SEARS THE WINNER II 1979 SNEAKERS

Here's a page out of the 1979 Sears Spring catalog featuring the The Winner II 1979 sneakers.

Catalog info is below:

SPORTS SHOES FOR THE WHOLE

The W1nner II
IMPORTED SPORTS SHOES

• Uppers reinforced with sturdy sueded split-leather and lined with soft, absorbent nylon tricot
• Thick sponge rubber insole with contoured arch to support foot

In your choice of nylon uppers in 5 colors with contrasting trim or white vinyl with blue trim

Men's, Women's Big Boy sizes $16.49
Children's sizes $15.49

UPPERS: Choose lightweight nylon or vinyl uppers. Both have sueded split leather toe caps, counter, and eyelet area. Tongue is lined with cushioned nylon tricot_ Padded topline. Peaked back. Shoes are imported. See Note on facing page.

SOLES AND HEELS: Traction treaded, high rise rubber sole. Cushioned insole. Extra padding at arch.

SIZES. COLORS, ORDERING INFORMATION: Available in medium sizes. Please state size as listed when placing your order.

SPORTS SHOES FOR THE WHOLE

The Winner II
IMPORTED SPORTS SHOES

- Uppers reinforced with sturdy sueded split-leather and lined with soft, absorbent nylon tricot
- Thick sponge rubber insole with contoured arch to support foot

In your choice of nylon uppers in 5 colors with contrasting trim or white vinyl with blue trim

Men's, Women's Big Boys' sizes **$16.49**

Children's sizes **$15.49**

346 Sears AGJELD KSBPOMC

UPPERS: Choose lightweight nylon or vinyl uppers. Both have sueded split leather toe caps, counter, and eyelet area. Tongue is lined with cushioned nylon tricot. Padded topline. Peaked back. Shoes are imported. See Note on facing page.

SOLES AND HEELS: Traction treaded, high rise rubber sole. Cushioned insole. Extra padding at arch.

SIZES, COLORS, ORDERING INFORMATION: Available in medium sizes. *Please state size as listed when placing your order.*

Men's medium sizes: 7½M, 8M, 8½M, 9M, 9½M, 10M, 10½M, 11M, 12M. Tan and blue also in size 13M.

Nylon uppers
76 A 96332F–Tan, brown
76 A 96334F–Green, white
76 A 96333F–Red, white
76 A 96335F–Black, white
76 A 96331F–Blue, white

Vinyl uppers
76 A 96337F–White, blue

Shipping weight 2 pounds 4 ounces $16.49

Women's medium sizes: 5M, 5½M, 6M, 6½M, 7M, 7½M, 8M, 8½M, 9M, 9½M and 10M.

Nylon uppers
76 A 57508F–Tan, brown
76 A 57506F–Green, white
76 A 57502F–Red, white
76 A 57503F–Black, white
76 A 57501F–Blue, white

Vinyl uppers
76 A 57499F–White, blue

Shipping weight 1 pound 10 ounces $16.49

Big Boys' medium sizes: 3½M, 4M, 4½M, 5M, 5½M, 6M, 6½M and 7M.

Nylon uppers
76 A 67332F–Tan, brown
76 A 67334F–Green, white
76 A 67333F–Red, white
76 A 67335F–Black, white
76 A 67331F–Blue, white

Vinyl uppers
76 A 67337F–White, blue

Shipping weight 1 pound 12 ounces $16.49

Children's medium sizes: 10M, 10½M, 11M, 11½M, 12M, 12½M, 13M, 13½M, 1M, 1½M, 2M, 2½M and 3M.

Nylon uppers
76 A 56508F–Tan, brown
76 A 56506F–Green, white
76 A 56502F–Red, white
76 A 56503F–Black, white
76 A 56501F–Blue, white

Vinyl uppers
76 A 56499F–White, blue

Shipping weight 1 pound 8 ounces $15.49

Water-resistant Tote. Nylon with urethane coating. Full length zipper at top. Nylon webbing handles. 8x18 in. long.

COLORS AND ORDERING INFORMATION: Machine wash warm, tumble dry.
76 A 95024–Black, white
76 A 95015–Tan, brown
76 A 95014–Green, white
76 A 95011–Blue, white
76 A 95013–Red, white

Shipping weight 8 ounces $6.99

Tags vintage sneakers, sneaker blog, Sears, Sears the winner 2, Sears Roebuck and Co, sears the winner, sears shoes, sears the winner sneakers, sears the winner II sneakers, vintage skateboard ad, 3 stripe sneakers, 3 stripe logo, 3 stripes, three stripes, rare sneakers, obscure sneakers, obscure vintage sneakers, rare vintage sneakers, adidas, adidas logo, 70s sneakers, 1970s sneakers, 1970s advertisements, retro sneakers, vintage sport shoes, Sears vintage, vintage Sears, Sears running shoes, Sears vintage shoes, vintage running shoes, 70s running shoes, 1970s running shoes, old school sneakers, rare sneakers, Sears sneakers

Share

HOOP STARS: SEARS THE WINNER BY CONVERSE 1975 HOOPS CHAMPS VINTAGE SNEAKER AD

We're celebrating the start of March Madness 2022 with this old school vintage ad for Sears The Winner by Converse from 1975. We've covered this line of 3 and 4 stripe Sears shoes throughout the blog and you can checkout a bunch of other old vintage ads here if you're interested.

Ad info is below:

GET THE FEEL OF A WINNER

padded comfort all around

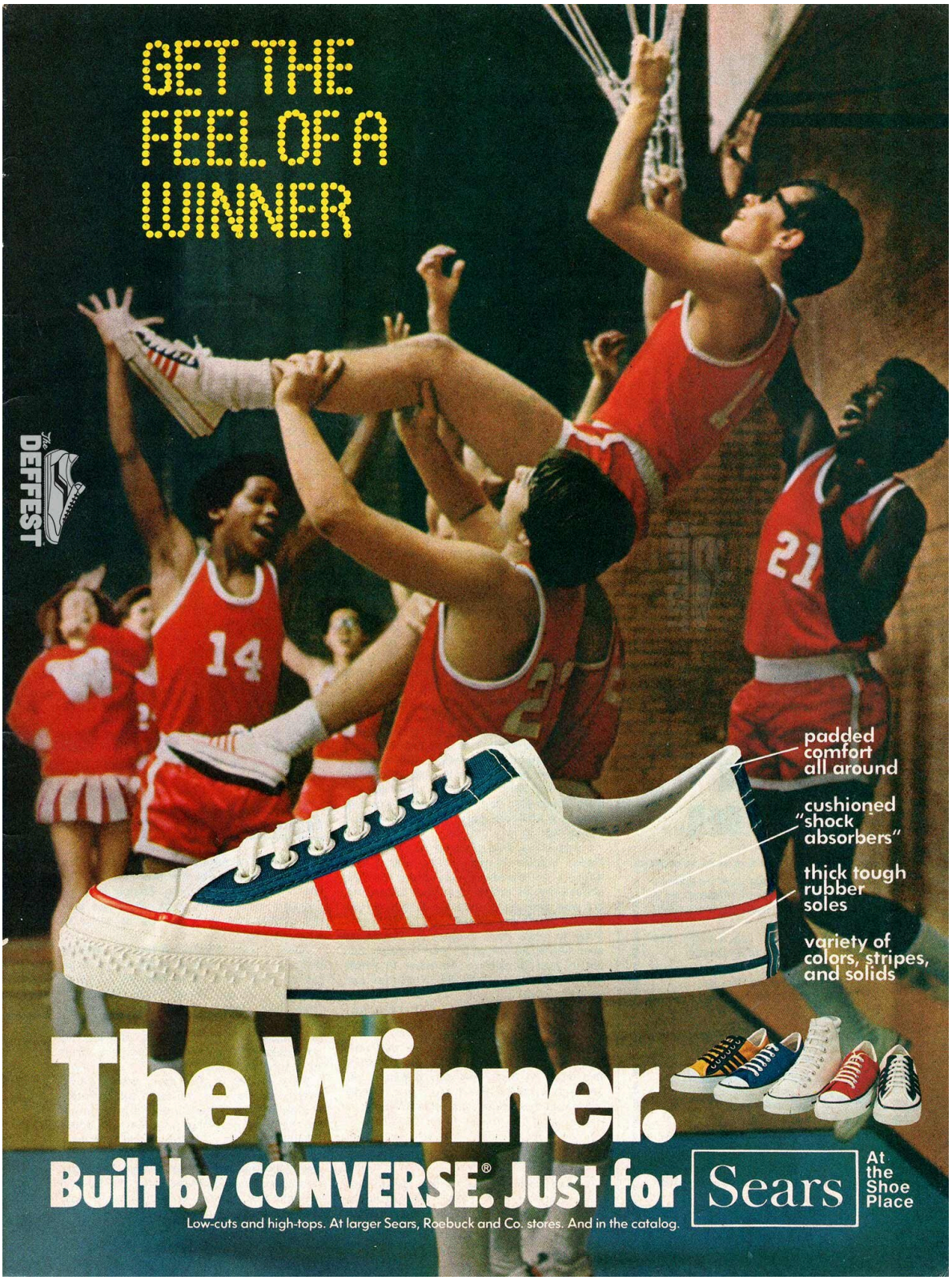
cushioned "shock-absorbers"

thick tough rubber soles

variety of colors, stripes, and solids

The Winner. Built CONVERSE® Just for Sears
At the Shoe Place

Low-cuts and high-tops. At larger Sears, Roebuck and Co. stores. And in the catalog.



In sneaker history, The Deffest, vintage sneaker ads

Tags Sears, Sears Roebuck and Co, sears the winner, Sears shoes, sears the winner sneakers, sears advertisement, Vintage sears, vintage sears sneakers, Converse, vintage converse shoes, vintage converse, 1970s sneakers, 70s sneakers, converse all star,

sneaker blog, vintage basketball shoes, 70s basketball shoes, 1970s basketball shoes, old school sneakers, rare sneakers, obscure sneakers, retro sneakers, March Madness, 4 stripes, 4 stripe sneakers, Four stripe sneakers, Hoop Stars

Share

SEARS THE WINNER II 1978 THREE STRIPE SNEAKER AD

Nope, not adidas. We've covered the Sears Winner and Winner II lines in the past and you can see a bunch of old Sears sneaker ads here. The Sears Winner line of sneakers confusingly bounced back and forth between 3 and 4 stripe logos and from what we have seen it probably had to do with these sneakers being manufactured by both Converse and adidas at different points in time. The skateboard in this ad was called the Hobie 'Hotdogger' and this ad is from 1978.

Ad info is below:

SEARS WINNER II'S
25 TO 33% OFF
THEY'RE MOVIN' FAST
AT THE SHOE PLACE MARCH 26 THRU APRIL 29.

Bring your family to Sears for a test run of the entire line of Winner II imported sport shoes.
A. The Winner II Sport Shoe now $9.99
B. The Winner Runner now $1274
C. The Winner II Suede upper $1349
D. The Winner II Junior now $674

Available in most larger Sears retail stores. Prices and dates may vary in Alaska and Hawaii.

Sears

In sneaker history, The Deffest, vintage sneaker ads

Tags vintage sneakers, sneaker blog, Sears, Sears the winner 2, Sears Roebuck and Co, sears the winner, sears shoes, sears the winner sneakers, sears the winner II sneakers,

vintage skateboard ad, 3 stripe sneakers, 3 stripe logo, 3 stripes, three stripes, rare sneakers , obscure sneakers, obscure vintage sneakers , rare vintage sneakers, adidas, adidas logo, 70s sneakers, 1970s sneakers, 1970s advertisements, retro sneakers, vintage sport shoes, Sears vintage, vintage Sears, Sears running shoes, Sears vintage shoes, vintage running shoes, 70s running shoes, 1970s running shoes, old school sneakers, rare sneakers, vintage skateboard, vintage skateboard advertisement, Thrasher magazine, vintage skate sneakers

Share

SEARS THE WINNER 1978 THREE STRIPE SNEAKER AD

Today we've got a 1978 vintage skateboarding ☠ advertisement for Sears the Winner 3 stripe model sneakers. We're still trying to figure out if these 3 stripers are knock offs or were manufactured in the US by adidas under the Sears name or not. Back in the 70s Sears used both adidas and Converse as manufacturers of their sneakers in different regions.

Ad info is below:

Get the feel of a WINNER.

The Winner II Sportshoe

Nylon with split-suede trim upper. Padded tongue and collar. In blue, beige, red and green. See the entire line of Winner II Imported Sportshoes at The Shoe Place.

Sears

Skechers EX1025
Skechers v Nike

In sneaker history, The Deffest, vintage sneaker ads

Tags Sears, sears the winner, sears shoes, sears the winner sneakers, skateboarding ad, 3 stripe logo, 3 stripe sneakers, converse, vintage sneakers, retro sneakers, 70s shoes, 70s sneakers, 1970s sneakers, old school sneakers, obscure sneakers, obscure vintage sneakers

Share

SEARS THE WINNER II RUNNER 3 STRIPE VINTAGE SNEAKERS AD FROM 1978

Nope, not adidas. Here's an old school 1978 retro sneaker advertisement for Sears 'The Winner II' model running shoes. The colors in this ad don't really hold up to the actual color of the sneakers which are here. Somewhat confusingly - Sears went back and forth between using 3 stripe and 4 stripe adidas style logos during the late 1970's - this might have been because they used Converse for production on some runners and adidas to produce others. To check out a 4 stripe pair I've posted these awesome 1977 yellow and black Winner runners here.

Ad info is below:

Get the feel of a WINNER.

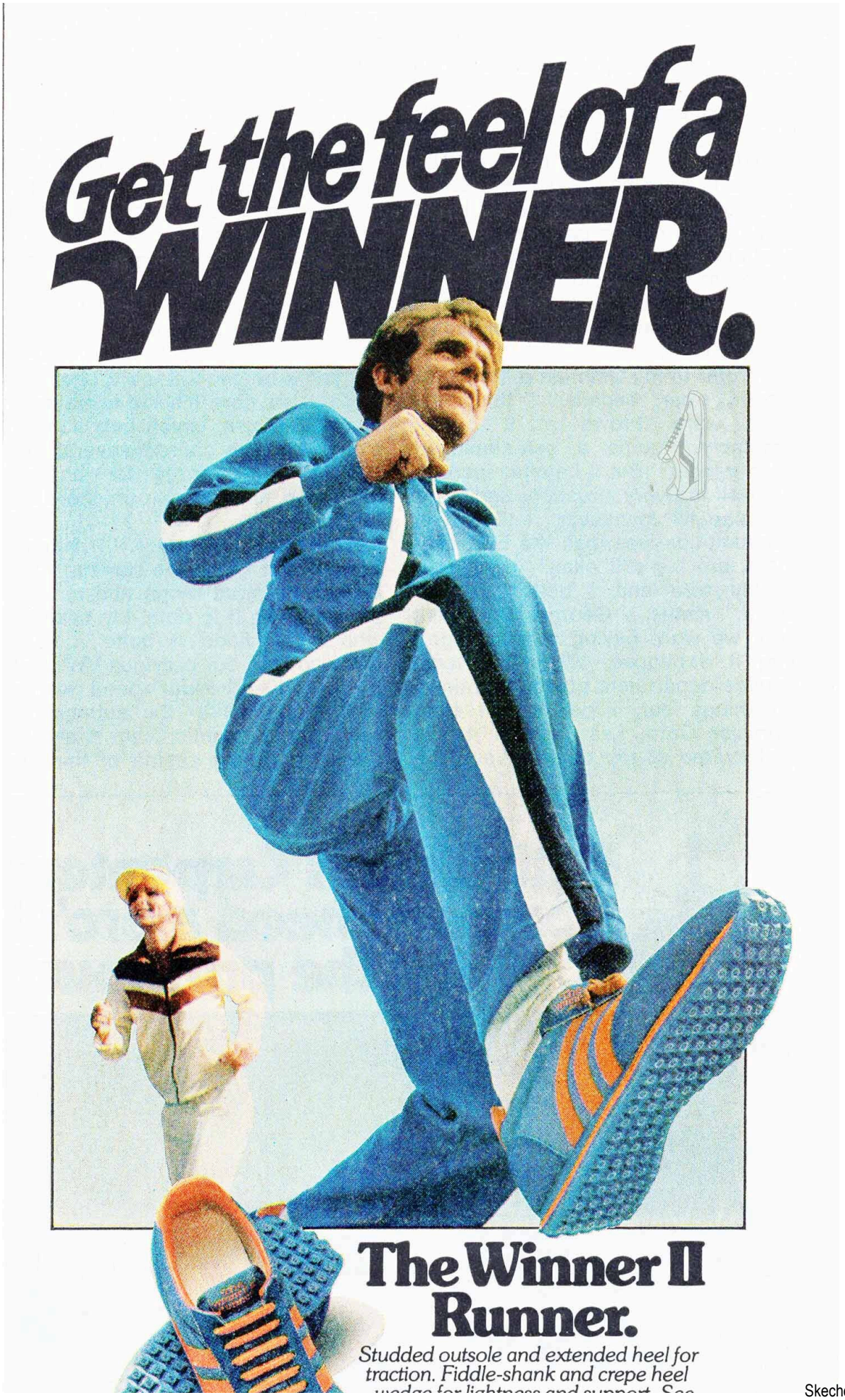
The Winner II

Runner.

Studded outsole and extended heel for traction. Fiddle-shank and crepe heel wedge for lightness and support. See the entire line of Winner II Imported Sportshoes at The Shoe Place, in most larger Sears retail stores.

Sears

Sears, Roebuck and Co., 1978


Get the feel of a WINNER.
The Winner II Runner.
Studded outsole and extended heel for traction. Fiddle-shank and crepe heel

In The Deffest, sneaker history, vintage sneaker ads

Tags Sears, Sears the winner 2, Sears Roebuck and Co, sears the winner, sears shoes, sears advertisement, sears the winner sneakers, sears the winner II sneakers, sears Shoe Place, Sears sneakers, Vintage Sears, vintage sears sneakers, retro sneakers, vintage sneakers, 1978, 1978 advertisement, old school sneakers, obscure sneakers, obscure vintage sneakers

Share

SEARS 1984 CATALOG FEATURING 'THE WINNER' RETRO SNEAKERS

Here's a scan from the 1984 Fall Sears catalog featuring 'The Winner' retro sneakers. This catalog also has "Jack Twyman" branded tennis shoes that look a little like Stan Smith sneakers. Twyman played in the NBA for the Rochester/Cincinnati Royals who later became the Sacramento Kings.

The sporting life for men and boys

SOME STYLES ALSO IN NARROW AND WIDE

(1) Winner II sport shoe for men and growing boys. No-lace Velcro® closure. Lightweight nylon and sueded split-leather uppers. Padded tongue and collar. Treaded rubber sole. Sponge rubber midsole. Cushioned insole. Molded arch support. Imported.

Men's medium sizes: *State size from Chart 1, below.*
67 H 96265F—Charcoal with white
67 H 96261F—Navy with silver
Shipping weight 2 pounds 8 ounces $17.99

Growing Boys' medium sizes: 3½M, 4M, 4½M, 5M, 5½M, 6M, 6½M, 7M. *State size.*
67 H 67265F—Charcoal with white
67 H 67261F—Navy with silver
Shipping weight 1 pound 15 ounces $16.99

(2) Sears Best 440 Runner for men was developed in cooperation with Northwestern University Medical School Center for Sports Medicine. Lightweight and flexible nylon and sueded split-leather uppers. Padded collar and tongue. Rubber outsole. Sponge rubber midsole. Molded EVA (ethyl vinyl acetate) insole is removable. Molded rear portion. Imported.

Men's narrow sizes: 8N, 8½N, 9N, 9½N, 10N, 10½N, 11N, 12N, 13N. *State size.*

Men's medium sizes: *State size from Chart 1, below.*

Men's wide sizes: 7½W, 8W, 8½W, 9W, 9½W, 10W, 10½W, 11W, 12W, 13W. *State size.*
67 H 96441F—Navy with white. Also in 11½W.
67 H 96445F—Charcoal with white.
In medium and wide only. Not in 11½M.
67 H 96444F—Brown with beige. In medium and wide only.
Shipping weight 1 pound 12 ounces $21.99

(3) Winner II athletic shoe for men and growing boys. Lace-up closure. Lightweight nylon and sueded split-leather uppers. Padded topline and collar. Treaded rubber sole. Cushioned insole. Padded arch support. Imported.

Men's medium sizes: *State size from Chart 1, below.*

Men's wide sizes: 7½W, 8W, 8½W, 9W, 9½W, 10W, 10½W, 11W, 11½W, 12W, 13W. *State size.*
67 H 96461F—Navy with white. In medium and wide.
67 H 96463F—Black with silver. In medium only.
67 H 96468F—Brown with white. In medium only.
Shipping weight 2 pounds 8 ounces $15.99

Growing Boys' medium sizes: 3½M, 4M, 4½M, 5M, 5½M, 6M, 6½M, 7M. *State size.*
67 H 67461F—Navy with white
67 H 67463F—Black with silver
Shipping weight 1 pound 15 ounces $15.99

(4) Men's jogger with Velcro® closure. Genuine pigskin suede uppers. Padded collar and tongue. Rubber sole with EVA (ethyl vinyl acetate) wedge. Sponge rubber midsole. Molded arch support. Imported.

Men's medium sizes: *State size from Chart 2, below.*
67 H 96482F—Charcoal with white
67 H 96481F—Navy with white
Shipping weight 2 pounds 8 ounces $19.99

(5) White leather uppers will make him a hit on the court. Velcro® closure. Padded vinyl collar and tongue. Stitched-on rubber shell sole. Cushioned insole with arch support. Perforated at sides of arch for ventilation. Imported.

Men's medium sizes: *State size from Chart 2, below.*
67 H 96741F—Shipping weight 2 pounds 6 ounces $19.99

(6) Adidas® Newport for men. White and gray nylon mesh uppers breathe for comfort. Padded collar and tongue. Molded rubber bottom. Removable insole. Imported.

Men's medium sizes: *State size from Chart 3, below.*
T 67 H 95023F—Shipping weight 2 pounds 3 ounces $27.95

CHART 1 Men's medium sizes: 7½M, 8M, 8½M, 9M, 9½M, 10M, 10½M, 11M, 11½M, 12M, 13M.

CHART 2 Men's medium sizes: 7½M, 8M, 8½M, 9M, 9½M, 10M, 10½M, 11M, 12M, 13M.

CHART 3 Men's medium sizes: 7½M, 8M, 8½M, 9M, 9½M, 10M, 10½M, 11M, 12M.

CHART 4 Men's medium sizes: 6½M, 7M, 7½M, 8M, 8½M, 9M, 9½M, 10M, 10½M, 11M, 12M.

Multi-sport Shoes . . ideal for football, soccer and baseball

Both of these Shoes feature a multi-studded, ground-gripping sole

11 **Ted Williams Youth Multi-sport Shoe.** Injection-molded 22-cleat sole. Black leather upper that has white side stripes. Reinforced toe and counter. Cushion sock lining. Nylon and polyurethane foam cushion quilted tongue and collar.
"D" (medium) width only: sizes 8, 9, 10, 11, 12. See size chart on facing page before ordering. *Please state correct size.*
Shipping weight 1 pound 12 ounces.
6 H 11791F..... $9.99

12 **Youth Multi-sport Shoe.** Vulcanized rubber sole; safety rubber studs help eliminate spiking. Black vinyl uppers with white stripes. Uppers stay bright with damp cloth cleaning. Cotton laces. Imported from Taiwan.
Available in "D" (medium) width only. Youth sizes 2, 3, 4, 5, 6, 7, 8 and 9. See size chart on facing page before ordering. *Please state correct size.*
Shipping weight 1 pound 8 ounces.
6 H 11714F..... $4.99

Shoes for tennis and jogging

13 Pebble-cup molded rubber tread helps deliver sure-footed traction on the tennis court. Squared off toe reduces chance of pinching or cramping. Sponge rubber insole cushions feet. Cushioned tongue allows snug, yet comfortable lacing. Cushioned top helps prevent chafing and discomfort as ankle flexes.
White leather uppers with red and blue stripes. Handy pull tab helps you slip on shoes easily. France.
"D" (medium) width only. Sizes 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12. See size chart on facing page. *State size when ordering.*
Shipping weight 1 pound 12 ounces.
6 H 11863F..... $13.99

Youth Football Shoes

14 Naugalon® black vinyl uppers. Composition sole features regulation ½-inch removable poly cleats; steel plate in sole helps secure cleats. Cushion sock lining. Cushioned tongue and collar for added comfort.
"D" (medium) width only. Sizes 7, 8, 9, 10, 11 and 12. See size chart on facing page. *Please state size when ordering.*
Shipping weight 3 pounds.
6 H 11712F..... $12.99

Indoor track and cross-country Shoes

15 Sturdy 10-ounce cotton canvas uppers let your feet breathe. Crepe rubber sole and heel put real traction into your strides. Contrasting side stays strengthen shoes, as does the web back-stay. Machine wash, warm. Black with white striping.
"D" medium width. Sizes 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. See chart on facing page. *Please state size when ordering.*
Shipping weight 2 pounds.
6 H 11853F..... $6.99

Jack Twyman Basketball Shoes

16 Composition rubber soles grip the floor quickly; extra-large heel counters anchor feet in place . . help prevent turned ankles. Cool top grain leather uppers with air vents. Extra stitching and bonding secure soles to uppers. Fully cushioned insoles, soft foam rubber lining. Red and blue stripes give extra-firm foot support. From France.
"D" (medium) width. Sizes 8, 8½, 9, 9½, 10, 10½, 11, 12, 13. See chart on facing page. *State size when ordering.*
Shipping weight 2 pounds 12 ounces.
6 H 11825F..... $12.99

JACK TWYMAN, Sears Sports Advisory Staff member and former NBA star, has tested and approved this shoe

COMKP BAGED Sears 1167

In sneaker history, The Deffest

Skechers EX1025
Skechers v Nike

Tags vintage sears catalog, Sears Fall 1974 catalog, sears the winner, sears shoes, sears the winner II sneakers, Sears Roebuck and Co, Sears the winner 2, sears the winner sneakers, Sears The Winner II sneakers, Sears sneakers, sears vintage sneakers, vintage sears, Stan Smith, Robert Halliet, Jack Twyman, 80s, 1984, vintage sneakers, retro sneakers

Share

SEARS THE WINNER 1974 VINTAGE SNEAKER AD

The Winner.

Built by Converse. Just for Sears.

racing stripes

thick, tough rubber soles

cushioned "shock absorbers"

padded comfort all around

At the Shoe Place

Sears

Low-Cuts and High-Tops. At larger Sears. Roebuck and Co retail stores. And in the catalog.

In vintage sneaker ads, The Deffest

Tags 1970s, 1970s sneakers, 1974, 70s sneakers, built by converse just for sears, Built by Converse, Just for Sears, converse, converse all star, fake adidas, red white and blue sneakers, retro sneakers, Sears, sears Shoe Place, sears the winner, sears the winner

sneakers, sneakerhead, the winner, the winner sneakers, vintage ads, vintage advertisement, vintage converse, vintage converse sneakers, Vintage sears, vintage sears, vintage sears sneakers, vintage shoe ad, vintage sneakers, vintage tennis shoes

Share

Affiliate Disclosure