

SALE BEGINS THURSDAY --- 9 DAYS OF STOREWIDE SAVINGS ON VALUES GALORE!

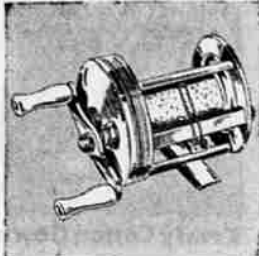
SEARS Value DEMONSTRATION

ROEBUCK AND CO.

Quality Costs Less at . . . SEARS!



Strong Casting Rod
4 1/2-ft. Length **7.95**
1-piece steel rod with cast aluminum off-set handle, hand-shaped cork grip, quick lock-on reel clamp. Chrome-plated guides.



Non-Backlash Reel
Level Winding **5.95**
A fine J. C. Higgins level wind reel with many features of higher priced reels! Adjustable tension for light or heavy plugs.



Braided Nylon Line
15-lb. Test **1.19**
50-yd. spool. J. C. Higgins line made of superb quality Dupont nylon . . . smooth, flexible, and easy running. Also in other weights.



White House Paint
REG. 24.75
5 GALLON **22.88**
Gives lasting beauty and protection to your house. Does an excellent covering and hiding job . . . easy to apply . . . dries quickly.



4-Hour Enamel
Reg. 1.69 Qt. **1.49**
No experience needed; just brush it on furniture, woodwork, toys. Withstands cooking fumes, grease, soap; dirt washes off like magic!



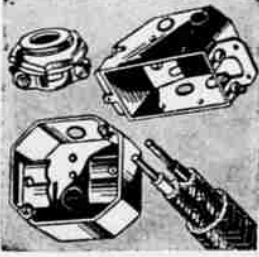
Workmaster Brush
Reg. 2.39 **1.98**
Your painting is no better than your brush! Get a good one of this low price. 4-in. brush with pure Tientsin and Hankow bristles.



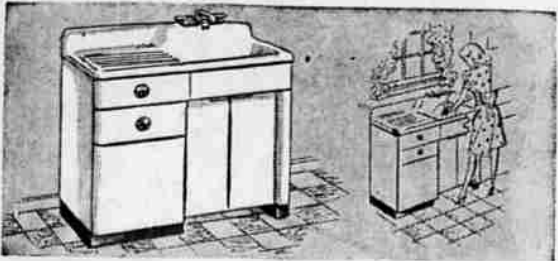
Homart Tileboard
Less Than **34c**
Smart, durable tileboard—won't crack, chip, warp, or peel! Baked-on enamel finish in choice of colors. A real value!



Fan-Driven Heater
It's a Kenmore! **9.95**
In warm weather a powerful fan. On chilly days a comfortable heater. Quiet fan moves 45 cubic feet of air per minute. Long-life coils.



Cable, Fittings
Sheathed Cable **7c**
12-2
Finest quality; Underwriter's Approved. Cadmium plated connector 9c
Steel Octagon outlet box 25c
Steel flush switch box 30c



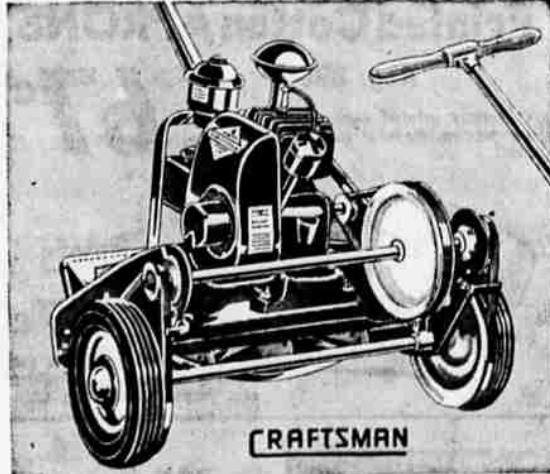
Homart Cabinet Sink
Compact 42-in. Model **99.95**
Streamlined cabinet with all the latest features, at Sears low price! Cast iron sink with acid-resisting porcelain enamel. Gleaming baked enamel steel cabinet. In left and right models.



Pressure Cooker
REG. 11.49
4-QUART SIZE **10.95**
Cooks more nourishing foods in minutes! Vegetables retain more vitamins, minerals. Meats are quickly tender. Heavy aluminum. Saves fuel!

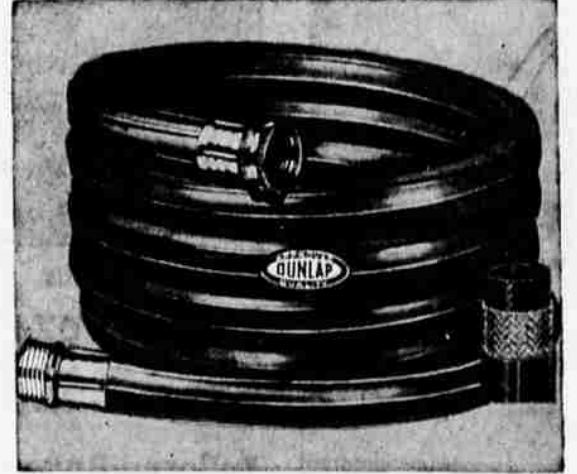


Square Clothespins
Smooth Wood **2c** Doz.
Tough, sturdy hardwood clothespins. Highly polished to a smooth finish so they will not snag clothes. Easy to handle square style.



Dependable 18-inch Power Lawn Mower
Craftsman **119.95**
12.00 down, 10.00 per month

Sears exclusive magic control . . . simply raise the handle to start, lower it to stop. Five tempered steel blades powered by a 1/2 H.P. Briggs & Stratton gasoline engine. All belts completely adjustable and guarded against grass clogging. With semi-pneumatic tires.



Tough, Long-Wearing Dunlap Garden Hose
Guaranteed 5 Years **5.75**
50 FT.

A long-lasting, serviceable hose. Flexible, non-kink, leak-proof. Three tough layers encased in heavy rubber cover. Tightly braided hose yarn reinforcement gives it added strength. Built to resist abrasion and sun. Withstands 9 times average city pressure. Green.



Craftsman Ball-Bearing LAWN MOWER

Only Sears sells this superb 16-inch mower for just . . .

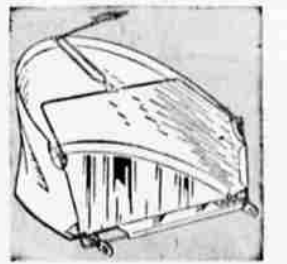
19.88

Take a step forward toward modern, time-saving lawn care with Sears famous CRAFTSMAN rugged, easy-rolling mower! All of its fine CRAFTSMAN work together to "mow 'em down" with the least number of strokes. You save in time-in effort—and after you've counted the number of seasons the CRAFTSMAN serves, you'll see how you've saved in money—at SEARS!

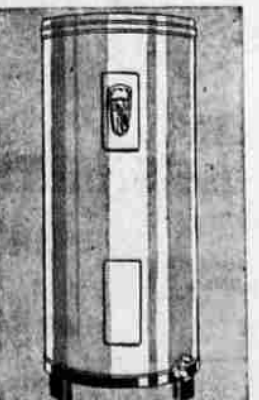
CRAFTSMAN 18-inch LAWN MOWER 22.95



Any Purchase
TOTALING \$10 OR MORE MAY
BE MADE ON SEARS
EASY PAYMENT PLAN



Grass Catcher
For All Mowers **2.29**
Keeps lawn clean, eliminates tiresome raking. Rust-resistant aluminum bottom, high white canvas sides. Fits mowers up to 21 inches.



Thermador Electric Water Heater
Trouble-free—Automatic
89.95
30-gal. Easy Terms
Seeds of hot water, day and night! Economical blade-type heating element is completely immersed, every speck of heat goes into heating. 3-in. fiber-glass insulated walls keep heat in. Sleek white enameled steel jacket. U.L. Approved.



Kitchen Tools
Wide Variety at **49c** ea
Stainless steel, red plastic handles. Pancake turner, spoon, perforated spoon, spatula, fork, or better whips.



Gay Kitchenware
1-Door Bread Box **98c**
Baked enamel! Cattail design! Wastebasket, 59c; Step-on can, 1.19; Cannister set, 98c; Cake set, 98c; Kitchen scale, 2.29.

"Satisfaction guaranteed or your money back"

SEARS

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