

OPEN SATURDAY NIGHT UNTIL 9 O'CLOCK

MARCH VALUE DEMONSTRATION

When a big event like March Value Demonstration comes in a big year like Golden Jubilee, it justifies a big celebration! So we've planned for you the "tops" in value-giving. Hundreds of sensational buys await you... in every department... on every counter. If you appreciate quality and know value, you'll buy generously in this outstanding sale of the year!

Colonel A. C. Roebuck,
one of the co-founders of Sears, Roebuck and Co., will be at the store tomorrow to welcome his thousands of friends!



You'll Think the Price Is Wrong!

ANGEL-KNIT WASHABLE ACETATES

BRAND-NEW — But the same quality that has sold at \$2.98

\$1.00

Be Smart—Buy 2 or 3

- Shirtwaist and other tailored styles
- Sizes 14 to 44
- Stripes, checks & pastels

THE tailored simplicity of these charming frocks is something you'll practically never find at so low a price—nor will you find such quality and workmanship. A very SPECIAL BUY, of course, for our March Value Demonstration. Come early to assure best selection.



Blue
Red
Green
Gold
Maize
Gray
Beige
Flesh

New Spring HATS

\$1.69

Your new big brim, sports or mannish-suit style at this lower-than-ever price. Pedaline, rough and smooth straws. Popular colors. Youthful, large headpieces.



Here's Our Idea of Value



Reg. \$2.49
Values

WOMEN'S SMART NEW TIES

Value Demonstration Special! Women's dainty ties in blue or black kid. Soft and flexible. Covered Cuban heel. Sizes 4 to 8. Worth fully a dollar more than our sale price!

\$1.90



Lovely Spring NECKWEAR

39c

A large assortment of fresh, crisp new spring styles—ruffs, jabots, vestees and tailored types. Unusual quality at this price.

—First Floor.



Fabric Gloves

44c

Genuine Bemberg quality mesh. Dressy or tailored styles. Brown, navy or white. Sizes 6 to 8½.

—First Floor.

Your Spring Outfit Begins with a Nu-Back Belted Foundation



A smart figure begins with a well-designed foundation. For good abdominal support try Sears belted Nu-Back. Perfect figure control—plus the comfort of a "sliding back" that lets you bend, stoop, stretch with ease. Good boning, sturdy elastic. A fine figured pre-shrunk batiste that wears well.

\$2.98

Zipper Front Foundation, \$3.30

Softie Step-In

Softie does it for you! A grand job of "slimming." Trims down bulges and holds in the tummy. Restrains in the best two-way stretch fashion... and gives you the freedom you want because it's seamless and boneless. Made of latex with elastic binding at top and bottom. Four "Velvet Grip" garters. Length 15 inches.

79c

4-Star Feature Honeysuckle Dresses

\$1.00

\$1.59
Value

Fresh new Honeysuckles... to make an angel of your child for Spring! Fetching styles—bewitching frocks with no end of sparkle. Cool dainty fabrics—permanent finish sheers, organdy, dimity and voiles. A riot of gay new patterns. Exclusive with us. Sizes 1 to 3, and 3 to 6½.

Child's Cotton Crepe Sleeper 49c
Infants' Knit Training Pants 10c

Infants' Anklets

25c



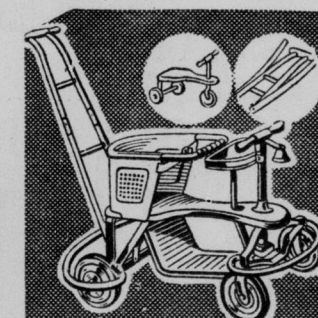
Well made, fine fitting. In newest patterns and colors. All silk. Sizes 4 to 6½.

Tots' Coat Sets

\$1.98



All wool chevron, double breasted coat and beret... "brother and sister" set. Navy. Sizes 1 to 4.



This New BABY WALKER

\$3.89

- ✓ Attached, fold-away foot pan
- ✓ Adjustable safety strap
- ✓ Go-cart type push handle
- ✓ All wheels roller bearing
- ✓ Hardwood and steel frame
- ✓ Shaped wood seat
- ✓ Can be converted into a play car.
- ✓ In brown and ivory
- ✓ Rubber tires

—Second Floor.

ALIKE

As Biscuits Out of the Same Pan Except for the Price..

Fabrics identical... in fact, cut from the same bolt! Styled by the same master maker... workmanship duplicated to the last stitch! From one of America's leading manufacturers come these two fine suits—one with a famous label, costing \$5 to \$8 more—the other, a Fashion Tailored, priced for the value-wise!



"Staunton"

Fashion Tailored Suits

Finely tailored... superbly styled! With that casual, easy-going air that spells distinction. Firm, smooth wools... famous, dependable worsteds... ventilated Briarcliff twists... in plain and fancy models. Spring's smartest new patterns and colors.

\$15.00

Easy Terms on Clothing Purchases of \$20 or More

BUY GUARANTEED PAINT



Seroco 4-Hour Enamel

Equal to the best your money can buy! Durable glossy finish. Can be used on any surface—indoors or out.

98c



Super Service Flat Finish Paint

Beautiful colors that give a smooth, satiny finish without high gloss. Ideal for walls and woodwork. Dries hard over night.

\$2.29



Standard Spar Varnish

Dries quickly to smooth, clear, transparent, amber finish. Use on any surface anywhere. Dries dust-free in one hour.

\$2.10

QUALITY LAWN SEED

Contains 35% Kentucky blue grass. Best perennial seed for establishing permanent lawn. Mixtures guaranteed accurate.

3 Pounds for 99c
5 Pounds for \$1.45

SHADY SPOT GRASS SEED
5 Pounds \$2.15
3 Pounds \$1.45
One Pound 55c

VIGERO FERTILIZER
10 Pounds 85c
25 Pounds \$1.50
50 Pounds \$2.50

Ferry, Morse Flower and Garden Seeds at Sears.

98% Pure White Clover Grass Seed, lb., 49c

1886

SEARS, ROEBUCK AND CO.

1936

Free Bus Service To and From Circle

ALABAMA AT VERMONT STREET

Two Large Free Parking Lots