



LEADERSHIP SALE

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



YOU SAVE 30⁰⁰ ON THE AVERAGE ROOM SIZE AS SEARS REDUCES THE PRICE ON HARMONY HOUSE

quality broadloom

Sells Elsewhere
up to 6.00 sq. yd.

449

Sq. Yd.

Exclusive 27-In., 9 and 12-Ft. Widths - Harmony House - Sold Only by Sears

Here's the answer to your decorating problems! Magnificently beautiful axminster broadloom priced lower than ever before—carpet your home wall-to-wall and save as much as 30.00 on the average room taking 25 square yards. Famous Harmony House Chatfield comes in rich glowing shades—glamorous tone-on-tone, floral and wood tone patterns. Get long lasting dependable service—every square foot of Chatfield has 4,685 all wool tufts. Buy Now—Save during Leadership Sale!



You Save Money When You Add Lovely, Long-Wearing Better Quality Axminster

baycrest rugs

9 x 12 Foot Rug
Sell Elsewhere up to 69.95

46⁸⁸

Choose anyone of the richly colored patterns for your home and be amazed at the new life it will add to your room. There are big savings, too, during this November Floor Covering Sale so stop in today and see these beauties. Deep, thick rugs with 4,637 all wool tufts per sq. ft.

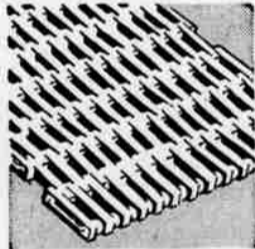
Limited Amount



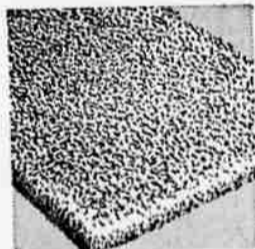
Shop 'til
9:00
Friday Nite



Thick Cocoa Mats
Braided Edges **1.99**
Keep mud, dirt and snow off your floors with this mat made of wiry cocoa fibers. Size, 14x24 inches. Also 16x27 and 18x30-inch sizes.



Rubber Link Mat
14x21-in. Strong Steel Frame
Harmony House **99c**
Wipe shoes clean and dry on this fine quality rubber mat. Heavy rubber links 1/2 inch thick! Shakes clean easily.



Colored Throw Rugs
With Strong Looped Pile
24x36-in. **1.77**
Harmony House throw rugs priced low to save! Looped pile—no shredding, fraying, stitched to strong cotton back.

FREE PARKING

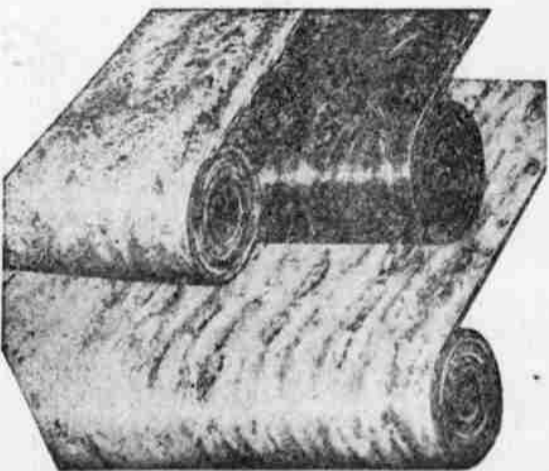
MAIL TODAY!
SEARS, ROEBUCK AND CO.
550 N. CAPITOL
At no obligation to me, please have a carpet advisor call at my home to assist in selecting the right carpet to suit the room.

NAME

ADDRESS

CITY STATE

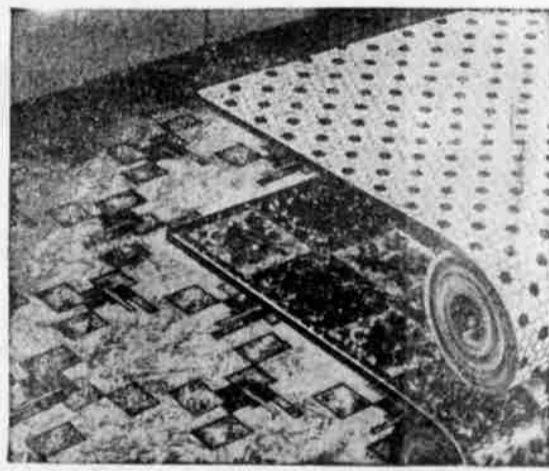
DATE TIME ROOM



Lowest Price at Sears in Years!
INLAID LINOLEUM

Sells Elsewhere up to 1.70 Sq. yd. **119**

We believe this to be America's greatest value in inlaid linoleum. Bright colors inlaid right into pattern refuse to wear and are spot and stain resistant. Marbleized patterns available in red, tan, green, blue. Cut from full rolls. No seconds, no remnants!



Colorful, Blue Label Enamel Floor Covering
6' x 9' Widths **59c**
Sq. yd.

Sears quality Harmony House printed enameled floor coverings. Lustrous surface, in rich full colors with a smooth glossy finish that takes long, hard wear. Durable cushioned felt back. Sears wide assortment of sizes and patterns are sure to meet your needs. Come in today!

Plenty of Free Parking



Harmony House Cushions
Give Rugs Added Wear

9 x 12-foot Rug Size **1150**

Deep, waffle-backed hair and jute cushions. Makes rugs feel deeper—more luxurious underfoot. Adds wear to rugs, protects them against furniture pressure, rug wear from uneven floors. Select sizes for your rugs!
12-ft. Width . . 99c sq. yd. 9-ft. Width . . 99c sq. yd.



Style Right—Low Price Harmony House Pile Rugs

20 x 34-inch Size **395**

The right combination—beauty plus economy! That's just what you buy in these handsome Harmony House cotton pile rugs. Non-skid back grips floor securely. Select rich soft colors in Sears exclusive designs.
24 x 48-in. Size . . 6.69 30 x 60-in. Size . . 11.95

"Satisfaction guaranteed or your money back" SEARS 550 N. Capitol Street — Phone 3-9191