



# BLACK CONSUMERS!!

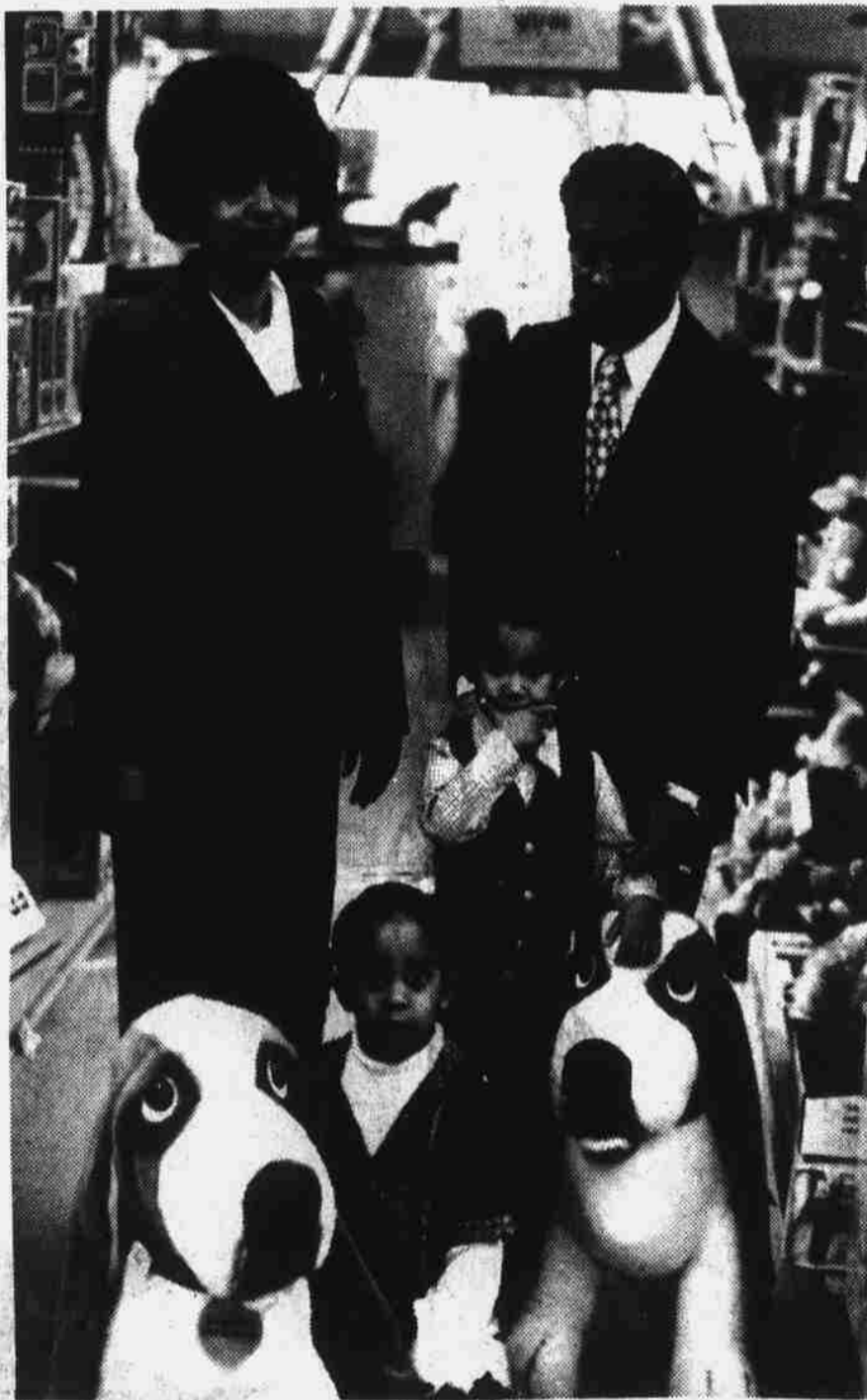
SEARS EXTENDS A CORDIAL INVITATION FOR YOU TO SHOP WHERE AMERICA SHOPS AND SAVE... SEARS... SATISFACTION GUARANTEED.

**BLACK CONSUMERS LIKE ALL CONSUMERS HAVE TO BE BUDGET MINDED WHEN SHOPPING. HIGH QUALITY MERCHANDISE AND GOOD COURTEOUS RELIABLE SERVICE IS STANDARD AT SEARS.**

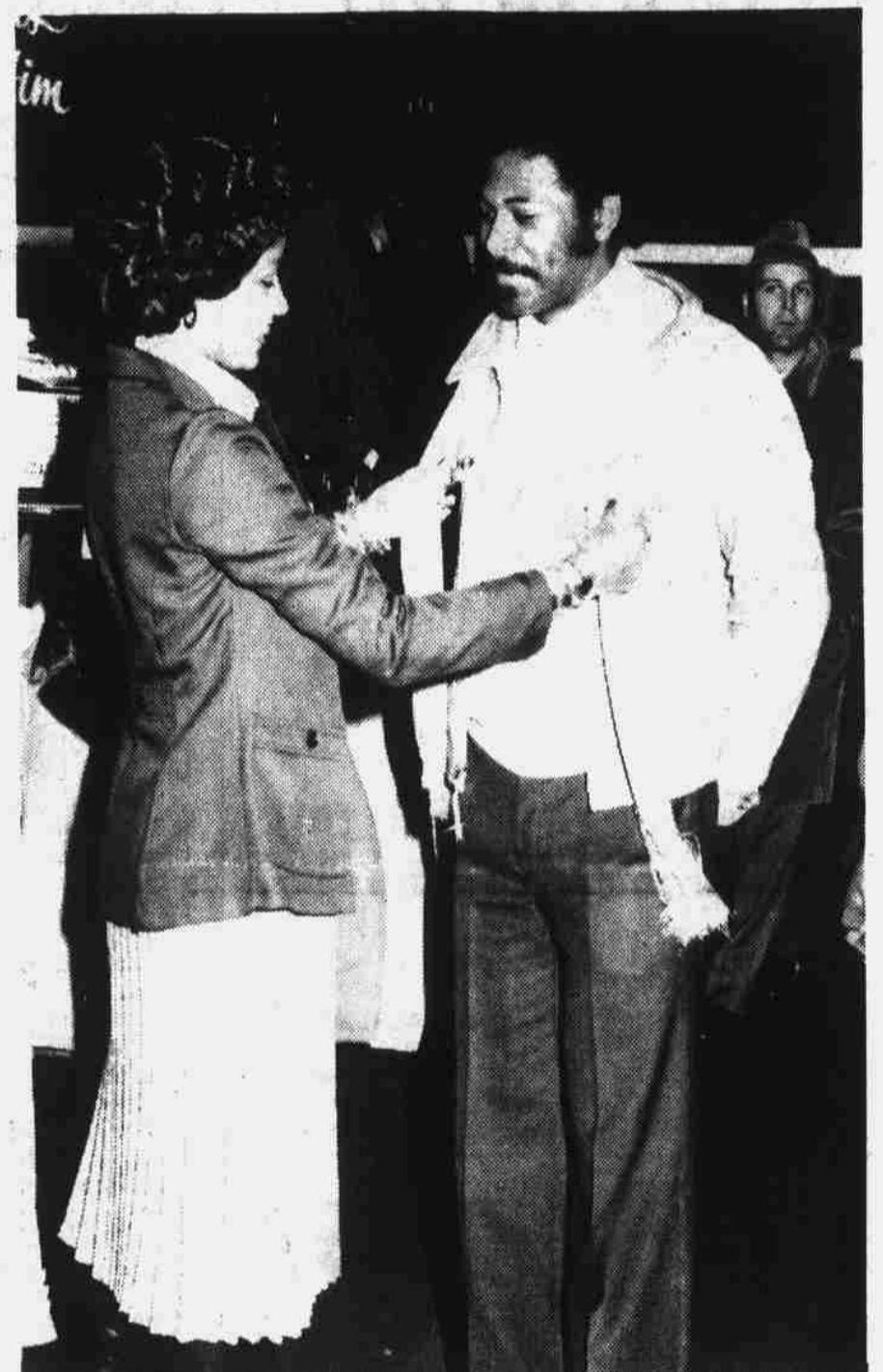
**THERE ARE MANY DEPARTMENTS WHERE YOU CAN SHOP CONVENIENTLY, ALWAYS KNOWING YOU ARE PURCHASING SEARS "GUARANTEED" MERCHANDISE. SEARS WOULD LIKE FOR THIS HOLIDAY SEASON TO BE YOUR HAPPIEST AND MOST PROSPEROUS EVER FOR YOUR FAMILY.**



Vollie Dyer, Assistant Manager, SEARS, Greensboro. "SEARS is a Company that is interested in the Customer first. I personally would like to invite you to shop at the SEARS store in your town, and remember when you shop at SEARS, you can shop with high confidence in the merchandise you buy."



The Family is the Basic Unit of many activities. The Family is very important to all of us individually and to SEARS collectively. SEARS is a primary shopping destination for the Family. During the Holiday Season SEARS wishes YOUR Family a safe and Happy Holiday Season. And, don't forget to shop where America shops... SHOP AT SEARS AND SAVE.



SEARS means Fine Clothes for the man who cares about the Clothes he wears.



SEARS IS THE FASHION PLACE "FASHIONATION" at the Fashion Place... SEARS where America shops.



SEARS has many spacious departments like this Carpet Center to serve YOU.

SHOP YOUR NEAREST SEARS RETAIL STORE  
Greensboro, Winston-Salem, Raleigh, Durham, Fayetteville, High Point, Burlington, Rocky Mount, Goldsboro, Jacksonville



SEARS, ROEBUCK AND CO.

Satisfaction Guaranteed or Your Money Back

Where America shops for GIFTS OF VALUE



NORTHGATE MALL  
Shop Daily 9:30 to 9:30  
Sundays 1-6 'til Christmas

Phone 286-2951  
Catalog (24-Hr. Service) 286-2921  
Auto Center Hours Daily 9:00 to 9:30  
Sunday 1-6