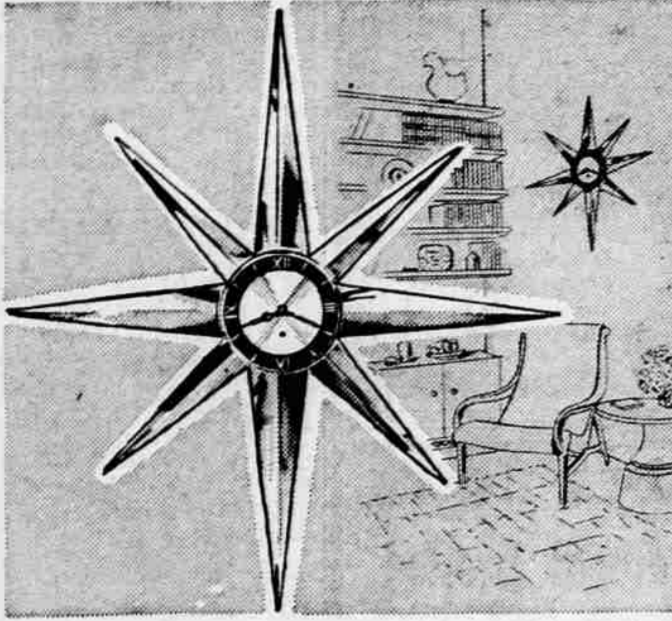


SEARS ROEBUCK AND CO. GRAND OPENING 3-DAY SALE

Ends Sat. 5:30 P.M.

SHOP THURSDAY AND FRIDAY 'TIL 9 P.M.!

GRAND OPENING SPECIAL! SPECIAL, LOW PRICES NOW!

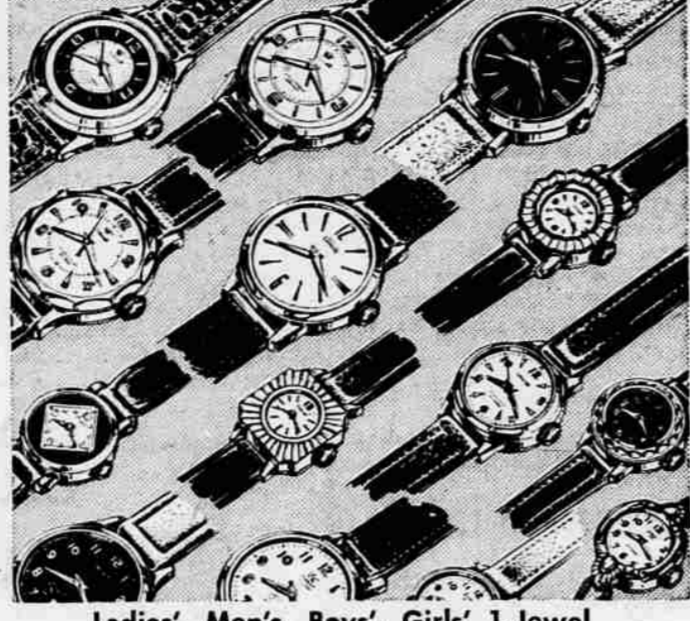


Lowest Price in Our History Smart Decorator Clock

- New Open-Faced Dial
- Bright Brass Finish
- Large 31-in Size

\$14⁸⁸ plus tax

Add dramatic charm to your home with this highly polished star clock. It features the newly designed black and brass colored open-faced dial. Wind only once a week. No unsightly cords.



Ladies', Men's, Boys', Girls' 1-Jewel SPORT WATCHES

Buy one for every member of the family.

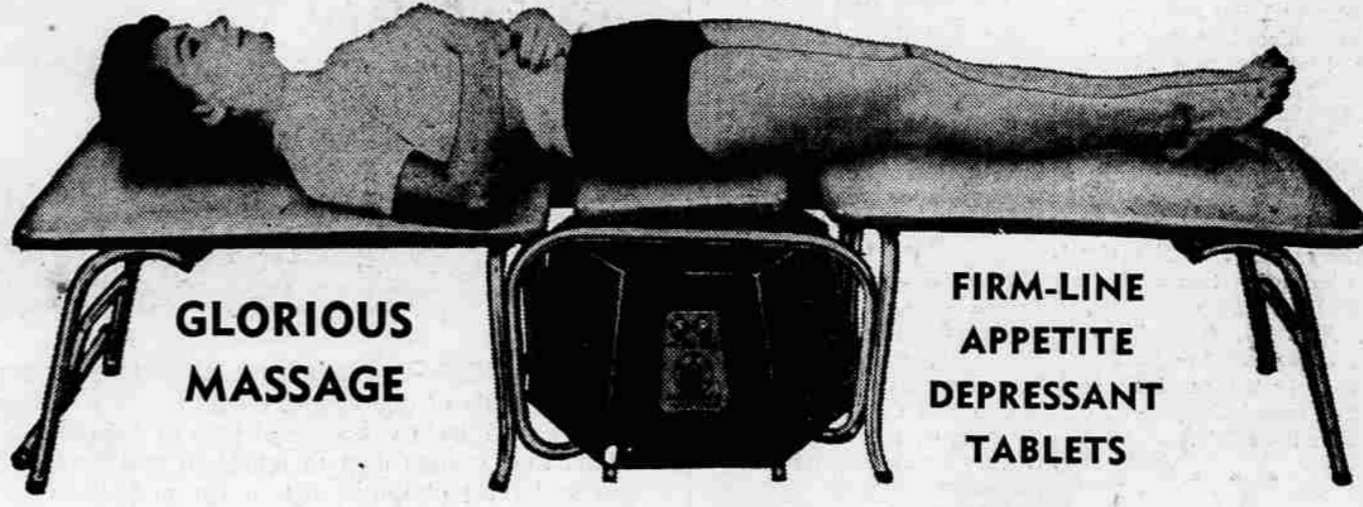
\$6⁹⁹ Plus Tax

Handsome styles for the masculine tastes, daintily feminine for the ladies... choose from a vast collection of water-resistant, shockproof watches in chromed cases with stainless steel backs. Luminous dials, sweep second hands, expansion bands. Get yours today at Sears!

SEARS APPROVED GUIDE TO A SLENDER, LOVELIER FIGURE IN THE COMFORT AND CONVENIENCE OF HOME!

Firm-Line DUO

a sensible program to trim off inches and pounds at home.



GLORIOUS MASSAGE

FIRM-LINE APPETITE DEPRESSANT TABLETS

"DUO" Plan

\$199⁹⁵

Includes Massager and 31-Day Tablet Supply

\$5 DOWN DELIVERS on Sears Easy Plan

Two Massage Cushions give 4-way action plus... Firm Line appetite Depressant Tablets... combine simply and effectively to help you trim away excess inches and pounds.

Massage cushions move in parallel or opposite direction for mild or vigorous forward massage. Motor section swivels easily... then you can enjoy two kinds of side massage (4 kinds in all).

SEARS ROEBUCK AND CO. MEDFORD, OREGON

Please send me the Firm-line Duo Massage Table as advertised for 199.95.

Add to my Easy Payment Account.

Charge Check Money Order enclosed.

Name.....

Address.....

City..... State.....

Economy Plan... With Our Lowest Priced Massager - \$5 Down on Sears Easy Payment Plan **\$149⁹⁵**

BIG VITAMIN SALE COMBINATION OFFER! BUY 2 AND SAVE!



Super Kaps Packet of 2 (100's) **\$3²²**

Perlettes Packet of 2 (100's) **\$3⁸⁸**

Vita-Perles Packet of 2 (100's) **\$4⁸⁸**

Vita Plenty Packet of 2 (100's) **\$5⁸⁸**

Crysta Bee Packet of 2 (100's) **\$6⁴⁴**

Geriatric Capsules Packet of 2 (100's) **\$8⁸⁸**



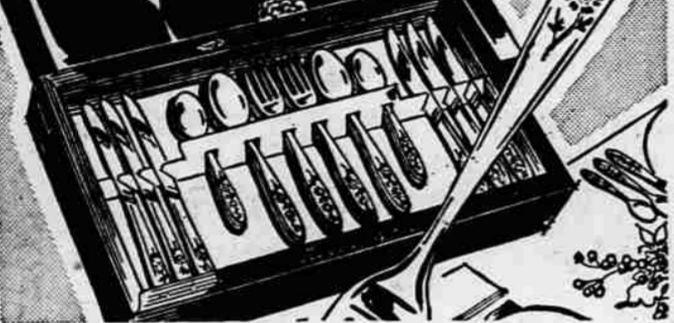
SAVE AT SEARS!



BRADLEY Travel Alarm Clocks

Charge It! Plus Tax **\$4⁹⁹**

Assorted styles in leather cases with Luminous dials and German movements.



Tradition Stainless in New Wood Dale or Rose Design

Exciting - Easy-Care Beauty Beautiful 24-Piece Set

SET **\$9⁹⁹**

Looks so costly, yet so low priced. Gleaming stainless steel tableware with strikingly rich Mirror-Lite jewelry finish. Hollow handle knives have sharp, flat ground blades. Needs No Polishing.



Tower 7-Power 50mm Binocular

\$3 Down **\$29⁹⁵**

Ideal for Dad! Fine optical ground lens, center focus, comes with leather case. From Japan. *Plus tax.



Tower Camera With Flash - 3 Bulbs Charge It!

\$9⁹⁹

All you need to "capture" some of your weekend fun. Tower No. 1 camera has double exposure prevention feature.

SEARS... YOUR ONE STOP PHOTOGRAPHIC Department! You'll Save at SEARS

SAVE! SPECIAL LOW PRICE ON 35mm Kodachrome Film

Charge It! **\$1.66** roll

A real Sears Value! 35mm Artificial and Daylight film. Limit 4 rolls.

TOWER PHOTO SERVICE

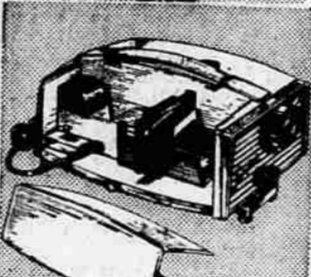
Quick, one day photo finishing on black-and-white prints. Color Processing also available



New Tower 10 Makes 35mm Pictures Easy

\$66⁵⁰ Down

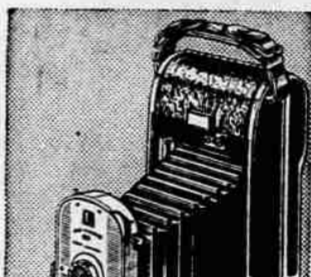
5-element, 48mm F 2.8 lens specially matched to camera is 60% faster than f:3.5 lenses. Designed for amateurs and professionals, this is one of the very best cameras ever tested in our laboratory.



Mansfield Skylark Slide Projector

\$3 Down \$29⁹⁵

Excellent for viewing 2x2 and super slides. Presto-matic Changer, 300-watt bulb. Big f:3.5 lens.



Polaroid 150 Land Camera

\$10 Down \$99⁸⁸

• With Automatic Rangefinder • Coated Anastigmat Lens • Makes 3 1/4 x 4 1/4 prints • Single dial sets both shutter and lens.



Tower 35mm Slide Viewer

Charge It! **\$9⁹⁹**

Enlarges slides 4 times. Battery operated.



Save Now on This Fast Hair Dryer

\$24⁹⁵

Every woman needs one... and at this low price she can have this new fingertip control model.



Wheelchair Folds Completely

\$6.50 \$64⁹⁵

Perfect for travel because it folds easily to fit into the trunk of your car. Durable plastic seat, back, steel frame, footrests.

all new with built-in efficiency for the busy student! Sears Tower Tabulator, Portable

\$79⁸⁸ Including Tax

\$5 DOWN on Sears Easy Payment Plan

- Full-Length Tabulator
- Lightweight Carrying Case

New model, has more features for the money! Includes full 84-character keyboard, personal touch adjuster, page-end indicator. Vinyl covered carrying case. FREE typing course - two 12-inch records with manual!



Tower "Chieftain" Portable weighs less than 10 lbs.!

\$49⁸⁸ incl. tax

Weights less than 10 lbs. in case! Includes standard 84-character keyboard, touch adjuster, 1 and 2-line spacing. Gray zippered carrying case. A favorite of students, reporters, writers - people "on the go"!



Famous Tower "President" Portable

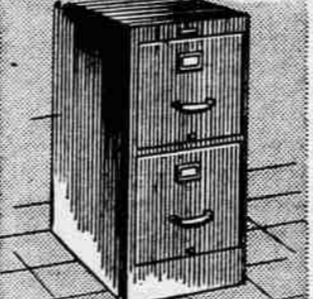
\$119⁹⁵ incl. Tax

Portable **\$5 DOWN** On Sears Easy Payment Plan

Hurry! Get the portable with keyboard operated full length tab. 88 character keyboard. Office size. Built for silent speed. Take anywhere. Vinyl covered aluminum case.



"Satisfaction guaranteed or your money back"

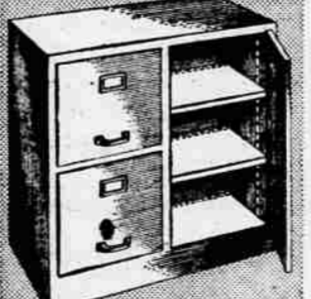


2-Drawer File for Household Papers

Charge It! **\$19⁸⁸**

Letter-size drawers on ball bearings. Each holds 80 lbs. Adjustable followers keep papers upright.

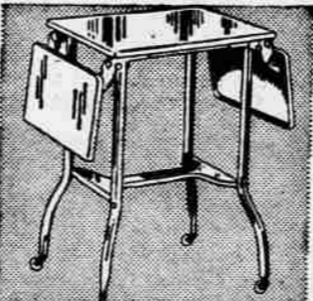
4-Drawer **29.88**



Tower Metal Storage Cabinet

\$5 Down \$44⁹⁵

Provides plenty of space for filing and storage. Storage compartment has two adjustable shelves. Sturdy door with lock and key.



Amazing Low-Price Typewriter Table

\$8⁹⁹

Smooth non-sag grey enamel finish. Has smooth rolling casters.



Tower 10-Key Adding Machine

\$95⁶⁵ incl. Tax

Fast, easy operating. Adds 6 columns, totals 7. Sub-total, grand total key. Ribbon.

J. C. Higgins Ladies "Starline" LUGGAGE

Special Offer - 3 Days Only

1/2 Price

On Train Case When Complete Set Is Purchased

Scuff-resistant vinyl covers, embossed textured finish, 3-ply all wood box, molded one-piece frame. Brass-plated snap-open locks.

- Train Case **\$10.98**
- Overnite Case **\$10.98**
- Weekend Case **\$12.98**
- Wardrobe **\$19.98**

Plus 10% Tax

Use Sears Easy Payment Plan on Purchases of \$20 or More!

SEARS ROEBUCK AND CO.

Jackson at Biddle, Medford, Oregon
 HOURS: SHOP THURSDAY AND FRIDAY 'TIL 9 P.M.
 REG. HOURS: 9:30 A.M. to 5:30 P.M. DAILY, FRIDAY 9:30 A.M. to 9 P.M.

FREE PARKING AT SEARS!