

# SEARS VALUE DEMONSTRATION

Shop at  
Sears  
and Save

Setting a NEW  
STANDARD OF THRIFT

## Store Open Till 9 P.M. Thursday Evening Free Bus Service!

**Only Three More Days**  
Thursday, Friday and Saturday  
and the Great Value Demonstration Ends

Throughout the entire store you will find these "Demonstration Values." First quality merchandise at the lowest prices in years. A wonderful money-saving opportunity.

Now You Can Own This Marvelous  
New Triple Screen-Grid Silvertone

## RADIO

Beautiful full size cabinet of rich walnut veneer, as shown in illustration except

The cabinet is an improved model with doors—even better than pictured.

Equipped with tone control and 12-inch matched dynamic speaker. The greatest opportunity in years to own a fine high-grade Silvertone radio at about half the cost of any other radio of equal merit.

Fully  
Guaranteed  
**\$57.50**  
Cash Price

Complete with  
Tubes, Aerial,  
Delivered and  
Installed

Also Sold on  
Easy Terms  
**\$5 Cash—\$7 a  
Month!**  
—Sears, Basement



Also on Sale  
at Our Store  
at 38th and  
College Ave.  
Same Price and Terms

A new improved cabinet,  
similar to illustration, but  
with doors.

Just received another carload of fine furniture for the Value Demonstration

## BEDROOM SUITE

Easy Terms  
Free Delivery  
in Indiana!

Good Value at \$100

**\$79.50**  
Cash Price

Fine Furniture. An Out-  
standing Feature in Our  
Great Value Demon-  
stration Sale!

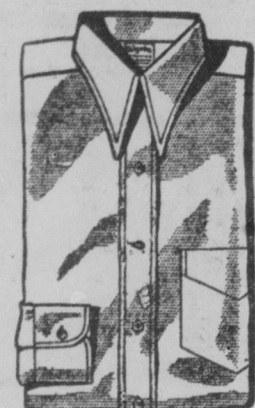


Handsome three-piece suite in beautiful American walnut veneer. Full 48-inch venetian mirrored dresser, full size panel bed and large, roomy chest of drawers. Oriental walnut fronts with maple overlays. Dust-proof interior construction. Choice of vanity or dresser, as pictured.

Also Sold on  
Easy Terms!

## Dollar Men's Shirts

Demonstration Value!



Just received another shipment of 600 fine, new, collar attached shirts to sell at this remarkably low price. New spring patterns, fast color fabrics. Size 14 to 17.

**69¢**

Men's Pajamas  
Of fast colored broad-  
cloth. Slip-on or coat  
styles. Unusual values.

**94¢**

Men's \$1.50 New Caps  
Spring styles . . . water-proofed  
fabrics with cork visor. Leather sweat  
bands. Sizes 6 1/2 to 7 1/2.

**94¢**

6 Pairs Socks  
Long wearing rayon  
plaited cotton . . . re-  
inforced. Fancy patterns.

**89¢**

220 Blue Denim Overalls  
Rightly called America's greatest overall value. Full cut, triple  
stitched, reinforced. Better than many other \$1 kind.

**69¢**  
—Sears, First floor

## Men's Work Shoes

Featured as a Super Value!



**\$2.50**

For comfort and endur-  
ance one of the greatest  
work shoes made. A  
Sears value that is un-  
equalled anywhere. Dark  
brown, bark tanned  
leather with compo soles.  
Plain toe style.

Sears, First floor.

Deserving a Place in the "Value Demonstration"  
An Electric Washer That Sells Itself!

## The New Kenmore

Equipped With

**BALLOON  
ROLLERS**

The Lowest Price Known  
for Such a Fine Washer

**\$67.50**

Cash Priced Delivered  
and Installed in Your  
Home, Ready to Use

Your Money Back If  
Not Satisfied!

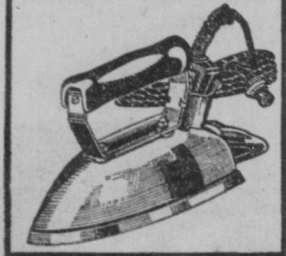
Also Sold on  
Easy Payments  
**\$5 Cash, \$5 a Month**



UNCONDITIONALLY  
GUARANTEED

## This Fine Chromium Plated

**\$4.50 Electric Iron**  
At a Record-Breaking Price!



Full  
6-Pound  
Size **\$2.75**

Here's a wonderful electric iron, fully guaranteed.  
Will give years of satisfactory service. Its fine  
chromium plate is insurance against rust. Complete with cord and  
plug.

Chromium-Plated Toaster **\$3.75**  
Large, two-slice "Flip Flop" style. Equipped  
with high grade element. Complete with cord  
and plug.  
—Sears, Basement.

## 'Pepperell' and 'Paradise' Prints 17¢

36 Inches Wide

Here are America's fine favorite prints in the new 1931  
patterns—a glorious color assortment. All new, crisp  
and fresh from the looms. Guaranteed fast color. 36  
inches wide.

50 New Patterns to Choose From!

## Full Size Kitchen Light

**\$1.19**



New improved all porce-  
lain light with 8-inch  
shade and pull chain  
socket. Never before sold  
under \$3.

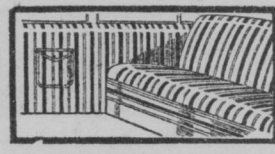
## Electric Needs at 9¢

More than 40 items to choose from.  
Here are just a few examples—

Switch Boxes, at . . . . .9¢  
Flush Receptacles . . . . .9¢  
2-Way Plugs for . . . . .9¢  
3-Fuse Plugs for . . . . .9¢  
Key Sockets, only . . . . .9¢  
Switch Plates, at . . . . .9¢  
10 Feet of Silk Lamp Cord, 9¢  
—Sears, Basement.

## Universal Slip Covers

A Sears' Value!



Coaches  
or  
Sedans  
Complete **\$1.96**  
Coupes,  
Complete **98c**

These come in assorted, attractive patterns, excellent quality  
for long service.

Chromium-Plated Cowl Lights **\$3.19**  
Latest styles for all makes of cars, including  
special style for model A Fords and latest model  
Chevrolets. A \$6.95 value.

Magnetic Trouble Lights **\$1.00**  
Complete with 12 feet of wire and battery clips.  
Regularly a \$3.00 value.  
—Sears, Basement.

## New Wall Paper

In Room Lots

**\$1.29**



Sufficient for a room 12x  
14 feet.

10 Rolls Side Wall  
6 Rolls Ceiling  
20 Yards Border

New, attractive patterns.  
1931 stock. Buy now and  
save.

Paper Hangers' 12-Inch Shears,  
First Quality Oil Tempered Steel. . . . **\$1**  
—Sears, Basement.

## A Good Ukulele

and Only

**98¢**



Sweet toned instrument,  
complete with strings,  
ready to play.

Accordions and Other Musical  
Instruments at Very Low Prices!  
—Sears, Second floor.

## Now—Sears Offers This Famous "Kook Kwick"

Pressure Cooker  
At a New Low Price!

**\$4.98**  
7-Qt.  
Size



This Pressure Cooker is one of  
the biggest time savers a  
woman can own—cooks meats,  
vegetables in their own juices  
in one-third the usual time, re-  
taining all the delicious flavors.  
It will be many a day before  
you can buy it again for such a  
low price.



10 Cakes Fels  
Napha Soap

No Phone  
Orders **49¢**

Given Away Free!

Soap chipper and sample cake of  
Fels Naphtha. No purchase re-  
quired.  
(First Floor and Basement)

\$1 BOTTLE  
LISTERINE  
Limit 2 Bottles **63¢**

6 Cakes Soap **25¢**

Wrisley's Palmetto, Wris-  
ley's Giant Cocoa hard-  
water soap. Also 1 cake pound size El  
Bonito Castile soap, 25c.  
—Sears, First floor.

# SEARS, ROEBUCK AND CO.

Massachusetts Avenue at Alabama Street

Entire Store Will Be Open Till 9 o'Clock Thursday Night—Free Bus Service