

# SEARS ROEBUCK AND CO. GRAND OPENING

**3-DAY SALE**

Ends Sat., 5:30 p.m.

**"Direct From Factory-To Sears-To You"**

MEANS HIGHEST QUALITY AT LOWEST PRICES!

**SILVERTONE "Metropolitan" 21-IN. TV CONSOLE**

GRAND OPENING SALE PRICE JUST ..... **\$188<sup>88</sup>** 3-DAYS ONLY

- 21in. picture tube has 261 sq. in. of viewing area.
- Powerful chassis for continuous snow-free reception.



**\$5 Down Delivers!**  
On Sears Easy Payment Plan

**SILVERTONE "Medalist" 21" CONSOLE TV**  
• Extra powerful for fringe \$10 DOWN area reception. **\$228<sup>88</sup>**  
AN EXCEPTIONAL VALUE AT

**VINYL-CLAD 17-INCH (OVERALL DIAGONAL) PORTABLE TV SET**  
155 sq. in. of viewing area with good performance. Handy side controls and recessed handle. **\$129<sup>88</sup>**  
**\$5 DOWN DELIVERS!**

**17-INCH PORTABLE TV**  
Genuine Silvertone Introductory Price **\$149<sup>88</sup>**  
**\$5 Down Delivers!**  
AN OUTSTANDING VALUE!

# SILVERTONE "STEREO"

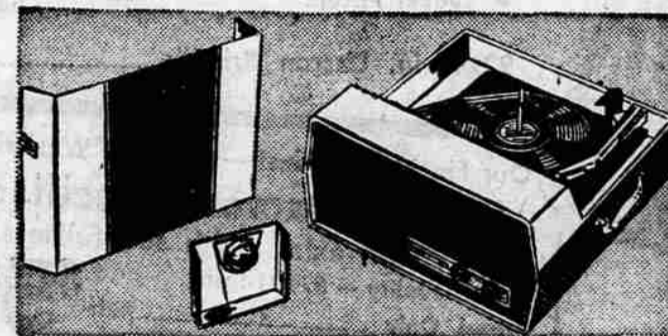
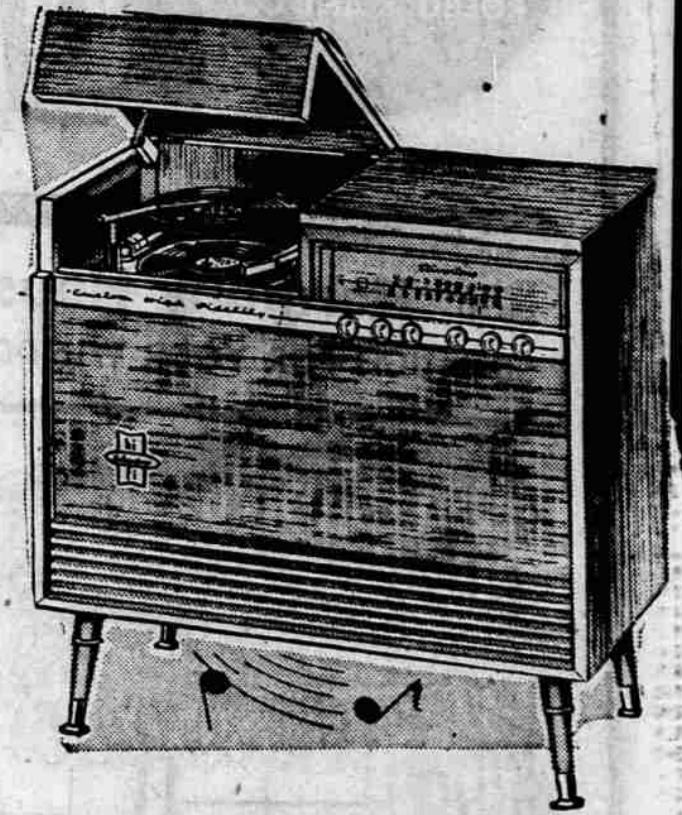
AN EXCEPTIONAL INSTRUMENT AT THIS LOW, LOW PRICE!

**\$199<sup>88</sup>** 3 DAYS ONLY

**\$5 Down Delivers!**

- Deluxe syntronic 4-speed automatic record changer.
- Mahogany or lime oak finish.
- Diamond sapphire dual needle.
- Automatic power control.
- Individual base and treble tone control.
- Plays regular long play records, too.

**WE SERVICE WHAT WE SELL**  
You Can Trust Sears Service  
It's expert, prompt, economical, and as near as your phone...  
CALL EX 0-0000



**ENJOY TRUE STEREO WITH A SILVERTONE PORTABLE**  
Dual amplifier, dual speakers. Separate lid contains second speaker. 4-speed auto stereo changer. **\$88<sup>88</sup>**  
**\$5 DOWN ON EASY PAYMENT PLAN**



**SPECIAL! SPECIAL! SPECIAL!**  
**45 RPM RECORDS 7 for \$1**  
Hundreds of titles, many featured artists, and a wide variety in types of music. Select early! Save!  
LOW, LOW OPENING PRICE!

**AT SEARS! 1959's MOST OUTSTANDING CARPET BUYS! SAVE!**

**HARMONY HOUSE CARPETS**  
Highest Quality — Guaranteed Satisfaction!

**Measure Your Rooms!**

Check The Room Sizes Below!  
Hurry Into Sears! Buy Now!

**\$5.88 TWEED CARPET**

Room Size	Special Price
9x8' 11"	\$ 52.92
9x8' 4"	49.00
9x12'	70.56
9x8' 6"	49.98
12x11' 4"	90.16
12x12'	94.08
12x15'	105.84
12x17'	137.20

**\$7.88 EMBOSSED WILTON**

9x8' 11"	\$ 70.92
9x8' 4"	65.67
9x12'	94.56
9x8' 6"	66.98
12x11' 4"	120.83
12x12'	126.08
12x15'	141.84
12x17'	183.87

**\$8.88 Plush Pile or Wilton Carpet**

9x8' 11"	\$ 79.92
9x8' 4"	73.00
9x12'	106.56
9x8' 6"	75.48
12x11' 4"	141.41
12x12'	142.08
12x15'	159.84
12x17'	207.20

**CHOOSE NOW! THIS SELECTION CANNOT BE REPEATED!**

**EXPERT CARPET INSTALLATION EASILY ARRANGED AT SEARS**

**ALL WOOL TWEED CARPET**  
• Available in 9 and 12 Ft. widths.  
• Grand Opening Special Value. **SAVE NOW!**  
**\$5.88** SQ. YD.  
**OUTSTANDING VALUE!**

**NO MONEY DOWN ON SEARS MODERNIZING CREDIT PLAN**  
**36 MONTHS TO PAY.**  
**ASK ANY SALESMAN.**

**ALL WOOL BROADLOOM**  
Your Choice of  
**ALL WOOL DEEP PLUSH PILE, and ALL WOOL EMBOSSED WILTON**  
**\$7.88** SQ. YD.

- Choice of Tweed or Plain Colors. 9 or 12 ft. widths.
- Choose from Beige Tweed, Gray Tweed, Nutria Tweed, or Solids, Green, Beige and Nutria.

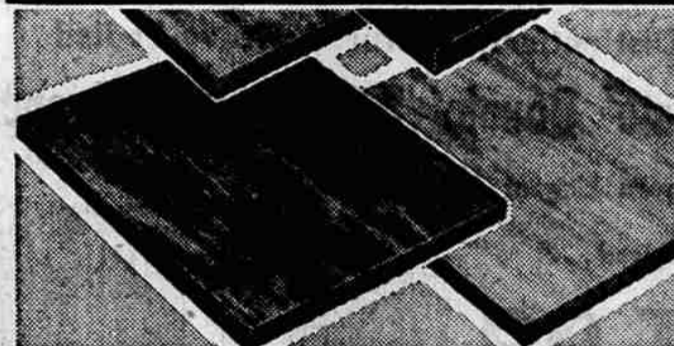
**BUY NOW AND SAVE!**

**\$10 DOWN ON SEARS EASY PAYMENT PLAN**  
**CARPETS YOUR ENTIRE HOME!**

**ALL WOOL DEEP PILE EMBOSSED WILTON**  
• Choice of 9, 12 and 15-Ft. widths in colors Green, Beige, Nutria, Brown or Gray.  
**\$8.88** SQ. YD.  
**AN EXCEPTIONAL BUY!**

**FREE ESTIMATES . . . . .**  
**PHONE SP 3-6661. No Obligation!**  
**Use Sears Home Decorator Service!**

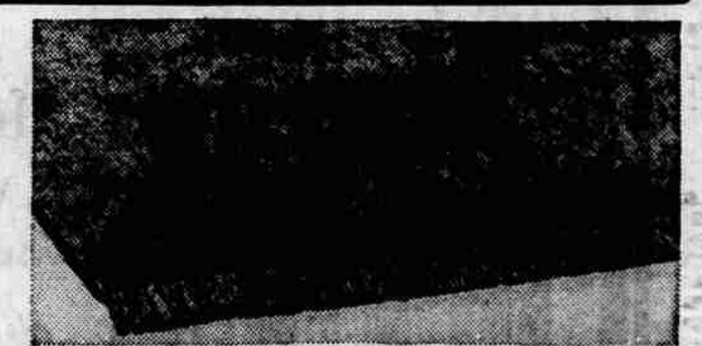
**SAVE ON ALL FLOORCOVERING NEEDS AT SEARS NOW!**



**EASY TO CLEAN VINYL TILE WON'T SPOT OR STAIN**

- Smooth-as-glass surface
- Shock-absorbent back

**11c** 9x9-in.

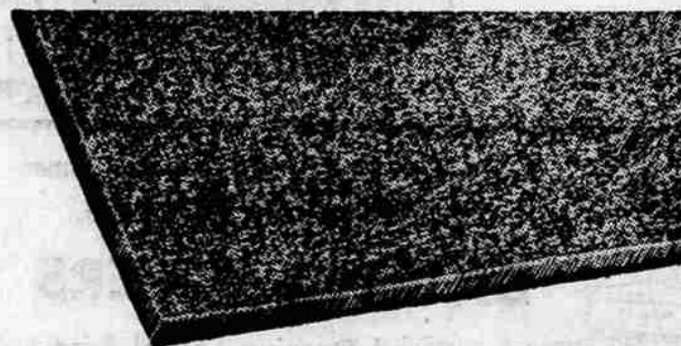


**9x12-FOOT PLUSH PILE COTTON TUFTED RUGS**

- 20-lbs. of washable beauty!
- 9 decorator colors. Ends neatly fringed.

**\$19<sup>88</sup>**

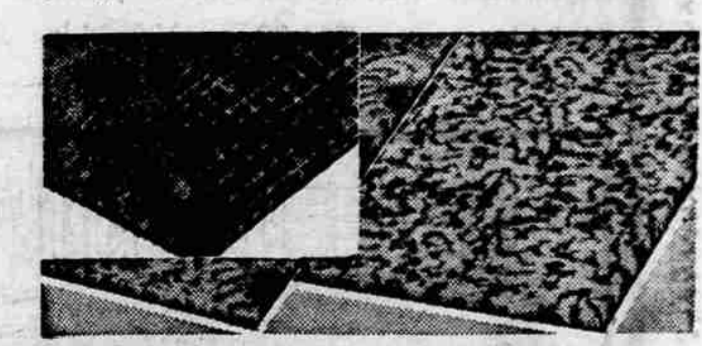
**INLAID LINOLEUM, 6-Ft. Widths, Special Price . . . . \$1.19 Yard!**



**9x12-FOOT RAYON RUG WITH THICK FOAM RUBBER BACK**

**\$5 DOWN DELIVERS A FLOORCOVERING PURCHASE UP TO \$200!**  
**\$42<sup>88</sup>**

Choose from Harmony House colors: Brown, Beige, Green, and Black and White. Don't miss this value!



**9x12-FOOT AXMINSTER WITH 9x12-FOOT RUG CUSHION**

**\$5 DOWN DELIVERS A FLOORCOVERING PURCHASE UP TO \$200!**  
**\$48<sup>88</sup>**

50% wool, 50% carpet rayon in florals and textures. Get yours at Sears today and SAVE!

**MORE GRAND OPENING FLOOR COVERING SPECIALS! SAVE!**



**18x27-Inch Carpet Mats**

Charge It! **88¢**  
Made up from remnants of expensive carpeting. Buy several now! SAVE!



**Loop Pile Stair, Hall Carpet**

Charge It! **99¢** Ft.  
27-in. wide. Protects stairs beautifies your home. Sound absorbing. Candy stripe effect.



**Plush Cotton Pile Tufted Scatter Rugs**

Charge It! **99¢**  
Use these colorful, fringed rugs throughout your home. Skid resistant. Choice of colors.



**Luxurious Cotton Tufted Runner Rug**

Charge It! **\$2.19**  
Ideal decoration in front of fireplace, sofa or bed. Choice of colors in tweed design.