

Starting Tomorrow!

OPEN EVERY THURSDAY AND SATURDAY
NIGHT UNTIL 9 O'CLOCK

SOARING TO NEW HEIGHTS IN VALUE-GIVING!

Sears MARCH VALUE DEMONSTRATION

Lux, Lifebuoy
10 bars 49c

Regular size bars of these two popular toilet soaps.

ASPIRINS
100 for 9c

Save on national formularies quality aspirins in quantities of 100.

TOILET TISSUE
10 rolls 29c

Soft, absorbent, 650-sheet rolls of quality toilet tissue.

BOYS' SHORTS
10c Each

Fast color broadcloth, with elastic sides. Sizes 24 to 30.

SEWDETTES
9c Doz.

Box of 12 "Sewdette" sanitary napkins. Soft, fluffy, absorbent. Special!

POLO SHIRTS
39c Each

Regular 59c boys' shirts, sizes 2 to 8. Choice of styles, colors.

GRASS SEED
5 lbs. 89c

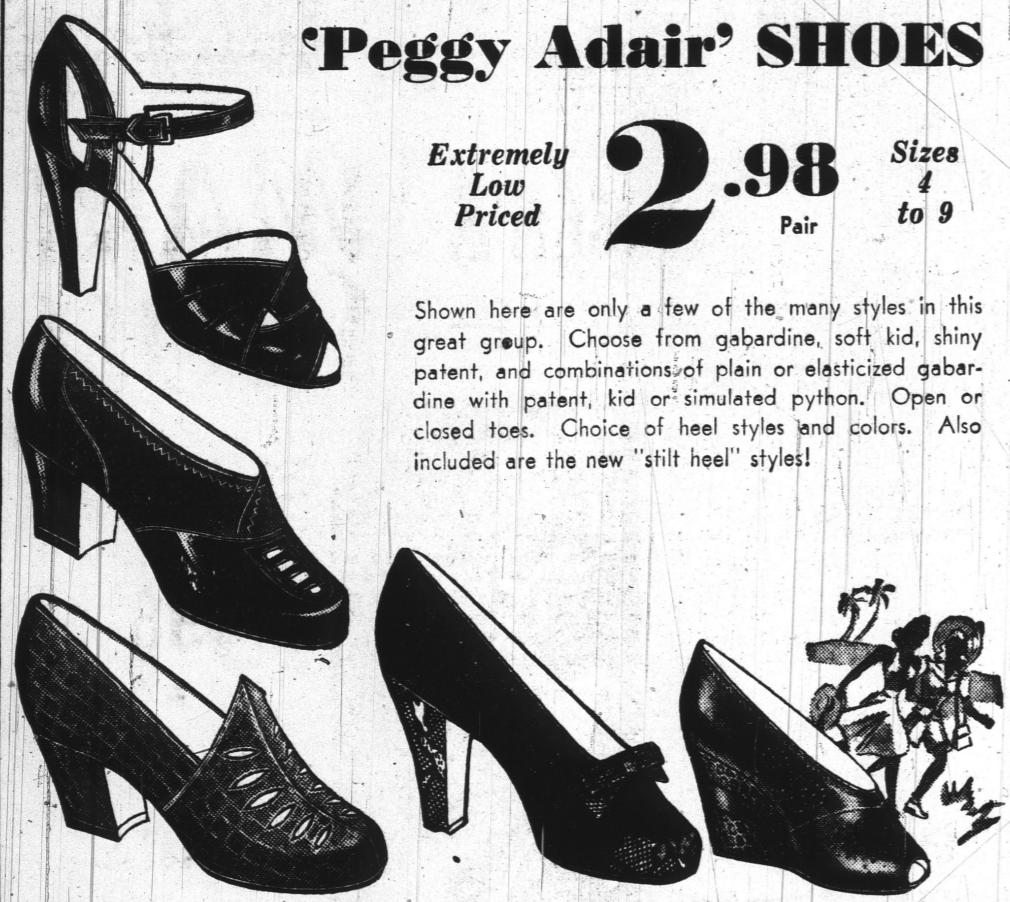
Sears Indianapolis Special grass seed. March Sale special!

NECKWEAR
25c Each

Lace, organdy or pique in choice of styles and colors.

Style Favorites for the Easter Parade!

Peggy Adair' SHOES

Extremely
Low
Priced**2.98**Sizes
4
to 9
Pair

Children's Famous "BILTWEL" SHOES

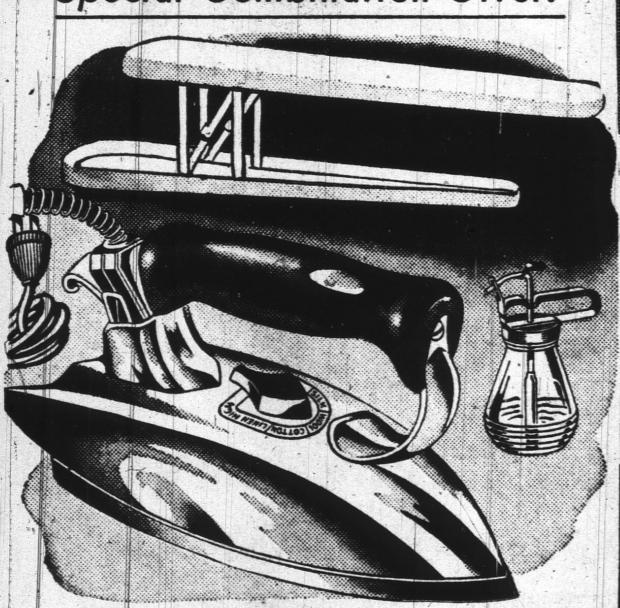
For Healthy Young,
Growing Feet**1.98**Sizes
8½ to 3
Long wearing... the triple-wear, moisture-resisting leather sole actually outlasts the uppers. Choose from T-strap slippers, oxfords or boots, in black, brown or white.

Easter Styles for Growing Girls

Many Styles Available
at This Low Price!**1.98**

Fashioned for growing girls and active women who want foot freedom combined with smart styling and quality construction! Shown here, classic saddle oxford and calf walking oxford. Choice of colors.

Special Combination Offer!



3-PC. SET! AUTOMATIC ELECTRIC IRON, SLEEVE BOARD, SPRAYER

Worth
\$2.00
More**6.95**March
Sale
Special
COMPLETE

Handbags

79c ea.

Simulated patent-simulated calf and suedes! Popular new spring styles. Smart colors.



GLOVES

67c and 88c

Of New Sueded Rayon Tricot. Short or long gloves, in newest colors for Spring! Washable.



FLOWERS

19c

Costume flowers... for smart lapels and necklines. Colorful little nosegays, romantic violets, gay carnations.



Umbrellas

98c ea.

16-Rib, oiled silk umbrellas. Gay, light-hearted prints. Smart colors.



SLIPS

100c ea.

Rayon satin slips, four-gore face trimmed or tailored. Outstanding values at the price. Sizes 32 to 44.



DRESSES

100c ea.

Dainty "Honeysuckles" for wee misses. Fresh prints, plain or printed sheers. Sizes 6 mo. to 6½ yrs.

SALE!
NEW SPRING

COATS

Dress, Casual, Sports!

New,
Smart
for
Easter!**14.50**

Casual all-purpose coats—swaggers... Tuxedo fronts... gored, swing and fishtail backs... fitted reefer. Dress coats—mostly full skirted, slim waisted—with fine dressmaker detail. Tweeds (loads of the new PASTEL PLAIDS!), suede-finish wools, basketweave, triple twills, striped worsteds, ribbed crepes. Casual coats in pastels and high shades, dress coats in navy and black. Sizes 12 to 20, 38 to 44.

"Patriotic" Brass Buttons, Epaulets! Trapunto, Pin Tucks, Braid, Grosgrain Ribbon! Huge Patch Pockets! Leg O' Mutton Sleeves!



March Value Demonstration!

NEW SPRING HATS

1.69

Huge cartwheels, bonnets, sailors, pillboxes, Bretons, small forward-jutting brims. Black, navy, brown, pastels, high shades, neutral colors, white. New STRAWS! smart FELTS!

FEATHERS, FLOWERS, TRI-COLOR RIBBONS!

1.69

Thrilling Sale Price
Just Before EASTER!Colors for Easter in
Beautifully Sheer

Silk Hosiery

55c Pair
2 Prs., 1.00

First quality, full fashioned hose that are sheer and ring-free. The silk is high-twisted for dullness and strength. Smart colors. Sizes 8½ to 10½.

RINGLESS "ROYAL PURPLES"
Full fashioned—rain-spotproof! Exciting Spring shades! Sizes 8½ to 10½.....pr.

LASTEX TOP ANKLETS. Sizes 6 to 10½.....15c Pr.

Purchases of \$10 or More Sold on Easy Terms

SEARS, ROEBUCK AND CO.

Alabama at Vermont St.

Telephone LI-8531

Free Parking—Free Bus