

STARTS THURSDAY! 9 BIG DAYS OF SAVINGS!



LEADERSHIP SALE

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

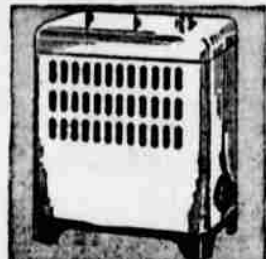


Special Purchase! Save 15.00! Kenmore Deluxe Divided Top Gas Range

A 134.95 Value! **119⁹⁵**

5.00 down, 6.00 per month
(Usual carrying charge)

It's a big 36-inch Kenmore gas range with the new and exclusive Thermo-Disk non-tip cooking units! Big 18-inch oven is fully insulated. Automatic top lighting. Plenty of storage space! Save extra on Kenmore—at Sears!



3-type Gas Heater
With Adjustable Air Shutter
Reg. 2.95

2.88

Welded steel construction, light-weight porcelain enameled steel burners. Natural, mixed, L.P. gas.



Sturdy Gas Heater
Warm Dependable Kenmore Model
Reg. 10.95

8.88

Gives 17000 BTU's per hour of cheery radiant, circulating heat for bottled or regular gas. Brown porcelain enamel.



Fine Steel Heater
Brown Porcelain Enamel Finish
Reg. 15.95

13⁸⁸

Dependable non-exposed flame circulates 12,500 BTU's per hour. Electrically welded steel model. 13x12x8-in. size.

New 1950 Giant 20 cu. ft. Capacity



COLDSPOT FREEZER

419⁹⁵

10.00 down, 17.00 per month
(Usual carrying charge)

Here is where your sense of economy and thrift pays off! This new giant size Coldspot Home Freezer provides you with a full 679 lbs. of food storage space—yet it takes up floor space of the conventional 14 cu. ft. freezer. Delivered with deluxe equipment for your working convenience and ease.

SAVE MORE WITH KENMORE

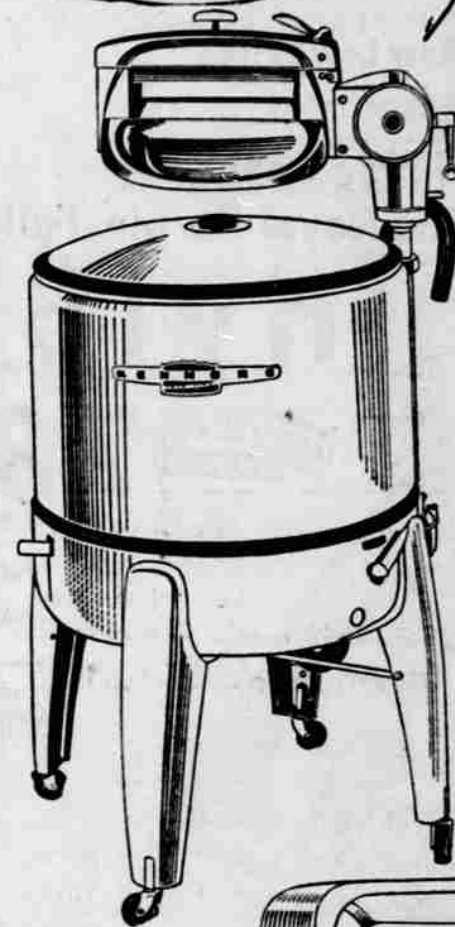
Reg. 249.95 Deluxe KENMORE Electric Range

SAVE 15.07

234⁸⁸

18.00 down, 11.00 per month
(Usual carrying charge)

Beautiful 2-color control panel, built into the backguard of this quality range houses the robotimer, automatic oven thermostat, unipilot and timer. Economy cooker can be transformed into a fourth top unit. Automatic oven illumination. Concealed oven vent.



Reg. 84.95 KENMORE

washer

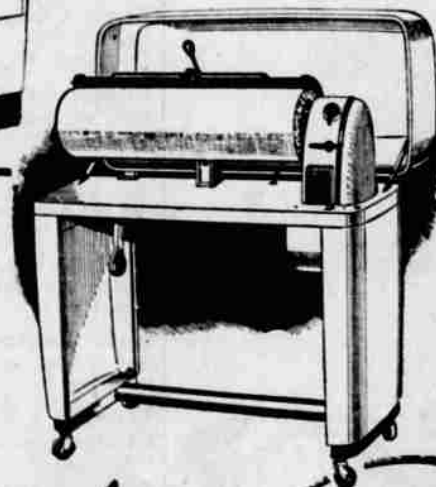
SAVE 16.07

68⁸⁸

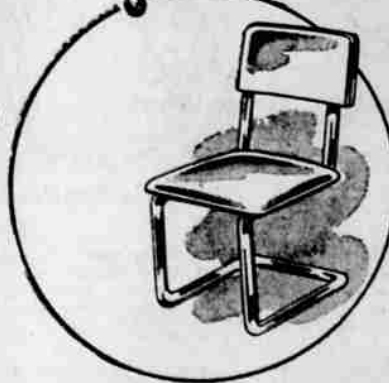
5.00 down, 5.00 per month
(Usual carrying charge)

Here is a fast-acting Kenmore washer that sets Sears Leadership for high quality at low price! 3-position wringer has 2-inch balloon type rolls. Target type safety release and reset. Porcelain enameled interior, baked-on enamel exterior finish. See Kenmore—save extra now!

\$5 DOWN
On appliances up to \$200
\$10 DOWN
On appliances over \$200



Special Combination Offer

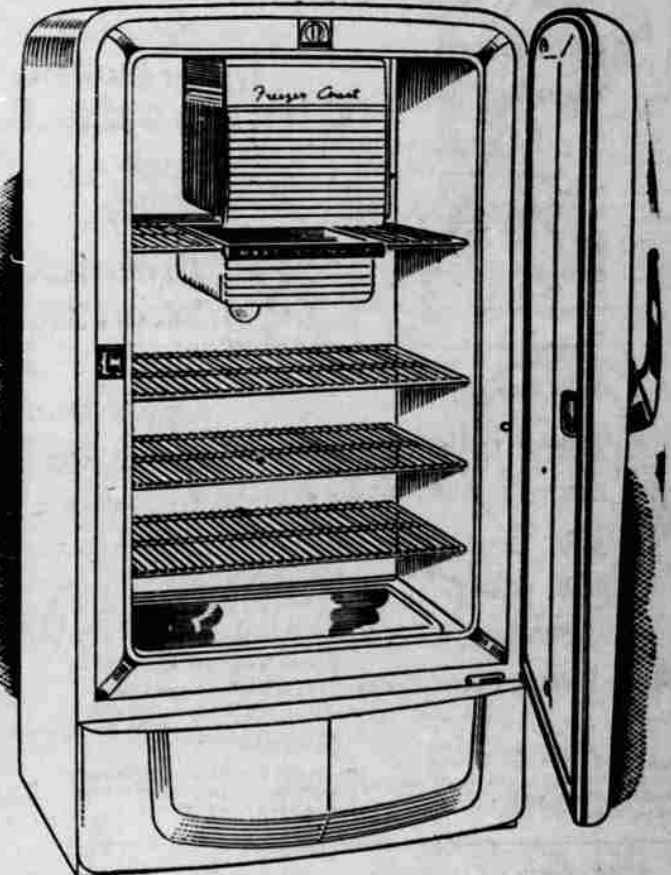


Save 7.95! 119.95 KENMORE IRONER WITH 7.95 CHAIR

Both for only **119⁹⁵**

Easy Terms

A specially designed posture chair is now yours at no extra charge when you purchase the new Kenmore electric ironer! Now you can enjoy effortless ironing—with a Kenmore doing the hard work! See this full size 26-inch roll ironer—try it yourself! Save extra now during Sears Leadership Sale!



NOW YOU SAVE 10.07 ON A BIG

9.2 Cu. Ft. COLDSPOT

It's a giant for extra food capacity—this new Coldspot Spacemaster! Has big 27.1-lb. freezer chest and a full 14 sq. ft. of shelf area. Big 15.1-lb. meat storage drawer. Dura-bond finish exterior and porcelain enameled interior. Perma Thrift unit is bathed in oil and sealed in steel for life—5 Year Protection Plan. Save extra now—during Sears Leadership Sale!

Regularly Priced at 224.95

214⁸⁸

10.00 Down, 10.00 Month
(Usual carrying charge)

"Satisfaction guaranteed or your money back" SEARS

133 SO. 8TH

STORE HOURS 9 TO 5:30

PHONE 5188