



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.

**New Spring
HATS**

\$1.69

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



**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 Train-
ing Pants 10c

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. \$1.90
Soft and flexible. Covered Cuban heel. Sizes 4 to 8. Worth fully a dollar more than our sale price!

OPEN SATURDAY NIGHT UNTIL 9 O'CLOCK

MARCH VALUE DEMONSTRATION

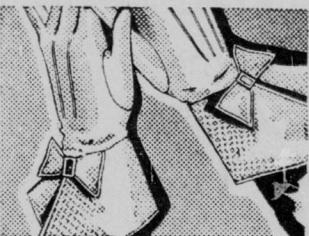
When a big event like March Value Demonstration comes in a big year like Golden Jubilee, it justifies a big celebration! So we've planned for you the "tops" in value-giving. Hundreds of sensational buys await you . . . in every department . . . on every counter. If you appreciate quality and know value,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

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.

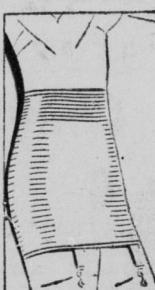
\$2.98

**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.

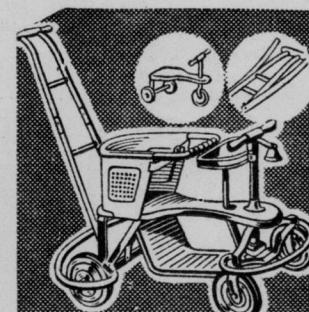
Zipper Front Foundation, \$3.30



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



**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.

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

Kiddies' Undies

**3 for
\$1.00**

Cool, long-wearing union suits. Fine combed cotton. Styled for girls or boys. White. Sizes 2 to 12.

ALIKE
As Biscuits Out of
the Same Pan Ex-
cept 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

\$15.00

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.

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—

98c

Qt.



**Super Service
Flat Finish Paint**

Beautiful colors that give a smooth, satiny finish without high gloss. Ideal for walls and wood.

\$2.29

Gal.



**Standard Spar
Varnish**

Dries quickly to smooth, clear, transparent, amber finish. Use on any surface—

\$2.10

dust-free in one hour.

Gal.

QUALITY LAWN SEED



**Sears
PARK
MIXTURE
LAWN SEED**

5 Pounds

\$2.15

3 Pounds

\$1.45

One Pound

**3 Pounds for
99c**

5 Pounds for \$1.45

SHADY SPOT GRASS SEED

5 Pounds

\$2.15

3 Pounds

\$1.45

One Pound

55c

10 Pounds

85c

25 Pounds

\$1.50

50 Pounds

\$2.50

**VIGERO
FERTILIZER**

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

Ferry Morse Flower and Garden Seeds at Sears.

1886

SEARS, ROEBUCK AND CO.

1936

Free Bus Service To and From Circle

ALABAMA AT VERMONT STREET

Two Large Free Parking Lots