Document 1105 CHICAGO Sears , Roebuck & Co. is struggling as it enters the critical Christmas season named:x-c _ named:x-c _ nix _ v:e-i _ x:e-h-h _ pron:x _ v:e-i-p _ q:i-h-h _ a_of:e-p-i _ season:x-c _ Yesterday , the retailing and financial services giant reported a 16 % drop in third-quarter earnings to \$ 257.5 million , or 75 cents a share , from a restated \$ 305 million , or 80 cents a share , a year earlier . time_n:x _ q:i-h-h v:e-i _ a:e-p n:x n:x v_to:e-i-p q:i-h-h card:i-i-c n:x p:e-u-i n_of:x _ p:e-But the news was even worse for Sears 's core U.S. retailing operation , the largest in the nation c:i-i-i q:i-h-h n_of:x _ x:e-u a:e-i p:e-u-i named:x-c _ n:x named_n:x-c v:e-i n_of:x-i _ q:i-h-h a:e-i p:e-u-i q:i-h-h n_of:x-i Sears said its U.S. stores had a loss of \$ 6.9 million , their first deficit for the period in more than five named:x-c v_to:e-i-h-i q:i-h-h named_n:x-c n:x v:e-i-i q:i-h-h n_of:x-i n:x card:i-i-c ard:i-i-c q:i-h-h ord:i-i-c n_of:x-i p:e-u-i q:i-h-h n_of:x-i p:e-u-i much-many_a:e-i _ card:i-i-c mated that sales at U.S. stores declined in the quarter , too . te-i-h _ n_of:x-i p:e-u-i named_n:x-c n:x v:e-i-p p:e-u-i q:i-h-h n_temp:x _ a_also:e-h _ √^(ARGI) The results underscore Sears 's difficulties in implementing the "everyday low pricing" strategy that it adopted in March as part of a broad attempt to revive its retailing business q:i-h-h n_of:x-i v:e-i-p named:x-c n:x p:e-u-i v:e-i-p q:i-h-h v:e-i n:x (ARG1) ____and_c compound √—(ARG1) (ARG1) (ARG2) Under the new approach , Sears set prices that were somewhere between its old "regular" and "sale "prices p:e-u-i q:i-h-h a:e-p n_to:x-i _ named:x-c v:e-i-p n_of:x _ _ place_n:x p:e-u-i q:i-h-h a:e-p _ a:e-p _ _ _ n_of:x-i _ n_of:x-i The company said it would resort far less often to slashing prices to woo shoppers . q:i-h-h n_of:x-i v_to:e-i-h-i pron:x v_modal:e-h v_to:e-i-i x:e-u comp:e-u-u a:e-e v_at:e-i-p n_of:x x:e-h-h v:e-i-p n:x _ Sears officials insist they do n't intend to abandon the everyday pricing approach in the face of the poor results named:x-c n:x v:e-i-h-i pron:x _ neg:e-h v_for:e-i-h _ v:e-i-p q:i-h-h a:e-p n:x n_to:x-i p:e-u-i q:i-h-h n:x p:e-x-i q:i-h-h a:e-p n_of:x-i _ ARG1 compound The new pricing strategy " is working , " the spokesman asserted q:i-h-h a:e-p n:x n_of:x-i _ v:e-i-p _ q:i-h-h n:x v_to:e-i-h-i He added that after an initial surge triggered by an advertising blitz in March seponent velocity of the pronty of

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