

LEADERSHIP SALE

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

FIRST BIG WEEK-END OF SAVINGS!

Limited Budget Buys Bathroom Luxury Unlimited at Sears!

HOMART BATH ENSEMBLE

Regularly 131⁹⁹

119⁸⁸

12.00 down, 10.00 per month (Usual carrying charge)

Sears Easy Terms

* For average Home... Where No Change in Waste Outlet is Required

Sears special sale price includes this modern Homart bath ensemble complete with trim! See all its sparkling bath beauty and convenience... check its famous Homart features. Lavatory and toilet are of acid-proof, stain-proof white vitreous china. Recess type 5-foot matching steel tub has grooved hand grip for safety, wide rim for foot baths. Easy-to-clean sanitary finish stays white. See this beautiful ensemble at Sears!



BATH PIECES, SEPARATELY

- Reg. 74.95 Recess Style 5-Ft. TUB **69.95**
- Reg. 22.85 Vitreous China LAVATORY **18.88**
- Reg. 34.19 Vitreous China TOILET **31.05**



Girls' 2-Pc. Honeylane Jamarettes
Regularly 2.59
1⁹⁹

Tailored pajamas in assorted cottons. Sears famous Honeylanes in printed and striped percale. All major seams double stitched. Creeper fasteners on waistband. Butcher Boy, man-tailored types. 8 to 16.

Girls' Rayon Pants
Reg. 39c **27^c**

Run-proof tricot knit rayon. Elastic waist, cuffed legs. Double fabric crotch. Pink, white, 8 to 14.

Plastic Panties
Reg. 29c **21^c**

Honeycomb pattern in clear vinyl plastic. Gripper fastened sides. Elastic waist. Legs. Small-med.-large-ex. large.

Harmony House Ready-Made Draperies
Reg. 5.95 **3⁹⁹**

Cotton crash pebble weave. Bamboo pattern. Green or maroon color with contrasting backgrounds. 81 x 36 inches.

Cotton Plaid Pair
70x80-in., Double Thickness
Reg. 3.59 **3.29**

Top quality American cotton, soft to the touch, smooth even nap. Lavish blue and white or rose and white colors.

Pillow Tucking
36-inch Woven Seamlessly
Reg. 49c yd. **41^c**

Soft, white cotton tubing. Simply sew one end, leave the other for lovely pillow. Smooth, seamless, inseparable.

FAIRLOOM FINE COTTON flannel
Reg. 49c yd. **42^c**
36-in. wide

Good bleached, filling yarns for gay colors. Flannel is softly napped on both sides. See the many patterns!

36-inch Gingham
Reg. 69c yd. **63^c**
Yard

Smart sportswear, charming children's dresses at thrifty prices made in a variety of plaids, checks.



Savings for Leadership Sale Only! miracles of beauty... Charmode

classic slips of knit nylon 4⁷⁷

- Straight-Cut Skirt Won't Ride Up
- Waist-Hugging, Diamond Shaped Midriff

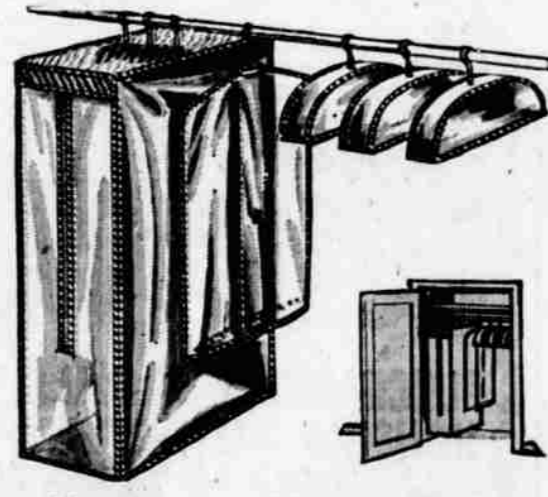
Now specially priced for Leadership Sale only! Charmode proportioned to fit classic... slip preferred by well-dressed women everywhere. Beautifully tailored in dainty pink or white. Choose size 34 to 44.

Reg. 98c Royal Purple Full Fashioned nylons **78^c**

All nylon from top to toe. Very sheer, finely knit. Colors: Copper-glo, Cocoa, Frappe, Grey Eve. 8 1/2 to 10 1/2.

Regular 49c Elastic Leg Charmode Briefs **37^c**

Sleek-fitting, easy-to-suds, quick-to-dry, runproof knit rayon briefs. Now at Sears' lowest price ever for Leadership Sale only! Elastic waist. Elastic leg and band leg styles. Sizes 33 to 40 in pink, blue, white or yellow.



Harmony House 5-pc. Closet Ensemble
A 4.95 Value! **2⁶³**

Shop, compare... you'll find this buy hard to beat! Sturdily reinforced jumbo 16 garment, full size bag with 36-in. zipper, suit cover; and 3 shoulder covers in heavy-weight film with attractive blue, green or wine candy stripe trim. Select your set, shop at Sears and save!

Boys' GOLD BOND Oxfords
Reg. 4.98 **4.47**

Cap toe style in a xy rubber sole and heel. Wing-toe leather. A sturdy boy's 1 to T, B and D widths.

Men's Horsehide Flight Jacket
With Full Rayon Lining
Reg. 22.50 **15⁸⁸**

A smart leather jacket that will win hosts of friends with collage men. It has a zip front, shoulder epaulets, two flap pockets—ball and socket fastened. Kni cuffs and bottom. Average length 26-in. In brown. Sizes 34-48. Save on this great Sears value.

Medicine Cabinet
New Variation Style Mirror
Reg. 2.95 **2.95**

Lovely Homart Wall Mount. You'll like its graceful design, the roomy interior, brass, low price! Enamelled 11x17-inch mirror.

Closed Front Seat
Hardwood Seat and Cover
Reg. 4.19 **2.99**

White enameled tub seat, made of 1 1/2-in. hardwood. Chrome-plated brass legs. Fits all standard type bowls.

Gas Floor Heater
Tear Drop Combustion Chamber
Reg. 87.85 **74.88**
37.50 RTU

Dependable heater has newly designed burner, steel grille floor, draft burner, pilot control. See it today!

Kenmore Forty One In. Standard Gas Range
Reg. 149.95 **128⁸⁸**
All Porcelain Enamel

5.00 down, 5.00 per month. (Usual carrying charge)

Your appreciation for beauty and practical need for economy is fulfilled with this rugged 52 x 41 x 26 1/4-in. range in sparkling white porcelain enamel! Giant 18-in. oven is Rod'wool insulated—roller bearing drawers—AGA approved. See it today!

Fan-Driven Heater
Reg. 9.25 **8.44**

In warm weather a powerful fan. On chilly days a comfortable heater. Quiet fan moves 45 cubic feet of air per minute. Long-life coils.

Kenmore Mixer
12 Speeds
Reg. 31.95 **26⁸⁸**

Powerful—won't slow down or overheat in thickest batter. Handle revolves on turntable. Comes with bowls, beaters, and Julee head.

Pressure Saucepan
Cook Food Better and Faster
Reg. 8.50 **5.88**
6-Qt. Aluminum

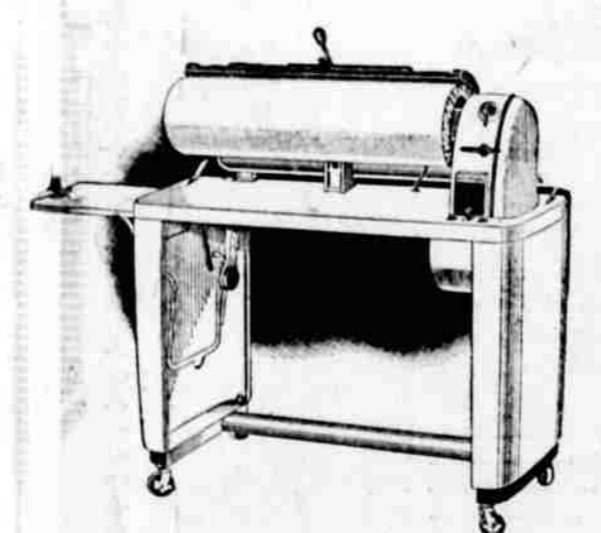
Retains the flavor and vitamins for soups or more beautiful meals. Automatic reduction safety gauge. Removable rack.

Shotgun Shells
Box of 25, 12 ga. high base
Reg. 2.25 **2.18**

You can't buy a better shell at any price! Uniform velocity oversized primers. They give better patterns. Low priced.

J. C. Higgins Tent
Steel Center Pole and Arms
Reg. 31.95 **27⁶⁶**
9x9-ft. Floor

Made of forest green drill, 6.74 oz. per square yard. Sewed in heavy rear window. With canopy, poles and stakes.



KENMORE IRONER
Reg. 109.95 **99⁸⁸**

A big full size Kenmore ironer with 26-inch roll and two open ends. Fingertip and knee controls. Press, iron and steam. Thermostat control. A Kenmore special!

Dunk'up Screwdrivers
Tighten or Loosen For Perfect Fit
Reg. 98c **47^c**
Set of Four

High torque, all tempered tool steel shafts, plastic shockproof handles. 1/4, 3/8, 1/2, 5/8 in. Select your set.

Craftsman Jig Saw
Reg. 18.00 **13⁸⁸**
Thrifty Savings!

Craftsman 12-in. jig saw cuts to the center of 2 1/4-in. circle—up to 1-in. thick! Smooth yoke action runs in all both. See this value!

One Coat Sero-Tone
Famous Master-Mixed Quality
Reg. 2.15 Gal. **2.88**
Now Only

Finest economical beauty for your walls! Flat paint gives non-stain coverage. Dries in one hour. 14 beautiful colors.

10-in. Key Hole Saw
Reg. 63c **39^c**

Good quality costs less at Sears! 10-in. tempered, analysis, saw steel blade—laser ground 2-ways to prevent binding. Hand Made.

YOU SAVE 15⁰⁰ ON THE AVERAGE ROOM SIZE AS SEARS REDUCES THE PRICE ON HARMONY HOUSE

reg. 5⁵⁰ broadloom

4⁸⁸

SQ. YD.

• Harmony House—Sold Only by Sears • 4,865 all wool tufts per sq. ft. Here's the answer to your decorating problem! Magnificently beautiful axminster priced to save! Now... carpet an average room taking 25 yards of carpeting at savings up to 15.50! Famous Harmony House Chatfield in rich glowing shades... glamorous patterns. Exclusive 27-in., 9 and 12-ft. widths.



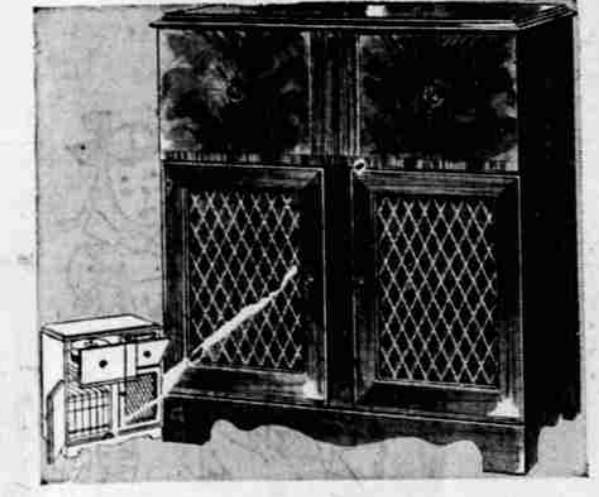
RITE-SIZE RUGS

69.50	9x12-ft.	62.95
86.25	9x15-ft.	77.75
80.50	12x10-ft.	72.50
151.50	12x20-ft.	136.75
195.50	12x26-ft.	176.50

Reg. 10.49 Harmony House Felt Base Lino Rugs
9x12-ft. Size
This Sale Only **7⁸⁸**

Not everyday low prices—but reduced especially for this great Sale! Enamel printed on asphalt saturated back. Wipes clean with a damp rag. Choice of many colors and patterns at savings.

A Silvertone FOR EVERY PURPOSE!



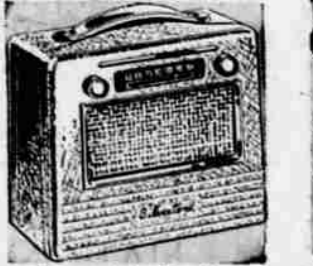
Save on this Silvertone Console Combination

Reg. 149.95! Now Only **139⁸⁸**
5.00 down, 5.00 per month. (Usual carrying charge)

Yours today—at Sears lower prices! With powerful AM-FM radio... automatic record player that handles 10 or 12-in. records intermixed. In handsome 18th Century Style cabinet. See, hear it, buy NOW!



AM-FM Table Radio
Extra Strong Bakelite Cabinet
Reg. 39.95 **37⁸⁸**



Portable Radio
Works on Battery Pack, AC, DC
Reg. 43.95 **39⁸⁸**



Radio-Phonograph
Table Model Plastic Cabinet
Reg. 39.95 **37⁸⁸**



Portable Phone
Reg. 24.95 **18⁸⁸**

Take it—play it anywhere! Plays on batteries, AC, or DC. Its volume-rich tones will ensure you, lightweight pickup arm.