

JUDGES OF THE CONTEST

ROBERT B. HARSHE
Director, Art Institute of Chicago
and Century of Progress Art
Exhibit.

ANNE ORR
Needlework Editor, Good House-
keeping Magazine.

MARY A. McELWAIN
National quilt designing expert and
collector.

SUE ROBERTS
Home Advisor, Sears, Roebuck and
Co.

MRS. CHARLES W. SEWELL
Director of Home and Community Work for American Farm Bureau Federation.

Regional, Retail Store and Mail Order House prizes will be awarded
by local judges selected by Sears, Roebuck and Co.

Think What Winning the GRAND PRIZE Would Mean

GRAND NATIONAL PRIZE (Includes Regional Prize) \$1,000.00
SECOND NATIONAL PRIZE (Includes Regional Prize) 500.00
THIRD NATIONAL PRIZE (Includes Regional Prize) 300.00
Bonus if the Grand National Prize Win-
ner is an original design commemorating
The Century of Progress Exposition . . . \$200.00

FIRST REGIONAL PRIZE	} In Each of 10 Regions }	\$200.00
SECOND REGIONAL PRIZE		75.00
THIRD REGIONAL PRIZE		25.00

Prizes at each mail order house as follows:

5 Prizes of \$10.00 each	} In Each of Our 10 Mail Order Houses }	\$50.00
10 Prizes of \$5.00 each		50.00

Prizes at each Retail Store participating in this contest as follows:

1st Prize \$10.00 2nd Prize \$5.00 3rd Prize \$5.00

If you are entering this contest fill out this
entry blank now and mail it to your nearest
Sears mail order house or bring it to your
nearest Sears Retail Store participating in
this contest.

SEARS, ROEBUCK AND CO.:

I wish to enter your Century of Progress Quilt Contest. I agree
to abide by your rules and regulations, and I understand that my
completed quilt must be mailed to the mail order house or delivered
to the retail store on or before close of business May 15, 1933.

1. Date of Entry

2. Entry Made By

Address

Please give Route and Box No. if on a Rural Route

City..... State.....

Buy your quilting needs where you're
sure to be pleased—at Sears of course.
The items listed below may be found in
Sears Sale Book or big General Catalog.
Refer to catalog index for page on which
these items appear.

96L2612—Quilt Wadding—Ivory color
96L2618—Quilt Wadding—bleached white
96L2619—Imported China Cotton 84x100 in.
96X2616—China Cotton Batting 72x90 in. (Sale Book Only)
96L2740—Quilt patches (assorted sizes)
96L2742—Quilt patches (uniform sizes)
96L2745—Quilting Foundation—bleached muslin
96L1105—Needlethrift Muslin
36L3230—Smart Style Prints
36L3355—Paradise Prints
36L3341—Fruit-of-the-Loom Broadcloth
36L5255—Satellite Sateen
36L5221—Adoration Sateen
36L5180—Sophomore Broadcloth
36L5122—Fine Broadcloth
36L5107—Pastoral Cloth
25L4621—Knitting worsted for tufting
25L4864—Six-Cord Sewing Cotton
25L5775—Quilt patches
25L5776—Stamped Quilt Blocks
25L5777—Instructions and design book
9L5570—Quilting frame clamps

The following items are omitted from some
catalogs. Order direct from this listing.

25T5876—8 Fiber patterns for cutting out the following
designs:
Double Wedding Ring French Bouquet
8-Point Star Texas Star Dresden Plate
Bed of Roses Basket Round the World
Postage, 3c. 8 patterns.....10c
25T7452—Bias Quilt binding.
Postage, 1c. 12 yards.....15c
25T7457—Quilt Banding. 3 in. wide. Colors: Rose, Reseda
Green, Light Blue, Copen Blue, Pink or Orchid.
Postage, 3c. 9 yd. Roll.....19c
25T7455—Ready-cut patches. 80x80 thread count. Eight de-
signs as follows—Fan, French Bouquet, Dresden, Eccentric Star,
Sunflower, Basket, Yo-yo, and Double Wedding Ring. One
package makes 3 blocks except Double Wedding Ring which
makes 2 blocks. Postage, 1c. EACH PACKAGE.....23c
25T7456—Quilting Outfit—twenty stamped blocks and
patches sufficient to complete quilt top. Detailed instructions
included. Patterns: French Bouquet, Dresden Plate, Basket or
Double Wedding ring. State pattern wanted. Postage
12c. Complete Outfit.....95c

SEARS, ROEBUCK AND CO.



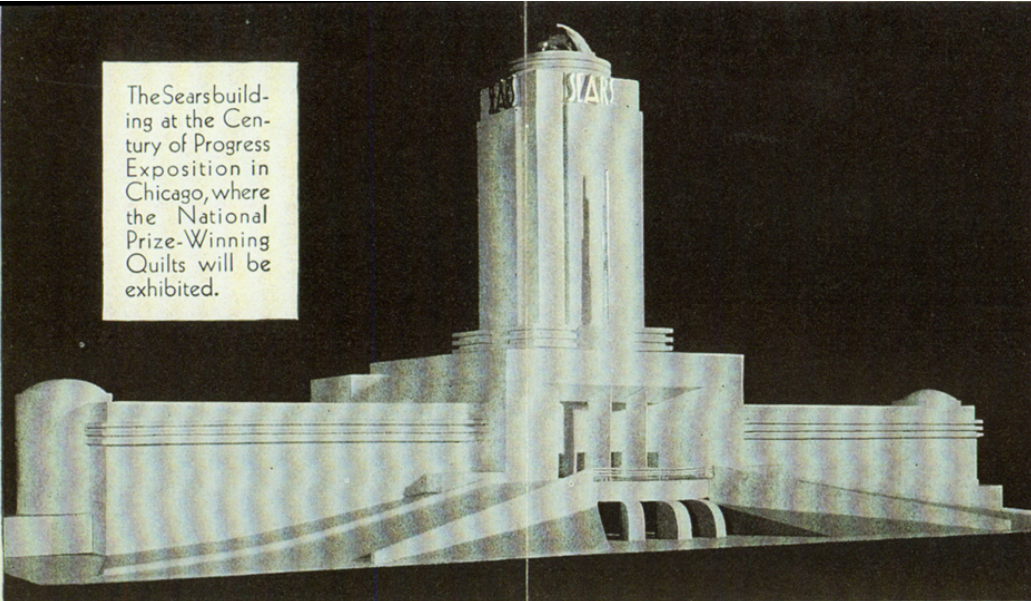
Sears

CENTURY OF PROGRESS QUILT CONTEST

\$7500⁰⁰
In Prizes



The Sears building at the Century of Progress Exposition in Chicago, where the National Prize-Winning Quilts will be exhibited.



Sears Century of Progress Quilt Contest is being held to promote interest in an art that is uniquely American. Anyone may enter, except employees of Sears, Roebuck and Co. Simply submit a patchwork quilt of original or traditional design, which has never been exhibited before. You have from now until midnight, May 15, 1933, to submit your finished quilt.

How and where prizes will be awarded

A total of \$7500.00 in prizes will be awarded, and in addition all prize-winning quilts will receive ribbons according to rank. Winners will be announced, and quilts will be returned after the judging is complete, which will be about June 15, 1933.

All of the Regional Winners will be exhibited in the Sears building at the Century of Progress Exposition, which opens in Chicago June 1. The quilt winning the Grand National Prize will be presented to the First Lady of the Land at the White House.

It is NOT our intention to make this an exhibit of antiques and heirlooms. The sentimental value of a quilt will not be a factor in final judgment, and no provision for age has been made in the score card.

1. Mail Order House Prizes:

Prizes totaling \$100.00 will be awarded for the fifteen best quilts submitted to each Mail Order House, as follows:

5 Prizes	\$10.00 each
10 Prizes	5.00 each

2. Retail Store Prizes:

Prizes totaling \$20.00 will be awarded for the three best quilts submitted to each participating Retail Store, as follows:

FIRST STORE PRIZE	\$10.00
SECOND STORE PRIZE	5.00
THIRD STORE PRIZE	5.00

3. Regional Prizes:

Prizes totaling \$300.00 will be awarded in each region. For prize awarding, the country has been divided into ten "regions" centering at Chicago, Philadelphia, Boston, Kansas City, Minneapolis, Memphis, Atlanta, Dallas, Los Angeles, and Seattle. The winners from each participating Retail Store in each region and from the Mail Order House in said region will compete for the three following Regional Prizes:

FIRST REGIONAL PRIZE	\$200.00
SECOND REGIONAL PRIZE	75.00
THIRD REGIONAL PRIZE	25.00

4. National Prizes:

The three winners in each region will be sent to Chicago and will compete for the National Prizes, which are as follows:

GRAND NATIONAL PRIZE (Includes Regional Prize)	\$1,000.00
SECOND NATIONAL PRIZE (Includes Regional Prize)	500.00
THIRD NATIONAL PRIZE (Includes Regional Prize)	300.00

Bonus if the Grand National Prize Winner is an original design commemorating The Century of Progress Exposition 200.00

RULES OF SEARS QUILT CONTEST

• 1 •

This contest is open to everyone in the United States, except employees of Sears, Roebuck and Co., and the judges of this contest. Anyone may enter by submitting a complete patchwork quilt of his or her own making, which has never been previously exhibited.

• 2 •

All entries must be filled, backed, and quilted complete. No unquilted tops will be accepted. Quilts must be of adequate size to fit either a standard single or double bed.

• 3 •

Only one quilt can be entered by each contestant.

• 4 •

All quilts submitted will remain the property of the contestants except the Grand Prize Winner, which will be honored as noted elsewhere.

• 5 •

All quilts must be mailed (insured parcel post), addressed to your nearest Sears, Roebuck and Co. mail order house, or delivered to the Sears Retail Store on or before May 15, 1933.

• 6 •

Every possible care will be taken of the quilts, but Sears, Roebuck and Co. can assume no responsibility for fire, theft, or other agencies beyond its control.

• 7 •

No quilt can be entered in competition unless the official tag is securely sewed to the edge of the quilt in the lower right hand corner, completely filled out and signed. The official tag is enclosed or may be obtained at any Sears Retail Store participating in this Contest.

• 8 •

Prize-winning designs (designs only, not quilts) if original, will become the property of Sears, Roebuck and Co.

• 9 •

All quilts will be judged by impartial judges on a point basis, as follows:

DESIGN	
Suitability of the quilting design to the patchwork or applique pattern	10
Beauty of design	10
COLOR	
Beauty of color arrangement	15
Harmony of color combinations	15
WORKMANSHIP	
Beauty of quilting	15
Perfection of stitching, hand or machine	15
MATERIALS	
Suitability to the quilt	10
GENERAL APPEARANCE (clean and pressed)	
	10
	10
	100

• 10 •

The decision of the judges will be final and binding on all the entrants.

SEARS, ROEBUCK AND CO.