



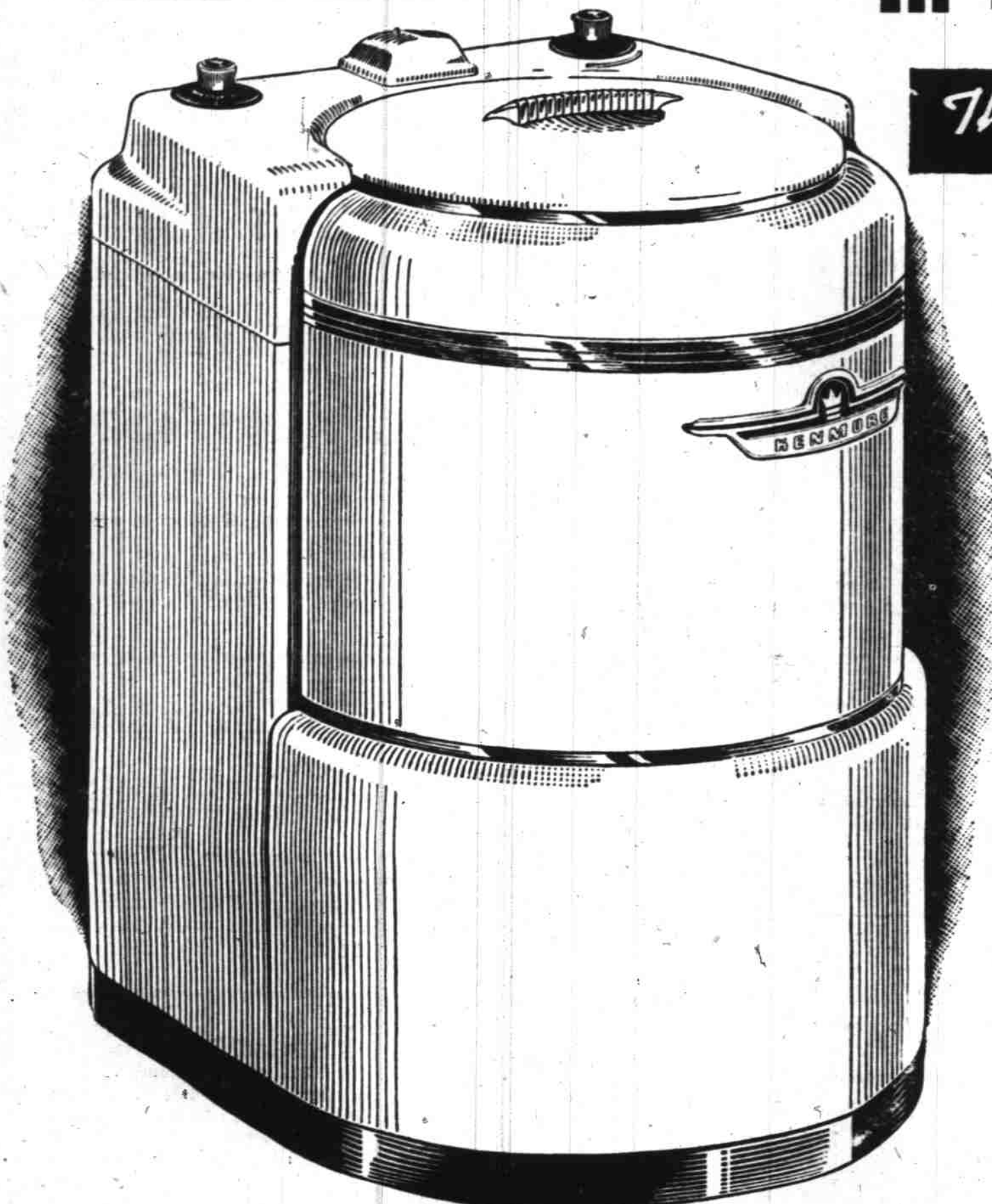
Grand Opening

Shop in Air-Conditioned Comfort at SEARS

**TODAY
In Salem**



The Friendliest Store in Town



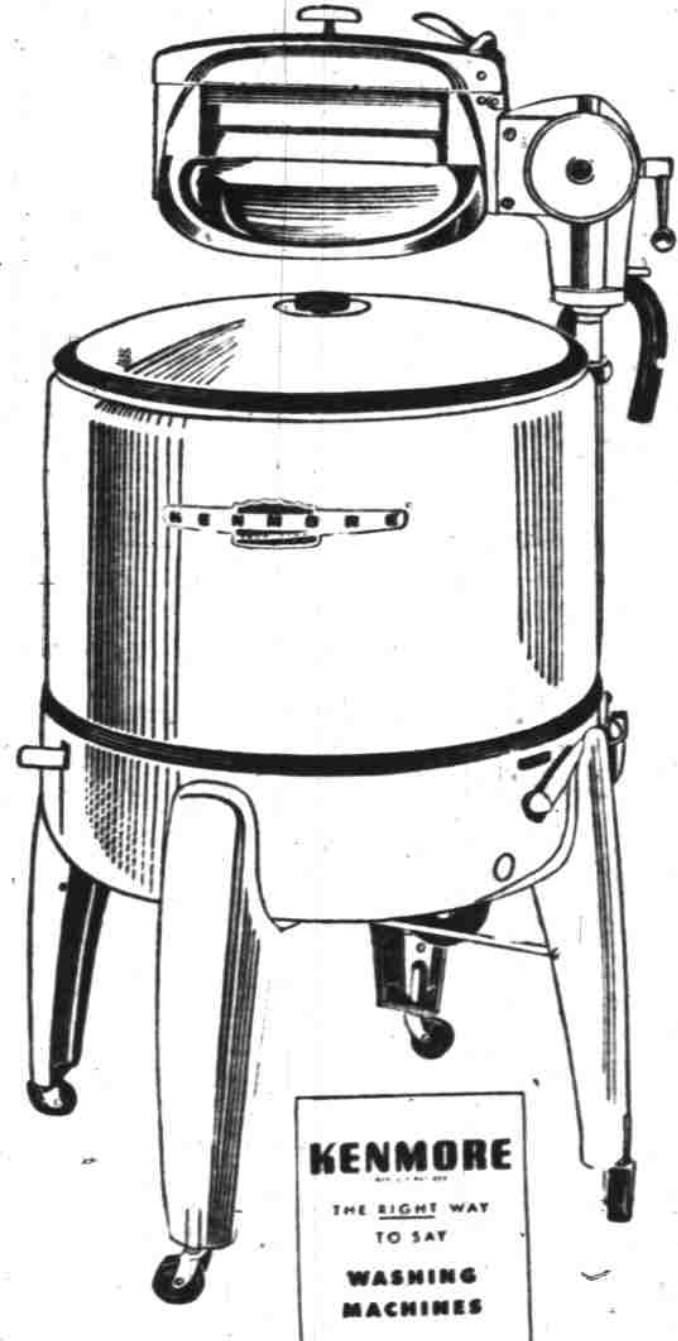
Comparisons Prove That Kenmore Is Faster, Gets Clothes Drier, Saves Hot Water -- Costs Less Money
Originally 239.95 KENMORE
automatic **WASHER**
179⁵⁰

- ✓ **WASHES FASTER**
In less than a half hour after you touch the magic dial—your clothes have been washed, spun dry and are ready for the line.
- ✓ **SPIN DRIES BETTER**
After 7 rinses clothes are spun dry—ready for the line! Rapid spin tub basket extracts 25% more water than conventional wringers.
- ✓ **SAVES HOT WATER**
Kenmore has the Depth-Selector—permits you to select the correct amount of water to fit the weight of the wash load! Saves costly soap and hot water.

Check This Low Price

LOAD IT! SET IT! FORGET IT! KENMORE WASHES AUTOMATICALLY!
 A touch of the magic dial does the entire job - and your hands never touch water! Clothes are cleaner with Kenmore agitator washing action. Clothes are rinsed 7 times. Clothes are spun dry - with many pieces ready to iron! Machine cleans itself and shuts itself off! See Kenmore - - - only Sears sells it!

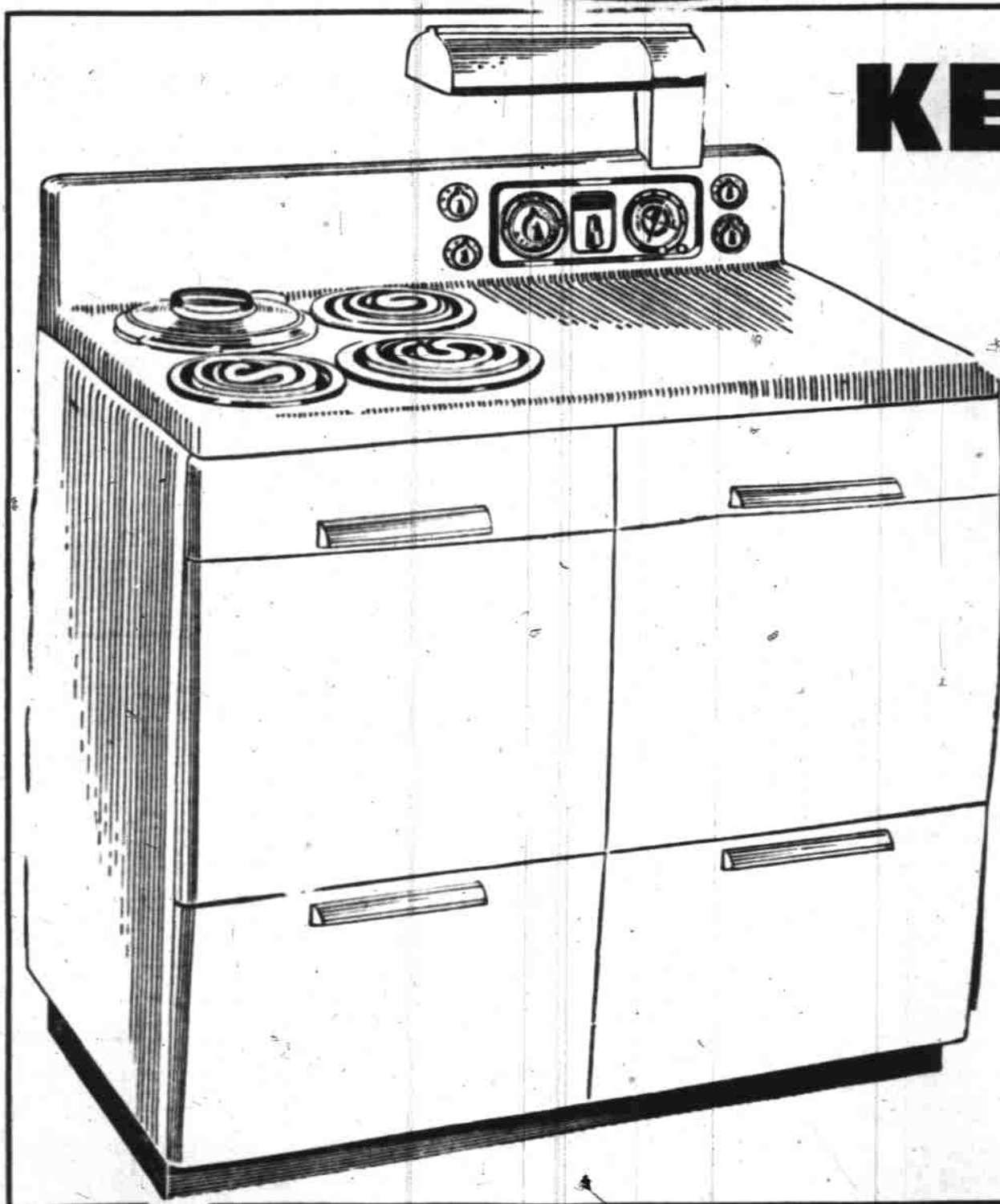
10% DOWN
 Take advantage of Sears Easy Terms -- Enjoy using a Kenmore while you pay for it!



AMAZING LOW PRICE FOR A FULL SIZE, AGITATOR ACTION MODEL
KENMORE WASHER
69⁹⁵
 ONLY 10% DOWN

- Big porcelain enameled tub
- Triple vane Duralite agitator
- 8-position chromium finish wringer

Has the famous steam-seal tub that washes up to 7 lbs. in one loading! Has sealed in oil for life gear case. Has safe target release and easy re-set! Has all the features needed to get clothes cleaner, faster! And only Kenmore has all the features - and only Sears sells Kenmore!



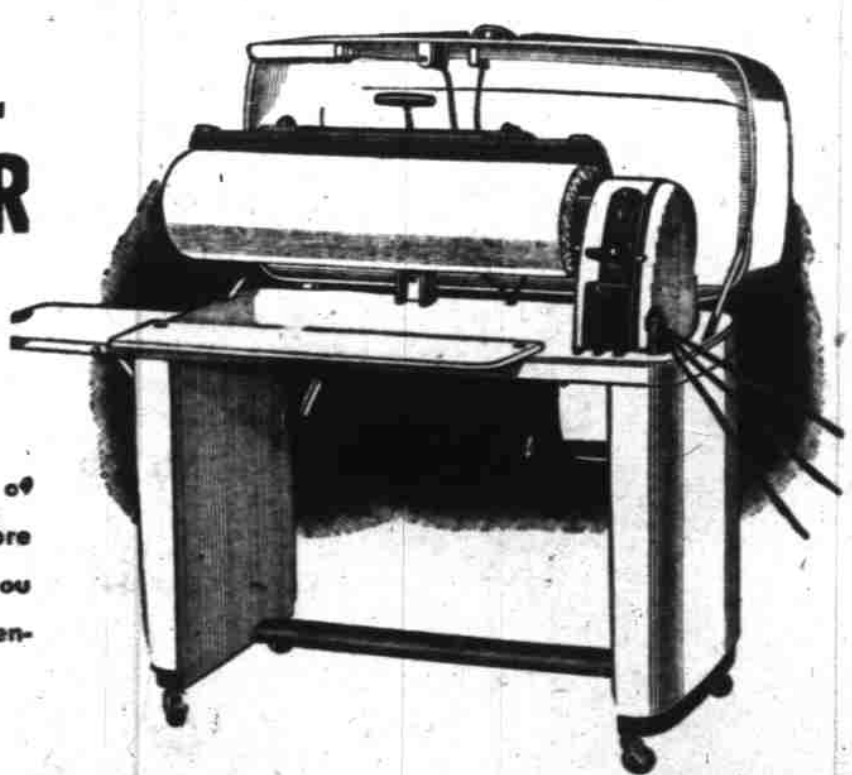
KENMORE ELECTRIC RANGE
189⁹⁵

- It's a Big 40-Inch Range
- Heavily Insulated Oven
- Big 6-qt. Deep Well Cooker
- Big 17 Inch Oven

Cooking at its best - with all the automatic features! Oven thermostat has bake and broil pilot lamps and automatic select or for preheat. Extra spacious storage space in three utility drawers. Built-in Robotimer for automatic cooking at pre-selected times. Peek switch controls oven light. Infrared burners are controlled to 7 cooking speeds. It's a gleaming beauty at a drastically reduced price! Shop at Sears and save!

You Get Extra Ironing Ease With a
KENMORE IRONER
139⁹⁵
 Big 26 inch roll

No longer is it necessary to put up with long hours of tedious back breaking ironing chores! Let a Kenmore electric ironer do the hard work for you - while you sit down, relaxed. See the exclusive features of Kenmore today at Sears!



"Satisfaction guaranteed or your money back" SEARS

550 N. Capitol, Phone 3-9191 - Plenty of Free Parking