

FIRST BIG SATURDAY! Every Department Participates! Storewide Savings for All the Family!



63rd Anniversary Sale

GOOD QUALITY FOR LESS SINCE 1886

Famous High Quality at Special Low Prices!

Ask... ANY SALESPERSON About SEARS EASY PAYMENT PLAN



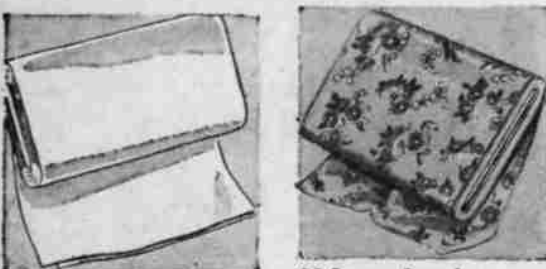
Toddlers' Fine Cotton Blouses Reg. 1.39 **18**
Toddlers' Bright Wool Skirts Reg. 2.98 **197**

White cotton blouses in tailored or frilly styles. Eyelet trims, yokes, ruffles. Novelty, Peter Pan, V-necks. 3-6x.
Assorted plaids in suspender styles. Pleated tops. 3-6x.



Cotton Ankle Reg. 29c **23c**
Cotton Blankets Reg. 1.98 **159**

Mercedized Durene cotton anklets with hand-transferred tops and pleated cuffs. White, blue, pink, maroon. 4-6x.
Beautiful Honeyuckle blankets in white with pink and blue nursery patterns. Rayon satin bound. Extra wide. 38" x 54".



Diaper Yardage Reg. 49c yd. **35c**
80-Square Percale Reg. 39c yd. **29c**

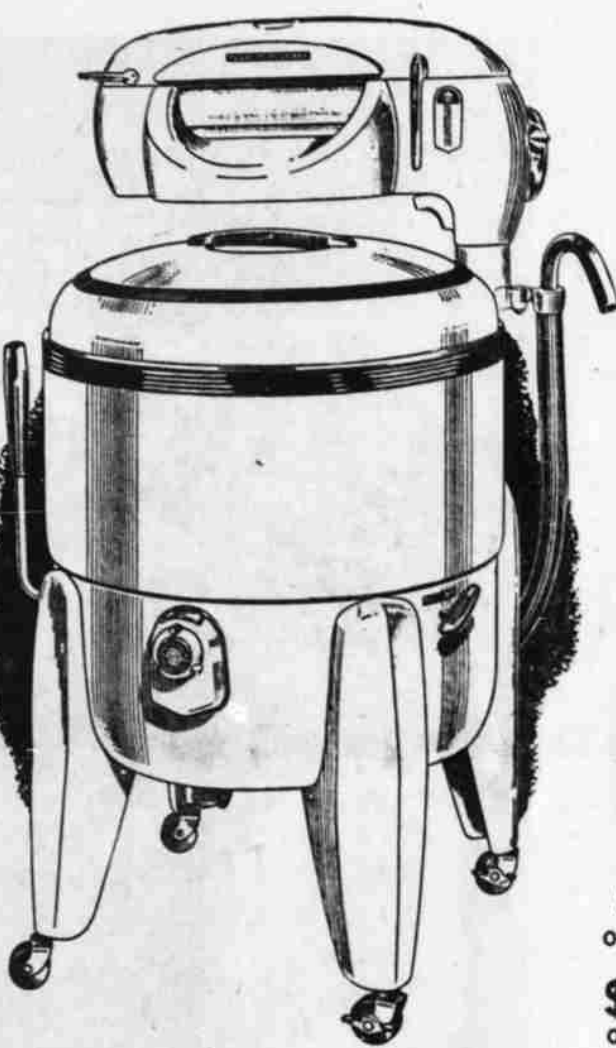
Famous Birdseye diaper cloth at an Anniversary Sale special price. Soft, absorbent, porous weave cotton.
Fine cotton percale in a cheerful assortment of patterns and colors. Sanitized, maximum shrinkage 1%. An outstanding fabric value.



Royal Purple Nylons Reg. 98c **78c**
Fluffy Bedsread Reg. 7.99 **6.18**

Beautifully sheer all-nylon hosiery! Buy several pairs at this low price!
Sparkling rose, blue, peach or sage background with charming floral decoration. The right spread for your room.

SPECIAL SHIPMENT! LIMITED QUANTITY! KENMORE WASHER



REDUCED TO **119⁸⁸**

• Was 134.95—You save 15.07
• \$5 Down \$6 Month on Sears Easy Terms (Usual carrying charge)

• Semi-Automatic Washer
• Holds 9 lb. load.

Hurry in for extra savings on this fast-washing machine. Giant oversize double wall tub washes up to 9 lbs. in one load. Automatic 20-minute timer shuts machine off. Big 2 1/4-in. balloon type rolls in 8-position wringer. Drain pump empties tub in less than 2 minutes. Kenmore—only at Sears.

\$5 DOWN
On appliances up to \$200
\$10 DOWN
On appliances over \$200

Only 6 of this model! Regular 279.95 9.3 Cu. Ft. COLDSPOT FREEZER



• You Save 30.07 • 372 lb. Capacity
• It's a Coldspot—sold only by Sears

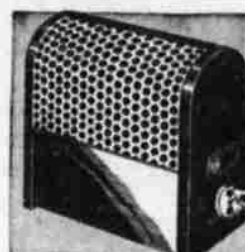
Buy that Coldspot freezer now and enjoy freezer-fresh meals all year 'round. Buy in quantity, and cut food costs by storing in roomy 372 lb. capacity freezer. Come in today and check the advantages of investing in a Coldspot—at Sears Anniversary Sale price.

Reg. 334.95 12.4 cu. ft. Coldspot Freezer **309.88**
Reg. 419.95 18.6 cu. ft. Coldspot Freezer **399.88**



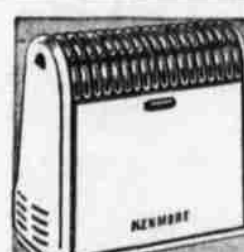
Sturdy Gas Heater Warm Dependable Kenmore Model Reg. 18.95 **777**

Gives 17000 BTU's per hour of steady radiant, circulating heat for heated or regular gas. Brown porcelain enamel.



Fine Steel Heater Brown Porcelain Enamel Finish R.G.A. Approved **1545**

Dependable non-exposed flame circulates 15,000 BTU's per hour. Electrically welded steel model. 18x18x18 in. size.



Portable Heater Compact Health-Giving Warmth Burnt Kerosene **1645**

Use it wherever extra heat is required. White porcelain enamel body, black trim. Dependable 8,750 BTU's per hour.

powerhouse strength with supple comfort that lasts . . . genuine horsehide WEARMASTER work shoes

Regularly 6.95 **547**



Double tanned horsehide work shoe built for hard wear. Oak bend leather sole, treated to repel water. Steel shank. Examine these features today!

SAVE 1.07 On Hercules Lightweight Jackets

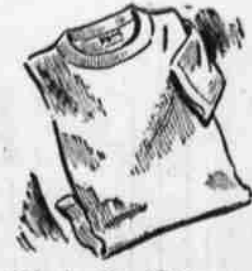
Anniversary Sale savings . . . on our regular \$5.95 quality! Smart vat-dyed putty gray cotton poplin is water resistant, sturdy for work or leisure! Zipper front, side insets. Sizes 34 to 48.

488



Men's Pilgrim Shorts Reg. 50c **2 for 1.00**

Smooth cotton broadcloth . . . maximum flexibility, short-sleeved cut long to very long. In White, Small, medium, large and extra large.



Pilgrim Tee Shirts Reg. 50c **3 for 1.50**

Smooth Ray knit cotton tee shirts. Comfortable, short-sleeved cut long to very long. In White, Small, medium, large and extra large.



Boys' Standard Streamlined Bike

J. C. Higgins Model

34⁸⁸

You'll thrill to its easy riding comfort, its well-made built-to-last construction. 1-piece drop forged fork and crank (7-in. throw). All-steel hook type rims. 26x2.125 Allstate balloon tires. Kick-up stand. Black Travel saddle. Enamel finish.

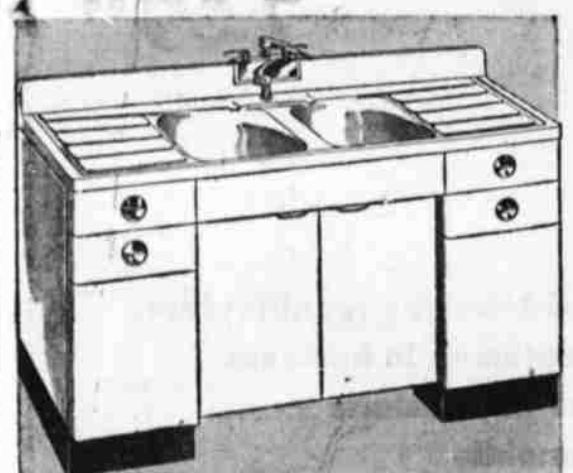


Warm Durable Hunting Coat

Rubber Coated Game Pocket

4⁸⁸

Typical J. C. Higgins quality at Sears low economy price . . . sturdy sand colored sear-treated poplin is mercurized. San forized (max. fabric shrinkage 1%); roomy game pocket with TALON zipper, two bellow-type pockets. Large range of sizes.



Homart "Twin Basin" Steel Cabinet Sink

Reg. 150.00

129⁸⁸

Double Drainboards

You'll like the easy way its sparkling acid resistant porcelain enamel finish cleans—additional working space provided by the double drainboards. Handsome steel undersink cabinet has 22 cu. ft. of storage space; 4 drawers, 4 doors, recessed toe base! See it today!



Oval Shaped Hamper Extra Strong Durable Design Reg. 6.98 **6.17**

Shopper, larger-looking. With smooth inside, outside. White body, choice of five colors for tops. At Sears and



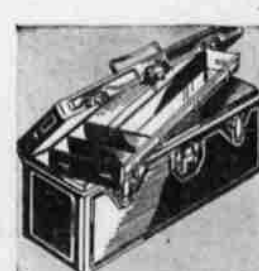
Pressure Saucepan Cook Food Better and Faster Reg. 12.49 **6.95**

4-Qt. Aluminum. Retains the flavor and vitamins for soups or more healthful meals. Automatic reduction safety gauge. Removable rack.



Craftsman Drill Lightweight Electric Hand Drill Reg. 16.95 **12⁸⁸**

Die cast aluminum frame. Double reduction gears. "Handline" 1/4-in. chuck. 1600 R.P.M. Sew handle, trigger switch.



Durable Tool Box Triple Locked Reg. 2.49 **1.77**

Sturdy steel tool box. Olive drab bakelite on enamel finish. 14x6 1/2 x 6-inch size. End-catches and center lock keep box securely locked.



Fiber Roof Coating Tough Asbestos Fiber Reg. 3.95 **2.84**

5-Gal. Can Only. It's practically a new roof when you see Sears roof coating! It seals cracks . . . adds to a water-resistant finish. Dries in one hour. 14 beautiful colors.



One Coat Sero-Tone Famous Master-Mixed Quality Reg. 2.15 Gal. **2.77**

Now Only. Plan economical beauty for your walls! Flat paint gives one-coat coverage. Dries in one hour. 14 beautiful colors.

Specially Purchased for this sale! mattress and box spring combination

Regularly 64.95
210-Coil

57⁶³

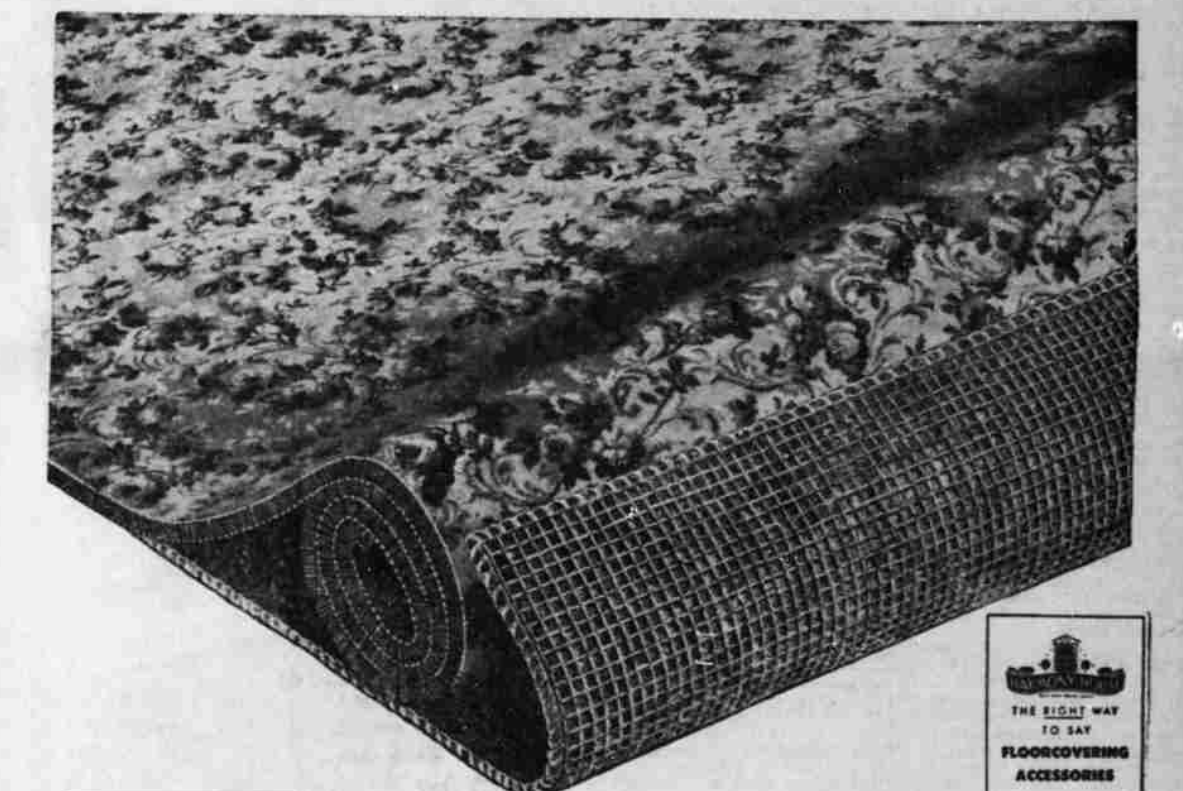
6.00 Down, 5.00 per month (Usual carrying charge)

Luxury Sleep Mattress and Box Spring

A 119.95 Value! **97⁸⁸**

10.00 Down, 8.00 per month (Usual carrying charge)

Gives the comfort of 340 muslin pocketed coils. One of the finest mattresses on the market today. Each coil tempered coil is enclosed in a muslin pocket. Fastened together with a metal clip. Heavy border, taped edges, button tufts, rayon cord handles, insulated with layers of foiled cotton. Heavy satin ticking. All the qualities of a good mattress.



SEARS EXCLUSIVE RITE-SIZE RUGS

118.95	9x12-ft.	95.50
128.95	9x14-ft.	108.50
142.25	9x15 1/2-ft.	119.00
164.75	9x18-ft.	128.50
167.95	12x12-ft.	124.75
183.75	12x15-ft.	154.75
207.75	12x17-ft.	174.75
213.75	12x17 1/2-ft.	179.75
267.25	12x22-ft.	224.75

You save \$33 on the average room size! High Pile Quality Broadloom

Now . . . for this Anniversary Sale only you can buy luxurious broadloom at such wonderful money saving prices! Distinctive patterns add the finest quality broadloom to your home at special low prices! Seamless widths, 27-in., 8 and 12-ft.

Reg. 8.95 Sq. Yd. **7⁶³**
Sq. Yd.

Reg. 1.19 Sq. Yd. Waffle Rug Pad . . . 97c Sq. Yd.

SERO-COAT HOUSE PAINT

Regularly 3.54 Gal. **2⁹⁹** Gal.

Endurance and good coverage at a low per-gallon cost. Gives sound, reliable service at a "buy-easy" price. As fine as any low-priced house paint you can buy—equal to many first quality house paints.

Bring Your Family . . Bring Your Friends! Satisfaction Guaranteed or Your Money Back

SEARS

STORE HOURS: 9 A.M. TO 5:30 P.M.
133 SOUTH EIGHTH ST. PHONE 5188