

Get Sears Prices First

You'll Save Money—You'll Save Time and Energy Looking for a Place to Park—Store Hours 9 A. M. to 9 P. M.
Use Our Free Parking Court—Free Tire and Battery Service—Free Bus Service Daytime and Evening

Furniture, Rugs and Draperies for Less

Purchases of \$20.00 or More Sold on Easy Payments—Free Delivery Anywhere in Indiana!

You Will Love These Rugs

Their Lasting Beauty—Soft Oriental Colors—Incomparable Quality at Sears Price

Fine first quality Axminster Rugs from three of America's most noted makers. While we may not use their names in our advertising, each rug carries the name or trade mark of the maker. All are NEW, advance designs, 9x12 feet in size. Every one of these fine rugs is the personal selection of an expert. \$30.00 values!

\$21⁹⁵
Cash Price
Delivered

Also Sold on Easy Terms

Other Fine Axminster Rugs

\$26⁵⁰ \$33⁵⁰ \$38⁵⁰ \$43⁵⁰

For quality, rich beauty of coloring, design and outstanding low prices this is one of the finest collections of first quality rugs shown in the city at these prices.

Fine Wool Wiltons

Regularly \$65.00—And Worth It

Direct from the maker—a special purchase came these fine rugs. Guaranteed first quality. Woven from fine imported yarns in beautiful Oriental designs and colors.

\$46⁵⁰

Felt Base Rugs 9x12 Feet—\$7.50 Value

Beautifully bordered rugs in a good assortment of new patterns and most attractive colors. First quality.

\$4⁹⁵

American Orientals

\$3.95

Finally we succeeded in securing another 100 of these fine rugs, size 27x40 inches—rich Oriental type in exquisite color combinations. Ready Saturday.



\$79⁵⁰
Cash Price
Delivered

For This Beautiful \$100 Mohair Suite

Designed and produced for Sears by an Indiana maker noted for "Quality" furniture. Beautifully upholstered in four special color combinations. Large, deep davenport with roomy English type chair. We consider this one of the smartest and finest two-piece suites we have ever offered at such an attractively low price. Easy terms if desired.

Another "Indiana Made"

Living Room Suite

Two
Pieces

\$59⁵⁰
Cash Price

Almost an exact duplicate of the \$139.00 three-piece suites. Roomy davenport and chair, all over upholstered in rich velour. Equipped with extra heavy inner springs for comfort and long service. No charge for delivery.

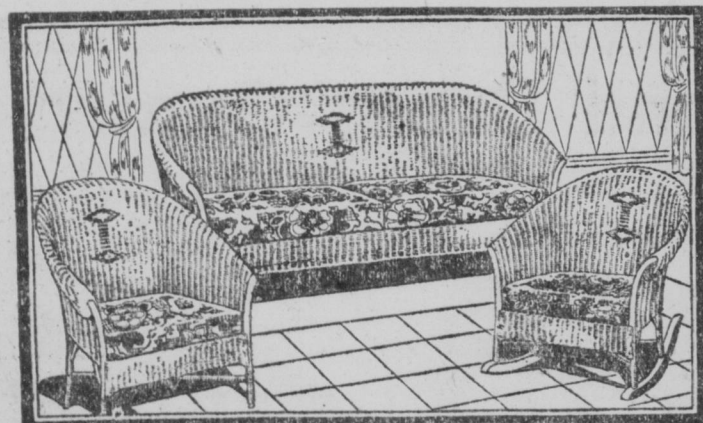
Beautiful 3-Piece Maple

Bedroom Suite

With
Vanity
or
Dresser

\$47⁰⁰
Cash Price

Another outstanding Sears value. Decidedly smart, beautifully finished and unusually attractive. We do not believe you can duplicate this suite elsewhere except at a much higher price. Also may be had with twin beds. Free delivery.



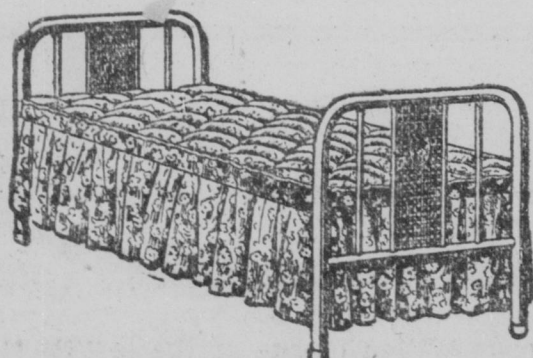
Wicker Suites

Hand Woven "Steel Heart" Fibre Over Solid Hardwood Frame

\$29⁵⁰
Cash Price

A new feature is spring-filled auto type cushions for extreme comfort. Very attractively patterned cushions. Choice of three colors.

Corsica Green, Fawn Tan and Regal. Large Roomy Davenport, Roomy Chair and Rocker to match.

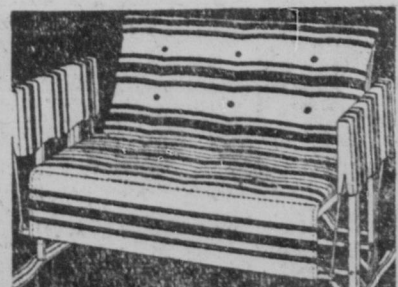


Da-Bed With Mattress Pad

Ideal for the Speedway Guest

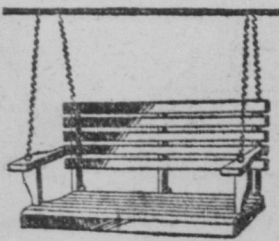
A handsome Da-Bed which may quickly and easily be converted into a full size double bed. Ideal for unexpected guests. Spring steel construction with heavy, comfortable pad with cretonne cover and valance.

\$12⁹⁵



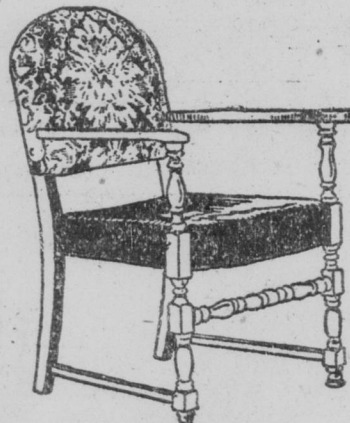
Glider "Love" Seat
\$6⁹⁸

A strong, sturdy porch glider, steel frame, thick back and seat pads in awning stripes. As pictured. It's a real value.



Porch Swing
\$2⁷⁵

Complete with chains and hooks as pictured. 4 feet wide, hardwood, oak finish, very sturdy.



'A Great Value at \$8.50'

Said the Maker, but—We Would Rather Sell Twice as Many at a Less Profit—So We Marked These Chairs

—And you will agree with us that it is the most attractive, roomiest and smartest occasional chair you've ever seen at the price. Wide arms, beautifully upholstered—back in figured velour, the deep comfortable seat in plain contrasting color. A beauty.

\$6⁹⁵

—And Here Are Splendid Savings on Five New

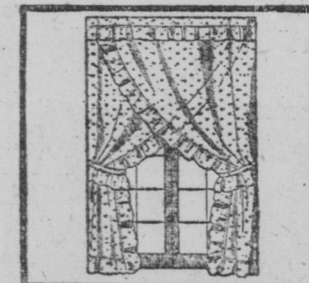
Summer Draperies

Always there is something new and especially attractive in this busy Sears drapery section. Style, quality and amazingly low prices are helping to make Indianapolis homes more attractive at a small cost.

New Warp Print Cretonnes

We are proud of these lovely new drapery fabrics. The most particular women are delighted with them. Patterns created especially for your living room, dining room, bedroom or sun parlor. All are 36 inches wide. Many beautiful patterns to choose from.

29¢



Curtains, Pair

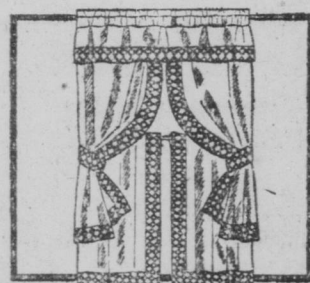
These dainty curtains of flake dotted marquisette are 48 inches wide and 24 yards long. Choice of rose, blue, green, yellow, orchid and peach... wonderful values.

\$1⁵⁹

All Linen Imported Theatrical Gauze

17¢ The Yard

An excellent quality in natural shades. Other colors at 22¢. All are 36 inches wide.



Cottage Sets

New and very lovely, of cream colored voile, with bands and ruffles of printed voile. Set includes curtains for upper and lower sash and ties for the upper pair.

\$1⁰⁰

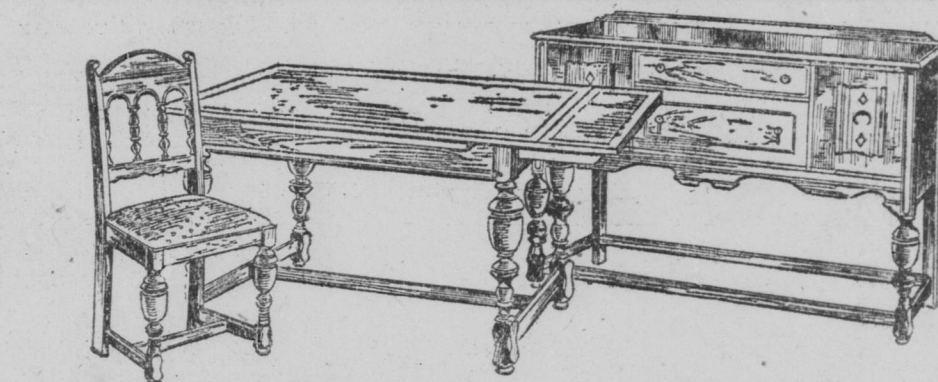
Water Color Opaque Window Shades at

51¢ 36 In. By 7 Ft.

Choice of sand, buff, light brown, olive and dark green. Mounted on dependable rollers.

Fried Chicken Dinner
35¢

With Vegetables, Roll, Butter, Dessert, Coffee, Tea or Milk.



Solid Oak Dinette Suite

Refectory Type Table, Buffet and Four Chairs
Actual Value \$99.50—Sears Special

A remarkable value. Fine cabinet construction of solid oak, rich dark finish. 48-Inch table extends to 72 inches, 48-inch buffet, double drawers for silver etc. Two roomy door compartments for china.

\$59⁵⁰
Cash
Delivered Free

100,000 Kenmore Electric Washers Sold in 1930!
All Records Smashed to Date. As Sales Go Up,

The Price Goes Down!

A Sears Policy and Now You Buy This Fine Kenmore for

\$62⁰⁰
Cash
Delivered

The former cash price, \$67.50, meant a saving of at least \$20.00 over its nearest competitor in beauty, value and efficiency and now carries another saving of \$5.50.

The New Balloon Type Wringer

KENMORE

at This Amazingly Low Price

Is equipped with a beautiful porcelain tub, triple vane gyrator and balloon type wringer rolls. It has everything desired in an electric washer.

Also Sold on Easy Terms

\$5.00 Cash—Then \$5.00 a Month



\$5⁰⁰

Delivers One of These Washers to Your Home—Then Easy Payments

SEARS, ROEBUCK AND CO.

Massachusetts Avenue at Alabama Street—Free Bus Service