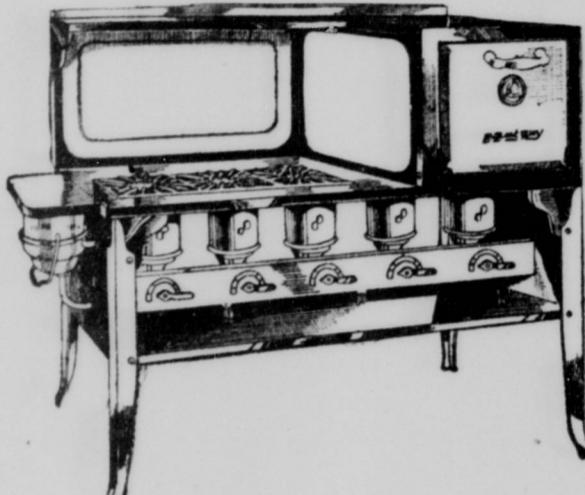




Sears 4th BIRTHDAY Event

CELEBRATING FOUR YEARS IN INDIANAPOLIS
OPEN TOMORROW AND SATURDAY NIGHTS UNTIL 9

*A Birthday Price for This New
Wickless Oil Range*



\$21 95

\$4 Down and \$4 a Month
Plus Small Carrying
Charge

- Built-In Oven
- 5 Giant High-Speed Burners
- 1-Gallon Glass Fuel Tank
- $\frac{1}{8}$ -Inch Insulation Over Oven
- Oven Heat Indicator
- New Burner Raising Mechanism
- Removable Grates
- Wide Space Behind Front Grates

Learn the delights of cooking on a modern oil range! Results will be surer, your kitchen cooler, your oil costs smaller. You can get it only at Sears at this price!

—Sears, Basement and Sears Irvington Store.

**Birthday Housewares
Values**



10 Gallon
KEGS

Just a few of the hundreds of low priced items you'll find in our big, busy basement.

Covered Bread Box
oblong, Enameled finish... 89c

★ A good food chopper
Family size—3 plates. \$1 19

White oak, triple charred. Non porous—riveted steel hoops. Other sizes 1 to 50 gallons.

Elec. Percolator

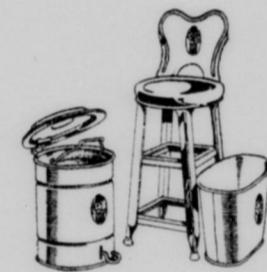


\$1
Heavy aluminum 7 cup capacity. Deco-rated.

★Cold Pack Canner



\$1 59
Gray granite. with wire rack for seven 1-quart jars.



Copper Boiler
\$2 98
1 4 1/2 Gallon sizes. Solid copper tinned inside.

3-Piece
OUTFIT

\$1 59

High back Kitchen stool, 14 quart step-on can and oval waste basket. Ivory, green or blue.

3-Piece Mop Set

\$1

Dust mop, oil mop and bottle of polish.

Long Sash Cord

75c

For 100 feet; a high grade clothes line.

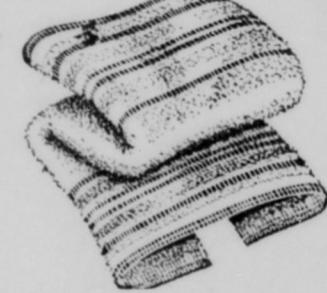
—Sears, Basement.

Special! 6,000 Genuine

Cannon Towels
4 for 64c

Size 22x44 Inches

Every woman who needs fine Turkish towels should be here early Thursday. First quality, very absorbent, snowy white with fast color pastel borders.



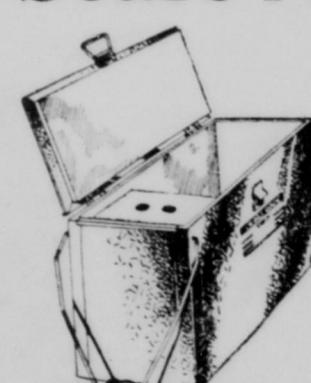
6 for 39c!
Dish Towels
16x28 Inches

We bought 1,500 of these fine soft finished towels. Checked designs in attractive colors.

—Sears, First Floor.

They Go Places and Keep Things Fresh and Cool!

Sears New Auto Ice Box



\$1 59

Exceptionally sturdy—thoroughly insulated and generous in its proportions. Equipped with metal ice compartment as pictured. Strong handles. Sizes 17 1/2x11x8 1/4 inches.

It Holds The "Big Ones"

★W. L. S. Tennis Balls, Red or White—4 for \$1
Black Hawk Line ★ 59c

★Collapsible chairs with arms. Canvas seat (double) and back \$1
A 50-yard spool—150-feet, hard braided and water proofed casting line. 18 pound test.

—Sears, Basement.

★ Also at Sears Irvington Store

SEARS, ROEBUCK AND CO.
SATISFACTION GUARANTEED OR YOUR MONEY BACK

*Save Now On a New Silvertone
Superheterodyne*

\$26 85

Complete With Tubes—Delivered and Installed

\$5 Down and \$5 a Month
Plus Small Carrying Charge



An Actual
Photograph

- Advanced Superheterodyne Circuit
- Improved Super Dynamic Speaker
- 6 New Type Silvertone Tubes
- Beautifully clear, full tone

Notice the beautiful cabinet made for this fine radio, the sensitive tuning, the set's ability to get distant stations. Only Sears vast buying power and economical way of doing business could bring you such a Birthday value!

—Sears, Basement and Sears Irvington Store.

*You Save About \$20 When You Buy This
Kenmore Coldspot*

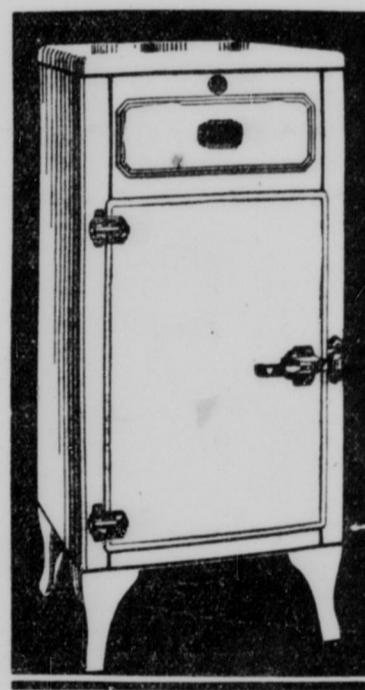
*Electric
Refrigerator*

\$79 50

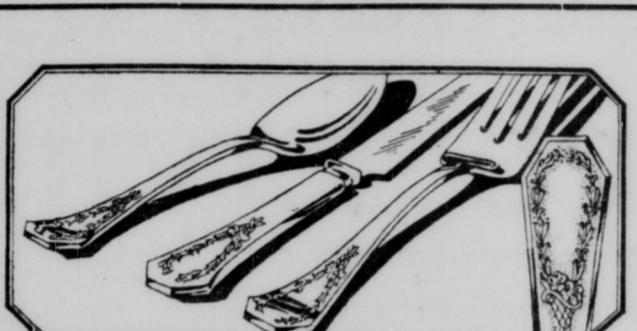
EASY PAYMENTS
Plus Small Carrying Charge

- Roomy interiors with rounded corners and flat wire, removable shelves.
- Modern, chromium-plated hardware.
- Broom-high legs. • Rotary compressor.
- Quiet, direct-drive freezing unit.

Before you buy ANY refrigerator at ANY price, make sure you can answer these questions: What is the cubic foot capacity and shelf area? Is the unit efficient and reliable? What is the responsibility of the seller?



—Sears, Basement



An Outstanding Birthday Value!

Silver Plated Ware

Guaranteed for 20 Years

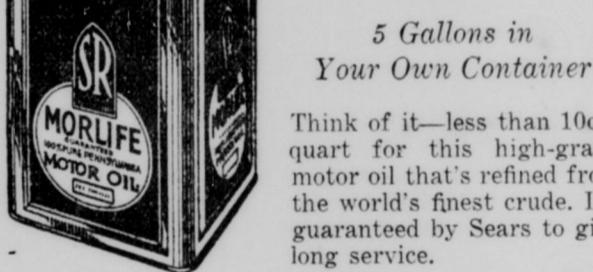
11c
Each

7,200 pieces—stainless blade knives, forks, tablespoons, dessert spoons, teaspoons, salad forks, sugar shells, and butter knives—all at this one special price. Made by one of America's leading makers of fine silver plate, and just the thing for restaurants, churches, clubs, and homes.

—Sears, First Floor.

Famous Morlife 100% Pure
Pennsylvania Oil

\$1 98



5 Gallons in
Your Own Container

Think of it—less than 10c a quart for this high-grade motor oil that's refined from the world's finest crude. It's guaranteed by Sears to give long service.

—Sears, Service Station and Sears Irvington Store, 5628 E. Wash.

Factory Rebuilt

Underwood Typewriters

\$33.95

\$5 Down and \$5 a Month
Plus Small Carrying Charge.

Mechanically perfect, beautifully finished, Elite type machines, factory rebuilt and backed with the same guarantee as new typewriters.

—Sears, First Floor.



Sears Low Price Makes It Easy to Buy and Easy to Pay for a

KENMORE

America's Fastest Selling

Electric Washer

\$39 95

\$4 Down and \$4 a Month
Plus Small Carrying Charge



The price is low—amazingly so, with a nation-wide tendency toward increasing costs on all kinds of merchandise. This low price is possible only because of quantity production. The Kenmore is made for and sold exclusively by Sears.

This new KENMORE gives you a larger tub... porcelain enameled inside and out... rubber mounted motor to eliminate noise and vibration... machine-cut gears that you can't hear... stronger, heavier base and legs... a

finer wringer with bigger rolls... the high efficiency Triple Vane Gyrator... and many other features that stamp it as the outstanding washer value of the year.

—Sears, Basement and Sears Irvington Store.

Store Hours Tomorrow:
9 A. M. to 9 P. M.
Including Basement