

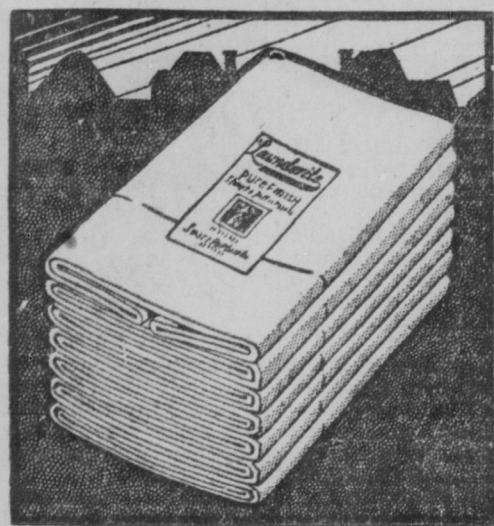
Sears' With Their Vast National Resources Are Co-Operating In The Promotion of

National Cotton Week

Lowest Prices in Years—Nationally Famous Launderite

Sheets and Sheeting

2,000,000 Lbs. of Cotton Will Be Used This Year in the Manufacture of Launderite Sheets and Sheeting



Launderite Sheets

Size 81x90
Inches

Size 81x99
Inches

80¢ 89¢

We believe these are the best sheet values in America. Fine, firmly woven, with linen-like finish, with outstanding quality in every thread.

Bleached Launderite Sheeting, 81 Inches Wide

64x64 Thread count. Bleached snow white. The lowest price in Sears' history.

30¢

18c Flannel
14c yd.

Heavy cotton—pure white, 27 inches wide. For infants' wear.

12c Flannel
9c yd.

27-Inch bleached outing, well fleeced. Very serviceable quality.

Sheeting
10 yds. 65c

Good general purpose quality. Unbleached. 36 inches wide.

18c Muslin
13c yd.

36-Inch "Needle Thrift"—80x80-thread count. Bleached. No dressing.

PRINTS

More Than 2,300,000 Pounds of Cotton Used This Year In Sears' Prints and Other Wash Fabrics
Another Reason Why You Save at Sears' on Summer Fabrics

39c Cotton Prints

36-Inch "Tommy Tucker" summer prints in fast colors. Smart patterns. Less than half regular price.

15¢

Fruit of the Loom

One of the best known 25c prints made. Choose from 130 new patterns. Fast colors, 36 inches wide.

17¢

15c Style Prints at

A great "Cotton Week" value. 36 inches wide. Fast color. New patterns—lovely summer shades. 3,000 yards to choose from.

12¢

25c Seat Covering Material—27 Inches Wide

Ideal for Auto Seat Covers and Slip Covers for your Furniture.

19¢

Dimity and Batiste

Usually sold at 25c to 29c. New printed designs—florals in pastel shades. Also light and dark patterns.

19¢

29c Printed Voiles

You'll love these fine sheer fabrics for summer wear. 39 inches wide. A host of beautiful patterns.

19¢

New Checked Lawns

Very sheer and very smart for warm weather wear. Fast color. Very attractive color combinations.

25¢

Beautiful Drapery Damask 98¢

Regular Values Up to \$1.98

The loveliest damasks we have seen at such a marvelously low price. A mixture of fine selected cotton and silky textured rayon in beautiful color combinations. 50 inches wide.

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

Approximately 5% of the Entire Cotton Crop of This Country Is Used in Making Sears' Products.

Cotton—one of the most useful products known. Cotton—used for more purposes than ever before. Cotton—in modern, last-minute designs and styles. And today—priced lower than in fifteen years!

For example, this year we will use—

For Launderite Sheets and Sheeting, 2,000,000 Lbs.

For Percale Dress Prints Sheer Fabrics, 2,000,000 Lbs. (Marvelously fresh, summery, modern)

For Work Shirts, 2,500,000 Lbs. (They're pre-shrunk now at Sears)

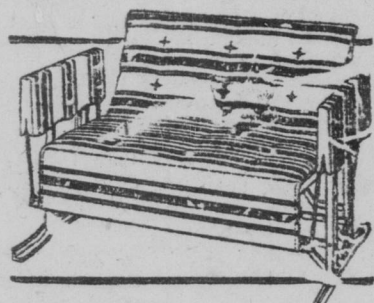
For Overalls, 6,000,000 Lbs.

Approximately 5 per cent of the entire cotton crop of the United States is used in making Sears merchandise.

Millions of pounds of cotton go into the hundreds of other cotton products found in this store.

We present all of them correctly styled (from denim to cretonne) and most attractively priced.

This Week—COTTON IS KING!

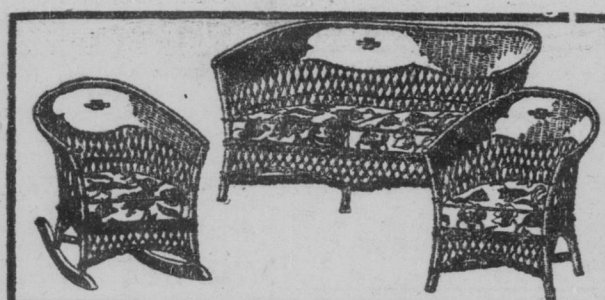


"Twosome Love Seat" Glider

Cash Price Delivered

\$6.98

This sturdy, all-metal, noiseless glider has heavy cotton padded back and seat. It is very comfortable and attractive in the gay awning stripes. Order one now for the porch or yard. Delivered Free!



"Steel Heart" Fibre Furniture Is New! Smartly Styled—Beautifully Finished

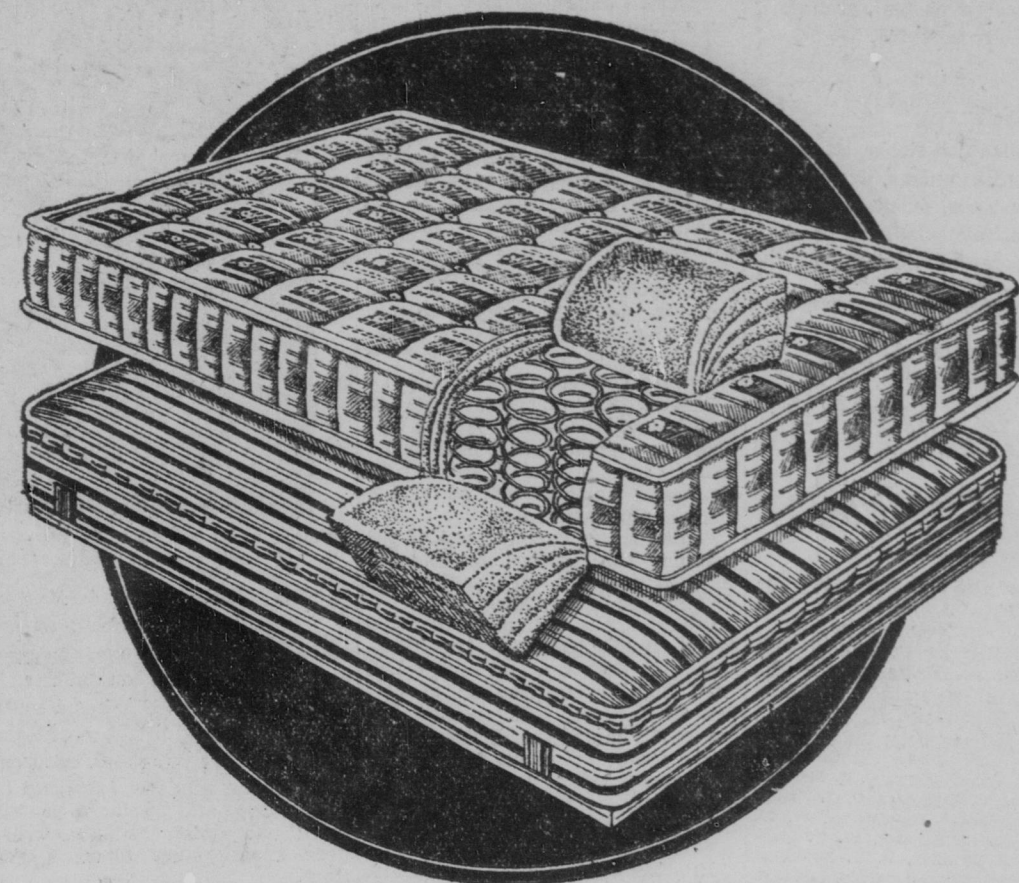
3-Piece Suites

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

Cash Price Delivered **\$29.75**

Hand woven "Steel Heart" fiber, over solid hardwood frame. 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, the Davenport is four feet long. Roomy Chair and Rocker to match.



Here's the Finest \$19.75 Inner-Spring

Cotton Mattress

A Famous Maker Knew How to Build

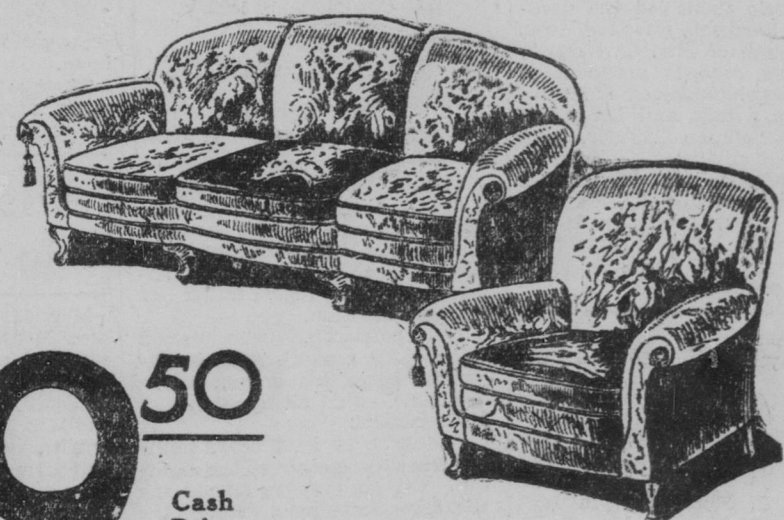
Looks like a high grade \$25.00 Mattress—And, it would be in many stores. The steel coil inner springs offer a restful resiliency—covered with layers of finest cotton felt as shown in the illustration. Full double bed size. Strongly tufted, taped edge—everything you'll find in much more expensive Mattresses except—the price. Delivered free.

\$14.95
Cash Price

Other High-Grade Mattresses at \$7.95, \$10.95 and \$12.95

Living Room Suite

A Value Worthy of Cotton Week at This Price



\$59.50
Cash Price

Free Delivery! Also on Easy Terms!

Pictured is a smart 2-piece suite at a saving of \$10 to \$15. High grade construction—beautifully upholstered in velour. Deep cotton padding.

Master Mixed Paint

Priced at \$1 a Gallon Less Than Other Comparable Paints

Made in Sears' Factory
Save \$1 the Gallon

\$2.70
The Gal.

20 Choice Colors (White, \$3 Gallon)

It's guaranteed to be equal to the finest paint made regardless of name, make or price.

Formula on Every Can You Know What You Get

For lasting beauty and durability it has no superior and is equalled only at a much higher price. Use Master Mixed and save money.

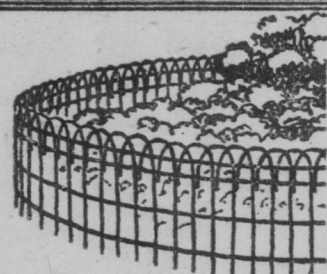


Screen Enamel, qt. 40c

Color Varnish, the qt. 55c

Floor Paint, the qt. 52c

Paints and Varnishes for All Purpose at Big Savings



Lawn Fencing

The "Windsor" is strong and attractive in appearance. Pickets are 3 inches apart. Heavily galvanized.

50, 75 and 100 Foot Rolls
36-Inch—Running Foot...6½¢
42-Inch—Running Foot...7½¢
48-Inch—Running Foot...8½¢

Flower Bed Fencing (Pictured Above)

16-Inch—Running Foot...5½¢
22-Inch—Running Foot...6¢

Wire Porch Trellis

18-Inch—Running Foot...6¢
24-Inch—Running Foot...7¢

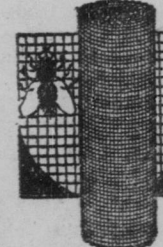
Black Screen Wire

Lee Than

In 100-Ft. Rolls

1¾¢

Per Square Foot



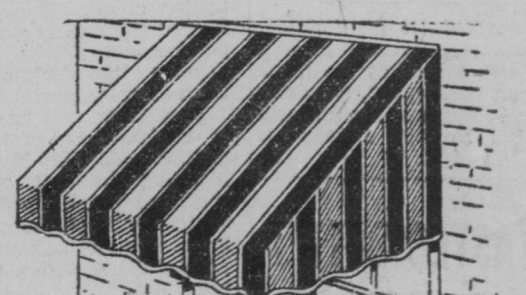
Sears' famous "Pro-Tex", 12-mesh black enameled wire. The best you can buy.

Adjustable Window Screens. Extension from 18 to 33 inches. **39¢**

16-Mesh Galvanized Screen Wire, in 100 foot rolls—Square foot. **3¢**

16-Mesh Bronze Screen Wire, in 100 foot rolls—the square foot **5½¢**

Screen doors, screen door locks and catches, latches, hinges, springs. Everything to protect you from insects, flies and mosquitoes. Prices always low at Sears.



You Can Save at Sears on

Awnings

High-grade awnings made in our own factory, ready to hang. Sears' awnings furnish the maximum of shade—2½ feet deep and extends outward 2½ feet. Complete with rope and fittings.

Green and White

Orange, Green and White

30-Inch Sizes...\$1.43 30-Inch Sizes...\$1.59
36-Inch Sizes...\$1.59 36-Inch Sizes...\$1.79
42-Inch Sizes...\$1.79 42-Inch Sizes...\$1.98
48-Inch Sizes...\$1.89 48-Inch Sizes...\$2.15

Made to Measure Awnings
Sears' Prices Save You Money
Free Estimates if Desired

SEARS, ROEBUCK AND CO.

Massachusetts Avenue and Alabama Street—Free Parking Space