

SEARS HOLDS ANNUAL BIRTHDAY CELEBRATION

With their company entering its 69th year of business, employees of the Sears, Roebuck and Co. store at 133 So. 8th will observe the birthday with an Anniversary Sale from Thursday, September 15th, through Saturday, September 24th.

"Our store here is joining its more than 700 sister stores in the nationwide Sears family in staging this nine-day event," Mr. Egge, Sears local manager, explained.

Preparations for the annual birthday promotion have involved months of preliminary work including the purchasing of millions of dollars worth of special merchandise, it was pointed out.

With arrangements for the Anniversary Sale nearing completion, local employees are getting ready for the intense competition among thousands of their fellow Sears workers from coast to coast for achievement awards during the event.

The major prizes this year include eight national awards.

Among the veteran Sears employees who are handling important assignments in the forthcoming Anniversary Sale are: Bob Egge, Manager; Thell Ree, Asst. Manager; Rod Nelson, Merchandise Manager; Laura Langell, Unit Control Manager; Fred Knapton, Furniture Dept.; Lillian Vreman, Ladies Ready-to-Wear; Bernice Cooley, Lingerie Dept.; Vera Lundberg, Girls Wear Dept.; Al Hakenworth, Men's Dept.; Frank Scott, Receiving & Shipping Manager; and Cecil Finney, Appliances.

STARTS TOMORROW!... STORE OPENS 9 A.M. ... SPEND A FULL DAY SAVING!

SEARS 69th ANNIVERSARY SALE

ROEBUCK AND CO.



TOOL GROUP

Values to 1.00

Some Tools Not Available In Illustration

Choose from a value packed assortment of tools for home and shop. Sears made one big purchase and now passes along these savings to you. Buy now during our big 69th Anniversary Sale!

Your Choice

69^c

Save 31c!



Can't Go Shopping? Try The Easy Catalog Way! Phone 5188

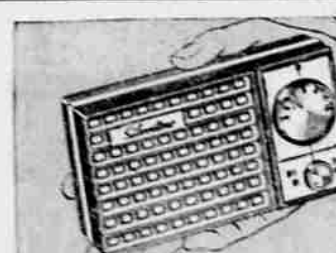
Ask for "Telephone Order Service." Our trained catalog expert will order exactly what you want at lowest prices. CATALOG SALES DEPT.



5 Quart Can Motor Oil

SPECIAL 98^c

Our regular motor oil at a real "Anniversary" price. Stock up now in this handy Siquart carrying can at Sears.



FREE!

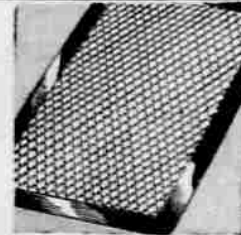
Matching Genuine Cowhide Carrying Case With your Purchase

"Mitey Midget"

Radio Fits In Palm of Your Hand

19⁸⁸

Silver-tone... you can take it anywhere. Clear numbered dial tunes full AM range. Tough, unbreakable, plastic case has satin brass trim. Lightweight, weighs only 1 1/2 pounds with battery!



Rubber Car Rugs Catch, Hold Dirt, Water

Reg. 59^c 33^c

Raised design helps keep your feet dry. Extra large, 16x23-in. Also available in bright colors at Sears.

SEARS EASY PAYMENT PLAN

* For all purchases totaling \$20 or more. Stop in at your nearest Sears Credit Sales Department for full information. You'll discover the easy way to buy the things you need—when you need them most!



Plain Colors! Regular 1.00 Washable Corduroy

Here's a record of a sell-out at Sears. Wonderfully washable pinwale corduroy at top savings to you. Broad assortment of colors. Full bolts, 36 inches wide.

76^c Yard

Save 24c yd.



Tiers On Sale Nylon Maroonette Beaufort

Reg. 1.98 100

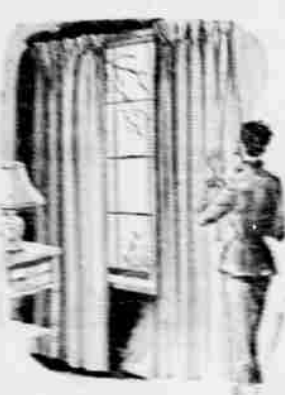
Harmony House curtains with pre-shirred top, 5-in. bottom. Puffies. Soft ivory white. 22x36-inch, each side.



Woven Spreads

Reg. 3.98 299

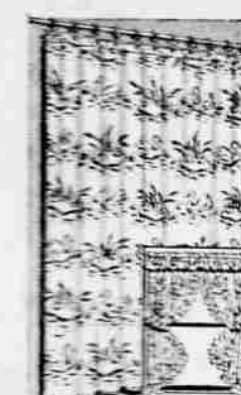
Here's a real bargain for that "left in college" student. Our lowest price even on a cotton woven spread. Buy now.



Rayon Barkcloth, DUKE Draperies

2⁹⁹ PAIR

Our new "Duke" pattern with full draping qualities at this unbelievable low price. Redecorate now before the coming holiday season during our 69th Anniversary Sale.



Plastic Shower Set (Windows and Showers)

5.98 199

Complete set, sale priced. Attractive "Swan" print on embossed pique plastic. Frillless style window curtains have ruffled tie backs. Reinforced heading. Rustproof grommets. 72x72" shower and 27x45" window curtains. Boxed.



Nylon Hosiery First Quality Royal Purple

Reg. 98^c 69^c

Wonderful 60-gauge, 15 denier with fine heeling seams. Smooth fit. Limit 2 pair.



2-Pc. Sleepers Famous Honesuckle Cotton

Reg. 1.59 127

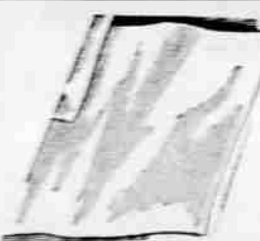
Children love them for their warmness—mothers love them for easy washability. All sizes, many colors.



Nylon Briefs Terrific Bargain Price!

Reg. 79^c 47^c

Lovely nylon lace styles. Our finest. Assorted colors and sizes. Limit 3 pair.



Flour Bag Squares Soft—Ideal Towels

SPECIAL 4/100

Soft cotton squares ideal for dish-towels. Large size, white. Buy NOW and save!



Sweatshirt Mediumweight flat knit cotton

Reg. 1.29 100

Snug rib knit cuffs and waist. Ideal for work, play, or sports. Small, medium, large.



Wastebaskets Big Bargain Buy!

Reg. 39^c 22^c

Biggest bargain buy of the year! Large size, metal baskets—ideal for every room. Buy several.



Special Purchase! Regular at 15.95! Steam or Dry Iron

9⁹⁷ While They Last!

Save 5.98!

Best quality — no second! Fully guaranteed, completely automatic! Ends, gas-demanding or size in a pressurized snap setting the old-fashioned way — reliable! Sears makes a special purchase of these complete make iron sets and gives you the savings to you!



Table Tennis Set Fun for Family or Friends

Reg. 4.95 288

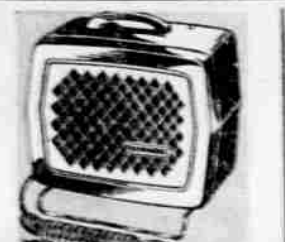
4 Paddle Set. Exciting...! Full Complete with rubber faced paddles, metal clamp-brackets and 3 1/2-in. net. 2 balls. Instructions.



Costume Jewelry Fall's Newest Styles

Reg. to 2.00 77^c

Accent your Fall wardrobe with the latest fashions in jewelry. Magnificent collection for your choice.



Fan Type Heater Portable and Powerful

Reg. 8.95 688

Compact as a small radio. All parts enclosed. Smartly styled in beige and brown. 1000 watts. UL listed.



Floor Wax Heavy-Duty Mop-on-Honor

Reg. 90^c Qt. 69^c

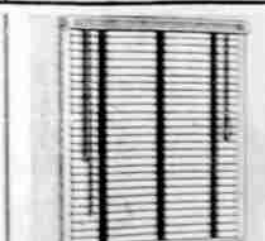
The best self-polishing floor wax we know of at this low price! Contains number 1 Cornubel!



Rock Wool Pellets Easy Pouring for Easy Installation

Reg. 1.89 144

Keep your home warm this winter and cut down on fuel bills by insulating NOW with this specially priced insulation from Sears!



Venetian Blinds Stock Sizes

Reg. 3.19 288

Choose from a wide selection of Venetian Blinds with washable plastic tapes. 22x64.



Stepladders 4 Foot

Reg. 4.98 399

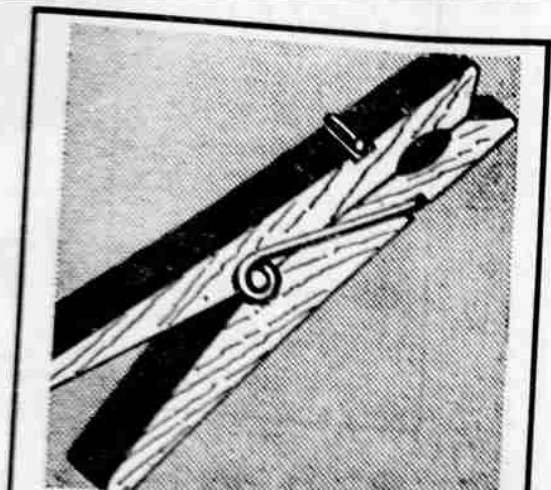
Reinforced, strong, fully extended wood in a ladder type's the most convenient size to handle for your home.



Flat Wall Glossless Flat Wall Finish

Reg. 4.98 Gal. 388

Choose your own colors. One coat covers, scrubable, odorless.



Steel clamp, smooth hardwood, special NOW Spring Clamp Pins

Regular 15^c doz.3^c dozen

Save 12c Doz.

A terrific saving on a laundry accessory you always need! Large 3 1/4-inch size, 7 coil spring. Buy your full time at 3 dozen today at Sears... an extra special saving as a feature of our Giant 69th Anniversary Sale!

"Satisfaction guaranteed or your money back" SEARS

STORE HOURS: 9 to 5:30

OPEN FRIDAY NITE 'TIL 9

133 So. 8th - Phone 5188