

Starts Tomorrow! 9:30 a. m. SHARP!



GRAND OPENING

3-DAY SALE

Ends Saturday
At 5:30 P.M.

SHOP 'TIL 9 P.M. THURSDAY & FRIDAY

During Sears - Medford Grand Opening Sale!

SHOP IN AIR CONDITIONED COMFORT AT SEARS!

THE ROGUE VALLEY'S MOST COMPLETE DEPARTMENT STORE ONE STOP SHOPPING!

Everything for the Family, Home and Car

- ★ Free Store-Side Parking for over 1200 cars
- ★ Three Financing plans to suit your budget
- ★ Many Free Planning Services plus installation
- ★ Satisfaction Guaranteed or Your Money Back

OVER 100,000 ITEMS IN OUR STORE AND CATALOG TO CHOOSE FROM!

"Be Early So You Won't Be Disappointed"



Lowest Prices on High Quality Merchandise In All Departments . . .

"I honestly and sincerely believe all our customers will be very pleased with the values we have gathered for you to celebrate the opening of our new store. Be early so you won't be disappointed!"

R. E. JACOBSON, Store Manager.

SEARS HAS A CREDIT PLAN For Your Every Need

- Sears 30-Day Charge . . . and Revolving Credit Plan (SRC)
- Sears Easy Payment Plan
- Sears Lay Away Plan
- Sears Modernizing Credit Plan (MCP)

FREE HOME DECORATOR CONSULTANT SERVICE! SIMPLY PHONE SP 3-6661 - No Obligation!

WE SERVICE WHAT WE SELL

You Can Trust Sears Service

It's expert, prompt, economical, and as near as your phone . . . CALL SP 3-6661

VISIT SEARS CATALOG SALES DEPARTMENT! OR SHOP FROM SEARS CATALOG BY PHONE!

Medford SP 3-6661

OVER 8,000,000 WOMEN SHOP THE CATALOG WAY!

You Save At Sears!

FREE PARKING For 1200 Cars on Sears-Medford Huge Lot!

YOU MAY BE THE LUCKY WINNER - SAT. 5:45 P.M.

Your Heart's Desire . . .

Drawing

- NOTHING TO BUY!
- EASY RULES!
- No Slogans, Rhymes, Etc.

DEAR ROGUE RIVER VALLEY RESIDENT:

Sears is having this drawing to obtain information for our various Appliance and Home Furnishings buyers. Since many areas are experiencing an unusually high level of remodeling and refurbishing, and to best serve the needs of the Rogue River Valley, our buying departments must know what needs are foremost in your mind.

The choices you indicate will enable Sears to do a better job in purchasing toward your needs, with resultant economies and low prices.

Just follow the simple rules listed on the coupon! That's all there is to it!

P.S. Fill in this Coupon! Indicate Your Choice!

Yours very truly,
R. E. JACOBSON,
Manager, SEARS-MEDFORD

YOU MAY BE THE LUCKY WINNER . . . IF YOU FOLLOW THESE SIMPLE RULES!

1. Check 3 items that you would most like to win. Indicate a first, second and third choice.
2. Bring this entry (with checked choices) to the Appliance Department, Sears-Medford.
3. The drawing will be held on Saturday, August 22, 1959, at 5:45 P.M. The winner's name and address will be announced, then posted in the department following the drawing.

YOU MAY BE THE LUCKY WINNER!

CHECK THREE—Indicate 1st, 2nd or 3rd Choice.

- Kenmore Automatic Washer
- Kenmore Electric Dryer
- Kenmore Automatic Electric Range
- Coldspot Refrigerator
- Coldspot Freezer
- Coldspot Air Conditioner
- Homart Automatic Electric Dishwasher
- Silvertone Television Set
- Silvertone Stereophonic Set
- Kenmore Zig-Zag Sewing Machine
- Kenmore Vacuum Cleaner
- Harmony House Living Room Carpet
- Harmony House Living Room Set

Your Name _____
Address _____
City _____ Phone _____

LOOK FOR THE . . . RED BELLS!

Carefully read every item in this Green Section. Look for the Red Bells. If you find a Red Bell stamped on an item - that item is yours - absolutely FREE!

SIMPLY BRING IN YOUR GREEN SECTION SHOWING THE RED BELL, GIVE IT TO THE STORE MANAGER, AND RECEIVE THE ITEM AS SEARS GIFT TO YOU!

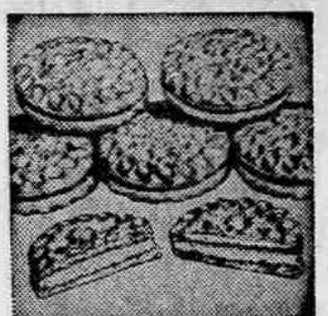
Read every Item! You may be a winner!

ALLSTATE CAR SERVICE

WHILE YOU SHOP . . .

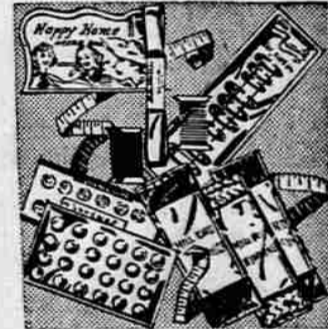
HAVE YOUR CAR EXPERTLY AND EFFICIENTLY SERVICED BY SEARS TRAINED PERSONNEL.

(See Page 16 of this Section for Complete Details)



Special Low Price on Creme Sandwiches! **4 lbs. \$1**

Delicious energy! Bakery-fresh crisp vanilla, chocolate, butter-scotch and banana filled sandwiches.



Save Now on Sewing Notions Stock Up! **4c Each**

Pins, snaps, hook 'n eyes, bindings, threads, just about everything.

FREE DELIVERY-IN Our Large Delivery Radius!

Hundreds of Unadvertised Special Low Prices in all 52 Departments!

Triple Roll Cotton Ankle socks 3 prs. \$1	Ladies Rayon Acetate Panties 3 prs. \$1	Girls 7 to 14 Cotton Slips Charge It! \$1	Nylon Reinforced Boyville Socks 5 prs. 99c	Boyville Briefs or T-Shirts 3 for \$1.15	Honelane Knit Acetate Panties 3 for \$1
<small>You'd expect to pay 49c for these fine cotton bobby socks.</small>	<small>Sleek fitting rayon briefs with double crotch.</small>	<small>Lots of frills on these dainty slips.</small>	<small>Bright stripes and colors in favorite elastic top slack length. Sizes 7 through 11.</small>	<small>Terrific buy for those back-to-school boys.</small>	<small>Heavy knit acetate run-proof panties in 3 styles trimmed with lace. Sizes 1-6x.</small>

"DIRECT FROM FACTORY TO SEARS" Means Highest Quality at Lowest Prices!

Sears . . . MEN'S **Work Shoe Headquarters!**

Grand Opening Special

Oil Tanned Upper

With **RUGGED VUL-CORK SOLE.** Priced Just . . .

\$5 88 PAIR

Black in Sizes 7 to 12

SAVE! Ready-To-Paint Specials!

24-INCH STOOL

30-INCH STOOL, Ready-To-Paint . . . \$2.49

Be First to the Furniture Department For These! Your Choice! \$1 99

TOT'S CHAIR FOR TV VIEWING

Assortment is packed with values! Includes hand drill, keyhole saw, miter box, 6-ft. folding rule, 18-in. wrecking bar, hack saw, pipe wrench, socket set, laminated padlock, many others.

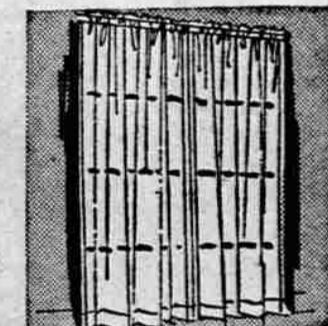
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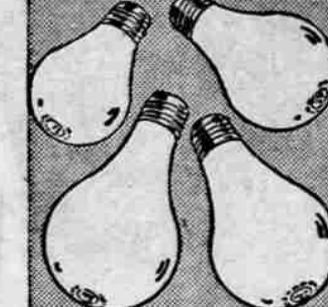
TOT'S CHAIR FOR TV VIEWING



42x81-inch Trulon Finish Knit Panels

Charge It! 99c

Enchanting Harmony House curtains in white. Easy-to-care too!



40-60-75-100 Watt Light Bulbs **8 for \$1**

Stock up now on bulbs for your home lighting needs. Come Early! Limit 8 to customer.



20-Gallon Garbage Can **Charge It! \$3 44**

Of quality pregalvanized steel sheets, corrugated and swaged for greater strength.

"Satisfaction guaranteed or your money back" **SEARS** ROEBUCK AND CO.

JACKSON AT BIDDLE, MEDFORD, ORE.
HOURS: SHOP THURSDAY & FRIDAY 'TIL 9 P.M.
REG. HOURS: 9:30 a.m. to 5:30 DAILY, FRIDAYS 9:30 a.m. to 9 p.m.

FREE PARKING AT SEARS