

# Sears 52 YEAR RECORD GUARANTEES YOU DEPENDABLE SERVICE ASSURED SAVINGS

# Modernize Now!

**NO DOWN PAYMENT—3 YEARS TO PAY**

● Improve your property! Enjoy greater comfort and liveability in your home! Uncle Sam and Sears make it easy for you! It's easy to get a loan of \$100 to \$2500—no Down Payment is necessary, and you have up to 3 years to pay. No delay—no red tape—no co-signers! Sears will help push your loan through speedily... see us today!

● Don't let lack of ready cash keep you from repairing or modernizing! With the help of N. H. A. and Sears, you can now make your home more comfortable and liveable... your property more valuable! Sears' low prices on quality plumbing and heating put the finest within your reach. Decide to have modern plumbing... today!

Buy Turpentine Now at This Price	Semi-Gloss Paint with Fresh Fragrance	Liquid Floor Wax	Super Service Floor Enamel	Linseed Oil (Your Containers)
<b>81¢ Gal.</b>	<b>3<sup>10</sup> Gal.</b>	<b>89¢ Qt.</b>	<b>98¢ Qt.</b>	<b>\$1 Per Gal.</b>
● Turpentine at a real sale price. Bring your own container.	● A fine semi-gloss paint. Easy to apply. Specially priced.	● No. 1 grade Carnauba long-wearing wax for more and longer wear.	● Made to stand the hardest wear to which floors may be subjected.	● 100% Pure raw linseed oil. In your own container.

## DO THE JOB BETTER - SAVE MORE! MASTER MIXED HOUSE PAINT...



**Specially Priced**  
**277** Per Gallon for 5 Gals.

You Take Our Word for It! When Better Paint is Mixed It Will Be—"Master Mixed"

● If you bought a gallon of paint today you could not determine the quality by merely opening the container. Neither could anyone else. We have it tested, however, before we sell it to you. Those two experts, Father Time and Mother Nature test Master Mixed for you. These tests have enabled Sears to produce a paint quality second to none.

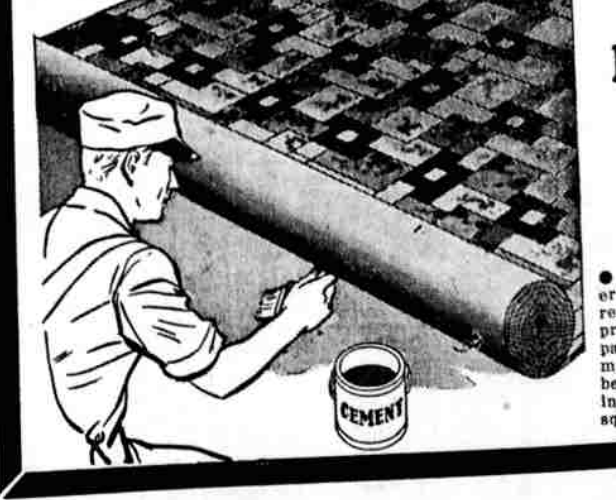
**ONE QUART FOUR-HOUR ENAMEL COVERS LARGE KITCHEN CABINET**

● Easily transforms any old dull surface into a thing of beauty! 1 quart will enamel a car; or porch swing and 2 chairs; or a large breakfast set.



**1.00**

Your Own Design... To Personalize Your Home!



**INLAID LINOLEUM**  
**1.00** per Sq. Yd.

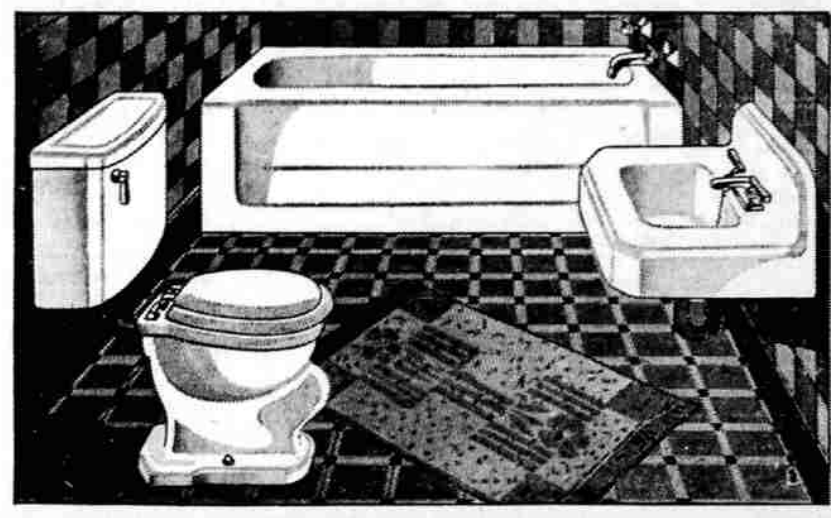
● First quality inlaid floor covering. A gigantic special purchase results in this extremely low price! Large selection of popular patterns. Please bring your room measurements. We believe this to be the biggest value of its kind in town! Minimum order: 10 square yards.

## IT'S AMERICA'S BIGGEST VALUE! - A 4-STAR FEATURE!



**Modern Steel Medicine Cabinet**  
**\$3.66**

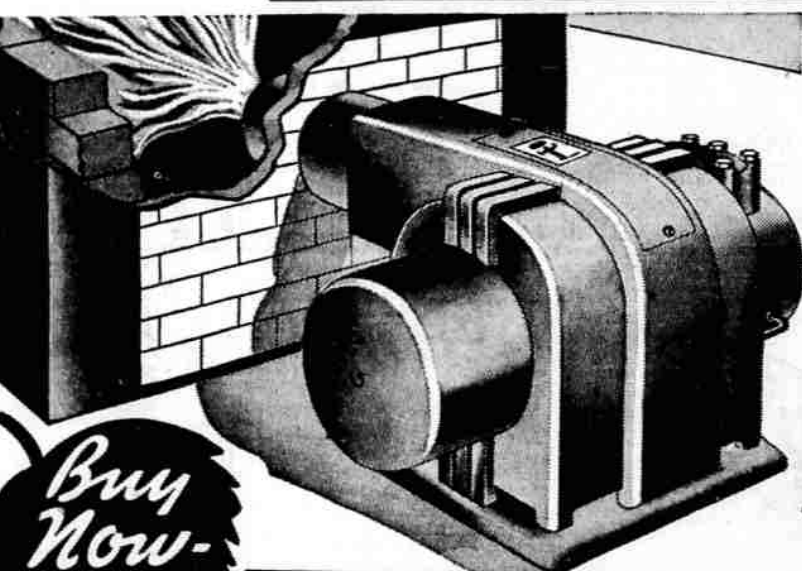
● Modern steel cabinet, finished in white baked enamel. Plate glass mirror door opens at touch of button. Three glass shelves, tooth brush holder, razor blade slot. Cabinet 13 3/4 x 18 1/2 inches; mirror 16 x 22 inches.



**Bathroom Outfit**  
**\$84.50**

● America has no greater value in a modern built-in bathroom outfit... that's why it rates "4-Star" honors. Aristocrat quality throughout—none finer at any price! 5-ft. tub, 31 inches wide overall. The 19 1/2-inch lavatory with convenient 4 1/2-inch back, has New Art mixing faucet which enables you to temper water to your needs. Siphon wash-down closet outfit of first quality white vitreous china, with white seamless celluloid coated seat. All fittings chrome plated.

## Buy Now! AUTOMATIC HERCULES OIL BURNER Pay Oct. 1st



Easily Worth \$295.00

Installed Complete With 275-Gal. Basement Tank

**249.50**

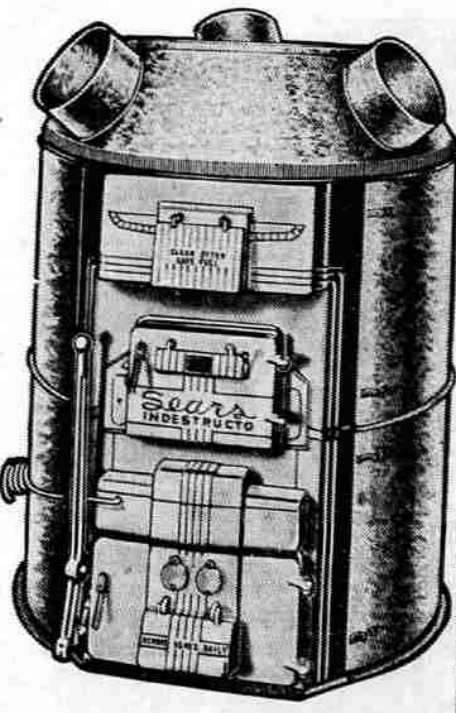
The price is low to begin with and sensational when you consider it includes all materials and a deluxe installation plus ONE YEAR FREE SERVICE. It's new! Absolutely the latest thing in modern oil burner design to make it whisper quiet, efficient and an attractive piece for your basement. Install it in your present heating plant—have your home correctly heated... automatically heated.

Buy Now - PAY IN OCTOBER

## Guaranteed 20 Years INDESTRUCTO FURNACE

**83.95** Cash Price

● America's outstanding furnace buy! Sears Indestructo furnaces—guaranteed for 20 years. Think... 20 years free from furnace worries! But in addition, Indestructo gives you unsurpassed economy and beauty. Delivers more heat with the same amount of fuel. New modern design... with increased heating surface, increased heating capacity. Sears Indestructo metal is used for the feed section, firepot and grates—the most vital parts of any furnace, which must stand the greatest heat. Overstove maintains even temperature, prevents overheating and saves fuel. Costs a few dollars more than the ordinary furnace—insures you guaranteed performance for 20 long years!



The Vital Parts are Guaranteed 20 Years



**Firepot**  
● Two-piece. Extra deep and ribbed. Made of Indestructo metal.



**Grates**  
● Made of Indestructo metal to resist fierce heat—center dump.

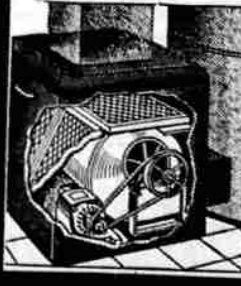


**Radiator**  
● One-piece, gas-tight and smoke-tight. Designed exclusively for Indestructo.



**Feed Section**  
● One-piece construction ribbed for extra strength. Indestructo metal.

### Hercules Automatic Air Conditioner



● Enjoy the healthful comfort of filtered air, warm and moist—throughout your home! It's easy, inexpensive! Hercules Winter Air Conditioning Unit connected to your present furnace will convert your gravity warm air heating system into a modern forced air system. Let our engineers tell you how little it costs to enjoy comfortable, convenient winter air conditioning! Installation arranged, financed and guaranteed by Sears. Ask for free estimate.

**54.95**

### Automatic Humidifier

● Automatic valve keeps pan filled. Assures ample humidity.

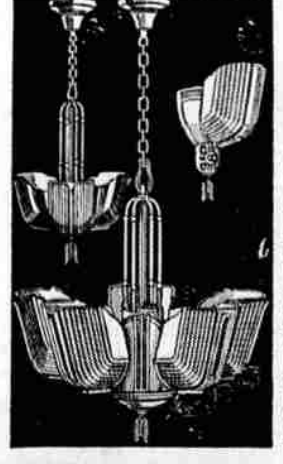


## 1938 Color Perfect Wallpaper Modern Fixtures



From **11¢ to 30¢** Per Double Roll

● Sears does not buy wallpaper... we create it. We know Color-Perfect patterns are new and authentic!



7-Lt. Fixture **12.95**  
3-Lt. Fixture **8.95**  
1-Lt. Wall Bracket **2.98**  
● "Ambassador" fixtures... outstanding in beauty, expressing 1938 modern at its finest! Cast and spun aluminum with satin silver-effect finish and gold-color highlighting. Amber-toned glass shades throw eye-conserving semi-indirect light.

# SEARS, ROEBUCK AND CO.