

Let's Go to Sears

"BEFORE THE 4TH "Sale!"

**STARTING
TOMORROW**



Shop in Comfort
SEARS COMPLETELY
AIR-CONDITIONED

**Sale! Regular \$1.29 and \$1.98
Women's, Misses' 'Pla-Shus'**

Reduced for quick clearance! Dainty sandals or comfy oxfords. Pastels, gay or conservative two tones. Leather or cork soles. Sizes for women, misses or children. Complete range of sizes—but not every size in each style.

98c
Pair

Women's, Misses' Anklets

9c PAIR

Wide choice of blazers, fancy tops or solid colors. Lastex supported cuffs. Gay cotton knits. Sizes 6 to 10 1/2.

**KEEP
COOL**

Breezes as Strong as a Zephyr
From This 8-In. Beauty

Guaranteed for one year. Non-oscillating type with 8-inch blades. Induction motor—no radio interference. Tilting head. With 8-ft. cord.

94c

Reg. \$3.50 ELECTRIC FAN
Guaranteed for 10 years. 8-in. blades, on/off type switch, powerful induction type motor. Quiet operation.

2.98

HOUSEWARES VALUES

**A Value Sensation!
Attractive 19-Piece
Beverage Set**

\$1.19
Value

97c
Set

Set consists of six 12-ounce tumblers, six 9-ounce tumblers, six 5-ounce tumblers and 98-oz. Tilt-Ball Pitcher with Ice Lip. Choice of Crystal or Blue Glass. A great value at this price.

We Also Carry 8 Other Models of Beverage Sets

**Regularly 2.19! Two-Quart
Ice Cream Freezer**

1.49
Set

The "Southland" freezer at an exceptionally low price. Handy bail handle for carrying. Painted wood tub. Safe enclosed cast iron gears. 2-Qt. size.

18-Pc. Enamel Picnic Set

1.89
Set

The very pieces you will be wanting for those picnics this summer! Good quality white porcelain enamel. Complete 18-piece set.

Save at Sears on Smart Sports Wear

TOAST, TAN or SWIM
in a SMART NEW

Bathing Suit

1.98

2.98 and
3.98 Values

Slim mermaids can trust Sears judgment on these delightfully brief swim suits. Lustrous Rayon Satin and Latex or fine knitted wool worsted—half-skirt styles. Uplift bra . . . action models. Rainbow colors. Sizes 32-42.



Girls' Bathing Suits

1.00

All wool worsteds and acetates, in solid colors and two-tone styles. Bright and gay with applique trims. Maize, Royal, Rose, Navy, Green. Sizes 8, 10, 12, 14.

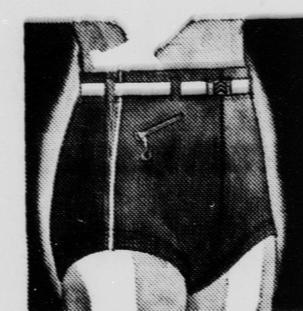
GIRLS' PLAY SUITS

Sizes 7 to 14

Of percale, cotton poplin or broadcloth rayon weaves in stripes, checks or prints. 1-piece styles!

GIRLS' OVERALLS. Built up style, worn with or without shirt. Prairie cloth or cotton "DoeSkin." Beautiful colors. 7 to 16 years.

59c
69c



Men's Wool Swim Trunks or Suits

1.00

One-piece all wool swim suits in navy blue, maroon or royal. Sizes 36 to 46. All wool trunks with elastic support in navy, royal, maroon or black. Sizes 38 to 44.



To Keep your Boy Cool This Summer . . .

Swim Trunks

79c

Fine wool worsted. Cotton web belt. Elastic support. Choice of colors. Sizes 24 to 32.



Polo Shirts

39c

Boys' shirts in rayon or cotton tuckstitch, in colors or white. Choice of neck styles. Small, medium, large.

NEW LOW PRICES on FILM DEVELOPING and PRINTING

Any 6 or 8-Exposure Roll Developed and Printed
24-HOUR SERVICE!

25c

Guaranteed Marvelchrome Film

Laboratory tests prove that Sears own Marvelchrome film equals any nationally advertised film selling to 1/4 more. Fresh at Sears.

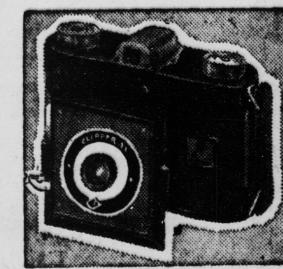
No. 127, worth 10c more.	No. 620	21c	No. 130	35c	
Roll	19c	No. 116	25c	No. 118	35c
		No. 120	21c	No. 616	25c
		No. 122	39c		

1.89 Camera and 21c Roll of Marvelchrome Film

Both for

1.49

A 2.10 Value



4.98

The Marvel Box Camera takes 8 exceptionally clear time or snapshot pictures, 2 1/4 x 3 1/4 inches. Has 2 view finders. 1 Roll of regular 21c No. 120 film to fit is included at this price.

Now! You Can Buy Anything Totaling \$10 or More on Sears Easy Payment Plan!

SEARS, ROEBUCK and CO.
ALABAMA at VERMONT ST.

FREE
BUS

FREE
PARKING

Open Every THURSDAY and
SATURDAY Night until 9 o'clock