



Birthday Sale

CELEBRATING ANOTHER YEAR IN THIS GREAT CITY

Free Parking at Sears
Open Till 9 P.M.
Monday and Friday

UNBELIEVABLE!

FOAM LATEX

Mattress and Box Spring at terrific savings



100%
Foam latex for all-night comfort.

Button-free sleeping surface. Covered in sturdy woven ticking.

Never needs turning—can't sag or wrinkle. Permanently buoyant.

10-inch high properly balanced foundation.

Now everyone can afford luxury sleeping at Sears new low price

COMPARE WITH SETS SELLING UP TO \$40.00 MORE

Full 4½-Inch Thickness!

29.88

MATCHING BOX SPRING 29⁸⁸

Full Size Foam Latex Mattress 49.88
—Matching Box Spring 34.88

Yes, unbelievable is the word for this super value. This foam latex mattress has thousands of tiny air cells which will never break down The strongest, lightest, most comfortable mattress material known.

**NOT 'Seconds'
NOT 'Irregular'
but all first quality
mattress combinations**

Firm, Soothing Support night after night

Ideal for those troubled with allergies. Doesn't harbor dust.

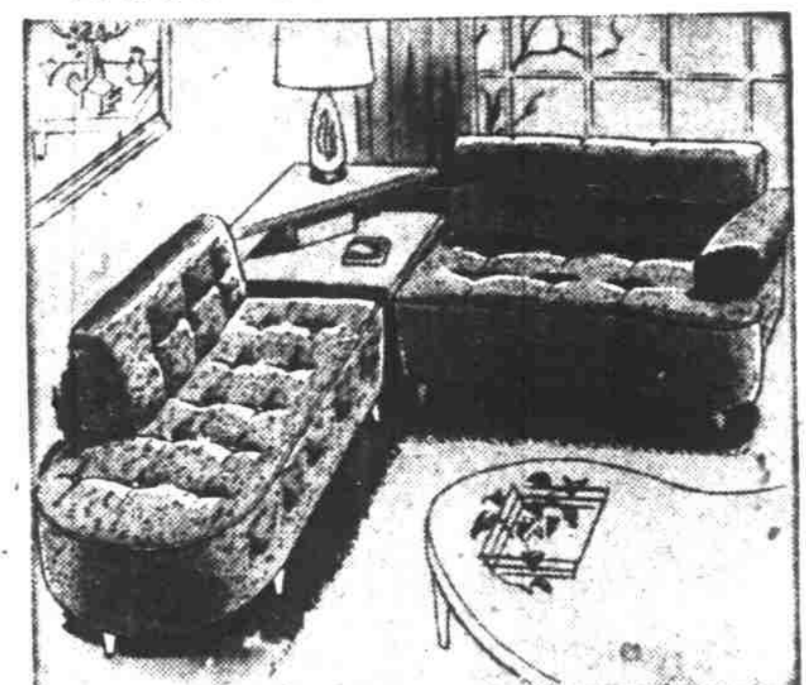
Conforms to contour of body. Keeps its shape, never needs turning.

Foam Latex is cooler in summer . . . comfortable the year around. Odorless.

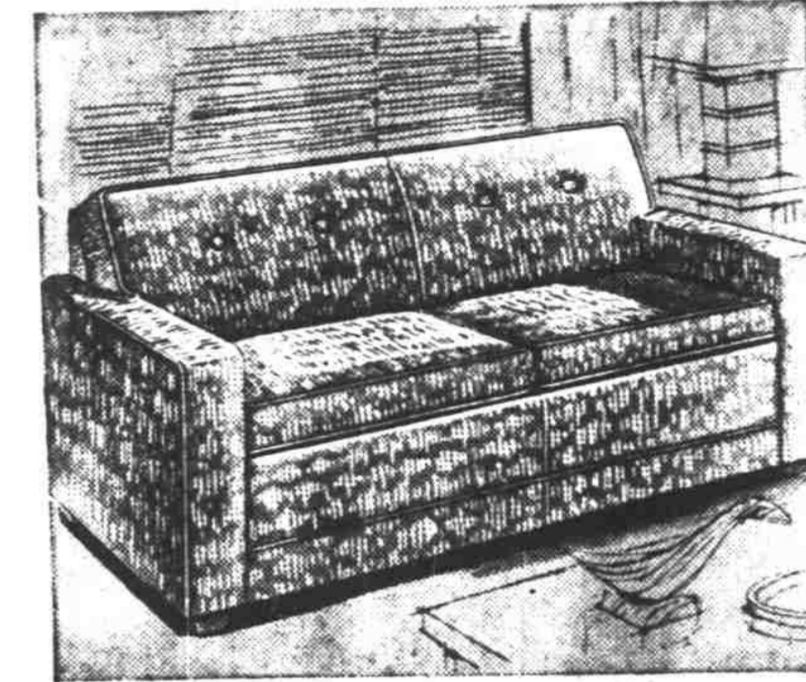
Store Hours: Monday and Friday, 9:30-9:00
Other Days, 9:30-5:30

"Satisfaction guaranteed or your money back" SEARS 550 N. CAPITOL PHONE 3-9191

BUYS OF THE YEAR!



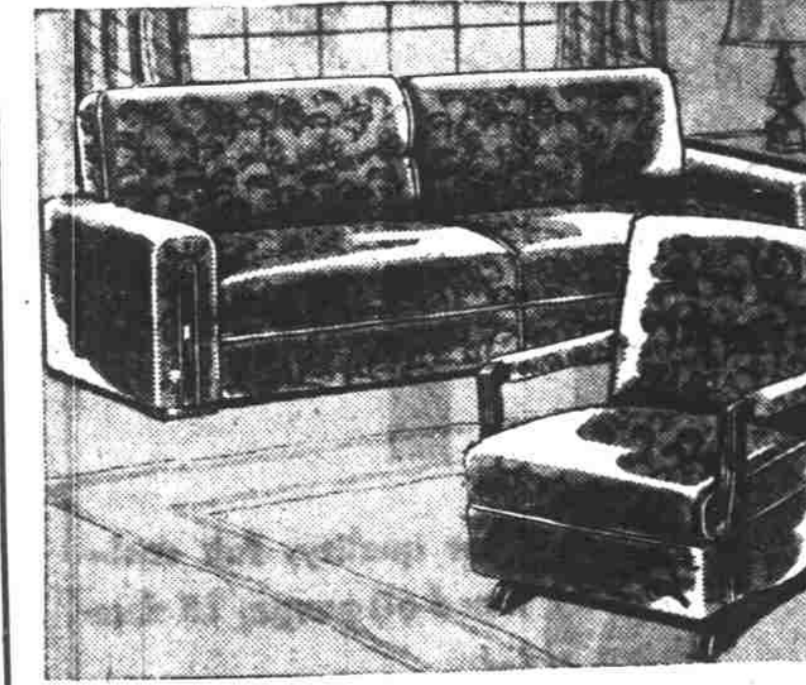
EASILY WORTH 219.95
Modern 2-Piece Sectional **179⁸⁸**
18.00 Down
Covered in modern metallic thread boucle cover in wide range of colors. All hardwood base construction. Wood trim available in blonde or walnut.



SAVE \$30—REG. 249.95
Harmony House Tuck-a-Bed **219⁸⁸**
22.00 Down
With Foam Rubber Cushions
Innerspring Mattress
Metallic tweed cover in wide color range.



SAVE OVER \$20
Modern Suite **239⁸⁸**
24.00 Down
Covered in a modern tweed like metallic thread boucle cover. 7 colors to choose from. Hardwood construction.



DAVENO AND ROCKER **129⁸⁸**
Save \$40
13.00 Down
5 colors to choose from in frieze covers. Walnut wood trim. Hardwood construction.