

NOW! BROADLOOM

OFF THE ROLL... ONTO THE FLOOR! LOW PRICED!

Keep Up the Home Front...
PLAY SANTA
To Your Home
This Christmas!

1943 will probably be a
"Stay-At-Home" Year!

Make your home
more livable with
lovely rugs from
Sears... and
they're budget
priced too! Give
your rooms a
Christmas gift...
You'll find that
good-looking floors
pay dividends!

Use
Sears
Easy
Payment
Plan



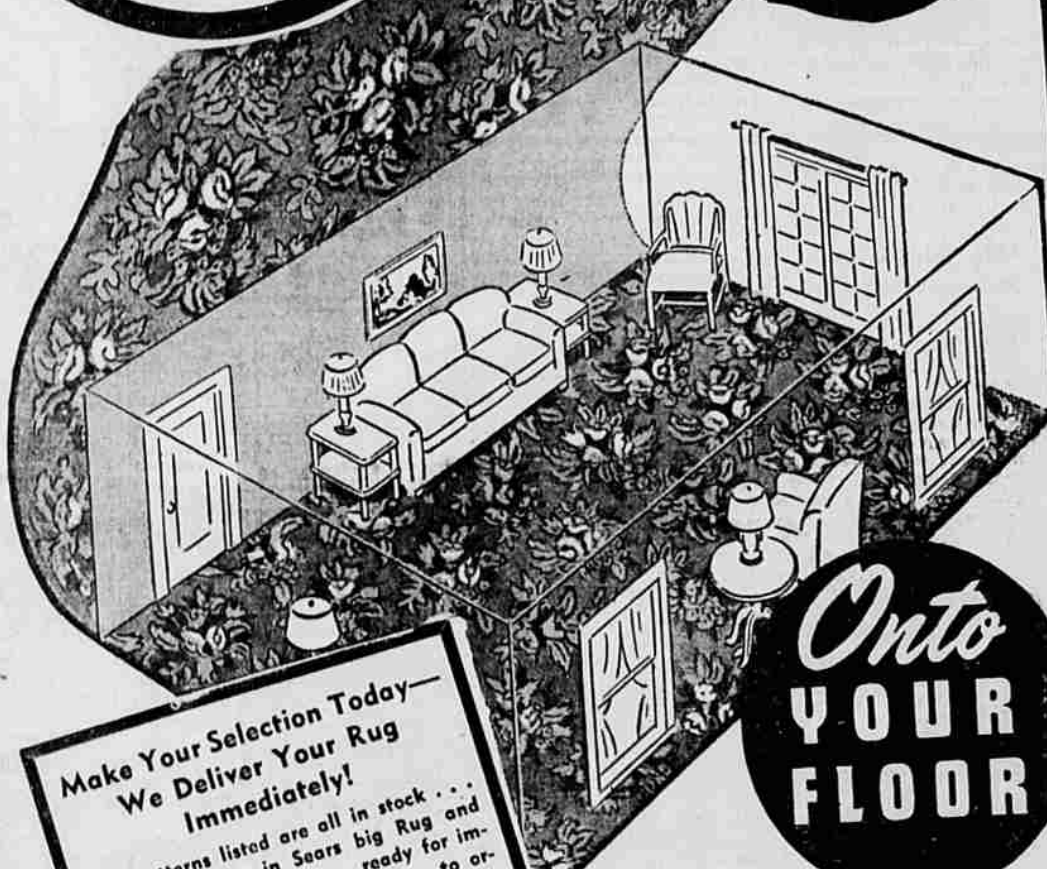
IN STOCK...
Immediate Delivery!

SALE PRICED AS LOW AS

3.50

A SQUARE YARD!

Off the
ROLL...



Make Your Selection Today—
We Deliver Your Rug
Immediately!

The patterns listed are all in stock...
right here... in Sears big Rug and
Furniture department... ready for im-
mediate delivery! You don't have to or-
der and then wait weeks for delivery
... simply come in, make your selection
and your rug will be delivered IMMEDI-
ATELY!

Onto
YOUR
FLOOR

SERVISTAN SEARCREST

Broad selection of smart colors
and designs loomed especially
for Sears by America's leading
mills. Nine foot widths in mod-
ern and leaf tone design at this
exceptional price!

3.50

Sq. Yd.

Servistan
**BELFAST
AXMINSTER**

Finest quality Axmin-
ster loomed today!
Extra - deep, luxurious
pile. Exquisite new pat-
terns in jewel-like hues.

6.45

Sq. Yd.

Servistan
**ALAMEDA
WILTON
FRIEZE**

Available in 10 beau-
tiful colors. Made of
sturdy 3-ply yarn, guar-
anteed not to lose twist
when washed.

5.75

Sq. Yd.

Servistan
**CHATFIELD
AXMINSTER**

All wool tufts... seam-
less construction!
Widths up to 12 feet.
Thousands of tufts.

3.95

Sq. Yd.

Servistan
**FENWICK
AXMINSTER**

Its all-wool face is so
tightly woven (5,540
tufts to the square foot)
that it looks and wears
like carpet selling for
much more.

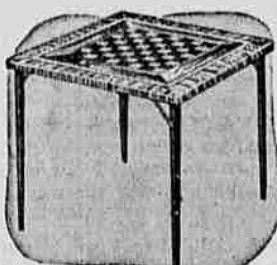
4.95

Sq. Yd.

GIVE FURNITURE! The Gift That Keeps on Giving

CARD TABLE

Bargain! Low priced but strongly built.
Tough fibreboard top in smart lizard
grain. Assorted colors.



OCCASIONAL CHAIR
or ROCKER

Red hot value! Smartly styled chair or rocker of
high Honor Bilt quality. Tailored in long wearing
tapestry—Choice of colors.



The Chair \$7.95 The Rocker \$8.95

Metal Smoker
Walnut Utility Table

Magazine Rack on Both Sides

\$1.00
\$5.49

Baby Cribs, 6 year size \$14.95
Magazine Racks \$4.95
Mirrors From 89c

A NEW SHIPMENT...

9x12 RUG SALE

GUARANTEED \$40 VALUES... BUT A SPECIAL
MANUFACTURER'S CLOSEOUT MAKES THIS
LOW \$34 PRICE POSSIBLE!

Large Selection
of Patterns

ALL WOOL MATERIALS

Good looking, inexpensive, practical rugs of blend-
ed sturdy wool yarns woven into a resilient long
wearing pile. Decorator selected colors for living
room, dining room, bedroom.

Thousands of spring tufts tightly woven in rich
designs. Are you tired of rooms made dull and
drab by worn floor coverings? Here is your chance
to give those rooms new pep, new beauty, inex-
pensively with these beautiful rugs.

Don't wait, act now... while the selection is
complete!

\$34

BUY YOURS NOW...

FLOOR COVERING At Reduced Prices!

ENAMELED FLOORCOVERING

Shining mirror-like enamel surface has
been wear-tested by Sears Laboratories!
It's proved its ability to take hard wear.
Enamel coating is baked on. Worth 45c yd.
6 and 9-ft. widths.

36c

Sq. Yd.

INLAID FLOORCOVERING

Regularly sold at \$1 or more! The loveliest
of marble and tile patterns... Offered in
excellent felt base quality. Dense rugged
wearing inlaid surface! Saves you money.

82c

Sq. Yd.

18x36 LINOLEUM MATS

Worth at least 25c each, but you had bet-
ter hurry... We have only 300 at this
feature price. Good looking patterns in
spots that get more wear! Limit 3 to a
customer.

7c

Each

USE SEARS
EASY
PAYMENT
PLAN

Sears

SEARS ROEBUCK and CO.
133 So. 8th Dial 5181

*For the best gift of all... BUY WAR BONDS AND STAMPS