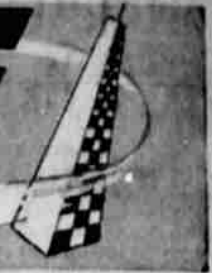




LEADERSHIP SALE

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



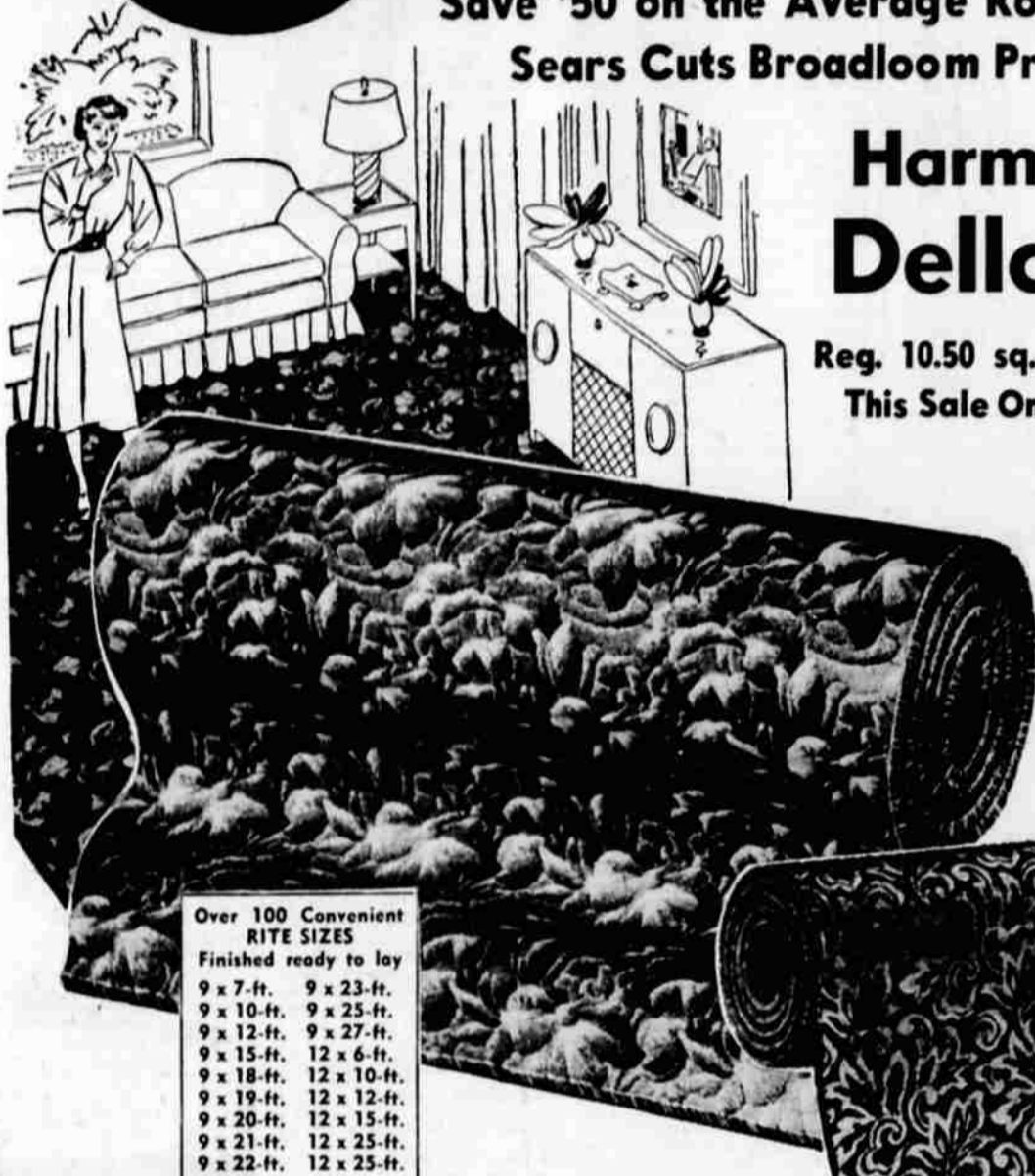
Save \$50 on the Average Room as
Sears Cuts Broadloom Prices on Top Quality

Harmony House Della Robbia

Reg. 10.50 sq. yd.
This Sale Only **888** square yard

- Available in seamless 9-ft., 12-ft. and 15-ft. widths.
- 9,072 all-wool tufts per sq. yd.
- Exquisite mauve, tan, gray, green.

Sweeping, seamless widths in Sears finest, heaviest Axminster broadloom... in handsome "carved" effect for lasting room beauty. Save \$50 on broadloom for average 25-sq. yd. room. Other rooms at proportionate savings. Deep, thick, all-wool tufts blended in scroll-flower, leaf-floral and floral patterns. Choice of rich tan, gray, mauve or green.



Over 100 Convenient RITE SIZES Finished ready to lay

9 x 7-ft.	9 x 23-ft.
9 x 10-ft.	9 x 25-ft.
9 x 12-ft.	9 x 27-ft.
9 x 15-ft.	12 x 6-ft.
9 x 18-ft.	12 x 10-ft.
9 x 19-ft.	12 x 12-ft.
9 x 20-ft.	12 x 15-ft.
9 x 21-ft.	12 x 25-ft.
9 x 22-ft.	12 x 25-ft.



SPECIALLY built for better sleep
SPECIALLY bought for this sale
TO SAVE YOU MONEY

Reg. 39.95
Harmony House
Better Quality

INNERSPRING MATTRESS

- 209 highly tempered steel coils.
- Rose pattern cotton Damask ticking
- Pre-built boarder—button tufted

Another Harmony House sleeping beauty... and at a price that's hard to beat! Look at all the wonderful features—209 coils of highly tempered steel, pre-built boarder, taped edges, button tufting and upholstered with sisal pads and all new felted cotton. Four tailored handles... fully ventilated.

34⁸⁸

3.50 down, 5.00 month
Use Sears Terms on
Purchase of \$20 or More
REG. 29.95 BOX SPRING... 26.88

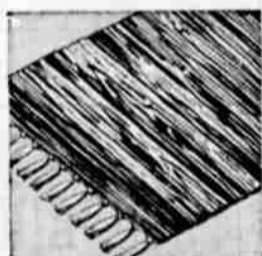
Save 2.07 sq. yd. on Harmony House
Reg. 10.95 **Carvex Wilton**

Tick, springy pile in handsomely embossed tone-on-tone pattern in sage green, heritage wine, valley rose, dawn gray, parchment beige, green, mauve, blue and beige. 10,756 tufts per square foot in 27-in., 9-ft. and 12-ft. widths.

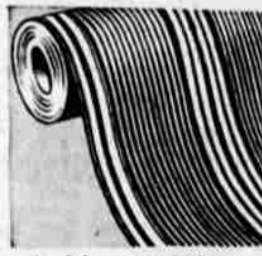
This Sale Only **888** sq. yd.



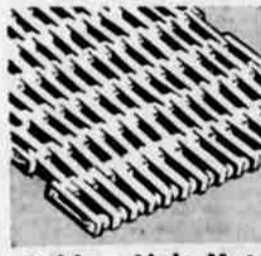
Gay Chenille Rugs
In Colorful Blue, Red and Green
Reg. 3.39
21x34-in. size **2⁸⁸**
Beautiful Harmony House cotton chenille rugs wear well, launder nicely. Reversible for double duty. See them!



Reversible Rag Rug
"Hit and Miss" Design
Reg. 98c
24x45-inch Size **77c**
Sturdy, nice-looking rug. Firmly woven of all new cotton rags. Reversible for extra duty. Ends neatly fringed.



Rubber Matting
Attractive Rib, Band Design
Reg. 83c ft.
36-in. Width **74c ft.**
Black or maroon mat for long service. Ideal for porch, basement or hallway.



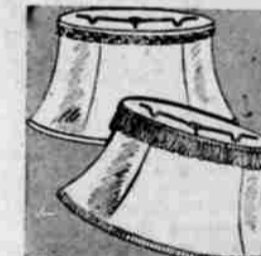
Rubber Link Mat
14x21-in. Strona Steel Frame
Reg. 2.59
16x30-in. Size **2.29**
Wipe shoes clean and dry on this fine quality rubber mat. Heavy rubber links 1/2 inch thick! Shakes clean easily!



Cocoa Fiber Mat
Perfect As A Durable Door Mat
Reg. 1.98
16x30-in. Size **1.77**
Save housework as the thick wiry surface cleans shoes like a brush. 1 1/2-in. thick cocoa fibers, braided edges.



Charming Mirror
24-inch Circle or Square Style
Reg. 9.95
With hangers **8⁸⁸**
A money-saving buy to add beauty to your home. Polished edge plate glass mirror on Masonite Presswood.



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



Pottery Table Lamp
Reg. 5.49
4⁸⁸
Graceful, highly glazed ivory base with a colorful floral motif. Paper parchment shade is decorated with flowers to match.

Leadership Sale Special!
KENMORE UPRIGHT

cleaner
Reg. 54.95 **39⁸⁸**

3.00 down, 5.00 per month
(Usual carrying charge)

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



Attention Residents of Modoc and Siskiyou Counties, California:
PHONE 5188 COLLECT
for further information

Fine Harmony House

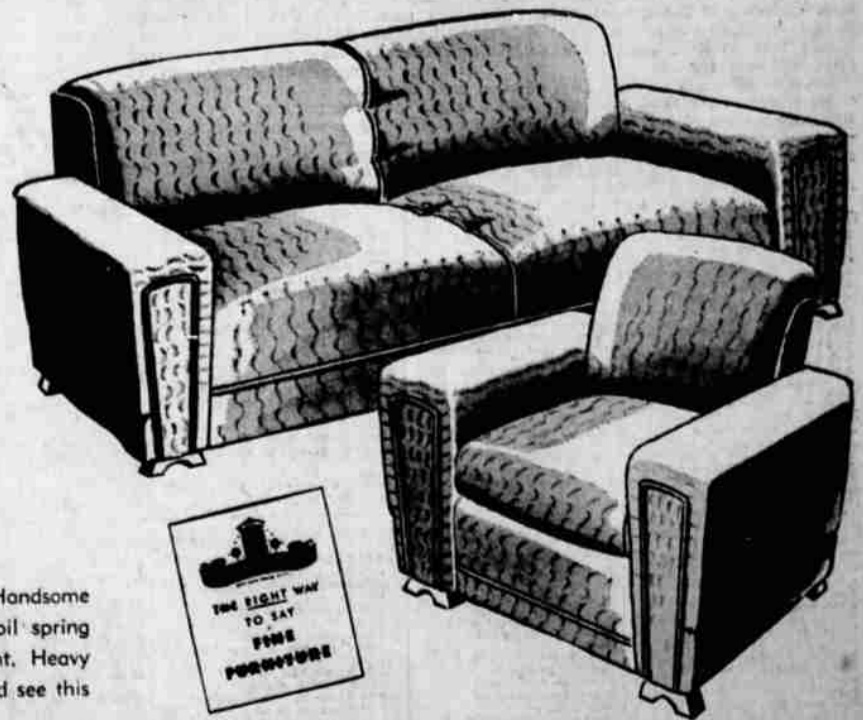
2-pc. divan set

REG. 179.95
Save 30.00

149⁹⁵

15.00 down, 10.50 per month
(Usual carrying charge)

Here's money saving value you'd expect to pay dollars more for. Handsome 2-piece divan set in grey, turquoise and blue fabric. Double coil-spring construction. Web suspension base, roomy bedding compartment. Heavy cotton padding and "Flex-O-Lator" insulation. Visit Sears today and see this beautiful combination and save!



"Satisfaction guaranteed or your money back" **SEARS**

STORE HOURS 9 TO 5:30
133 SO. 8TH PHONE 5188