

SEARS SUPER-VALUE DAYS!



10 DAYS OF SENSATIONAL SAVINGS! WHEN ALL AMERICA GOES SHOPPING

HAS EVERYTHING!
GETS EVERYTHING!

New Silvertone

Sells All Over the Nation for More Than \$100! Trade-in Your Old Radio!

9 NEW ALL-METAL TUBES
And New Jumbo Full Vision Dial

Saves You at Least \$40 in Comparison With Leading Sets

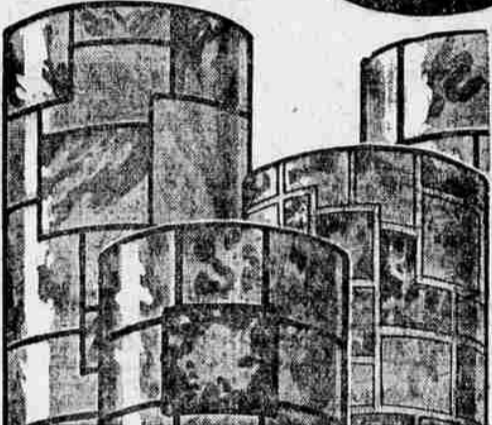
There's a WORLD of stations and a WORLD of enjoyment the second you click on the switch! Barring NONE... this SILVERTONE steps far ahead of sets selling for more than \$100. Note its beautifully designed walnut veneer cabinet and 8-inch full vision dial. Read on—for other features that make it such a SUPER VALUE!

Only **69⁹⁵**

\$6 DOWN—\$7 MONTH
(Small carrying charge)



- NEW! All-wave world wide reception brings complete range of airplane, police, amateur calls, foreign and domestic stations.
- NEW! Tell-time tuning system makes your tuning as easy as telling time. Very easy to log stations. Dual ratio 86 to 1 and 18 to 1.
- NEW! Balanced superheterodyne. Super tone... super power... and super selectivity. Licensed Under R. C. A. Hazeltine and Latour.
- NEW! High fidelity concert dynamic speaker. Enables you to hear every note a station is able to broadcast. Gives forth loads of volume.
- NEW! Highest quality reproduction of every note and tone of the musical scale. Everything from a whisper to the roar of a football crowd.
- NEW! Compound chassis mounting. Full floated on rubber, eliminating mechanical and microphonic vibrations. No more scratching sounds.
- NEW! Continuous variable selectivity, enables the user to adjust the selectivity of the receiver at his will. The scientific way.
- NEW! Jumbo full vision dial. Fully illuminated, with each tuning range in a different color. Marked in Kilocycles and Megacycles.



Sears' Famous Floor-O-Leum Priced for This Big Event!

FELT BASE

REGULARLY PRICED AT 39c

Square Yard **33c**

A real joy to the busy housewife who takes pride in the appearance of her home! Ever so easy to keep shining and spotless. In a wide selection of smart new patterns and colors. Well coated, with felt base to assure long wear!

Table!
For Super Value **2⁹⁵**
You'll want several of these handy little tables! All hardwood with deep, rich walnut finish. Sturdily constructed. Oval shaped with turned legs.

Unfinished Chair
Regularly 89c **69c**
Sturdily constructed, unfinished chair! Smoothly sanded and ready to paint in any color you wish. With shaped seat and turned legs.

Reflector Lamp
Regularly \$5.95 **4.95**
3-light reflector lamp, casts soft, diffused light! Heavy, bronze-plated base. Good-looking parchmentized shades. In a wide assortment of new styles.

Metal Smokers
Regularly \$1.19 **98c**
An attractive smoker for your living room. With automatic ash-drop. In black or walnut and bone-white combinations.

Low Priced for This Event!
BILTMORE ~~\$24.95~~
SEARS, ROEBUCK & CO.
The World's Largest Store

Superb 306-Coil Inner Spring

MATTRESS

Look For The Original \$24.95 Label On Every Mattress!

Yes! Actually 306 inner coil springs in this mattress! Quality construction assures you of complete, rest-giving comfort—with no uneasy lumps or hollows! Made with 10 pounds of quilted, white cotton sisal, padded top and bottom, PLUS 24 pounds of felted cotton linter. Four rows of side stitching and herringbone taped edges prevent the mattress from losing its shape. Four screen ventilators. Covered in heavy, woven ticking, button tufted. In your choice of attractive colors!

16⁹⁵

BOX SPRINGS To Match \$16.95

PRICED JUST FOR SUPER-VALUE DAYS!

Card Table Set

With Four Comfortable Padded Chairs

6⁹⁵
Regularly \$9.95

Your bridge games will be twice as enjoyable if you've one of these neat 30x30-inch tables with Compo-top; stain-proof, warp-proof, burn-proof.

\$49.95 WOULD BE LOW FOR THIS DELMAR!

Bathroom Set

NO DOWN PAYMENT
Small Monthly Payment Under F. H. A. Plan **39⁹⁵**

Gleaming white porcelain with chrome-plated trim that never tarnishes! Set includes: roll-rim tub, 17x19-inch lavatory and closet with mahogany seat.

SEARS, ROEBUCK AND CO.