

Sears Now!

ENTIRE STORE AIR COOLED

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



Cool Whites!

1.00

Vacation winners at \$1.00. Large brims, pokes, off the faces. Only volume buying makes these values possible.

Summer Cotton Dresses

Tubable cottons. Plain colors, polka dots, prints. Swingy styles. Fast color. Sizes 14 to 44.

66c

Regular 29c
KIDDIES' SUN SUITS
25c

Carefully made and cleverly trimmed sun suits. Cool cotton crepes and broadcloths in a wide range of styles. Plain and prints. Sizes 1 to 3 years.



For Boys 2 to 6 Years
59c

Real "he man" styles; that's what the children like about these broadcloth suits. Sleeveless.



Softie Step-in Girdles
94c

Just the right weight for summer wear. Slight figures prefer them to mold lovely curves. Garters attached. Two-way stretch. 14-inch length. Don't miss these values.

Turkish Towels
9c

Size 15x30-in. double loop towels. Regularly 12c. Stock up now.

Regular 25c
Cretonne
19c

36 in. wide. Sun and tub fast. Quality crettonne that drapes easily.

Rayon Taffeta
23c yd.

Long wearing rayon taffeta. White, navy blue, bright colors and delicate pastel shades. 39 in. wide.

Women's Summertime Undies

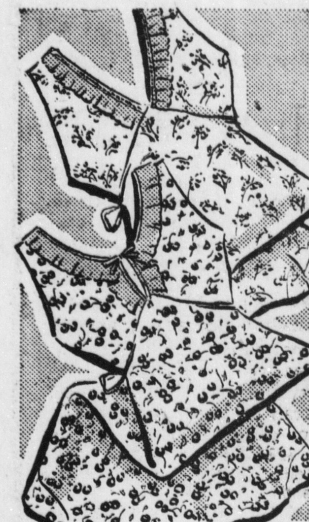
Tailored of Quality Rayon

They're the quality rayons that wear and wear... yet lightweight enough for summertime. Novelty knits of extra-fine rayon yarns. Step-ins, panties or briefs. Dainty teardrop. Regular sizes.

14c

Batiste Gowns
59c

Cool, fresh and pretty... to entice sleep on a hot summer night. Sheer batiste in new styles and patterns. Sizes 15 to 17.



BATHING SUIT VALUES

For the Entire Family

Women's Zephyr Swim Suits
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.

1.98

Miss America Suit "4-Star" Feature
3.50

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

Women's All-Wool Worsted Suits
1.79

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

Men's Zip-Top Swim Suits
All-wool worsted tailored construction make these an exceptional value in men's swim suits. Quality features. Slide-fastener front.

2.98 Pr.

Boys' Worsted Trunks
89c

Boys who know what's what choose high-waisted trunks. Bar welt stitch. Adjustable belt with non-rust buckle. Sizes 24 to 30. 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, \$1.90

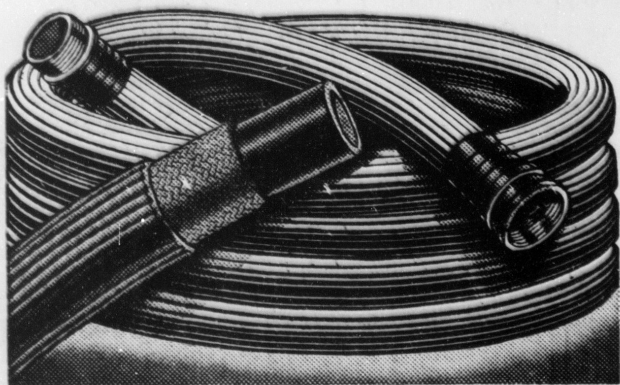
Kiddies' Simulated 2-Piece Suits
All-wool worsted in fancy tuck-stitch with cunning applique. Two-color combinations in maroon and blue... royal and French... myrtle and ocean.

79c



Sears Has What It Takes for a Beautiful Lawn

50-Ft. Coil GARDEN HOSE



Typical \$4.50 Value
3.49

Dollar for dollar... the best value ever offered in 5/8-in. garden hose. Built doubly thick like a tire. GUARANTEED 3 YEARS! Built to stand 12 times average city water pressure. Gold lacquered forged brass couplings. "Not-a-Kink" quality.

Guaranteed 5 Years!
4-Star lives up to its name. Fabric base. Complete with couplings. Corrugated. 5/8-in. 50-ft. length. **3.90**

Quiet, Easy Pushing

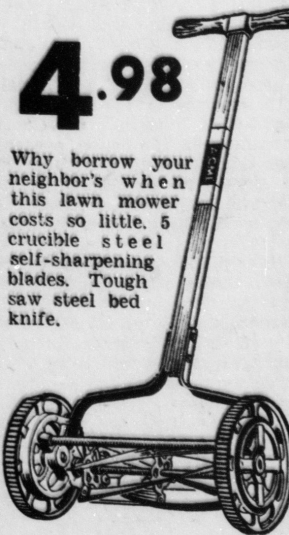
LAWN MOWERS

5-Blade, 16-Inch Mower

A Super Value
At This Sale Price

4.98

Why borrow your neighbor's when this lawn mower costs so little. 5 crueble steel self-sharpening blades. Tough saw steel bed knife.



Reaches 50 Ft.



Reg. \$1.09
Save!
98c

Brass arms and head. Sprinkles 5 to 50 feet. Revolving type.

Master Sprinkler 2.25

Grass Shears



59c
Value
Save!
45c

Clip around the flower bed. Grass shears with 5 1/2-in. steel tempered blades.

Hedge Clippers



FULTON
1.39

Clips a neat hedge. 8-in. forged steel blades. High quality for this price.

Handy Slide Fastener Bag



69c

Heavy water-proof suede cloth bag, 12-inch size. An excellent general utility bag. Brown, gray, heather.

2-Burner Camp Stove



AUTO COOK KIT
3.98

Here's a guaranteed gasoline camp stove that you can depend on. Burns for 12 hours.

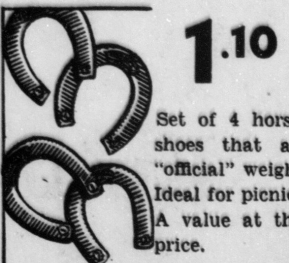
Complete Croquet Set



2.29

4 ball set, well made of selected maple. Complete with stained rack.

Set of 4 Horseshoes



1.10

Set of 4 horseshoes that are "official" weight. Ideal for picnics. A value at this price.

★ ★ ★ ★ ★
FREE BUS SERVICE
★ ★ ★ ★ ★

SEARS, ROEBUCK AND CO.

★ ★ ★ ★ ★
FREE PARKING LOT
★ ★ ★ ★ ★

ALABAMA AT VERMONT STREET