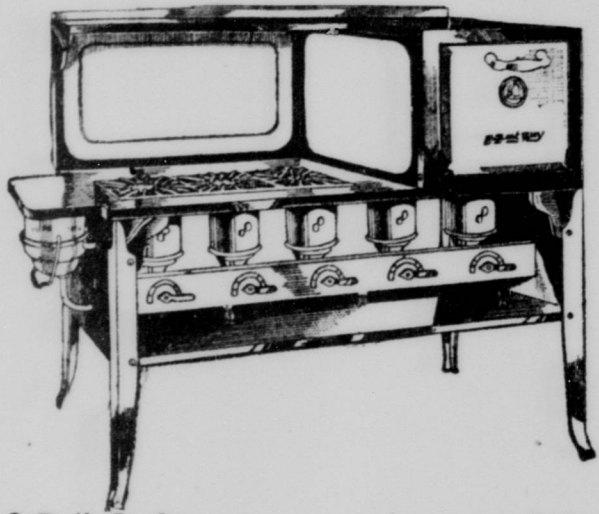




# Sears 4<sup>th</sup> BIRTHDAY Event

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

## A Birthday Price for This New Wickless Oil Range



**\$21<sup>95</sup>**

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

- Built-In Oven
- 5 Giant High-Speed Burners
- 1-Gallon Glass Fuel Tank
- 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.

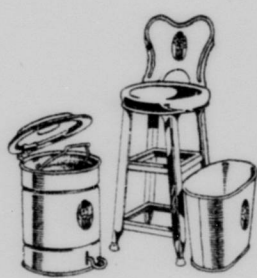
## Birthday Housewares Values



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**



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.

10 Gallon **KEGS** **\$2.79**

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

Elec. Percolator **\$1**

Heavy aluminum 7 cup capacity. Decorated.

★ Cold Pack Canner **\$1.59**

Gray granite, with wire rack for seven 1-quart jars.

★ Copper Boiler **\$2.98**

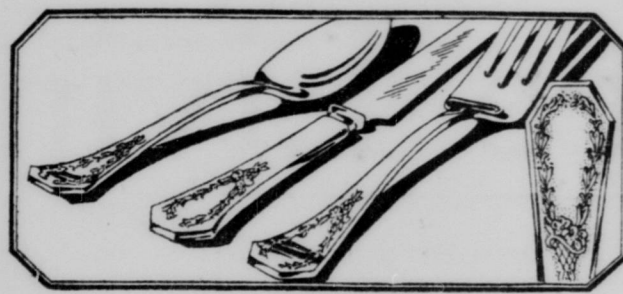
14 1/2 Gallon sizes. Solid copper tinned inside.

Electric Iron **98c**

Pull weight, nickel-plated, one year guarantee.

★ House Broom **29c**

Extra quality long straw four sewed.



An Outstanding Birthday Value!

**Silver Plated Ware**

Guaranteed for 20 Years

**11<sup>c</sup>** 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.



Save Now On a New Silvertone **Superheterodyne**

**\$26<sup>85</sup>**

Complete With Tubes—Delivered and Installed

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

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



An Actual Photograph

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**

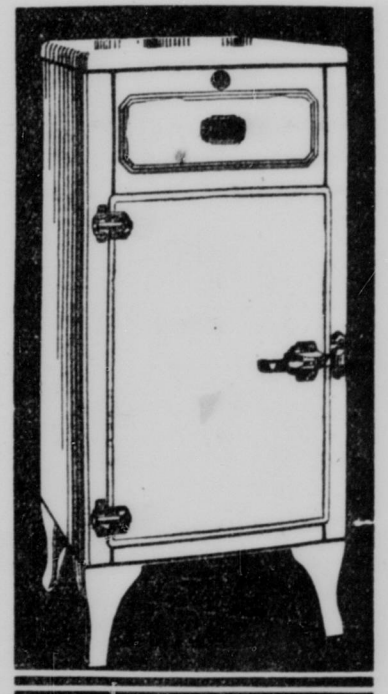
**Electric Refrigerator**

**\$79<sup>50</sup>**

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

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

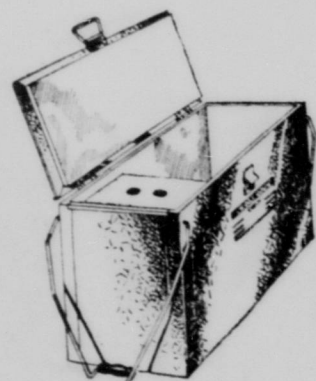
We bought 1,500 of these fine soft finished towels. Checked designs in attractive colors.

—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 1/2 x 11 x 8 1/4 inches.

It Holds The "Big Ones"

**Black Hawk Line** **59c**

★ W. L. S. Tennis Balls, Red or White—4 for **\$1**

★ Collapsible chairs with arms. Canvas seat (double) and back **\$1**

A 50-yard spool—150-foot, hard braided and water proofed casting line. 18 pound test.

—Sears, Basement.

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

**KENMORE**

America's Fastest Selling

**Electric Washer**

**\$39<sup>95</sup>**

\$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.

★ Also at Sears Irvington Store

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

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