

BIGGEST SALE OF THE YEAR... HUNDREDS OF REDUCED PRICES AND SPECIALS! BIG SAVINGS!

NATIONALLY ACCLAIMED Value
Sears Anniversary

SUEDE FLANNEL
Heavyweight flannel in a wide assortment of prints and plaids. Full 36-inch width.

49¢

NATIONALLY ACCLAIMED Value
Sears Anniversary

J. C. HIGGINS SHOTGUN
Complete with power-pac. Long, medium and short range choke. 12 gauge for the best in hunting. Regularly \$80.00.

75.00

NATIONALLY ACCLAIMED Value
Sears Anniversary

AUTOMATIC 22 RIFLE
J. C. Higgins quality at an anniversary sale price! Complete with scope. Sells for 38.00!

30.00

NATIONALLY ACCLAIMED Value
Sears Anniversary

FLAT WALL PAINT
Sears own Deeptone in the economical gallon size. Save during this event. Regularly 5.19!

3.99

NATIONALLY ACCLAIMED Value
Sears Anniversary

5 FOOT STEPLADDER
Ideal for around the house. Heavy reinforced wood construction. Sells regularly for 5.69!

4.99

NATIONALLY ACCLAIMED Value
Sears Anniversary

PRESSURE COOKER
Large 6 quart size in mirror-finished aluminum. A real Anniversary Special! Regularly 16.32.

9.88

NATIONALLY ACCLAIMED Value
Sears Anniversary

GARBAGE CAN
Handy 20 gallon size. "Hot dipped" galvanized cans are leakproof. Heavily constructed for longer wear. Reg. 4.29.

3.49

NATIONALLY ACCLAIMED Value
Sears Anniversary

NYLON HOSE
A dividend buy! Our 51 gauge, 15 denier quality hose. Stock up now at real savings. Regularly sell at 93¢.

59¢

NATIONALLY ACCLAIMED Value
Sears Anniversary

BIB APRONS
A broad assortment of gay cotton percale prints. An Anniversary Super Special!

99¢

NATIONALLY ACCLAIMED Value
Sears Anniversary

COTTON CREPE SLIPS
Only for this Anniversary Sale can we offer such an outstanding buy. This sale only!

1.77

NATIONALLY ACCLAIMED Value
Sears Anniversary

MEN'S JACKETS
Luster twill with reversible self collar. Cravatette water repellent. Sells regularly for 9.95!

7.99

NATIONALLY ACCLAIMED Value
Sears Anniversary

MEN'S TIES
Here are big savings for the men! You would expect to pay up to 1.50 for this assortment.

2 for 1.00

NATIONALLY ACCLAIMED Value
Sears Anniversary

FITTED CRIB SHEETS
Sanitized. Made to fit all standard size crib mattresses. In pastel colors. Reg. 1.79.

1.29

NATIONALLY ACCLAIMED Value
Sears Anniversary

INFANTS' CRAWLERS
It's time to save! Heavy twill with zipper fasteners. Assorted colors. Usually 1.98.

98¢

NATIONALLY ACCLAIMED Value
Sears Anniversary

BOY'S JACKETS
Biggest value for the boys! Satin twill with 100% wool lining. Self collar in sizes 4 to 8. A 7.95 value!

5.88

NATIONALLY ACCLAIMED Value
Sears Anniversary

CURTAIN PLASTIC
Save 34¢ a yard! An Anniversary scoop! Full 36-inch width. In assorted print. Regularly 59¢ yard.

25¢

Sturdy! Accurate! Low Priced!
CRAFTSMAN TILTING ARBOR
8-in. BENCH SAW

Regularly 89.95
SAVE 16.07

73.88

8.00 Down, 7.00 Month on Sears Easy Terms
Our finest extra heavy duty bench saw! Has features found in no other bench saw. Sealed precision ball bearings. Never needs lubrication. Now at this low price! Table light extends needs lubrication. Now at this low price! Table light extends needs lubrication. Now at this low price!

CAPACITOR MOTORS
Operate In Any Position

Nylon Insulated! 38.95

4.00 Down 5.00 Month on Sears Easy Terms
Ideal for shops, factories, driving tools! New Departure grease-sealed ball bearings. 3/4 H.P., 3450 RPM.

REDUCED PRICES! SPECIAL PURCHASES! SHARE THE SAVINGS!

SEARS ROEBUCK AND CO. 66th ANNIVERSARY SALE
GOOD QUALITY FOR 55 SINCE 1886
STARTS TOMORROW! Biggest Sale of the Year!

189.95 Silvertone Radio Phono - Combination plus

- WEEK'S TOP TEN RECORDS**
1. Cry
 2. Tell Me Why
 3. I Got Ideas
 4. Hambone
 5. Pittsburg, Pa.
 6. Honky Tonk Blues
 7. Shrimp Boats
 8. Little White Cloud
 9. Sally Day Rag
 10. Please Mr. Sun
- 9.80 Value

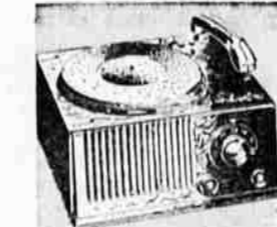


NATIONALLY ACCLAIMED Value

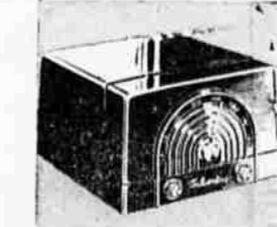
All for 174.88



Plastic Radios
With Smart Brown Plastic Case
Silvertone... 18.95



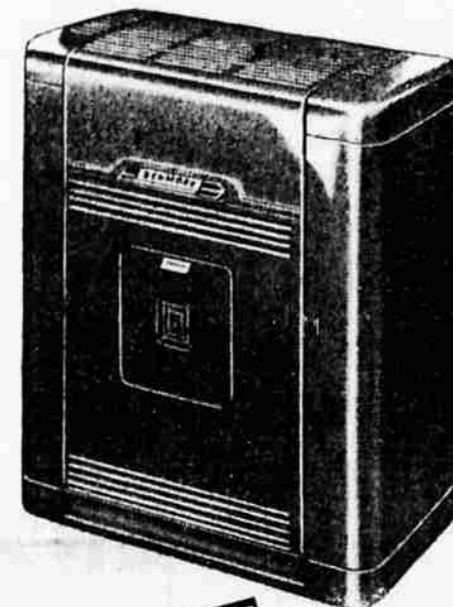
Compact Silvertone Radio-Phono Combination
A Buy At Just... 44.95



Radio-Phonograph
New Table Model Combination
Silvertone Brand 69.95

Regularly 79.95
Kenmore Oil Heaters

For 4 Rooms
47,500 BTU Capacity
69.88



7.00 Down, 6.00 Month on Sears Easy Terms
Relax in the cozy warmth of this Kenmore circulating type oil heater all winter. Exclusive zonezone burner gives more heat from every drop of fuel. Automatic draft regulator maintains even temperature. Constant level valve governs flow of fuel, permits outdoor fuel storage.



Regularly 219.95
Kenmore Deluxe ELECTRIC DRYER
Save 10.07

209.88

10.00 Down, 9.50 Month on Sears Easy Terms
Deluxe in every way but price! Has easy-to-read timer... sun fresh lamp. Dries clothes fluffy-soft, lint free in minutes! Cuts ironing time to a minimum!



Bed Divan and Platform Rocker
Regularly 139.95
119.88

NATIONALLY ACCLAIMED Value

A special purchase for this event! Save 20.00! Full size bed divan with matching platform rocker. Large bedding compartment. Makes into a bed. Coil springs construction with no-sag base springs. Ample green. Buy now and SAVE!

8Pc. Living Room Group
Group includes bed divan, rocker, (as above) end table, cocktail table, picture and occasional chair.

159.95
16.00 Down, 11.00 Month



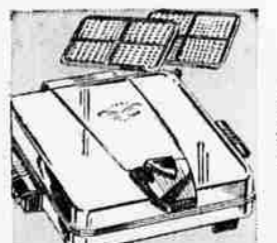
Pressure Cookers
Mirror-finished Aluminum
6 quart size
Reg. 17.69
9.88



Rotary Crafty Tool
A Shop-full of Tools in One
Reg. 24.95
Craftyman Brand... 16.88

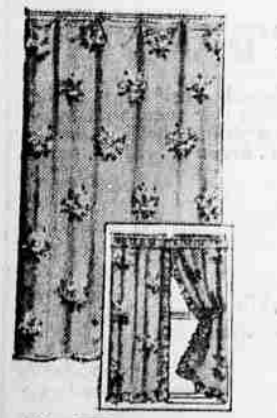


Open End Wrenches
Streamlined For Easy Handling
Reg. 4.72
Craftyman 6-pc. Set 3.98



Cooker, Waffle
Cook and Serve at the Table
Reg. 23.70
Kamardo... 19.88

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



Assorted Shower Curtain Sets
Special Purchase Price!
5.18 Value! **1.99**

A complete 72x72-inch shower curtain and 21x54-inch window curtain set at an amazing low price! One and two color printed medium weight plastic in an excellent choice of patterns and colors. Buy now and save! Wonderful for gifts, too!



Hand Warmers
Ideal For Bitter Cold Days
Compact!... 1.79



Allstate Batteries
Guaranteed 12 Full Days
Reg. 11.35
With Old Battery... 8.25

SEARS CELEBRATES 66 YEARS OF LEADERSHIP IN VALUE GIVING

THE LOWEST PRICE IN TOWN!

Men's Engineer Boots
Regularly 10.98
All leathers uppers
8.21



For field or sportswear. Feature select cowhide brown uppers that stay soft, modified woodman's heel for surer footing. Sturdy rubber top soles. Sizes 7 to 11.

Just Arrived! New Shipment of Slippers For The Entire Family!

THRIFT, THE GUEST OF HONOR DURING SEARS ANNIVERSARY SALE

Men's Washfast Corduroy SPORT SHIRTS



Reg. 5.98 **4.44**

Pilgrim Tee Shirts
Regular 79¢ **58¢**

Here they are—the new val-dved corduroy sport shirts. You can't buy anything finer at anywhere near this low price. Sizes small, medium and large.



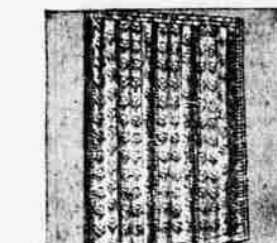
Boy's Plaid Shirts
1.37

Youngsters wearing sizes 10 to 18 will want several of these "eye-fillers". Washable, Sanitized cotton flannel. Buy now. Max. shrinkage 1%.



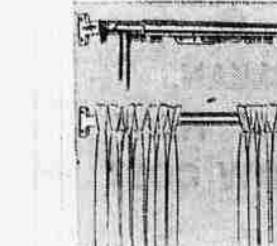
Delicate Lace Panel
An Outstanding Value at!
40x81 in., Ea. 97¢

Catwebb sheer! Soft draping cotton and rayon, eggshell color. Hemmed.



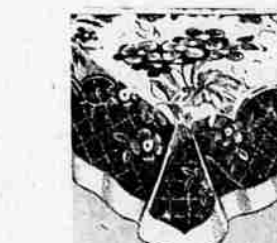
Plastic Covers
To Dress Up Your Table
In 4 Colors... 66¢

Harmony House quality. All-new vinyl plastic film. Resists steam and acid. Beautiful drapery pattern. 34x54 in. Regularly 98¢.



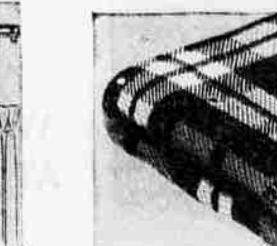
Print Flannel
Top Quality, Special Low Price
This Sale Only... 39¢

Carey warm flannel cotton printed flannel. Washfast prints on printed and white backgrounds. 35-c. width. Regularly 49¢.



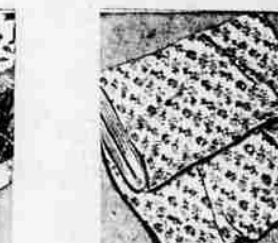
Mites' Cotton Dresses
Reg. 2.98 1.99

Dainty smocking, lace and embroidery trim on the cotton broadcloth. Pretty pastel pink, blue, white green and maize. 6-12-18 months.



Traverse Rods
Complete With Instructions!
28 in. 48 in. Size 1.89

Bracket projects 2 1/2 to 3 1/2 in., allows various blinds, heavy annealed steel. Sizes to fit all windows. 2.22 to 3.11



Plaid Auto Robes
Reduced Price! Save 2.46

Colorful Harmony House auto robes in blue or red plaid design, 3-in. fringed ends. Year-round blankets for camps, picnics, football games. 50x60-in. 75% reprocessed wool, 25% rayon. Ideal for gifts!