



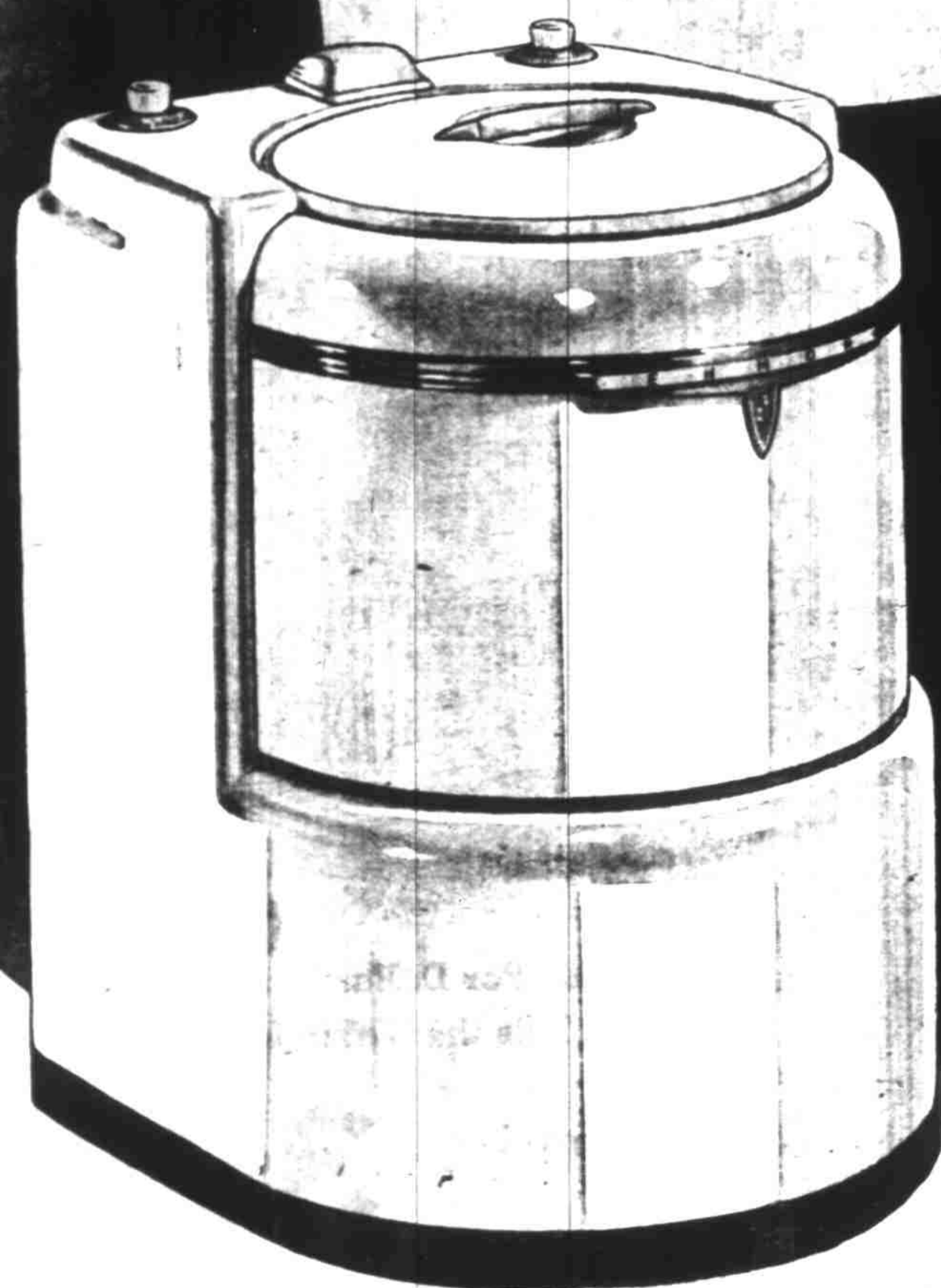
**It's Here! ... It's Tried and Proven!**



It's the only completely automatic washer that actually saves the hot, sudsy water...

# The New KENMORE AUTOMATIC Washer!

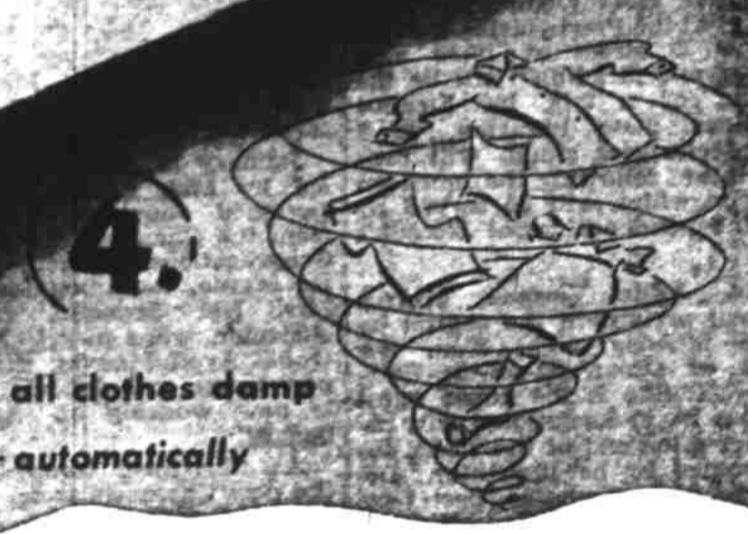
*It works like Magic!* Load It! Set It! Forget It!



1. Washes all kinds of clothes — amazingly clean — automatically



2. Saves the precious hot, sudsy water as many times as you wish — automatically



4. Spins all clothes damp dry — automatically



7. Rinses all clothes 7 times — automatically

## 7 YEARS IN THE DEVELOPMENT TO GIVE YOU THE BEST FOR LESS

Kenmore, Kenmore, Kenmore... that's all you hear... it's creating a sensation amongst housewives, in other cities, who have seen its magic at work. It's not only beautiful and completely automatic, but it's the only automatic washer that actually saves the precious, hot, sudsy water, as many times as you wish. There's no running short of soap or hot water.

It's as simple as A, B and C, to operate. Two little dials do all the work. There's no watching, no waiting, no touching the water, no stooping, no wet floors... simply load the clothes at top, set the dials, add the soap... that's all.

You are now a free woman, because the Kenmore automatic takes over and fills itself with hot water... washes all clothes amazingly clean, with gentle power water washing action, the most efficient known... saves the hot, sudsy water... rinses thoroughly with, not three, but six spray rinses and one deep power rinse... cleans itself out... then automatically spins the clothes damp dry, 25% better than any wringer.

Lady, there's your perfect automatic washday. It's another great Kenmore product... backed by Sears. So why pay more for less when you pay less and get more in a new Kenmore automatic.

# 249<sup>95</sup>

\$14.00 per month on Sears terms

Includes normal installation to plumbing convenient to washer location.

**Now on Demonstration! See its Magic at Work!**

## IMMEDIATE DELIVERY

*"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. Fri.