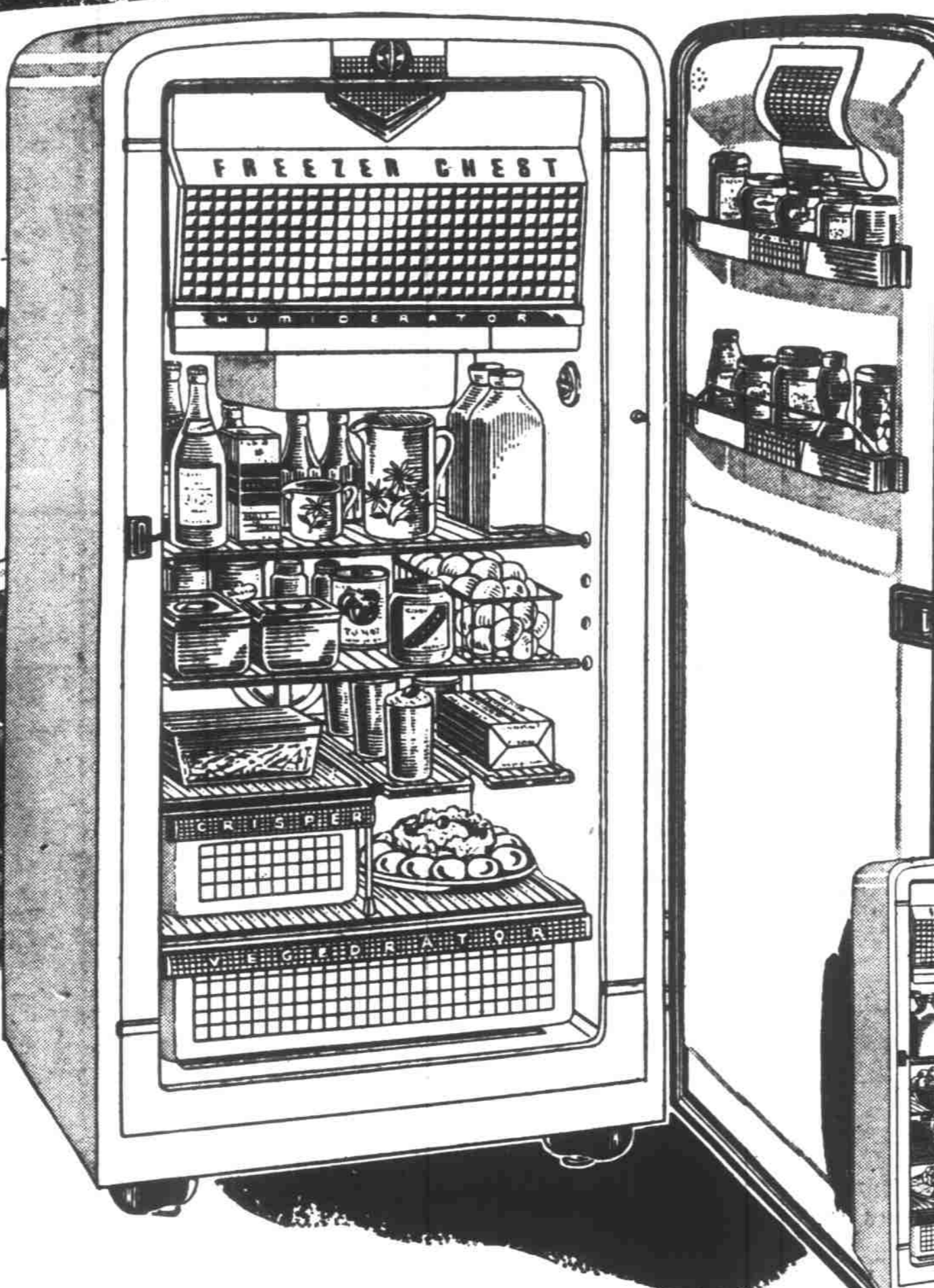




**NEW LOW 1952 COLDSPOT PRICES**  
**LOWEST COLDSPOT PRICES IN 5 YEARS**  
**LOWEST COLDSPOT PRICES SINCE 1947**

**Yes LOWEST PRICE EVER**  
 on a big 9 cubic foot completely automatic defrost refrigerator . . . anywhere . . .



**1952 COLDSPOT**  
 with new **THERMO-MATIC** defrost  
**319.95**

48.00 Down, 17.50 Month on Sears Easy Payment Plan (Usual carrying charge)

New . . . you can buy a full size 9 cu. ft. automatic defrost Coldspot for the price you normally would pay for a 7 cu. ft. elsewhere

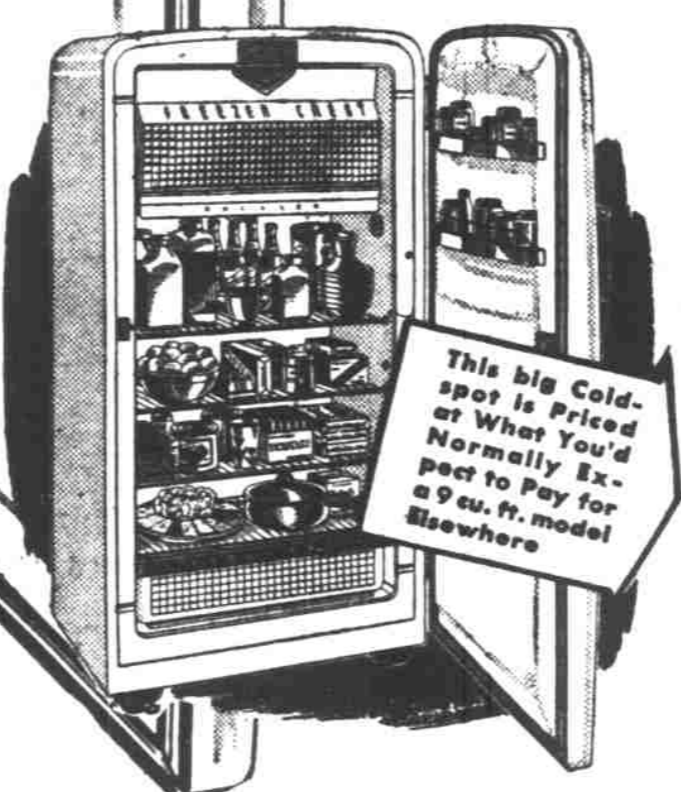
Amazing low price—yes!—more amazing are the great new features of this brand new Coldspot! Only Coldspot has Thermo-Matic defrost—completely automatic—tailored to your use of the refrigerator. In addition, Coldspot gives you beautiful new color tone interior, full width giant capacity freezer chest and top to floor storage space. Check the features . . . compare the price . . . buy Coldspot at your nearby Sears store.

**Yes LOWEST PRICE ANYWHERE**  
 for a giant size 11 cubic foot deluxe refrigerator . . .

**Freezer Chest Model**  
**11 CU. FT. COLDSPOT**  
**279.95**

Amazing low price—a big 11 cubic foot size Coldspot with full width 50-lb. capacity freezer chest! Top to floor storage. Rich touches of new color added! See this great new 1952 Coldspot at amazing low Sears price!

42.00 Down, 14.50 Month on Sears Easy Payment Plan (Usual carrying charge)



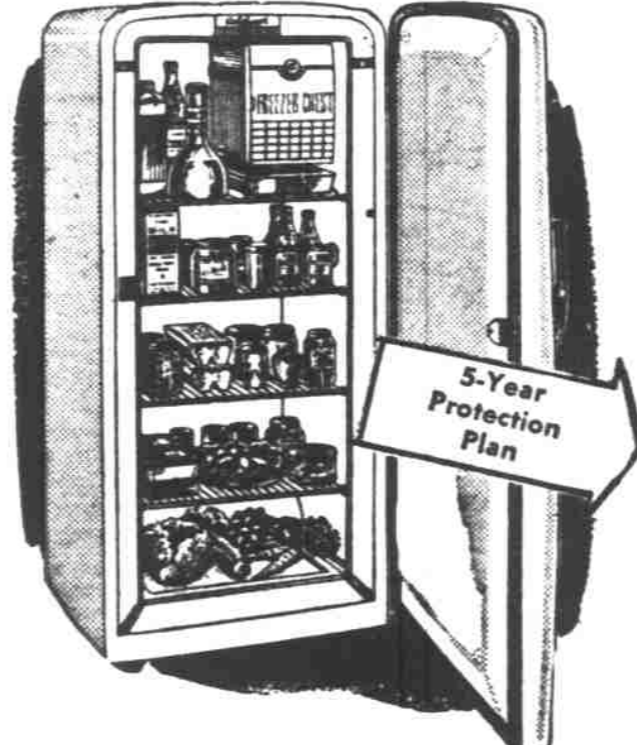
This big Coldspot is priced at what you'd normally expect to pay for a 9 cu. ft. model elsewhere

**Yes LOWEST PRICE IN TOWN**  
 for a full size family type refrigerator—save at Sears

**Big 7.7 Cubic Foot**  
**COLDSPOT SPACEMASTER**  
**179.95**

New beauty of design for 1952—a smashing low price for a limited time only! This great new Spacemaster model gives you top to floor storage—porcelain enamel interior. 5 Year Protection Plan. Save extra—at Sears!

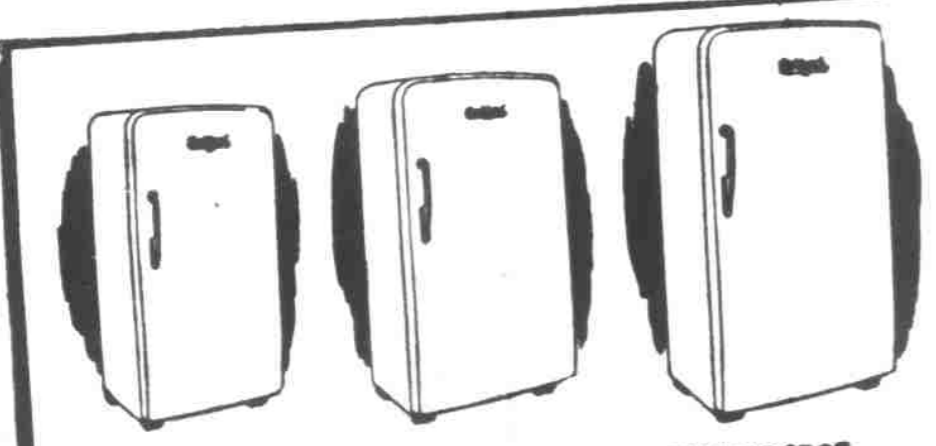
27.00 Down, 10.00 Month on Sears Easy Payment Plan (Usual carrying charge)



5-Year Protection Plan

**WHEN THE LIGHT FLASHES "MATIC"**  
 A Miracle in Work-Saving Happens—

- **Automatically**—Coldspot defrosts itself! The new and sensational Thermo-Matic defrost is synchronized to your daily use of this great new Coldspot.
- **Automatically**—Coldspot knows when to defrost itself. Frost gathers in any refrigerator when the door is open. Coldspot Thermo-Matic adds the minutes the door is open—at the correct time defrosts itself and automatically disposes of defrost water.
- **Automatically**—the magic thermal action of Thermo-Matic defrost makes frost disappear before it can accumulate. Frozen foods maintain their sub-freezing temperature—ice cream stays hard.



SEE TODAY! AMAZING LOW PRICES ON NEW COLDSPOT REFRIGERATORS IN A SIZE FOR EVERY FAMILY . . .

7 Cubic Foot Models Priced from \$179.95 to	\$239.95
9 Cubic Foot Models Priced from \$199.95 to	\$319.95
11 Cubic Foot Models Priced from \$279.95 to	\$349.95

**\$5 HOLDS the Coldspot of Your Choice for 30 Days**

Sears Will Deliver Your Coldspot When the Down payment is Completed—Pay the Balance on Sears Easy Payment Plan

**Coldspot 5 Year Protection Plan—Plus Sears Own Guarantee—is Double Assurance of Your Complete Satisfaction**

You are always sure of Sears Approved service in your community—you are always certain of service regardless of where you may move! Coldspot covers the nation in satisfactory home use . . . backed by 66 years of Sears service!

**SHOP MONDAYS AND FRIDAYS 12:30 TO 9 P.M.**

PLENTY FREE PARKING

Daily: Tues., Wed., Thurs., Sat., 10 a. m.-6 p. m.

Pay Checks Gladly Cashed

Phone 3-9191

*Satisfaction guaranteed or your money back* SEARS

In the Capitol Shopping Center