

*J.C. Higgins*  
**SHOP AT SEARS MONDAYS AND FRIDAYS 9:30 A.M. to 9:15 P.M.**  
 Other days 9:30 A.M. to 5:30 P.M.  
 Plenty of FREE Near-Entrance Parking  
**SEARS VALLEY ALSO OPEN EVERY THURSDAY 'TIL 9:15 P.M.**  
 Get your 1956 California fishing license now at your nearest Sears store.

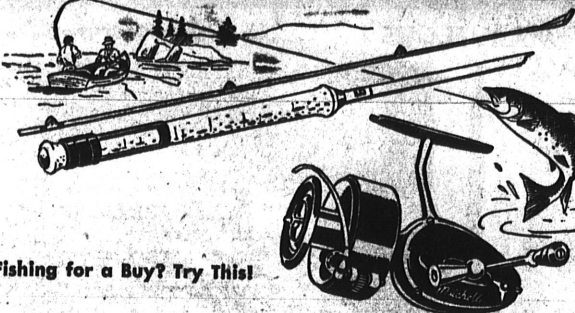
**Introductory Offer!**

**HURRY LIMITED TIME OFFER**

**FREE!**  
 8.95 Spin Rod with New "500" Spin Reel

Reg. 25.90 Combination **16<sup>95</sup>** for both

You get a 2-pc. tubular glass spinning rod, worth 8.95 FREE with purchase of J. C. Higgins "500" spin reel. Reel has rear brake, free spooling, self-cocking bail, automatic line alignment, automatic anti-reverse and adjustable spool. Sensational offer.



Fishing for a Buy? Try This!

**Regular 38.70 Spin Tackle Combination**

Top value! You get French made Mitchell spinning reel, 2 spools plus 2-piece tubular spinning rod. Built for plenty of action. Reel has fingertip brake adjustment, automatic pickup arm... holds 200 yards of 8# line.

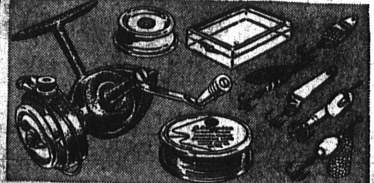
**24<sup>66</sup>** 2.46 DOWN, Sears Easy Terms



Cast Further, Easier with **Famous Airex Spin Kit**

Regular 20.50 **12<sup>95</sup>**  
 SAVE 7.55 Now

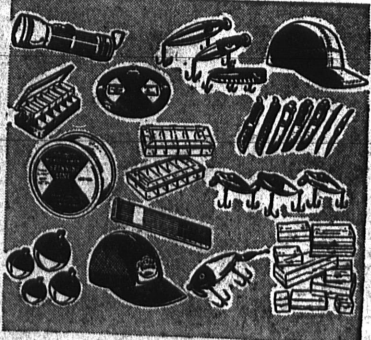
Fishin' fun with this easy-to-use Airex spin kit... you get world famous Airex Spinner reel, extra spool, 100 yards each of monofilament and braided line, lures, leaders, knots, swivels, clips and float in handy box.



**Regular 7.95 Spinning Outfit**

Save 2.07 in Sears Dayal Easy-to-use beginner's model spin kit includes precision built spinning reel, 100 yards monofilament line, 5 popular spin lures and plastic lure box. You get longer casts with no backlash or tangled line.

**5<sup>88</sup>**



Supplies to Make Your Fishing Trip Easier!

**Special Value Fishing Needs**

4, 6, 8-lb. Spin Line, 2 rolls 88c  
 Assorted plastic boxes, 10 for 88c  
 Snelled hook leaders, pkg. 88c  
 Plastic tackle box, 2 for 88c  
 Assorted spin lures, 3 for 88c  
 Assorted cast lures, 3 for 88c  
 Admiral sport cap, 88c each  
 Knife assortment, 88c each  
 Plastic tackle box, 88c each  
 12-lb. nylon line, 2 for 88c

**Your Choice 88c**

**Economy "100" Casting Reels**

SAVE 1.62... Buy Now!

Regular 4.50 **2<sup>88</sup>**

Economy model J. C. Higgins "100" casting reel with anti-backlash adjustable drag, level wind, 3 precision gears. Heavily chromed.

**New Bait Casting Reel**

Regular 6.50 **4<sup>88</sup>**

Famous model "400" has 4-precision gear and extra bearing surface. Adjustable drag. Double chrome-plating.

**FIBERGLAS BOAT, TRAILER AND MOTOR COMBINATION**

**SAVE 65<sup>33</sup>**

**COMPLETE, READY TO GO!**

**Everything You Need for Years of Pleasure**

Elgin Fiberglass Boat... big 12-ft. semi-V bottom sport fishing boat. Super strong construction for long service. Painted, ready to go!

Elgin Outboard Motor... powerful 7 1/2-HP. standard model supplies maximum power recommended for above 12-ft. boat. Precision built!

Elgin Boat Trailer... standard model with 730-lb. capacity, accommodates boats up to 16-ft. Guaranteed 3 years against parts, labor defects.

Boat, Regular 289.63  
 Trailer, Regular 94.95  
 Motor, Regular 129.95  
**Total Regular 514.53**

**\$449** \$45 DOWN, Sears Easy Terms  
 With Deluxe Motor, Regular \$49.53 \$479

**SAVE ON DEEP SEA FISHING TACKLE, SUPPLIES!**

**Star Drag Reel**

Get the "Big Ones" with this

Regular 5.95 **4<sup>88</sup>**

Here's a tremendous offer for salt water anglers... save 1.07 on this durable reel now! Palm fitting torpedo shaped handle, smooth synchro-mesh gears, on-off click, star-drag, Bakelite end plates, heavy chromed finish. Buy now! Size 150-yd., 27-lb. test or 200-yd. monofilament line.

**Salt Water Rod**

Regular 12.95 **9<sup>77</sup>**

Choice of 2' spinning rod or 7 1/2-ft. boat rod. Tubular glass for barracuda, yellowtail, etc.

**Nylon Surf Line**

Regular 3.98 **2<sup>88</sup>**

Braided for extra strength. 27-lb. test... full 200-yds. Stretch reduced. J. C. Higgins.

**Sturdy Tynex Line**

Regular 98c **88c**

Choice of either 15-lb. or 20-lb. test. 100-yd. coil on plastic spool. Save 10c.

**High Angle Hooks**

Regular 35c **29c**

Package of six new high angle hooks. New design helps hold fish, fish stay hooked.

**Deluxe Model 7 1/2-HP Outboard ELGIN MOTOR**

Regular 164.95 **139<sup>95</sup>**

13.99 DOWN, Sears Easy Terms

Low priced for this sale! Twin cylinder model has 360° reverse, automatic re-wind starter, neutral clutch, throttle or zips along at 20 mph. Lightweight, 11-pint fuel tank.

**ALL ROADS LEAD TO SEARS INGLEWOOD - Manchester at Hillcrest**

OR. 7-8141 — OR. 8-2521

*"Satisfaction guaranteed or your money back"*

- FISHERMEN, CHECK YOUR GEAR NOW! SAVE ON THESE VALUES**
- 8.95 Fiberglass Fly Rod, 2-pc. 5.66
  - 4.98 Plastic hip waders, Save 4.44
  - 10.95 Rubber hip boots, Save 2.95
  - 3.25 Floating landing nets 1.69
  - 39c Giant also Salmon Eggs 33c
  - 3.93 Steel tackle boxes 3.99
  - 23.95 Dacron sleeping bags 17.88
  - 3.98 Plastic air mattresses 3.48
  - 41.15 Size 22 cal. pistols 32.88
  - 12.95 Glass Deep Sea Rod 9.77
  - 5.95 Solid glass spinning rod 3.88