

STARTING TOMORROW! OPEN EVERY FRIDAY AND MONDAY NIGHT UNTIL 9 O'CLOCK



# LEADERSHIP SALE

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

## REDUCED!



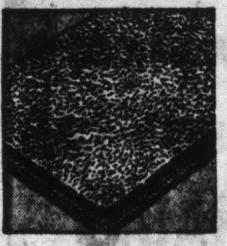
Regular \$8.45  
9x12 Ft.  
Felt Base Rugs  
**\$5.88**

REGULAR \$10.95—9x15-Ft.  
FELT BASE RUGS **7.49**

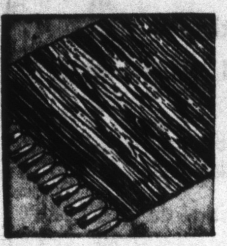
REGULAR \$4.95—6x9-Ft.  
FELT BASE RUGS **2.98**

## REDUCED!

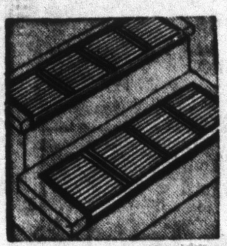
6 or 9-Ft. Width Felt-Base  
Floor Covering **69c** sq. yd.  
REDUCED TO...  
12-Ft. Widths . . . Reduced to 74c sq. yd.



**REDUCED!**  
Durable Cocoa Mat  
Good Wiping Action  
14x24-in. . . . . **1.39**  
Here's another low priced buy! Sturdily constructed cocoa mat makes good appearance, lasts longer. A real buy!



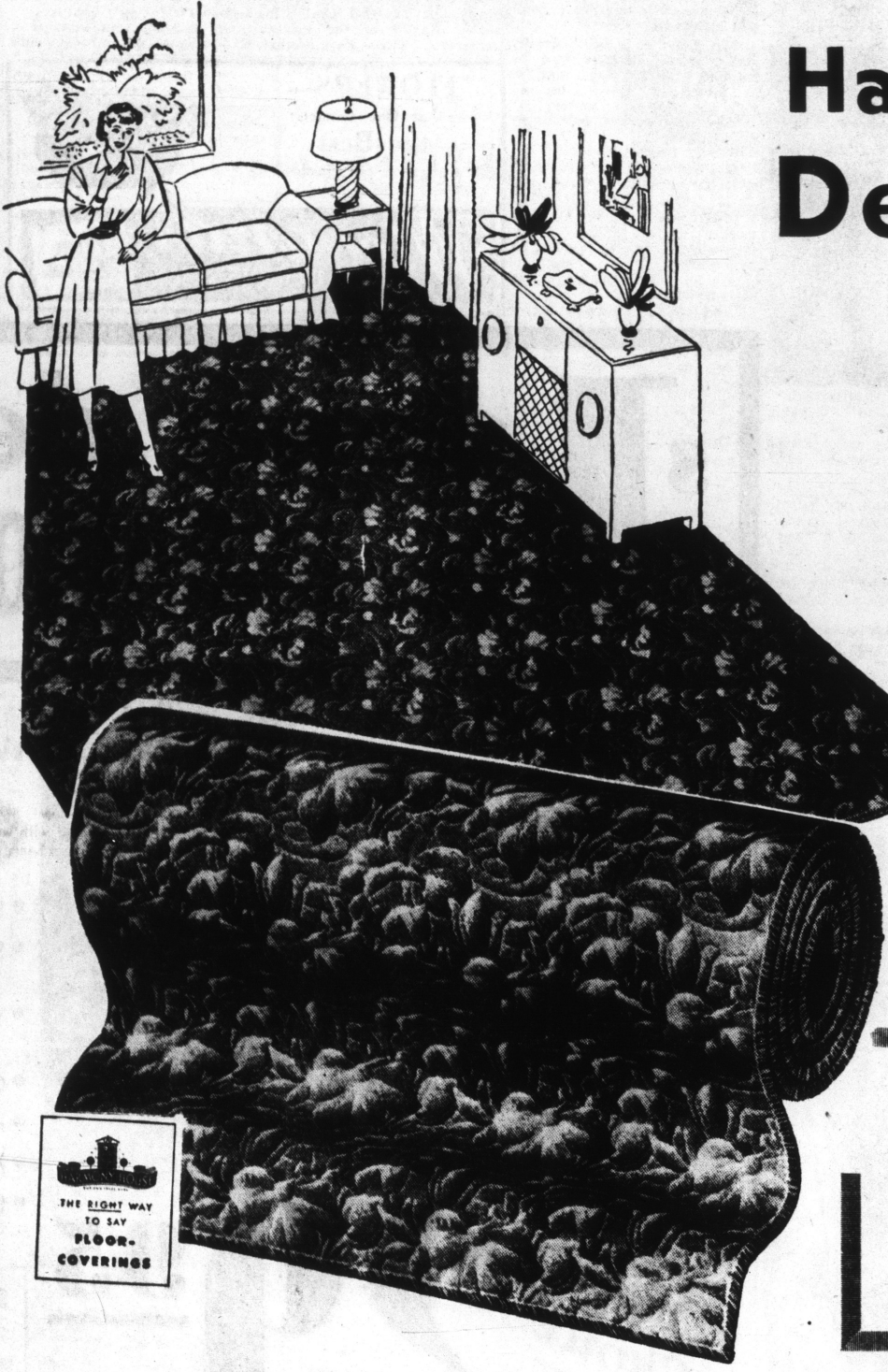
**REDUCED!**  
Reversible Rag Rug  
"Hit and Miss" Design  
24x45-inch Size . . . **77c**  
Sturdy, nice-looking rug. Firmly woven of all new cotton rags. Reversible for extra duty. Ends neatly fringed.



**REDUCED!**  
New Stair Treads  
9x18-in. Composition Rubber  
Black only . . . . . **19c**  
Fine quality stair treads safeguard footing, beautify your stairs! Easy-to-install, complete with nails!

Save \$50.00 on the Average Room as Sears Cuts Broadloom Prices on Top Quality

## Harmony House Della Robbia



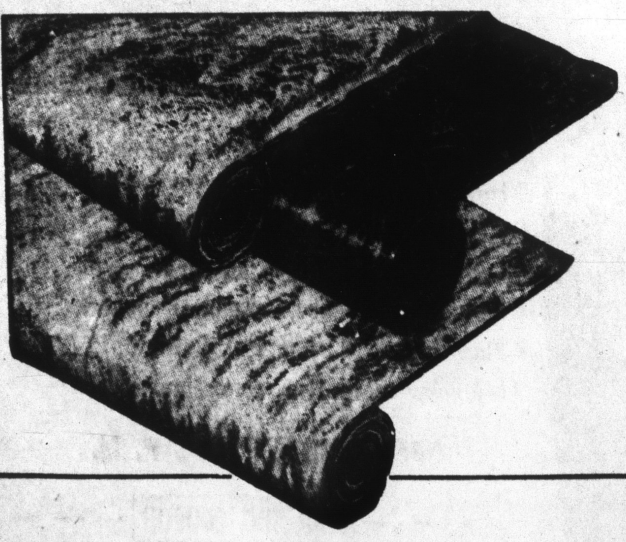
Regularly \$9.95 Sq. Yd.  
**REDUCED FOR THIS SALE TO 7.94** square yard

- Available in seamless 6-ft., 9-ft. and 12-ft. widths
- Deep 100% wool pile face
- 9,072 thick all-wool tufts per sq. ft.
- Choice of mauve, tan, gray or green

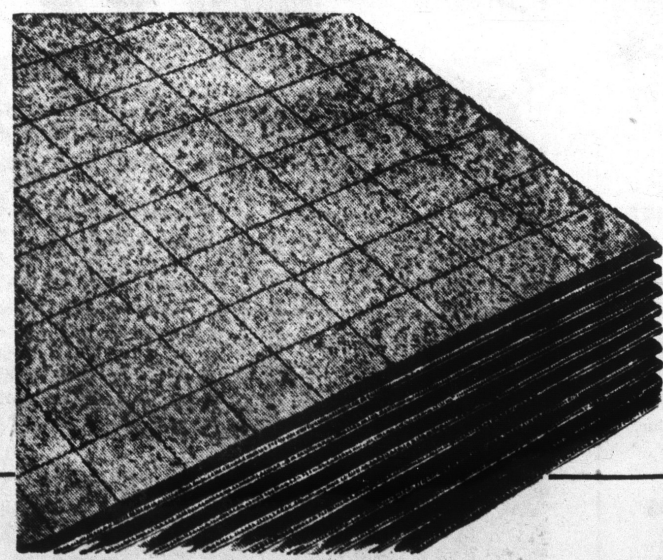
Exquisite beauty that lasts for years in Sears finest, heaviest Axminster weave broadloom in handsome "carved effect." Rich colors are blended into scroll-floral, leaf-floral or floral patterns woven in deep wool pile. 9,072 thick tufts per square foot mean extra wear and extra savings in long-lasting beauty. This is your opportunity to get the rug beauty you want in the size you need—at a new low price. Save \$50 on the average room needing 25 sq. yds. Other rooms at proportionate savings. Special for this sale only . . . so hurry.

### Harmony House Rite-Size

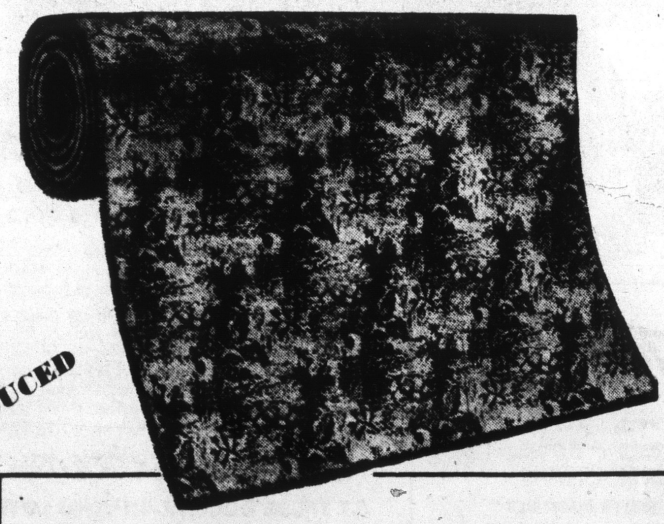
9x7-ft. . . . .	57.65	9x20-ft. . . . .	162.50	12x6-ft. . . . .	68.50
9x10-ft. . . . .	83.25	9x21-ft. . . . .	170.50	12x10-ft. . . . .	108.95
9x12-ft. . . . .	98.95	9x22-ft. . . . .	178.50	12x12-ft. . . . .	131.95
9x15-ft. . . . .	122.95	9x23-ft. . . . .	186.50	12x15-ft. . . . .	163.75
9x18-ft. . . . .	146.75	9x25-ft. . . . .	202.25	12x25-ft. . . . .	269.75
9x19-ft. . . . .	154.75	9x27-ft. . . . .	218.25	12x28-ft. . . . .	299.95



**Lowest Price at Sears in Years!**  
**Sears Inlaid Linoleum**  
We believe this to be America's greatest value in inlaid linoleum. Bright colors inlaid right into pattern refuse to wear and are spot and stain resistant. Marbleized patterns available in red, tan, green, blue. Cut from full rolls. 6-ft. width.  
**1.18** Sq. Yd.



**Bordered Beauty at a Special Price**  
**Reg. 49.95 Axminster Rugs**  
Save 11.07 on popular 9x12-ft. rug in choice of two handsome Old Colony patterns. All perfect quality . . . all reduced just for this sale . . . and will return to regular prices in a few days. Hurry in now! See them at Sears.  
**38.88** 9x12-ft. size



**Save 2.01 Sq. Yd. on Harmony House Carved Wilton Broadloom**  
An exclusive Harmony House design—sold only by Sears. Over 10,000 tufts of heavy all-wool yarn in every square foot. In 27-in., 4-ft., 6-ft., 9-ft. and 12-ft. widths. Handsomely embossed tone-on-tone patterns in sage green, heritage wine, valley rose, dawn gray, parchment beige, green, mauve, gray, beige, blue.  
**8.94** Sq. Yd.

"Satisfaction guaranteed or your money back" SEARS—Pay Only 10% Down

The Remainder on Sears Easy Payment Plan