

GRAND OPENING

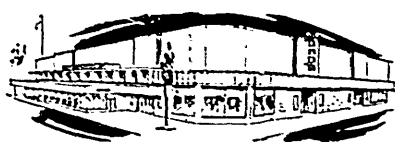
Of The New

MEMORIAL SEARS

ALL THE OUTSTANDING MERCHANDISE VALUES ARE FOR SALE AT ALL 6 STORES

SEARS
ROEBUCK AND CO

SOUTH



Main at Richmond
Newly Remodeled

EAST END

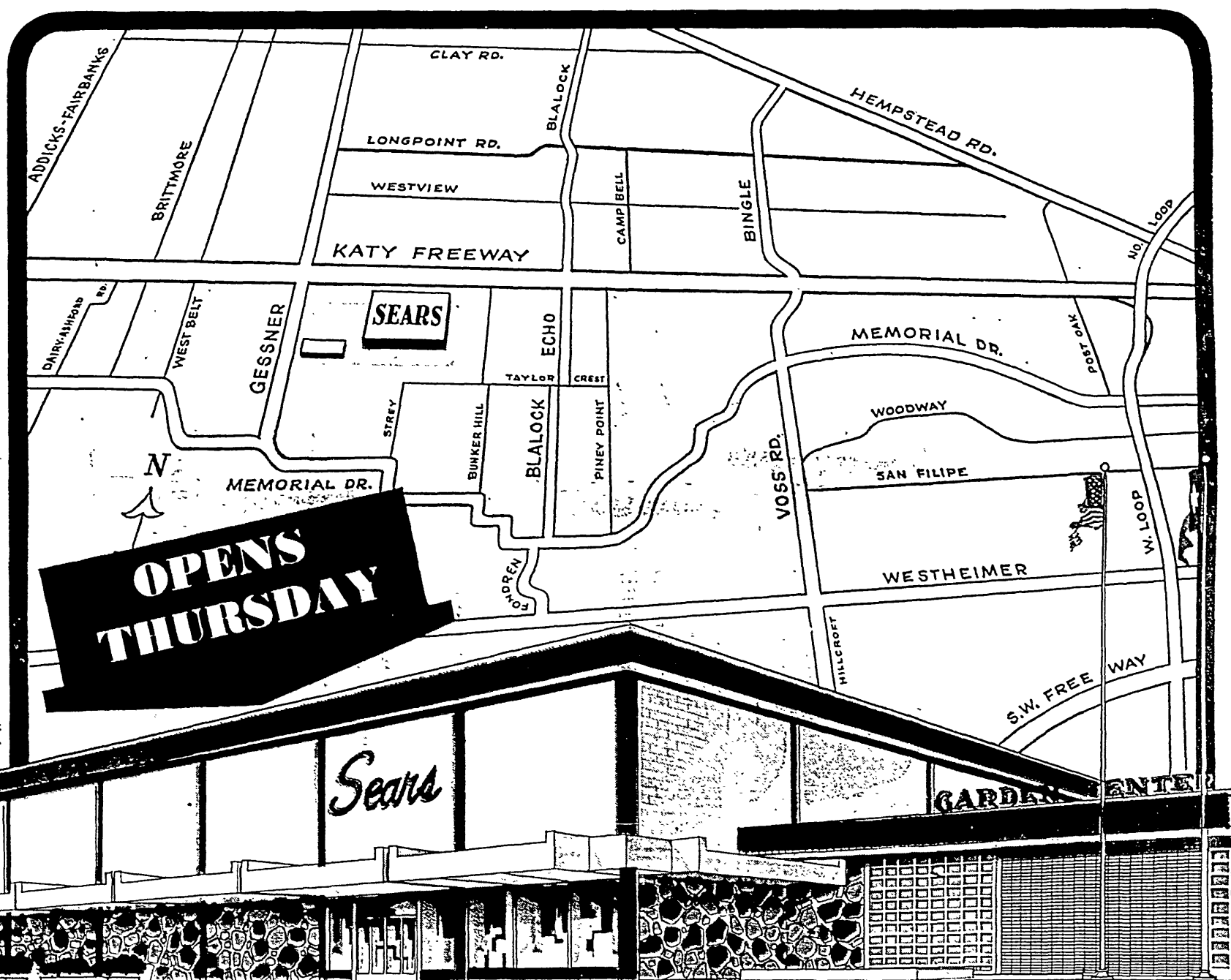


Wayside at Harrisburg

NORTH



North Shepherd at Garden Oaks



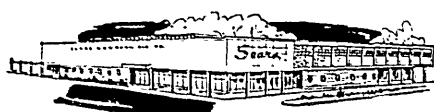
SEARS MEMORIAL... KATY at GESSNER

RIBBON CUTTING CEREMONY THURS., OCT. 15th, 10 A.M.

Completely New, Decidedly Different, Excitingly Beautiful One-Stop family shopping at its best...51 departments

- Everything you need for yourself, your family, your home, garden or car is here! It sounds unbelievable, but it's true... for the new Sears is virtually many stores in one, under one roof!
- Scientifically laid out to make your shopping easy... to save you steps and time! Related department usually visited by women and those by men are grouped together for quick, easy shopping!
- Designed for your personal comfort... completely air-conditioned the year around! The latest lighting is easy-on-eyes... complete interiors are done in Harmony House colors, aisles are wide.
- Acres of free store-side parking... just steps away from our store. No driving around the block looking for a place to park, no meters, no parking tickets.
- Sears new Customer Convenience Center saves you time and energy. Cash checks, pay utility bills, buy money orders, travelers' checks, gift certificates; postal services. Hunting and fishing licenses in Sporting Goods.

PASADENA



Shaver at Southmore

BAYTOWN



711 West Texas

SHOP AT SEARS AND SAVE

THURSDAY and FRIDAY STORE HOURS
9:30 to 9:00—All 6 Sears



SATISFACTION GUARANTEED OR YOUR MONEY BACK

6 CONVENIENT LOCATIONS

EAST END
Wayside at Harrisburg
WA 6-9441

SOUTH
Main Street at Richmond
JA 4-6311

NORTH
North Shepherd at Garden Oaks
OX 7-5311

NORTHWEST
Katy at Gessner
HO 4-1811

PASADENA
Shaver at Southmore
GR 3-3321

BAYTOWN
711 West Texas Ave.
JU 2-8131



GRAND OPENING SALE! SAVINGS AT ALL 6 SEARS

Fall MILLINERY FESTIVAL Featuring Exciting Hat Fashions

\$6

Only four exciting styles from our new fall collection. You'll find felts, synthetic fabrics in all the new shapes, small brims, large brims . . . turned up and turned down. Hats that flatter your face and your pocket book. See them today at Sears.

- a. All-over sequin scroll on a smart felt Breton . . . \$6.00
- b. Pert domed velours. Faces its tiny brim with the contrast of rick looking suede. . . . \$6.00
- c. Ink black velours with fake-snake band. . . . \$6.00
- d. Unbelievable soft, deepened crown in pale, pale soleil. \$6.00

MILLINERY DEPARTMENT



Semi-Annual Sale! Proportioned NYLONS

Regular 1.39 **99¢**

- Regular 1.39 Agilon Stretch
- Regular 1.39 Ultra Sheer Clear Knit
- Regular 1.39 Full Fashioned Nylons
- Regular 1.39 Seamless Sandal Heel
- Regular 1.39 Full Fashioned Service Weight Sheers
- In All The New Fall Shades

HOSIERY DEPARTMENT

Just Say "Charge It"
On A Sears Revolving
CHARGE ACCOUNT

SALE! Buttery Soft, Beautifully Detailed Capeskin Leather Gloves

You won't believe the ultra fine quality, impeccable detailing of Sears finest capeskin leather gloves! They're unlined for smooth fit, have bolton thumb and are 1/2 "PK" sewn to fit you perfectly, precisely, wearing after wearing! Feel this superb leather . . . and you'll want every fall fashion shade at Sears sensational savings! White, bone, brown, black. Sizes 7, 7 1/2, 8.

ACCESSORIES

Regular 4.98
Shorty Length
Regular 5.00
Bracelet Length

Regular 6.98 Dramatic 6 Button Length

3.88
5.88

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BAYTOWN
711 West
Texas Ave.
582-8131

SEARS
ROEBUCK AND CO.**GRAND OPENING SALE!**
SAVINGS AT ALL 6 SEARS**New Fall Collection**
of 16.98 Dresses

Sale Price

12⁸⁸

Newest Fabrics!

Newest Styles!

Newest Colors!

Marvelous collection of one and two-piece dresses for daytime and after five wear. You'll find the style just right for you and the style that is just right for the occasion in a wide range of colors. See them today and save, \$4.10! Sizes to fit everyone, but not in every style.

MISSES DRESSES

Just Say "Charge It"
On A Sears Revolving
CHARGE ACCOUNT

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SATISFACTION GUARANTEED OR YOUR MONEY BACK

SEARS
ROEBUCK AND CO.

GRAND OPENING SALE! SAVINGS AT ALL 6 SEARS

Regular 3.98 Charmode Lacy Bra

With Shapely Elfin
Cordtex Cup Inserts

Yours At A Big Savings

2⁹⁹

The fragile look is deceptive! This dainty uplifting bra shapes you as prettily after many, many washings as it does brand new. And the stretchy Wonder S-P-A-N elastic side and back panels move just like you do for in-motion comfort and fine fit! Choose two today, black, pink or blue; sizes 32 to 40 B and 32 to 42 C and D. White in 32-38 A, 32 to 40 B, 32 to 40 C and D. White only, 32 to 38.



2 More Famous Charmode Bras

With Shaped Cordtex Inserts

Elliptic Cordtex Inserts

woven to be vertically firm, horizontally flexible. Stretch straps that stay in place comfortably. A 32 to 36, B 32 to 38, C 32 to 40, D 32 to 40.

4⁹⁸

Edlene Cordtex Inserts

new petal shaped lifts that fit beautifully and shape a youthful line. Lustrous blend of Antron*, nylon and cotton give you longer wear. B 32-40, C 32-42, D 32-42.

*DuPont T.M.

4⁹⁸

INTIMATE APPAREL

Just Say "Charge It"
On A Sears Revolving
CHARGE ACCOUNT

Sale! Bewitching Nylon Tricot Pajama Collection

- Long Pajamas
- Capri Pajamas
- Baby Doll Pajamas
- Panty Shift Pajamas

Regular 3.98 Each

2⁹⁹

Your choice of styles in long pajamas, capri pajamas, baby doll pajamas, panty shift pajamas all with luxurious embroidery and lace trims, beautifully detailed on nylon tricot. Fabulous color assortment in pastels. Complete your sleep wardrobe at this savings tomorrow at Sears.

LINGERIE



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PASADENA
Shaver at
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GR 3-3321

HOUSTON
711 West
Texas Ave.
58 2-8131

SEARS
ROEBUCK AND CO**GRAND OPENING SALE!**
SAVINGS AT ALL 6 SEARS**STRETCH
PANTS****Fabulous Fashion Colors
In Girls' Pullovers and Pants****Girls' Regular 5.98
Sizes 7 to 14 Pants**

Sale Price

4⁴⁴

One-way stretch pants in really sturdy Adagio® rayon and stretch nylon. Hand wash these comfortable, well-fitting pants with self-fabric shoe straps, elastic back waist inserts, hook 'n slide closing. Assorted black, red, royal, gold, bottle green and per-simmon. Come in sizes 7 to 14.

**Girls' 7 to 14 Regular 2.98 Stretch
Nylon Long Sleeve Pullovers**

Machine wash 'n dry in wanted colors

2³³**Regular 8.98 Young
Juniors' Pants**In Proportioned
Sizes

Sale Priced

6⁸⁸

Royal Adagio® rayon and stretch nylon pants with our own detachable stirrups! Beautifully tailored with adjustable-fit elasticized waist, hidden zipper, pressed open seams. Perfectly proportioned sizes: Short 3 to 11, Regular 3 to 13, Tall 7 to 15. In basic colors and pastels.

**Regular 3.49 Young Junior Stretch
Nylon Long Sleeve Pullovers**

Machine wash 'n dry, favorite colors.

2⁷⁷**Two Favorite Teen
Fun-Style Shoes****Embossed Leather Boot**

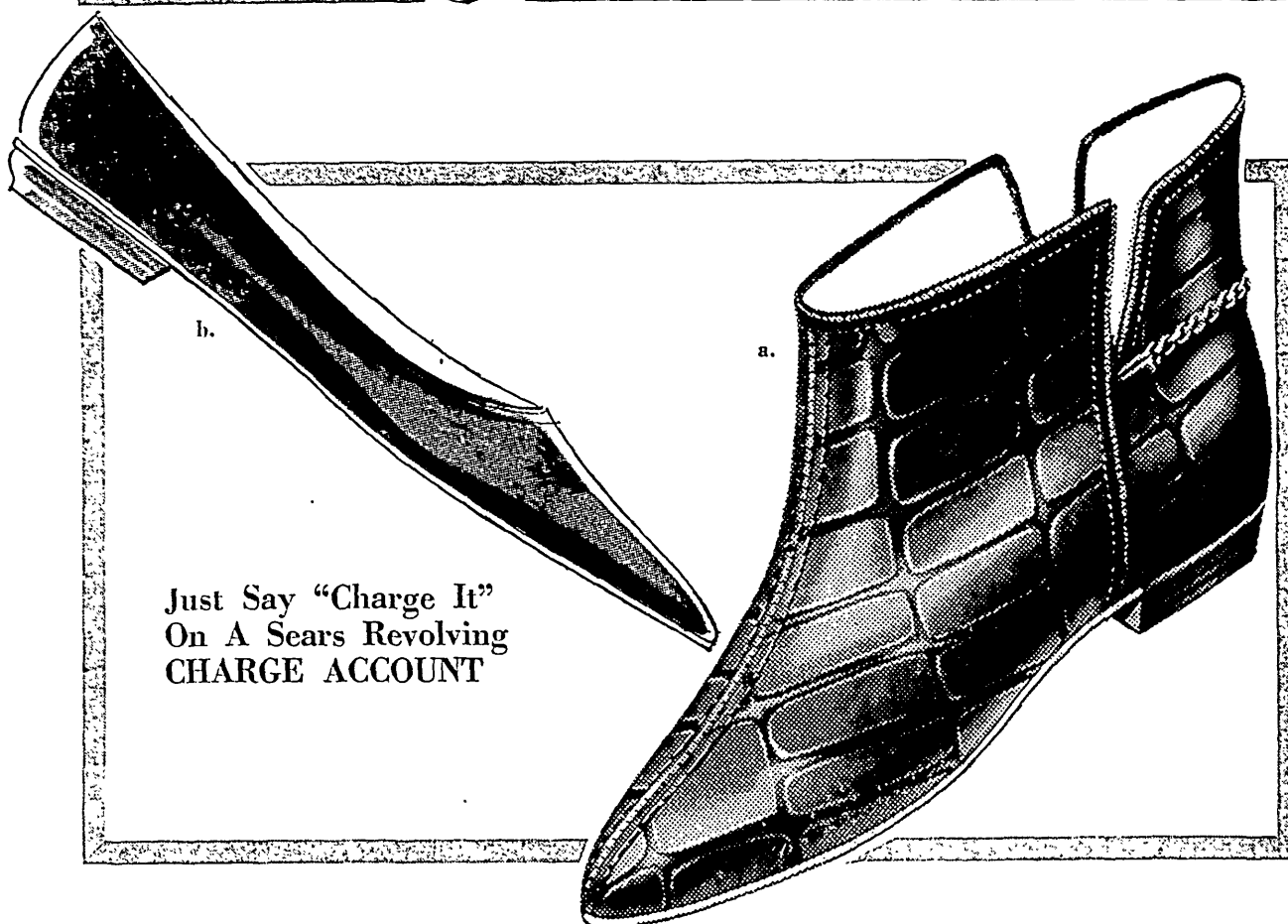
a. Embossed leather boot made to look like alligator. Composition soles. Black, otter. Sizes 5-10.

4⁹⁹**Miss "Twenty" Flats**

b. Smooth black leather slipon flat with shaped flat heel and composition sole. Sizes 5 to 10 in AA, 4 to 10 in B.

6⁰⁰

SHOE DEPARTMENT

**Just Say "Charge It"
On A Sears Revolving
CHARGE ACCOUNT****SHOP AT SEARS AND SAVE****SATISFACTION GUARANTEED OR YOUR MONEY BACK**

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Sears to Open New Memorial Store Thursday

Fashion Is Leader At Katy Rd. Store

Sears, Roebuck & Co. will open a new prestige store in Houston Thursday at 10 a.m. just south of Katy Rd. at the Gessner Rd. intersection.

The massive, two-story building and its parking lot cover a 20-acre tract which in the near future will be part of the Memorial Shopping City complex. The air-conditioned mall shopping center is scheduled to be built within the next two years.

Sears' new center, called the Memorial store, brings to six the number in the Houston area. Others are: the store at Wayside and Harrisburg, the Main Street store, the North Shepherd store, the Pasadena store, and the store in Baytown. In addition, there is a Service Center and Warehouse at 5901 Griggs and two smaller locations which take catalogue orders and sell appliances.

Sears' Real Estate Division, which has continuing studies underway of growth areas, purchased land for the new store about two years ago. By that time it had been decided the northwest area was one of continuing growth and potential, and that Sears would fill a real need there.

Located adjacent to both the Memorial and Spring Branch areas, the new store represents Sears' aims in improving fashion and decorating lines, while continuing high standards in appliance, hardware and home improvement service.

Irving R. Klein and Associates is architect for the new store, which has over 100,000 square feet of selling space, plus stock and storage rooms and office space.

Exterior of the store features buff brick, set off on the lower level by stonework. Some of the stone is a natural ruddy color, some is stained a deep aqua. Mosaic tile accents other parts of the exterior. There are no display windows as such. At each entrance, wide glass panels present a view of displays for departments inside.

Inside, indirect recessed lighting shows the use of a different color theme in each department—pastels in women's fashions, flame and deep wood tones in men's fashions, etc. Spacious aisles throughout the store assure the maximum flow of traffic. Signs, lettered in keeping with the theme of each department, are placed against the back wall of each section.

Among outstanding features of the new store is the auditorium, on the second floor, where fashion shows will be given. It may be used by civic groups without charge. A fur salon, the first for Sears in Houston, will be one highlight of the fashion department, and a complete western wear store for the entire family is a "first" for Sears in the Houston area.

Sears was the first store in Houston to install "moving stairways." In the new Memorial store the escalators are another "first," an open-well type of installation protected by glass panels.

Among other highlights of the new store are the beamed-ceiling Coffee House on the first floor, for refreshment and lunches, and a Garden Center open to the outdoors. It is large enough to house both plants and large boats.

In the southwest corner of the 2000-car parking lot is Sears Automotive Center, already open for business, where bays for servicing 20 cars assure prompt service. The only other structure in the parking lot is a courtesy stand for making keys and lock services.

Opening off the main store into the parking lot is a customer package pick-up station.

Separated by distance from other Sears stores in Houston, the new Memorial center still is a part of an integral part of the operation. Sears' credit card holders can continue to charge merchandise at the new Sears. Services available at any other store also are available through the Memorial store.

Payments on accounts incurred in other centers are payable there, and catalogue services may be obtained either at the new store, or by telephone. Catalogue purchases may be picked up at the new store, or delivered.

Home decorating services,

12 Million Users

More than 12 million American families use Sears catalogs as their buying guides. Catalog customers in this area are served by the company's mail order plant in Dallas, one of 11 plants serving customers from coast to coast and in Alaska and Hawaii.

where a Sears decorator comes to the home to help plan and suggest, are available at Memorial Upholstering slipcover and drapery work will be completed at the Sears Service Center on Griggs, then delivered either at the Memorial store or to the home.

Harley O. Diehl is manager of the store, which has a basic staff of approximately 300 employees. Key personnel were brought to the store from other Sears' locations in the area. Hiring of additional personnel has been under way for some time, and is expected to continue.



HARLEY O. DIEHL
Store Manager

Harley Diehl Manager For Newest Sears

Harley O. Diehl, manager of the new Sears Memorial store at Katy and Gessner roads, is a veteran of 23 years service with Sears, Roebuck & Co., all of it at the Main Street store in Houston, until his promotion to his present post.

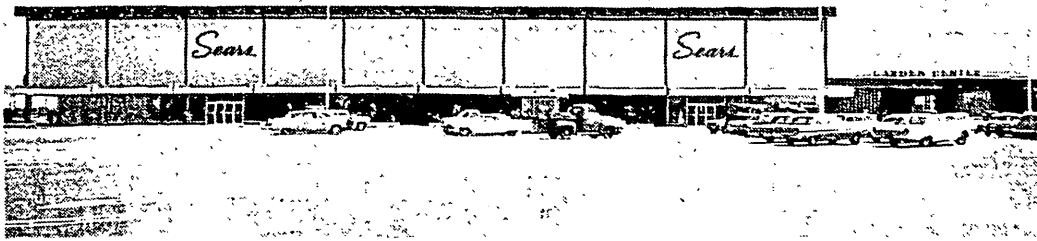
A native of Ohio, he attended Ohio State University, before coming to Houston, where he joined Sears as a furniture salesman. From there he became manager of the furniture department at the Main Street store, then merchandising manager of home appliances.

In 1956, Diehl was named sales promotion manager for the Houston group of Sears' stores, a post he held until he was named manager of the new store. As group sales promotion manager, he guided promotional and advertising for the five stores in this area.

With his wife, Mercedes, and daughter Sharon Lee, 17, Diehl lives at 6266 Olympia.

Stars Graced Catalog

The boy who once wrote Sears to order "the girl in the pink dress on the right" had the right idea. Among the models who once posed for Sears catalog were Lauren Bacall, Joan Caulfield, Anita Colby, Mona Freeman, Susan Hayward, Elyse Knox and Norma Shearer.



NEW SEARS WILL OPEN THURSDAY AT 10 A.M. CEREMONY
Buff Brick, Multicolored Stone Trim Exterior

Sears Store Is First Unit Of Memorial Shopping City

Sears new Memorial store is the first completed unit of a \$50 million shopping center to be called Memorial Shopping City. A second unit, Weingarten's Shopping Center, is under construction, and expected to be opened this fall.

When completed the shopping center will have an air-conditioned mall, opening to both Weingarten's and Sears. Opening off the mall will be specialty shops, a restaurant, theatre, and other facilities which are now being leased. Robert L. Buck and Joseph J. Johnson are owners and developers of Memorial Shopping City.

Also planned for the center is a 132 office professional office building, and 300 bed hospital, which are expected to cost in the neighborhood of \$6 million. These will be on a separate portion of the 200-acre tract making up Memorial Shopping City.

Irving R. Klein and Associates are architects for the shopping center.

Johnson, a home builder here since 1947, participated in the development of the center. In 1957 he was

Ribbon-Cutting Ceremony Set For Thursday

Ribbon-cutting ceremonies Thursday at 10 a.m. will mark the formal opening of Sears Memorial store at Katy and Gessner Roads.

Houston Mayor Louie Welch has been invited to cut the ribbon and make a short address.

Mayors of the cities and villages in the immediate area have also been invited, and will be introduced. These include city officials from Hunters Creek Village, Spring Valley, Bunker Hill Village and Hillshire Village.

Charles A. Meyer of Dallas, Sears' vice-president for the Southwest territory, is expected to attend the ceremony, along with James A. Milne, general manager of the Houston area stores.

Allstate Insurance Booths Are New Store Feature

Convenient booths will introduce customers at the new Memorial Sears' store to a phase of Sears' activities known to millions of Americans — the Allstate Insurance Companies.

Now one of the world's largest automobile insurance writers, Allstate was started in 1931 by Gen. Robert E. Wood then Sears president.

It was he who reasoned that the dark hours of the depression were the time when automobile insurance, at reasonable rates, was most needed by the public.

With the auto by then more of a necessity than a luxury to the average man, millions needed low-cost protection against the perils of the highway, Wood said.

Incorporated in 1931 with \$350,000 in capital and \$350,000 in surplus, the Allstate Insurance Companies set out, to provide that protection. And so successful was General Wood's creation that in 1932 the firm operated at a profit on a premium volume of more than \$500,000.

The rest is history. Allstate today is the world's largest stock company auto insurer. But if it was auto insurance which put Allstate on the high road to success, it has been the company's entry in other insurance fields which has helped keep it there.

In 1952, Allstate introduced comprehensive personal liability insurance. Burgeoning through the next few years, the companies soon offered a "full circle of protection" in most

STORE HOURS

Sears Memorial store will offer shopping to 9 p.m. three nights a week, Mondays, Thursdays and Fridays.

Regular store hours, beginning Thursday, will be:

Mondays, Thursdays and Fridays, 9:30 a.m. to 9 p.m.
Tuesdays, Wednesdays and Saturdays, 9:30 a.m. to 6 p.m.

So great has been Allstate's growth that the companies now have 30 regional offices in the Allstate Life Insurance Company, United States and Canada, 216 district service offices, and 1500 sales-service locations. Assets total more than \$922,656,000 and policies in force exceed 6,000,000. The number of professionally trained, licensed agents is more than 4600, backed up by a staff of 13,400 for a total of more than 18,000 employees.

Today the Allstate insurance group still is wholly owned by Sears, and has developed into one of its most successful subsidiaries.

Built-In Services At Memorial Store

Service is designed into the colors, fabrics and furniture. Interior decorating consultants will bring drapery, slipcover, upholstery fabric or carpeting samples to the home.

Slipcovers, bedspreads, cor-nices and other items of interior decor will be made to meet customer requirements. Interior decorators have their counterparts in the kitchen planners—experts trained to turn old kitchens into new. Planning sketches and estimates are available without charge.

Sears also services what it bills, cash checks, pay sells—and Sears service is available nationwide, an important benefit for people who move from one city to another.

What will probably become one of the store's most popular services is telephone shopping. A staff trained in telephone anything Sears sells. They also are on hand to aid those who are experts in preventive maintenance.

For the do-it-yourself fan, Sears has a complete stock of parts for the mechanical items store—or telephone—can receive it sells. Home improvement immediate help in planning, changes in room arrangement, plumbing and heating work.

Three Credit Plans Available At Sears

Credit plans designed for the convenience of modern shoppers charge each month, to make part of the services offered. Monthly payments which go up by Sears' new Memorial store, or down depending on the outstanding balance.

Three different plans are offered by the Credit Sales Department, located on the second floor. "Of course," said Buford Wilhite, credit sales manager, "anyone who has a Sears credit card from anywhere in the United States can use it here without difficulty."

Sears' Revolving Charge, designed for day-to-day purchases, with no down payment or minimum purchase required. SRC accounts may be used as regular 30-day charge accounts, or

Indoor Unit Available For Civic Meetings

A 250-seat auditorium, available to the public, will be a feature of the new Sears Memorial store.

It will be called the Bayou Room.

Located on the second floor, the auditorium will be offered, without charge, to civic groups, the women's organizations and others who wish to use the facilities for meetings, card parties and exhibits.

Sears Experience Is Mark of Store Staff

An executive staff of seven men with 81 cumulative years of experience with Sears assist Harley Diehl, store manager, in running the new Sears Memorial store.

As a group, they typify Sears executives on a national scale—all started in either as salesmen or under Sears executive trainee program, all have held a variety of posts in their particular field. Some have worked for Sears entirely in Houston, one is a transfer in to this area from Sears West Coast Territory. Under Sears national policy of promoting from within, any one of them might be president of Sears, Roebuck and Co. some day.

Keith Dallas

Keith Dallas, who has been with Sears for 10 years, is operating superintendent (assistant store manager) of the new Sears Memorial store.

Born in Indianapolis, Dallas had his early schooling in Indiana, and is a graduate of Southern Methodist University in Dallas. After three years in the Marine Corps he joined Sears in Dallas at the Lamar Street store, as division manager in office furniture. Through the training program he became personnel manager, then joined the operating department of the Southwest territorial offices.

He then served in stores in Arlington and Texarkana, before coming to the Baytown store in the Houston area, as assistant store manager. From Baytown he was promoted to his present post. Dallas and his wife, Barbara, live at 12207 Mayfield, with their children, Kirk, 7, Kenton, 5, and Kristann, 2.

Don Woods

Don Wood, sales superintendent of the new Sears Memorial store, is a newcomer to Houston—all of his 17 years with Sears have been in Dallas Sears stores.

A native of that city, he received his B.A. in statistics at Southern Methodist University then entered the Dallas Lamar Street store as a trainee.

Successfully he served as customer service manager, merchandise control manager, men's clothing manager, and manager of drapery and furniture departments in various Dallas Sears stores.

Last week he moved his family to Houston, including his wife, Ruth, and children, Larry, 15 and Sally, 11. An older son, Don Jr., is a student at Duke University, under a Sears Foundation scholarship.

Buford Wilhite

Buford Wilhite, credit sales manager of the new Memorial Sears store, began working for Sears 15 years ago as a part-time employee in the credit department while studying watchmaking.

A native of Mangum, Okla., he came to Houston in 1937, and graduated from Lamar High School and attended the University of Houston.

After a few years with a railroad here, Wilhite decided to study watchmaking, while working part-time at Sears, but Sears won the toss, and he became in succession, collections manager of the Shepherd Street store, and successively, credit sales manager of the Main Street store, the Baytown store, the Pasadena store, and recently, the new Main Street store.

He makes his home at 4700 Bell, with his wife, Peggy, and three sons, Tim and Tom, 12, and David, 8.

Ed Robert

Ed Robert, personnel manager for the new Sears Memorial Store, joined Sears, Roebuck and Co. five years ago in Spokane, Wash., and worked in West Coast stores for two years and Dwight, 5.



DON SAWYER—Comptroller of the new Sears Store, Sawyer has been with Sears for 18 years, worked in stores in five cities.

before coming to the Houston area.

A native of Jennings, La., he is a graduate of Louisiana State University, and had requested Sears transfer him to stores nearer his home. He had joined the Spokane store after Air Force service in that area.

Robert was a credit trainee at the Main Street store, then assistant credit manager in the Alexandria, La., and Austin stores before coming to the Memorial store to set up the personnel department.

Single, Robert lives at 20 Buchanan.

Don Sawyer

The man in charge of all accounting at the new Sears Memorial store is Don Sawyer, who has been with Sears for 18 years, and worked in stores in five cities.

Born in Fort Worth, he is a graduate of the University of Texas, and joined Sears' training program in Dallas. From that he came to Houston as comptroller of the warehouse, and since then he has gone back to Dallas as warehouse comptroller, and to Galveston, Lafayette, La., and Amarillo as a store comptroller each time.

His last stay, in Amarillo, was for four years, and having built a boat there, (woodworking is a hobby) he requested the transfer to Houston. He and his wife, Jean, live at 10046 Briarwood with their children, Paul, 15, and Cindy, 11.

Harvey McFalls

Harvey McFalls, a native of Munroe, La., is display manager of the new Sears Memorial store.

In charge of all the store decorating, McFalls started with Sears in Munroe after attending North Louisiana State College there. He came to the Main Street store here in Houston and was there for eight years when he left, to join a downtown Houston department store.

After five years, however, McFalls rejoined Sears a year ago at the Main Street store, and recently went to the Memorial store to begin decorating for the opening.

With his wife, Mary Alice, and son, Jett, 5, he makes his home at 1410 Gober.

Charles Beagle

Charles Beagle, in charge of merchandise control at the new Sears Memorial store, is a native of Port Arthur, and a graduate of Texas A&M.

Following three years military service, Beagle joined Sears seven years ago as a management trainee at the Wayside store, then went into customer service, and was manager of the paint and electrical departments before coming to the Memorial store.

Tomorrow's opening of the new store is not the only event in Beagle's life this month. He and his wife, Louise, expect their fourth child soon, an addition to Celeste, 9; Jeff Kay, 6; West Coast stores for two years and Dwight, 5.



BUFORD WILHITE, CREDIT SALES MANAGER
Virginia Roby, Alva Mayo, Credit Department Employees



OPEN WELL ESCALATOR, FIRST OF TYPE IN HOUSTON
Second Floor Level Features Carpeting, Furniture, Home Decoration

Newest in Shopping Methods at Store

Goods Out So Shopper Can See, Inspect

Remember the old-fashioned dry goods store?

More likely than not, it was a place with dim lights, an ornate high ceiling—and merchandise all tucked away in glass-enclosed counters, well out of reach.

Merchandising a store has come a long way since those "good old days," Harley O. Diehl, manager of Sears Memorial store, says. And for proof, he can point to his sparkling new store opening at Katy and Gessner roads.

About the only merchandise in his store which is displayed in showcases—the modern equivalent of glass counters—is jewelry, cameras, and some cosmetics. All the rest is attractively displayed in the open where customers can see, touch, inspect, select and, in some cases, even operate the merchandise they wish to buy.

Self-selection is one key to the way the store is merchandised, Diehl says. The modern shopper, spending only about 30 minutes in the store on each visit, is usually a lady in a hurry. Sears' self-selection helps speed her on her way. Of course, courteous salespeople also are always available to help.

Today's store offers the customers of Sears over 50,000 different items from which to choose.

To display this large assortment of merchandise, Sears has designed most fixtures without drawers, traditionally found in merchandise tables for the purpose of storing surplus stock. Much like a grocery supermarket, the merchandise is neatly arranged on shelves fully exposed to the customer.

New Western Shop Outfits Entire Family

A completely new fashion department will grace the brand-new Sears store in Memorial Shopping City.

It's the Western Shop, and you can find clothes to outfit the whole family in western style, there, podnuh!

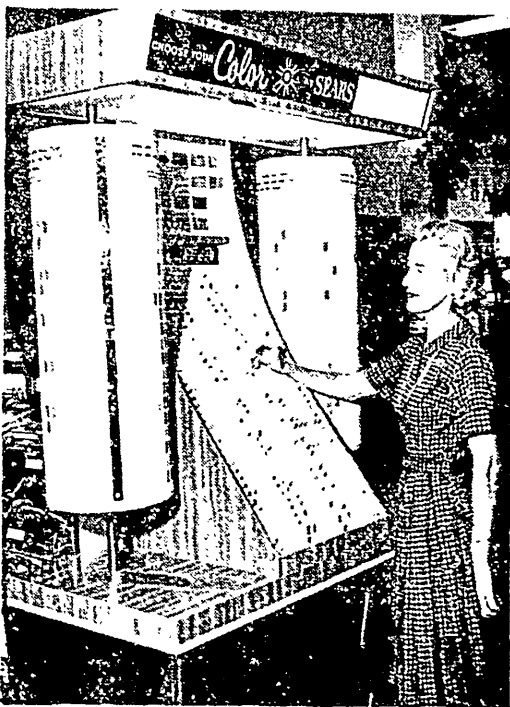
Not only that, but if you want to dress everyone as color-coordinated cowboys (and girls), you can corral all the accessories in the proper shades.

From belts to boots to string ties to shirts, you can match the whole thing to your saddle or saddle blanket.

The only thing Sears doesn't furnish is the horse. (Unless your cowboy is still riding the kind on rockers.)

They can furnish a real cowboy, though. Very much at home in the Western shop is a real, range-ridin' rodeo man, Ronald Harrison of Alvin, Texas.

Tall, lean and tanned from the outdoor life, Ronald left his favorite sport of bull riding in the rodeo ring to become a salesman at the new store.



THOUSANDS OF COLOR SHADES AVAILABLE
Helen Gilbert Tries for Tone Combination

Customer Convenience Center To Help Busy Budgeteer

A Customer Convenience Center planned with a busy budgeteer in mind is one of the outstanding facilities of Sears' new Memorial store.

Located on the second floor of the building, the Customer Convenience Center offers the housewife a place where she can cash a check, pay her utility bills, buy money orders and travelers' checks, purchase a gift certificate and pay her Sears charge accounts, all in one stop.

Noting that the American housewife is actually manager (or at least secretary-treasurer) of a thriving business,

Pajamas Rare... Then

Silk stockings first appeared in a Sears catalog in 1912—with the stern admonition to purchasers to "treat them carefully." Pajamas first appeared for men only—in 1939. They found no takers and disappeared until 1963 when they reappeared in the new store.



SHORT-SLEEVE COWGIRL
Styled for the Climate

Coffee House Has Lunches For Shoppers

A brick-floored Coffee House, decorated in colonial style, will offer refreshment to customers in Sears' new Memorial store at Katy and Gessner Rds.

Located adjacent to the women's fashion section on the first floor, the Coffee House will seat about 100 and serve lunches, sandwiches and fountain desserts.

Under a flamboyant chandelier in a flame accent color, the Coffee Shop windows face an area soon to be part of Memorial Shopping City.

A high beamed ceiling and pastel wall tints are accented by the red splashes of color repeated in the chairs and decorations throughout the Coffee House.

Color Selector Offers 750,000 Paint Choices

If you've been having trouble finding just the right color paint for that home decorating job, don't give up. Help is at hand. Sears new Memorial store has made the solution to your problem a lot easier with:

- A color selector which shows 750,000 variations of color.
- An automatic paint mixing machine that can whip up any of 45,000 colors and tints.
- A bank of color chips which shows the actual shades of 720 different tints.

In use in the paint department of the store, the color selector has a circular screen with six different colored discs which revolve at high speed. Dials at the side control the area of each wheel which is exposed, making it possible to produce the 750,000 variations of colors.

To get the formula for a paint which exactly matches—say a swatch of your favorite fabric—the color selector operator merely adjusts the dials until the color on the screen matches that of the fabric.

Then he shows a scale on the selector which reads the amount of colorant which must be added to a tint base to produce the desired paint.

The selector also can be used to produce a color which complements rather than matches the color you want.

Next step is to mix the paint—either matching or complementary—on Sears Shade-O-Matic paint mixing machine. This unit employs 12 different colorants and three paint tint bases, dispensing just the right proportion of each colorant to obtain some 45,000 different colors and tints.

Customers who haven't yet made up their minds about the color paint they want will find the color bank, with its 720 different tints, especially helpful.

As an added convenience in color selection, each color strip in the bank shows six related colors, rather than just the single tint.

This makes it easy for the customer to select appropriate accent colors once she has not stocked, can be ordered quickly from Sears catalogs or

Garden Center Sells For Outdoor Living

Indoor-Outdoor living as a way of life is represented in the Garden Center at Sears' new Memorial store. Located in the southwest corner of the first floor, the Garden Center features mammoth gates to the outside, so the area gives the impression of a giant patio.

Multi-colored stone walls which form part of the exterior of the store itself are an accent point in the spacious center, which will be used for various types of seasonal selling.

As its name implies, the Garden Center will feature a complete line of shrubbery, trees and plants, balled and in cans. Fertilizer, insecticides and the tools with which to use them will be sold in the Garden Center, along with an unusual display of decorative indoor plants.

Special attention to patio plantings will be a feature of the Center.

With immediate access to the parking lot, the Garden Center will offer the shopper opportunity to purchase plants and other garden needs as close to the car as possible.

The Garden Center is spacious enough so that part of the area will be devoted to other seasonal items. Sears' line of boats, motors, and tents can be exhibited here part of each year.

A decor suitable for a home furnished in Early American, or one in luxurious contemporary, is shown down to the toothbrush holder at the new Memorial store.

Gold faucets and soap dishes, tinted tubs and basins, wallpaper and light fixtures for the most lavish bath imaginable are shown as they would look installed. And Sears' service staff will install them for you, or sell them as they are to a do-it-yourselfer. They will finance it for you under Sears Modernizing Credit Plan.

Whether it be a new medicine cabinet with matching light fixtures to brighten the appearance of an existing bathroom, or the tub-shower combination with matching stool and lavatory for a new one, all are shown in settings at the new store.

For dramatic bathrooms, there are faucets, shower heads, glass and soap holders plated in gold, in a pattern called Florentine, inspired by the Renaissance. Looking as though they might have come from the bath of a Roman emperor, the fixtures are nevertheless tough brass pieces underneath, guaranteed not to leak.



AUTOMOTIVE CENTER OFFERS SERVICE, SALES, MECHANICAL WORK
Room for 20 Cars in Center at Southwest Corner Parking Lot

Fast Service at Auto Center

If you're torn between having the family car repaired and doing some much needed shopping, don't despair.

Chances are you can do both—in one stop—at Sears new Memorial store.

An important part of the complex is the modern, new automotive center, just southwest of the main building, where highly skilled crews of auto repairmen stand ready to put your car in top shape—often while you are completing purchases in the store.

Equipped to handle 20 cars at once in its service bays, the new center carries a complete line of automobile parts for all popular makes and models of cars. These range from fan belts, generators and other small items to remanufactured engines.

They are for sale over the counter for "repair-it-yourself" fans, or they can be installed by Sears in the new automotive center.

Altogether, thousands of the most needed parts are stocked in the center. Those that are not stocked, can be ordered quickly from Sears catalogs or

factory sources, often with delivery in a matter of days.

Bryant McPhail is manager of the automotive center, which carries a full line of automotive accessories, as well as gas and oil, tires, batteries, mufflers, seat covers and other equipment. In addition to the me-

chanical work done, Sears offers a complete line of free service checks for cars.

The center, which is already in operation, is open Mondays, Thursdays and Fridays from 8 a.m. to 9 p.m., and Tuesdays, Wednesdays and Saturdays from 8 a.m. to 6 p.m.

Color Is Decorating Basic At Sears Store

Color is a big word at Sears. Color, matching and contrasting, is one of the basics of home decoration, and decorating is an important facet of Sears' business.

The Decorator Shop in the new Memorial store has on display samples of the custom upholstery, slipcover and drapery work produced in the Sears Service Center. Decorators always are on duty to help the homemaker plan additions to her home, decorate a new house or perhaps do over an existing room.

Their service also is available by telephone. They will come to the home to help plan new furnishings and decorations. Bedsprads, slipcovers, cornices and many other items can be made to customer order. Calls to the home, and estimates, are made without obligation.

Working with Sears' family of 19 basic Harmony House colors, the decorator can make sure that the Horizon Blue selected for a bedspread, for example, blends perfectly with the Horizon Blue in a bath set, the dining room draperies, or for that matter, anything for the home that has that color name.

Paints, even carpet colors, can be coordinated through the decorator's knowledge of colors, and the way they work together.

But the firm's decorating help to the homemaker extends beyond color coordination. All of the company's home furnishings—such as furniture, lamps, draperies, accessories, pictures and carpeting—are style coordinated.

The homemaker with, for example, modern furniture, can buy modern lamps, draperies, accessories and other items

Wide Carpet Choice Seen At New Sears

Carpet selection is a difficult process for many people, but at Sears new Memorial store, where one of the largest selections of carpet in Houston is on display, choice is made easy by the variety shown.

Most of the carpet is available for immediate installation by the store because of Sears' vast warehousing facilities here.

A family can study the carpet at the store. Carpet consultants will make home calls, without obligation, to give estimates and show how various colors will look in the background. A telephone call will bring a carpet consultant to your home. An appointment also can be made while you are shopping the new Sears Memorial store.

Island units built into the display space of the home appliance area bring plumbing and wiring to the appliances on display, so the homemaker can see exactly how the washing action works, and how the dryers actually dry.

Let Sears Do Your Dishes At New Store

If you don't have time to do the dishes and still go shopping Thursday night at Sears—bring the dishes with you! A salesman in the Appliance and Kitchen Departments will be glad to run them through a dishwasher for you, and maybe sell you a dishwasher at the same time.

In the new Memorial Sears store, floor models of appliances are hooked up and working—capable of doing a load of clothes or dishes on the spot.

Completed kitchens are on display, too, to show how, at Sears, you can buy either a new free-standing stove or a built-in one, complete with counter top and cabinets designed to match the rest of your home in early American, contemporary, or provincial.

Lavender and aqua might sound like strong colors for a kitchen to a color-timid homemaker, but seen in the model kitchen at the new Memorial store they seem just right, set off by natural wood cabinets.

Two multi-story lazy susans might sound like too much for a small kitchen—but Sears' shows how they utilize every scrap of space in a small kitchen in the model on display. Everything from faucets to ashtrays in the kitchen is available at Sears.

Island units built into the display space of the home appliance area bring plumbing and wiring to the appliances on display, so the homemaker can see exactly how the washing action works, and how the dryers actually dry.

Parking Space For 2000 Cars in Lot

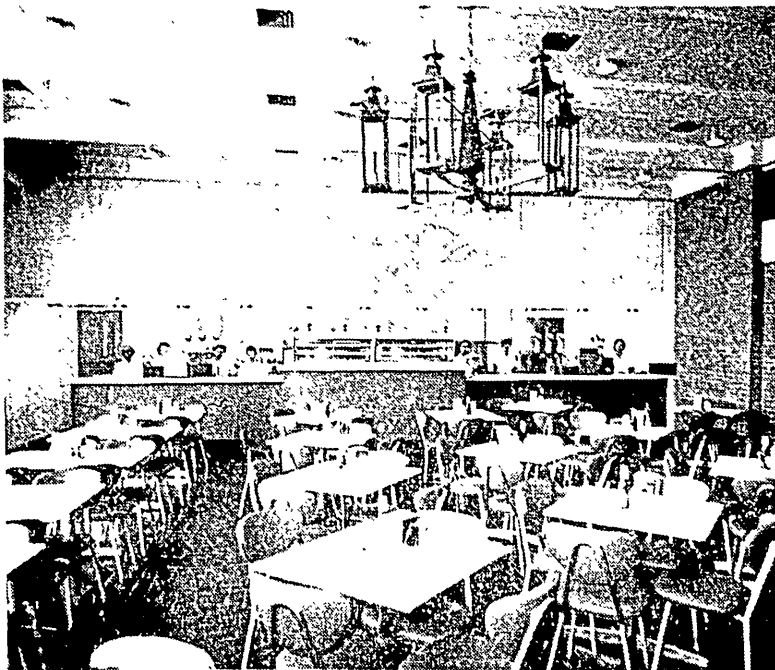
Parking for more than 2000 cars is available at the new Sears Memorial store. The lot has entrances at Gessner and Barry Knoll.

A pavilion near the southwest entrance to the store in the parking lot will offer key-making and lock services. An automotive center, separate from the main store building, is in the southwest corner of the parking area.

Outstanding Fabric Collection To Be Featured At Sears

An outstanding collection of quality fabrics and a more varied selection. This Sears will offer in its yard goods center. store, in recognition of the fact that the woman who sews is cadet, embossed fabrics, double often more aware of the haute knits and silks will be featured in the sewing section. There will be a complete range of notions adjacent to the piece goods, and a pattern counter offering several national pattern companies' selections.

Turn The Page
For More
Outstanding
Buys



BRILLIANT RED CHANDELIER SETS COLONIAL THEME
Coffee Shop Will Serve Lunches, Fountain Drinks



COMPLETE BATHROOMS ARE STORE FEATURE
Chandeliers, Gold Faucets Can Accent Bath



GRAND OPENING SALE! SAVINGS AT ALL 6 SEARS

Sale! RANCHTONE Authentic Western Wear

For Little Boys and Girls

Sizes 2 to 6x

Regular 2.29
Western Shirt

1 88
each

Regular 2.99
Jeans or Jacket

2 22
each

Jacket and Jeans In 5 Colors

- White Sand
- Oasis Green
- Black
- Campfire Red
- Buckskin Brown

Made by people who are famous for the best western wear, this playwear is authentic in every detail. Jackets and jeans are heavy, fineline cotton twill, Sanforized mercerized, reinforced at points of strain. Rugged styling in the season's newest colors in Western Wear. Sizes 2 to 6x.

Cotton Gingham Western Shirts

- Red
- Blue
- Green
- Brown

Tapered for a smooth, stay-in-place fit, these fine quality woven cotton gingham shirts are Sanforized. Red, blue, green, or brown checks. Sizes 2 to 6x.

Western Hats **1.99**

Western Belts **99c**

CHILDREN'S WEAR

Just Say "CHARGE IT"
On A Sears Revolving
CHARGE ACCOUNT

SHOP AT SEARS AND SAVE

Thursday and Friday Store Hours
9:30 to 9:00 All 6 Sears



6 CONVENIENT
LOCATIONS

EAST END
Wayside at
Harrisburg
WA 6-9441

SOUTH
Main Street
at Richmond
JA 4-6311

NORTH
North Shepherd
at Garden Oaks
OX 7-5311

NORTHWEST
Katy
at Gessner
HO 4-1311

PASADENA
Shaver at
Southmore
GR 3-3321

BAYTOWN
711 West
Texas Ave.
582-8131

SATISFACTION GUARANTEED OR YOUR MONEY BACK

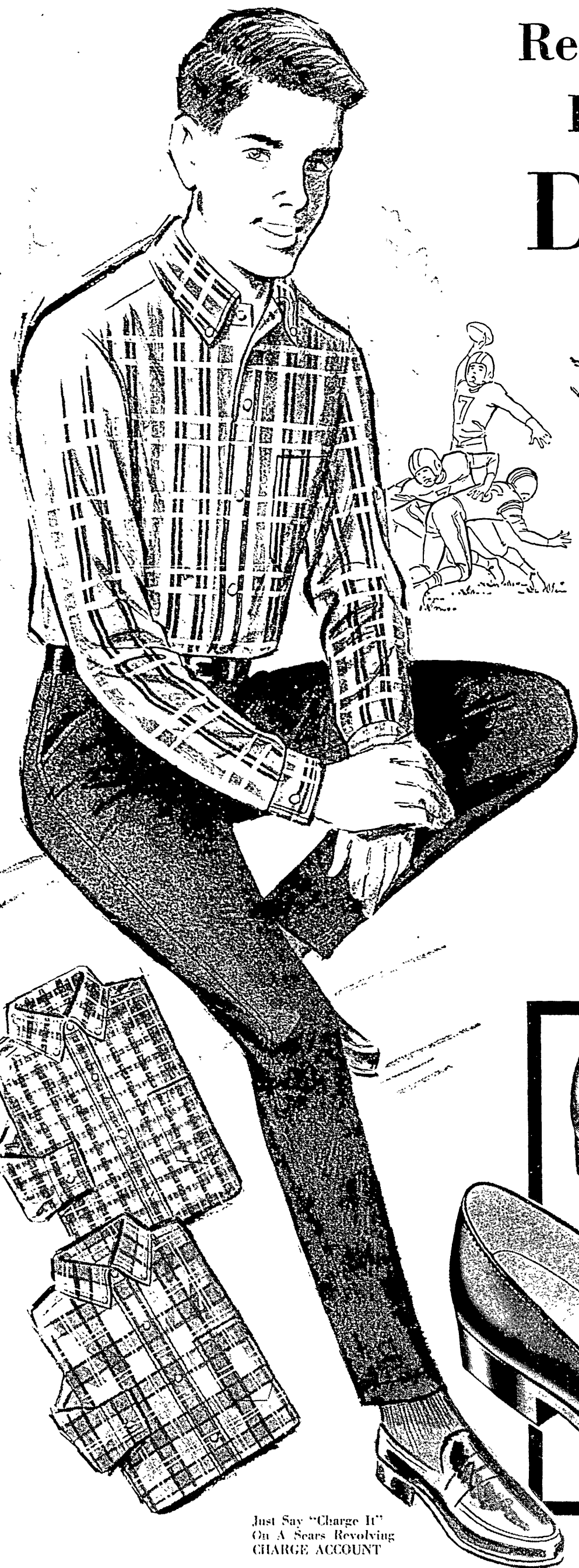


GRAND OPENING SALE!

SAVINGS AT ALL 6 SEARS

Regular 2.99 Boys' Campus Fine Line Twill Cotton...

Dress Jeans



Sale
Price!

2⁴⁷

Save on these good-looking jeans! Sturdy fine line twill cotton dress jeans. New tapered western cut. Gives longer wear and stays neat longer. Belted or plain continental style. In black, green and white. Sizes 8 to 18.

Boys' Long Sleeve Sport Shirts

Regular 2.99

1⁹⁷

Long sleeve sport shirts in authentic Ivy styling, tapered body. Button down collar with back collar button. Box pleated back with hanger loop, one chest pocket. Banded collar, top center pleat, long tails. Yarn dyed 100% woven combed cotton. Assorted plaids. Sizes 8 to 20.

BOYS' WEAR

Regular 5.99 Boys' Sta-Brite Oxfords or Slip-on Styles

Black
or
Brown

4⁸⁸

Boys' Slip-on
Sizes 10 to 3

Boys' Oxford
Sizes 8½ to 3

- Wear-guaranteed polyvinyl soles and heels are nonmarking, noiseless
- Sta-Brite finished leather uppers stay new-looking longer, wipe clean with damp cloth, resist scuffs
- Resilient, crushproof polyethylene heel shape, won't break down

SHOE DEPARTMENT

Just Say "Charge It"
On A Sears Revolving
CHARGE ACCOUNT

SHOP AT SEARS AND SAVE

THURSDAY and FRIDAY STORE HOURS
9:30 to 9:00 — All 6 Sears



6 CONVENIENT
LOCATIONS

EAST END
Wayside at
Harrisburg
JA 4-6441

SOUTH
Main Street
at Richmond
JA 4-6311

NORTH
North Shepherd
at Garden Oaks
OX 7-5311

NORTHWEST
Katy
at Gessner
HO 4-1811

PASADENA
Shaver at
Southmore
GR 3-3321

RAYTOWN
711 West
Texas Ave.
582-8131

SATISFACTION GUARANTEED OR YOUR MONEY BACK



GRAND OPENING SALE!

SAVINGS AT ALL 6 SEARS

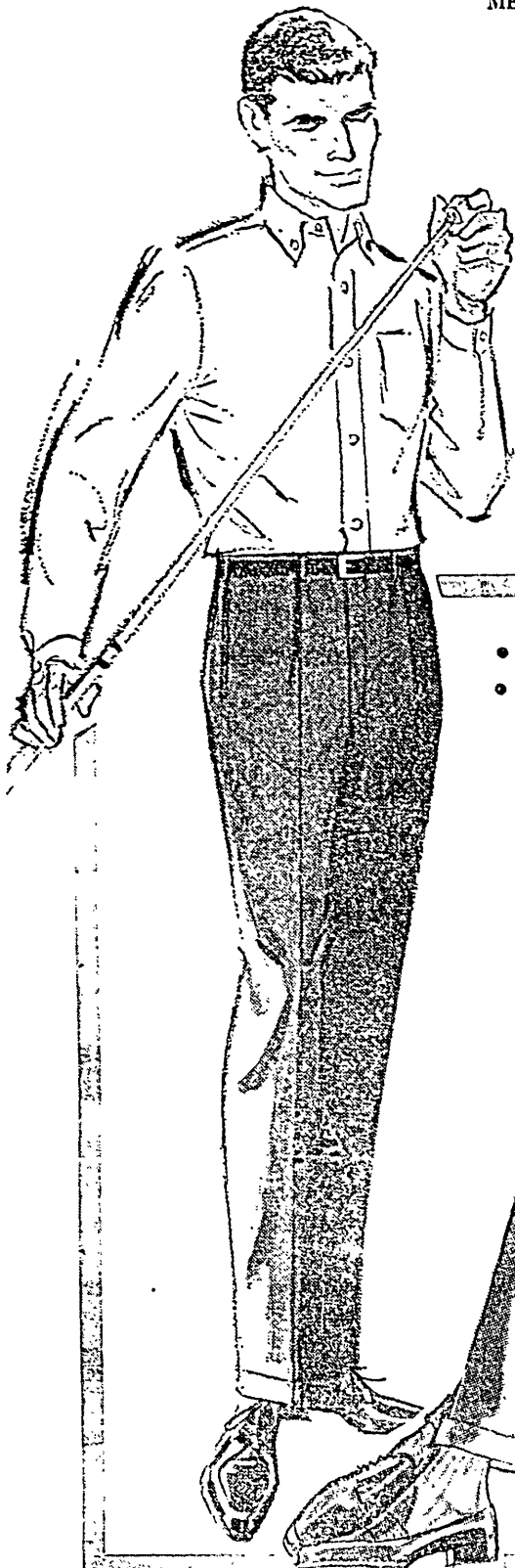
Regular 3⁹⁸ Men's Dress Shirts

4 for \$10

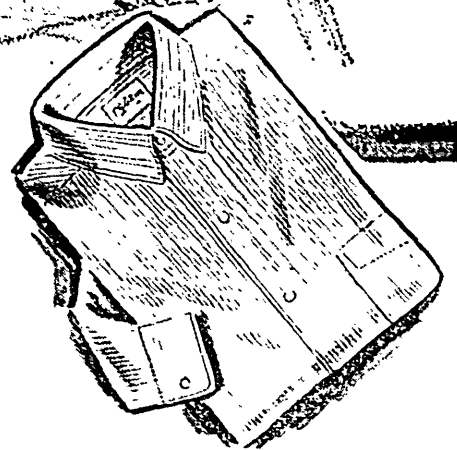
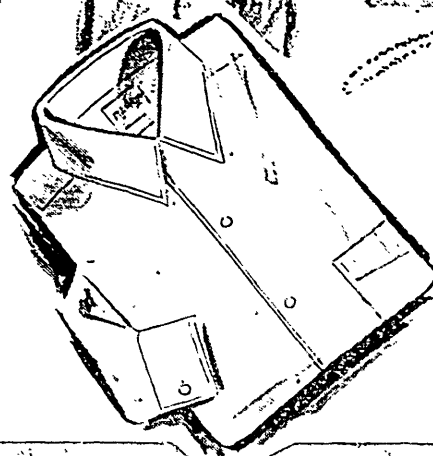
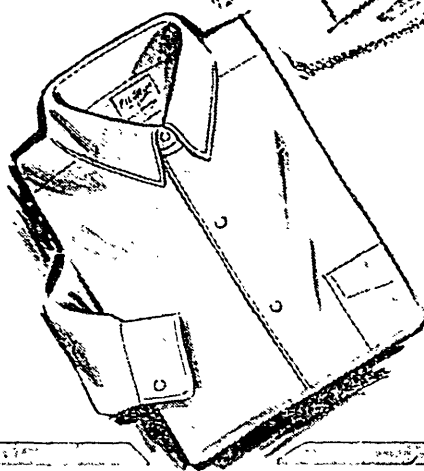
- Choose from Lynn or Snap Tab collar
- Stripes, Pastel Solids or White
- 100% Combed Cotton Broadcloths

Your choice of the very popular snap-tab collar . . . slim line in a wide range of woven stripes and solid colors or white, or the classic Lynn collar in white. Premium wash and wear fabrics of fine combed or Pima cotton broadcloth. Sizes 14½ to 16½. Stock up now and save!

MEN'S FURNISHINGS



- Plain Front
- Single Pleat



Acri-Twist Slack Sale

Exclusive . . . 55% Acrilan® Acrylic
38% Rayon, 7% Acetate Blend

Regular 4.99

3⁹⁷

Wash 'n wear plain front slacks. Enjoy a fuller, more comfortable fit in crotch to waist area than other no-pleat styles. Shrinkage controlled slacks have stain-fighting silicone finish. Sizes 29 to 40.

Wash 'n wear single pleat slacks. Smart, comfortable styling combines with a fine easy-care fabric blend that's silicone treated. Washfast colors in most waist sizes, 29-44.

Just Say "Charge It"
On A Sears
Revolving
CHARGE ACCOUNT

MEN'S CASUAL WEAR

SHOP AT SEARS AND SAVE

SATISFACTION GUARANTEED OR YOUR MONEY BACK

THURSDAY and FRIDAY STORE HOURS
9:30 to 9:00 — All 6 Sears



6 CONVENIENT
LOCATIONS

EAST END
Wayside at
Harrisburg
WA 6-9441

SOUTH
Main Street
at Richmond
JA 4-6311

NORTH
North Shepherd
at Garden Oaks
OX 7-5311

NORTHWEST
Katy
at Gessner
BO 4-1811

PASADENA
Shaver at
Southmore
GR 3-3321

BAYTOWN
711 West
Texas Ave.
JU 2-8131



GRAND OPENING SALE!

SAVINGS AT ALL 6 SEARS



Kings Crown Wool Worsted Sport Coats

Regular
15.00

35⁸⁸

Feel the richness of quality wool worsted and wool blend. Try on one of the 2 or 3-button styles. Note the Bemberg lining and pattern influence. Select from regular, short or long sizes.

MEN'S DRESS CLOTHING
Houston and Pasadena

Men, Stride Light In Gold Bond Shoes

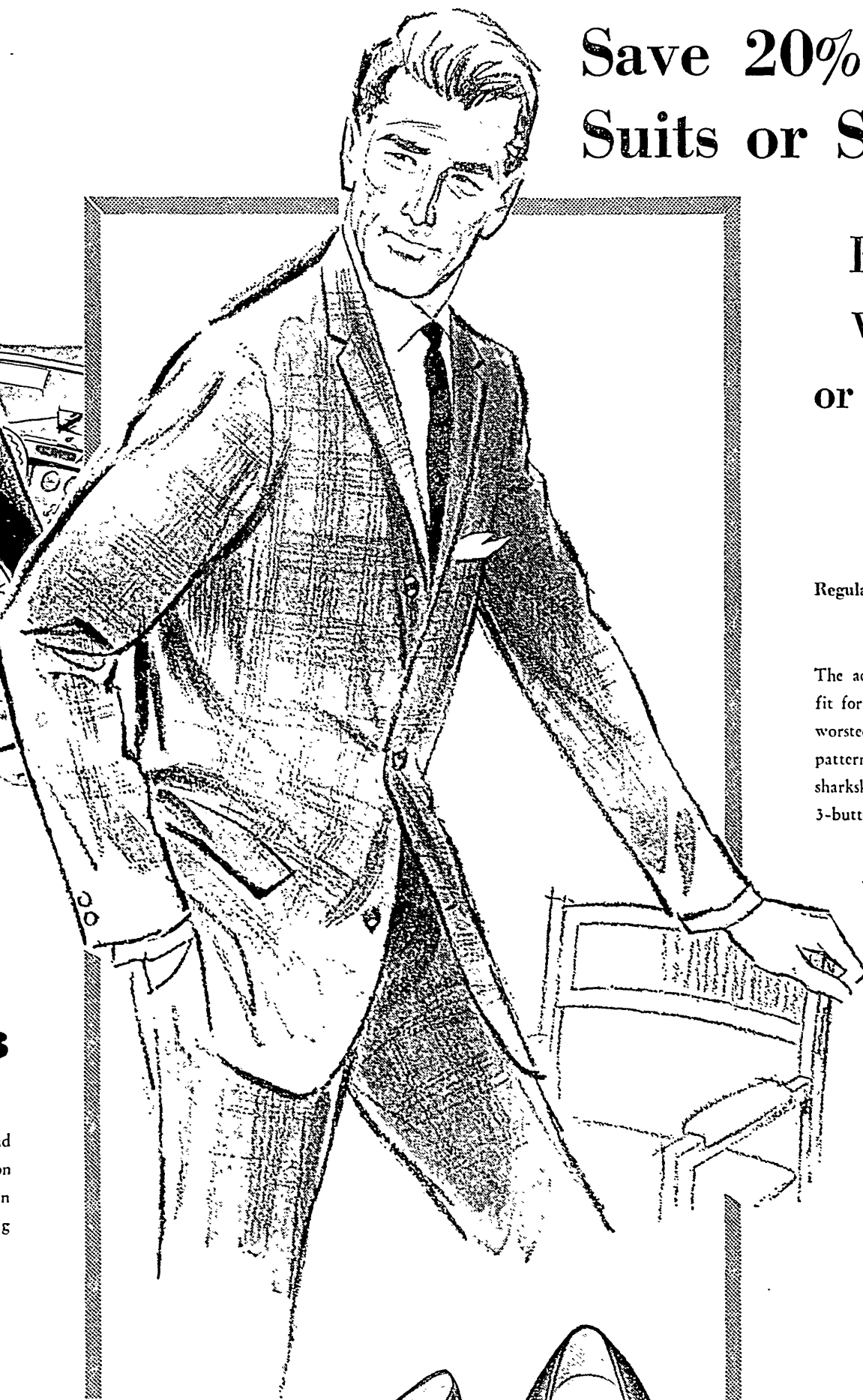
Handsome Dress Oxfords and Slipons

Sizes 7 to 12

18⁹⁸

- Weigh 33% less than regular dress shoes in identical size
- Select calfskin leather uppers, superbly styled and crafted
- "Breathe-Easy" cushioned insoles for air-cooled day-long comfort
- Ultraflexible leather soles . . . heels are guaranteed for life of shoes or return for a new pair FREE

MEN'S DRESS SHOES



Save 20% on Men's Suits or Sport Coats

Kings Crown Wool Worsted or Silk and Wool Blend Suits

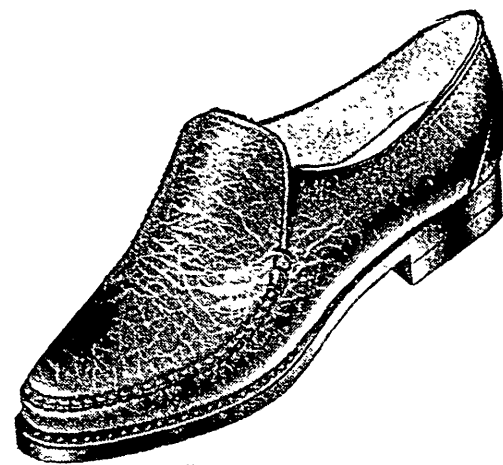
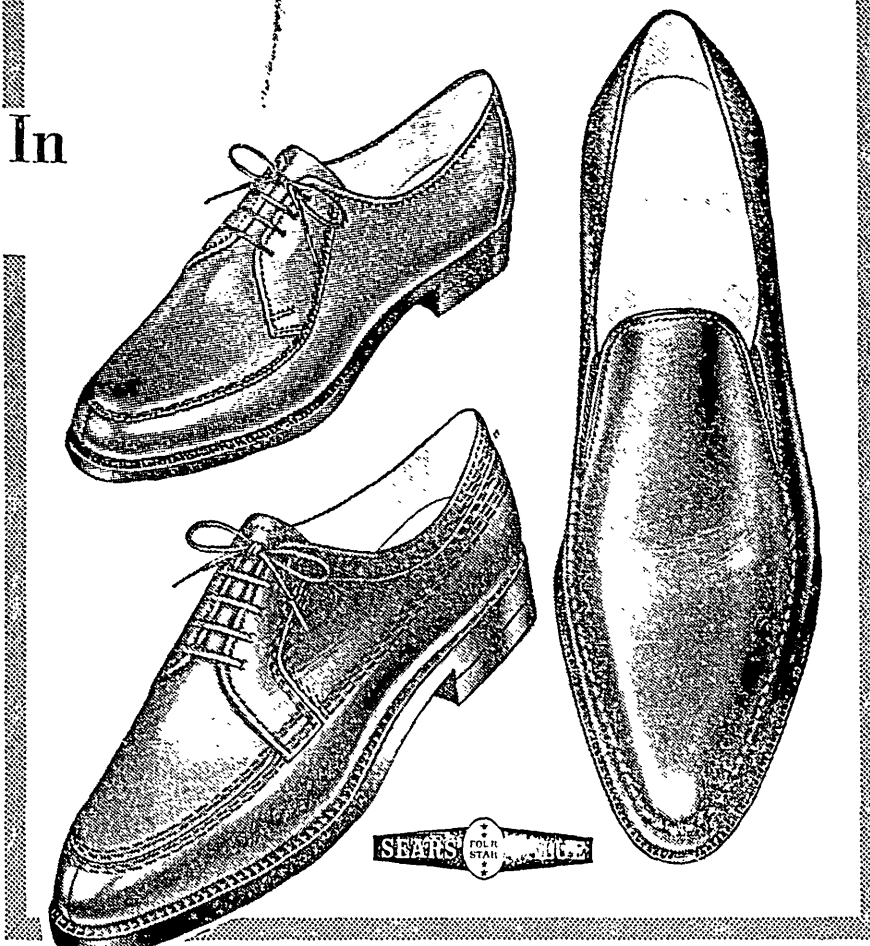
Regular 80.00

62⁸⁸

The accent . . . excellence of tailoring that's fit for a nobleman! Here are imported all-wool worsteds and silk-and-wool blends in the newest patterns and shades . . . iridescents, glen plaids, sharkskins, twists, and more. Choose from 2 or 3-button styles in regular, short or long sizes.

MEN'S DRESS CLOTHING
Houston and Pasadena

Just Say "Charge It"
On Sears Revolving
Charge Account



Men's Regular 15.98 Gold Bond Slipons

Sale Price

12⁹⁷

See these handsome shoes today and save! Gold Bond cushioned dress slipons in brown or brown grained leather. High tongue gore with hand-sewn front. Sizes 7 to 10.

MEN'S SHOES

SHOP AT SEARS AND SAVE

THURSDAY and FRIDAY STORE HOURS
9:30 to 9:00—All 6 Sears



6 CONVENIENT
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EAST END
Main Street at
Harrisburg
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SOUTH
Main Street at
Richmond
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NORTH
North Shepherd
at Garden Oaks
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NORTHWEST
Katy
at Gessner
HO 4-1811

PASADENA
Shaver at
Southmore
GR 3-3321

BAYTOWN
711 West
Texas Ave.
58 2-8131

SATISFACTION GUARANTEED OR YOUR MONEY BACK



HIGH FASHION AT SEARS—Carpenter Robert Rogers puts the finishing touches on another new Sears, while fashion employee Connie Catalina and Sunny Rhodes model mink. Connie, in the white satin formal, palette embroidered,

under a bubble cape, is assistant manager in the jewelry department. Sunny is in sportswear sales. Here, she models a white brocade and full length Autumn Haze mink coat. Both gowns are under \$30.



COFFEE FASHIONS—With Sears' Memorial's new Georgian coffee house as a background, sportswear salesgirl Sunny Rhodes models a gold and orange wool knit, bonded to its own gold jersey lining. Helping her into magnificent gold-buttoned mustard suede coat is national retail sales manager of the dress department, Peter Leopold, who is visiting from New York.



VINCENT PRICE, ART BUYER FOR SEARS
Collection He Chose for Sale, Exhibit, to Come Here



G. C. RADFORD FEELS THE FABRIC
Men's Territorial Manager in From Dallas

Vincent Price Collection To Come to New Sears Nov. 4

The Vincent Price Collection of original works of art, for sale and exhibit, will come to the new Sears Memorial Store Nov. 4 for a 10-day showing. The exhibit will be in the new store's auditorium, on the second floor.

"We feel especially honored," said store manager Harley O. Diehl, "to have the Vincent Price Collection here so soon after our opening."

Film actor Price bought several thousand originals for the collection, being shown in various Sears stores across the nation. Price himself called it "the greatest sale of art in history, because it brings fine art out of its isolation, and makes it available to everybody."

Art has been Price's avocation since he bought a Rembrandt etching at the age of 12, for five dollars down, and promises to pay the \$37.50 balance in

six months. It took him a year, but that etching has gone with him through life, he said.

At 16, tall for his age, he talked his parents into letting him join a tour party to Europe to see the churches and museums, the catacombs and castles. Later he attended Yale University, the University of London and Courtauld Institute in London (for the history of art), and was awarded an honorary doctor of fine arts degree from the California College of Arts and Crafts.

Through his television appearances, lectures and books, he has become one of the nation's best known authorities on art appreciation. And now he is engaged in what he calls "the most exciting project of my life," the Sears showings.



FOR LONG WINTER EVENINGS—Sears' fashion employee pirouettes in a brocade and velvet formal for Sales Superintendent Don Woods' approval. An indication of the popularity of the long dress in today's fashionable social life, the \$23 gown is one of a collection.

Sears Fashions Hit Editor in Her Budget

BY BEVERLY MAURICE
Fashion Editor

Some days a fashion reporter just can't make a dime!

Any more assignments like this one, boss, and I'll need a big raise.

My budget is just recovering from the purchase of a new coat of paint for my car, and then I had to go out to this great, big, wonderful new Sears & Roebuck store in Memorial Shopping City.

The store hadn't quite opened yet (Thursday is the big day) but all that lovely gleaming, attention with a tweed cape coat fresh merchandise was set out there, just waiting to be taken home and loved.

First of all, a fluffy white with an earthenware knit jersey sweater sneaked up on me and kin, and a gold-bronze medallion wrapped its arms around me.

I melted. I mean, what else could you do? It was mohair, bination of dacron-nylon and looked hand-knit, with a soft cotton is quilted in a robe with cowl collar, and kind of suggest beautiful people playing in the snow. Also, the price was unbelievable.

Well, naturally, you have to have pants to go with a sweater as distinguished as that, so the next thing I knew, I was the proud possessor of a pair of slacks.

And then, one blue thing led to another. Really, my overspending is all the fault of Sears' fashion coordinator, Virginia O'Rourke, who has carried out all these marvelous color themes.

It will be the policy to carry the merchandise throughout the store in the colors of the month, they tell me, and this month it's ice blue with earthenware brown.

As you walk into the fashion division of the store, these lush

colors are carried out in everything from infants' wear to ladies' lingerie.

Only the ice blue ranges in shades from the palest to the deepest, even going into aqua, and if there is any woman who can pass up that many selections of blue, without getting one, I haven't met her yet.

Especially with the golden earthenware brown, ice blue & Roebuck store in Memorial Shopping City.

In the infants' department, toddler dresses in ice blue pima yet (Thursday is the big day) and ice blue corduroy vie for but all that lovely gleaming, attention with a tweed cape coat fresh merchandise was set out there, just waiting to be taken home and loved.

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As you walk into the fashion division of the store, these lush

Gingham Dress Originated Fashion Business at Sears

Does anyone remember that first Sears & Roebuck catalog? So the story goes, it was just a hardware book in those days, and they wanted a picture of a pretty girl for the back cover, so someone posed in her own \$2.98 gingham.

Well, they got so many requests from people who wanted to buy that dress (when it was not even for sale) that the fashion side of the business began, then and there.

Store manager of the new Sears, Harley Diehl, enjoys that story of the beginning of a multi-million dollar business that now said, "In some areas, we import Paris and Italian de-

signs. "It's come a long way since then," he added. "We'll sell diamonds up to the \$2,500 category in this store."

The most expensive diamond sold by Sears to date in Houston is a \$1,500 stone, purchased recently by a man for his wife.

And one of LBJ's favorite stories recounts his buying Lady Bird's wedding ring at Sears & the styles that do things for her."

New Sporting Goods Show Expert Design

BY BOB BRISTER
Outdoor Editor

An outdoorsman who hasn't knocked around the sporting goods department of a Sears store in recent years is in for a shock.

I got mine Monday, when some daily scribes were invited to preview the facilities, and merchandise, before Sears big new Memorial store opening.

In other words, a firm which once had sporting goods more as a sideline, has become one of the leaders in the field of designing and improving outdoor equipment.

The big change, apparently, came when management decided to hire a staff of experts in every field, men known for their specific knowledge and participation in a sport . . . and letting them make suggestions for the equipment which would be built to Sears specifications.

The main force in this new concept in sporting goods has been Ted Williams, the baseball star who is also recognized as one of the best all-around fishermen and hunters in America.

Ted was hired to create, and if necessary design, a choice line of items in outdoor clothing, guns, fishing tackle, exterminating equipment, and even boots and waders.

Many of the items he and his staff came up with are pretty impressive, particularly in the ratio of price to quality.

There is a radically-designed tackle box, for instance, which has sliding plastic doors and is made in two separate compartments so that the entire top section (designed to hold lures and smaller items) can be lifted out without spilling to expose the lower compartment which can carry reels, lines, sinkers, etc.

In hunting boots, there is one model made of real kangaroo hide, fully leather lined, with a nifty "quick-lacing" arrangement which makes them almost as easy to get on and off as slip-ons. Here, again, you feel the influence of "Big Ted."

The first time I ever wore Kangaroo leather was in ultra-light football shoes. And there's little doubt that the athletic preference and some field test fields, where light weight and ing of the gun,

Whether the average shotgun-ner would agree . . . probably would depend upon personal preference and some field test fields, where light weight and ing of the gun,

Whether the average shotgun-ner would agree . . . probably would depend upon personal preference and some field test fields, where light weight and ing of the gun,

Custom Suits Can Be Made

A suit tailored to order for \$95? What will Sears & Roebuck think of next? In the new Sears' men's department, there is a section where you can be measured for a suit to be made up with any of 500 fabrics in your choice of 12 styles.

Prices are competitive with Hong Kong, but the work is done in Chicago and the suit is delivered in three to four weeks.

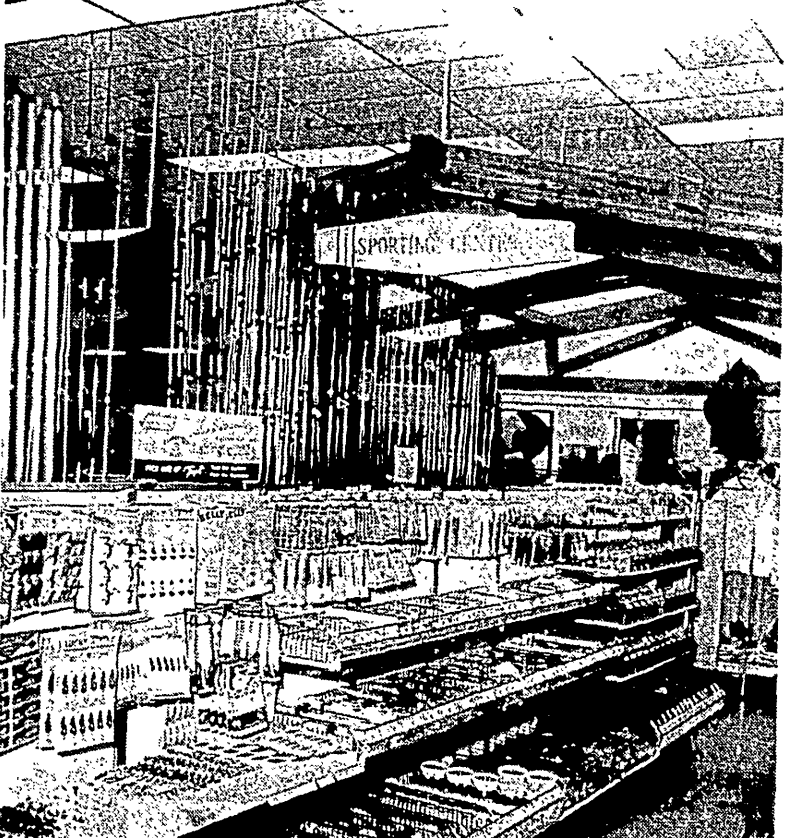
This is not the first Sears store in Houston to have such a department, but the Memorial store does have all the latest equipment for it.

The shopper who orders a suit has his picture taken, first of all. He stands up by a measuring chart and a Polaroid camera makes an instant record of his dimensions.

Then he's free to spend the time saved in choosing his color, his linings, monograms, etc.

History in Catalog

Sears catalogs can be used to trace the rise of the horseless carriage and the decline of the horse-drawn carriage. In the fall of 1904, the catalog listed eight full pages of buggies, but carried only automobile caps and books. In the spring of 1929, when buggies made their last catalog appearance, they occupied only half a page. But automobile accessories in the same edition accounted for 266 separate entries in the catalog index.



FIRST THE TACKLE, THEN THE RIGHT CLOTHES
Wooden Beams Set Off Sporting Goods Center

Sears Started Small; Grew To Six Stores in Houston

First Store Had Floods But Proved Need of Sears Here

Sears, Roebuck and Co. was ing space for 400 more customers' cars. Meanwhile, the northwest section of Houston was expanding rapidly. Thousands of regular Sears customers were buying homes in the area, and Sears announced purchase of more than 13 acres of land on North Shepherd at Garden Oaks in 1948. That store, containing 155,000 square feet, was opened August 10, 1950.

Less than two months later, on Oct. 5, 1950, another Sears store was added when a 50,000 square foot store was opened on a four and a half acre site in Baytown. At Baytown, as in Houston, the store was located away from the congested area, surrounded by paved, lighted, parking space for customers' cars.

Meanwhile, the old store on Buffalo Dr. had been converted to a warehouse and Service Center for Sears, flood control projects having saved it from being inundated every few years. However, this property was eventually sold, and a 13 acre tract at 5901 Griggs Road purchased for a new warehouse and Service Center. This was opened in 1956, and still serves Sears' six Houston area stores.

In 1957, the Pasadena store, the only complete department store in Pasadena, was opened and in 1963 the Main Street store was extensively remodeled. In recent years there have also been opened in the Houston area three appliance and catalog sales stores, at 5231 Bellair Blvd., 9226 Jensen, and 8534 Long Point. With the opening of the new Memorial store Thursday, the Long Point store will be closed, leaving the so-called satellite stores at two for this area.

In November of that year General Robert E. Wood, president of the company, announced purchase of a three and a half acre site on Buffalo Drive at Lincoln Street, and plans for construction of a \$1 million retail store, mail order plant and warehouse. The building was completed in record time, stocked with goods and ready for opening in June, 1959.

With everything in readiness for the grand opening, the worst flood in Houston's memory sent Buffalo Bayou out of its banks. Water reached to the second floor of the brand new Sears and opening was delayed almost four months while repairs were made and new goods secured. The store was finally opened in September, 1959 and was an instant success.

Here for the first time was a department store deliberately planned and located out of the established business district—away from traffic. The new Sears was designed for the motoring public.

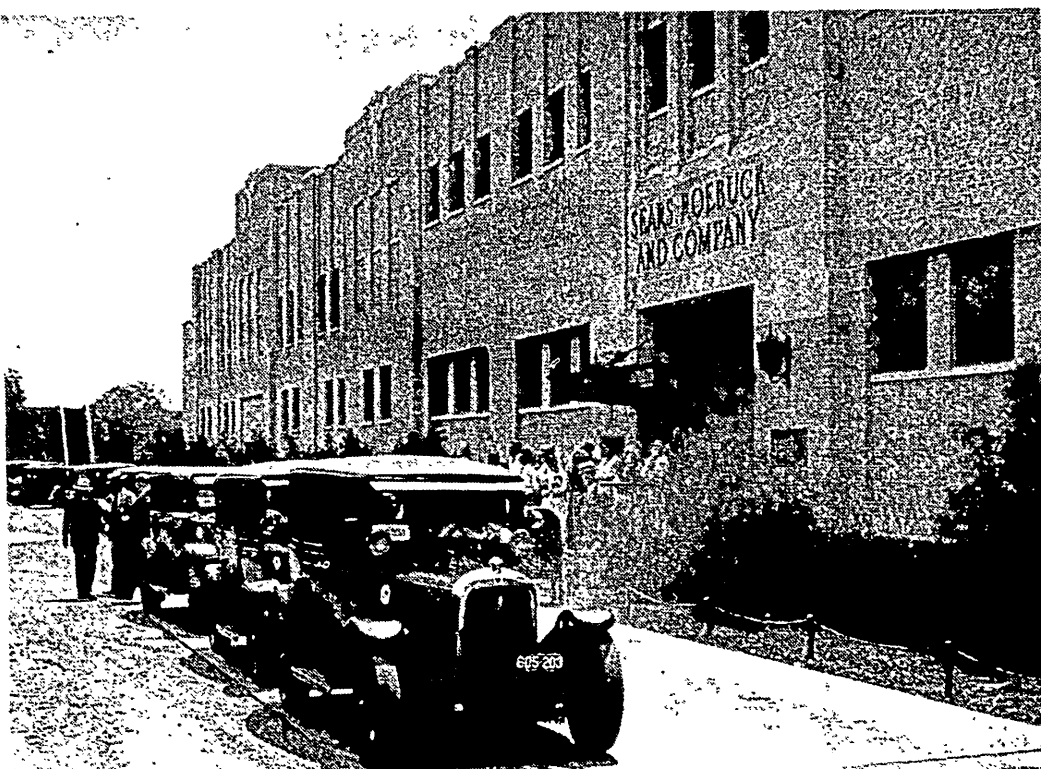
Five years later the Buffalo Drive store was hit once more, by flood waters—this time just at the start of the Christmas shopping season in December, 1934. It was this flood that led Sears executives to look for another—and drier—store location in Houston. There was no longer any question of whether or not Houston people wanted Sears—the five years had proved that.

However, it took four years of surveys, traffic checks, site search and planning before announcement of the purchase of property at 4200 South Main in 1938. The store was opened in November, 1939, two miles from the southernmost end of the downtown business district, again a location with a motoring public in mind. Lighted parking space for 600 cars was provided. By the end of World War II, more parking had been added to the Main Street store, and plans were announced for another neighborhood Sears.

Property at Wayside Drive and Harrisburg Boulevard was purchased and construction started on a new 115,000 square foot store building with paved parking for 800 cars. The new store was opened April 18, 1947, and the biggest crowds in Sears history welcomed the East End's first complete department store. In a very short time it was necessary to purchase additional land for parking.



GUIDED SEARS—Leading Sears, Roebuck and Co.'s destiny during the late 20s and early 30s were Robert E. Wood, company president, and Julius Rosenwald, chairman of the board. It was Wood who convinced company officials in 1924 that Sears should enter the retail field.



SEARS FIRST BIG HOUSTON STORE ON BUFFALO DRIVE
Despite Floods, It Proved a Success Here



CROWDS BAKER
President



AUSTIN T. CUSHMAN
Board Chairman

Veteran Duo Leads Sears

A veteran team of men seasoned by years of training in all phases of merchandising heads up the retail and mail order operation known as Sears, Roebuck and Co.

The two top positions in the company's management are held by men with a total of more than six decades of service with the company. They are Austin T. Cushman, chairman of the board and chief executive officer, and Crowds Baker, president.

A native of Albuquerque, New Mexico, Mr. Cushman joined Sears in 1931 as an extra salesman in the company's Oakland, California, store. The following year he was named manager of the San Francisco store, and two years later returned to Oakland as store manager. From 1935 to 1942 he was general manager of both the Oakland and San Francisco stores. In 1945, after three years as manager of the company's California district, he became general manager of all the stores in the Los Angeles area.

Elected vice president in charge of the Pacific Coast territory in 1949, he directed all retail and mail order operations in nine states. On May 14, 1962, Mr. Cushman was elected chairman of the board and chief executive officer—the seventh chairman in Sears history.

Mr. Baker, a native of Dallas, Texas, joined Sears mail order organization in Dallas in 1929. In 1935 he was named operating superintendent of Sears Seattle mail order plant, and later served in the same position in Boston and Philadelphia. From 1945 to 1951, he was general manager of the Boston plant.

Unclaimed Watches Were Start For Fabulous Sears' Empire

The year was 1886. The United States—all 38 of them—had a population of only 58 million, and two-thirds of the people lived in rural areas. Only a dozen or so cities had 200,000 or more residents.

That was the scene when, one day in early spring, a shipment of gold-filled watches arrived at the railroad station in the small Minnesota community of North Redwood.

Addressed to a local jeweler who didn't want them, the watches went unclaimed until the town's 23-year-old railroad station agent, Richard W. Sears, received permission to sell them.

In so doing, Richard Sears started a new career—one which led to the birth of one of the world's largest merchandising organizations.

By the fall of 1886, Sears was in business for himself, full time, selling watches. The next year he moved to Chicago and hired a watchmaker named Alvah C. Roebuck.

Thus Sears, Roebuck & Co. was born. Shortly before the turn of the century, Roebuck resigned from Sears due to ill health and a man named Julius Rosenwald, then a Chicago clothing manufacturer, purchased an interest in the firm.

His business acumen combined with Sears' promotional genius started their firm on the road to greatness.

By the time Richard Sears retired in 1909, the company, which bore his name was doing \$30 million in business annually and had a branch mail-order plant in Dallas, Texas.

Sears, Roebuck & Co. grew and prospered with the United States. By 1925, the U.S. population was 115 million—and the face of the nation was changing.

The automobile had come into its own, and with it people became mobile. What's more, the people were moving from farm to city, with less than half still living in rural areas.

Viewing this scene, a new Sears vice president, Gen. Robert E. Wood, argued that Sears should open retail stores—to capitalize on the growing mobility of the people and the ever-expanding urban population which traditionally shopped in stores.

Thus, early in 1925, as an experiment, the company opened its first retail store in a corner of its Chicago mail order plant. Its success was so great that the company soon launched a full-scale retail expansion program which saw Sears retail

Elected Sears treasurer in April, 1951, he became a member of the board of directors the following year. He was elected vice president and comptroller in 1954, and has been chairman of the company's finance committee since 1957.

On May 9, 1960, Mr. Baker was elected president of Sears—the ninth man to hold that post since the company was founded in 1886.



RICHARD W. SEARS
Started World-Famous Partnership

store sales volume exceed mail order volume by 1931.

Today Sears stores, numbering more than 780 accounts for more than three-quarters of Sears annual sales volume.

Another highly important step was taken in 1942 when General Wood, by then Sears board chairman, opened a store in Havana, Cuba, the company's first permanent outlet in a foreign land.

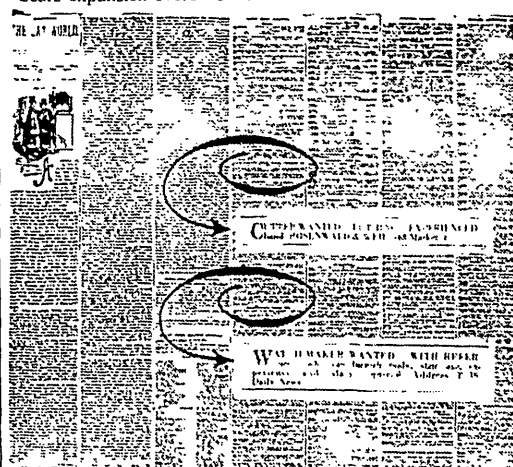
With World War II shortages of refrigerators, stoves, and the like, 1942 turned out not to be a good time to open stores. Even so, the store prospered on its clothing and other "soft goods" alone.

In 1947, with war shortages disappearing, Sears opened a store in Mexico City "Six years later," according to one report, "Sears was... one of the largest retail merchants in Mexico."

And one of the dozen largest private corporations in the country—in gross business, in net profit, and in taxes paid.

Today Sears has more than 55 stores or sales offices in nine And it continues today under Caribbean, Central, and South American countries.

Sears expansion overseas was Baker.



IT STARTED IN CLASSIFIED—Though Sears, Roebuck and Co.'s founder, Richard W. Sears, did not become associated in business with clothing manufacturer Julius Rosenwald until eight years later, by coincidence both men placed want ads on this page of the April 1, 1887, edition of the Chicago Daily News. Alvah C. Roebuck answered Sears' ad for a watchmaker, starting their famous partnership. Inches away, Rosenwald, who later served for 25 years as company president and chairman, advertised for a clothing cutter. Sears spent 80 cents to meet Roebuck, Rosenwald's ad cost 40 cents.

Sears...A Paragon of Retailers---'Fortune'

Sears' place in the nation's social services in the Allstate operation, and how it got there, were outlined by John McDonald in the May, 1964, issue of Fortune magazine. In an article entitled "Sears Makes It Look Easy."

The cover of the magazine for that month featured some of Sears outstanding items, with the title, "Glamorous Sears and Roebuck."

Sears, McDonald pointed out, has become the leading retailer in the U.S. apparently by "getting up in the morning and going to work and doing the right things."

"Sears," wrote McDonald, "is the paragon of retailers—every one of its 761 stores has plenty of competition, but Sears is an organization in a very special league. In that league... Sears is No. 1 in the U.S. and also Nos. 2, 3, 4 and 5. On the basis of sales volume, A&P is the only retailer of any kind that is close to Sears' \$5.1 billion (for last year) and Sears is growing while A&P is not."

(In the Sears Southwestern company newspaper for this area, it was reported last month that Sears volume for the seven months ended Aug. 31 (February through August) topped \$3 billion for the first time in the company's 78-year history.)

The company's 11 percent sales gain last year (over 1962) was more than twice the five percent gain for all U.S. retail sales in Sears lines, the article pointed out.

McDonald cited 10 major decisions which have been responsible for Sears' phenomenal growth since 1925. These were:

- The decision in the '20's to add retail stores.
- The decision to centralize merchandising, buying, promotion and advertising in Chicago, and to control store operations from territorial headquarters, a unique management structure.
- The decision to control with cost, quality and quantity of merchandise by having delivery-ies made to its own specifications. Sears sets the design for 95 percent of the goods it sells.

• The sweeping decision after World War II to expand aggressively, relocate old stores, put more stores in new locations.

• The decision of the mid-'50s to expand the sale of soft goods in retail stores, and to full line department stores, to play up style and fashion along with economy—Sears is the largest mink and diamond merchant in the country.

• The decision to set up a service organization, of little profit, to support its sale of durable goods.

• The decision to diversify into insurance and other financial

Charles A. Meyer Heads Sears Southwest Territory

Charles A. Meyer of Dallas is vice-president in charge of the Southwest territory for Sears, Roebuck and Co., and thus chief executive for the area which includes Houston Sears stores.

He supervises all Sears retail and catalog order operations in New Mexico, Texas, Oklahoma, Kansas, Colorado, Nebraska, Wyoming, and parts of Louisiana, Arkansas, Iowa and Missouri. Two catalog order plants, in Dallas and Kansas City, and more than one hundred retail stores are in his territory.

Meyer assumed his present post in May, 1960, when he also became a member of the Sears board of directors. A native of Boston, he joined Sears in 1939, after graduation from Harvard University.

Following service at the New Haven, Conn., store, and as a mail order buyer in Boston, he became an assistant buyer at Sears national headquarters in Chicago.

Later he served as a staff assistant on foreign stores, and in 1948 was named manager of foreign administration. From 1953 to 1955 he served as president of the Southwest territory.



CHARLES A. MEYER
Vice-President of Sears

Turn The Page
For More
Outstanding
Buys

SEARS
ROEBUCK AND CO.

GRAND OPENING SALE!
SAVINGS AT ALL 6 SEARS

Famous 501* Nylon

You
Get
All **3**
At **1** Low
Price

**CARPET
CUSHION
Installation**

Save 55⁶⁰ on 40 Sq. Yds.
501* Continuous Fila-
ment Installed With
Rubber Cushion

Pay Only 10.50
Monthly MCP

7⁹⁹
Sq. Yd.

No more is carpeting the budget crushing event it once was! Look again at these terrific savings and the low monthly payments. This long wearing carpet has so many easy care qualities . . . and it's so luxurious and cozy for winter. Simply wipe up spills and soil with a damp cloth. Continuous filament fibers are among the most durable, so you're assured practical long wear. Comes in 7 rich, striking colors!

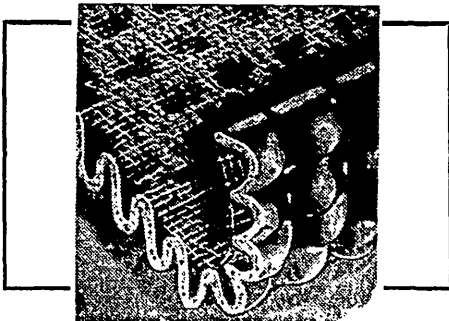
*Modernizing Credit Plan
**Du Pont Certification Mark

Save 95⁶⁰ on 40 Sq. Yd.
Tweed 501* Nylon Pile
Carpet Installed With
Foam Cushion

Pay Just 11.00
Monthly MCP

8⁹⁹
Sq. Yd.

This carpet is especially designed to withstand rugged family use. This handsome homespun tweed-color carpet is ideal for the practical, beauty conscious home owner. Wonderful with children because it doesn't show the soil. Fibers are unsurpassed for wear. What does the term 501* mean to you? It assures you the carpet labeled Du Pont 501* meets or exceeds Du Pont's standards for fine quality nylon pile carpet.



Sponge Rubber Cushion
For Extra Long Wear

Help add years to the life of your carpets with this super resilient cushion. Mothproof, mildewproof and non-allergenic. Eliminates shedding and fraying. Cushion is included in the price of the carpet. And expert installation.

NO MONEY DOWN On Sears Easy Payment Plan

SHOP AT SEARS AND SAVE

SATISFACTION GUARANTEED OR YOUR MONEY BACK

THURSDAY and FRIDAY STORE HOURS
9:30 'til 9:00 — All 6 Stores



6 CONVENIENT
LOCATIONS

EAST END
Wayside at
Henrieville
VA 6-9441

SOUTH
Main Street
at Richmond
JA 4-6311

NORTH
North Shepherd
at Garden Oaks
OX 2-5311

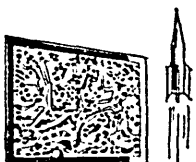
NORTHWEST
Katy
at Gessner
HO 4-1811

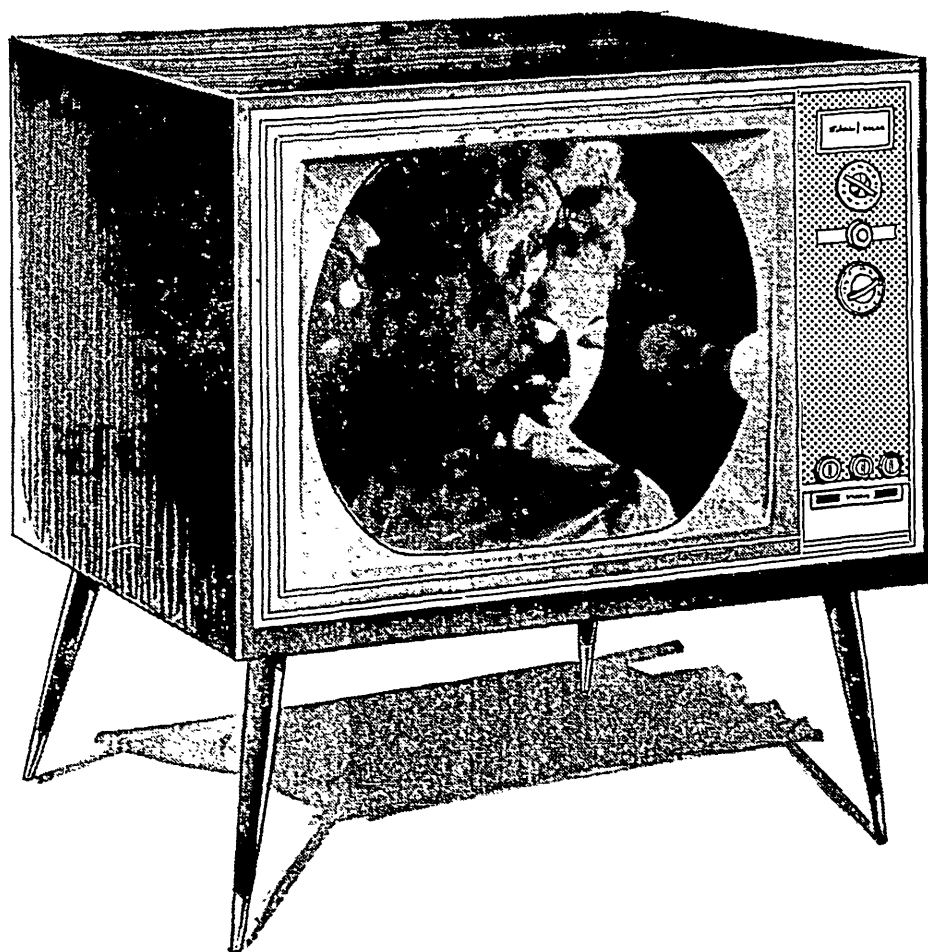
PASADENA
Shaver at
Southmore
GR 3-3321

BAYTOWN
711 West
Texas Ave.
582-8131

NO MONEY DOWN NO MONTHLY PAYMENT UNTIL FEBRUARY 1965

SEARS
ROEBUCK AND CO.

**BONDED SHIELD
PICTURE TUBE**
Tinted safety shield
bonded to tube cuts
glare, seals out dust.

**MISSILE-INSPIRED
PRINTED CIRCUITS**
Modern circuitry as-
sures uniform high
quality, greater de-
pendability.

**82-CHANNEL UHF-
VHF TUNERS . . .**
It's ready now for the
TV future! Tunes all
channels from 2 to 83.


21" All Channel
Color TV
Mahogany or Walnut

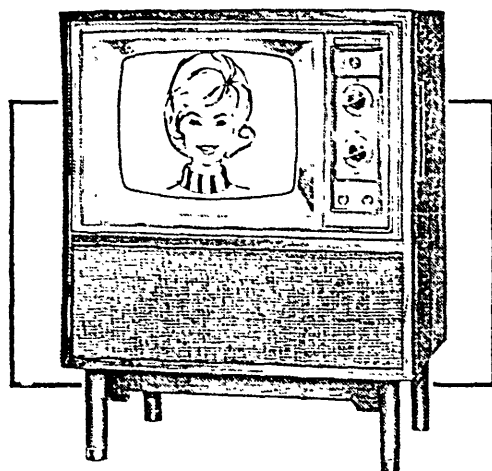
Save
\$50

399⁸⁸

No Money Down, No Payment 'Til
February 1965 on
Sears Easy Payment Plan

- Life like color picture on big 21-in. overall diagonal screen
- 285 square inches of viewing area. See it at Sears
- Easy to use controls . . . push pull on off switch
- Static free FM sound . . . set and forget volume controls
- Modern design metal cabinet with stylish tapered legs.

#3123 or #3122

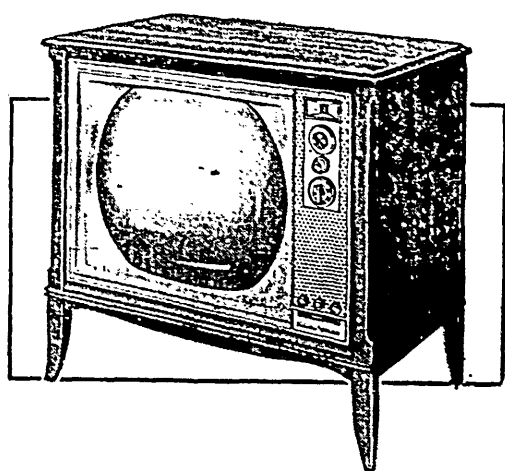


16-Inch All Channel
Color TV Console

NO MONEY DOWN
No Payment 'Til February '65
On Sears Easy Payment Plan

329⁸⁸

Tinted safety shield makes your color picture even sharper. Picture locks steady automatically. Walnut wood veneer cabinet has 6½ inches out front speaker for static free FM sound. #5170

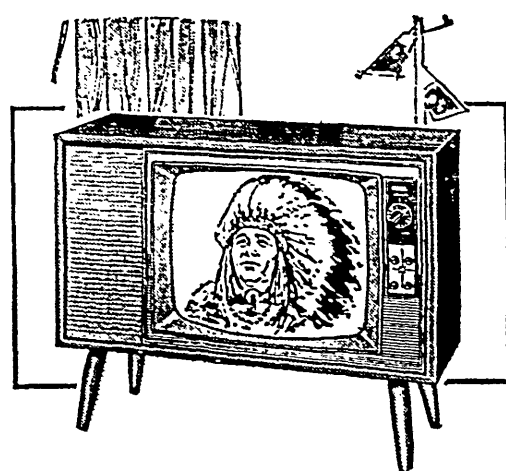


Silvertone All Channel
True Color TV Consoles

NO MONEY DOWN
No Payment 'Til February '65
On Sears Easy Payment Plan

449⁸⁸

21-in. diagonal measure screen, 265 sq. in. viewing area. 24,000 volts of power for brightest, clearest pictures. Static free FM sound. Tinted safety shield cuts glare. 2-knob color control. #3125

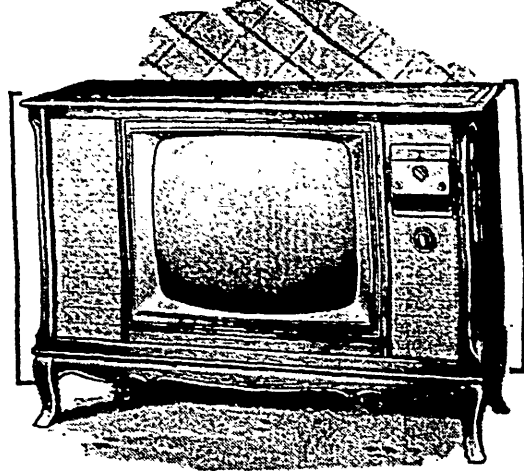


Silvertone 82 Channel
Big Screen TV Console

NO MONEY DOWN
No Payment 'Til February '65
On Sears Easy Payment Plan

169⁸⁸

Big 23-in. overall diagonal, 282 sq. in. viewing area. Static free FM sound from up front 5-in. oval speaker. Built to tune all 82 VHF and UHF Channels. Mahogany or walnut finish. #5131

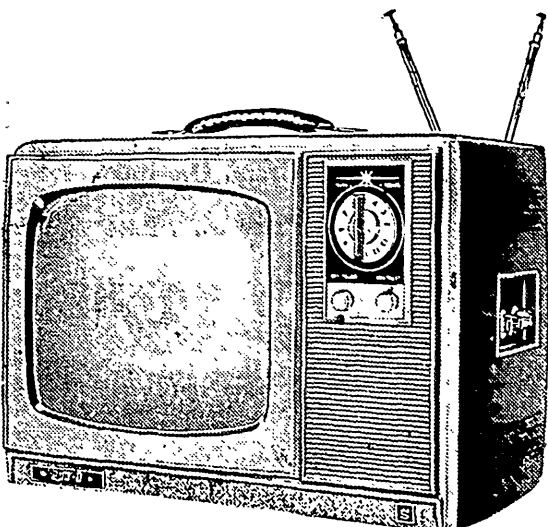


Silvertone All Channel
Provincial Style Console

NO MONEY DOWN
No Payment 'Til February '65
On Sears Easy Payment Plan

239⁸⁸

Fine furniture cabinetry plus our finest chassis. Superb reception, 23 in. overall diagonal, 282 sq. in. viewing area. 9-in. and 6-in. speakers. Tone control, set and forget volume control. #4165

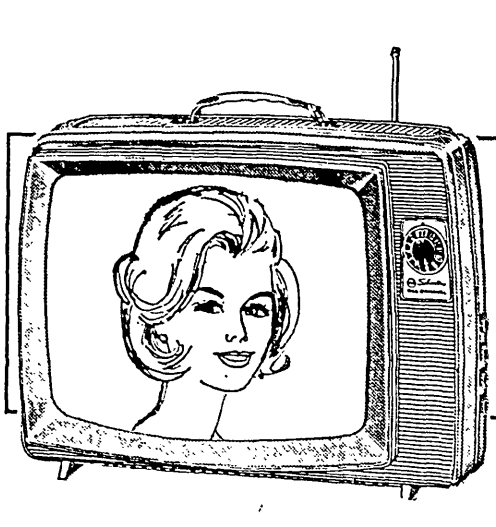


Compact Lightweight
11-inch Portable TV

NO MONEY DOWN
No Payment 'Til February '65
On Sears Easy Payment Plan

86⁰⁰

Perfect as a second set in your home. Sharp and clear pictures on 11-in. oval diagonal, 60 sq. in. screen. Convenient carrying handle. Take it anywhere. 3 stage signal booster, 4-in. speaker. #4120

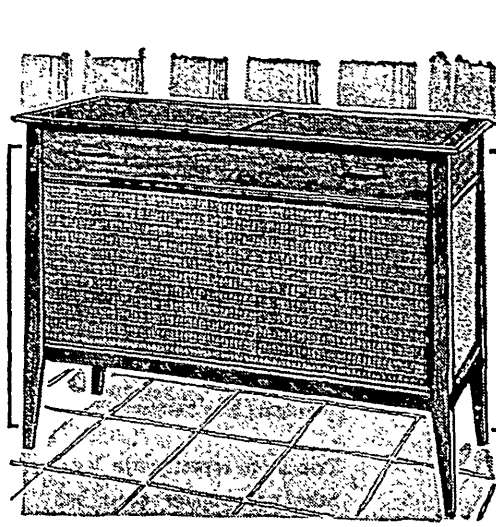


Thrifty 82 Channel TV
Slim Luggage Styling

NO MONEY DOWN
No Payment 'Til February '65
On Sears Easy Payment Plan

119⁸⁸

Big 19-in. overall diagonal, 174 sq. in. screen. Static Free FM sound from up front 5-in. oval speaker. Hi-impact plastic cabinet opens like luggage for easy servicing. Monopole antenna. #5110

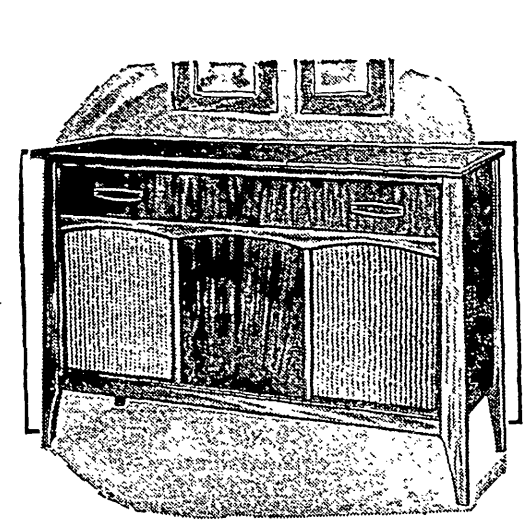


Silvertone 4 Speaker
Stereo Phono FM-AM

NO MONEY DOWN
No Payment 'Til February '65
On Sears Easy Payment Plan

139⁸⁸

Exclusive new 4-speed changer gives thrilling record reproduction. Balanced tone arm virtually ends record wear FM-AM radio. In walnut or mahogany veneer. See it at Sears. #4064



Silvertone Stereo With
Walnut or Maple Veneer

NO MONEY DOWN
No Payment 'Til February '65
On Sears Easy Payment Plan

169⁸⁸

4-speed record changer with record-protector tone arm-diamond needle practically floats on record surface. Two 8-in. coaxial speakers, 2 tweeters. Separate brass, treble and balance. Also in mahogany and maple. #4076

YOU SAVE AT SEARS

SEARS FAMOUS APPLIANCES
• KENMORE • COLDSPOT
• SILVERTONE



8 CONVENIENT
LOCATIONS

EAST END
Wayside at
Harrisburg
WA 6-9441

SOUTH
Main Street
at Richmond
JA 4-6311

NORTH
North Shepherd
at Garden Oaks
OX 7-5311

NORTHWEST
Katy
at Gessner
HO 4-1811

PASADENA
Shaver at
Southmore
GR 3-3321

BAYTOWN
711 West
Texas Ave.
582-8131

BELLAIRE
5225
Bellaire Blvd.
MO 8-4405

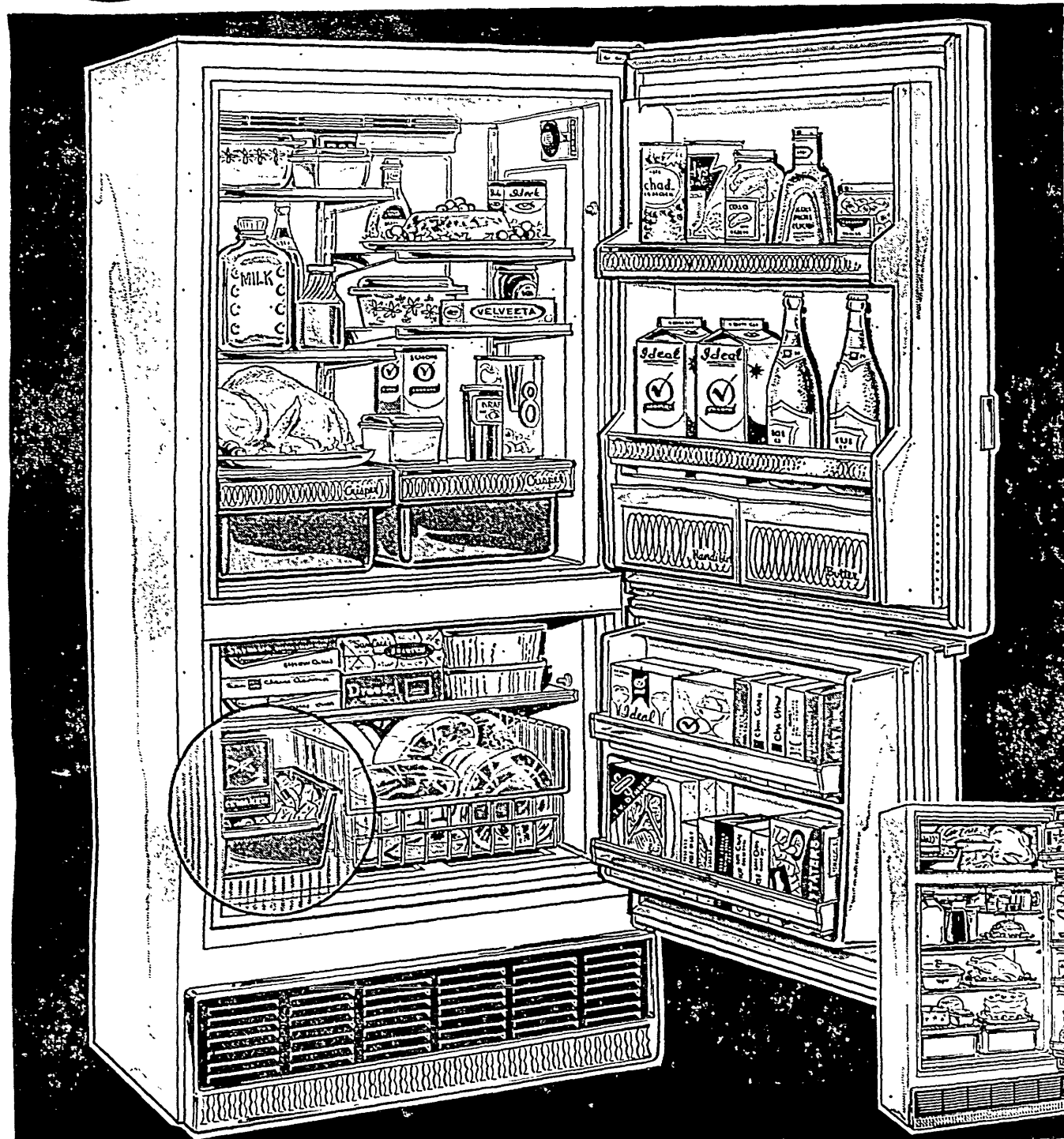
NORTH
9226
Jensen Drive
OX 5-5801

6 COMPLETE DEPARTMENT STORES TO SERVE YOU PLUS . . . 2 APPLIANCE STORES

NO MONEY DOWN NO MONTHLY PAYMENT UNTIL FEBRUARY 1965



14 Ft. ICE MAKER



Frostless Combination

299⁸⁸

No Money Down No Payment
Til February 1965 on
Sears Easy Payment Plan

- Makes its own ice, dries it, stores it automatically
- Frostless coldspot obsoletes ice encrusted models
- Spacemaster interiors let you design the space
- Porcelain enamel interiors easy to clean won't rust
- Magnetic doors, 154-pound frostless freezer section
- See it at one of 8 Sears appliance store locations.

W14F1M

ICE MAKER COMBINATION

ONLY

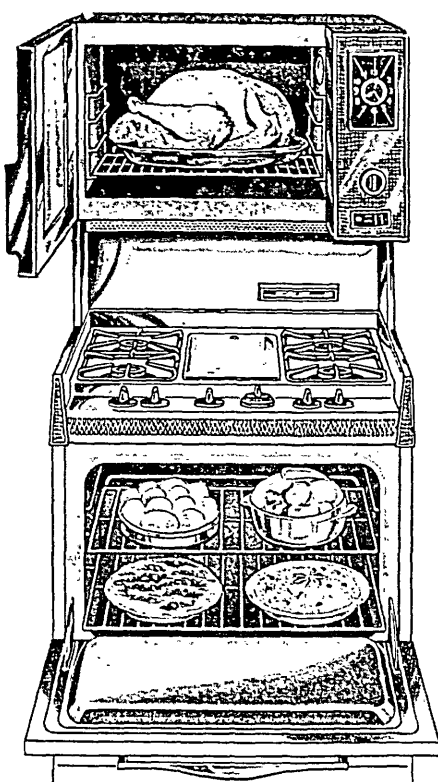
249⁸⁸

No Money Down, No
Payment 'Til Feb. '65
on Sears Easy Payment Plan

14-cu.-ft. capacity. Ice maker continuously and automatically makes, stores and cools 146 cube bucket. Automatic defrost refrigerator and 108-lb zero degree freezer. Easy to clean porcelain enamel interior.

W14B1M

Kenmore 30" Double Oven GAS Classic



Grand Opening

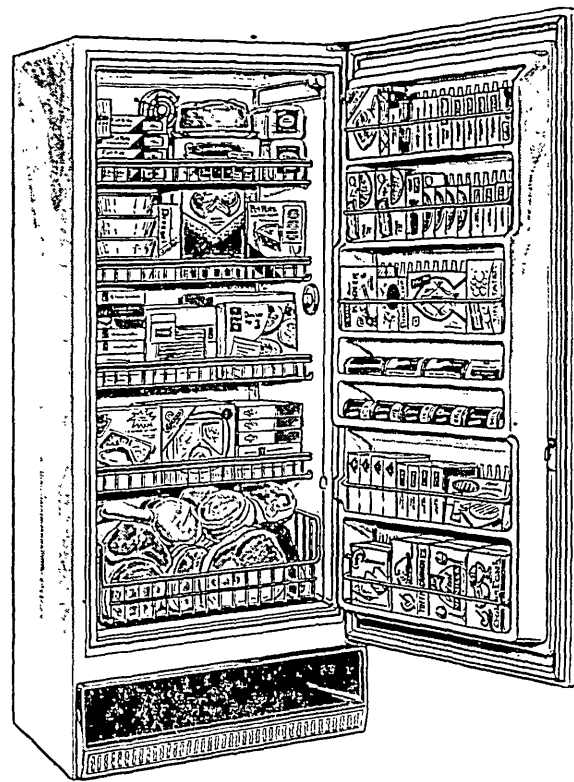
Price . . . Just

279⁸⁸

No Money Down, No
Payment 'Til Feb. '65
on Sears Easy Payment Plan

Two large capacity eye level bake ovens-upper oven has Visi bake doors, oven light. Has 4-hr. timer, electric clock. Large smokeless broiler, Fluorescent top light. In white or coppertone. #786E

17 Cu. Ft. Frostless Coldspot Freezer



Grand Opening

Price . . . Just

249⁸⁸

No Money Down, No
Payment 'Til Feb. '65
on Sears Easy Payment Plan

You never need defrost! Stores 595 lbs. of food in frostless zero degree safety. 4 open grill shelves allow thorough circulation of zero cold. Built in lock, light, adjustable cold control. #42817

YOU SAVE AT SEARS

SEARS FAMOUS APPLIANCES
• KENMORE • COLDSPOT
• SILENTONE



8 CONVENIENT LOCATIONS

EAST END
Wayside at
Harrisburg
WA 6-9441

SOUTH
Main Street
at Richmond
JA 4-6311

NORTH
North Shepherd
at Garden Oaks
OX 7-5321

NORTHWEST
Kay
at Cessner
HO 4-1811

PASADENA
Shaver at
Southmore
GR 3-3321

BAYTOWN
711 West
Texas Ave.
882-8131

BELLAIRE
5225
B-Haire Blvd.
MO 8-4405

NORTH
9226
Jensen Drive
OX 5-5801

6 COMPLETE DEPARTMENT STORES TO SERVE YOU PLUS... 2 APPLIANCE STORES

A TERRIFIC WASHER

CHECK THESE OUTSTANDING FEATURES!

SEARS
ROEBUCK AND CO.

1. **Easy Operation! Control Dial**
Single cycle, single speed. You set it and forget it!

2. **18-gauge Acrylic-enamel Steel Cabinet**
Ruggedly built for years of service... easy to clean!

3. **Satin Smooth 6-Vane Agitator**
Effective washing action to remove stubborn soil.

4. **Quiet, Powerful 1/2-HP Motor**
All the power you need for smooth, even washing action!

5. **Versatile Washer! 3 Temperatures**
Choose hot, warm or cold water, depending on fabrics.

6. **"Out-of-the-way" Lint Filter**
Works full time to give you more lint-free clothes!

7. **Large Family-size Wash Basket**
Up to 12 lb. capacity, saves you time and work on washday.

8. **Traps Buttons, Pins! Pump Protector**
Helps prevent plumbing damage when wash water drains.

NO MONEY DOWN - NO PAYMENT 'TIL FEBRUARY '65

KENMORE WASHER

12-LB. WASH CAPACITY

3 wash water temperatures

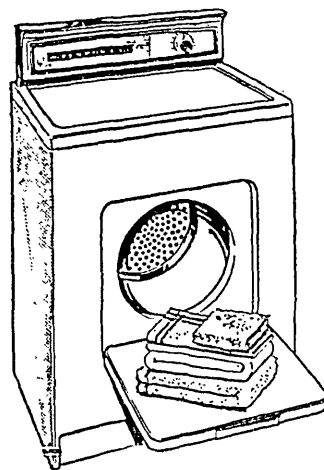
MATCHING DRYER

Normal heat cycle plus "air only" for fluffing clothes and pillows. Built in lint screen. Use handy load-a-door as a clothes shelf. Safety door switch. Acrylic enameled cabinet finish. #5840

GAS DRYER MODEL #5740 8137

\$97

\$157



YOU SAVE AT SEARS

SEARS FAMOUS APPLIANCES
• KENMORE • COLDSPOT
• SILVERTONE



8 CONVENIENT LOCATIONS

EAST END
Wayside at
Harrisburg
WA 6-9441

SOUTH
Main Street
at Richmond
JA 4-6311

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North Shepherd
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NORTHWEST
Katy
at Gessner
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PASADENA
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BEJAIRE
5225
Bellair Blvd.
MO 8-4405

NORTH
9226
Jensen Drive
OX 5-5801

6 COMPLETE DEPARTMENT STORES TO SERVE YOU PLUS

2 APPLIANCE STORES



GRAND OPENING SALE!

SAVINGS AT ALL 6 SEARS

Sale! Colonial Sofas, Chairs And Loveseats

Charming Sofa And Chair Has Foam Seats

119⁸⁸

Sofa

NO MONEY DOWN On Sears Easy Payment Plan

This handsome sofa and matching chair is so quaint and pretty, it will give you years of pleasure. It's solid, well built construction is so practical with children, too. You'll love the pretty provincial print and exposed wood trim. Reversible cushions.

Matching Chair. Now.....**69.88**

Remember, there's always plenty free parking at your nearest Sears store!

Pretty Rocking Loveseat Has Cotton Tweed Cover

89⁸⁸

Now Only

NO MONEY DOWN On Sears Easy Payment Plan

Select this good looking Colonial set for your living room or den. The new cotton tweed fabric comes in three high-fashion Harmony House colors; gold, brown and orange. Has a wealth of costly detailing. 4-in. reversible foam cushions. Exposed wood is salem maple. Just say "Charge It" at Sears.

Winged Back Sofa And Matching Chair

Sofa Reg. 159.95

Now Only

119⁸⁸

NO MONEY DOWN On Sears Easy Payment Plan

Select this good looking colonial set for your living room or den. The new cotton tweed fabric comes in four high-fashion Harmony House colors; gold, brown and orange. Has a wealth of costly detailing. 4-in. reversible foam cushions. Exposed wood is salem maple.

Chair Reg. 79.95Now **69.88**

Decorator Sofa 98 in. Long in Floral Print

Reg. 299.95

Now For

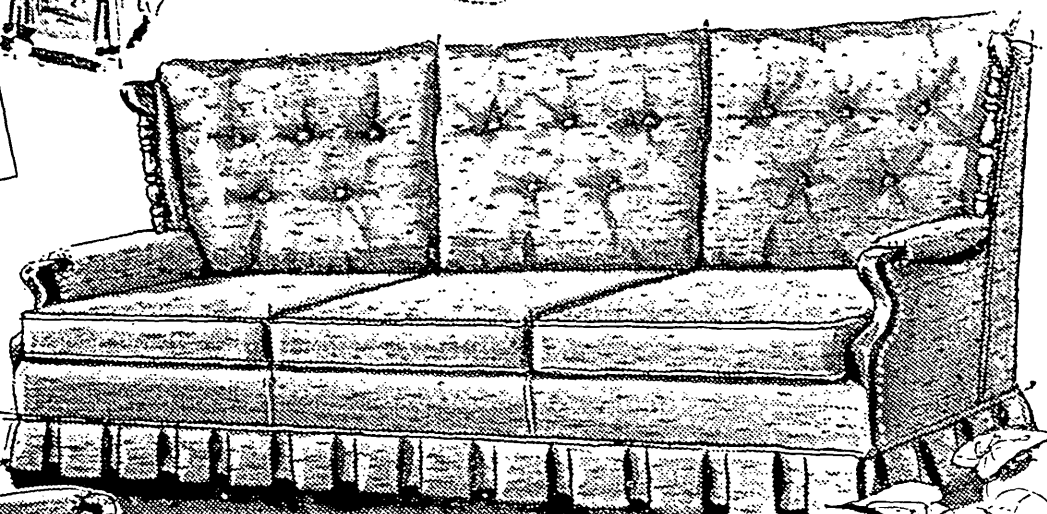
249⁸⁸

NO MONEY DOWN On Sears Easy Payment Plan

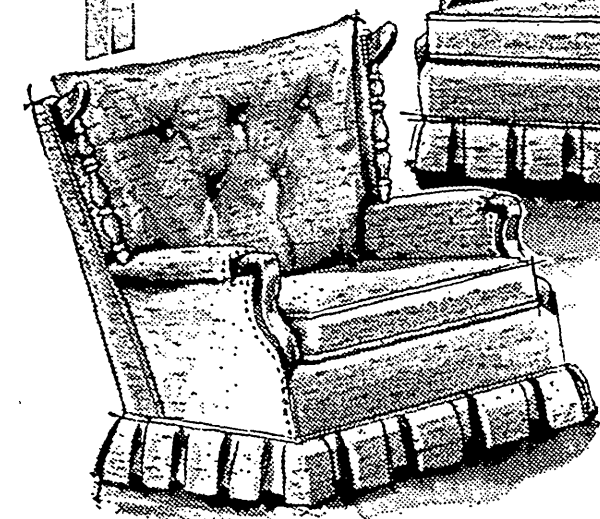
A truly magnificent buy on this dramatic quilted sofa. So lush! So rich looking! It will be the focal point of your living room. Has the finely crafted detailing you've come to expect in Sears furniture. Save now on this new low price. You'll be glad you did. And just say "Charge It" at Sears.



SAVE \$40!



SAVE \$50!

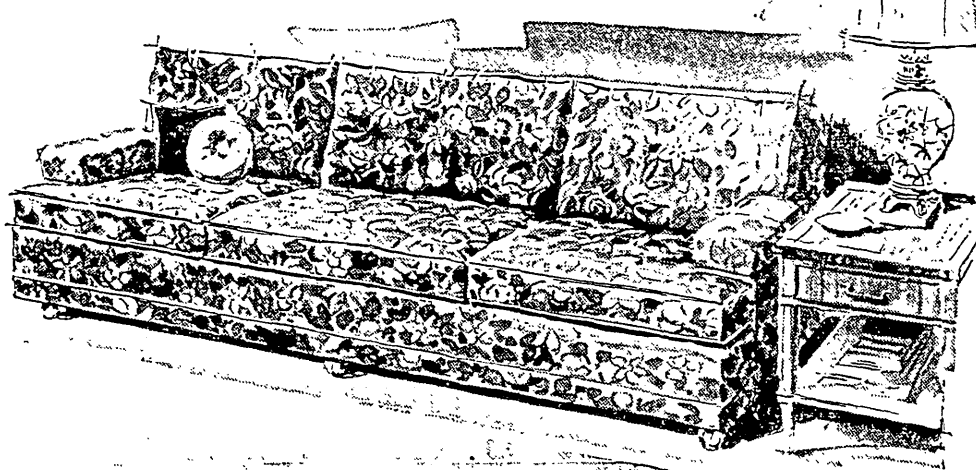


Comfortable Foam
Backed Chair for
Colonial Period

49⁸⁸

The perfect accessory to your living room or den. Sit in comfort and style in this smart Colonial chair. Covered in nubby cotton tweed, in the most popular colors.

NO MONEY DOWN On
Sears Easy Payment
Plan



SHOP AT SEARS AND SAVE

THURSDAY AND FRIDAY STORE HOURS
9:30 'til 9:00—All 6 Stores



6 CONVENIENT
LOCATIONS

EAST END
Wayside at
Harrisburg
WA 6-9441

SOUTH
Main Street
at Richmond
JA 4-6311

NORTH
North Shepherd
at Garden Oaks
OX 7-5311

NORTHWEST
Katy
at Gessner
HO 4-1811

PASADENA
Shaver at
Southmore
GR 3-3321

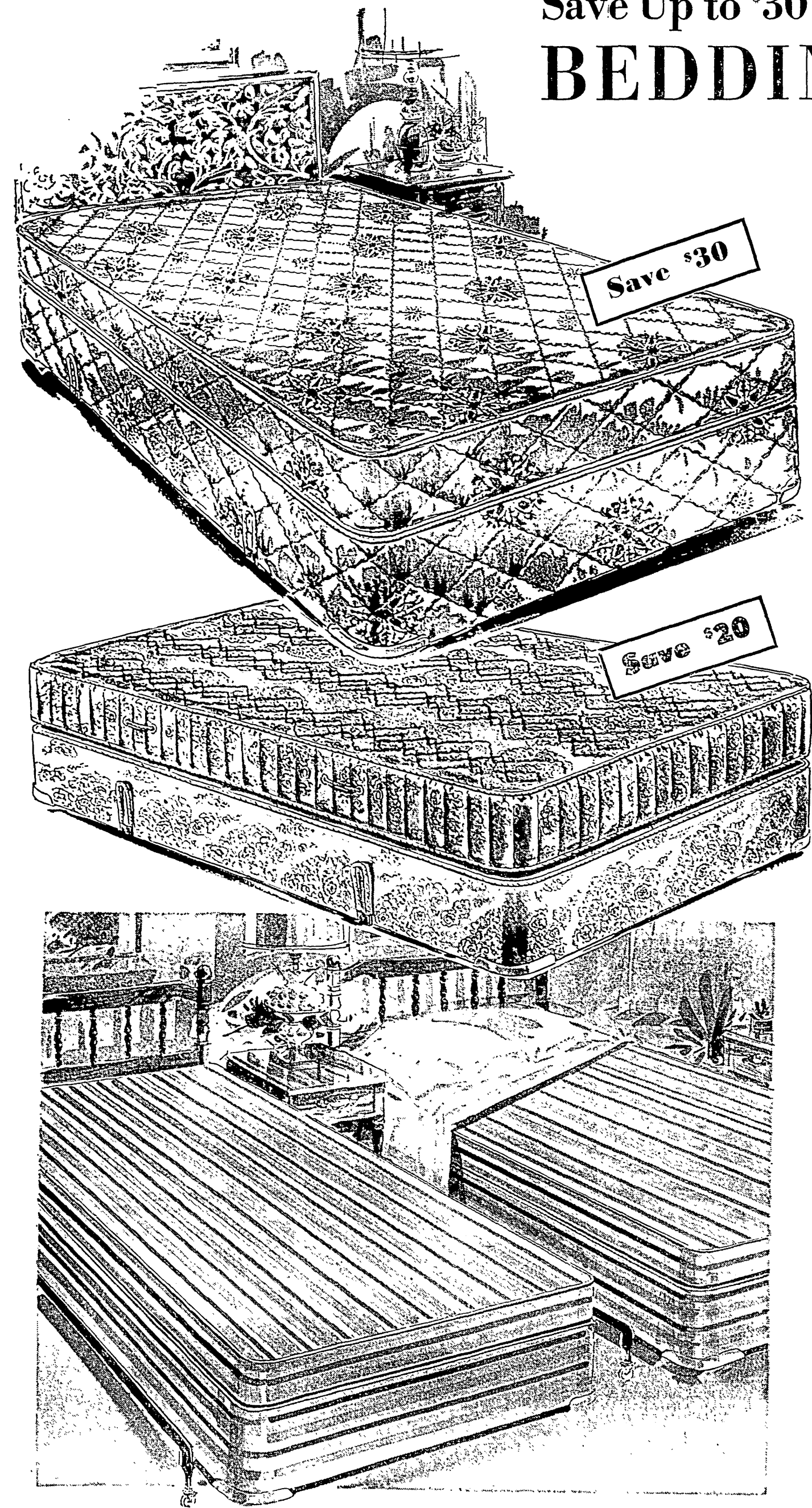
BAYTOWN
711 West
Texas Ave.
JU 2-8131

SATISFACTION GUARANTEED OR YOUR MONEY BACK

SEARS
ROEBUCK AND CO.

GRAND OPENING SALE!
SAVINGS AT ALL 6 SEARS

Save Up to \$30 in Sears Opening
BEDDING SALE



6-In. Foam Latex Mattress
On 1000-Coil Box Spring

Reg. 89.95
Mattress or
Box Spring
Full or Twin

59⁸⁸ Each

NO MONEY DOWN
On Sears Easy Payment Plan

Thrill to a new sense of comfort and try luxury with our best foam latex mattress. It's a full 6-in. thick and has a firm-posture core to promote better sleep. New puff-quilted top adds relaxing surface softness. This is genuine latex that never mats down, is cool, odorless and non-allergenic. Lavish quilt cover of rayon satin.

Our Best 1000-Coil Unit
For Firm Back Support

Reg. 79.95
Mattress or
Box Spring
Full or Twin

59⁸⁸ Each

NO MONEY DOWN
On Sears Easy Payment Plan

Our best 1000-coil units are scientifically built for deep, restful firmness without hardness. Famous coil-on-coil design eliminates sagging. Non-crush borders, rayon damask cover. 630 coils in twin size. Matching Box Spring, Reg. 79.95, Now59.88

Fine For Children's Rooms,
2 Complete Twin Bed Sets
With 4" Serofoam Mattress

Both for a
Low, Low

129⁸⁸

NO MONEY DOWN
On Sears Easy Payment Plan

- Ideal for Children's or Guest Rooms
- 2 Complete Sets at 1 Low Price
- Fine Quality Made Beds and Mattresses

Have you been looking for furniture for that extra bedroom, but don't want to break the budget? This is the ideal set for you. Headboards have fine maple finish. Mattresses are Serofoam a full 4 in. thick which assures you comfortable sleeping. Mattress and box spring covered in striped cotton ticking. We're open 'til 9:00 tonite so bring dad along . . . Shop at Sears and Save!

NO MONEY DOWN
On Sears Easy Payment Plan



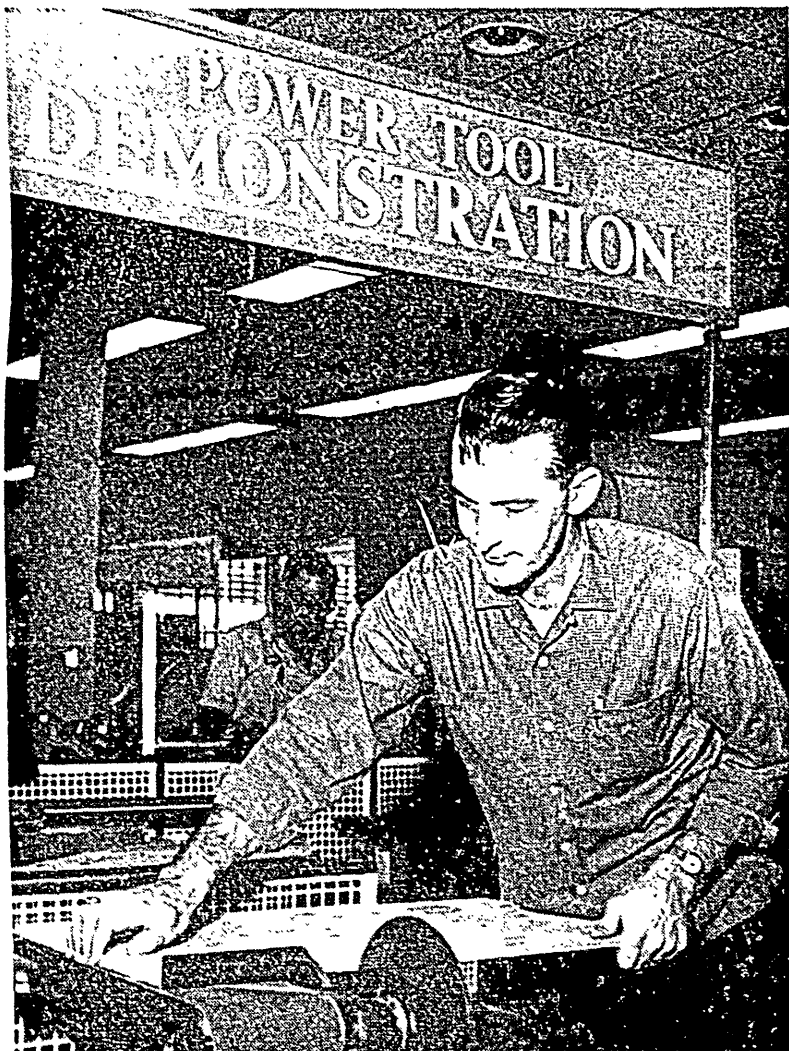
MULTICOLORED STONE, BUFF BRICK SET OFF EXTERIOR
No Store Windows as Such; Visual Entryways Serve Interior, Exterior



KEITH DALLAS, OPERATING SUPERINTENDENT
Sears Carpet Department Is One of City's Largest



COMPLETE MODEL KITCHENS ARE ON DISPLAY
Ed Robert, Personnel Manager, With Connie Catalina



'HOW TO' OF CRAFTSMAN LINE WILL BE SHOWN REGULARLY
C. J. Willmann Operates Belt Sander

Checklist For Shoppers-It's All At Sears

Not sure if Sears' new Memorial store has everything? Well, maybe not everything (check Sears catalogue for that) but close enough to everything that a list of the merchandise seems to cover most shopping needs of a family.

For instance, you will find: furniture, beds, mattresses, stationery, books, cameras, jewelry, silverware, clocks, sporting goods, blouses and sportswear, drugs, sundries, cosmetics, hardware, luggage, ladies accessories, shoes, coats, furs, intimate apparel, sewing machines, vacuum cleaners, lamps, gifts, dinnerware, stoves, draperies, curtains, bedspreads, window shades, blinds, notions, washers, dryers, auto parts and services, infants' wear, paints, brushes, wallpaper, dresses, uniforms, farm and urban equipment, men's furnishings, electrical and lighting fixtures, piece goods, floor coverings, lingerie.

Boys' wear, men's sportswear and work clothes, plumbing and heating, men's dress clothes, refrigerators, freezers, air conditioners' toys, women's shoes, radios, TVs, photographs and records, building materials, kitchens, men's shoes, western wear, shrubbery and plants, hosiery, girls' wear, millinery, candy, handbags, neckwear, hankies, gloves, coffee, tires, bedding and blankets, gas, insurance, and consultation services on decorating and home remodeling.

Repairmen Go For Training

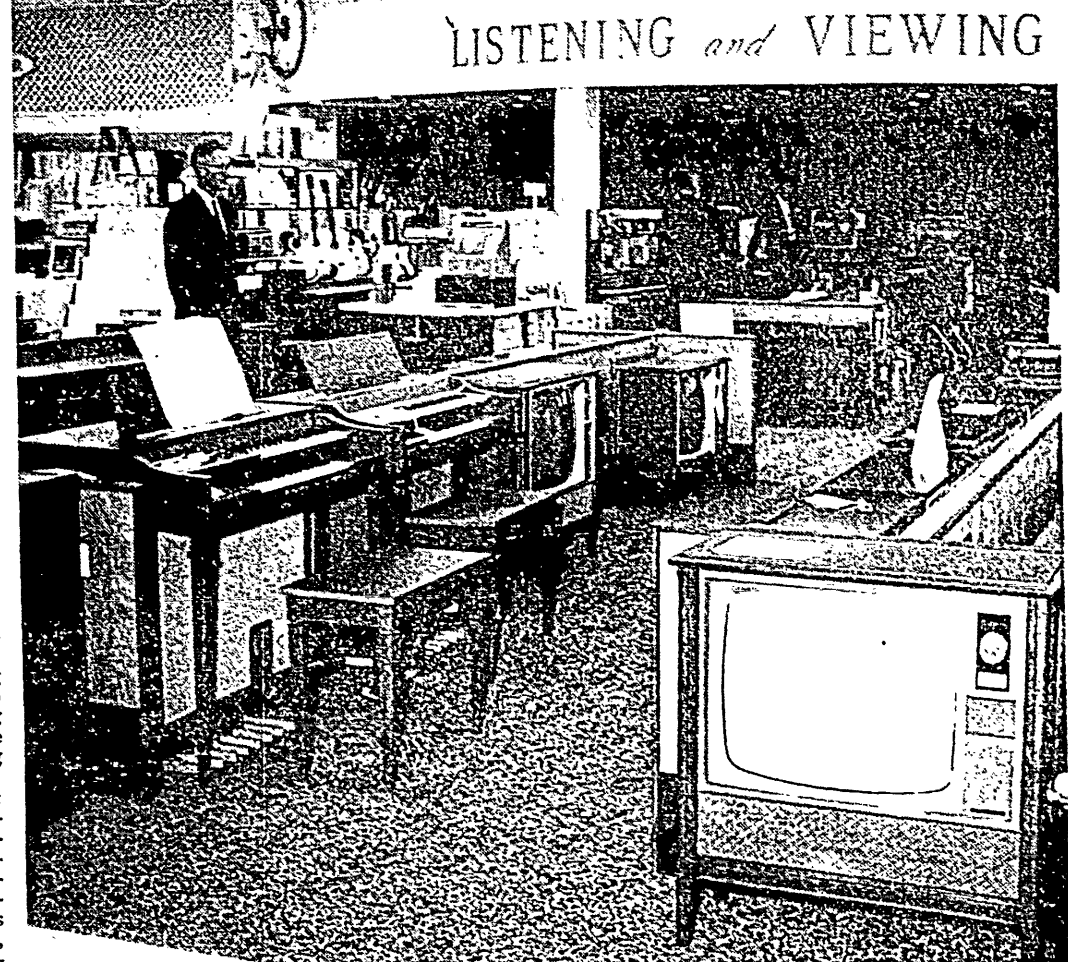
With the aim of keeping all its repair servicemen abreast of what's new with the more than 3000 models of appliances issued each year, Sears last month opened a Technical Training Center in Dallas, serving this area.

Service repair and installation men from this area are sent to Dallas for training sessions, to keep up with the new models as they come out. It assures Sears, and the customers, that each repair man will have his training constantly up to date.

Various laboratories for the 16 courses offered include a refrigeration and heating lab, a home laundry study center, an electronics lab, and several others. Courses of study cover all phases of installing and repairing Sears appliances.

Author Contributed

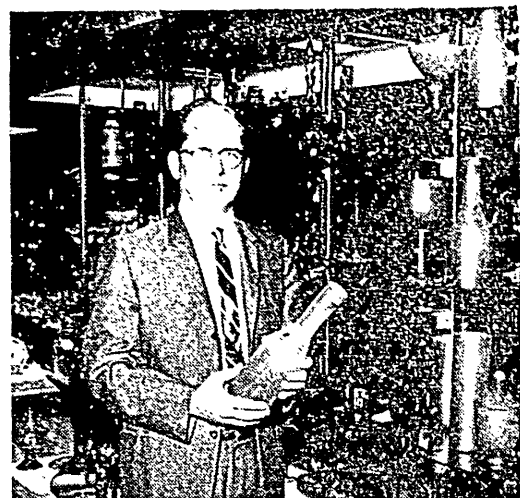
Edgar Rice Burroughs, creator of the "Tarzan" epics, once wrote copy for Sears catalogs.



STEREO, TELEVISION, HOME MUSIC CENTER
Second Floor Area Features Electronic Equipment



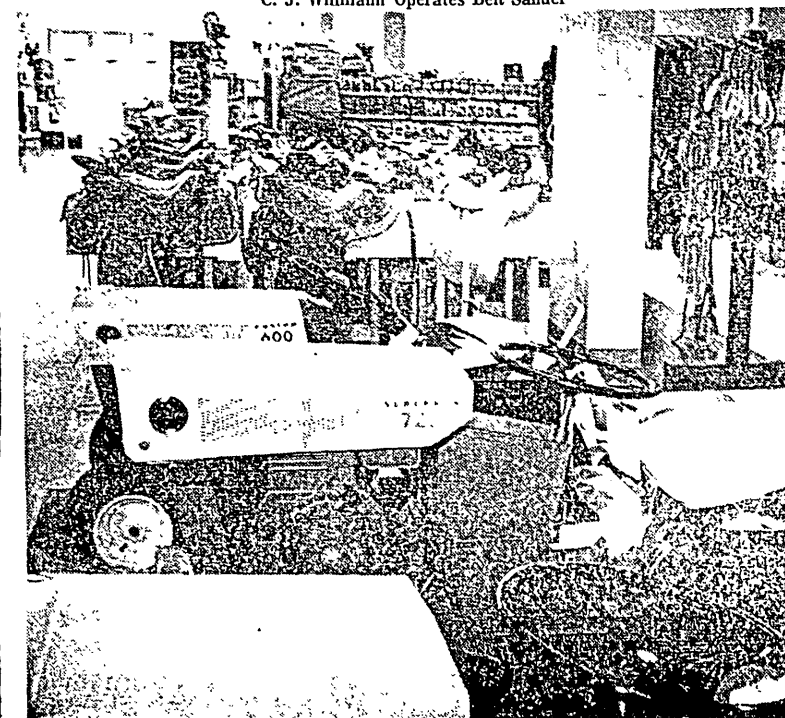
INFANTS AND CHILDREN'S WEAR IS FASHION, TOO
Jo Ann Tatum, New Employee, Inspects Weskit Dress



CHARLES BEAGLE, MERCHANDISING COMPTROLLER
Checking Out Items in Home Fashion Accessories



HARVEY McFALLS, DISPLAY MANAGER
Fashion Sets Theme for Store's Decor



PICK YOUR STEED—POWER MOWERS OR HORSE SADDLES
Outdoor Living Area Ready for Ranchers or Suburbanites

Giant Service Headquarters Aids All Six Sears Stores

Parts, Repair Services All Originate at Griggs Center

"We service what we sell" is done for customers who are Sears' claim, and there is a 130-acre industrial complex at 5900 Griggs road, called the Sears Service Center, devoted to half a dozen services Sears offers in addition to the retail stores such as the new one at Katy Road and Gessner Road.

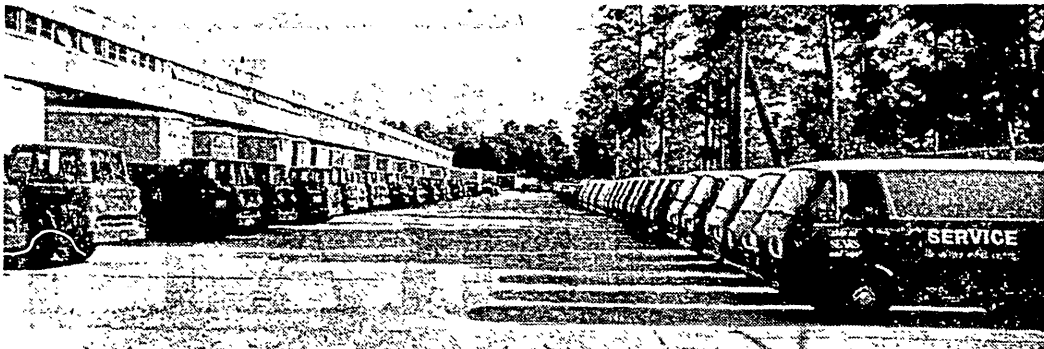
There is a fleet of 70 radio-controlled service trucks for home repairs on Sears' products; five drapery trucks to aid in the decorating service; dozens of delivery vans to service the retail stores and catalogue orders; repair shops, upholstery shops, and drapery shops, a catalogue order center, a parts department, a small retail selling floor, Sears' largest truck tire center in the nation, and warehouse facilities for all the Sears stores in Houston.

Radio dispatched service trucks mean that a householder can ask for and receive repairs on a Sears appliance in her home, sometimes within hours of when the call is made. The trucks carry a large parts supply for Sears' line of appliances, radio, televisions, and phonographs, so many repairs may be made on-the-spot, without the need to take the article back to the Service Center.

Should anything need major repairs however, a complete repair shop at the Center works constantly on lawnmowers and other gas-powered engines, outboard motors, motorcycles, motorbikes, radios and television sets, as well as major home appliances.

Small articles needing repairs, like irons, toasters, and on, Service Center, handling more are often brought by customers truck tires than any other to the retail stores—Shuttle Fleet's center in the nation, trucks take them to the Service Fleet sales of all types of Center, and back to the store truck tires are made here, as where they were brought in well as fleet sales of passenger Custom tailoring of draperies, car tires. The tire center mainbedspreads, cornice boards, tains its own fleet of delivery slipcovers, and upholstery is trucks for its service.

The business of the decorating Jim Brooks is manager of the shops at the center, where or-warehouse at the Griggs Road are received from Sears' center, which handles all Sears' decorators in all six stores warehousing for the Houston Most of the upholstery work area.



FLEET OF SERVICE, DELIVERY TRUCKS AT GRIGGS ROAD Radio Control Gets Them to Customers Faster

Quality Laboratory Tests Each Product

Can you imagine a room so quiet you can literally hear the blood pounding in your veins? Or a machine which does nothing all day but zip and unzip jackets and dresses? Or an incubator which is used to raise thousands of carpet beetles?

These are not products of a vivid imagination. They're part of the equipment in Sears, Roebuck & Co.'s Merchandise Development and Testing Laboratory in Chicago—a place where Sears checks the quality of the merchandise it sells today and plans for new and better merchandise tomorrow.

How good are the sound systems Sears sells? The anechoic chamber with its absolute silence helps provide the answer. Will the zippers in Sears clothing stand up under everyday use? Turn on the machine, let it run, and find out. Will a new Sears bug killer really work? In the laboratory beetles aren't raised for the fun of it, but to be "sacrificed" for science.

Here each year are tested 10,000 items—the things which American families want, need, or use. The work is conducted in a sprawling four-floor building which spills out a vast array of merchandise tested for strength, safety, water repellency, color, performance, endurance, fit, purity or accuracy by nearly \$1.5 million worth of equipment.

The company's engineers use motors; a fleet of cars in Texas farms in Illinois for tire tests.

ments with fences and fertilizers; they have a place in Florida for checks on boats and a fleet of cars in Texas farms in Illinois for tire tests.

There are production engineers who figure out how to make the best and the most at the lowest cost; industrial designers who demand style and grace in everything from coffee pots to centrifugal pumps.

And finally, there are quality control engineers, the guardians of merchandising, who make sure the manufacturer at his plant follows precisely all the specifications developed by Sears Laboratory. They dictate how many peanuts belong in a square inch of peanut brittle, how many thread counts are required in a certain sheet.

Year in and year out Sears army of experts devotes its full time and talent to bettering, beautifying—and bringing down costs so that housewives will continue to express their pleasure at Sears catalogs and counters.

Merchandising, they know, is not "what you did for me yesterday, but what you're giving me right now, and what you will do for me tomorrow."

But the product engineer is merely one member of the laboratory team working for better homes and happier housewives.

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ENGINEER MIXES TASTY BATCH OF OILED SAND Tests Capacity, Life, Heat of Motor

Writers, Designers, Artists Plan New Sears Packages

If you're not Peter Piper, you'll pick a peck of pickle peppers a lot easier if you know just what a pickle pepper is.

That is what Sears, Roebuck & Co. believes, and backs up that belief through its Informative Packaging and Labeling Division located in Chicago. Here, seasoned teams of writers, designers and artists get together to survey the packaging needs of the thousands of items of merchandise that are headed for display counters in Sears stores across the country. And you, Mr. and Mrs. Shopper, are never far from their thoughts.

Prime considerations, such as safety in shipping, protection from handling and exposure, are taken care of first. Then, all efforts bend to the task of creating a package that will make your shopping expeditions quick, easy and convenient.

These packaging experts are consistently aware that the demands on your time in the hubbub of countless activities are great and they don't expect you to have to plow through stacks of merchandise looking for size 7 gloves or No. 1 fine grit sandpaper. So their job is to produce containers that tell you what you want to know clearly and briefly.

Sears' policy of informative packaging means that within a few seconds you will know what an item is made of, how to use it, assemble it or install it;

whether it will shrink or stretch, how to wash it or care for it; whether it carries a special guarantee, plus all other information about the product that you would want to know.

Add up this information and you know instantly whether a particular item will fill your requirements, and also why it costs a little more than the similar looking item in the package next to it on the shelf.

Besides this service for you, Sears aims to present packages that are attractive, functional, strong and are easy for you to carry and store.

Sears believes the most important purposes of packaging are to make it easy for you to find what you want as quickly and easily as possible, and then for you to learn enough about the item, or range of items you are considering, to assure you that you are buying exactly what you want, and, of course, to present the merchandise to you in a neat, clean, orderly manner.

You may never buy a product because of its package, but if the information on the package helps you decide that this is the product you want, then Sears packaging program has succeeded. So, next time you are shopping at Sears, pick a peck of what you want. You'll find it's as easy as saying "Peter Piper. . ."

Repair Parts On Film Viewer In New Store

Customers of the new Sears, Roebuck and Co. Memorial store will have no trouble solving what often is one of the homeowners' most perplexing problems—finding the proper replacement part for the appliance he owns.

"All he has to know is the model number of the appliance and he can view a photo of the part he needs in less than 20 seconds," Harley Diehl, store manager, said.

"In fact," he added, "we call this Sears twenty-second picture show."

This speedy identification is possible because Sears new Memorial store is equipped with a unique microfilm parts viewer.

All the hundreds of thousands of parts in Sears appliances are microfilmed at the company's headquarters in Chicago, Deihl explained.

"Once you know your appli-

Want to buy a mule? Or a mink coat, or a melt-mer sale catalog, several spe- log, this year's just out, a sum- ing pot? If mankind needs it, cially catalogs, and sale you can probably find it in the bulletins put out every few Sears catalog. Sears sells just weeks.

About everything but automo- biles, liquor and groceries, and 140,000 items of merchandise, just about everything but these and that about the mule is no is covered in the catalog. And joke—Sears still carries a most of it they'll deliver to- special rural catalog that does indeed sell mules, pigs, chick- ens, and other livestock. Or you At the new Memorial Sears store there is a counter for can buy a monkey out of the catalog sales—place your order, regular book.

early today, you can probably. There may have been a day pick it up tomorrow. Or have when buying something "out of it delivered to your home. Or the catalog" was a joked-about you can call the Memorial store rural pastime. It's a one-bil- and order it through the cata- tion dollar annual business to log desk—or call the Sears Ser- Sears today nationally the sort vice Center on Griggs road, and of joke where the men laughed have it delivered.

Many items are stocked here mail order plants (Dallas serves locally—what isn't is teletyped this area) handle this large per- to Dallas, and shipped here centage of Sears' business. within a few days. B. G. Fuller Today, Fuller says, increas- is manager of catalog sales ing numbers of city dwellers for the Houston area, working are becoming catalog shoppers, at the Griggs Road Center. doing their business by phone

Best known of the catalogs and either picking up their are the big semi-annual issues, packages at a nearby retail one for Fall and Winter, one store (saving some shipping for Spring and Summer. There charges) or having them de- are in addition a Christmas cat- livered.



CATALOG GIRLS Steady Stream of Orders Can Be Taken Here

Catalog Sales Offer Vast Array of Goods

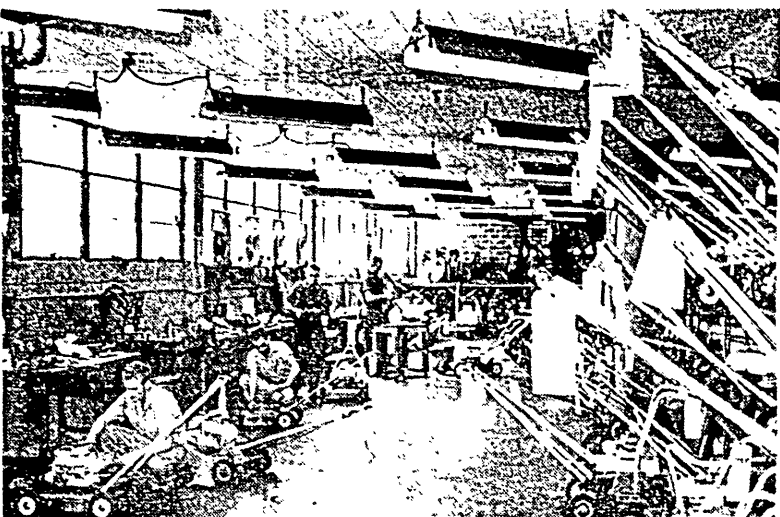
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GAS ENGINE REPAIR AT SEARS SERVICE CENTER Other Shops Repair Appliances, Electronic Equipment



DRAPERY WORKROOM AT GRIGGS SERVICE CENTER Cutting, Sewing, Pleating Operations Under Way



SEARS BIGGEST TRUCK TIRE CENTER HERE John P. Jones, 3903 Luca, With L. B. Frederick, Tire Manager



SAFETY AWARDS—Twenty-seven Sears drivers from the Houston area, standing at right. They are: front row, Selby T. White, Wilbur D. Crow, Pete Dutka, Jimmie L. Brooks (pool manager), D. L. Getschman, Wilbur Masters, Norman L. Morgan; second row, John H. Corley (delivery

supervisor), E. M. West, W. O. Lang, Arthur Foster, Johnny Sessions, Aubrey Kyle, Lowell Hodge, John Stratman, Preston Goad, John Chandler, and Milne; back row, Ray W. Simpson, Bruno Grucholski, Clifford Hill, Raymond Willingham, Melvin Stone, Amos Pullen, Kie Nobra, Claude Helling and Earl Davidson. Not pictured are C. S. Wilson, R. R. Wright and Alton M. Fritzsche.

Turn The Page

For More

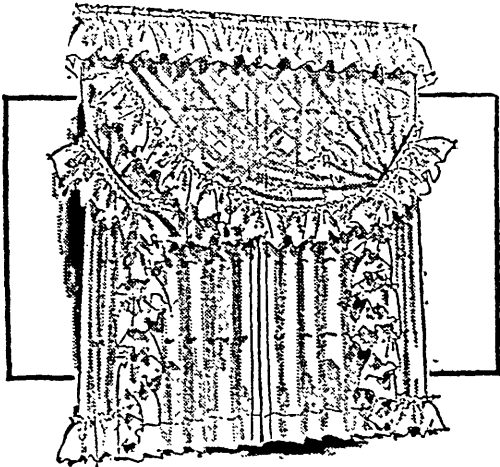
Outstanding

Buys



GRAND OPENING SALE! SAVINGS AT ALL 6 SEARS

Decorate With Easy-Care Wash and Hang DRAPERIES



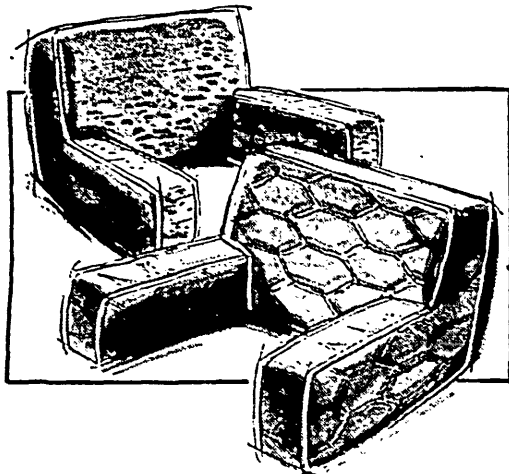
Pretty 'n Frilly Single
Size Polyester Priscillas

Sears Low,
Low Price only

No Money Down on Sears Revolving Charge Plan

Makes any woman's bedroom look feminine and cozy. And they wash and dry in a breeze. Easy care polyester needs no ironing. You'll love the full, frilly ruffles. Just say "Charge It."
Matching 40"x81" 77c

247



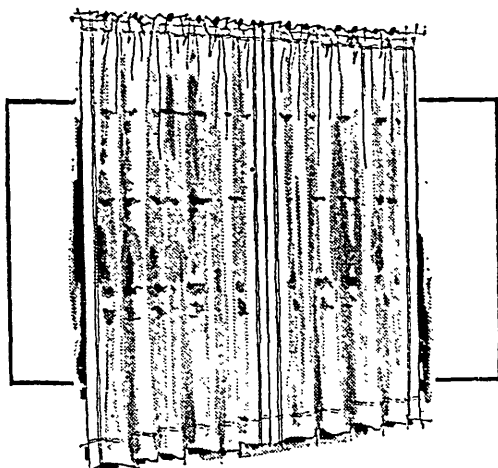
Salem Tweed Or
Quilted Satin Bedrests

Priced at
A Low

No Money Down on Sears Revolving Charge Plan

Especially nice for the sick or just for lounging in bed. Lean back, rest and relax with a comfy bedrest covered in your choice of fabrics. Thickly stuffed to add to your comfort and relaxation.

799

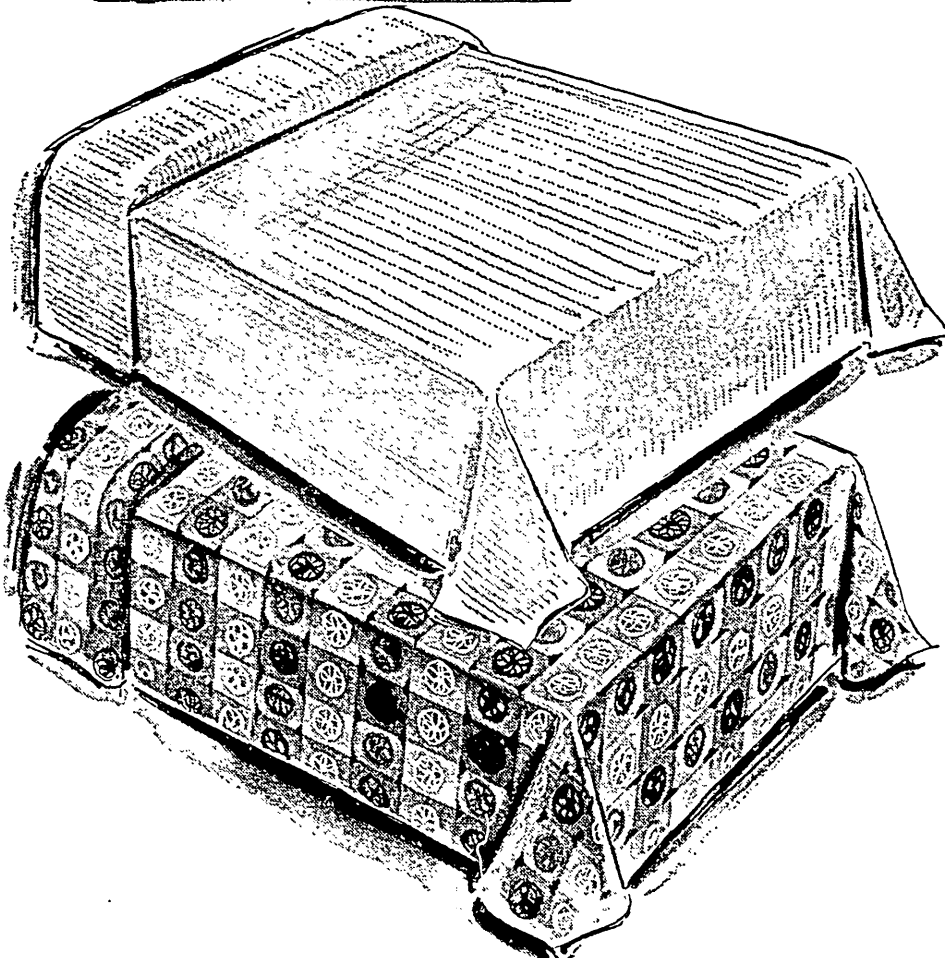
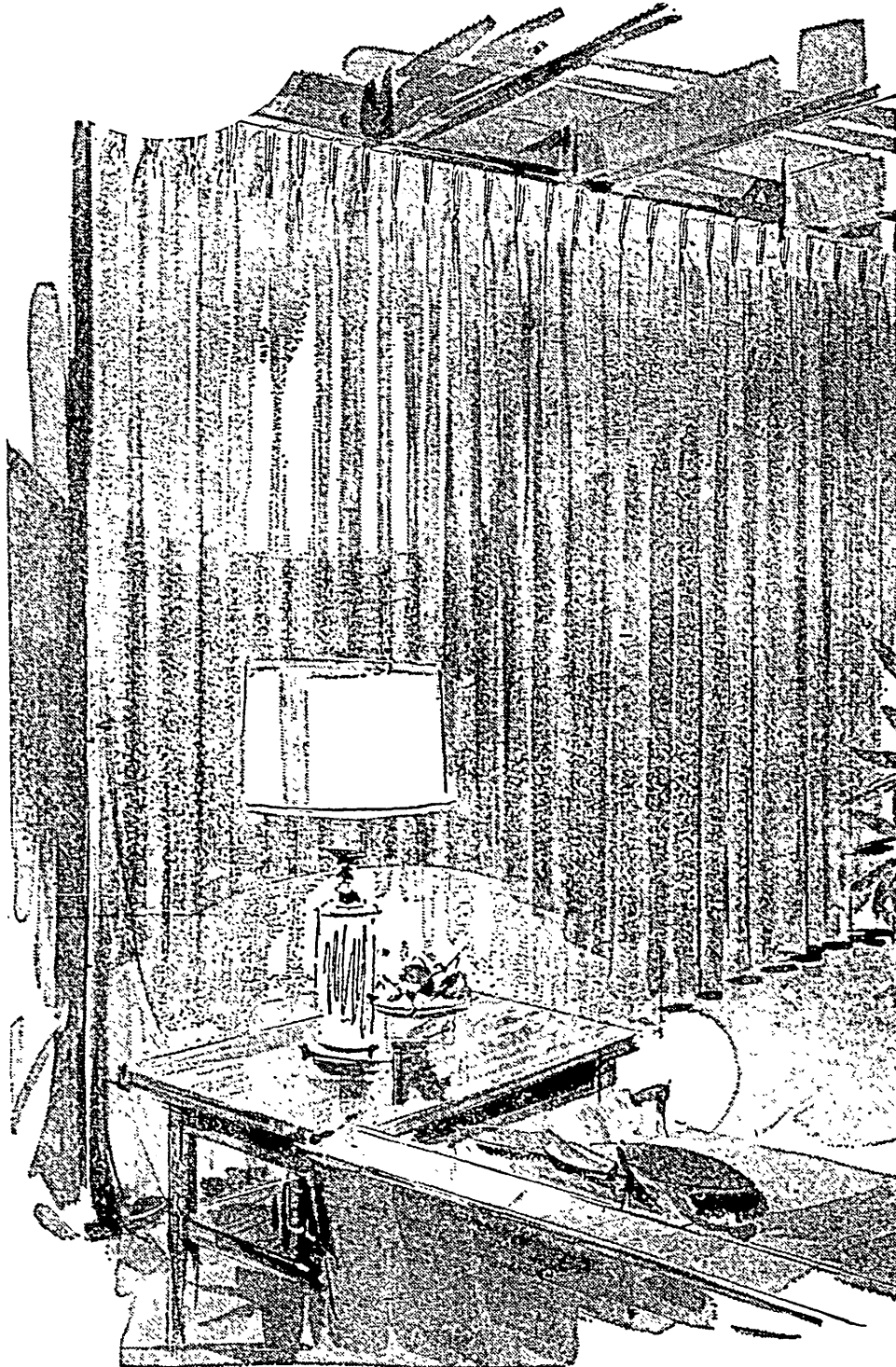


Curtain Panels of
Dacron® Polyester

Check Sears Low Price
Sheer White Marquisette

A real buy at this low Sears price. Good quality panel with deep 3-inch bottom hems. Easy to wash, need little or no ironing. Size 40"x81".

77c



Single, Double or Triple
Widths, Luscious Tone-
on-Tone in 84-in. Lengths

48" x 84"

For Only

5.00
Pr.

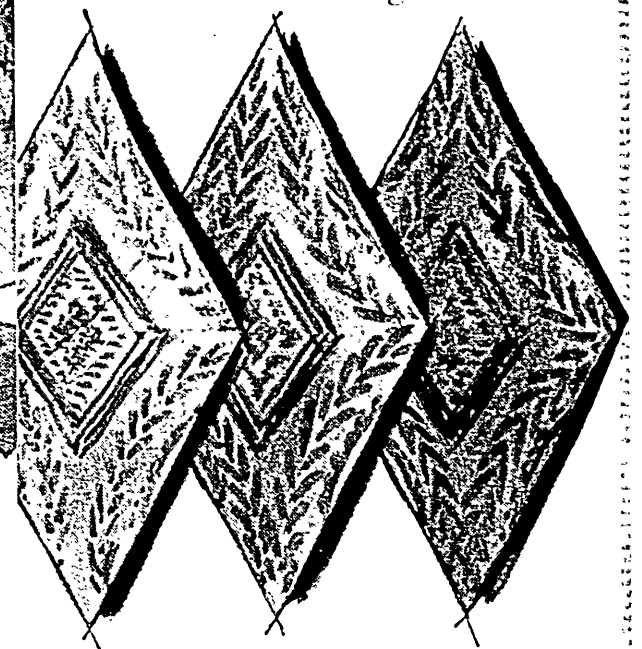
It's so quick and easy to give your home a complete new look, when you simply decorate with new draperies. Won't break your budget either! You'll love the easy-care qualities of these antique satin draperies. Heavily textured, of nubby Avisco® rayon and cotton. They drip dry and need only a touch of the iron. Comes in white, green, champagne. So easy to simply say "Charge It."

Size 96x84" 10.00

Sizes 144x84" 15.00

In 3 Most Wanted Colors

• White • Beige • Green



Colorful, Washable
Cotton Woven
BEDSPREADS

Reg. 7.98
For Only

6.88

No Money Down on Sears Revolving Charge Plan

Terrific new low price on these bedspreads. These are two of our most popular styles. Top: "Rib Cord" is the elegant solid color spread in washable cotton. Sun resistant colors. Wonderfully versatile... suitable for adults, teens or children. Bottom: A geometric design in deep tone decorator colors. Washfast and needs little or no ironing. A blend of 59% rayon and 41% cotton. Just Charge It on Your Convenient Sears account.

SHOP AT SEARS AND SAVE

SATISFACTION GUARANTEED OR YOUR MONEY BACK

THURSDAY and FRIDAY STORE HOURS
9:30 to 9:00—All 6 Sears



6. CONVENIENT
LOCATIONS

EAST END
Wayside at
Harrisburg
WA 6-9441

SOUTH
Main Street
at Richmond
JA 4-6311

NORTH
North Shepherd
at Garden Oaks
OX 7-5311

NORTHWEST
Katy
at Gessner
HO 4-1811

PASADENA
Shaver at
Southmore
GR 3-3321

BAYTOWN
711 West
Texas Ave.
58 2-8131

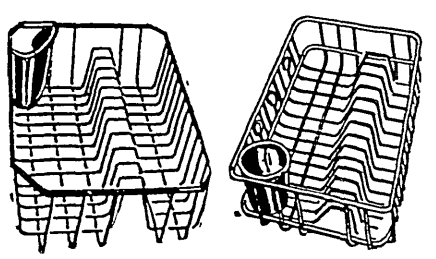


GRAND OPENING SALE!

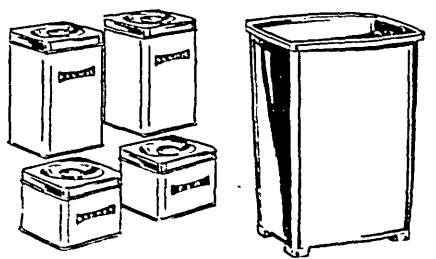
SAVINGS AT ALL 6 SEARS

Money Saving HOUSEWARES

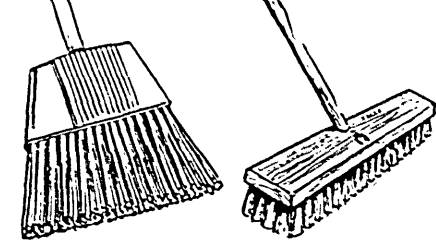
to Help Your Budget



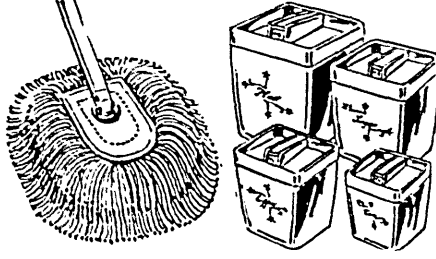
\$1.99 twin-sink rubber coated drainers...1.44
\$2.98 full size rubber coated drainers...1.99



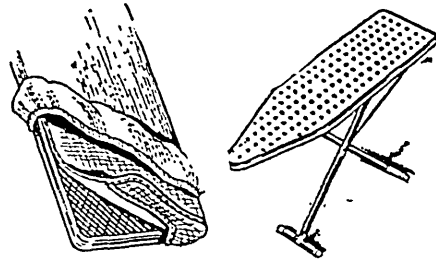
4-piece \$7.99 chrome steel canister sets 6.44
Square plastic 50-qt. wastebaskets...1.44



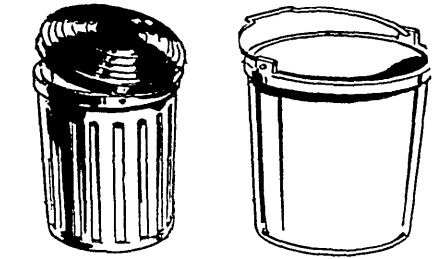
Handy split-tip plastic brooms...1.44
\$3.29 palm-leaf brooms...2.44



\$1.99 mill-style 100% nylon dust mops...1.44
\$3.77 4-pc. square-style canister sets...2.88



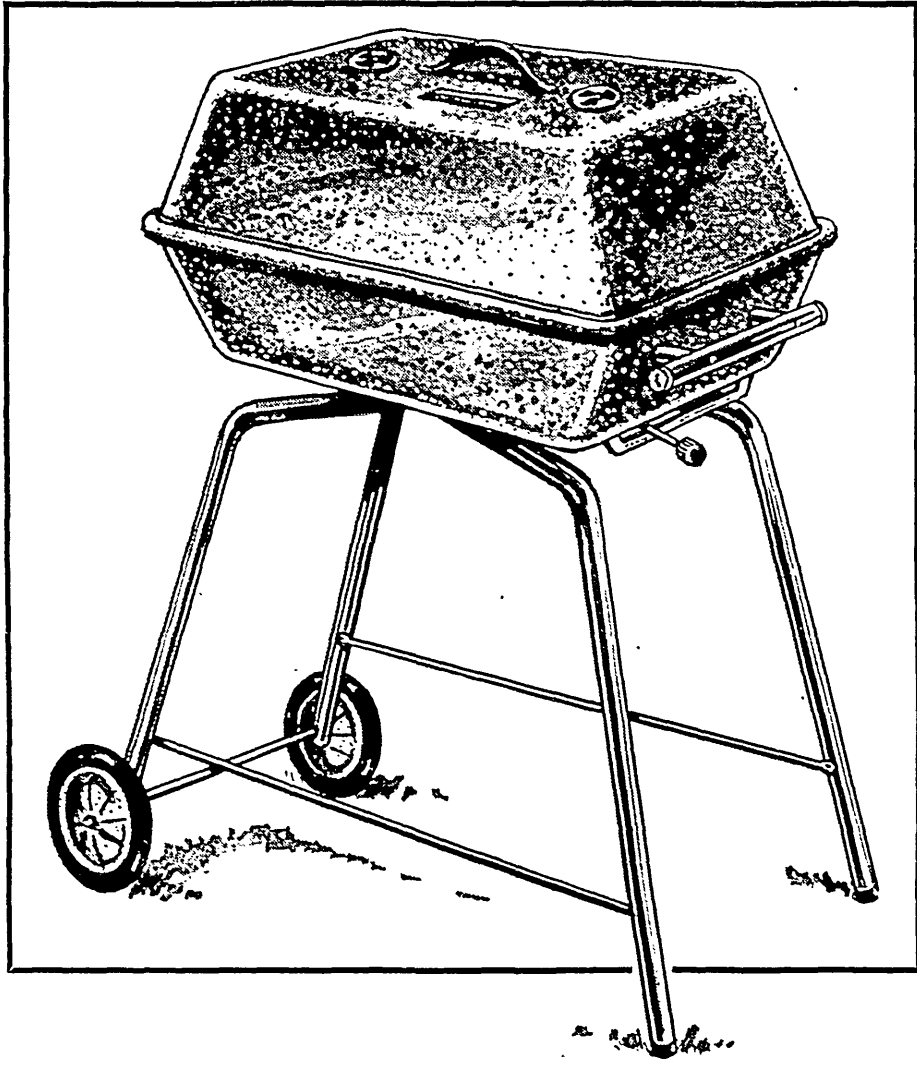
\$2.99 ironing table cover-pads...1.99
Vented adjustable steel ironing tables...4.77



\$4.99 20-gallon plastic trash container 3.44
Durable 10-Quart Plastic Pail...3.30



Reg. \$6.49 20-gallon Waste Containers with Lock Covers.
Save \$1.54 **5⁴⁴**
Deluxe quality container. Twist of cover locks it on. Side handles. Turquoise.

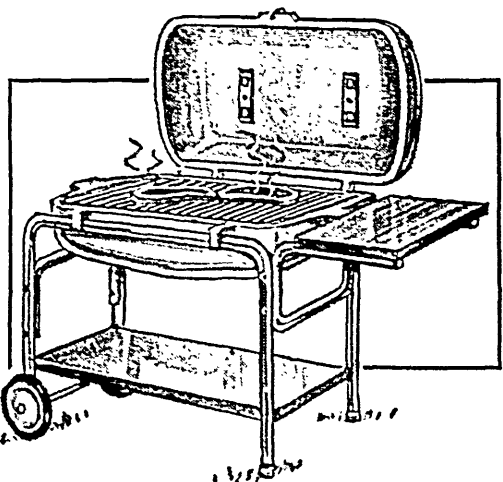


Rustproof Porcelain Enameled

2-POSITION GRID
SMOKER GRILLS

Sears Low,
Low Price **9⁹⁹**

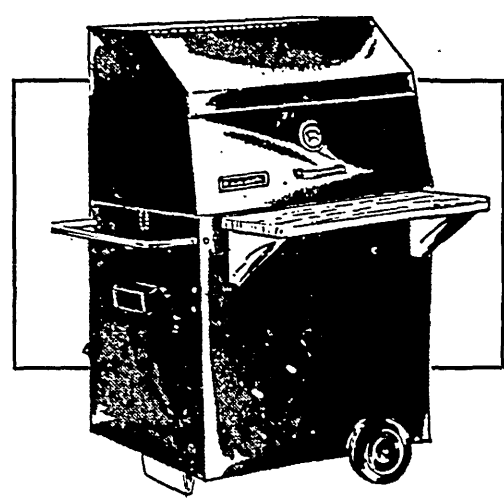
- All porcelain finish lasts longer
- Aluminum legs, 6-in. rubber tires
- Cooks everything, hamburgers, 21-lb. turkey
- Controlled heat for luscious perfection
- Where but Sears at this price



Sturdy Cast Aluminum Grill WON'T RUST

Regular \$29.88
SAVE 4.00 **24⁸⁸**

Flip-up stainless steel heavy-duty grid. Deluxe oak block work area. Full length steel utility shelf. Heavy cast-iron grate lasts years. Cast aluminum grill will last.



Deluxe Style Charcoal Heat Reflector Grill

Check Sears
Low Price **39⁸⁸**

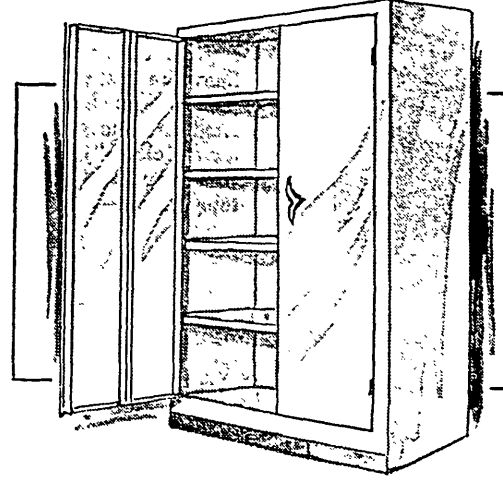
New heat deflector turns heat; helps barbecue meat evenly. 16 top-quality features include heavy duty steel hood door with thermometer, redwood work area.



10-Lb. Bag Hardwood Charcoal Briquets

Buy
Now **48^c**

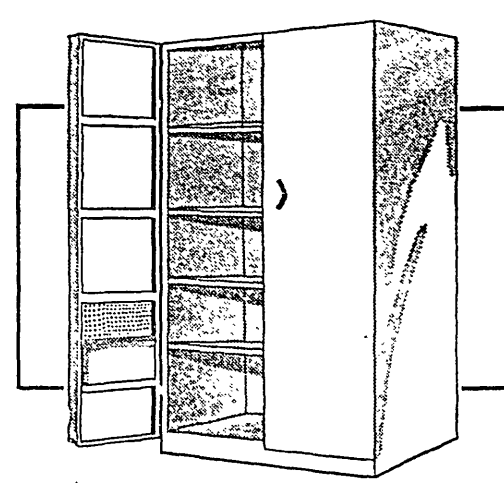
Briquets made from quality hardwood. They burn slowly even with intense heat. Buy several bags at this low, low price... enough to last the rest of the season. Low ash—no odor.



Steel Utility Cabinets Add Storage Space

Regular \$19.98
5 Roomy Shelves **17⁴⁴**

Gleaming white enameled cabinet with handy double doors. 5 roomy shelves. 63x24x12-in. size. Trimmed with sparkling bright chrome-plated hardware. Well built to last.



Steel Utility Cabinets with Handy Double Doors

Regular \$24.98
3 shelves on each door **21⁴⁴**

White enameled cabinet has 5 inside storage shelves plus lid holders, peg board on doors for extra space. Magnetic catches. Chrome-plated hardware. 64x24x14-in.



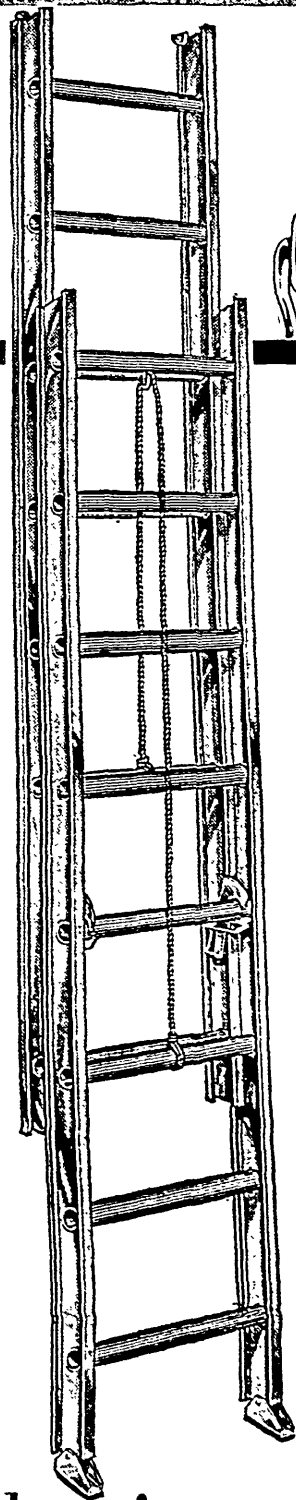
Kenmore Extra Lo-Suds Washing Detergent

Regular \$5.99
Now with B.D.S. Surfactant **4⁹⁹**
25 lbs.

Tough cleaning power; yet safe even for the finest fabrics. See how much whiter and brighter your wash can be! Low suds eliminate clogging. New formula won't cause foam on rivers and streams.



GRAND OPENING SALE! SAVINGS AT ALL 6 SEARS



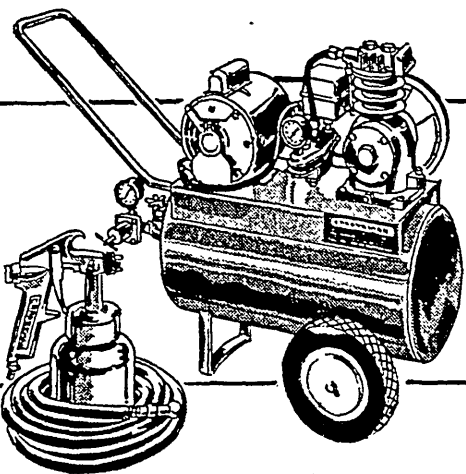
Aluminum Extension LADDERS

16-Foot
Regular \$16

13⁸⁸

20-Ft. regular \$20 with rope and pulley17.88
24-Ft. regular \$24 with rope and pulley21.88

Lightweight, easy-to-handle. Section can be separated to make two handy-sized smaller ladders. Automatic spring lock. Non-slip feet. Rope and pulley not on 16-foot ladder.

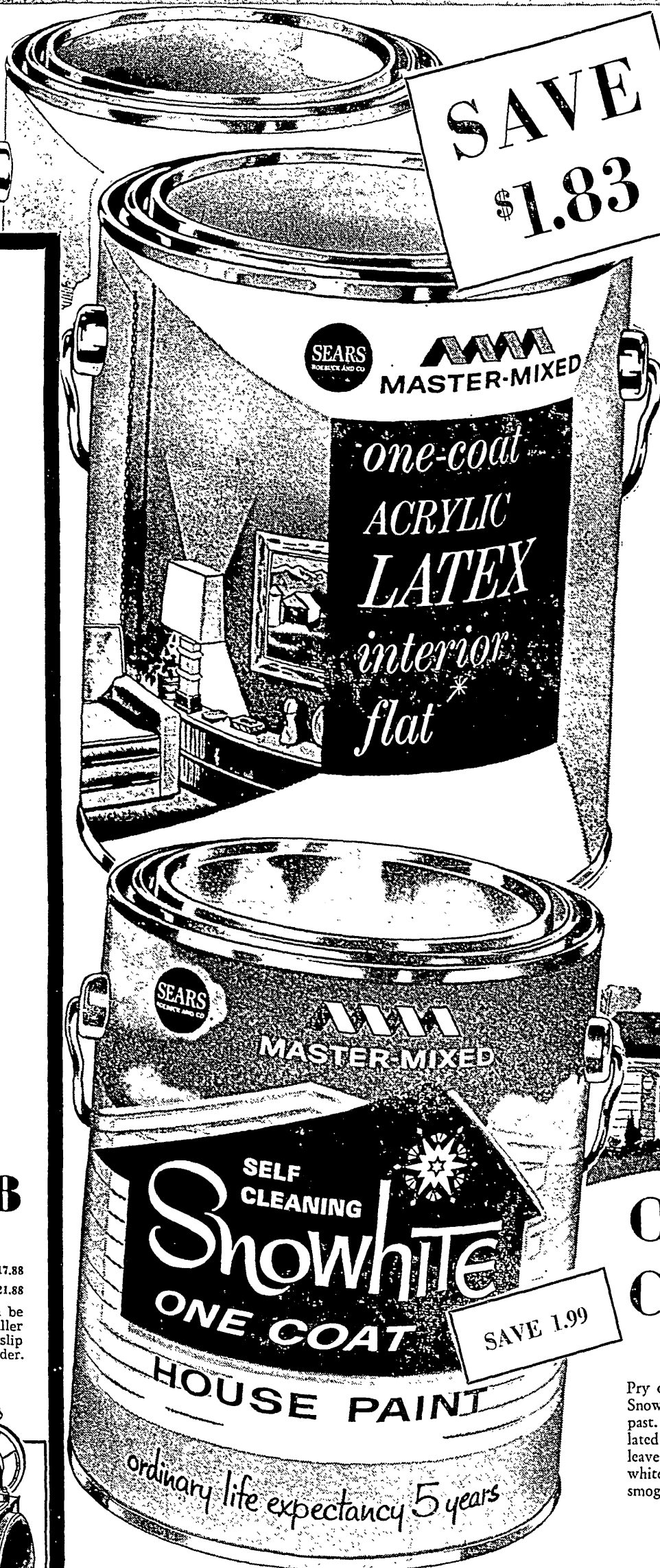


1/2-Hp. Paint Sprayer

Does everything from painting houses to inflating a tire. Convertible siphon and pressure-fed gun has positive shut-off.

Regular \$139.95

109⁸⁸



SAVE
\$1.83

One-Coat Interior

Regular
\$6.49

4⁶⁶
Gallon

Just Say "Charge It"
on a Sears Revolving Charge.

- Covers any color in just one coat with no distasteful paint odor.
- Your choice of 23 decorator inspired, ready-mixed colors.
- Smooth it on with brush or roller, dries fast to a beautiful flat finish.

Choice of 23 Glamorous Colors

Antique white	Shell pink	Frosty pink
Oyster white	Sunshine yellow	Sunset pink
Champagne ivory	Spice beige	Red coral
Dawn gray	Parchment beige	Jade green
Mint green	Clay beige	Spring violet
Silver gray	Sage green	Horizon blue
Ming blue	Clay brown	Capri blue
	Aquamarine	

One-Coat Exterior Covers Even Black

Regular 6.98

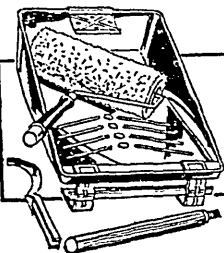
4⁹⁹
Gallon

Regular 6.98—Save 1.99!
Pry off the cover—you're ready to paint. Snowwhite makes thinning a thing of the past. Washes clean with each rain, accumulated dirt and grime simply flush away to leave a clean "Just Applied" look. Goes on whiter and stays that way! Resists fumes, smog, gasses—even mildew.



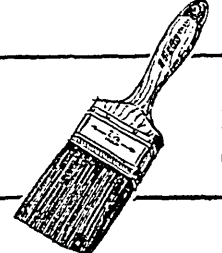
4-in. 100% Nylon
Paint Brush

Regular \$3.98 **2⁹⁹**
Fine 100% nylon brushes hold a full load of paint, apply it smoothly, evenly.



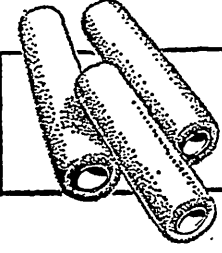
Complete 9-inch
Roller Sets

Regular \$3.69 **2⁹⁹**
Includes roller, extra-big tray. Helps you paint like professionals.



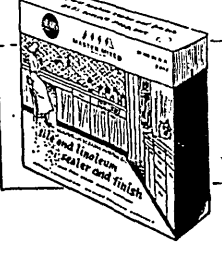
2 1/2-inch General
Purpose Brushes

Regular \$3.19 **2³³**
100% nylon bristles. Use to apply oil or water base paints. Gives smooth, even finish.



Roller Covers
in Pack of 3

Sears Price **2²²**
Pack contains 2 covers for Latex paint and one cover especially for semi-gloss.



Tile and Linoleum
Sealer and Finish

Regular \$2.98 **2³³**
High gloss finish lasts up to six months. Easy to apply, quick drying . . . won't mop off.



1-Coat Coverage
Satin Finish

Regular \$2.50 **2²²**
Especially fine for kitchen or bath. Lead-free colors smooth on easily. Odorless.

SHOP AT SEARS AND SAVE

SATISFACTION GUARANTEED OR YOUR MONEY BACK

THURSDAY AND FRIDAY STORE HOURS!
ALL 6 STORES: 9:30 TO 9:00



6 CONVENIENT
LOCATIONS

EAST END
Wayside at
Harrisburg
WA 6-9441

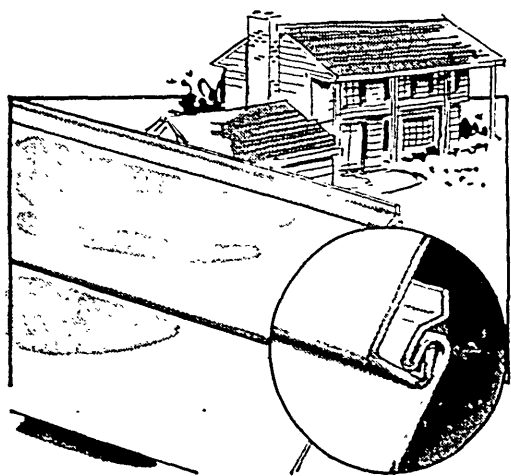
SOUTH
Main Street
at Richmond
JA 4-6311

NORTH
North Shepherd
at Garden Oaks
OX 7-5311

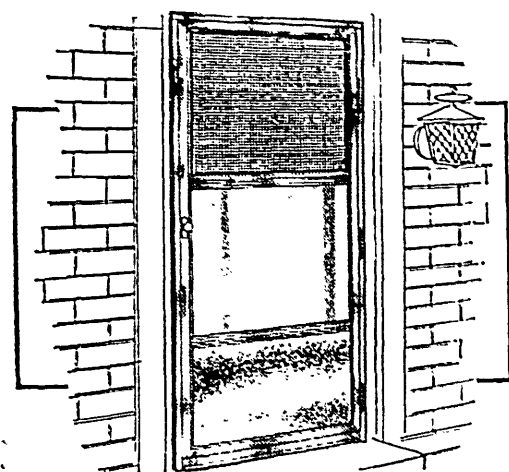
NORTHWEST
Katy
at Gessner
HO 4-1811

PASADENA
Shaver at
Southmore
GR 3-3321

BAYTOWN
711 West
Texas Ave.
JU 2-8131

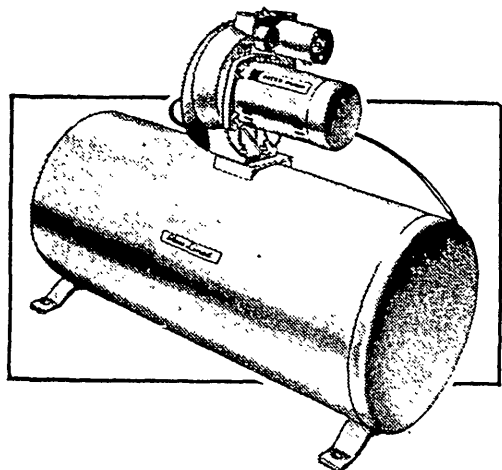
SEARS
ROEBUCK AND CO.**GRAND OPENING SALE!**
SAVINGS AT ALL 6 SEARS**Is Your Home Ready for Winter?**
ONE CALL TO SEARS CAN DO IT ALL!**Best Aluminum Siding**
Completely InstalledSAVE \$150.00
Regular \$799**\$649**

Save cost and work of maintenance. Color baked on at factory gives finish free of streaks and "runs." Helps insulate, cut winter heating bills, summer air-conditioning bills. Applies over present siding. Average 26x40 ft. home. Choice of colors.

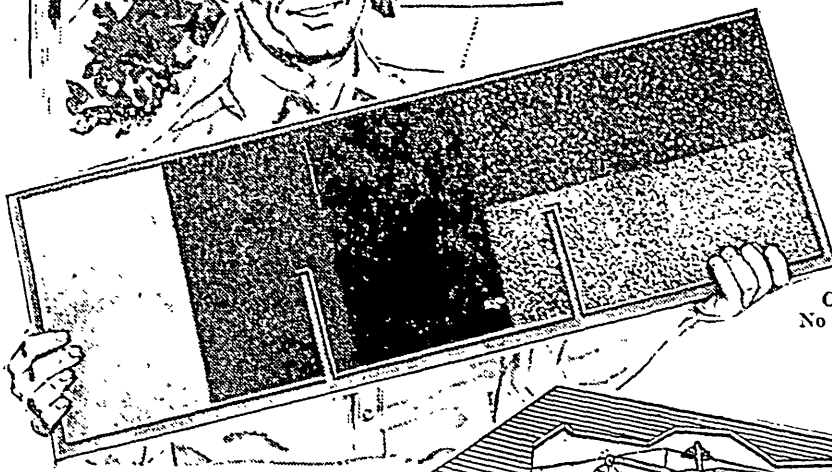
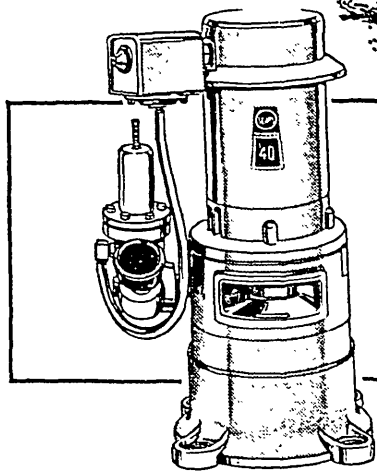
**Z-Style Aluminum**
Insulating DoorsCheck Sears Low Price
Full One-Inch Thickness**\$22**

Fine quality yet, low-priced door, one full inch thick at the jamb. With 2 storm, 1 Fiberglas® screen inset panels. Center mullion bar, bottom kickplate and 3 hinges. Complete with knob-type door latch.

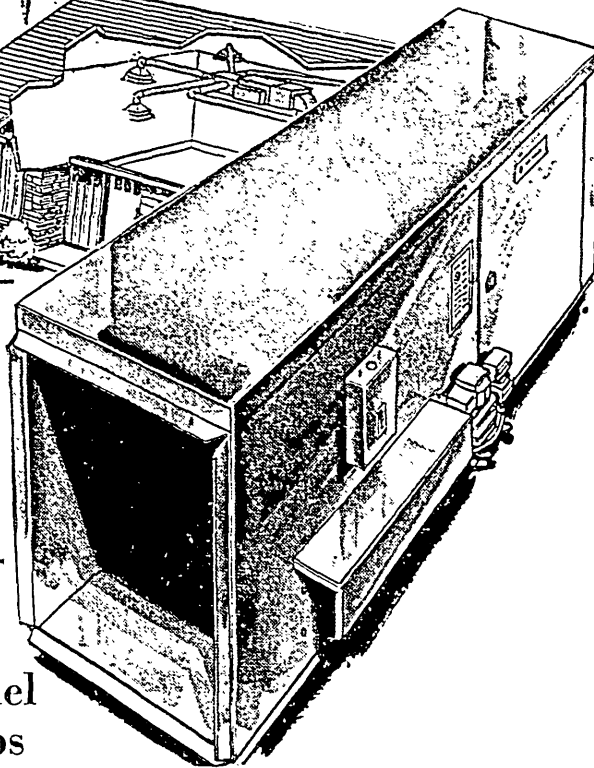
Sears Plumbing Dept. offers a complete line of pumps and water well equipment

**Our Best 1/2-Hp. Jet Pumps**
on a 30-Gallon TankCheck Sears Low Price
Attractive White Color**\$88**

Gives 50% more water pressure than the industry standard. Suitable for deep or shallow wells. Can use emergency pulley if power should ever fail. Glass-lined tank can't rust, crack or chip.

**NO MONEY DOWN up to 5 Years**
to Pay on Sears Modernizing
Credit PlanCall Sears for a Free,
No Obligation Estimate
of Your Home
Modernizing Needs!**Sears Deep Well Model**
Multi-Stage Jet PumpsRegular \$144.95
1-Hp. Motor**\$94**

Vertical-type model for wells 30 to 240-ft. deep. Heavy-duty motors for 115 or 230-volt operation. Impellers mounted directly on stainless steel shaft. Starting switch in separate compartment.

**100% Asphalt**
3-in-1 Shingles
INSTALLED

Average 26x40 Foot Home

Save \$40!
Regular \$224**\$184**No Money Down On
Sears Easy Payment Plan**Guaranteed 18 Years!**

Extra heavy 3-in-1 shingles. Get 235 lbs. protection per 100 sq. ft. of roof with 97% double coverage. Fully waterproof, resists sun, fire, exposure. Wide choice of permanent mineral granule colors.

18-Year Guarantee

If roof leak should develop because of any defect in roofing shingles or workmanship within 9 years of application, we will repair or replace, at our option, free. Pay regular current price for such repair or replacement during next 9 years, subtracting 1/180th of price for each month remaining on guarantee.

Insulated Siding
INSTALLED

Average 26x40 Foot Home

Save \$60!
Regular \$399**\$339**

Wood fiber core heavily coated on both sides with asphalt. Forms a moisture-resistance barrier on both sides. Choice of 4 designs . . . Red brick, Ranch stone, Wood-grain, Standard. Ceramic and Mineral color granules imbedded in siding won't fade, ever.

Regular \$209.95
"600" Horizontal
Gas Furnace
\$168

80,000 BTU

4 Days Only! Save \$41

Install in crawl space or attic. Operation fully automatic . . . HOMART controls. Built-in draft diverter. Quiet, long-life blower motor. Heavily insulated for quiet operation, permits greater fuel savings. Call Sears tomorrow!

Air Conditioning
SALE

Regular \$439.95

Cools up to
1200 Sq. Ft.**\$369**

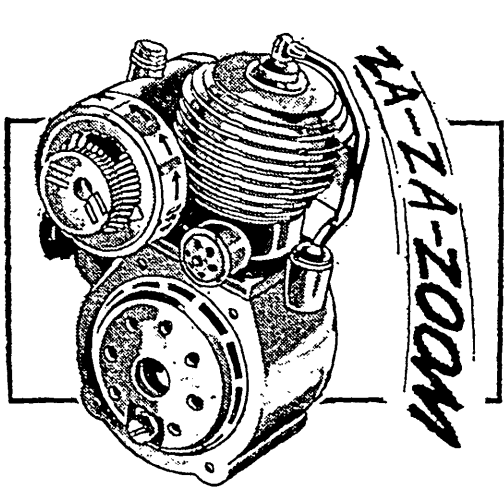
Includes both condenser and flat coil

Sears Can Arrange
Expert Installation . . .
Call Tomorrow**SHOP AT SEARS AND SAVE****THURSDAY and FRIDAY STORE HOURS**
9:30 'til 9:00 — All 6 Stores**6 CONVENIENT**
LOCATIONSEAST END
Wayside at
Harrisburg
WA 6-9441SOUTH
Main Street
at Richmond
JA 4-6311NORTH
North Shepherd
at Garden Oaks
OX 7-5311NORTHWEST
Katy
at Gessner
HO 4-1811PASADENA
Shaver at
Southmore
GR 3-3321BAYTOWN
711 West
Texas Ave.
582-6131**SATISFACTION GUARANTEED OR YOUR MONEY BACK**



GRAND OPENING SALE! SAVINGS AT ALL 6 SEARS

\$1 Holds The Toy Of Your Choice 'Til Dec. 1st

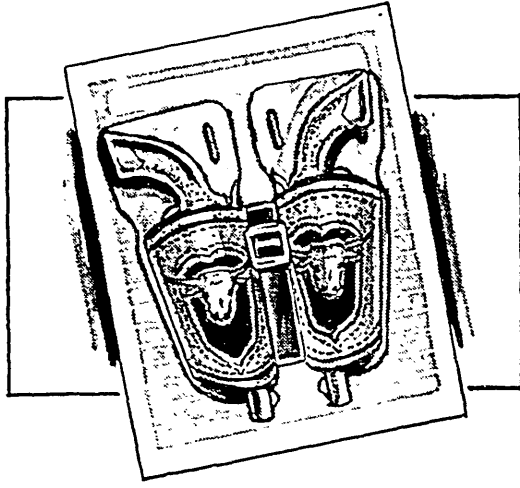


Wheelgoods Really Roar
with Za Zoom Motors

Check Sears low price
Easy installation

2⁹⁸

Real motor sound makes wheel goods more fun! Sound unit can be mounted on almost all wheelgoods. Made of high impact plastic. Battery operated, sound pitched from idle to roar.

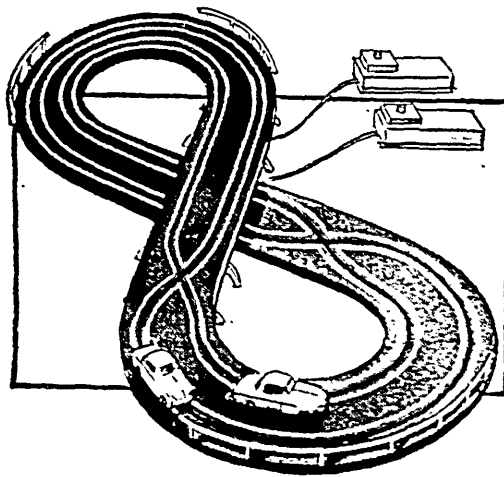


For Your Littlest Cowboy
2-Gun and Holster Sets

Check Sears
low price

47^c

All packaged, easy to wrap to surprise him on Christmas Morning. Two little silver color metal guns and real leather holsters. Just right for that youngster. See it at Sears.

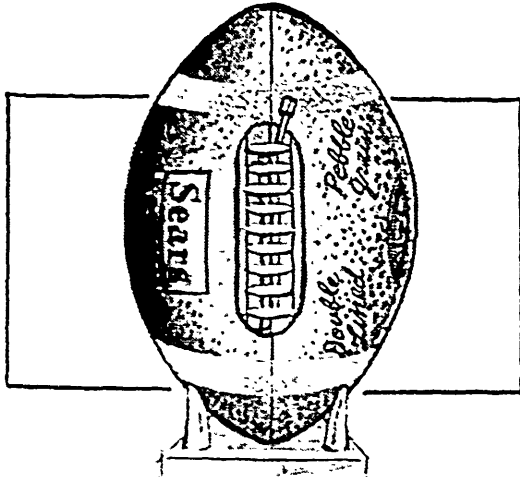


Big 26-Piece Battery
Run Road Race Sets

Sears Grand
Opening Price

4⁹⁷

Made of high impact plastic. 14 track sections make 2 ft. by 4 ft. layout complete with 2 section of lane crossover track. Makes various race track layouts easily. Batteries not included.

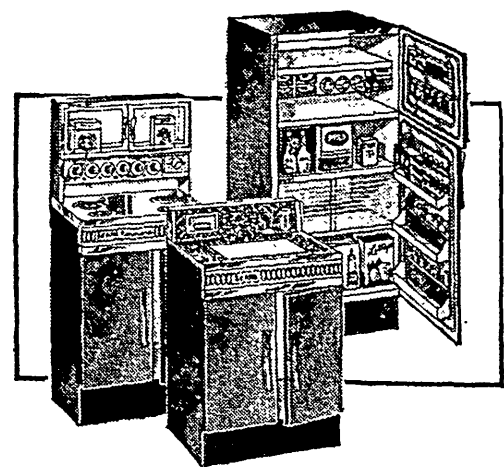


Regular Size Football
and Kick Tee Sets

Sears low
price now

1⁹⁹

85-oz. regular size footballs made of pebble grain imitation leather. Valve type bladder. Inflating needle and kicking tee included. Comes packed in poly bag to keep it clean.

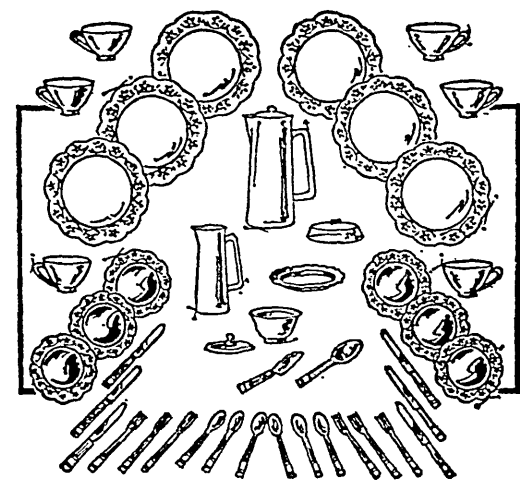


3-Pc. Coppertone Metal
Junior Kitchen Sets

Check Sears low price
Each piece 18-in. wide

28⁹⁹

Modern refrigerator-freezer, 4-unit stove and double basin sink are good training appliances for little girls. Refrigerator doors close magnetically. See-through oven door on stove.



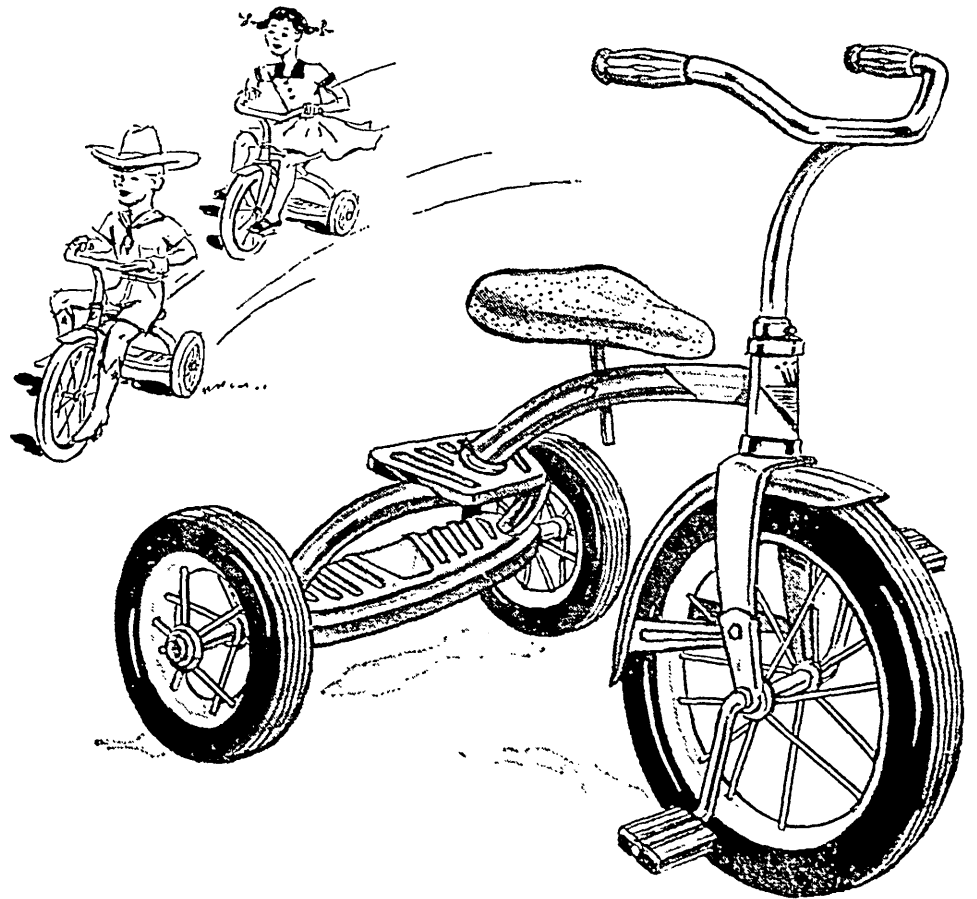
45-Pc. "Blue Floral"
Tea Service for Six

Regular 2.99

Silver colored cutlery

2²²

Young ladies will entertain graciously with white teapot, cups, sugar and creamer: blue on white wide-edge plates and saucers. Silver-plated butter dish, butter server, cake server.



Deluxe Styling, Steel Frame, Beautiful
10-Inch Aqua Tricycle From Sears!

6⁹⁹

- Delight Any Child
- Check Sears Low Price

Easy pedaling with ball-bearing front wheel. Frame of 1 1/4-inch tubular steel in bright aqua with white enameled handlebars. Little drivers can ride comfortably on steel contour seats and pedal easily with the double black pedals.

12-Inch Size **8.99** 16-Inch Size **10.99**



Choice of 3
Snuggle Softies
With Outfits

Little girls
will really
love her

7⁹⁹

Soft, chubby little arms and legs plus the wispy styled hairdo give her that true-to-life appearance that will endear her to the hearts of little girls. She has a sweet tiny voice that says "mama". 22-inches tall. Come in and choose her in any one of 3 outfits, dress, pajamas or cradle clothes.

SHOP AT SEARS AND SAVE

SATISFACTION GUARANTEED OR YOUR MONEY BACK

THURSDAY and FRIDAY STORE HOURS:
9:30 'til 9:00 All 6 Sears



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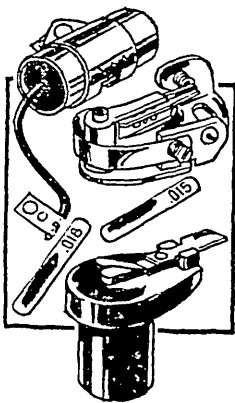
BAYTOWN
711 West
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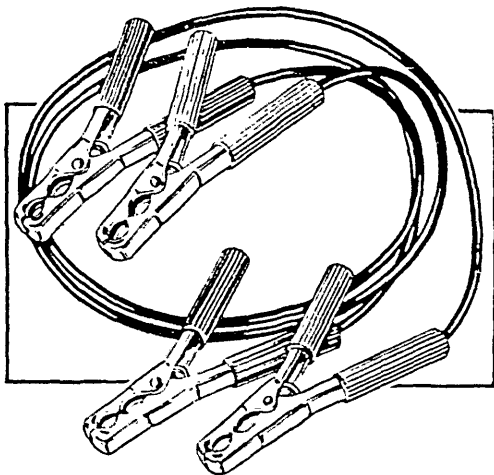
GRAND OPENING SALE! SAVINGS AT ALL 6 SEARS

Sears Best Kits
For Car Engine
Ignition Tune-up

Sears Price **1.66**



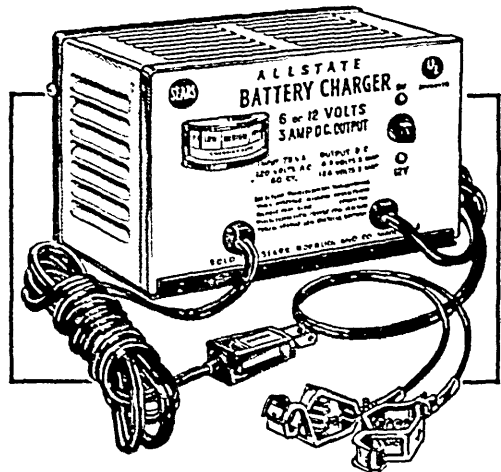
Includes: rotor, pre-assembled point set, moisture proof condenser and gap gauge with instructions. Get better car mileage; easy car starting.



Battery Booster Cables
Start Your Car Fast!

8-ft. long aluminum wire **99c**

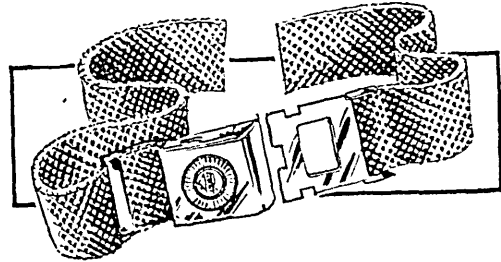
Starts your stalled car without pushing or towing . . . using another car's battery. Heavy rubber insulated 8-ft. aluminum wire. Sturdy steel clamps with insulated grips.



Battery Charger Saves
Service, Towing Fees

Regular 13.95 **7.77**

Charger pays for itself over a winter. Charges 6 or 12-volt batteries overnight at 3 amps. Has easy-to-read meter. Automatic circuit breaker protects against shorts, wrong connections.

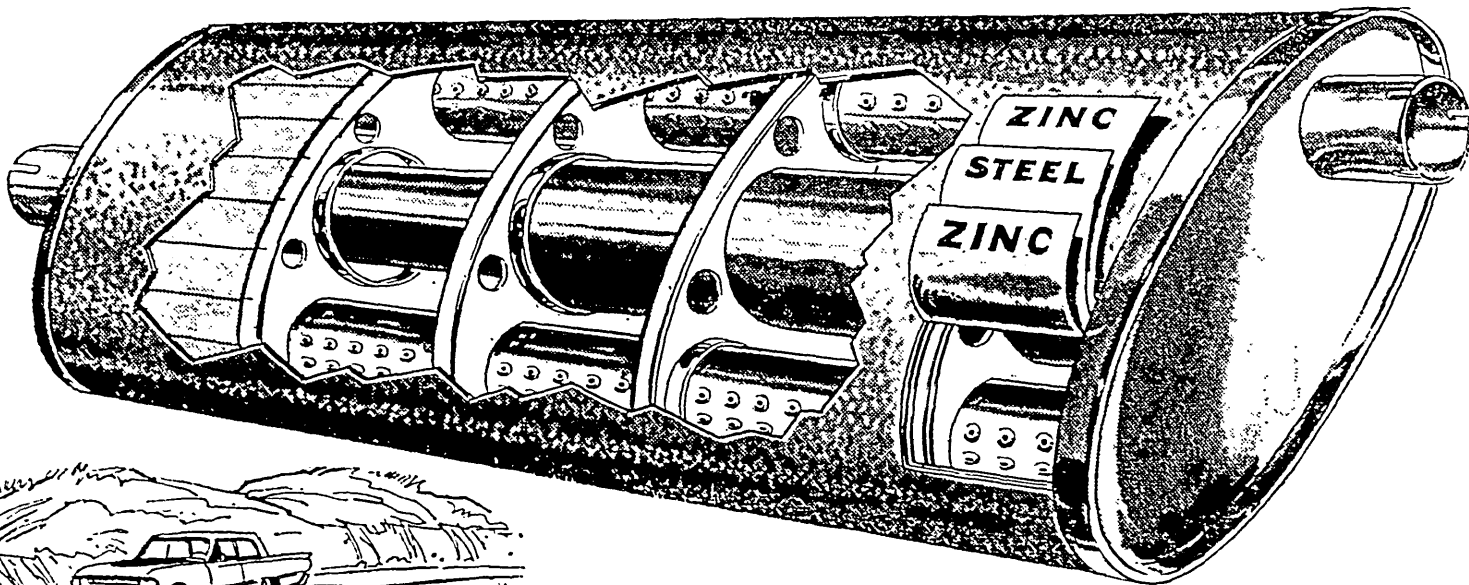


Attractive Safety Belts

Protect the whole family with a small investment. Strong 2-in. wide nylon belt with metal-to-metal buckles comes in 8 colors to blend with any car interior.

Seat belt retractors 99c ea.

Install A New Muffler For Your Own Protection



Save! Sears ALLSTATE Heavy Duty Mufflers

CAR	YEAR	REG.	SALE
Chevrolet	'50-'53	7.95	5.77*
Plymouth	'49-'59	9.95	6.88*
Ford	'49-'54	6.95	4.99*
Ford	'55-'56	10.95	7.99*
Ford	'57	11.95	7.99*
Buick	'56	16.95	11.95*
Ford	'54-'56	11.95	7.99*
Plymouth	'55-'59	10.95	7.44*
Oldsmobile	'54-'56	11.95	7.99*
Chevrolet	'54-'63	10.95	6.88*
Ford	'59-'60	11.95	7.44*
Pontiac	'59-'60	11.95	7.44*
Rambler	'56-'61	11.95	7.99*

Regular 7.95
For Chevrolet
1949-52—Heavy
Duty Muffler

4.99*

*Small Additional Charge For Installation

Why risk dangerous exhaust fumes? A noisy muffler is both dangerous and unlawful. Heavy-duty mufflers have double walls and heavier gauge steel than our other mufflers. Each surface is zinc coated both sides to guard against corrosion. Free muffler inspection at Sears . . . Drive in.

You Can Even Charge SERVICE On Sears Revolving Charge!

Save! 12-Volt Battery
Guaranteed 18 Months!

Good Quality
Regular 8.95 **7.88*** with trade

6-volt Guaranteed 12 months, 6.95* with trade
New vibration-resistant construction aligns plates to prevent battery failure. Power rating stamped on each case. You see the power you pay for.

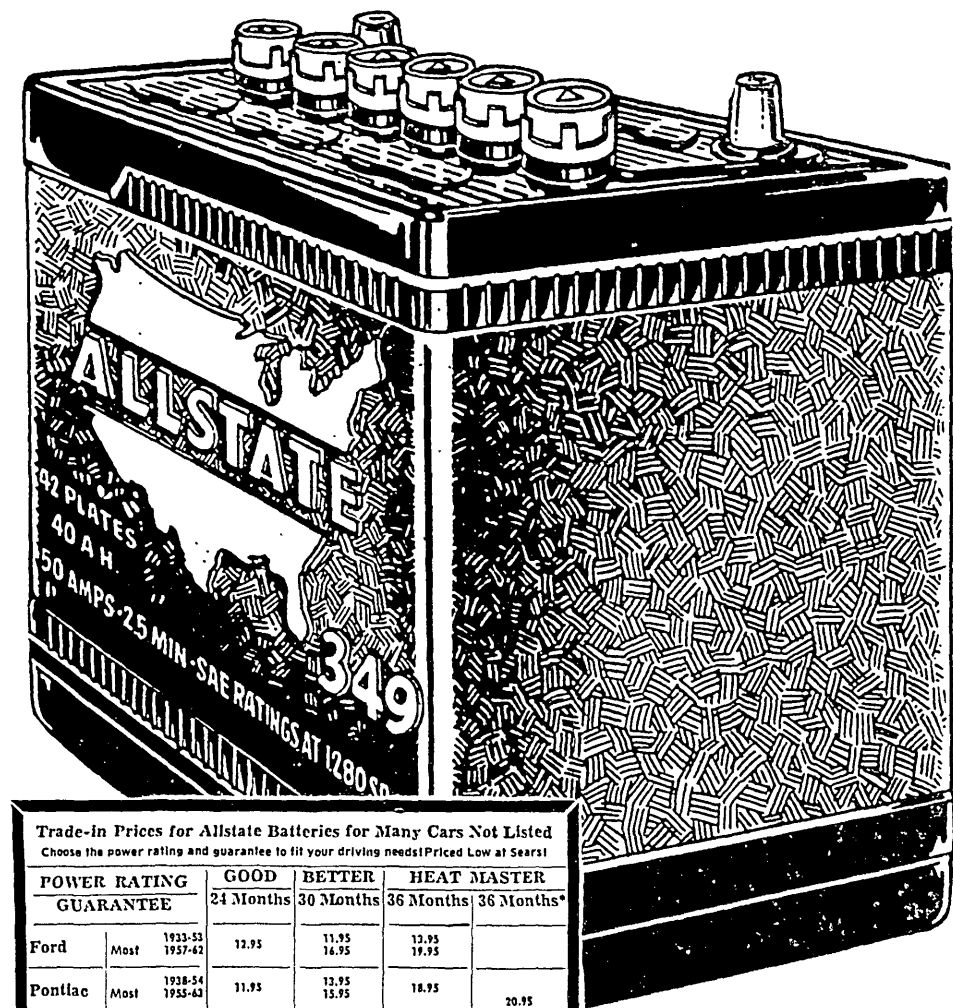
24-Month Guarantee

6-volt **8.95*** with trade 12-volt **11.95*** with trade

36-Month Guarantee

6-volt **14.95*** with trade 12-volt **18.95*** with trade

*6-volt batteries listed above fit 1949-54 Chevrolets, 1928-55 Plymouths, 1934-53 Dodge, 1950-55 Rambler, 1939-55 Studebaker, 1933-57 Jeep. 12-volt prices apply to 1956-62 Ramblers, 1960-63 Dart and Valiant, 1956-63 Studebaker, 1956-62 Jeep. Check list at left if your car is not included here.



Trade-In Prices for Allstate Batteries for Many Cars Not Listed				
Choose the power rating and guarantee to fit your driving needs! Priced Low at Sears!				
POWER RATING GUARANTEE		GOOD 24 Months	BETTER 30 Months	HEAT MASTER 36 Months
Ford	Most 1933-53 1957-62	12.95	11.95 16.95	12.95 17.95
Pontiac	Most 1938-54 1953-63	11.95	12.95 15.95	18.95 20.95
Buick	Most 1928-52 1955-57 1959-62		12.95 16.95 16.95	20.95 22.95 20.95
Mercury	Most 1949-52 1954-62		12.95 16.95	20.95 22.95
Olds	Most 1929-52 1954-63	12.95	11.95 16.95	12.95 17.95
Chrysler	Most 1934-55 1954-58	11.95	12.95 15.95	18.95 20.95
Cadillac	Most 1940-52 1957-63	11.95	12.95 16.95	20.95 22.95
De Soto	Most 1933-53 1956-62		12.95 15.95	18.95 20.95

There's An
Allstate Battery
To Fit Your Car!

Have One
Installed
Tomorrow!



Sears Guarantee: Free replacement within 90 days of purchase, if battery proves defective. After 90 days, we replace battery, if defective, and charge you only for the period of ownership, based on the regular prices* less trade-in at the time of return, prorated over number of months of guarantee.

NO MONEY DOWN

On Sears Revolving Charge Account

SHOP AT SEARS AND SAVE

SHOP THURSDAY AND FRIDAY
9:30 'til 9:00 ALL 6 SEARS



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SATISFACTION GUARANTEED OR YOUR MONEY BACK



GRAND OPENING SALE! SAVINGS AT ALL 6 SEARS

Sears Boots Have Everything

From Flirtatious Ankle Skimmers to Dramatic High Tops

Sale! Modacrylic Cuff
With Side Zipper

Black Heel Boot

Regular 9.99

7⁸⁸

a. Cozy boot with attractive 2¼-in. heel and pointed toe styling. Black glove leather uppers cuffed in Dynel® modacrylic, side zipper. Sizes 5½ to 10.

Other Dashing Styles,
For Fun and Fashion

6⁹⁹ to 12⁹⁸

b. Looks like alligator embossed leather 13-inch boot. Orlon lined, 1-inch stacked heel, ribbed Searfoam sole and heel. Black or tan. Sizes 6 to 10 **12.98**

c. Black grained leather 11½-inch boot with Acrilan pile lining. Ribbed Searfoam sole and heel. Sizes 5½ to 10 **10.98**

d. Black glove leather 8½-inch Cossack boot. Jaunty style with tapered toe, center seam. Acrilan pile lining. Searfoam ribbed sole and heel. Sizes 5 to 10 **9.99**

e. 9-inch Cossack boot double cuffed with Dynel® modacrylic. Acrilan pile lining. Ribbed Searfoam sole and heel. Brass wax in 5 to 10 sizes, black or otter in sizes 4½ to 11, **9.99**

f. Black glove leather uppers with warm Dynel® modacrylic cuffs and Acrilan® acrylic pile lining. Searfoam soles. Sizes 4½ to 10, **7.99**

g. Side-snap boots with supple black glove leather uppers, Dynel® modacrylic cuffs, Acrilan® acrylic pile lining. Searfoam soles. Sizes 5-10 **6.99**

h. Black soft glove leather tapered toe. Cal-high boot with zipper side. Black nylon fleece lining. Sizes 6 to 10 **11.98**

i. French seam T-vamp pattern with leather cuff and front "V". Shirred ankle gore. Black leather. Orlon pile lining. Sizes 5½ to 9. **12.98**

j. Fashionable ankle-high boots in black glove leather have soft red nylon tricot lining. 2¼-inch heel. Ribbed soles. Sizes 6 to 9. **9.99**

k. Dappled ponyskin fur panels, this knee-high and stovepipe-slender boot of black glove leather. ½-inch heels. Sizes 5½ to 9 .. **12.98**

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