



LEADERSHIP SALE

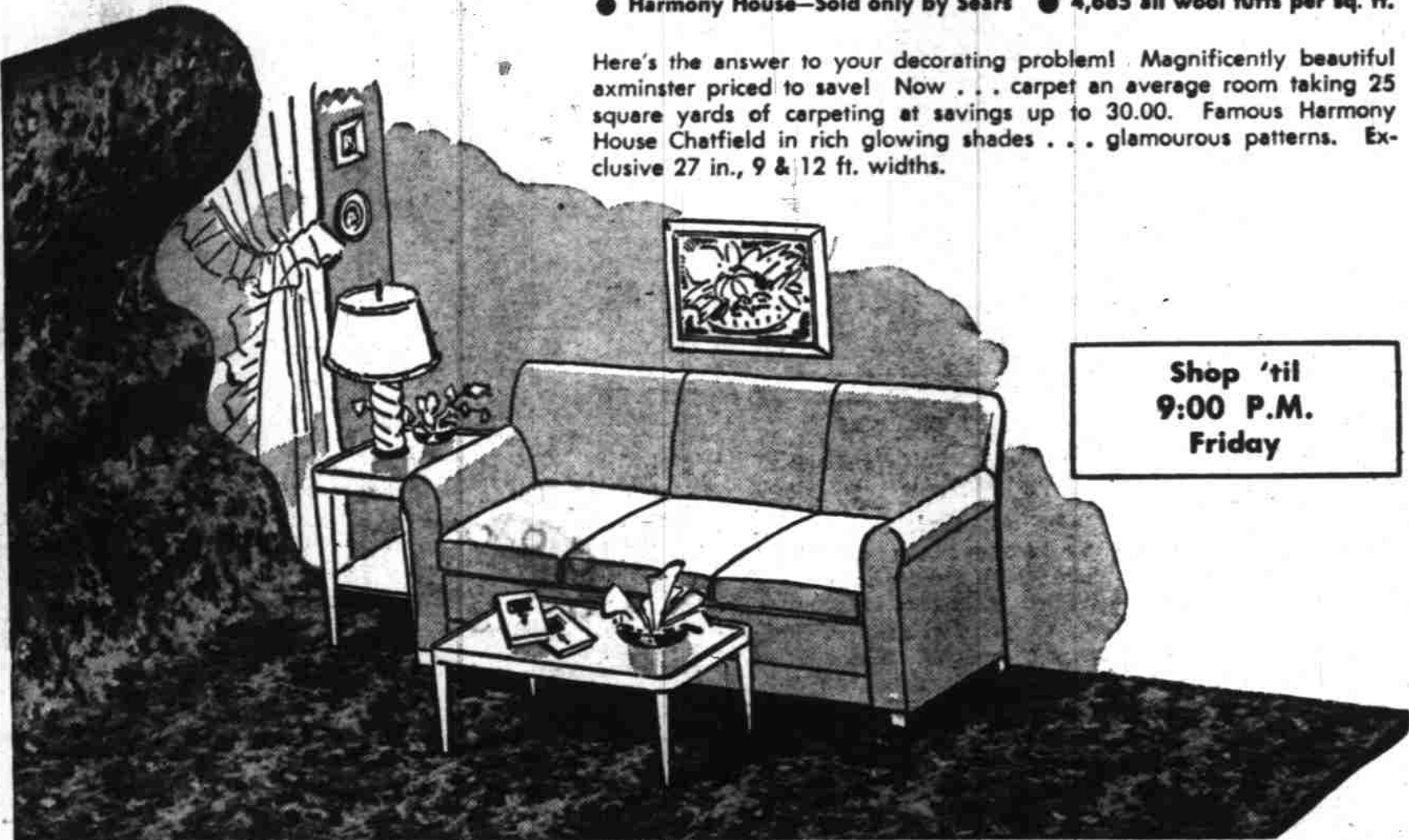
SHOP AT SEARS AND SAVE!... OUR 63rd YEAR OF LEADERSHIP

You Save 30.00 on the average room size as
Sears Reduces the Price on Harmony House

Sells Elsewhere up to 6.00
broadloom
4⁴⁷ Sq. yd.

● Harmony House—Sold only by Sears ● 4,685 all wool tufts per sq. ft.

Here's the answer to your decorating problem! Magnificently beautiful axminster priced to save! Now... carpet an average room taking 25 square yards of carpeting at savings up to 30.00. Famous Harmony House Chatfield in rich glowing shades... glamorous patterns. Exclusive 27 in., 9 & 12 ft. widths.



Shop 'til
9:00 P.M.
Friday

Glendale Axminster

Luxurious carpeting — just as you like it — and at prices you like! Thick, deep pile — 4,032 all wool tufts per sq. ft. Tone-on-tone, textures in rich colors.

4.47
Sq. Yd.

Regular 8.95 Belfast

Lovely patterns that will inspire compliments — that costs less at Sears! Exclusive tone-on-tones, 18th Century florals and others in exquisite colors.

Sale Priced
7.55
Sq. Yd.



GENUINE ARMSTRONG

Felt Base Yardage

Reg. 98c sq. yd. — now on sale for the first time in the history of Sears at a new low price of

Reg. 98c
Now **69c** Sq. yd.

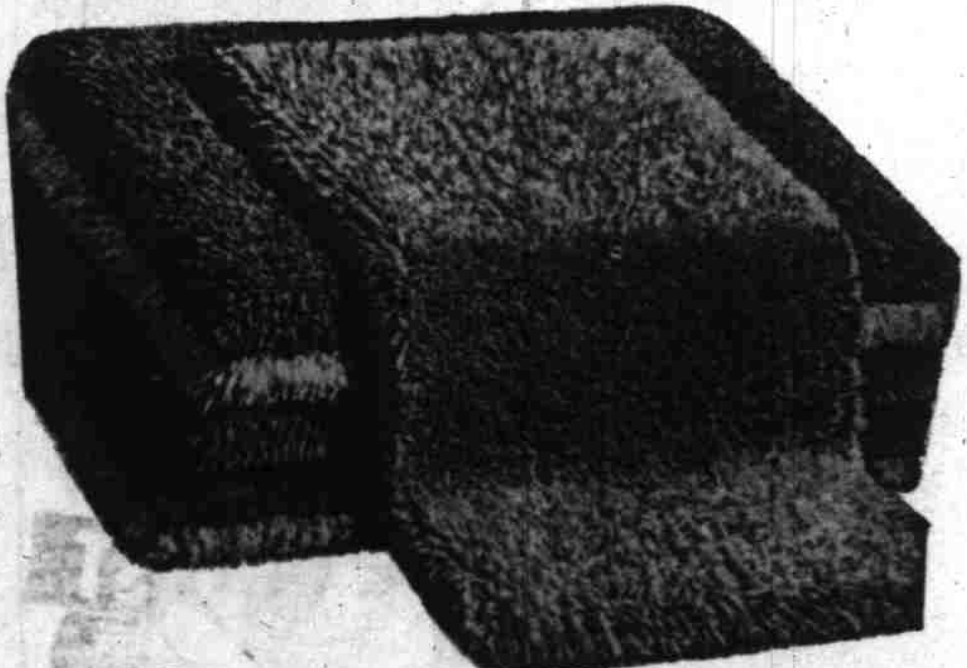
Limited amount available on this special purchase of 6 ft. and 9 ft. widths. Discontinued patterns of Armstrong printed enameled floor coverings. Lustrous surface, in rich full colors with a smooth glossy finish that takes long, hard wear. Durable cushioned felt back. The wide assortment of sizes and patterns are sure to meet your needs. Come in tomorrow!

Loop Pile Rugs With Rubberized Backs

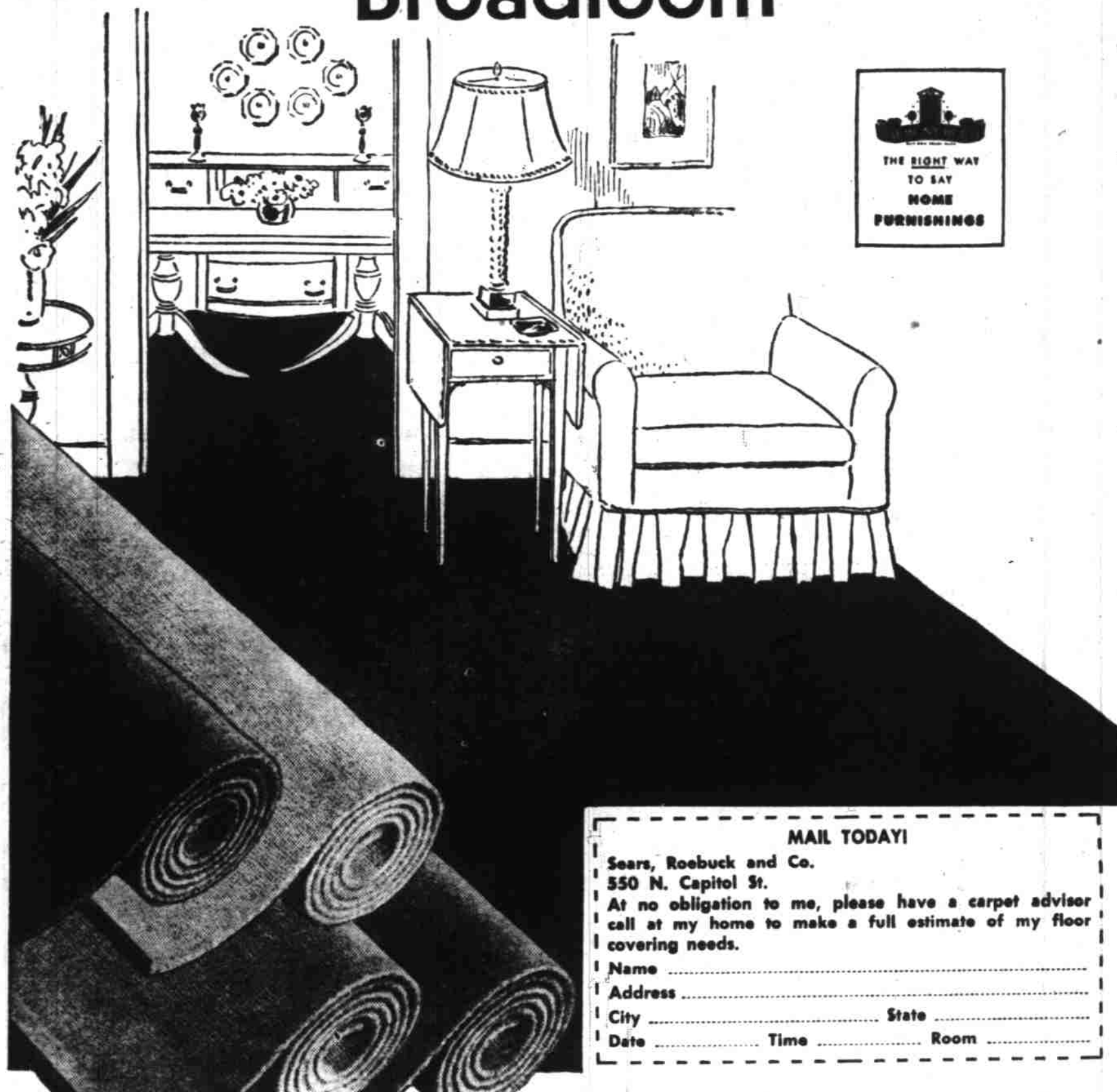
Harmony House throw rugs priced low to save. Loop pile rugs with rubberized backs to prevent skidding. And here is another important feature—the rubberized substance will not wash out. No shredding, fraying, stitched to strong cotton back. Comes in light green, dark green, gold, rose, blue, burgundy & white.

2.95

24"x45" 3.65
30"x54" 5.95
4'x6' 11.95



Save on Low-Priced Harmony House Super Twist Frieze Broadloom



MAIL TODAY!

Sears, Roebuck and Co.
550 N. Capitol St.
At no obligation to me, please have a carpet advisor call at my home to make a full estimate of my floor covering needs.

Name _____
Address _____
City _____ State _____
Date _____ Time _____ Room _____

- ★ Cerise
- ★ Beige
- ★ Valley Rose
- ★ Blue
- ★ Grey
- ★ Rose
- ★ Green

Low Priced for
This Sale Only

847
SQ. YD.

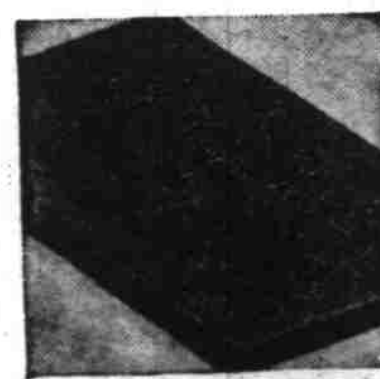
Nowhere Except at Sears will you find these widths in all these colors. 27 in. - 4 1/2 ft. - 6 ft. - 9 ft. - 12 ft. - 15 ft.

Heavy quality — finest imported wools — Harmony House Supertwist leads in style notes for modern floor covering. Here's proof! Sells elsewhere up to 10.95. Save at Sears special low price. Save \$49.60 on a 12'x15' room size.

Chenille Throw Rugs

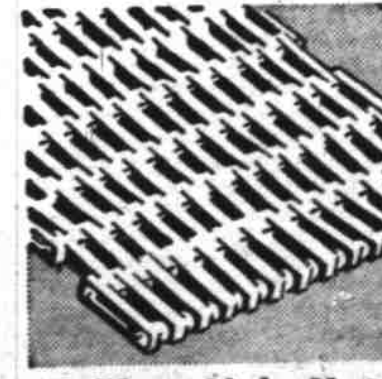
1.98

Beautiful Harmony House cotton Chenille rugs wear well, launder nicely. Reversible for double duty. Washable. Your choice of red, green and blue. See them!



Thick Cocoa Mats
Braided Edges **1.99**

Keep mud, dirt and snow off your floors with this mat made of waxy cocoa fibers. Size, 14x24 inches. Also 16x27 and 18x30-inch sizes.



Rubber Link Mat
14x21-in. Strong Steel Frame **99c**

Wipe shoes clean and dry on this fine quality rubber mat. Heavy rubber links 1/2 inch thick! Shakes clean easily.



Rubber Matting
Black _____ per ft. **75c**

Prevent dangerous falls, protect your floors with this corrugated rubber matting. Lies flat on the floor. Non-cracking. 36-in. wide.

"Satisfaction guaranteed or your money back" SEARS

550 N. Capitol Street Phone 3-9191

Store Hours:
9:30 A.M. to 5:30 P.M. daily
9:30 A.M. to 9:00 P.M. Friday