

APRIL 9, 1953

SEARS
ROEBUCK AND CO.


Spring Savings Festival

SHOP AT SEARS AND SAVE

YOU SPEND LESS MONEY -- LIVE BETTER WITH A

 Purchases Totalling
\$20 Or More Can Be Made On
SEARS EASY PAYMENT PLAN

ABOUT SEARS EASY PAYMENT PLAN



Super Sock Sale

 4 for 58c
Brightest white socks... extra large size... 100% cotton... 7-11.


Cotton Plisse Shirts

Cool... Need No Ironing!

Reg. 1.98 1.77

Brightly colored shirts... Ready to wear right off the wash line. Sanitized, 100% cotton, 1 1/2% shrinkage. 4 Colors, S, M, L.



Super Sock Sale

4 for 99c

Brightest white socks... extra large size... 100% cotton... 7-11.



Boys' Knit Shirts

Bright Mazer Striped Cotton

Reg. 98c 78c

Boyville and Boyville Jr. combed cotton knit shirts with ribbed crew necks, reinforced cover seam neck finish. Buy now!



Men's Summer Shirts

Tropical Spun Acetate-Rayon

Reg. 4.90 3.77

50% acetate, 50% rayon fabric gives you a cool, comfortable convertible shirt, matching bottoms. 12 new solid colors.



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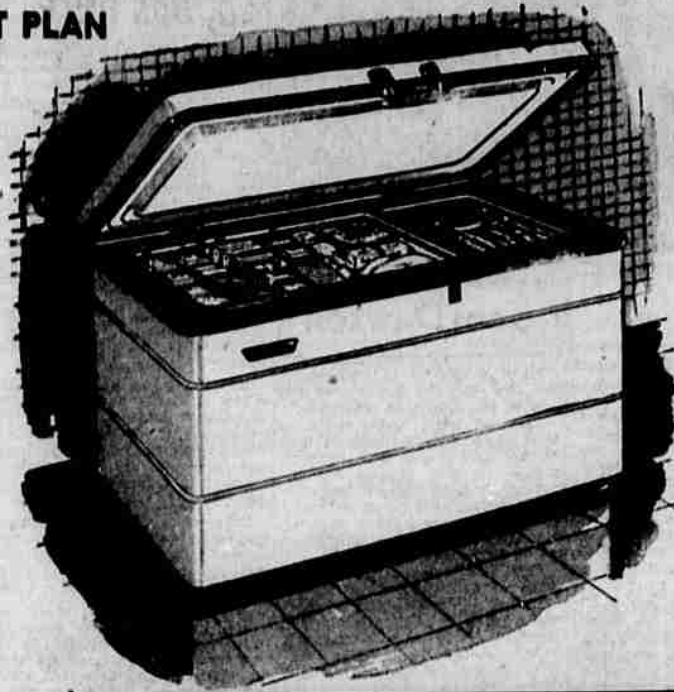
3 DAYS ONLY

Charmode

Laced Corsets

3.49

Nude brocaded rayon cotton batiste, inner shield for abdominal support. Waist sizes: 26-34, 36, 38, 40.



COLDSPOT HOME FREEZER

with Super-Wall Construction

Regularly 469.95

439⁸⁸

10.00 Down, 20.50 Month on Sears Terms

- Giant 19.4 Cubic Foot Size
- Freezes and Stores 679-lbs.
- Two giant storage sections

Get new Coldspot—at a special low price! Our usual price would be \$30 more for this quality. See Coldspot today—Save at Sears low, low price.

JOIN THE SAVINGS FESTIVITIES, SHOP EVERY DAY OF THIS SALE

Low Price Sale Feature! Glamorous new frieze



broadloom carpet

Reg. 8.95

7⁴⁹

Square Yd.

Handsome background for modern or traditional rooms. Rich rippling texture is closely woven wool and carpet rayon blend. Choose in decorator shades of gray, beige or green. Save money on wall-to-wall carpeting, room-size rugs.

9 and 12-ft. widths



Special Purchase

New Beauty, Low Cost! Harmony House Enamel Surface

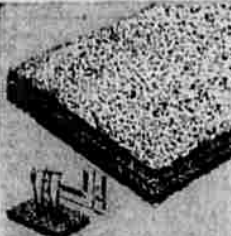
Wallcovering

45^c

per ft.

- Now specially color-printed
- In popular, off-white shades

Dress your home in up-to-date beauty at low cost! The lustrous enamel surface resists spots and stains, wipes clean with a damp cloth. Special felt back pastes direct to wall. Built-in cap strip and feature strip.

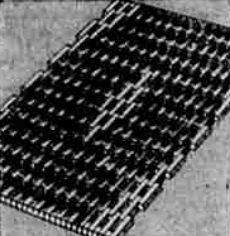


Tough Cocoa Mats

Good Quality at Low Price

12x24 inches 1.19

A special buy for this sale only! Firmly woven and long-lasting. Brush-like action. Just shake it to clean.



Rubber Link Mats

Weather Resistant, Durable

14x21-in. Size 1.39

Made of links cut from heavy rubber and fabric covers of tire. Strong steel frames 1/2-in. thick. Shake to clean.

Get one for every room in the house!

COTTON LOOP PILE RUGS

Regularly 1.89

21x34 inch size

99^c

Spot color throughout your house! Fluffy, high pile cotton loops on a heavy, skid-resistant duck back. In dark green, gray, chartreuse, rose, ivory-white and burgundy. Use them everywhere!

REDUCED PRICES: SPECIAL PURCHASES! SHARE THE SAVINGS!



2-Piece Fly Rods

7⁹⁸

Reg. 9.95 Made of Popular Tubular Glass

Strike out for the big ones with this handsome rod in your hand! Nickel-plated, rolled welt ferrule and green plastic reel seat. Shaped, solid cork grip; 2-color nylon windings. In cloth bag.



Allstate Plugs

With New Fyrex Insulator

Reg. 49c 39c

Save gas, get smoother performance at low cost with Allstate spark plugs. Full power from every drop of gas!

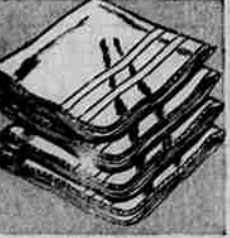


Corona Batteries

Sizes For Most Automobiles

Reg. 8.95 5.95

Trade in your old power-weak battery today! Take advantage of this low price. 39 heavy duty plates. Guaranteed.



Receiving Blankets

Sale Priced For This Sale Only

26x34-in. ... 4 for 1.89

Beautiful cotton flannel blankets in delicate pastel colors. Stitched ends. 4 in a cellophane box. Buy now and save!



Cotton Panty Sale

Special This Event Only!

1-4 4 for 99c

Easy-to-wash panties that save money! Double fabric waist, elastic waist, rib cuff at leg opening.



Print Place Mats

Made of Heavy Gauge Plastic

Reg. 39c 29c

Fresh, new patterns in two-to-five colors ... 12x18-inch size. Gracefully scalloped edges. Guaranteed not to curl!



Vinyl Plastic Film

Practical for Upholstering

Reg. 1.69 98c

Specially purchased for this sale! Vinyl covering, easy to clean 11-gauge plastic in 8 decorator's colors. Buy now!



Fine Cotton Sacking

For Towels, Polishing Cloths

Jumbo 29c

Bleached and mangled, select first quality cotton. Highly absorbent, fast-drying. Perfect kitchen towels, dust cloths.



16-Garment Bags

Special! Full Length Zippers!

Reg. 2.98 1.88

Richly quilted plastic bags of special purchase price! Easy-to-clean plastic in 8 decorator's colors. Buy now!



Plastic Curtain Set

SAVE 3.19 Reg. \$5.18

1⁹⁹

Now at a lower-than-ever price the stunning "Swan" patterned window and shower curtain set. Six Harmony House Colors in stain-resistant "no-seam construction" plastic that won't peel or crack.

TYPICAL SALE VALUES



CRAFTSMAN

Easier To Handle, To Carry, To Keep Clean! Craftsman

Plastic Hose

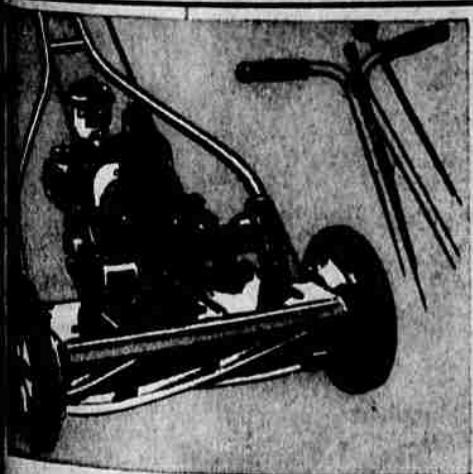
3 Days Only!

Replaceable brass couplings

50 feet weigh only 6 pounds

6⁸⁸

Gleaming transparent green plastic hose! So tough it withstands up to eight times average city water pressure. Resists sun, abrasion, oil, acids, age. Satisfaction Guaranteed or Your Money Back! Buy today at Sears!



For Power Mowing at Its Best ... 18-in. Blair

Gas Power Mower

114.95 Value!

Semi-pneumatic tires

Speed control throttle

97⁸⁸

Does a quick efficient job! Powered by famous-make 14.4-hp. 4-cycle engine. 5-blade reel with 4 supporting brackets. Chain and V belt drive with easy positive adjustments. See how smooth... how easy it operates!

"Satisfaction guaranteed or your money back"

SEARS

133 So. 8th Phone 5188

Store Hours: 9:30 a.m. to 5:30 p.m.