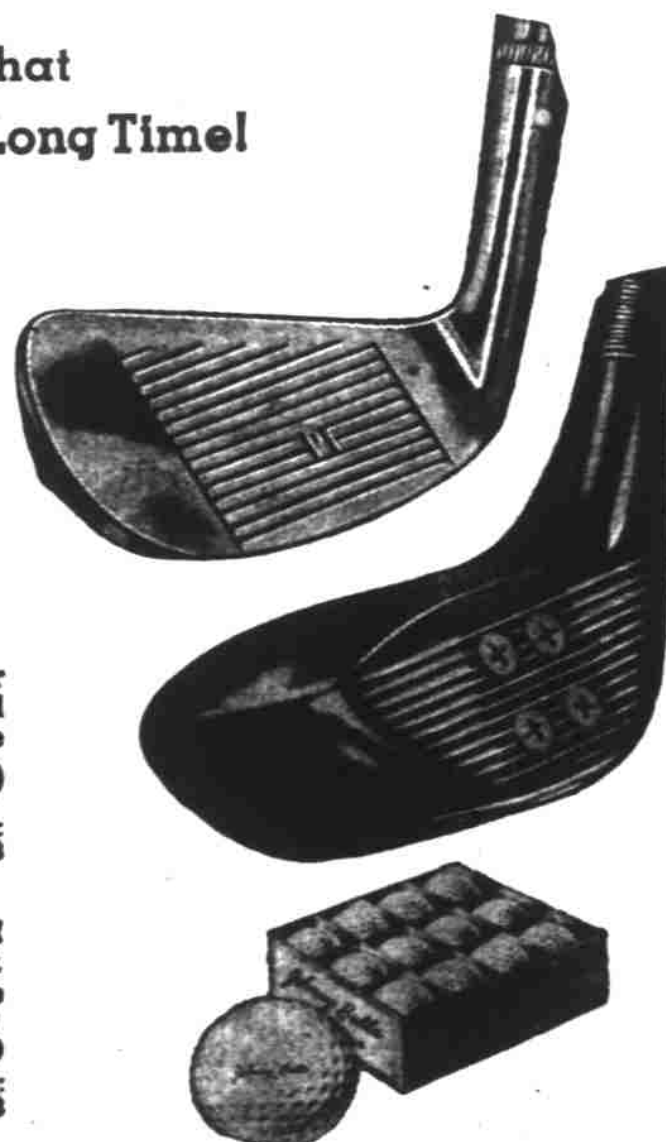
This Special Father's Day Offer Expires June 19th - Act Now!

Elgin 3¹/₂ h.p. Outboard MotorHere is your chance to buy Dad the "tops" in outboard motors... a 3¹/₂ h.p. Elgin. And to make it real easy on the budget SEARS will give you a \$20.00 allowance on your old motor REGARDLESS OF ITS CONDITION!! This offer is good only thru June 19th, so shop early and make Dad "the envy of the block."

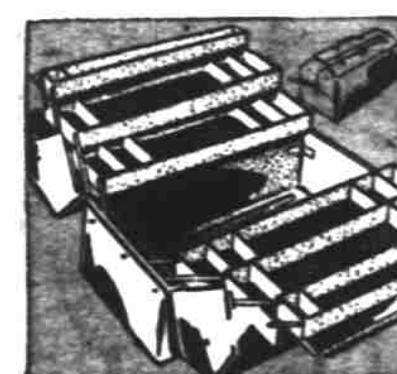
With Full Reverse

103⁹⁵

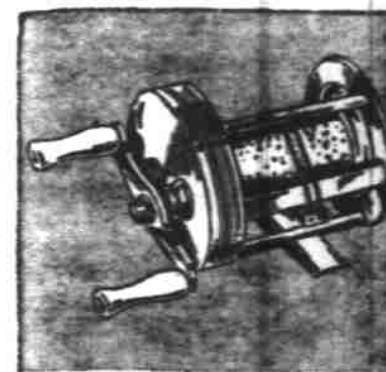
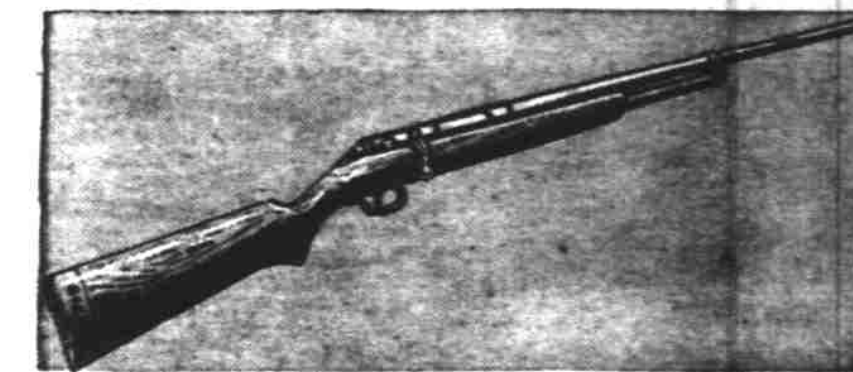
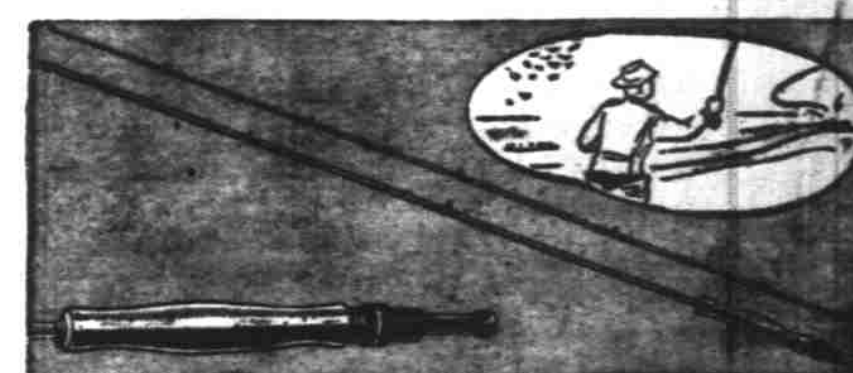
With trade-in. Pay only 13.00 down

Here's That Set of Clubs that
Dad's Been Eyeing for a Long Time!Johnny Bulla
MATCHED**GOLF
CLUBS****SET OF 3 TOURNAMENT WOODS**
Persimmon wood heads, Tru-Temper step-down steel shafts, cork-cushioned grips. All features to compare with the best clubs you can buy, but at considerable savings. **33.00****SET OF 3 AUTOGRAPH WOODS**
Pro-designed quality, yours at savings! Deep faced heads with low-swing weight concentrated for better distance. Fine balance, excellent feel. Get a set now. **28.95****SET OF 5 AUTOGRAPH IRONS**
Carbon steel heads, satin-chrome finished. Turf-cutter base for maximum loft and distance. Priced for real savings. **33.95****JOHNNY BULLA GOLF BALLS**Natural rubber wound under controlled tension for uniform shots. Cadwell Gear cover. **2.65****Badminton Set**Comes Packed in a Cardboard Box
Sears Values, Only... **8.95**

This top quality set includes two nylon string rackets, shuttlecocks and rule book. Come in today, buy it at Sears.

**Fishing Tackle Box**18 x 13 x 10-in. **15.39**
Boomy water-tight box of lightweight aluminum, with 6 trays and 24 compartments to keep tackle handy. Crinkle gray enamel finish.**Sturdy Tackle Box**Famous J. C. Higgins Quality
Now Sells For... **9.98**
Seamless all aluminum selector tray box. Tray rises as lid is opened. Built selection easy. 2 1/2 x 7 1/2 x 7 1/2-in. high. 2 lodes**16-in. Rubber Pacs**Sizes 8 & 9 only. **3.98**
Reg. 6.50

Lightweight and waterproof... J. C. Higgins pacs for real outdoor comfort! Vulcanized cotton lining with springy sponge rubber insole.

**Non-Backlash Reel**Level Winding **5.95**
A fine J. C. Higgins level wind reel with many features of higher priced reel! Adjustable tension for light or heavy plugs.**Well Balanced Shotgun**Six-Shell Capacity **29.95**
Genuine walnut stock with full pistol grip. Has improved smooth bolt action for rapid firing. Rubber recoil pad. Available in 12 gauge, 28 inch barrel.**Split Bamboo Fly Rod**Nine Feet in Length **9.95**
The kind of whippy action you like in your bamboo fly rod... of the kind of price you like to pay! Beautiful flame finished bamboo. Plastic locking reel seat. Complete with extra tips.**Special for Father's Day
FISHING CREELS**13-inch Willow Creel
Without Straps **1.98**

For the family on a budget this willow creel is just the thing.

Split Willow Creel

A quality creel constructed of top grade split willow. If you're "angling" for a spot in Dad's heart this is the ticket.

13-inch size **2.98**14-inch size **3.39****Leather Bound Creels**

Here is the tops in split willow creels. Top grade leather used throughout insures years and years of use. For the Father whose avocation is fishing — this leather-bound creel is his choice — make it yours. Available in three sizes.

13-inch size **4.98**14-inch size **5.35**15-inch size **5.98***"Satisfaction guaranteed or your money back" SEARS*

484 State Street -- Phone 9192 or 9193