

## STATE'S BEER DRINKERS SHOW FORM REVERSAL

Once Clamored for Draught, But Now Prefer Packaged Product.

Beer drinking habits in Indiana have undergone a complete reversal of form since repeal, according to figures of the Indiana Brewers Association issued today.

Consumption of packaged beer (bottles or cans) reached a new high of 72.6 per cent in the state during the six-month period ending June 30. This marks the peak of a steady climb since 1934, when the public was clamoring for draught beer.

### Point to Price

When legal beer returned, the bottled variety accounted for only 29 per cent of the total consumed. However, it rose to 42 per cent in 1935, 61 per cent in 1936, 68 per cent in 1937 and 70.2 per cent last year.

Brewers attribute the preference for packaged beer to the fact that 10 cents for a 12-ounce bottle is becoming the prevailing price in Indiana. The trend is considered the more significant since beer can be bought by the drink in 4224 licensed establishments, while packaged beer is sold in but 378 carry-out establishments.

### Consumption Gains

General beer consumption also rose in Indiana during the first half of the current year to 507,014 barrels, an increase of 18,472 barrels over the same period in 1938.

This increase, .036 per cent, is below the national average increase of 1.7 per cent.

## Sky's Limit in Show Tonight

EVANSTON, Ill., Aug. 11 (U. P.). Turn to the northeast sky tonight and you will see the Perseids—pinhead meteors—according to Dr. Oliver J. Lee of the Northwestern University Astronomy Department.

Dr. Lee said the display would continue until Aug. 15. It is caused by passage of the earth through the meteor region. The tiny particles and "shooting stars" burn up because of friction with the earth's atmosphere.

Saturday night between 50 and 100 meteors should be visible every hour, with best visibility between 2 a. m. and 4 a. m.

## INDEPENDENT UNION WINS HILLENBRAND

The United Workers of Hillenbrand Industries, an independent union, has been certified by the National Labor Relations Board as sole collective bargaining unit for employees at Hillenbrand Industries, Batesville, Ind., it was announced today.

The victorious union received 96 votes and the United Furniture Workers of America, 305, a C. I. O. affiliate, received 53 votes.

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## New Fall HANDBAGS

For Only **1.00**

In this group you'll find the newest, most exciting handbag ideas for fall. Beautiful "Sculptured" effects. "Puffette" bags. Pleatings. Slide fasteners, top handles, extra pockets—and loads of luxury details that will come as very pleasant surprises at this low cost! Choice of colors!

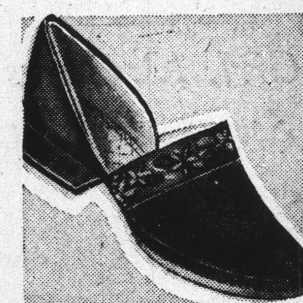


New For Fall!

## Sparkling Black Patent PUMPS

**2.98** Pair

Sketched is only one of the beautiful new "Peggy Adair" styles for fall. Choose from patents and soft kids, in black and colors. Sizes 4 to 9. \$3.50 values!



## Women's, Misses' House SLIPPERS

**1.00** Pair

Shown above... beautiful rayon satin and crepe, embroidered trimmed. Soft soles. New Chinese heel. Also in the group are D'Orsay's in soft kid. Choice of colors. Sizes 4 to 8.



Exclusive! New Fall

## "HONEYSUCKLE" DRESSES

Schoolgirls' Sizes to 6½.

Famous Honeysuckle quality plus brand new, sparkling fall fashions! Plaids, some with plain skirts... Dutch Girl types with peg-top pockets... sashes, smocking, rick-rack, piping, ruffles, novelty buttons, original new trims. Solid colors, prints, plaids, checks, broadcloths, poplins, novelty fabrics.

**1.00** Ea.

# Lots of Fur!

—loads of value! That's the news in Sears August Sale!

Luxury Coats Sensationally Priced at

**36.00**

## GORGEOUS FURS!

Such high-calibre pelts as Genuine Silver Fox... Full Skinned Persians... Mountain Sable... Badger... Beautiful Squirrel... Red Fox in Black Fox, Cross Fox and Silvered Fox Dyes... Blue Dyed Fox... Sable Dyed Fitch.

## NEW SILHOUETTES!

Extravagant Fur Collars... Front and Back Fur Plaques... New Fur Sailor Collars. The Picturesque new Wasp-Waisted Princess Style Developed With Fullness at Front, Side, Back or All Around... Interesting Sleeves... Dressmaker Details.

## NEW FABRICS, COLORS!

Such high-fashion fabrics as the new "Onde" wavy-rib surfaces... Botany, Jalliard and Gera fabrics... Caracuna. In Black, Grape, Wine, Green, Dragonfly Blue, Ruby Brown, Bittersweet.

All Lined and Warmly Interlined  
Sizes 12 to 20 and 38 to 44

## Special! Smart, New Untrimmed Coats

**14.95**

Dress, casual and sports types in a brilliant grouping that includes plaid back, multi-color, herringbone, yarn dyed monotone and plain TWEEDS... plain and plaid back FLEECE... STRIPED FRIEZE... DOUBLE TWILL and new "ONDE" wavy rib fabrics. Straight box and wasp-waisted princess styles—greys, tans, wines, plum, brown, new blue, black. Sizes 12 to 20 and 38 to 44.



Women's Coats—Second Floor

**\$3**  
IS ALL YOU NEED PAY NOW—FREE STORAGE 'TILL YOU'RE READY FOR YOUR COAT! Or, if you prefer, use Sears convenient Time Payment Plan.

## For the New Fall "Nipped-in" Waistline... High Waisted Step-in Girdle

Extra Fine Quality Low Priced **3.49**

Front lacing adjusts to your waistline giving you that fashionable "nipped-in" effect! New, high-waisted model in rich satin and Darleen elastic. Side taton closing for added trimness. Sizes 26 to 34.

Corset Dept.—First Floor.



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