

***** STORE HOURS: 9:30 A. M. TO 5 P. M.—THURSDAY AND SATURDAY 9 A. M. TO 9 P. M. *****

Sears VACATION NEEDS Sale

STORE-WIDE SALE . . . WITH BARGAINS IN EVERY DEPARTMENT!

SEARS—THE FIRST LARGE DEPARTMENT STORE IN INDIANAPOLIS TO BE COMPLETELY AIR-COOLED



Summer's Newest Sports Wear

That Will Help You Have a Glorious Fourth

Slacks

"Gob" and "Swingtime" styles in free swing corded cotton slacks. 7 to 20.

Culottes

Attractive twill culottes in three styles. Navy, brown or green. Tailored—some with sashes. Sizes 12 to 20. For beach and all kinds of sports.

1.00
Choice of:
PLAY SUITS
SLACKS
CULOTTES
POLO SHIRTS

Play Suits

Shorts with halter tops. Plain colors and prints. Washable. Sizes 14 to 20.

Polo Shirts

Top your sport ensemble with a comfortable wool polo shirt. In maize, navy, red, white, brown. Small, medium, large sizes.

Get in the SWIM

Women's Zephyr Swim Suits

1.98

Tricky numbers that will make all heads turn on the beach. So smart, you'll want to lounge in one all day long. Smart knits make these suits stand out from every other on the beach. Soft zephyr wool in 1937's smartest shades.

Miss America Suit "4-Star" Feature

3.50

Miss America, 1936, chose this swank skirted suit of pure zephyr wool. Others of new maillot models. Worth \$1.50 more.

Women's All-Wool Suits

1.79

Simulated two-piece suits . . . other one-piece suits that are taking the feminine shoppers unaware! You'll think they cost twice the price. 2-tone.

Men's Zip-Top Swim Suits

2.98
Pr.

All-wool worsted tailored construction make these an exceptional value in men's swim suits. Quality features. Slide-fastened front.

Boys' Worsted Trunks

89c

Boys who know what's what choose high-waisted trunks. Bar Welt stitch. Adjustable belt with non-rust buckle.

Two-Ply Worsted Trunks for Boys, \$1.79

Men! Dive Into This Swim Value

1.00 Pr.

High-waisted trunks. Elastic supporter. Button pocket. Men's sizes in navy, royal, gray. Belted.

Men's "4-Star" Swim Trunks, \$1.50

Kiddies' Simulated 2-Piece SUITS

79c

All-wool worsted in fancy tuck-stitch with applique trim. Two-color combinations.

49c

Regular 69c Summer Suits for Toddlers. Hand Made. Pastel Shades.

One Day Only!



Silk Hose
76c

"Royal Purple" crepe finish ringless silk hose that are indeed values at this feature price.

25c and 29c Value
Anklets
Nationally Advertised Brand
Fancy patterns and plain colors.

19c
3 for 50c

\$1.50 Quality REEL

98c

Has all the quality features necessary to help a fisherman catch the big ones.

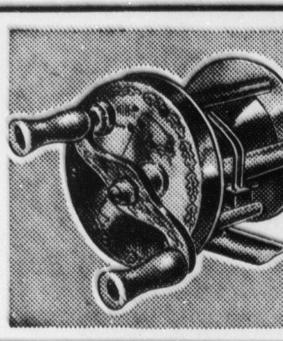
Mohawk Reel
2.69

Adjustable thumb screw extended line carriage, spire gears, full quadruple multiplying level winding.

Here's a STURDY ROD

98c

Whoppers are landed with the greatest of ease. 4 1/2 ft. length. Offset cork grip on aluminum handle.



\$2 Value Self-Adjusting Lawn Chair

1.29

• Adjusts from upright to reclining position without moving from chair.
• Hardwood frame.
• Double canvas seat.
• Waterproof canvas seat and back in assorted colors.

One-Gallon Outing Jug

88c



A "big" value in one-gallon jugs that make your summer outings complete. Ground cork insulation. Earthenware interior. Large aluminum cup top. Easy grip handle. Sand color. Get yours NOW.

LUGGAGE
2.98

18, 21 or 24-in.

Travel light and travel right with one of these attractive gray overnite cases. Contrasting woven stripes. Percale lined.

2.50 Fibre Suit Case
Light weight. Nickel steel drawbolts. Black

2.19

Travel light and travel right with one of these attractive gray overnite cases. Contrasting woven stripes. Percale lined.

Sturdy 4-Ball Croquet Set
2.29

In Rack

Light color hard maple full size striped balls and mallets. Strong wire arches. Include set of rules.

Famous "Aristo" Golf Clubs

Irons

Popular Aristo quality with steel shafts, brown mallets, finish, shell tops, celluloid buttons. No. 1 to 10.

1.98

Woods

Steel shafts with steel mallets, finish. Shock absorber feature. Special.

2.98

Imagine! A complete golf outfit for this amazingly small sum. 1 each hickory shafted brassie, midiron, mashie and putter in a 5-in. 3-stay golf bag with hookless fastener ball pocket, padded leather strap and metal bottom.

5-Piece Golf Set
Regular 5.49

4.98

Just In Time for That Outing

Men's Sanforized Wash Pants

Regular \$1.19

Trousers that will keep their fit. Cool striped Twills, Seersuckers, Nub Suitings and Sturdy Coverts. Sizes 30 to 44.

MEN'S UNION SUITS

Button front Nainsook Union Suits, exceptionally low priced. A small sum for a lot of coolness.

79c

Chambray Work SHIRTS

Here they are fellows. Shirts that will stay with you on the job. Reinforced.

35c for \$1.00

FREE PARKING LOT



SEARS, ROEBUCK AND CO.

ALABAMA AT VERMONT STREET

FREE
BUS
SERVICE