



Grand Opening

GARDENIAS FOR THE LADIES

The Friendliest Store in Town



Shop In Air Conditioned
Comfort At Sears

VISIT SALEM'S FINEST CANDY DEPARTMENT

Modern, Air Conditioned

Fluorescent Lighting

Chrome Metal Candy Cases

OPENING SPECIALS

Old Fashioned Gumdrops
and Orange Slices

Reg. 25c
17c
Pound

Chocolate and Vanilla
Nut Fudge

Reg. 49c
39c
Pound

Cellophane Wrapped
Hard Candies

Reg. 39c
29c
Pound

100 Chocolate Peppermints
In Gift Box

49c
Box

All Popular National Brands Chewing Gum, Reg. 80c Special, 66c Box

Fresh Roasted Nuts and Popcorn - - Roasted & Popped While You Wait

Tower Box Camera
3.19

Tower box camera takes beautiful, clear 2 1/4 x 3 1/2 in. pictures on 120 film. Aim it, snap it, you've got it. 1-30 sec. leaf type shutter. 110 mm. meniscus lens set at F-16. Takes 8 exposures.



Only at Sears the New 1950 Tower Standard Typewriter

Look at these improved standard features: triple action paper ball, automatic ribbon reverse, non-glare finger molded keys, convenient keyset tabulator, new, modern streamlined design, basket shift prevents bobbing carriage, built-in card holder, keyboard touch adjustment, smooth working back spacer key. Don't delay, stop in today.

102.50
Plus tax



Gleaming Wm. Rogers AA+ Overlaid Silverplate

52-pc. Service, Just **24.95**
Easy Terms

New glamour for your table in two lovely patterns, the smartly ridged with rich ornamental design Treasure pattern or dainty Desire pattern with a gracefully feminine flower motif. Choose knives and forks in regular or grille style. Select your service for 8 today.

Silverware Chest, 5.00

STORE HOURS:

Thursday, 10:00 A. M. to 9:00 P. M.
Friday, 9:30 A. M. to 9:00 P. M.
Saturday, 9:30 A. M. to 9:00 P. M.

Use "Sears Easy Payment Plan"
On Purchase Totaling \$20 or More



8-day Alarm Clock
Regular or luminous Dial

Ivory Enamel
Plus Tax **3.85**

Streamlined Ingraham keep. dependable time. Hushed tick, bell alarm, handy top shut-off. And check the 1-yr. price!



Ingraham Alarm
Accurate 30-hour Alarm Clock

Square Metal Case
Plus Tax **1.99**

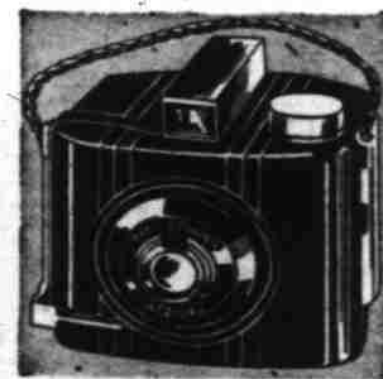
Steady, pleasant bell alarm has top shut-off. Secret ivory metal case, gold color trim. Metal dial, convex glass.



30-hr. Alarm Clock
Ingraham's "Night-N-Day" Clock

Reg. 1.79, Thrifty
Price, Plus Tax **1.37**

Clear bell tone alarm rings steadily, has top shut-off. Ivory metal case with new oblong base has gold color trim.



Kodak Brownie
Black-White, Kodacolor Photos

Black Plastic Body **2.75**

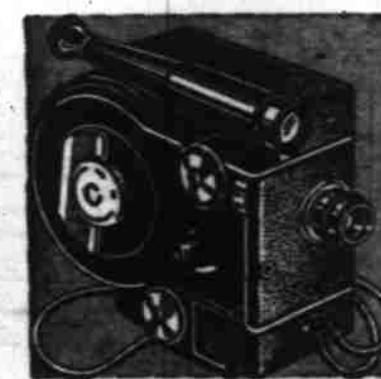
Fixed focus meniscus lens takes clear photos from 5-ft. to infinity! Takes 8 photos on 127 film. Single blade shutter.



Flash Camera Kit
8 Pictures on 120 Roll Film

For Only **10.95**

Take pictures night or day, indoors or out with this Tower flash camera. Compact, easy operation. 2 1/4 x 3 1/2 in. photos.



Revere Camera
F/2.8 Bausch and Lomb 12.7 Lens

8mm Magazine **132.50**

Takes black, white or color movies! Continuous run lock lets you get into film. Die cast metal body; brown finish.



ROYAL PORTABLE

79.50
plus tax

No Carrying Charge

Streamlined portable! Exclusive floating shift, only light type segment moves in shifting, gives better anchored carriage. Variable line spacer. Adjust to individual touch. Black crackle finish.

"Satisfaction guaranteed or your money back" SEARS

550 N. Capitol Street, Phone 3-9191 - Plenty of Free Parking