

Power Mowers! Power Tools! Hand Tools! Garden Tools!



SEARS
ROEBUCK AND CO.

**HARDWARE
AND PRICES
AT THEIR
BEST**

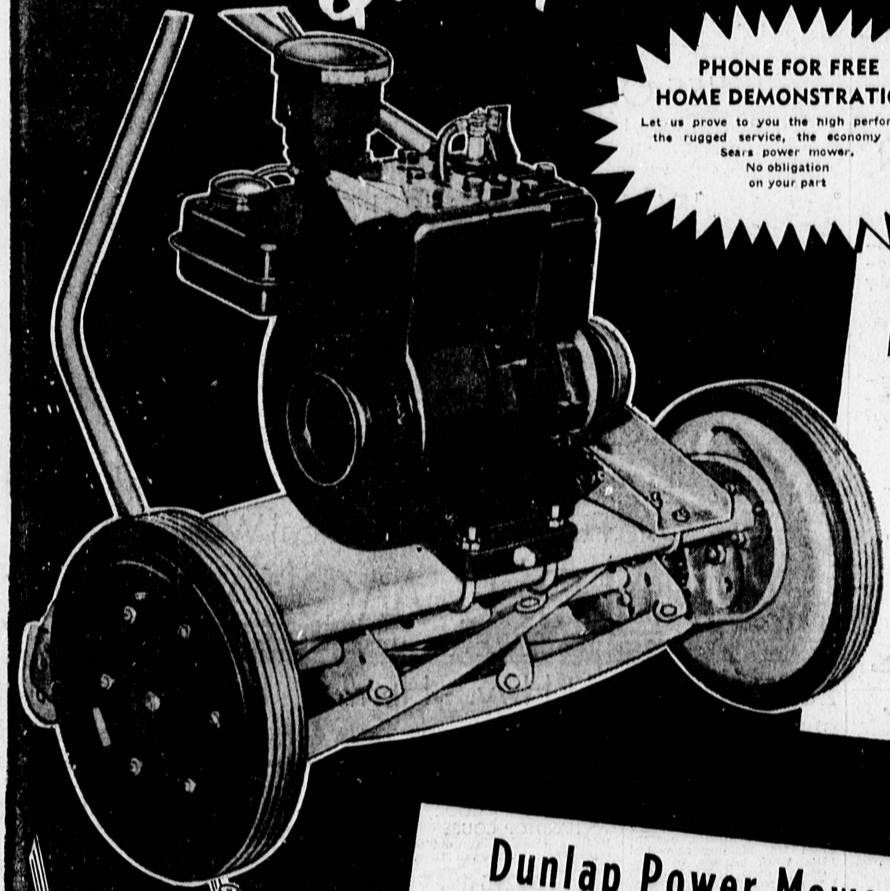


**national
hardware week**

WHEN AMERICA SHOPS AND SAVES

See Our Hundreds of other National Hardware Week Values

YOU BUY *Quality* WHEN YOU BUY A POWER MOWER FROM SEARS



PHONE FOR FREE HOME DEMONSTRATION
Let us prove to you the high performance, the rugged service, the economy of a Sears power mower. No obligation on your part.

GUARANTEED QUALITY
Sears power mowers are backed by our usual guarantee of "satisfaction or your money back."

SEARS LOW PRICES
Shop . . . compare feature for feature, you'll be convinced there are no bigger values than Sears power mowers.

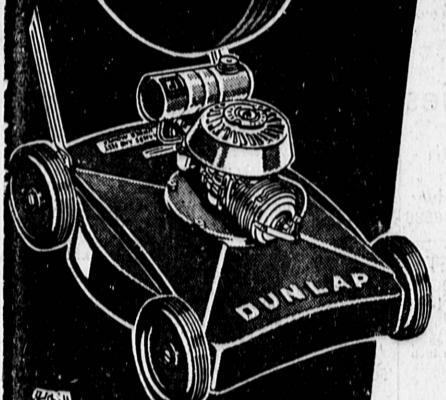
REEL POWER MOWER

Famed New Craftsman Model 18
Priced for Super Value Now

New Model 18 feature-packed power mower with heavy 11-gauge all-steel frame, 5 Austempered steel cutting blades, bed knife and reel of tempered high carbon steel. Floating tubular steel handle, 16-gauge steel wheels with rubber tires, 1 3/4-HP. Briggs and Stratton gasoline engine.

Usually 84.50

58⁸⁸
\$5 DOWN
Sears Easy Terms



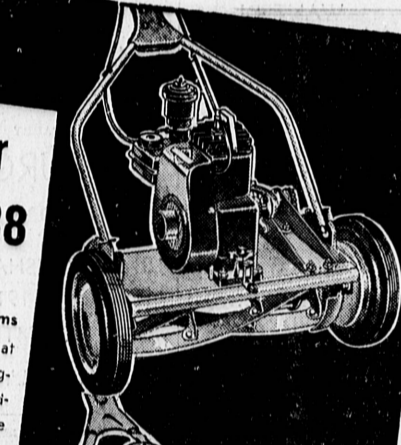
Dunlap Power Mower
COMPARES TO 64.50 MOWERS
38⁸⁸

3.89 DOWN, Sears Easy Terms
Priced for the most modest budget . . . and look at the features! Power Products 2-hp., 2-cycle gas engine is dependable, economical. Three height-of-adjustments, leaf mulcher plate, rubber tires, durable red finish. 20-inch width of cut.



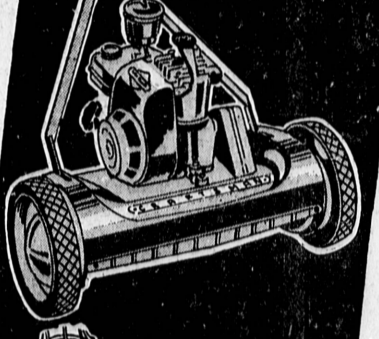
18-inch Power Mower
COMPARE TO \$110
84⁹⁹

\$5 DOWN, Sears Easy Terms
Here is one of Sears finest gasoline powered reel type mowers. Powered by 2-HP., 4-cycle Craftsman engine. Handy speed control throttle adjusts on handle. Recoil starter makes starting a cinch.



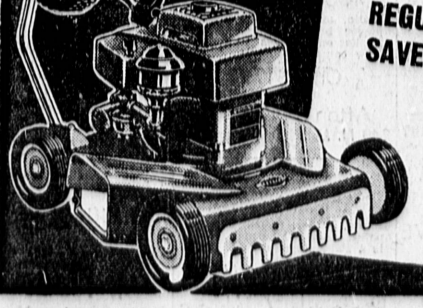
18-inch Reel Type Mower
USUALLY 89.95
69⁹⁹

\$5 DOWN, Sears Easy Terms
New, improved Dunlap mower with combination chain and belt drive . . . 1 3/4-HP. 4-cycle Briggs & Stratton gas engine. Controls on handle. Rubber tires, other big features. See this mower now.



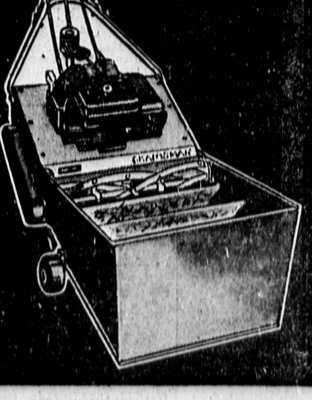
Deluxe 18-inch Reel Type
COMPARES TO 139.50
108⁹⁹

\$5 DOWN, Sears Easy Terms
Enclosed chain drive . . . 1.75 HP. Briggs & Stratton gas engine. Throttle, clutch in handle, big rubber tires, disc wheels and other super features. Hurry to share in this big value.




Craftsman Rotary Mower
REGULAR 79.50
SAVE 14.51
64⁹⁹

\$5 DOWN, Sears Easy Terms
One-knob control gives you finger-tip command of this great power mower. Trims at both front and sides. 2-HP. 4-cycle gas engine, recoil starter, 18-inch width of cut.



New Design 20" Mower
USUALLY 189.50
148⁹⁹

\$5 DOWN, Sears Easy Terms
Another best-seller in our big Hardware Week event! Craftsman new front-throw model with 2-hp. engine and recoil starter. Drive chain and V-belt. Extra low 1/4-inch to 1 3/4-inch cut.

ALL ROADS LEAD TO 

SEARS-INGLEWOOD MANCHESTER at HILLGREST PARK FREE
OR 8-2521

"Satisfaction guaranteed or your money back"