

Sears' With Their Vast National Resources Are Co-Operating in the Promotion of National Cotton Week

Cotton and Wheat Are the Two Key Agricultural Crops. There Can Be No Prosperity With an Unused Surplus of Either—Buy Now and Help!

Endorsed By The U. S. Government Through The Departments of Commerce And Agriculture

Entire Store Open Thursday Night Till 9 P. M., Use Sears Free Bus!



This Year 6,000,000 Pounds of Cotton Will Be Required in Making Sears

Overalls and Jackets

The Overalls The Jackets
89¢ 89¢

These Sears "Sturdy Oak" Overalls and Jackets are way ahead of the procession in quality and price. 2:20 blue denim, cut generously full—seams that refuse to rip—and surprisingly long and satisfactory service.

2,500,000 Pounds of Cotton Will Be Used by Sears This Year in Making These Fine Pre-Shrunk

Work Shirts

Sears' Famous Hercules! Coat Style Slipover
89¢ 85¢

Pre-shrinking redoubles the values. Sales increase—the price comes down! Check these Hercules point for point with the best you can find elsewhere at \$1. You'll choose Hercules and save. Size 14½ to 17.



Cotton Is Cool!

Men's Shorts

3 Pairs \$1.00
Fast color broadcloth
—3 button yoke front. Also swiss ribbed shirts at the same low price.

50¢

Athletic Shirts
Men like these elastic easy fitting athletic shirts of combed cotton. Sizes 32 to 44.

69¢

Fancy Ties
Scores of new patterns of the \$1 type. Handmade with wool lining.

59¢

Union Suits
Fine athletic suits of cool nail in sook. Full and roomy. Triple stitched. Sizes 36 to 50. They're great.

75¢

Men's Moleskin Pants
Many a man has paid \$2.00 or more for moleskin pants no better than these. Husky moleskin cloth that is almost wear-proof. Well reinforced. Guaranteed pockets. Sizes 30 to 44.

149

Men's White Duck Pants, \$1.19
Smartly Styled and Serviceable. Select Quality Cotton—Hundreds of Thousands of Pounds Used in Making Boys' Clothing for Sears

Shirts—Blouses

59¢ 59¢

Made for boys who are "hard" on clothes. Sturdy and smart. These shirts and blouses are color fast. Guaranteed. In most stores, 75¢ or more. Shirt sizes, 6 to 14. Blouses, 6 to 12.

Boys' Wash Suits

89¢

We chose these purposely for this event. The maker intended them to sell at \$1.25 special. Of fine, firm broadcloth and look it. Snappy styles, 2 to 8 yrs.

Pajamas

59¢

One-piece style & colorful broadcloth. Sizes 6 to 12.



Pajamas

59¢

One-piece style & colorful broadcloth. Sizes 6 to 12.

Thousands of Pounds of Cotton from the Sunny South Transformed Into Drapery Fabrics of Rare Beauty

Beautiful Damask

Up to \$1.98 Qualities!

98¢

50 Inches Wide



Cretonnes

29¢

A splendid assort-
ment of smart, new warp
prints in the
season's most attractive colors.
New, attractive patterns—and
an amazingly low price.

Tapestry

1.50
more expensive:
50 inches wide: \$1.50
tan, green, rose
and mulberry. Beautiful quality.

Curtains, Pr.

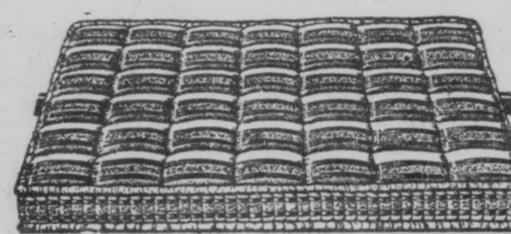
1.10
Beautiful French
marquisette with
3-inch hem.
Each curtain 35
inches wide. 2½ yards long.

50-In. Repp

59¢
All the new
shades—red,
green, gold,
brown, mulberry,
rose, rust and black. Full 50
inches wide.

\$7.95 High Grade Mattress

Thursday, Friday and Saturday



545

Weight 50 Pounds! Made in Indiana!

For three days we are sharing the loss of regular profit with the maker. You save the difference. High grade, full double bed sizes, cotton and felt, well tufted, rolled edges. Covered with quality ticking in smart floral designs and colors. Regular \$7.95. Three days—Thursday—Friday and Saturday at \$5.45. No charge for delivery.

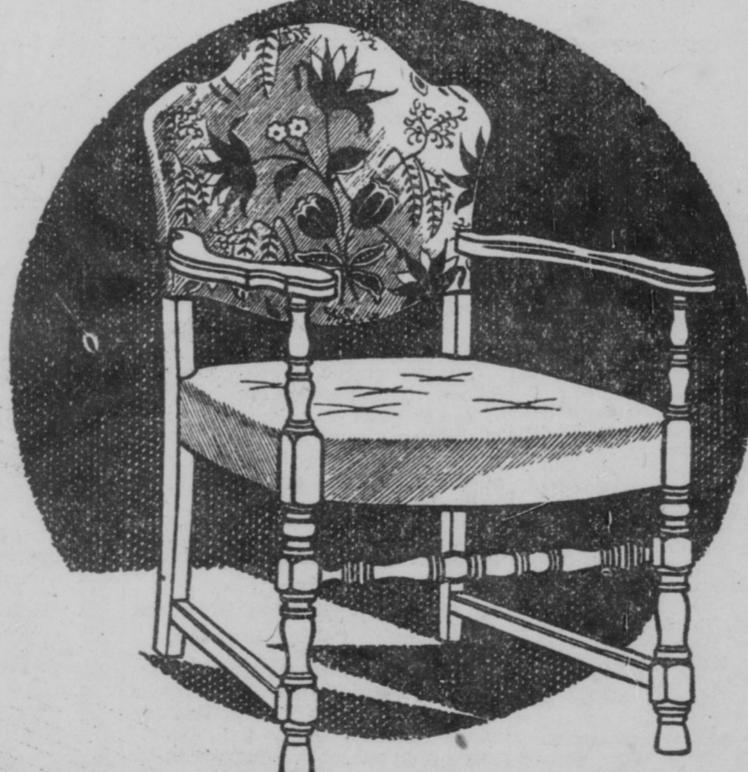
Beautifully Upholstered in Fine Cotton Velour

This Handsome

Chair

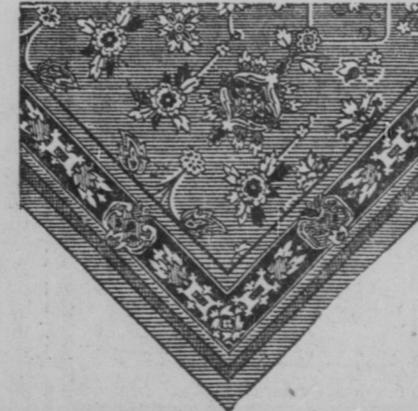
695

Regularly \$8.50



Beautiful Felt Base 9x12 Rugs

Regularly \$7.95



A Value Worthy
of a Place on
This Page at
This Low Price

495

One of the greatest rug values Sears' has ever offered. 9x12 feet—beautifully bordered. A wide range of new patterns. All new guaranteed first quality.

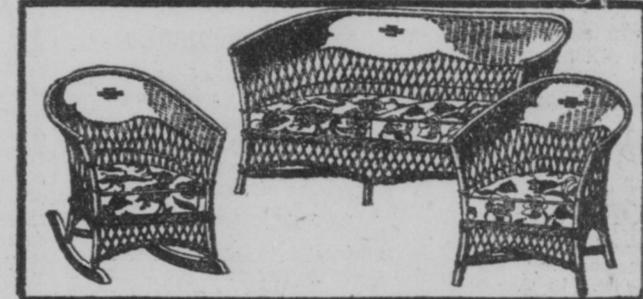
Chicken Dinner

Thursday 11 A. M. to 2 P. M.
Come and Enjoy It

35¢

Includes vegetable, roll, butter, dessert, tea, milk or coffee.

Plenty of Free Parking Space in the Court
Adjoining the Store.



"Steel Heart" Fibre Furniture Is New!

Smartly Styled—Beautifully Finished

3-Piece Suites

Cash Price Delivered
2975

An Amazingly Low
Price for These Fine
Three-Piece Suites
Also Sold on Easy Terms

Hand woven "Steel Heart" fiber, over solid hard-wood frame. A new feature is spring-filled auto type cushions for extreme comfort. Very attractively patterned covers. Choice of three colors.

Corsica Green, Fawn Tan and Regal, the Davenport is four feet long. Roomy Chair and Rocker to match.

Four Foot Porch Swing, Solid Oak, Complete with Chains, Hooks
Others at \$4.95 and \$7.95
Also Easy Terms—Free Delivery



Love Seat
\$6.98

The Glider

698

Cash Price—Delivered

Sear's new 42-inch twosome "Love Seat" is all metal and gaily upholstered. Noiseless and very comfortable. Sells at close to half last year's price for any sort of glider.

The Rocker

595

Cash Price—Delivered

Hand woven—and running through each fibre is a "steel heart" for long service. Steel braced throughout. Cushion covered in gay cretonne. Finished in two-tone lacquer.

\$19.75 Da-Bed

With Padded Mattress

1495

Also On
Easy
Terms!



Cash Price—Delivered
This fine automatic Da-Bed, as pictured, may be instantly converted into a full size double bed "when company comes!" Coil springs, cretonne covered mattress with ruffled valance.

Tire and Battery Service Station
Open Daily at 8 A. M.

Tires—Batteries—Oils

Free Tire and Battery Service
Free Parking Court

SEARS, ROEBUCK AND CO.

Massachusetts Avenue at Alabama Street—Free Parking Space