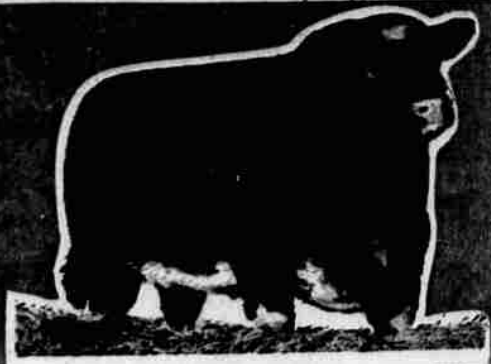


SEARS

ROEBUCK AND CO.

FREE! FRIDAY & SATURDAY!

YOUR SEARS PURCHASE ★
ENTITLES YOU
TO A.....



FREE 6-LB. PRIME RIB ROAST

OFFER GOOD FRIDAY EVENING AND SATURDAY ONLY!

SAVE DOLLARS, TOO!

SPECIAL DOLLAR-SAVING SALE
PRICES IN EVERY DEPARTMENT AT SEARS!

This Special Friday evening and Saturday Offer Is Another Sears Way of Sharing With This Community The Appreciation Of Your Fine Patronage. Come In Friday evening and Saturday! Get Enough Prime Rib Beef This Weekend To Feed Your Family! *Any Merchandise Purchase \$75 Or More, Accumulated In Any or All Departments Throughout The Entire Store!

MAKE PURCHASES ANY OF THE 5 WAYS to get Your FREE ROAST

1. Open your Sears Easy Payment Account for \$75 or More, on Friday Evening or Saturday!
2. Re-open your old Easy Payment Account for \$75 or More, on Friday Evening or Saturday!
3. Add on to your present account for \$75 or more, on Friday Evening or Saturday!
4. Make cash purchases totaling \$75 or more, on Friday Evening or Saturday!
5. Open or add on to your Sears Revolving Charge for \$75 or more, on Friday Evening or Saturday!

(Limits increased on application)

SHOP EVERY Department for your Fall and Back-to-School Needs! Amazing Savings in Every Department. Come in Friday Evening and Saturday for Your Free 6-lb. Prime Rib Roast.

* Any Merchandise Purchase, \$75 or More, Accumulated In Any or All Departments Throughout the Entire Store!

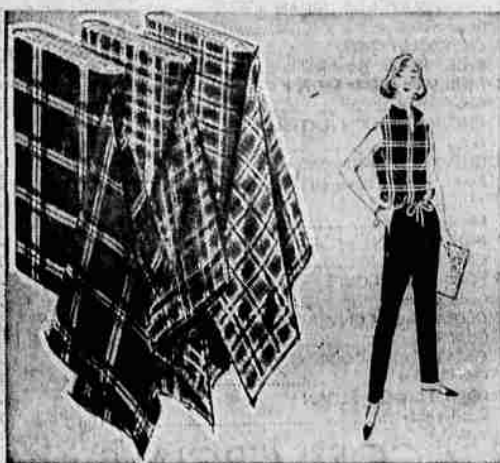
Friday Evening
and Saturday Only
July 31st - August 1st

Prime Rib Roast

From

The Market Basket

9th & Pine or So. 6th & Shasta Way

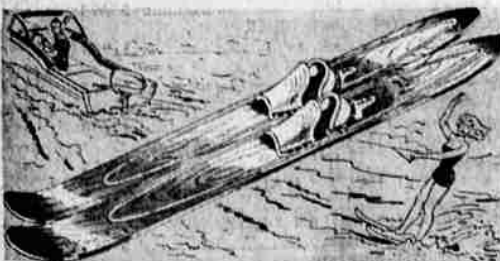


Fairloom Fabrics
Ginghams, Novelty Cottons

- Fine famous-mill quality
- All are wrinkle resistant
- Charge It

2 yds. \$1

Come see these lovely combed woven ginghams in wonderful new plaids and colors and a variety of woven-yarn novelty textures. All are wrinkle resistant and treated to shrink less than 2%. Shop at Sears now!



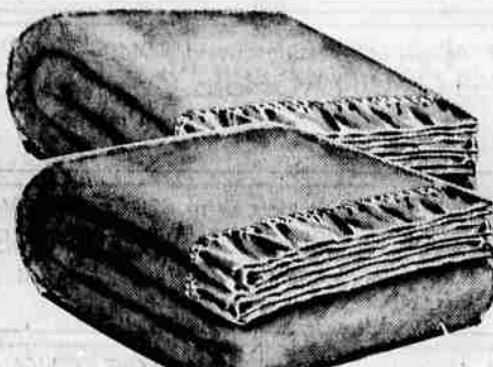
Deluxe Quality "Banana" Ski

- Reg. 24.98
- Charge It

19⁹⁹

Continental tapered "Banana" shape of sturdy solid northern ash. Laminated spline in toe and heel for greater strength. Adjustable foot bindings. Aluminum rudders. 5 ft. 11 in. x 7 in. Natural.

50c holds your selection until October 1st
blanket layaway sale

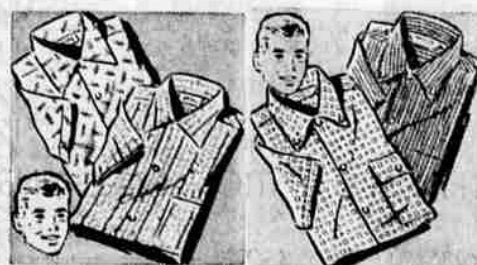


Part Nylon Blankets
at Sears Low Price

- Regular 4.98
- Save 1.10
- Charge It

3⁸⁸

10% nylon for strength and 90% rayon for lustrous colors. 6-in. acetate binding. Spice beige, Frosty pink, Cherry red, Sunshine yellow, Horizon blue and Mint green. 72x90-in. size.

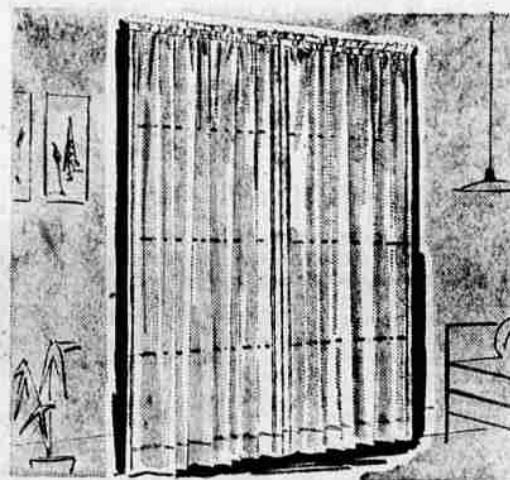


Boys' No-Iron Shirts

- At Sears
- Charge It

1¹⁹

Big selection of all kinds of bright patterns in embossed cool cottons. 2-way collar. Strongly sewn seams. Little or no ironing needed. 6-16.

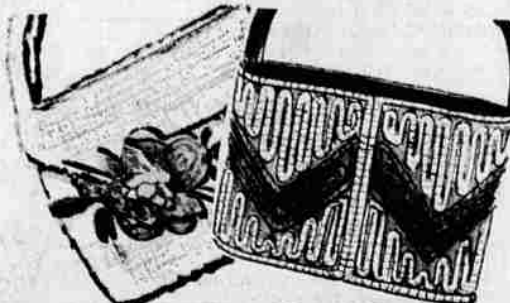


Harmony House Pastel Dacron*
Panels In Assorted Colors

- Usually 1.69
- 41x81 or 90 in.

\$1³⁷ ea.

Never before, have we offered pastel Dacron curtains at such fabulous savings. And what enchanting colors... Sunshine yellow, Frosty pink, light green or white. Iron only if you're extra fussy. *DuPont.



All Summer Hand Bags

Reduced 1/3 Plus tax

White plastic, leathers, straws. Many styles to choose from. Save now!



Tot's Playclothes in "Cordana"

Charge It

1¹⁹

Creepalongs, overalls and longies in new corduroy-like easy-care cotton. Assorted colors. Sizes 2-6.



Summer Shoe Clearance

Save Now 1/3 off

Womens sandals. Mens, womens, boys, childrens canvas oxfords. Womens white flats. Little girls white dress shoes. Not all sizes. Shop early.

"Satisfaction guaranteed or your money back"

SEARS

ROEBUCK AND CO.

133 So. Eighth
Phone TU 2-4481

STORE HOURS:

Monday thru Thursday 9:30 a.m. to 5:30 p.m.
Friday 9:30 a.m. to 9:00 p.m.
Saturday 9:30 a.m. to 5:30 p.m.