



# LEADERSHIP SALE

SHOP AT SEARS AND SAVE!... OUR 63<sup>rd</sup> YEAR OF LEADERSHIP

You save money when you add lovely, long-wearing better quality WOOLCREST

## 4-row Axminster

9x12-ft. Rug, Reg. 54.95



**44<sup>88</sup>**

5.00 down, 5.00 per month (Usual carrying charge)

Thrifty beauty in a good looking first quality Axminster rug that is built for wear... with 4,032 all wool tufts per sq. ft. At Sears, during this sale! Price goes back to 54.95 after this sale!

### broadloom

REGULAR 4.95 GLENSIDE

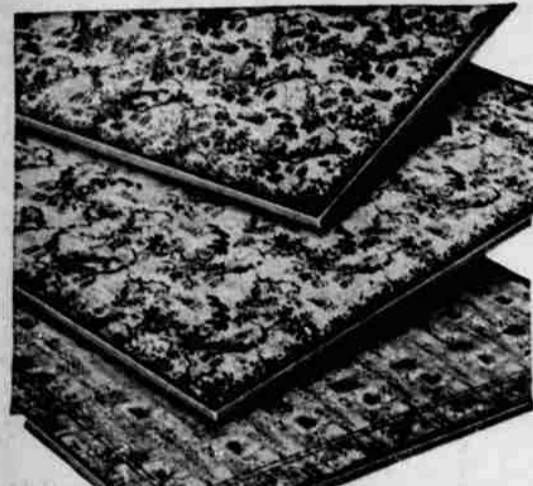
Luxurious carpeting—just as you like it... and at Leadership sale prices. Thick, deep pile... 4,000 all wool tufts per sq. ft. Four-tones and textures in a selection of smart, new colors.

Seamless 9-Ft. Width **3<sup>88</sup>** Sq. Yd.

REGULAR 6.95 FENIMORE

Sears exclusive tones, 18th Century floral, textured tan. 4,685 long-wearing wool tufts per square foot. It's Leadership Sale! Shop at Sears and Save.

9-Ft., 12-Ft. and 15-Ft. Widths **5<sup>78</sup>** Sq. Yd.



### Save 1.57 on Fine Quality Felt Base Rugs

Reg. 7.45... Now

**5<sup>88</sup>**

At savings like this you will want to buy several in 3x12-ft. size. Gay designs printed on felt back, coated with spar varnish to make a durable, easy-to-clean surface. Floral, textured or tile designs in four colorful patterns.



Pay Only 10% Down... Balance on Sears Easy Terms While You Enjoy Your Purchase.



## Harmony House Mattresses, Box springs and Combinations



### 180-coil mattress

Reg. 34.95 **27<sup>88</sup>**

3.00 down, 5.00 per month 180-coil mattress with fancy stripe ticking, prebuilt border. Matching box spring, Reg. 28.95... 24.88

### 200-coil mattress

Reg. 32.95 **26<sup>88</sup>**

2.00 down, 5.00 per month Heavy duty, rolled edge mattress with heavy stripe ticking. Matching box spring, Reg. 28.95... 24.88

### 239-coil mattress

Reg. 39.95 **33<sup>88</sup>**

3.50 down, 5.00 per month Covered with extra heavy A.C.A. ticking. Layers of felted cotton, "Flex-O-Lator" over a 239-coil spring unit. Prebuilt border. Matching box spring, Reg. 29.95... 24.88

### New Deluxe Model Kenmore Cleaner



Efficient... Streamlined Reg. 54.95 **39<sup>88</sup>**

5.00 down, 5.00 month (Usual carrying charge)

Its powerful 1/2 H.P. electric motor sucks up all the deep-down dirt to make your house-cleaning easier. Beautiful streamlined design with built-in light beam. Silent, easy-rolling ball-bearing wheels. Automatic rug adjustment.



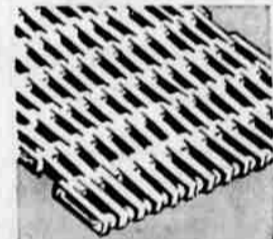
**2<sup>98</sup>** Reg. 3.29. Cotton Scatter Rugs—24x48-in.

Fine quality heavy twisted loop pile scatter rug. No cut ends to shed; washable. In blue, ivory, white, rose, gold or green. Size, 24x48-in. Two other popular sizes.



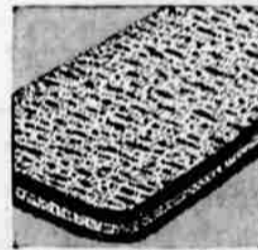
**Rubber Matting** Attractive Rib, Band Design

Reg. 82c fl. 36-in. Width **74c fl.** Black or maroon mat for long service. Ideal for porch, basement or hallway.



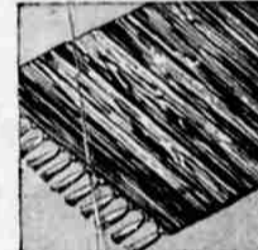
**Rubber Link Mat** 14x21-in. Strona Steel Frame

Reg. 2.50 16x30-in. Size **2.29** Wipe shoes clean and dry on this fine quality rubber mat. Heavy rubber links 1/2 inch thick! Shakes clean easily!



**Cocoa Fiber Mat** Perfect As A Durable Door Mat

Reg. 1.98 16x30-in. Size **1.77** Save housework as the thick wavy surface cleans shoes like a brush. 1 1/2-in. thick cocoa fibers, braided edges.



**Reversible Rag Rug** "Hit and Miss" Design

Reg. 98c 24x45-inch Size **77c** Sturdy, nice-looking rug. Firmly woven of all new cotton rug. Reversible for extra duty. Ends neatly fringed.



**5-pc. chrome dinette set** Regularly 69.95 **59<sup>88</sup>** Leadershipe Sale Only! 6.00 down, 5.00 month (Usual carrying charge)

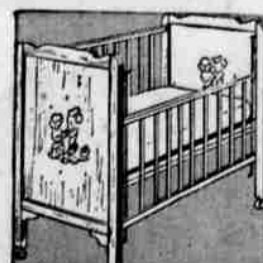
Plastic table top is chip, heat and stain resistant. Extension slides have a smooth, easy action and are sturdy for keeping the table firm and rigid. Your choice of five marbled patterns. Chrome plated legs. Chairs have vinyl plastic seats and backs.



**Occasional Chair** Proportioned For More Comfort Reg. 16.95 **14.88** Harmony House all purpose chair for perfect relaxation. Covered in tapstry.



**Rayon Lamp Shades** Hand Sewn For Easier Washing Reg. 3.39 **2.88** For table, bridge and reflector lamps. Smartly trimmed with contrasting fabric. Select yours in 12 to 19-in. sizes.



**Full-Panel Crib** Beautifully Finished Hardwood Adjustable Side... **25<sup>88</sup>** Sleeping comfort for baby! Natural, white or honey-maple finish. Gay decal trim. Single drop side, full end panels.



**Crib Mattress** Reg. 12.95 **10<sup>88</sup>** Plastic covered 55-coil inner-spring mattress amply padded with felted cotton. Matching bumper pad. Attractive juvenile design.

**SAVE 60.00!**

Originally 199.50

## Silvertone Radio-Phonograph Wire Recorder

Now Only **137<sup>88</sup>**

5.00 down, 10.50 per month (Usual carrying charge)

There's entertainment for every member of the family... on radio, phonograph and wire recorder. Handsomely styled cabinet is of hand-rubbed mahogany veneer on hardwood. Big 10-inch speaker gives rich, well-rounded tone.



"Satisfaction guaranteed or your money back" SEARS

133 SO. 8TH

STORE HOURS 9 TO 5:30

PHONE 5188