

It's an unusual company that actually wants you to read between the lines.

Like Sears.

But then, the Sears family of companies has some pretty good lines to read between, starting with:

There's more for your life at Sears.

Few stores put their name on the line the way Sears does: Satisfaction guaranteed or your money back.

But then, what company can match the product lines Sears offers? Kenmore®. Craftsman®. and DieHard®, just to name a few.

Over the past 100 years, the Sears name has come to mean trust, value, and integrity to millions of Americans. **SEARS**

Leave it to the good hands people.

Today, there are more insurance choices than ever before. For over fifty years, Allstate has offered insur-

ance plans that are right for your family... your home... your car. You can trust an Allstate agent to select the insurance plans that meet your needs. **Allstate**

You're somebody... at Dean Witter.

Whether you're a seasoned investor or just getting started, Dean Witter can help you develop an investment program that is custom tailored for you. Visit a Dean Witter office and let an Account Executive help you start building towards a comfortable future. **DEAN WITTER**

When it comes to real estate, talk to the professionals.

Whether you're looking to buy, sell or finance a home, trust Coldwell Banker to make the whole process as convenient as possible.

We're America's largest full service real estate company. And these days, you don't get bigger unless you do it better. Home buyers and sellers have trusted Coldwell Banker for more than eighty years. **COLDWELL BANKER**

The most important line of all.

Sears Financial Network Centers are conveniently located in many Sears stores across the land. They're open every hour Sears is open. Or visit any of our 9,000 member company offices. For personal advice you can trust, look to the Sears Financial Network.

And the most important line of all? Why, of course, "Thank you for bringing your business to Sears."



*Located in California