

Birthday Sale!
Lifebuoy or Lux
Soap
10 Cakes
57c

One day, Saturday only. No mail or phone orders can be taken. Limit 10 cakes to a customer.
—First Floor.

Birthday Sale!
Boys' Wash
Pants
88c

None formerly were less than \$1. Others were \$1.19. Longs, shorts and knickers. Linen, Seersuckers, White Ducks, Striped Twill and others.
—First Floor.

Birthday Sale!
Women's White
Gloves
49c

Formerly 59c Pair

Cool, smart gloves for your vacation, for sports, for business and afternoons. White mesh with wide cuffs. You can afford several pairs at this low price.
—First Floor.

Birthday Sale!
Electric Mixer
\$1

If you try one of these you'll never be without it as a part of your culinary equipment.

- It whips cream
- It beats eggs
- Mixes dressing

Guaranteed one year.
—Basement.

Birthday Sale!
Kiddies' Steel
Wagon
98c

Here's fun and healthy exercise for kiddies. Disc wheels, rubber tires, steel body.
—Basement.

Birthday Sale!
Orange
Slices, Lb.
10c

Just about the most delicious "Hot Weather" Candy you can buy. Freshly made—a fine candy for the kiddies—Everybody likes it. 1,000 pounds to sell Saturday at 10c the pound.
—First Floor.

Birthday Sale!
Eastman Kodak
Films
\$1

Five 27c Rolls

\$1.35 worth of the finest Verichrome films—Eight Exposures—Sell regularly at 27c roll. No. 120. No. 116—Eight Exposures, 4 Rolls. \$1.
—First Floor.

THREE BILLION TREES TO FIGHT U. S. EROSION

Defense Against Elements Will Go From Canada to Panhandle.

By United Press

WASHINGTON, July 27.—Jason raised an army from dragon's teeth. The United States will raise one, 3,500,000,000 strong, from tree seedlings.

It will stretch from the Canadian border to the Texas Panhandle, standing guard against new raids by drought and erosion which threaten to turn the American midwest into another Sahara.

Approximately 20,000,000 acres, of which 1,820,000 will be planted to trees, would be benefited directly, the forest service estimates.

Beginning in the Cavalier county, just over the Canadian line in North Dakota, this forest shelter belt will march southward through the Dakotas, Nebraska, Kansas and Oklahoma, into Childress and Hall counties in the Texas Panhandle. It will be 100 miles wide and about 1,300 long.

To Cost \$75,000,000

President Roosevelt released \$15,000,000 of \$475,000,000 drought relief fund to start the project which, it is estimated, eventually will cost \$75,000,000. Henry A. Wallace, secretary of agriculture has \$10,000,000 available for immediate use.

The project is another of the conservation and reforestation programs dear to the President's heart. It will require the services of the Civilian Conservation Corps, first of Mr. Roosevelt's far-reaching devices to restore the United States' rich timber resources.

Windbreaks, running north and south, will be planted a mile apart, making approximately 100 parallel windbreaks to each 100-mile belt. Each would be about 100 yards wide, covering fourteen acres of every square mile.

The western border of the protection zone will follow the line of eighteen inches annual rainfall. Foresters said that to plant in regions of less precipitation would mean probable loss of the trees.

Soil to Be Held in Place

"This will be the largest project ever undertaken in this country to modify climatic and other agricultural conditions in an area that now is harassed constantly by winds and drought," P. A. Silcox, chief forester, said.

"The great plains have been suffering acutely from prolonged drought. The economic and social consequences are extremely serious. The dust storm which recently blanketed the country from the Dakotas to the Atlantic seaboard is an ominous reminder of the incipient desert conditions in the great plains area.

"Man can not change all the forces of weather, but he can modify his own surroundings. He can ameliorate the effects of weather on a large scale, just as he can around his own home. The surface velocity of the wind over a wide area can be broken and decreased even slightly, soil will be held in place, the moisture of the soil will be conserved, and havens of shelter will be created for man, beast and bird."

10-Year Planting

General headquarters for the ten to twelve-year undertaking will be set up almost immediately. Several field stations and a chain of twelve or thirteen nurseries to furnish seedlings will start operations shortly thereafter.

Each state directly affected by the shelter belt will have at least one nursery. Distribution probably will be as follows: Texas and Oklahoma, one each; Kansas and South Dakota, two each; Nebraska, two or three, and North Dakota, three or four.

Only a limited amount of planting will be conducted this year. Large scale planting will be under way by 1936, forest service officials said. About 120,000 acres will be planted to trees annually for ten years.

ROCKEFELLER CENTER NOW SELF-SUPPORTING

New Business Development Is 80 Per Cent Rented.

NEW YORK, July 27.—The six buildings standing in Rockefeller center, the great new business development in mid-Manhattan, are more than 80 per cent rented and are financially self-supporting, it was announced today.

FACES GRAND JURY QUIZ

Youth Alleged to Have Failed to Return "Borrowed" Saxophone.

Charles Crane, 20, of 3644 Central avenue, charged with the theft of a saxophone from Orvid Jones, 920 East Market street, was held for the grand jury under a \$1,000 bond yesterday by Municipal Judge Dewey Myers.

Crane is alleged to have "borrowed" the saxophone and then to have pawned it.

Furniture & Rug Sale

Entire Store Open Saturday Till 9 P. M.

Fine Insulated Gas Range

Marvelous Value at This Price **\$42⁹⁵**

Beautifully designed to serve the needs of the most exacting housewife at a small cost. The equal of any other \$49.50 range we have seen.

Note the Outstanding Features

- ✓ Rockwool Insulation.
- ✓ Pull Porcelain Enameled.
- ✓ Oven Heavy Gauge Steel.
- ✓ Safety Pull-Out Oven Racks.
- ✓ Two Pull-Out Utility Drawers.
- ✓ Modern Heat Control.
- ✓ Patrol Flash Top Lighter.
- ✓ Porcelain Enameled Oven.
- ✓ Porcelain Enameled Broiler.
- ✓ Oven Size 16x13x18 Inches.
- ✓ Piano Hinged Lift Cover Over Cooking Top.
- ✓ Round Top Burners Concentrate 1-3 More Cooking Heat.

\$5 Down, \$5 Monthly
Small carrying charge

—Sears, Basement.

Save \$10! Get Free Lessons!

\$59.95 Sewing Machine

\$49⁹⁵

Save Ten Dollars During This Sale!

In fact you're getting Lifetime Efficiency at close to half the price usually asked for such a fine machine. Rotary type, smooth, rapid action. Veneered walnut cabinet. Latest model. Guaranteed.

Free lessons to each purchaser of one of these fine, new machines.

Hemstitching, Yard Thread furnished... **5c**

\$5 Down—\$5 Monthly
Small carrying charge

—Sears, Second Floor.

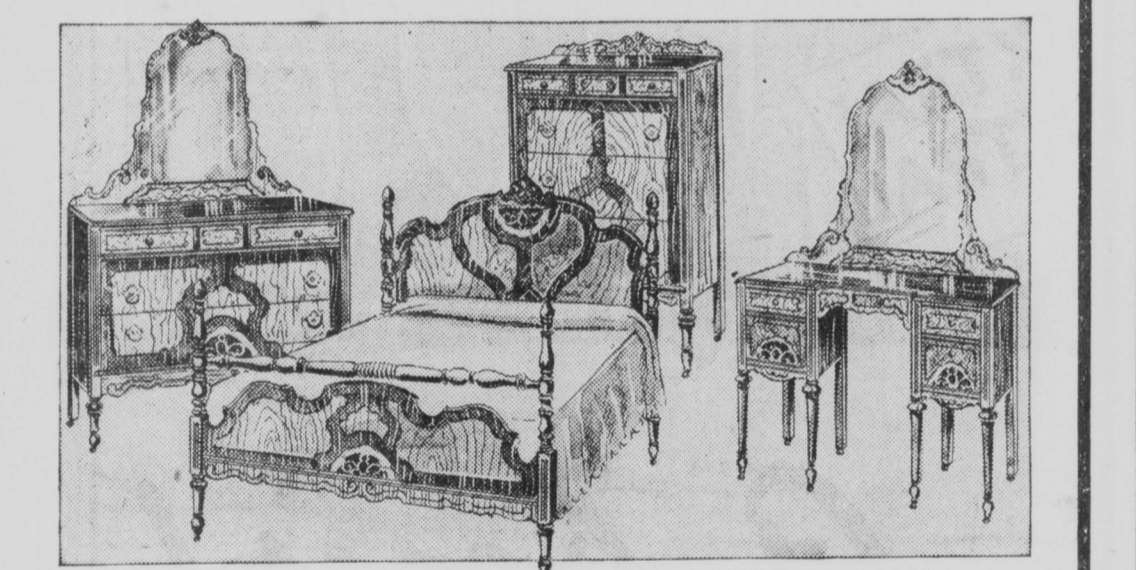
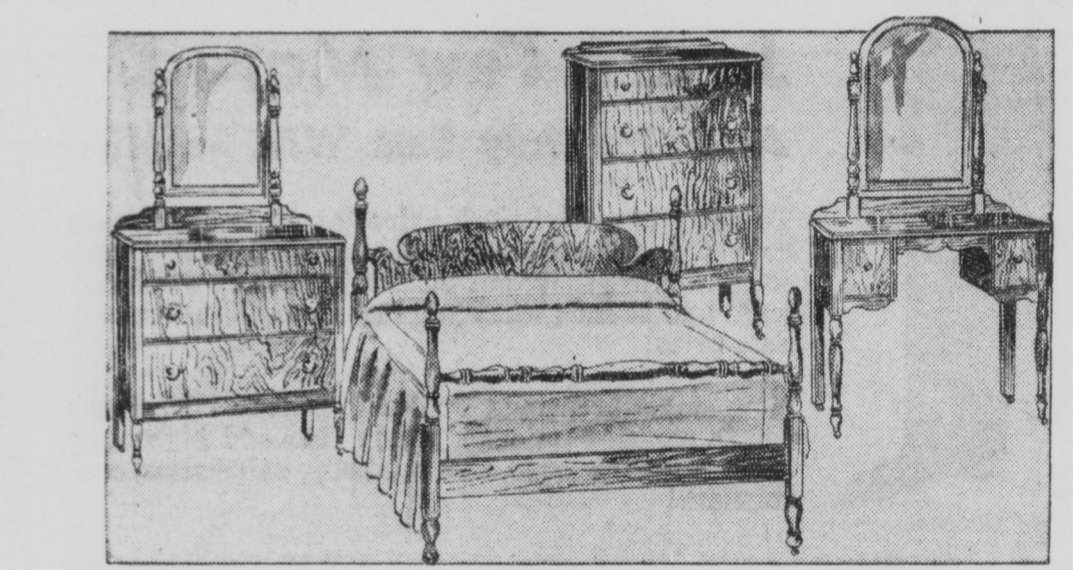
Shop at Sears

The Entire Store Joins in Saturday's Big Bargain Carnival—Don't Miss It!

Free buses and plenty of free parking space. The entire store will be a carnival of bargains Saturday. Don't miss the World's Fair Movie—a 5-reel dramatization of the Century of Progress. Four shows Saturday—10 to 11 a. m., 2 to 3 p. m., and two shows in the evening, 7 to 9 p. m.

Store Open Saturday Till 9 P. M.!

Big Save



Value Leadership

Davenport Suite

\$39⁹⁵

\$4 Down—\$5 Monthly
Small Carrying Charge

—Sears, Second Floor.

Only at Sears Will You Find Values Like This!

"Honor Bilt" Bedroom Suite

Ordinarily This Suite Would Sell at \$59.50

Three pieces—full size bed, chest of drawers and your choice of dresser or vanity. Selected kiln-dried hardwood, beautifully grained. Five-ply veneered in rich American walnut. One of the many outstanding values of this sale. Built especially for Sears. Free delivery.

\$34⁹⁵

\$4 Down—\$5 Monthly
Small Carrying Charge

—Sears, Second Floor.

Beautifully High Lighted—An Outstanding Value!

"Honor Bilt" Bedroom Suite

A suite of unusual beauty and charm. "Honor Bilt" throughout, hardwood construction, beautifully grained. Harmonizing maple overlays lend an added charm to one of the finest bedroom suites we have seen at the price. Actually worth \$79.50. Choice of vanity or dresser.

\$59⁹⁵

\$5 Down—\$6 Monthly
Small Carrying Charge

—Sears, Second Floor.

Beautiful Grand Piano

It's a BRADBURY
Guaranteed 25 Years
Originally \$695.00
Sale Price **\$348**

On Easy Terms

This beautiful Bradbury Grand is in perfect mechanical condition. Used only as a floor sample in the department.

- ✓ Case of 10-ply quarter-sawn walnut veneer.
- ✓ Pin blocks of laminated rock maple.
- ✓ Full sized bronze plates.
- ✓ Pohlmann copper plated steel strings with full copper wound base.
- ✓ Genuine ivory keys such as you'd expect in most expensive pianos.
- ✓ The lacquer finish prevents checking.

The Bradbury is equipped with Thayer piano action and is noted for perfect musical expression. Here is a wonderful opportunity to secure a very fine Grand piano at half the original price—at terms and payments surprisingly easy. See it! Hear it! Try it Yourself!

—Sears, Second Floor.

Here Is One of the Greatest Rug Buying Opportunities in Many Months!

Exclusively Patterned, Seamless Rugs

A Type and Quality Seldom Sold Under \$25.00

- ✓ Size 9x12 feet
- ✓ Fringed Ends
- ✓ Serged Edges
- ✓ First Quality
- ✓ Patterned Only for Sears.

\$19⁹⁵

This Sale Only!

You'll be surprised at how closely these resemble the expensive American Orientals. Close woven for years of lasting service. Deep, soft texture with inwoven sheen effects. Highlighted for lasting beauty. High grade, first quality rugs that will give years of satisfactory service.

\$29.95 Axminster Rugs

Choice of two leading makes of first grade seamless Axminster Rugs. Beautifully patterned in Sears exclusive designs. Sizes 9x12 feet. Our finest \$29.95 rugs—During this sale only, \$22.95.

\$22⁹⁵

\$41.95 Fenwick Rugs, \$34.95

Save \$7.00 on these extra fine rugs, extra heavy, seamless Axminster—Sears Exclusive Patterns.

\$49.95 Axminster Rugs, \$39.95

Imagine choosing our heaviest Axminster at such a low price. 9x12 size. Fringed ends and seamless. Beautiful Exclusive Patterns—Oriental Luxury.

Rugs Sold on Easy Payments!

Any purchase of \$20.00 or more—a small down payment—Balance easy payments monthly.

A Good Rug Pad Makes Your Rug Wear Years Longer!

The Cost Is Little—Now **\$2⁹⁵**

MOTH PROOF! Sturdy jute vegetable fibre on burlap back, overcast edges. About 1/4-inch thick. Made only for Sears.

—Sears, Second Floor.

It's Unfinished For Saturday Fast Color

Kitchen Chair **79c**

Easily worth \$1; smooth sanded, strongly built.
—Second Floor.

Kitchen Stool **79c**

All metal with restful back, as pictured. Enamel finish.
—Second Floor.

Cretonne **19c**

New, smartly patterned sun-fast fabrics. Wide range of patterns.
—2nd Floor.

SEARS, ROEBUCK AND CO.

Entire Store Open Saturday Till 9 P. M. Free Movie!

Nothing like this for **Hay Fever**

A revelation to every sufferer from Hay Fever! Quickly clear the nasal passages; lessen watery discharges from nose and eyes; especially helpful to sufferers from Asthma. This new scientific method of treatment is HEMROD MEDICINAL CIGARETTES. Contain no tobacco, no narcotics, non-habit forming. A few puffs—and you feel like new!

Get a package today at **WALGREEN'S**—**BOOK'S** Dependable Drug Stores—other good drug stores.