TOMMORROW — FIRST SALE DAY

OPEN HOUSE

The Employees of Sears cordially invite you to their Open House, Friday, April 25, at 6:30 p.m. A host of prizes, professional entertainment, fun for all plus tremendous savings in every department for you. Plan now to spend a wonderful evening at Sears, Roebuck and Co. during the biggest sale of the year, Sears Days!

"QUEEN FOR SEARS DAYS"

Would you like to be Queen for Sears Days? Yes, some lucky lady shopper at Sears, Roebuck and Co., Thursday morning between 9 and 11 a.m. will be selected Queen for Sears Days and receive a complete spring outfit, as well as other valuable prizes. Pick up your free ticket Thursday morning from any salesperson and be present for the drawing at 10:45 a.m. Program will be broadcast direct from the store over KFJI at 10:15 a.m.

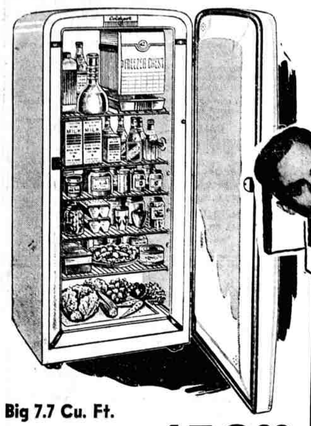
SEARS ROEBUCK AND CO.

SEARS DAYS

A SALE AS GREAT AS ITS NAME!

9 BIG DAYS! 500 ITEMS TO CHOOSE FROM!

SEARS DAYS SENSATION--- LOWEST PRICE IN TOWN!



Big 7.7 Cu. Ft. COLDSPOT
Reg. 189.95 **159.88**

- Top to floor storage—7.7 Cubic Feet
- Porcelain Enamel One-Piece Interior
- All Shelves Adjustable for Every Need
- Save Extra Now—During Sears Record Days

FINNEY says, "join the 'Wife Savers Club'. Let KENMORE do the work while she does the 'rest'."

THE WASHER 254.95

- Touch the dial — Kenmore does the work.
- 6 Vane Water Washing Agitator Action
- Seven complete and thorough rinses
- Spin Dry leaves all clothes damp dry

THE DRYER 199.95

- Does complete drying automatically
- Dries in minutes instead of hours
- All clothes come out sweet smelling
- Many clothes need no ironing

Here it is! GIANT 19.4 CU. FT. COLDSPOT FREEZER

A $500 VALUE **409.95**

Special, price smashing purchase! They freeze, store up to 679 lbs. of food! Feature famous, easy-cleaning finish, counterbalanced lids, easy-to-read controls! Have foods in season ANY season Save with Coldspot today!

Mr. Horton of our floor covering dept. says, "Why have 'Bare Floors, buy Harmony House!"

9 x 9-inch Harmony House
BLUE LABEL LINOLEUM TILES
Special Order 14c Each

Best quality available, wide selection! Patented felt back needs no separate lining . . . is easy to install yourself. Choose from 10 rich, clear marbelized colors. Fashion your own custom floor, save!

RED LABEL INLAID LINOLEUM
1.69 sq. yd. 6-ft. wide
Reg. 2.19 sq. yd.

Just unroll! Patented felt back lies flat without separate lining. Sparkling marbelized colors have waxed surface, are easy to clean. Economical, enduring!

Durable, Smart, Thrift-Priced! Harmony House Red Label
ENAMEL SURFACE RUGS
Reg. 6.49 9 x 12 ft. size **5.88**

Low cost way to dress up your home. Glossy, easy-to-clean, resist stains, soil. Choose today from decorator colors, patterns. Save at Sears low price!

Mrs. Mabel Dennis of our baby department is really carried away with her buys for Sears Days.

Tots Sheer Dresses
Reg. 1.98 **1.39**

Fine quality, fine tailoring, original styles! Cotton batiste, organdy or dimity, 1-2-3. Save at Sears low-price!

Mrs. Beverly Knudsten of our boys department is going all out for our annual employee sale.

Boys' Sport Shirts 1.47

Cool, fine quality cotton plisse in colorful prints. Loop convertible collar, neat chest pocket. Sizes 6 to 16. A special purchase!

Rayon Gabardines SLACKS 5.39

- All Sizes
- Desert Tones

Mr. Al Hakenworth of men's wear has told us that these slacks are the best buy in his department.

SEARS DAYS—SHOP AT SEARS AND SAVE!

HURRY! PRICES REDUCED DURING SEARS DAYS!

Frank Jakubowski says, "I don't live in a shoe, but I know what to do, buy the original."

Original Chippewa Boots

Regular Lace Regular 15.98 **12.88**

Lace-to-toe Regular 16.49 **13.88**

USE SEARS EASY PAYMENT PLAN
On Small Item Purchases Totaling $20 or More . . . Ask Any Salesperson.

Rugged boots for rugged wear. Tough cord sole and heel. Inverted steel shank for added strength. Top oiled tanned leather uppers. Sizes 6½ to 11.

Cord Sole Work Shoes . . . Reg. 7.98 . . . **5.88**

REGULAR AND LACE-TO-TOE STYLES

spring magic Blouses 1.00

Neatest trick of the year . . . the simple, fresh classic blouse in wonderful and washable rayons and cottons with fake pearl buttons. Assorted colors and styles. 32 to 38.

Mrs. Lillian Vroman — ladies ready to wear — proudly presents her top value of the year for Sears Days!

SEARS DAYS SUPER SPECIAL

Purchases Totaling $20 or More May Be Made on . . . SEARS EASY PAYMENT PLAN

9 Pc. Homart Bath Set

Chet Morris says, "For lower priced April baths and April showers see our plumbing department."

A 170.00 VALUE!

139.88 NO DOWN PAYMENT

Modernize your bathroom with this handsome Homart bath ensemble! Heavy porcelain enamel 5 foot recessed tub. Big 22x18-in. vitreous china lavatory. Wash down toilet with a durable seat.

Shallow Well Pumps
Ideal For Home Installation
Homart..... 84.88

Ruggedly constructed to deliver maximum water capacities. Mounted, assembled, ready to hook up. Double pipe.

White Toilet Seats
Smooth Triple Enamel Finish
Replace Now!... 4.44

One-inch hard-wood seat and cover fits all standard bowls. Chromium plated hinges. Dovel construction lasts longer.

Mrs. Bernice Cooley of our hosiery and lingerie department invites the ladies to her top value of the year.

Cool Crinkle Crepe Pajamas 1.99

Trim butcher-boy style . . . frosted with frosty white eyelet trim. Summery pastels, pink, blue or yellow. 34-40.

Mr. Rod Nelson is really loaded with red hot values for this annual event.

Sheer Rayon Panels
Searset-finish Marquisette
Reg. 1.39 40x81-in..... 99c pr.

Wonderful buy! Fine quality at this special price. Hemmed. Eggshell, blue, rose, green and yellow

deluxe innerspring mattress and box spring

Ford says, "I hide my head to think we are selling these mattresses at such a low price."

Reg. 89.95 **58.88**

Full or Twin Size

6.00 Down, 6.00 Month On Sears Easy Payment Plan
(Usual carrying charge)

- Felted cotton padded tempered coils
- Cotton damask ticking cover
- Sisal insulated to prevent "coil feel"

Sears cuts prices to give you better sleep at bigger savings! Carefully built to last for years with quality "extras" like button tufting, ventilators, handles for easy turning, prebuilt border. Come in early, save!

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6-Way Economy Floor Lamps
10-inch Glass Reflector
Reg. 15.95 **10.88**

Always the correct lighting with 3 way candle arm and 3 way socket for direct or indirect illumination. Stamped base with reeder stem plated in bronze. 19 inch plastic wrap-around braid trimmed shade.

Cocktail Chairs
Attractive Blonde Finish
Specially Purchased 13.88

Modern style plastic upholstered in Harmony House favorite colors. Sturdy hardwood frame, no-sag spring seat.

5-piece Dinette Sets 99.95
Save 46.80 Reg. 146.95

Semi-oval table has an enduring Mother-of-pearl pattern plastic top, double "Y" table legs. 36x48-inch surface opens to 36x72 inches. Barrel back chairs are covered in Alpine pattern Duran plastic.

Mr. Ed Deja in the automotive department is shining with a car full of super specials.

Rubber Car Rugs
Keeps Car Clean and Dry
Reg. 79c Allstate, Only..... 49c

Long wearing rugs catch dirt, mud and water. Easy to take out and clean. Makes floor mats and carpet savers, too!

Mrs. Nell Bedal of our housewares department cordially invites you to come in and save on these values.

Garbage Cans
Reg. 4.98 **3.76**

Leak, rust-proof, corrugated steel, 20-gal. size. Tight fitting cover seals odors inside.

Mrs. Dora Davenport will gladly give you a free figure analysis during Sears Days.

cotton and rayon satin **brassieres** 2 for $1.00

Stock up now . . . amazing bras at this amazing low price! Fine white cotton or rayon satin . . . made well, fit well! Waffle stitched underbust for flattering uplift, elastic gore at front band for firm fit, self straps. A cup 32-36, B cup 32-38.

Mrs. Vera Lonabora is tickled pink over Sears Annual Employee Sale.

Pert Skirts for Girls 2.98

Grown-up fashions with a youthful flair. Smart cotton in vivid prints, solids. Sizes 7 to 14.

Companion blouse 1.69

Mr. Harold Smith is smiling to you for the wonderful response you have given him on Hardware Week.

"Satisfaction guaranteed or your money back"

SEARS ANNUAL EMPLOYEES SALE!

SEARS 133 So. 8th Phone 5188 Store Hours: 9:00 to 5:30