

# Fifty Million Dollars on America!

## Sears 47<sup>TH</sup> Anniversary Sale

### A NATION-WIDE CARNIVAL OF OLD LOW PRICES

Open Until 9 Tomorrow Night! Extra Buses, Free, From the Circle!



**Suede Cloth JACKETS**  
*They're the New Cossacks*

**ANNIVERSARY PRICE**  
**\$1.97**  
*On today's market this is a \$2.69 value*

Heavy suede cloth, double napped. Slide fastener front. You know how serviceable jackets of this type are—and how much they usually cost, even at Sears low prices. We sell tens of thousands at the regular price. Think what a riot these new Cossacks will stage at \$1.97.



**Full Belted! Suede Finish! Trench Raincoats**  
**\$3.49**  
*On Today's Market This Is a \$6 Value*

Warm enough for use as a topcoat—waterproof for use as a raincoat—smartly designed for use every day—here's a coat that will protect you all winter from unexpected showers and storms. Your choice of tan or brown, at a price that's typical of Sears Anniversary. Sizes 34 to 48.

• Extra High Nap • Extra High Quality!



**Part wool BLANKET**

**ANNIVERSARY PRICE**  
**\$2.49** Pair  
*On today's market this is a \$3.49 value*

Full 4-lb. extra size 72x84 double blanket, the quality that's selling elsewhere for much, much more. Thick, fleecy, virgin wool, blended with fine resilient cotton. A curly, springy nap that keeps the cold out and holds body warmth in. In the daintiest of pastel plaids with 2-inch sateen binding.

*Special! Genuine African*  
**Capeskin Gloves**  
**\$1.19** Pair



For school, for shopping, for driving, for value, you can't beat these washable gloves at Sears. Black, brown or navy.

*Put the Youngsters in These All-Wool*  
**Chinchilla Coat Sets**  
**\$3.98**



They'll wear so well and the youngsters will look so cute in them that you won't forget this Anniversary value. Navy blue, with slide-fastener leggings and helmets to match, included in the price. Sizes 1 to 4.

*Just 250 Linen Crash*  
**Luncheon Cloths**  
**88c**

When prices were at the year's low, we bought these 54x70-inch luncheon cloths for the Anniversary. They have plaid or plain center, they're gold, red, green or tan, and they're an outstanding value.

*Guaranteed 25 Years! 26-Piece*  
**Silverware Sets**  
**\$5.98**



6 hollow-handle, stainless blade knives, 6 forks, 6 tea-spoons, 6 dessert spoons, a sugar shell and a butter knife, all in an anti-tarnish presentation case.

FOOD VALUES			
SUGAR	Pure Cane	25-Lb. Cloth Bag	\$1.27
WILSON MILK		10 Tall Cans	59c
CORN	Standard Pack	12 No. 2 Cans	89c
SOAP CHIPS	Clean Quick	5 Lb. Box	27c
TOMATOES		12 No. 2 Cans	85c
JEWEL COFFEE		3 Lb. Bag	49c
POTATOES	White Cobbles	98 Lb. Bag	\$1.99
APPLES	Grimes Golden	Bushel	99c
BANANAS	Golden Ripe	4 Lbs.	25c
ONIONS	Yellow Globe	10 Lbs.	25c
GRAPES	Red Malagas	2 Lbs.	15c
BACON	10,000 Lbs. Breakfast Dry Sugar Cured, 2 to 5-lb. piece	Lb.	10c
POT ROAST	Young Tender	Lb.	8c
FRESH PICNICS	5,000 Lbs. Lean Small Size	Lb.	7c
PORK ROAST	Fresh Cottage	Lb.	9c
SLICED BACON	Lean Rind Off	2 Lbs.	25c
LARD	5,000 Lbs. 100% Pure Kettle Rendered 50-Lb. Can, \$2.60	Lb.	5½c
BOLOGNA SAUSAGE	Sliced	Lb.	12½c
Smoked Hams	6,000 Lbs. Whole or Shank Half	Lb.	11½c
ROAST	VEAL SPECIALS	Lb.	9c
CHOPS	Shoulder Cut	Lb.	12c
BONELESS ROAST	Tender Cuts	Lb.	15c
OLEO	Estmor 3 Lbs. 20c	CHEESE Swiss Domestic	Lb. 25c



**Step on it, Men! GOODYEAR WELTS**  
**\$1.98** Pair

Seems too good to be true, doesn't it? Nevertheless, here you are! Goodyear Welt Men's Shoes, leather sole in bal or blucher oxfords. Our leather specifications call for the smoother part of the hide. We insist on style and workmanship. If you're a wise man, you'll buy your shoes now. Sizes 6 to 11.

*Another Leading Value! Women's*  
**Suede or Kid Shoes**  
**\$2.29** Pair



Think of getting new fall styles in pumps, straps, ties and oxfords at this Anniversary price! Black or brown, with Cuban or high heels and a full range of sizes from 4 to 8. A to C widths.



**Printed Wash Fabrics**  
**ANNIVERSARY PRICE**  
**15c** Yard  
*On today's market this is a 25c value*

It's the "buy" of the year in wash fabrics. Fabrics we never dreamed of including at this price—finely woven pongees, broadcloths, and tweeds... washfast, boilfast. Famous names like Paradise, Fruit-of-the-Loom and others. Stunning colors—new patterns. All at one record low price.

Park your car, free, in Sears big parking lot.

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

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