



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



### 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**

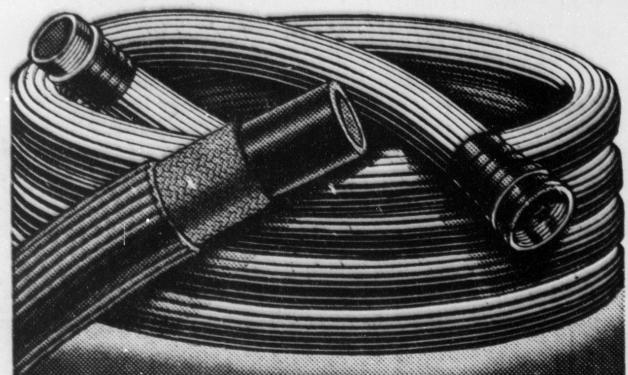
Just the right weight for summer wear. Slight figures prefer them to mold lovely curves. Garters attached. Two-way stretch. 14-inch length. Don't miss these values.

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  $\frac{5}{8}$ -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. Priced below. Complete with 30-ft. length.

4 Star lives up to its name. Priced below. Complete with 30-ft. length.

Reaches 50 Ft.

Reg. \$1.09  
Save!

**98c**

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

Master Sprinkler ..... 2.25

Grass Shears

59c Value  
Save!

**45c**

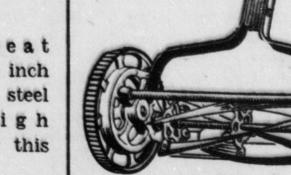
Clip around the flower bed. Grass shears with  $\frac{5}{8}$ -in. steel tempered blades.

Hedge Clippers

1.39

FULTON

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



Complete  
Croquet Set

**2.29**



AUTO COOK KIT

**3.98**

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

Handy Slide  
Fastener Bag

**69c**

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



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 crucible steel self-sharpening blades. Tough saw steel bed knife.



Set of 4  
Horseshoes

**1.10**

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

STORE HOURS: 9:30 A. M. to 5 P. M.

Thurs. and Sat. 9 A. M. to 9 P. M.

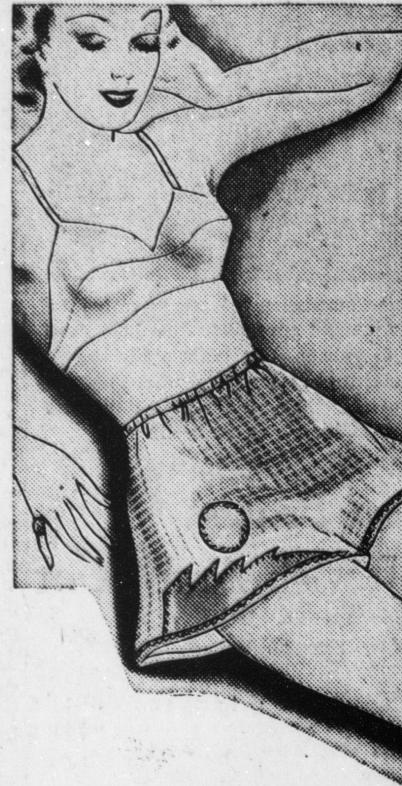
FRIDAY, JULY 9, 1937

### Women's Summertime Undies

Tailored of Quality Rayon

**14c**

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.



Turkish Towels

**9c**

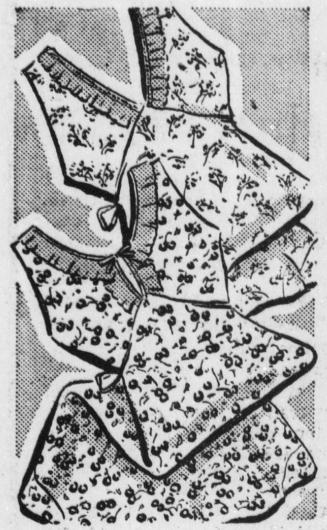
Size 15x30-in. double loop towels. Regular 12c. Stock up now.

Regular 25c  
Cretonne  
**19c**

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

Rayon  
Taffeta  
**23c** yd.

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



**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 maillot 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 unaware! 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 cumbering applique. Two-color combinations in maroon and blue . . . royal and French . . . myrtle and ocean.

**79c**

FREE  
PARKING  
LOT

**SEARS, ROEBUCK AND CO.**

ALABAMA AT VERMONT STREET

\*\*\*\*\*  
FREE  
BUS  
SERVICE  
\*\*\*\*\*