

SEARS
ROEBUCK AND CO.

70th

ANNIVERSARY SALE

BEST QUALITY FOR LESS SINCE 1886

HURRY! LAST BIG DAY!!

Here's 14 **EXTRA SPECIAL** Items Rushed In for the Final Day

PROOF! IT PAYS TO SHOP SEARS AND SAVE

1

SPECIAL PURCHASE
1000 YARDS
Heavyweight Drapery Fabrics
Values to 2.98

99^c Yd.

22 patterns to choose from—Florals-Moderns-Plains-48" Wide

2

Washfast Corduroys
only \$1

BEST (dressed) YOUNGSTERS

First awards for being Mother's little helpers. Of course, we mean both the youngsters and their new washfast corduroys! These outfits now can be washed with other dark clothes. And they'll keep their color brightness rubbing after rubbing!

3

Replace with the Best
ALLSTATE ANTI-FREEZE

Buy Now... Be Prepared for Winter
Why Pay Over 3.00?

Only **1⁹⁹** Gal.

- Higher boiling point
- Greater rust protection
- Lower freezing point

BEST BY TEST!

Test Data	Allstate	Brand X	Brand Y
Boiling Point	345°F	333°F	320°F
Freezing Point (30% Anti-Freeze)	0.5°F	+3.2°F	+5.0°F
Reserve Allstate Line (Rust Inhibitor)	19.4%	17.2%	16.2%
Price gallon	1.99	3.25	3.25

ALLSTATE
SOLD ONLY BY SEARS, ROEBUCK AND CO.

SETTING A RECORD IN LOW PRICES...

10. MEN'S RED FLANNEL SHIRTS
Reg. 2.98 **1⁹⁹**
"Charge It" on SRC

11. \$5 Trade-in Allowance
For your old battery on the purchase of any new Allstate battery.

12. HUNTING ACCESSORIES
YOUR CHOICE
Asst. Includes Hunting Knives
Shotgun Shell Belt (12-16 or 20 ga. shells)
Gun Sleeves

88^c
"Charge It" on SRC

13. 1c SALE! WALLPAPER
Buy 1st Roll at Reg. Price Get 2nd for

1^c

14. TOY SALE!
76 Different Toys to Choose From
Reg. to 1.98

88^c
"Charge It" on SRC

Dolls
Cook Sets
Autos
Tea Sets
Holster Sets
Rocket Fighters

4

Install Asphalt Floor Tile Yourself Easily... Low Cost

6^c Ea. 9"x9"
"Charge It" on SRC

• Our lowest-priced tile

Sparkling bright floors that are easy to clean—Yours to enjoy with Homart asphalt floor tile. Black and brown. Let Sears give you free step-by-step instructions that make tile easy to install.

5

WARM! LIGHTWEIGHT!

Fine Blended Wool

A warm, lightweight blend of 10% wool and 90% lustrous rayon! Exacting price for this quality! Luxuriously bound in acetate satin. Lovely Harmony House Colors. 72 x 90-inch size. Save today.

5⁹⁹
"Charge It" on SRC

6

AMERICA'S LOWEST PRICED SIX SHOT SHOTGUN!

J. C. Higgins Model 10

- Big Fire Power with Tubular Magazine
- Twin Extractors Prevent Shell Jams

America's lowest priced 6-shot shotgun! Proof tested, forged steel barrel. Available in 12, 16, or 20-gauge. Stocked with rich American walnut with shock-absorbing recoil pad.

26⁸⁸
"Charge It" on SRC

7

See What 99c Will Buy!

Girls' Dresses... Vals. to 3.98
Flannel Shirts... Reg. 1.49
Sweaters... Reg. 1.19
Crib Sheets... Reg. 1.49

Your Choice 99^c

Panties Reg. 39c ea.
5 for 99c

8

HERE'S THE ANSWER TO THOSE FROSTY MORNINGS OR NITES!

Kenmore Portable Heater

Combination fan supplies enough forced hot air to take the chill out of those frosty mornings or nites. 8-inch fan blade. Beige baked enamel finish. U/L listed.

12⁸⁸
"Charge It" on SRC

9

Reg. 32.95 Fireplace Ensemble

Choice of Brass or Copper Hood and Trim

- Black mesh and frame
- Complete with poker and shovel

28⁸⁸
"Charge It" on SRC

SHOP AT SEARS Mondays and Fridays 9:30 A.M. 'til 9:00 P.M. All other shopping days, 9:30 A.M. 'til 5:30 P.M.—Park Free

Satisfaction guaranteed or your money back SEARS

550 N. CAPITOL

PHONE 3-9191