



JANUARY CLEARANCE---BUY and SAVE!

THE BIGGEST RADIO SALE IN YEARS



Shop at Sears and Save. True every day of the year but during this great radio sale your savings are greater than any time during the last 6 years. This is the time to replace your old radio with a brilliant new Silvertone . . . a name that has been famous in radio for over 30 years. Look at these values . . . Compare them with other makes elsewhere. When you do, you'll realize that the sale prices speak for themselves. Quantity is limited and prices are for this sale only. Why wait! If you don't see what you want here . . . come in . . . for there's a money-saving Silvertone waiting for you.



1948 Silvertone Plastic Midget



Regular Price 16.95

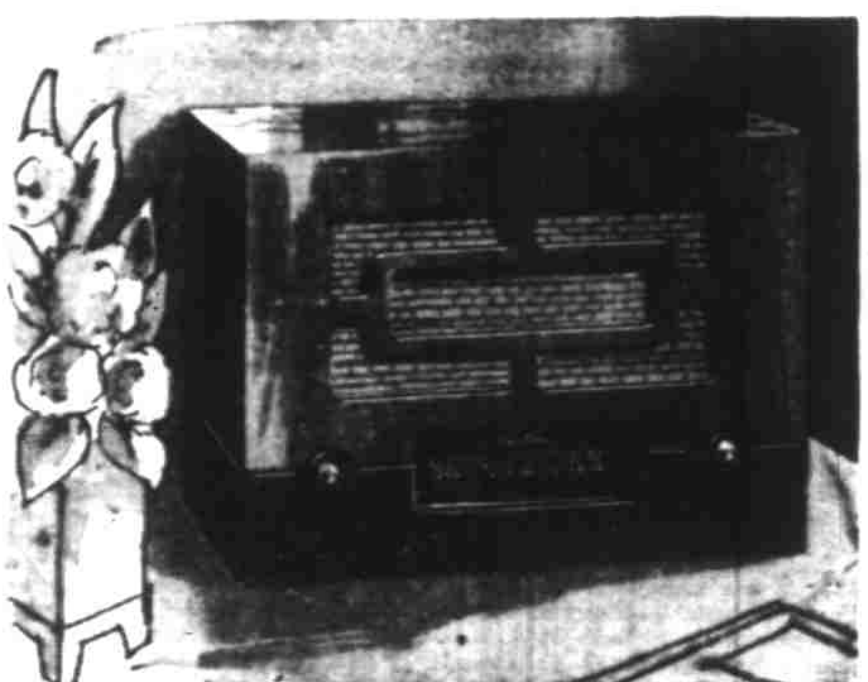
Sale Price

12⁹⁵

Only 1.50 Down

Compact 8-inch long Silvertone gives splendid performance. 4-inch dynamic speaker. Handsome ivory plastic case with gold grille. It's a honey for the money . . . now, at this new low!

Rich Silvertone Table Model



Regular Price 32.95

Sale Price

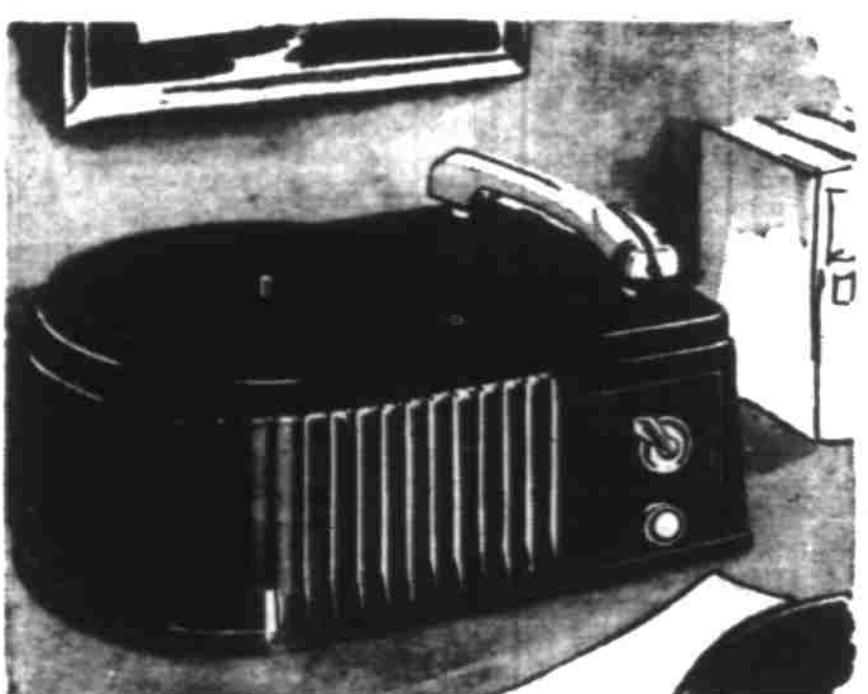
29⁹⁵

Only 3.00 Down

You save money on this handsome table model radio! Rich walnut veneer cabinet. 5 1/2 in. dynamic speaker gives crystal clear performance. Built-in antenna. It's a brand new, 1948 model with Silvertone's new leading improvements!

HERE'S VALUE!

Streamlined Radio Phono



Walnut Brown Plastic

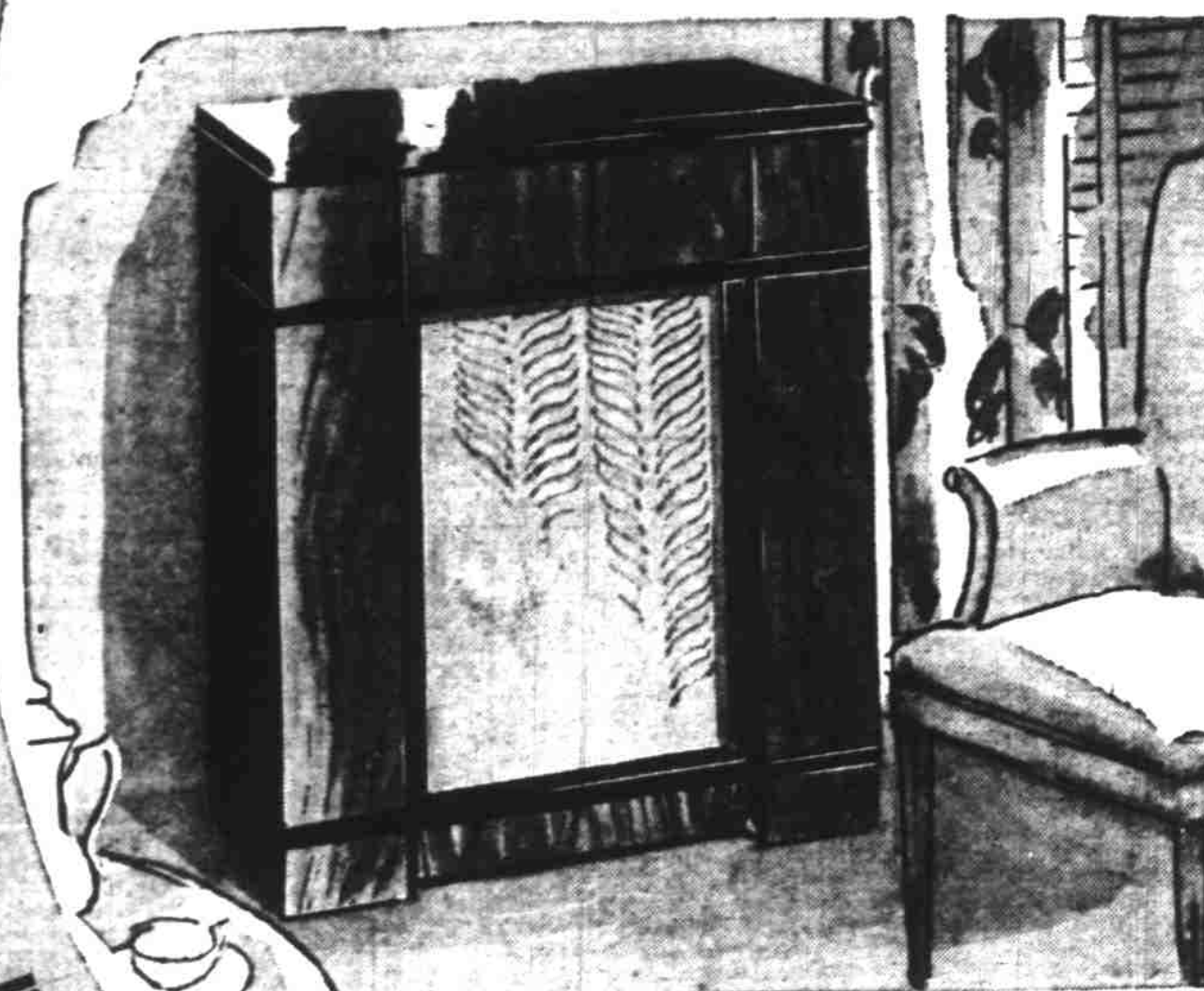
Sale Price

32⁹⁵

Only 3.50 Down

Superb tones from this mighty little Silvertone combination radio and phonograph! 4-in. dynamic speaker gives clear, rich tones to radio or phonograph. Light-weight pick-up arm for longer record wear. With Silvertone 5000 play needle. Powerful 8 tube performance.

Silvertone Console Combination



SAVE \$30.00

Regular Price 109.95

SALE PRICE

79⁹⁵

Plus Album of Vinylite Records

Pay Only 8.00 Down

Low in price, but smooth, smart, modern. Here's a console combination that will give you a new world of trouble-free radio entertainment plus the best quality of phonograph reproduction. Standard broadcast radio with 6-in. dynamic speaker, variable tone control, automatic volume control. Single record player with automatic arm operated switch. Gold colored dial and knobs. Hand-rubbed walnut veneer cabinet.

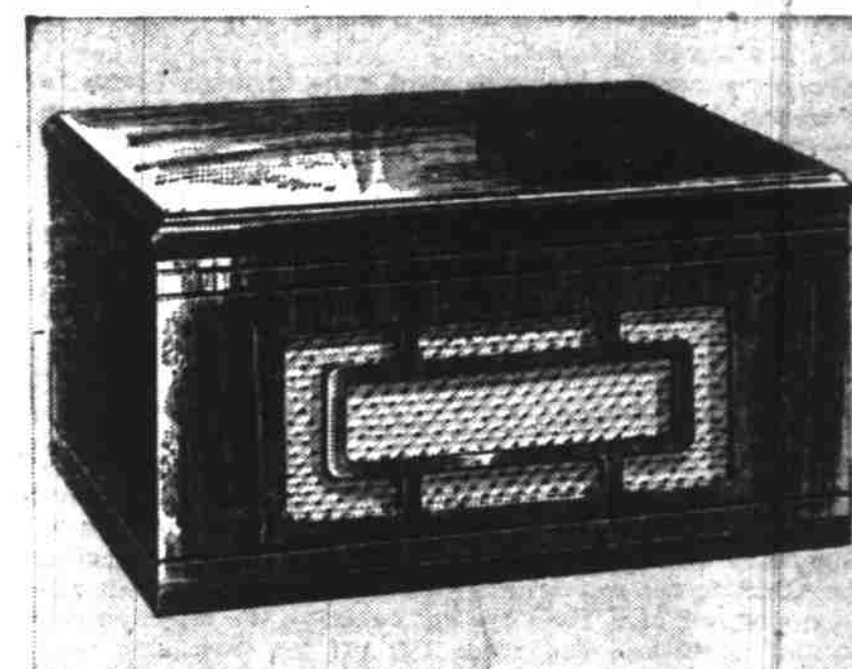


Table-Top Silvertone Radio-Phonograph

Regularly 59.95

Now 49⁹⁵

Easy Terms

Glossy Walnut Finish

Big radio performance in a table-top size, plus Silvertone's usual savings to you! 4 tubes, 2 of which are dual-purpose, give you 6-tube reception, crystal clarity. Single record player flicks on with movement of lightweight arm, shuts off automatically! 15 1/4 inches square.

Record Cabinet Sale!

Modern Style Open Front

Regularly 19.95
Now Only

12⁹⁵

Only 3.50 Down

Now that the ban on recording is in effect those records that you own are more and more valuable. Protect them with a record cabinet with plenty of storage space. Walnut veneer finish. Don't miss out at this one-time sale price.

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

484 State Street

Hours: 9 a. m. to 5:30 p. m. Daily
9 a. m. to 9 p. m. Friday