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Another Milestone
In the Progress of

## SEARS 49패 Anniversary

Sept. 19th to Oct. 5th
15 Days Crammed Full of Bargains
a yearly event to be remembered-the largest Sale of the year-OUR ANNIVERSARY-a Sale to unite the
valued Friendship of our old customers and cement the Friendship of the new.

## A GRAND CLIMAX

to 49 years of serving America: For close to half a For close to half a century, we have aimed to bring truly good things to those of moderate income. Now, in triumphant celebration, we stage a sale in which we crash ouf own records, outstrip our to thrill the most canny shopper. Quality to satisfy the most exacting. Prices that speak for themselves.

Sears, Roebuck \& Co.
48-52 HAYWOOD ST., ASHEVILLE, N. C.




Sears To Stage A Gigantic Selling Anniversary Event

Contracts For 12 Ships Awarded By
Navy Department

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## NEW TIRE SAVES LIV_

Remarkable New Invention Makes Safest Tire Ever Built 3 Times Safer from Blow-outs
NO EXTRA COST TO PUBLIC
$W_{50,60-\text { the heat inside your tires }}^{\text {HEN }}$ becomes terrific. A blister starts... gets
bigger and bigger .. Until BANG! A blow-out! And you're headed for trouble. Now, to protect you from blow-outs,
every Goodrich Safety Silvertown has the mazing new Life-Saver Golden Ply that resists heat. Fabric and rubber don't
separate . . . thus blisters don't form Blow-outs are prevented by overcoming their very cause!
And that isn't all. Goodrich Silverlowns have the most skid-resisting tread. Its squeegee drying action gives your car
extra road-grip, and reduces danger of extra road-grip, and red
skidding to a minimum.
Let us put Goodrich Safety Silvertowns more than other standard makes.


 Sajory Silvertow<br>WITH LIFE-SAVER GOLDEN PLY



## C. V. BELL, Distributor

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