

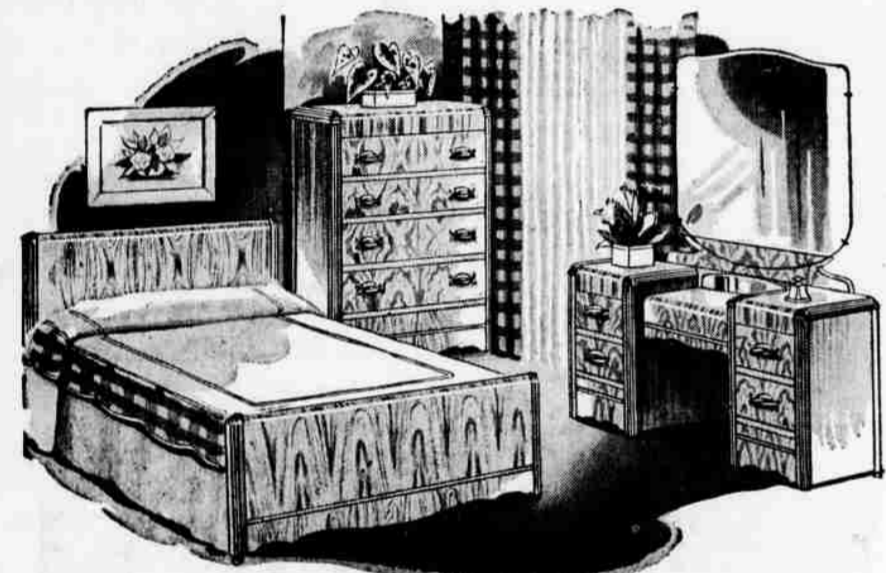
OCTOBER'S GREATEST SAVINGS! PROOF OF SEARS VALUE LEADERSHIP!

Starts Thursday
9 BIG SALEDAYS
 ★ Outstanding Price Reductions on Hundreds of Your Favorite Items
 ★ Hosts of New Items at New Low Prices
 ★ Full Selections in Every Department
 ★ Come to Sears - Compare and Save!



LEADERSHIP SALE

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



Harmony House Bleached or Dark Walnut 3 piece Bedroom Suite

Bed, Dresser and Chest
 Open stock - Buy the pieces you want now & add more anytime

Imagine! A \$4-in. panel bed... a 4-drawer chest and 4-drawer dresser... all for one low price! Finished in bleached or dark walnut... carefully constructed with all of the authentic details of an original. Make it a point to visit Sears today to see this suit! Then you'll know why it pays in dollars and cents to shop at Sears and save!

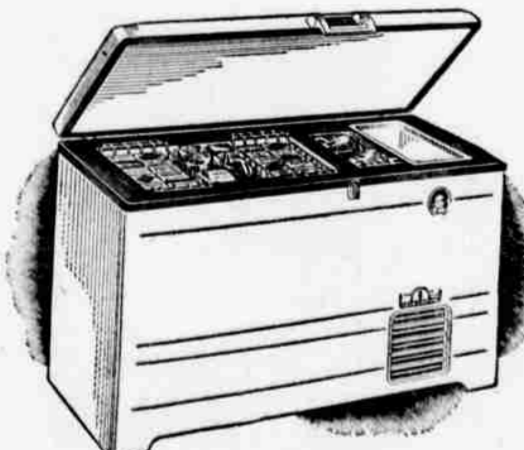
● Night Stand . 16.95
 ● Bench . . . 11.50
 ● Mr. and Mrs. Dresser . . 79.95



Harmony House Modern Dining Room Suite

Dark Walnut or Silver Walnut **16800**

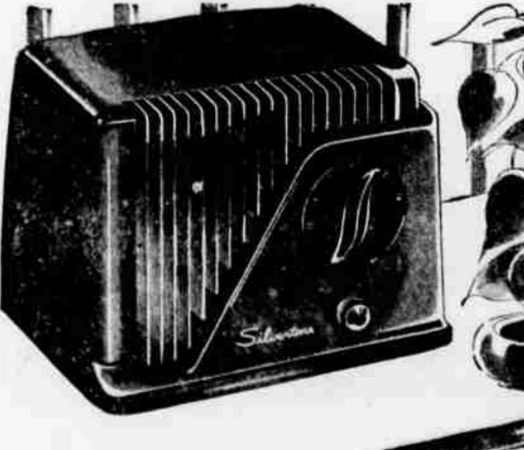
Your favorite dining room suite now at Sears easy-to-afford economy price. Beautiful commercial modern style rich hand rubbed walnut veneer hardwood. Set includes table, 5 side chairs, oval chair and buffet. Matching China Cabinet 69.95



Save Food Money with A Coldspot Freezer

12.7 Cu. Ft. Size **32995**

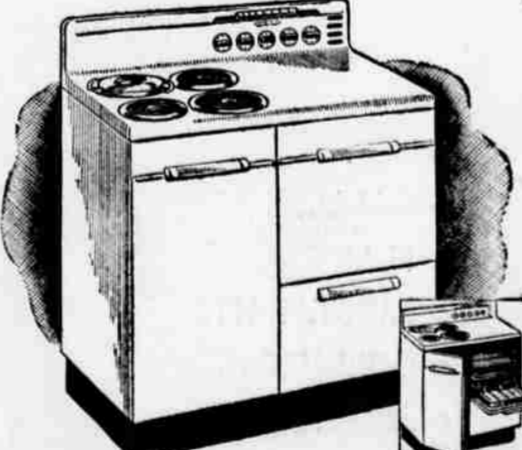
You pay less per cubic foot for Coldspot—America's economy food freezer. And the full 512-lb. storage area of this big freezer permits buying in quantity for extra savings. Buy Coldspot at Sears for savings now!



Smart Table Radio With Modern Plastic Cabinet

105-125 V., AC or DC **1595** Easy Terms

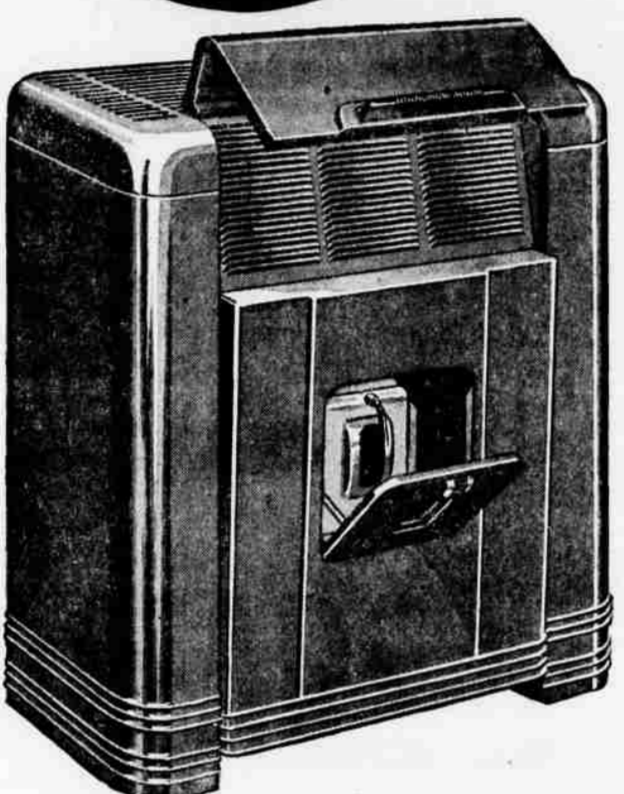
Here's another famous Silvertone... one that's perfect for kitchen, bedroom or rumpus room. With 4 tubes plus rectifier, large dial, sensitive 4-in. speaker and enclosed loop antenna. UL Approved for your protection. Buy today at Sears—and save!



For This Sale Only - Kenmore Electric Range

15995 Easy Terms

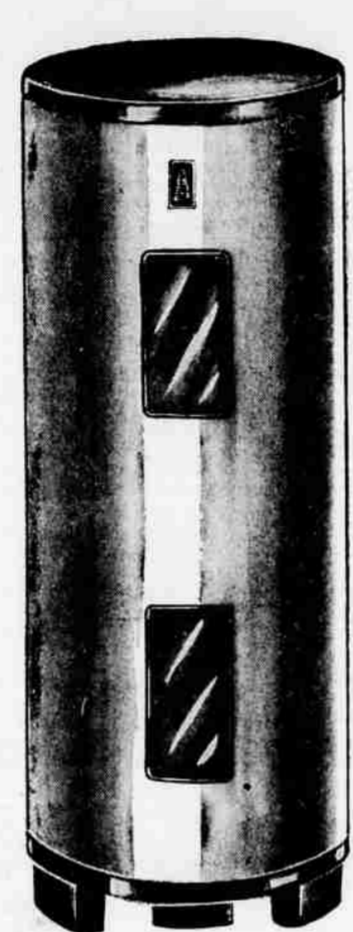
Only a few to sell during this sale! Big one-piece welded electric range gives you modern, automatic cooking. Features 6-quart deepwell cooker for Dutch dinners. Separate baking, broiling units. Has exclusive infrared 7-speed burners. See it today at Sears and save!



KENMORE CIRCULATING OIL HEATER

Heats 2 to 3 Average Rooms **6495**

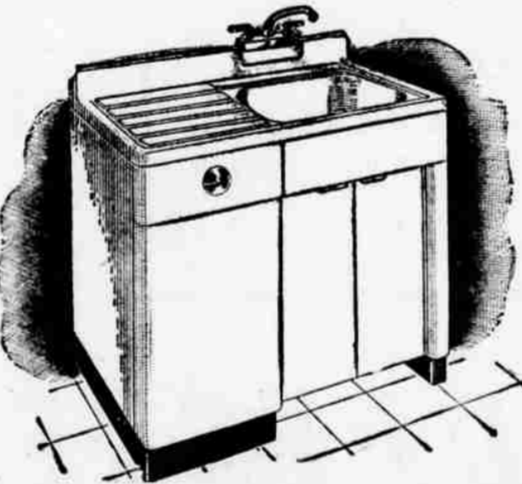
● NEW BEAUTY in design! Harmonizing high gloss enamel finish baked-on.
 ● NEW EFFICIENCY with fuel saving Zenosphere burner. Has fuel-economizer!
 It's new! It's low priced! It's a Kenmore—sold exclusively by Sears! Give you quick, fast and penny-saving radiant and circulating heat! Has gas and fume tight inner combustion chamber. Adjustable door—an exclusive—gives quick radiant heat. 2-qt. humidifier. Delivers 52,500 BTU (heat units) per hour. Burns up to 52 hours on 5-gals. of fuel at low fire. See Kenmore today—sold only by Sears!



42 Gallon ELECTRIC WATER HEATER

Reduced Price **6988**

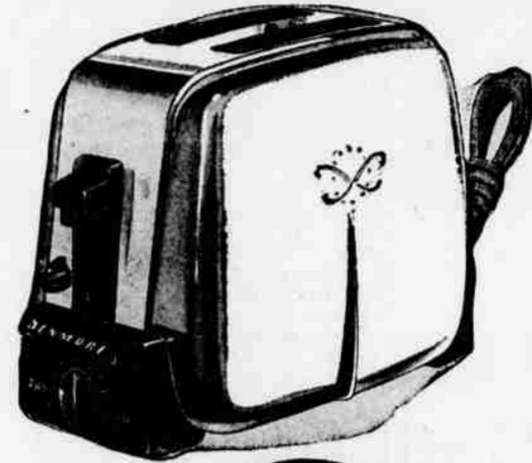
All the hot water you want automatically... at a price that means extra value! The two immersion-type elements heat quickly for a constant supply of hot water. Heavily insulated for greatest operating economy. White enamel tank jacket is easy to keep clean. See it now at Sears.



42-Inch Sink Gives Time-Saving Utility

6450

Select this fine sink for complete kitchen utility and sparkling beauty! Chrome-plated mixing faucet has swing spout with indexed levers. Steel sink with porcelain roomy undersink compartment gives 15 cu. feet of storage space. See it at Sears; it's priced low!



Kenmore Deluxe Pop-up Toaster

1895

● Completely Automatic ● Dependable for Years
 Truly an ideal gift! Handsome... compact... lustroously finished. And what a toasting treat! It's amazingly automatic; silent temperature control; faster, more uniform browning! See it!



Famous Kenmore 16-speed Electric Mixer

3650

A meal-time work-saver every homemaker needs... and deserves.



New Kenmore 12-speed Electric Mixer

3250

A new design, styled for economy-buying. Tops in quality.

Kenmore 8-cup Electric Coffee Percolator

1695

Smart, distinctive coffee serving, made right at the table. Beautiful, glistening chrome-plate; handsomely-styled modern design. New improved electrical unit prevents damage if allowed to burn dry. Cool black handle; no-mar feet! For 110-120 V. AC-DC! Enjoy it in your home.



Harmony House Electric Blanket

3195

Most "wanted" of all! Wonderful nighttime sleeping comfort!

Electrical Dept.—BASEMENT



10% Down Holds Any Bike until Dec. 10th
 MADE TO SELL FOR **6495**

J. C. Higgins Spring Fork Bicycle
 For Boys and Girls

● Strong 19-inch Reinforced Steel Frame
 ● Maroon Baked-on Enamel Finish with Panels

Sears famous J. C. Higgins quality is evident in every inch of this "Speed Strip" bike—specially designed to save you extra dollars! It's dependable—features 19-in. Welded tubular steel frame... quick acting J. C. Higgins coaster brakes... heavy duty 26-in. Allstate balloon tires... adjustable Troxel saddle! You'll like the bright color—stream styling in bright maroon and white enamel. Yes, you'll travel lighter—faster—faster—at Sears special savings today!

5995

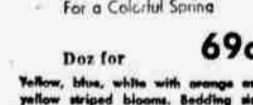
Shop in Air Conditioned Comfort at Sears



Felt Weather Strip
 17 feet in Package **15c**



Weather Strip Set
 Spring Bronze **1.89**



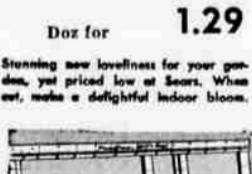
Steel Stove Pipe
 Self-Locking **43c**



Exotic Dutch Iris
 For a Colorful Spring
 Doz for **69c**



Daffodil Bulbs
 Attractive King Allert Variety
 Doz for **1.29**



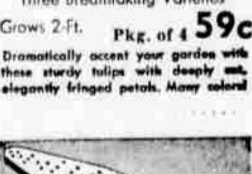
New Parrott Tulips
 Three Breathtaking Varieties
 Grows 2 ft. Pkg. of 4 **59c**



Curtain Stretcher
 "Safety-Points" add Protection
 Mail of Honor **7.79**



Firm Ironing Board
 Durable Lightweight Aluminum
 32-in. High **7.98**



Wood Sleeve Mop
 Wood Handle **69c**



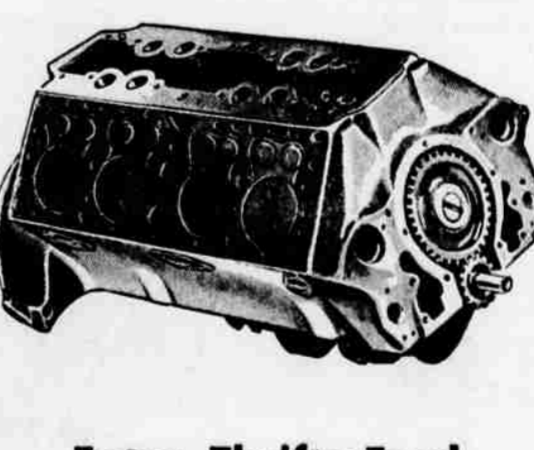
Oil Dust Mop
 16 x 17-in. Head **49c**



New Allstate Permanent Type Anti-Freeze

Gallon, Bulk **285**

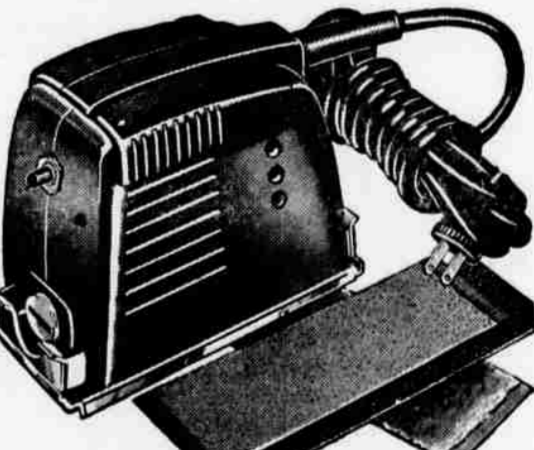
One filling lasts all winter, won't boil away! Top quality glycol type anti-freeze. You can buy all you want at Sears extra-savings. Special ingredients protect against rust. Meets all anti-freeze requirements. Allstate Permanent Type, Gallon Container . . . 2.95



Extra-Thrifty Ford V-8 Rebuilt Engine

'36 Short Block **10950** Easy Terms
 With Old Engine

New car performance at a rock-bottom price! Completely rebuilt Ford V-8 assembly, materials and workmanship equal to or better than original equipment; reconditioned parts completely cleaned and inspected. Thrill to new power, pep, economy—at this low price!



New Magnetic Sander Has Many Home Uses

Craftsman Brand **1095**

Every home needs it for various sanding-polishing jobs! It's easy, quick, efficient. Smooth, powerful magnetic action. Strong metal frame, precision-made, heavy-duty power unit. Comfortable bakelite handle. For 110-120 volt AC. See it, price it, use it once—and you'll want one!