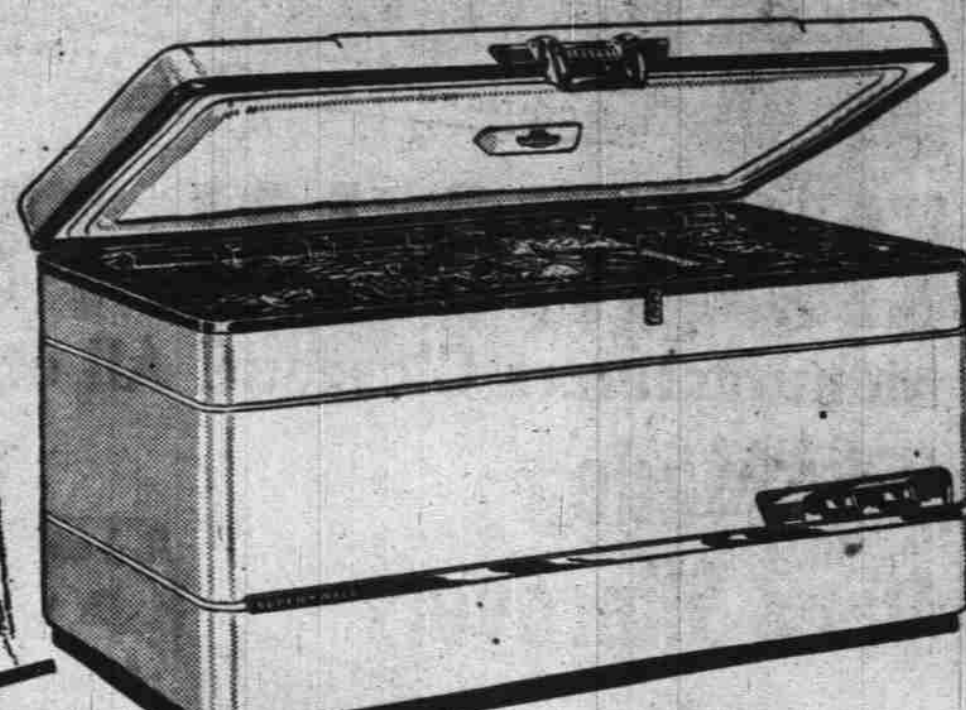


SEARS 68th Anniversary SALE

ROEBUCK AND CO. traditionally our lowest prices



FREEZERS REDUCED!



SAVE \$50

HUGE CAPACITY

Holds 700 lbs. Food!

Big 20 Cu. Ft.

Coldspot Freezer

Regular 449.95



399⁹⁵
10.00 Down

Porcelain Enamel Color-Tone Interior . . . 9 Food Sections. Eat better for less . . . with the store that never closes. This big freezer has a whopping capacity of 700 lbs.—equal to 320 complete meals. Holds even zero temperature under all conditions . . . safe for maximum long-term storage of frozen food. Ample reserve for freezing fresh food in quick freeze or storage compartment. See it at Sears—Now!

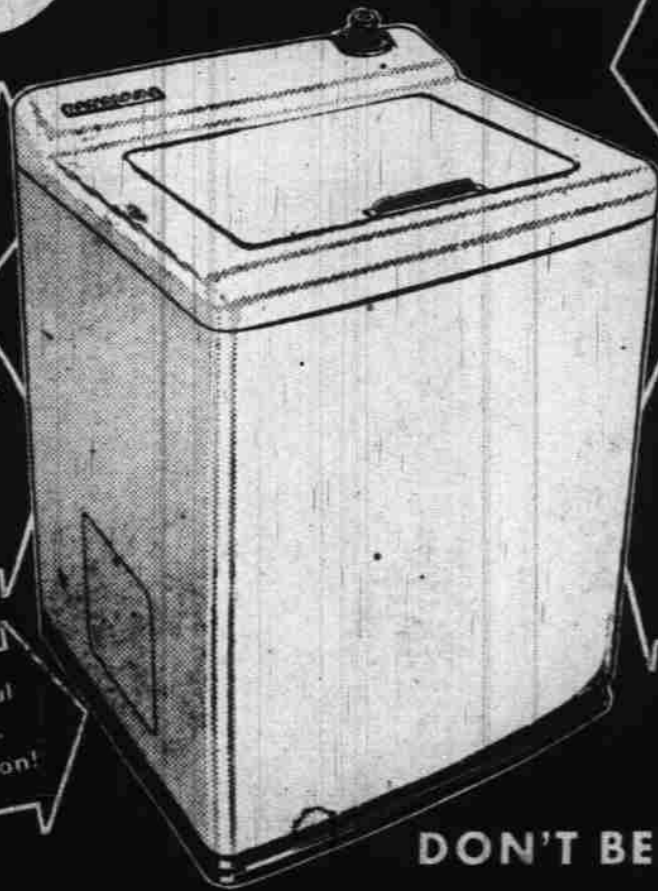
NOT A SEMI... BUT A

fully automatic KENMORE WASHER

At Our New History-Making Low Price!

Special Low Price

168⁰⁰



Guaranteed 5 YEARS!

Washes, Rinses, Spin-Dries the Kenmore Way With ONE Dial Setting!

Has Powerful Agitator . . . 7-Rinse Action!

One Dial Does ALL The Work! Set—Forget It!

Not A Rubber or Plastic Tub, But A Giant Family-Size PORCELAIN ENAMELED TUB!

DON'T BE MISLED

Don't be misled by other's claims of automatic operation. Compare Kenmore . . . with more features . . . at our lowest price . . . for real automatic, work-free washdays!

- Dial controls entire action!
- Set it once . . . work is done!
- Porcelain tub can't corrode!
- Agitator gets clothes clean!
- Top Loading saves your back!

Can Be Used Anywhere! Caster Kit Available!

Use In Kitchen! Attaches To Any Sink!

Use In Basement. No Boiling-Down Needed!

Store In Closet! Solve Small Space Problems!

5.00 Down

on Sears Easy Payment Plan

We Service What We Sell!

MAIL THIS COUPON

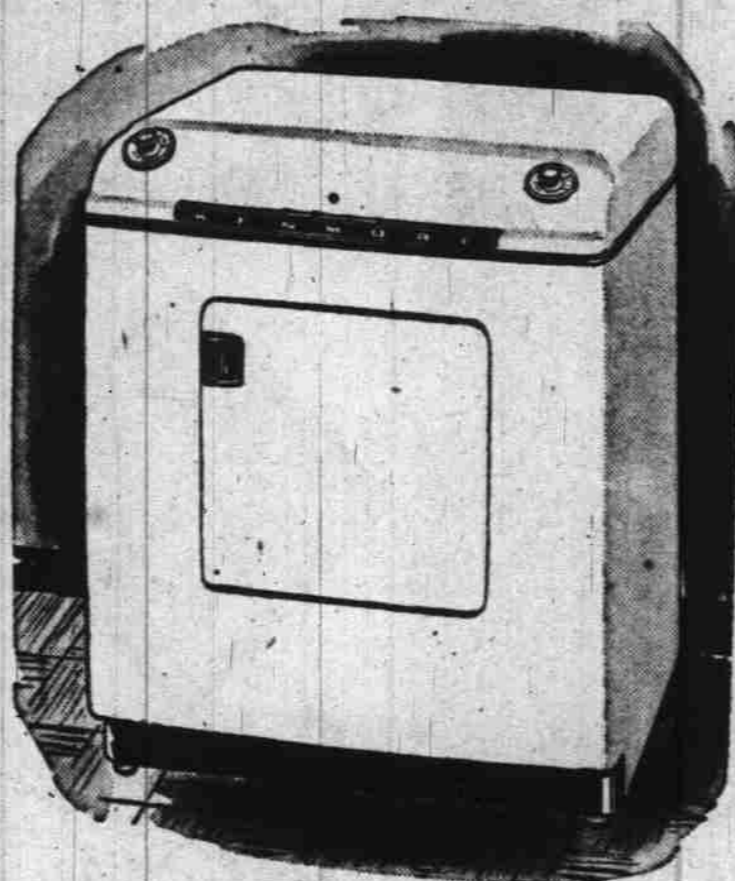
SEARS ROEBUCK
Salem, Oregon

Please send me complete information on Kenmore Washers and Dryers.

NAME _____
STREET _____ PHONE _____
CITY _____ STATE _____

Reduced!

SAVE \$30 on this KENMORE DRYER



SAVE WORK! SAVE WORRY!

Reg. 209.95

- Fully Automatic
- 9 Lb. Capacity

179⁹⁵
5.00 Down

Kenmore dries clothes fluffy soft and wrinkle-free day or night! Check the features save at Sears.

Look! With Visi-Dial and Pushbutton Control

Automatic Washer

Carefree washdays! Fill the tub with 9 lbs. of laundry from lace to rag rugs. Roto-Swirl agitator purges dirt fast with top-to-bottom water action. 10.00 down.

Reg. 269.95

244⁹⁵

Automatic Dryer

Even the new synthetic fabrics are safe as modern engineering can make them in this 9-lb. capacity beauty. A press of the button controls drying temperature. See it demonstrated! 5.00 down.

Reg. 209.95

179⁹⁵



9.2 Cu. Ft. Coldspot

Defrosts Automatically When You Want It To

Regular 289.95

249⁹⁵
10.00 Down

Save 40.00

Yes, automatic defrosting and big, family-size storage at a special low price! Smart, color-tone interior . . . handy, door storage . . . full width, 40-lb. freezer chest . . . even a meat storage drawer! A buy!

FREE PARKING!



SAVE \$20

Feature Packed Kenmore With Special Posture Chair!

Ironer and Chair

Reg. 214.95

194⁹⁵
5.00 Down

Zip through your ironing in a jiffy with this feature packed Kenmore! Has big 26 in. roll, two roll speeds, and both food and fingertip shoe and press controls plus push button heat. Lighted roll plus pilot light.



SAVE \$20

New Kenmore Has Center Drain For Faster Draining!

Wringer Washer

Reg. 179.95

159⁹⁵
5.00 Down

Have more for your money with a Kenmore! New center drain, makes tub practically self cleaning, giant 10 lb. capacity lets you wash more at once. With timer and Visi-Matic wringer that adjusts automatically.



SAVE \$40

Save! Special Griddle-Top, Automatic Electric

Kenmore Range

Reg. 299.95

259⁹⁵
10.00 Down

Feature-packed for finer cooking . . . priced for big savings! Griddle idea for hamburgers, snacks. 17-in. oven automatically controlled. 7-speed pushbuttons for top units. 5½ qt. Top-or-Well. 36-in. size.



SAVE \$30

Enjoy Leisure Moments, Thanks to Speedy, Easy Cooking

Electric Range

Reg. 179.95

149⁹⁵
5.00 Down

Cooks meals that are 'out of this world' while you are out of the kitchen! Giant 24-inch oven! Four Infra-Rod units for the most efficient heating action ever found in a Kenmore! Waist-high broiler. Seven-heat switches!

"Satisfaction guaranteed or your money back" SEARS 550 N. Capitol Phone 3-9191