

**Free 100 THEATRE TICKETS..**  
 To The First 100 SEARS DAYS Customers! Thursday!  
 Tickets good anytime at the Pelican Theatre! Ask any Salesperson!

**SEARS ANNUAL EMPLOYEES SALE STARTS TOMORROW!**

**SEARS**  
 ROEBUCK AND CO.

**SEARS DAYS**

**A SALE AS GREAT AS ITS NAME!**

**FEATURING THE GOOD OLD DAYS! WITH OLDTIME PRICES!**



**REDUCED PRICES! SPECIAL PURCHASES! COME IN AND SHARE THE SAVINGS!**

**Regularly Priced Low at 489<sup>95</sup> ...**  
**Now Reduced 90<sup>00</sup> For This Sale!**



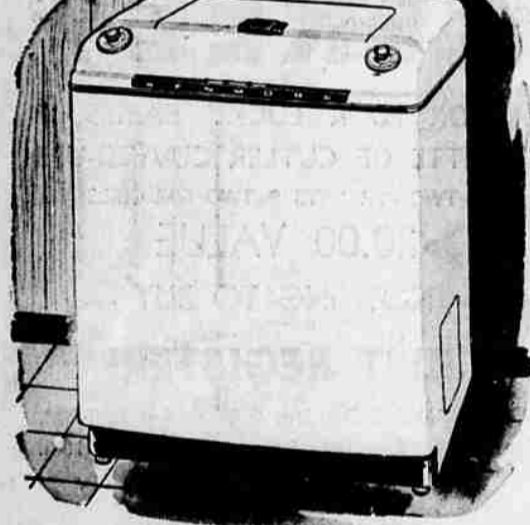
**Giant 19.4 Cubic Foot**  
**COLDSPOT FREEZERS**  
**399<sup>95</sup>**

10.00 Down, 18.50 Month on Sears  
 Easy Payment Plan  
 (Usual carrying charge)

Yes, now you save 90.00 on this 679-pound food capacity Coldspot! Made to order for large families, farm homes and others who want to save time, labor and money by quantity-buying and home freezing. Eleven food storage sections mean added convenience in storing and selecting food. Porcelain-enameled interior, automatic interior light, lock.

- Check These Features:**
- Famous Super-Wall Construction
  - Smart, Color-Tone Interior
  - Sealed Refrigerating Unit
  - Automatic Cold-Control
  - Temperature Dial

**Record Low Price on Our Record-Breaking**  
**Kenmore Automatic**  
**WASHERS**



**214<sup>88</sup>**

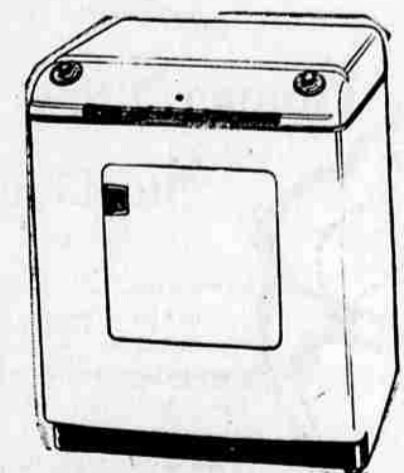
10.00 DOWN  
 9.50 Month on Sears Easy Payment Plan  
 (Usual carrying charge)

- Fully Automatic Load, Set, Forget It!
- 3-speed Fingertip Water Temp. Selector!
- Massive Visi-Dial Controls All Action!
- Power Agitator and 7-Rinse Action!
- 9-lb. Tub Holds Biggest Family Washes!

**SPECIAL PURCHASE! 35.00 MORE REGULARLY!**  
**KENMORE DRYERS**  
**168<sup>88</sup>**

Get "automatic sunshine" at our lowest price ever! Get clothes fluffy dry and wrinkle-free in minutes! One dial setting does all the work! 9-lb. capacity lets you dry big family washes quickly!

5.00 DOWN  
 8.00 Month on Sears Easy Payment Plan  
 (Usual carrying charge)



**FREE 10 POUNDS COFFEE**  
 With Purchase of Any Kenmore Electric Range during Sears Days

**36 in. ELECTRIC RANGE**  
**189<sup>95</sup>**

PLUS 10-LBS. OF COFFEE

Only 5.00 Down, 9.00 Month On Sears Easy Terms

- Has Fully Automatic Roboter
- Has 7-Speed Pushbutton Cooking
- Top-or-Wall Unit for French Frying
- Giant 17-in. Oven is Porcelainized
- Big, Smokeless, Hand-Hi Broiler
- Range-Hi Compartment and Drawer

**Satisfaction guaranteed or your money back SEARS** Store Hours: 9:00 a.m. to 5:30 p.m. 133 So. 8th Phone 5188

**SEARS EMPLOYEES TAKE OVER STORE FOR NINE BIG DAYS!**

The annual employes sale known as "Sears Days" will begin this Thursday, April 29th. Every year at this time Mr. Bob Egge, Mgr. and Mr. C. Blair, Ass't Mgr. sit back and let the employes conduct the biggest sale held at Sears. The merchandise, prices, entertainment and give-aways are all decided on by the Division Mgrs., and a committee picked by the employes. This year's committee is headed by Ford Kimpton and Frank Jakubowski. According to the chairman, this year's sale will be the greatest ever for quality and savings.

**HURRY! PRICES REDUCED DURING SEARS DAYS!**

**OUR BEST Glass-Lined WATER HEATER**  
 Reduced 27.07  
 Were 124.95

**HOMART HEATER**  
 10 Year Guarantee  
**97<sup>88</sup>**

Only 5.00 Down

Our lowest price ever on our best glass-lined upright water heater! A full 10 year guarantee in the popular 30 gallon size.

**NOW—AT A SPECIAL SEARS DAYS LOW PRICE!**

**SAVE UP TO 1/2!**

**GIRLS FLATS**  
 values to 3.98  
**1.99**

Ideal for Summer Wear

**MEN! Here's Sears Days**

**Savings For You!**  
 Reg. 7.45 Wearmaster  
**Work Shoes**  
**5<sup>88</sup>**

Lightweight, Shock Absorbing Vul-Cork Sole!  
 No rub, no rip, seamless back. Pliant elk tanned uppers. Long wearing Vul-Cork soles.

**An All Steel Grill For Less Than 10.00! Sale Priced**

**Folding Grills**  
 Reg. 9.98  
**7<sup>88</sup>**

• Copper finished steel grid  
 • 32x15x30-inches high

Specialty priced at the beginning of the season for bring you a summer of outdoor cooking fun. Tote it about in the trunk of your car, or use it on porch or patio. Has large amount of service space. Aluminum color, red trim.

**Seroco House Paint**  
 For All Exterior Surfaces  
 Reg. 4.29  
**3.44**

White, Galfon...  
 \*Apply, rub, rub! Use in far houses, farm-buildings, fences, out buildings. Easy to apply, it looks good and wears well!

**AS LITTLE AS \$10 DOWN**

... terms include one year's service, antenna and installation.

Regularly Sold at 249.95

**Silvertone TELEVISION**

SOB ONLY BY MAIL, ROEBUCK AND CO.

**DRESS ARGYLES**  
 Sturdy 2-Ply Combed Cotton  
 Reg. 79c  
**54c**

Argyles that you can't tell apart from hand knit! Washfast colors stay new looking. Elastic top. Men's sizes 34-42.

**Nylon Sport Shirts**  
 Reg. 2.98  
**1.99**

No ironing. Neat washfast solid colors... Men's popular sizes.

**Men's Hercules Blue Work Shirts**  
 Reg. 1.49  
**1.17**

Good quality Sanforized chambray with double stitched main seams. \*Max. shrinkage 1%. Sizes 14-17.

**12-Month Factory-Fresh BATTERIES**  
 Reg. 9.95  
**5<sup>88</sup>**

For Most Cars Exch.

And Your Old Battery

Hot weather tortures old batteries! Replace yours now before it fails! Save as much as 50% on actual price! Buy at Sears!

**ALL BATTERIES REDUCED!**

**new 1954 Silvertone 21 inch TV**  
**219<sup>88</sup>**

10.00 Down, 14.00 Month on Sears Easy Payment Plan  
 (Usual carrying charge)

- SRO chassis, extra power in fringe areas
- Kinetree picture, eye-pleasing contrast
- Silverphonic sound, rich deep tone

**WHAT WE SELL WE SERVICE TOO!**  
 PHONE 3186  
 SEARS REPAIR SERVICES

**NYLON BRIEFS**  
 You'd Expect to Pay 98c  
 Now Only..... **53c**

Here is an exceptional brief! Resistant nylon brief brief, full cut, with double fabric stretch. You'll want several!

**White Styled Bras**  
 In Cotton or Acetate Satin  
 Reg. 1.00  
**59c**

Center panel for distinct separation—bustle lines inset for elegance. A cup, 32-36, cup, 32-38; C cup, 34-40.

**Boyville Striped Knit Cotton Shirts**  
 Reg. 98c  
**78c**

Good looking shirts with "fat fit" crew neck, topped shoulders. Assorted stripes, sizes 4-16.

**Pilgrim Underwear**  
 Regular 69c  
**Any 3 for 1<sup>00</sup>**

Save! Pilgrim Double Stitched Cotton Broadcloth Shorts. Save! Combed Cotton Rib Knit Athletic Style Shirts. Save! Quality Knit Cotton Vee Line Shirts and Briefs. Save! Knitted Absorbent Cotton Tee Style Undershirts.

**Smart Panels and Pairs**  
 Beautiful Tailored Nylon  
 Reg. 1.98  
**1.67**

New sun-resistant nylon, exquisitely sheer—yet made to give you years of wear. Deep 3-inch bottom hem, double-stitched side hems. Rich ivory-white, 42 x 81 inch sizes. Work window magic with nylon!

**Modern Chenille Spread**  
 Reg. 5.98  
**3<sup>97</sup>**

Rich Thick Cordovale Design

Belwick tufting—rounded corners. Pre-shrunk—needs no ironing. New Pink Ice, Azure Blue, Lilac, Daffodil, and Spring Green Pastels in addition to regular Harmony House colors. Full-Twin.

**SALE**

**88c**

cotton and rayon summer blouses

- linen-textured rayons
- smooth cotton broadcloths
- bare-arms and short sleeves
- pink, blue, maize, white
- sizes 32 to 38

**SEARS EASY PAYMENT PLAN**

Purchases Totalling \$20 Or More May Be Made On

Ask any salesman about this convenient way to use your credit. Inquire about Sears Credit Purchase Coupon Books.

**NOW IT CAN BE TOLD!**  
 From Out Of The Past Comes "Slim" - Your Host

during Sears Days. Bringing back the good old days featuring OLD TIME PRICES.

Shop Sears during rollicking "shooting-up" festivities for the next nine days. Prizes and gifts for everyone! Two Friday nite openings with red hot entertainment and fun for all!

YOU CAN WIN A BEAUTIFUL SILVERTONE TV SET DURING SEARS DAYS!

**BIGGEST PRICE CUTS IN YEARS! THIS SALE ONLY!**

**INNERSPRING MATTRESS and BOX SPRING**

Price To Fit Every Budget!

BUDGET COMBINATION Reg. 59.45	<b>45<sup>88</sup></b>
MULTIPLE COIL UNIT	
SPECIAL COMBINATION Reg. 74.95	<b>55<sup>88</sup></b>
BODY BALANCE UNIT	
252-COIL COMBINATION Reg. 79.95	<b>65<sup>88</sup></b>
DELUXE TICKING	
DELUXE COMBINATION Reg. 94.95	<b>75<sup>88</sup></b>
624-COIL ENSEMBLE	
FIRM COMBINATION Reg. 109.95	<b>85<sup>88</sup></b>
810-COIL ENSEMBLE	
FOAM LATEX COMBINATION Reg. 109.95	<b>95<sup>88</sup></b>
Full size	

**SPECIAL PURCHASE INNERSPRING MATTRESS OR BOX SPRING 1988**

**Luxury Crib Mattresses**  
 Reg. 14.95  
**9<sup>88</sup>**

**Honeysuckle Cribs**  
 Reg. 22.95  
**15<sup>88</sup>**

84 tempered steel coils are designed to cradle baby in comfort. Give him proper support. Softly padded with layer-felted cotton and coil insulating sisal. Covered in vinyl plastic. 52x28 inches.

Now at low cost, a real buy in comfort and protection for your baby. Trim partial panel ends are decorated with decals. Toe-touch drop side operates easily with baby in arms. Includes bed spring. Full Panel Crib.....18.88

**New colorful, low-priced Harmony House 9 x 12 Axminster rugs**

**58<sup>88</sup>**

Choice of three smart patterns  
 Use in almost any room

Do something about those worn-out rugs, or plain, bare floors with these beautiful rugs. Just arrived... you'll love the smart pattern selection and the wonderful low, low price, too! Choose yours in gray floral, beige with gray or beige floral. They can be purchased on Sears Easy Payment Plan—Inquire, today!

Attractive Budget-appealing Rugs for your home  
**Axminster Rugs**

- Large 9x12-ft. size
- Wonderfully low-priced
- Add beauty and charm to any room in your home! Long-wearing surface pile is blended of imported wool and carpet rayon yarns.

9 x 12 pad.....10.98