

Starts Now! A Sale As Great As the Whole U.S.A.!

SEARS
ROEBUCK AND CO.

NATIONAL HOME APPLIANCE SALE

Save 25⁰⁰ to 80⁰⁰
-Extra Tomorrow!

Now! Top Quality... Brand New Deluxe-styled 14.7 cu. ft.



COLDSPOT FREEZERS

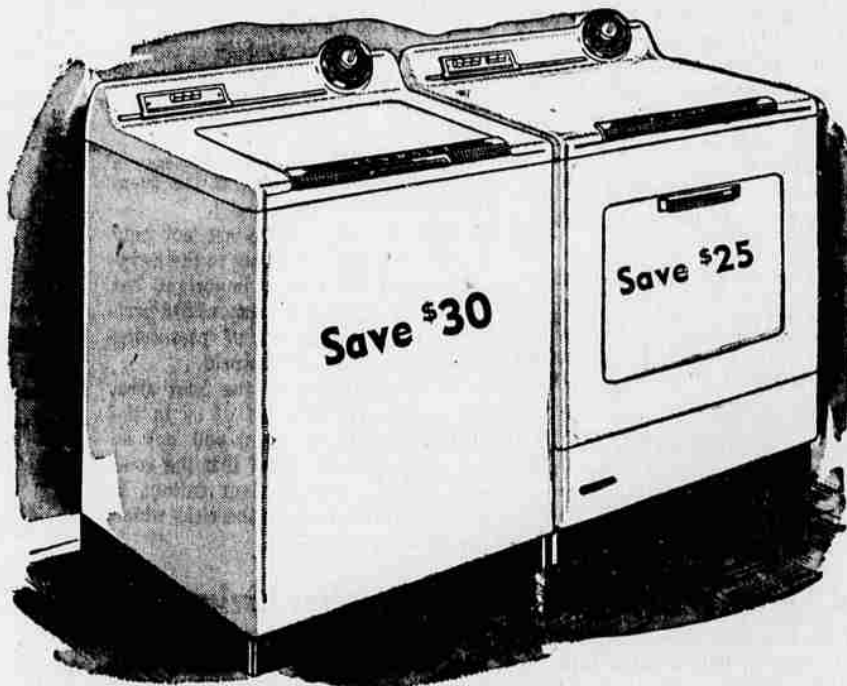
On Sale
for Only

299⁹⁵

\$10 DOWN

13.50 Month on Sears Easy Payment Plan
(Usual low carrying charge)

Here's the top freezer buy of Sears great, once-a-year National Home Appliance Sale! Freezes and stores over 514 pounds of fresh meat, fish, bread, pastry, frozen juice concentrates, ice cream, candy... ready to serve when you want it! Complete with counter-balanced lid and interior light. Separate freezing and storage sections.



KENMORE AUTOMATIC WASHER

REG. 269.95

Fully automatic, just load, set, and forget it! Kenmore washes, rinses, and dries biggest family loads in minutes! Beautifully styled for modern living Kenmore features a host of new features to make wash-days workfree! Top loading eliminates bending, stooping. 7 rinses get clothes sparkling clean!

239⁹⁵
10.00 DOWN

See the Entire Featured-packed 1954 Line . .

FREE Packaging Kit with Every 1954 Model!

WHAT WE SELL . . . WE SERVICE TOO!

PHONE 5-1561

SEARS REPAIR SERVICES



10 cu. ft.
Chest-type
284.95



14.7 cu. ft.
Chest-type
319.95



20 cu. ft.
Chest-type
419.95



11.1 cu. ft.
Upright
299.95



18 cu. ft.
Upright
399.95

**FREE LOAF
OF BREAD WITH EVERY
DEMONSTRATION!**

Did You Know

Fresh Bread Stored in a
Home Freezer and Served
Months Later Still Fresh—Delicious
IT'S TRUE . . SEE THE PROOF AT SEARS!



"Has Price Alone Prevented You from Owning a Deluxe-styled, Completely Automatic Defrost Refrigerator? Then, See This Terrific Buy!"

11.5 Cubic Foot COLDSPOT

SALE-PRICED

for
only

279⁹⁵

10.00 Down, 13.00 Month on
Sears Easy Payment Plan
(Usual carrying charge)

You'd Expect to Pay \$100.00 More
for Such Top Quality Features!

Yes, it's completely automatic—thanks to exclusive Coldspot Thermo-Matic Defrost! There's nothing you need do. Check all the many features that save you time and trouble — keep foods fresher and easier to store.

- Complete Automatic Thermo-Matic Defrosting
- Full-width, 50-pound-capacity Freezer Chest
- Adjustable, Hinged, Giant Storage Shelf
- Vegetable Bin, Door Storage, Butter-Ready



Fast-Cooking, Self-Cleaning Infrared Units—KENMORE

Electric Ranges

REG. 224.95

189⁹⁵
5.00 DOWN

The beauty of this range is more than "skin deep"! Exclusive fast-heating Infrared units with removable rings, pans. 7-heat rotary switches, 6-quart deep well cooker, 17-in. porcelain enameled oven. Utility outlet, timer.

MATCHING AUTOMATIC DRYER

REG. 214.95

Dry clothes day or night, automatically! Pushbuttons give correct drying heat for any fabric. Visual dial regulates drying. Sun-Fresh lamp gets clothes sunshine-sweet smelling.

189⁹⁵
5.00 DOWN

SAVE \$20⁰⁰ NOW!



Specially Priced Silvertone 21-In.

TV Console

REG. 219.95

199⁹⁵

15.00
DOWN

Where but at Sears could you find such money-saving values! Unusual leatherette covered cabinet has a striped mahogany effect.

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

CORNER 10th and CHARNELTON
2 HOURS FREE PARKING

PHONE 5-1561