

Sale Ends Saturday

Sears

SEARS, ROEBUCK AND CO.

Your Dollars Go Further at Sears

Ted Williams Fishing Tackle SALE

Certified and Approved
by Ted Williams

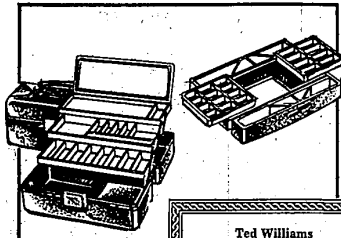
In addition to his fame as a baseball immortal, Ted Williams is one of America's top-notch sportsmen. As Chairman of Sears Sports Advisory staff he makes certain that all Sears sporting equipment is of the finest professional quality. All fishing tackle here represents the best an outdoorsman can buy, and all receives the Ted Williams endorsement.



TED WILLIAMS FISHING TACKLE GUARANTEE

Ted Williams tackle is guaranteed 3 full years against defects in material and workmanship; if a defect occurs within that time, return it for free repair or replacement.

Every Ted Williams Rod and Reel Comes in a Deluxe - Style Vinyl Case!



Ted Williams Tackle Box Guarantee
Entire box guaranteed not to break for 5 years or it will be replaced free.

Guaranteed 5-Years

Water-Tight Tackle Boxes Keep Gear Dry

Everything's in order... the upper tote section has more room than a 4 tray aluminum tackle box... even room for your fishing license in handy covered compartments.

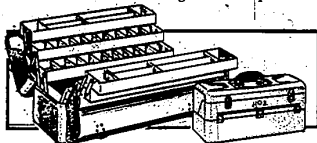
Reg. \$22
17⁹⁷

Compact 3-Tray Ted Williams Fishing Box

Foam-lined top tray and lid hold and protect lures and flies. Safety fly latch with auxiliary latch. Foam grip reel holder cradles your favorite reel. 14 x 7 x 7 1/4".

Reg. \$10
9⁴⁴

Other Sears Fishing Tackle Specials



Sale! Aluminum 6-Tray Tackle Box

Rugged... lightweight, easy to carry. A variety of different sized compartments for a wide assortment of lures. Rainproof—no seams—no leaks. 19 x 7 1/2 x 8 3/4". Buy now, save.

Reg. \$16.99
13⁹⁷

Wooden Tackle Box, Reg. \$15.99.....7.97



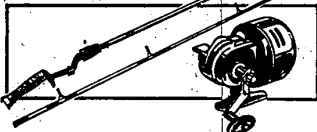
Sears Precision Spin-Cast Outfit

Reel has conventional drag with control on top; plus 4-finger pick-up and push button thumb lever control. With 100 yds. 8 lb. test monofilament line. Cork grip, light-action tubular fiberglass rod, 2 pc., 6 1/2-ft. long.

Reg. \$15.99
12⁹⁷

Spin-Cast Pack Rod, Reg. \$12.99.....6.97

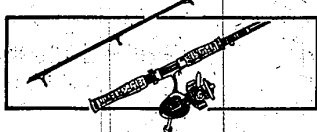
Economy Spin-Cast Reel, Reg. 7.99.....5.97



Sale! Economy Spin-Cast Outfit

The reel has a sensitive drag, multiple line pickup and side-action thumb lever. Cast aluminum with red anodized cone. Includes 60 yards of 8 lb. test monofilament line. Light-action, 5 1/4-ft. solid fiberglass rod, cork grip, 3 stainless steel guides.

Reg. 7.99
6⁹⁷



Save on Sears Spinning Outfit

Reel has internal cam for ball release, line roller on ball on-off click and anti-reverse lever. Smooth, adjustable drag, collapsible handle. Light-action rod of tubular fiberglass, 2-piece, 6 1/2-ft. with cork handle.

Reg. \$15.99
12⁹⁷

Economy Spinning Reel, Reg. 7.99.....5.97

Spinning Pack Rod, Reg. \$12.99.....6.97

Open Monday, Thursday,
Friday, Saturday 9 to 9,
Tuesday, Wednesday 9 to 5:30

Sears
SEARS, ROEBUCK AND CO.

• Grand River at Oakman, WE 3-3300
• Gratiot at Van Dyke, WA 5-0100
• Woodward, Highland Pk., TO 8-1300

• Lincoln Park, Southfield at Dix, DU 3-7000
• Livonia Mall, 7 Mile at Middlebelt, 476-6000
• Macomb Mall, Gratiot at 13 1/4 Mile Rd., 293-8000
• Oakland Mall, 14 Mile Rd. at John R, 585-1000

• Pontiac, 154 N. Saginaw, FE 5-4171
• Wyandotte, Biddle-Maple, AV 4-9000
• Grosse Pte., 7 Mile-Mack, TU 4-6000

Save Now on Ted Williams

Spin Casting Tackle

Spin casting is easy to learn! In fact, you can be an expert on your second cast because Ted Williams spin-cast reels have stationary spools... no backlash! You get thumb button line control. Reels mount on top.

a. Sale! 6-Ft. Light Action Rod

2 piece tubular fiberglass. Cork grip. Dust butt cap. Adjustable trigger. Level action reel lock. 4 wire frame guides and tip-top. Folding hook keeper. Case.

Reg. \$22
17⁹⁷

b. Ted Williams Spin-Cast Reel

Prewound with 50 yards of 8-lb. monofilament line. Star drag assembly, diamond cut 4:1 gear ratio, crisscross level wind. Case.

Reg. \$23
19⁹⁷

c. Coho 8-Ft. Fiberglass Rod

2-piece rods have double locking rings with 4 sturdy wire guides and tip-top. 2 3/4-inch cork foregrips with medallion. Aluminum and rubber butt plate.

Reg. \$30
24⁹⁷

d. Coho Open-Face Spinning Reel

Improved design bail arm helps eliminate line snags. Collapsible bail and handle. Cross wind spool with 3.5 to 1 gear ratio, prevents line wedging.

Reg. \$23
21⁹⁷

e. Coho Salmon Spinning Reel

Cross wind spooling, collapsible bail arm, handle. 2 spools, 1 with 200 yards of 8 lb. monofilament line. Positive drag control. Die-cast aluminum.

Reg. \$19
16⁹⁷

f. Action Balanced 7-Ft. Spinning Rod

Reflex-action, 2-piece medium action rod with double built in inner spiral shaft. Tubular fiberglass. 5 chrome-plated guides. Hook keeper. Rubber butt cap.

Reg. \$22
17⁹⁷

g. 5 1/2-ft. Medium Action Casting Rod

Shaft made of tubular 1-piece fiberglass with 4 gold-plated guides. Adjustable trigger.

Reg. \$22
17⁹⁷

h. Hydro-Shear Bait Casting Reel

No thumbing and backlash... spool brakes gently, automatically. Direct drive nylon gears.

Reg. \$20
16⁹⁷

Sale Prices Effective Through Saturday, June 22, 1968

Sears Sporting Goods Department