

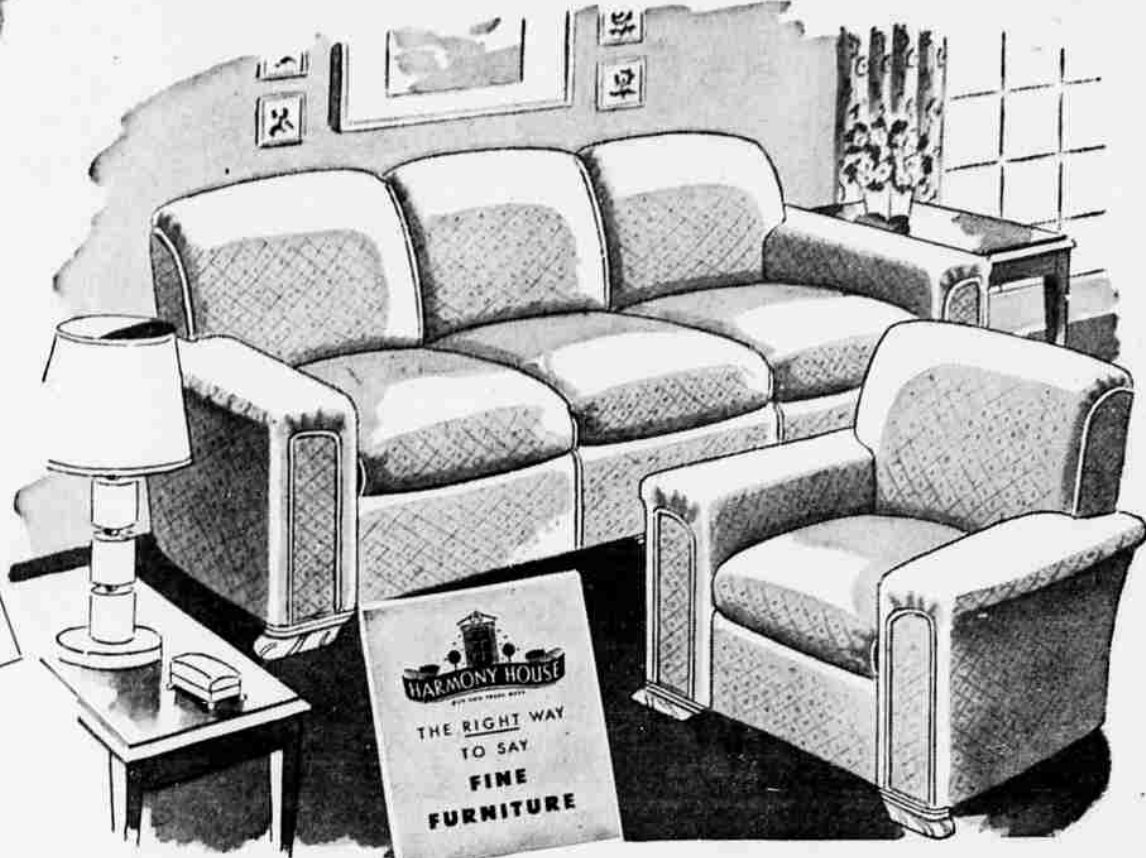
3 BIG DAYS AT SEARS -- THURSDAY, FRIDAY, SATURDAY



christmas RECORD DAYS

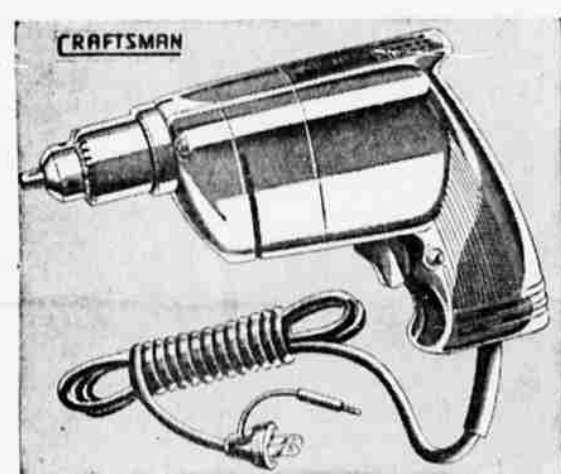
Thank Your Lucky Christmas Stars . . . Sears Stages a Great Sale, Just When You Want Thrifty Savings Most!

3 DAYS ONLY!
THURSDAY
FRIDAY
SATURDAY
Every Department
Sets Records for Savings



A Typical Value is This Spring-Filled
2-pc. living room suite
189⁹⁵
19.00 Down, 13.00 per Month on Sears Easy Payment Plan

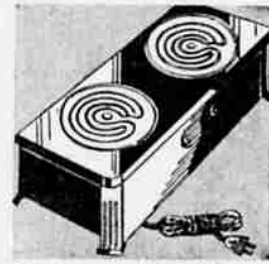
Even Santa likes to be thrifty when he's picking out all the good things he wants for the home and family at Christmas-time. Sears — Santa's best friend — knows this and is co-operating wholeheartedly with the jolly old gent in offering this remarkable Record Day value. It's luxuriously soft furniture with spring-filled seat and backs, and plump balloon cushions. Sturdy hardwood frames are covered in long-wearing assorted velours. See this living-room suite at Sears . . . you'll want to include it in your family gift-giving plans!



Craftsman 1/4-in. Heavy Duty Electric Drill
Pistol Grip **25⁰⁰**
2.50 Down, 5.00 Per Month
We believe it's the finest drill of its type on the market . . . bar none! Built for day-in, day-out production line duty. Powerful 1600 RPM, 110-120-volt motor, precision ball bearings throughout. Nickel chrome molybdenum double reduction gears. Jacobs 7B chuck.



Electric Roaster
Handsome! **12.95**
Ideal size; roasts, bakes, deep fry. Attractive ribbed chrome-plated body; plastic fittings. Accurate heat control from 100° to 550°.



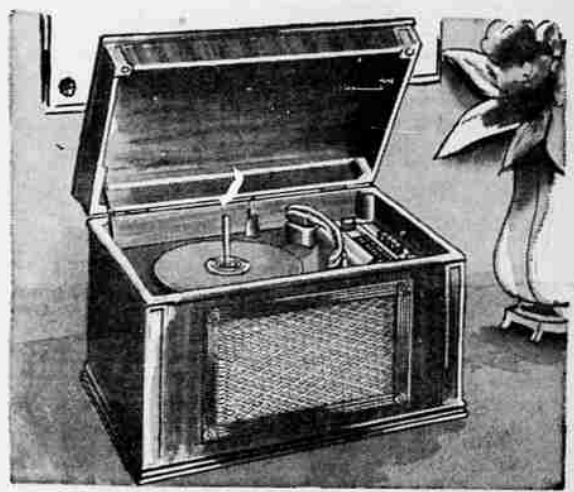
2-Burner Hot Plate
Portable **9.75**
Plugs in wherever there is an outlet. Cooks whole meal economically. Burners with on-off switch. Black enameled steel body. With cord, plug.



Fine Carving Set
3 Pieces **8.50**
Save on these beauties! Keen hollow ground slicer, fork, and sharpening steel at this low price! Rosewood handles. With wood block.

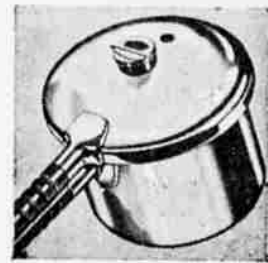


Cotton Scatter Rugs
24x36 inches **2.88**
Deep, soft, uncut loops of fine cotton in gay, modern splashes of color! Beautiful enough for any room in the house. Several sizes. 3.00 Down, 5.00 per month.



Combination Silvertone Radio and Phonograph
Automatic Changer **109⁹⁵**
11.00 Down, 9.00 per month

A superb radio . . . an amazing phonograph, together in a beautiful mahogany veneer cabinet. Finest quality set to give a world of listening pleasure. Radio's 9-inch oval dynamic speaker provides outstanding fidelity. Changer handles 10 and 12-inch records, intermixed.



Pressure Cooker
4-quart Size **11.49**
Cooks more nourishing foods in minutes! Vegetables retain more vitamins, minerals. Meats are quickly tender. Heavy aluminum. Saves fuel!



Modern Table Radio
Ghost Dial **59.95**
Striking handsome Silvertone radio with blond mahogany finished cabinet. Dial shows only when set is operating. 5 tubes. 6.00 Down, 5.00 per month.



Smart Table Radio
Gray-Green **24.95**
Save on this value! Rich 4-tube Silvertone with 4-in. speaker gives sweet tones. Entirely enclosed plastic cabinet opens from bottom. 2.50 Down, 5.00 per month.



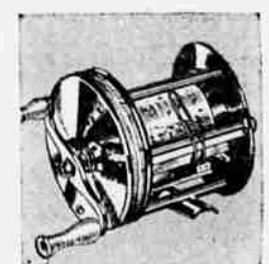
Mellow Tone Radio
For Any Car **52.50**
Silvertone auto radio—easily installed in any automobile. 7-tube performance gives sweet reception. 4 push buttons. Real value! 5.25 Down, 5.00 per month.



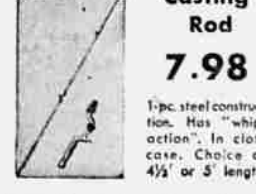
Heat Circulating Oil Heater
Real Value at this Price **79⁹⁵**
8.00 Down, 7.00 per month
Has new exclusive Zonosphere burner for clean, efficient performance on any setting. Carburetor-type mixture saves you real money! Gives even heat to all room levels. Front lift door provides quick radiant heat when desired. Brown enamel.



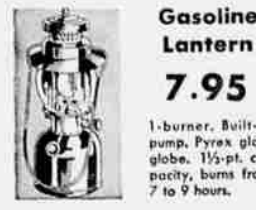
Handy Camp Stove
No Preheating **13.95**
Handy rust resistant metal camp stove with green enamel finish. Easy to fill removable fuel tank. 2 stainless steel burners. Saving buy!



Casting Reel
Level Wind **5.75**
Non-backlash level wind J. C. Higgins reel. Handles 100 yards of tapered line.



Casting Rod
7.98
1-pc. steel construction. Has "whip action". In cloth case. Choice of 4 1/2' or 5' length.



Gasoline Lantern
7.95
1-burner. Built-in pump. Pyrex glass globe. 1 1/2-pt. capacity. Burns from 7 to 9 hours.



South Wind Heater
Quiet, Automatic **29⁷⁵**
Fast comfort even for short rides! Heats from the floor up in 90 seconds. Operates independent of cooling system. See this value! 3.00 Down, 5.00 per month.



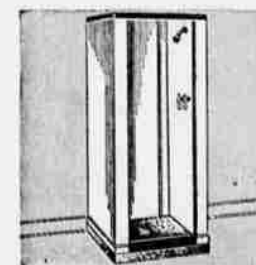
New Circulating Oil Heater
Kenmore Quality Value **54⁹⁵**
5.50 Down, 5.00 per month
Combines circulating and radiant heat for hard-to-heat rooms, ideal for stores, workshops. New-type burner saves you fuel bills and produces clean, even heat. Automatic draft regulator. 3-gal. fuel tank. Lacquered dark brown.



Electric Toaster
Chrome Plated **7.75**
Toasts 2 slices bread, both sides. Browns evenly. Lustrous chrome plated finish won't stain or tarnish. Non-mat feet. Cord included.



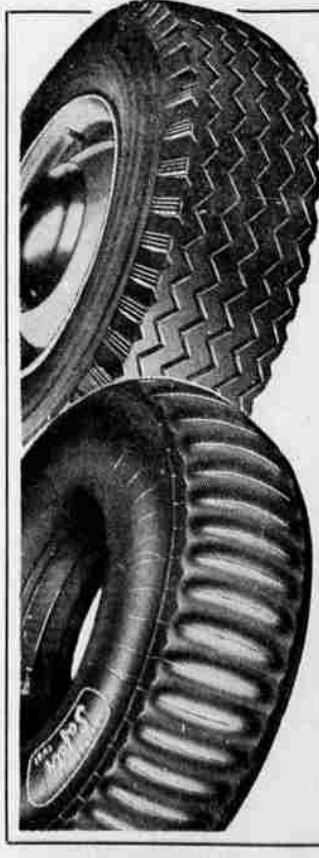
2-Way Flashlight
3 Battery Size **1.98**
Flip the switch and it's a piercing spotlight. Flip it again, it's a broad floodlight! Chrome plated case. Bulb included.



Shower Stall
Fixtures **39.95**
Have a sturdy shower cabinet that's a bathroom beauty! Enameled bakelite panels. White porcelain enameled non-slip steel base. 4.00 Down, 5.00 per month.



Homart Cabinet Sink
Deluxe, 5-Ft. **120.98**
Thick porcelain enamel on broad cast-iron sink. Rinse spray and basket drain. White enameled steel cabinet with free-sliding drawers. 12.10 Down, 10.00 per month.



ALLSTATE TIRES
12⁹⁵
6:00x16 Plus Fed. Exc. Tax
Other Sizes at Similar Savings
Tough zig-zag safety tread heavy-duty sidewall and bead construction affords maximum blowout resistance. At Sears saving price, easy terms and liberal trade-in you're way ahead in thrift.
ALLSTATE Safety TUBES
4⁹⁵
6:00x16 Plus Fed. Tax
Have maximum driving safety — put Allstate Safety Tubes on your car. New design of "Rubber-Under-Compression" helps you "ride out" punctures, blowouts, for safe even stops. Get them on your car — last longer for greater savings.

"Satisfaction guaranteed or your money back"



STORE HOURS 9 TO 5:30
133 SO. 8TH
PHONE 5188