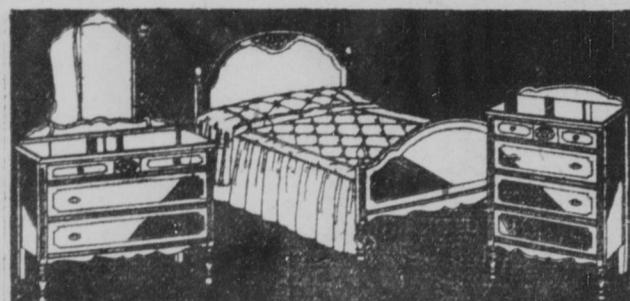


SEARS ECONOMY FESTIVAL

Nine Glorious Days of NATION-WIDE SAVINGS

Open Till 9 P. M. Thursday—Free Bus Service—Again Our Famous 35¢ Chicken Dinner

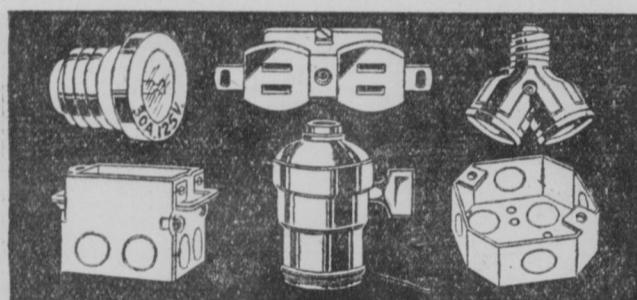


BED SUITES

Made in the \$79.50 Manner
But Marked Low for the Festival
Three Pieces \$59.50 Vanity to Match,
Cash Price \$59.50 \$30.00

Mirrored in Venetian Style, with unusual line routings in the elegant two-tone walnut veneers, and generously overlaid with maples, these suites are the finest Sears ever has offered so economically (we bought trainloads, at tremendous concessions). You may arrange easy terms.

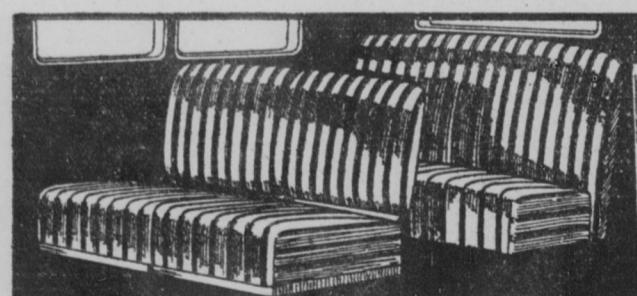
Also on Easy Payments—No Charge for Delivery



During The Economy Festival
Sears Prices Dozens of
Electric Needs

Surprising
What Nine
Cents Will Buy
9c For Your
Choice

1/4-Inch Galvanized Pipe Straps 25 for 9c
Black Deep Switch Boxes. In This Sale 9c
Black 4-Inch Box Cover Receptacle at 9c
BX Cable Connectors. In This Sale 4 for 9c
Fuse Plugs, 10, 15, 20, 25 and 30 Amp., 3 for 9c
Porcelain Split Nail Knobs, Sale 6 for 9c
Rubber Tape, 1/4-Lb. Rolls, This Sale 9c
Brass Key Sockets With or Without
Pend. Caps 9c
Push Thru Sockets or Flush Receptables 9c
Bakelite Handle Plug Caps. This Sale, 2 for 9c
2-Way Plugs, Y Type. A Special Feature at 9c
Black 4-In. Octagon Outlet Boxes, Sale, 2 for 9c
Black 4-In. Cord, Blank or Spider Box
Cover 3 for 9c
Brass Single Gang Toggle Sw. Plates at 2 for 9c
Green & Yellow Twisted Lamp Cord, 10 Ft., 9c
Parallel Silk Covered Wire 10 Ft., 9c
And Many Others



Slip Covers

Another Typical Sears Value
During This Sale
An Amazingly
Low Price 98c

"Universal" slip covers are used wherever motor cars are driven. For coupes only.

For Coaches and Sedans, \$1.95
Will fit all cars, including 1931 models.

Pure Pennsylvania Oil

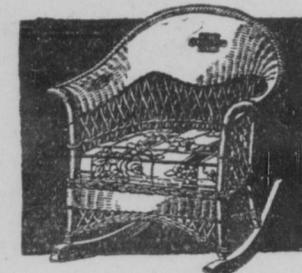
SAE 30—Medium 50c
SAE 40—Heavy 50c
SAE 50—Ex. Heavy 50c

Bring your own container. We reserve the right to limit quantities.

Wireless Cigar Lighters for
Autos. Clamp-on Style. At 25c
Dupont's \$1 Polish Combination,
Cream, Polish and 5 Yds. Cloth 89c

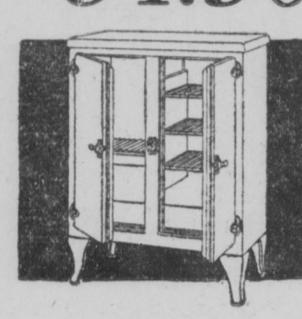
It's Hand Woven

\$5.95



We have seen its equal at \$8.95—
never for less until now! In
two-tone lacquer finish, matching
the patterned cretonne
upholstery. Choice of 3 colors.

Worth
\$26.95

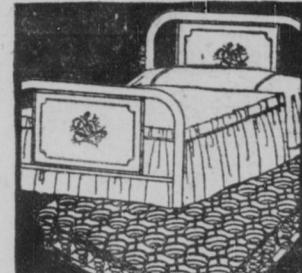


50-Lb. Ice Capacity
Also on Easy Terms
An all-steel refrigerator with
"sealed-in" insulation, air-tight
doors, and brilliant enamel
finish.

No Charge for Delivery

Bed or Spring

Your Choice
\$6.95
Cash



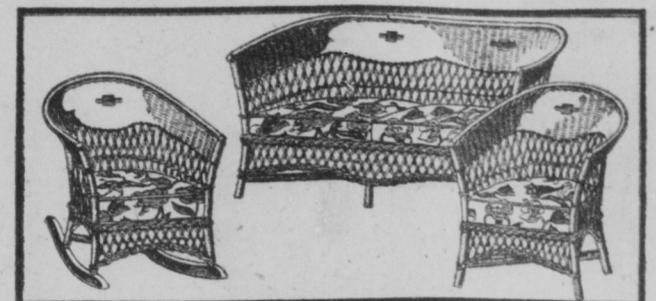
\$10.95 grade. Single or double
bed size. The bed is all metal
finished in brown enamel. The
double deck spring has 99 spiral
coils.

50-Lb. Mattress
\$6.95
Cash



Right now other stores ask
\$10.95 for such a "comfy"
one, with firm roll edges, deep
tufting, art ticking covers.
Standard sizes.

Also on Easy Payments—No Charge for Delivery



Of Hand Woven Fiber
With 60-Inch Davenport

3-Piece Suite
Full Size \$29.75
Usually \$39.75

Also on Easy Terms

Nothing short of an Economy Festival could bring this suite of
your dreams at such a price. Distinctive hand-woven fiber design
in bright, attractive two-tone lacquer finishes with comfortable
removable seats upholstered in newest cretonne cover to match the
finish. Choice of colors. Convenient terms may be arranged, if
desired.

No Charge for Delivery—Sold on Easy Payments



Food Choppers
With
Four
Blades
\$1.00

Regular \$1.25 Value
Family size, clamp to table.

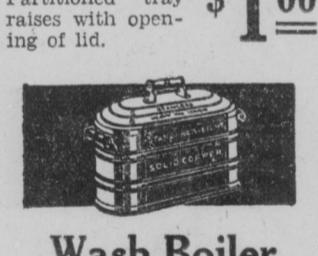


Flashlight
Complete
with
Battery
\$1.00

Metal case, 3 1/2 inch head,
focusing style, 600 feet.



Tackle Box
Cantilever type.
Partitioned tray
raises with opening
of lid. \$1.00



Wash Boiler
Instead
of \$3.50
\$2.98

Heavy copper, 14 1/2 gallon size.
Complete with cover.



Handy Ann Can
Step-On
Style. 47c

This handy kitchen can has
galvanized removable insert
with bail.



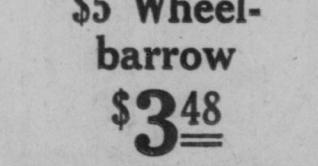
Kitchen Scale
25 Pounds
Capacity \$1.00

Accurate weighing. Glass cov-
ered dial, enamel finish, \$1.19
value.



Aluminum
Levels
Worth
\$2.29

24-Inch size. 6 Glass with
heavy disc protectors.



5 Wheel-
barrow
\$3.48

Steel body on wood frame.
Strongly built.



Every Piece a \$1 Value—
Pale Green With Dark Green Trim

Enamel Ware

Economy
Festival
Price
69c
For
Your
Choice

Here's a wonderful opportunity to replenish your
culinary department at a very small cost. The as-
sortment includes—

Percolators, Convex Sauce Pans,
Double Boilers, French Fryers With
Basket, Oval Dishpans and 3-Piece
Sauce Pan Sets.

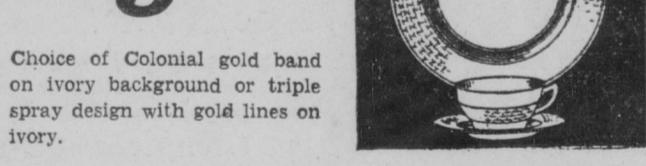
(Note—The French Fryer has been substituted as a better value
for the tea kettle pictured.)



A five-year guarantee at
Sears' May Festival price—on
26 pieces of beautiful heavily
plated table ware!

A \$5.00 Service
of 32 Pieces
\$3.98

Choice of Colonial gold band
on ivory background or triple
spray design with gold lines on
ivory.



A \$5.00 Service
of 32 Pieces
\$3.98

Instead of \$15
\$7.50

Sears' best-selling portable is
a "twin" of the \$15 kind.
Weighs ten pounds, plays 10
and 12-inch records.

Leatherette covered shock or jar-proof case.



Record Value
Instead of \$15
\$7.50

Also Sold on Easy Terms
Delivered and Installed Without Charge

The Best Ever
Looks
Like
\$5.00
\$1.48

Beautiful fountain pen and
pencil combination. Guar-
anteed. Choice of 5 colors.

Bird Cages
and Stand
\$1.89
\$2.48
Value

Regular size. Choice of four
colors.

Two Skillets
Heavy Cast
Aluminum
Worth \$2.50
\$1.75

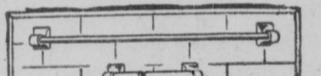
Extra heavy and deep. Highly
polished.

Save \$1.00

Delivered and Installed Without Charge



Light Fixture
New improved all
porcelain kitchen
light, chain pull
socket. \$1.19



Bath Room Set
Five
Pieces
89c

This porcelain bathroom set,
in colors, includes 18 inch
glass towel bar and holders
for toothbrush, soap, tumbler,
and toilet paper. Worth \$1.



It's Electric
\$1.19
Value
\$1.00

Modernistic in design. Heav-
ily nickelized.



Ice Tea Sets
Seven
Pieces
98c

Covered glass jug and 6
matched glasses. Pink or
green.



It's a Good One
For the
Price
98c

New crystalline finished uten-
sils. Complete with strings.



The Best Ever
Looks
Like
\$5.00
\$1.48

Regular size. Choice of four
colors.

Bird Cages
and Stand
\$1.89
\$2.48
Value

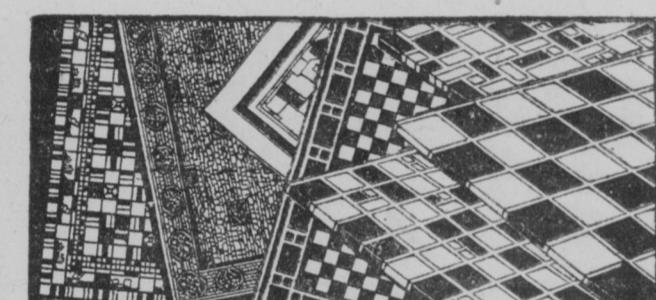
Regular size. Choice of four
colors.

Two Skillets
Heavy Cast
Aluminum
Worth \$2.50
\$1.75

Extra heavy and deep. Highly
polished.

Save \$1.00

Delivered and Installed Without Charge



These Fine Quality, Long-Wearing
Inlaid Linoleums
Seldom Sell for Less Than \$1.89

6 Feet Wide \$1.19
Square Yard
1

The very smartest modern patterns, in an inlaid em-
bossed linoleum that brightens floors most wonderful-
ly. Felt-base rugs, too, in useful sizes, are way under-
priced in the Festival. 4 1/2x4 1/2, 75c.

9x12 Felt Base Rugs

The Lowest
Price in Our
History
\$3.95

A dependable quality with lasting enamel finish. Good
assortment of patterns and colors. Every rug perfect.

American Oriental Rugs

"Believe It or Not"
But It's a Fact,
the Price Is Only
\$3.95

We've just 100 of these fine little rugs for this sale.
Rich, oriental colorings and designs. Sizes 24x40
inches.

Rugs and Floor Coverings in pur-
chases of \$20.00 or more sold on easy
payments. May be included with
other home furnishing purchases.
No charge for delivery.

Never So Low

in Stippled Enamel

\$35.50
Cash

A new blended finish on Sears'
wickless oil range with big
"anchor plate top," 5 giant
burners, large oven.

Also Sold on Easy Terms
Delivered and Installed Without Charge

Gas Ranges

The Hi-Grade
\$29.50
Cash

Equipped with 4
large burners, 16-
inch oven and large
broiler oven. A thor-
oughly dependable
gas range at an
amazingly low price.

Save \$10

Delivered and Installed Without Charge

SEARS, ROEBUCK
AND CO.

Free Musical Program
Afternoon and Evening

WE GUARANTEE SATISFACTION OR YOUR MONEY BACK