



Sears 4th BIRTHDAY Event

CELEBRATING FOUR YEARS IN INDIANAPOLIS

Hundreds of
New Items
at Special
Low Prices

Buy an Overcoat in August? Certainly!

A "Stock-Up" Price for Men's Double Pre-Shrunk Broadcloth Shirts



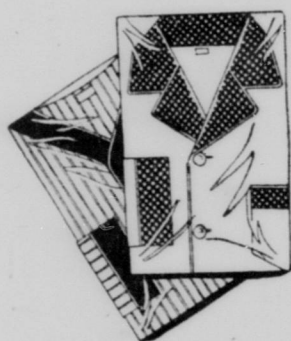
69^c Each
3 for \$2

- Pre-Shrunk Cotton Broadcloth
- Good Substantial Weave
- Seven-Button Front
- Big Roomy Dimensions
- Guaranteed Fade-proof
- Cellophane Wrapped

Within the past few months, raw cotton has jumped from 6c to 11c a pound. In addition, after September 1st we must add the Processing Tax of 4.2c a pound. That is why we advise laying in a supply of these blue, green, tan or white shirts at their Birthday price. This price can't last long.

—Sears, First Floor.

Special Purchase! 1,000 Pairs Men's Pajamas



98^c Pair

Coat styles, slip-ons, suits with no collars, suits with notched lapel collars, allover designs, contrasting trims—pajamas so snappy you'll wish you could wear them on the street. Sizes A to D, and easily worth \$1.49.

—Sears, First Floor.

Final Clearance! Better Grade Straw Hats



\$1 Each

Sailors, milans and a few genuine panamas, with plain or fancy bands. Every one is a former \$2 value, but don't expect to get any hat in all sizes. The broken sizes are 6¾ to 7¼, and there are just 300 hats left.

—Sears, First Floor.

Special Priced! 2,500 Pairs Shirts and Shorts



19^c Each
3 for 55c

Genuine broadcloth shorts, with 3-button yoke fronts. Sizes 30 to 42. Combed yarn cotton swiss ribbed shirts. Sizes 30 to 44.

—Sears, First Floor.

Final Clearance! All-Wool Bathing Suits



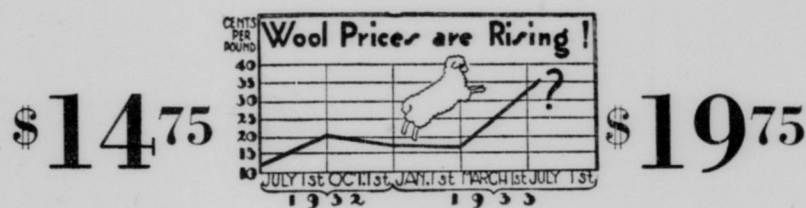
\$1 Each

Suspender back or speed style, in single-ply all-wool worsted, for swimming or sunning. In navy, maroon, royal or black. Sizes 34 to 46.

—Sears, First Floor.

When You Can Get One at 1932 Prices

\$9⁹⁵



A 25% Deposit Will Hold Any Coat in
Our "Layaway" Until October 1st

- Plenty of dark blues
- Plenty of oxford grays
- Double breasted styles
- Half-belt models
- Warm, heavy, all-wool fabrics
- Up-to-the-minute styles
- Tailored to our order

Overcoat Prices MUST Be Higher This Fall

Because of the rising price of wool—because of increased costs due to the new industrial code—because the clothing workers' strike last month delayed production and will tend to create a shortage—your foresight in buying now will mean a saving of dollars.

—Sears, First Floor.



A Birthday Price for Goodyear Welt

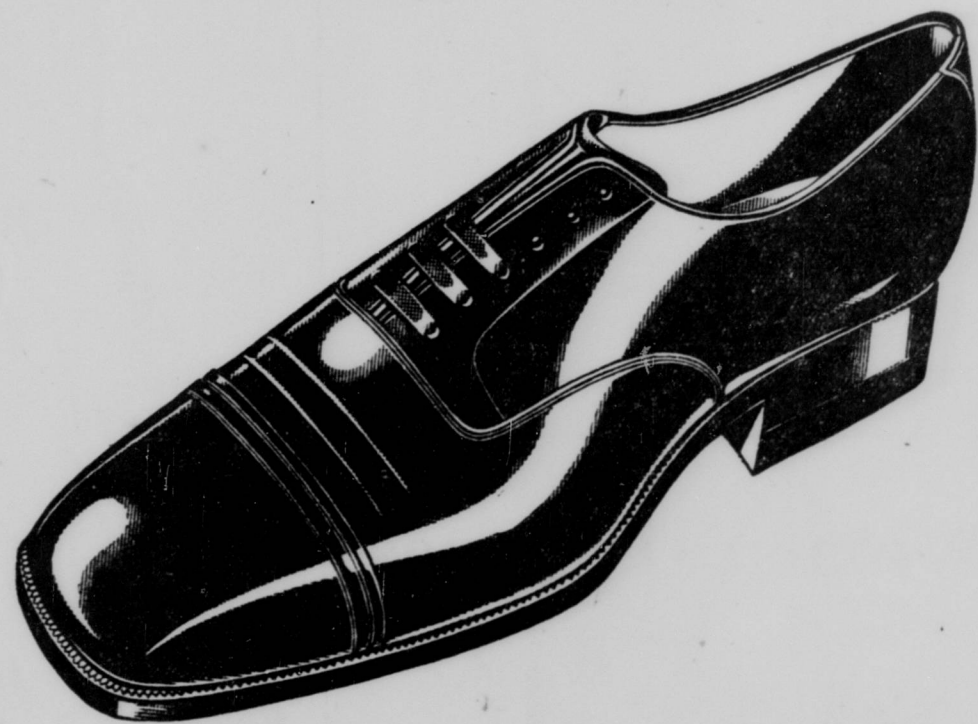
Men's Calf Oxfords

\$1⁹⁸ Pair

- Grain Leather
- Inner Soles
- Leather Outer Soles

They're made like expensive shoes, with extra wear and good looks built in. See them now—with the price of leather doubling we can't get them much longer to sell at this price. Sizes 6 to 10.

—Sears, First Floor.



While 450 Pairs Last! Long Wearing

Boys' Black Oxfords



Boys like their rubber heels, Goodyear Wingfoot rubber soles and the comfort of their flexible uppers. Mothers like the way they wear. Sizes 1 to 5½.

—Sears, First Floor.

\$1 Pair

Advance Selling for School Boys' School Suits

\$4⁹⁵

Two-knicker all-wool suits, specially priced for Sears Birthday at \$2 below today's price.

All-Wool suits, with 2 pairs of long trousers, \$8.95 and \$10.95

Wash Suits for Boys

Just 600 lucky little boys can have these smartly tailored broadcloth suits in sleeveless or short-sleeve styles. Long or short trousers, 3 to 9.

—Sears, First Floor.

49^c



Have Lunch With Us!

Sears luncheonette serves delicious lunches and dinners at moderate prices.

—Sears, First Floor.

SEARS, ROEBUCK AND CO.
SATISFACTION GUARANTEED OR YOUR MONEY BACK

Borrow a Book!

Sears Circulating Library rents the new ones for 2c a day.

—Sears, First Floor.