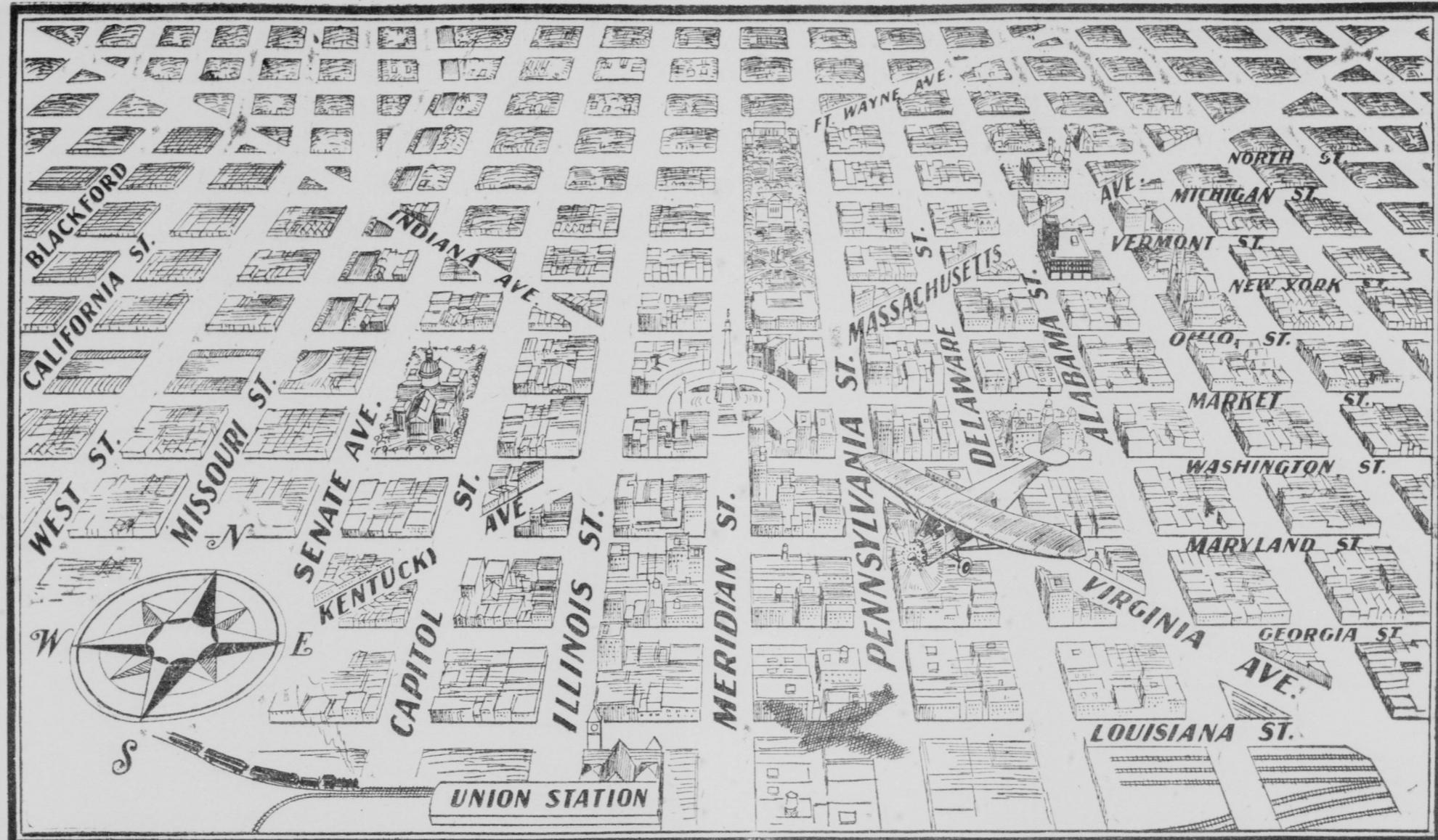


Plan to Attend Our Three-Day Opening



A New Home of Quality Merchandise OPENS THURSDAY

WOULD you like to take a little peek inside this handsome new department store in Indianapolis?

All right. We shall do it but before we start let us tell you a little about some of the policies of this new kind of a retail department store.

First: Sears, Roebuck and Co., handles only first quality merchandise, no "seconds," no "substandards."

Second: Every item of merchandise in the store is sold you under the guarantee of the company which is: "We Guarantee Satisfaction or Your Money Back."

Now let us start. As you enter the door from Alabama street you see the *jewelry* counter to the right front and here you will find copies of jewelry designed by the outstanding jewelers of Paris. To the right you will see the *men's furnishings*, where stylish garments are to be had, and just beyond, the *men's clothing*, where suits and coats of newest fabric and cut are to be found.

Immediately to the right of the main entrance are the *handbags* of newest design and materials, beyond there the *hosiery* in which have been decreed as correct by fashion leaders at world-famous resorts all the newest shades, hosiery of first quality and full fashioned. Over there the *gloves* of newest creation in finest materials and popular hues. Next to the gloves the *notions* are located.

On down the main aisle is the *drug department* where you will be able to secure the famous nationally advertised toiletries of this country and Europe. To the right of the drug department, across the wide aisle, the *boys' furnishings* and *boys' clothing*, fashionable and sturdy to delight the heart of any boy. Over beyond, to the right, the *shoe department*, where shoes for men, women, boys, girls, misses, and infants may be found in all the newest shades, leathers and designs. Adjacent to the shoe department, *men's work clothing*.

To the left and easily reached by the wide cross aisle, the *stationery department*, where office supplies of all kinds are to be found, together with *school supplies*. Over there the *candy counter* and

able designers. All the newest outlines in all the newest shades and all of correct cutting. The New York markets are combed daily by a large corps of buyers and the latest in dresses and coats are sent here by express. Fitting rooms are installed over there for try-ons.

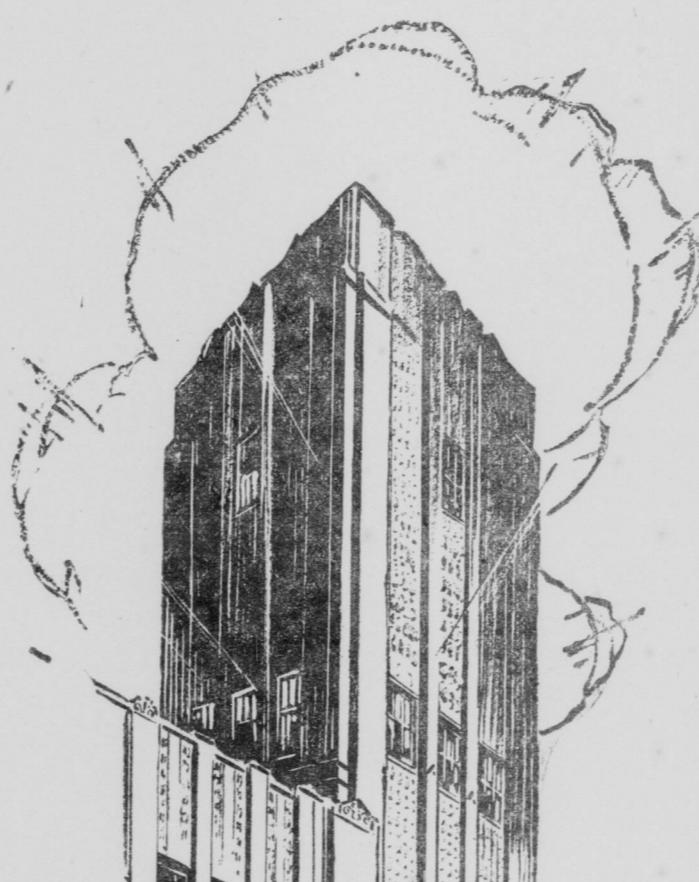
Just next is the *millinery department* and New York buyers of the company keep this department supplied with the latest models decreed correct by fashion experts by direct express shipments. Next there, in white ivory cases, are the garments for the infants and here *infants' wear* of all kinds is to be had.

Beyond there is the *corset department* and just next the *draperies, shades and blankets*. In front, here, see the show cases of *lingerie* of the newest shades and cut.

To the left the *rug and linoleum department*, the *furniture department*, including *kitchen furniture*, *porch furniture*, *living furniture*, *dining room suits*, *bedroom suits* and all the *tables* and *occasional pieces of furniture*. Over there *sewing machines*. Beyond there the cashier's cage, route desk and other administration offices. The general offices of the store and the reserve stocks are on the third floor.

In the basement are the *heavier lines of merchandise*. We do not have to tell you of the high standing of Sears, Roebuck & Co., in these lines. For many, many years this company has been famous for its *hardware*, its *household appliances*, *paints and wall paper*, *stoves*, *washing machines*, *luggage*, *vacuum cleaners*, *radios*, *bicycles*, *toys*, its *automobile tires*, *tubes and accessories*, its *lawn and garden equipment*, its *farm equipment*, *roofing*, *plumbing supplies*, *heating plants*, *kitchenware*, *glassware*, *china* and other items of like nature.

We must leave you now. It has been a short journey, the primary purpose of which was to give you a glimpse of the style lines of the store, the women's lines, and to let you know that we shall welcome a visit from you during the three opening days—Thursday, Friday and Saturday—from 9 o'clock in the morning until 9 o'clock at night.



the *soda fountain* and *luncheonette*. To the left, front the *linens, silks and woolens* of latest designs and patterns and just next the *wash goods*, *cotton goods* and *piece goods* and *towels* and *toweling* of all kinds. To the rear will be found the *music department*, *phonographs*, *sheet music*, *records*, and *pianos*.

Come on up to the second floor. As we take the easy tread stairway from the main cross aisle, we reach the second floor and find, to the right the *ladies' ready to wear department*. Here is a mecca of delight to women. Here you see dresses which are correct copies of the most famous of fashion-

Sears, Roebuck and Co.
RETAIL DEPARTMENT STORE
Massachusetts Ave. at Alabama St.