

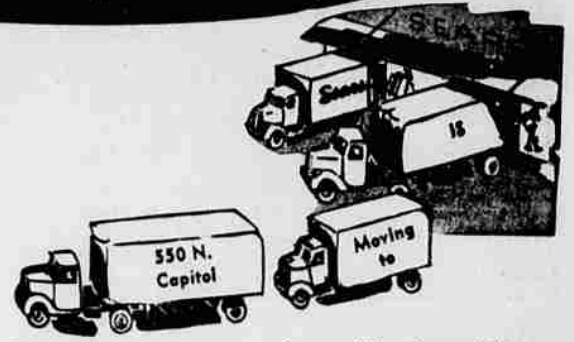


REMOVAL SALE

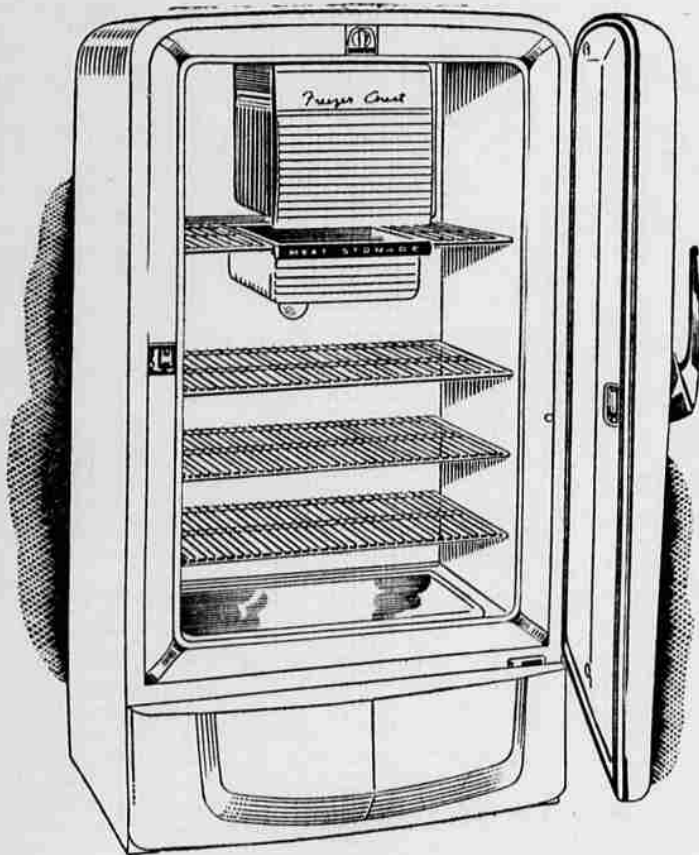


of

Floor Samples



The average lady shopper at Sears will be chosen Friday and Saturday, who will assist the mayors of Salem and West Salem in opening the gigantic new store at 10 A.M., August 11. This typical woman customer will be announced Monday and will receive a dress from our new dress department, a Charmode slip and bra, three pairs of Royal Purple hosiery, a pair of Kerrybrooke high style shoes, and a lovely hat from the brand new stock of the new hat department. She will also receive her choice of \$2.50 worth of candy from Sears new candy department and 2 rolls of still film from the new camera department.

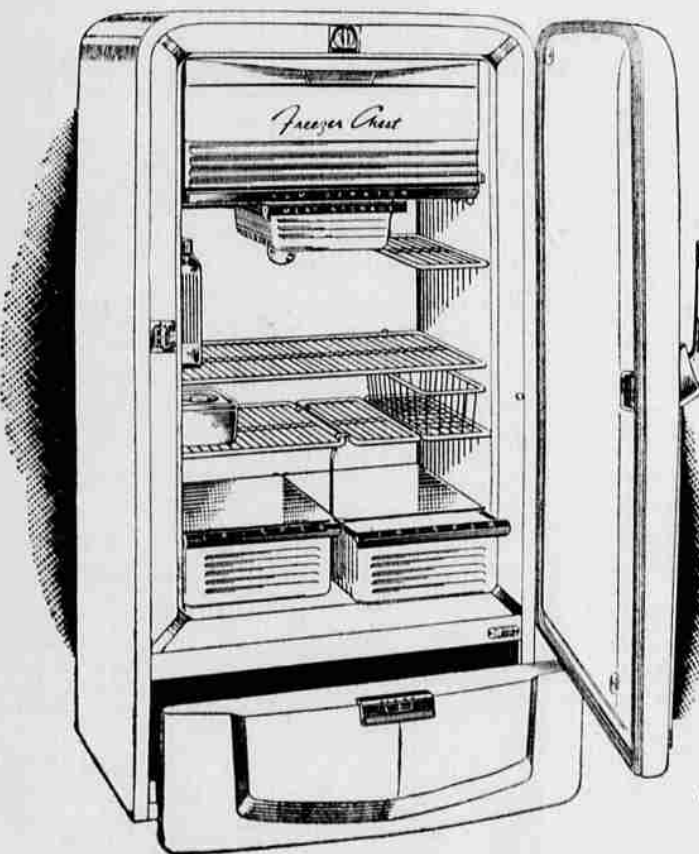


SUMMER SAVINGS ARE YOURS WITH
COLDSPOT
Spacemaker

Special Model C9M **199⁹⁵**

20.00 Down, 9.00 Month on Sears Easy Terms
(Usual carrying charge)

Here is a big 9.2 cubic foot Coldspot at a remarkable, low price! Its big stainless steel freezer chest stores 27.1-lbs. of frozen foods at extreme temperatures. Bright finish, rust-resistant shelving provides 14 sq. ft. of shelf area. Meat storage drawer holds 15.1-lbs. of fresh meats outside freezer. See Coldspot today—Shop at Sears and Save!

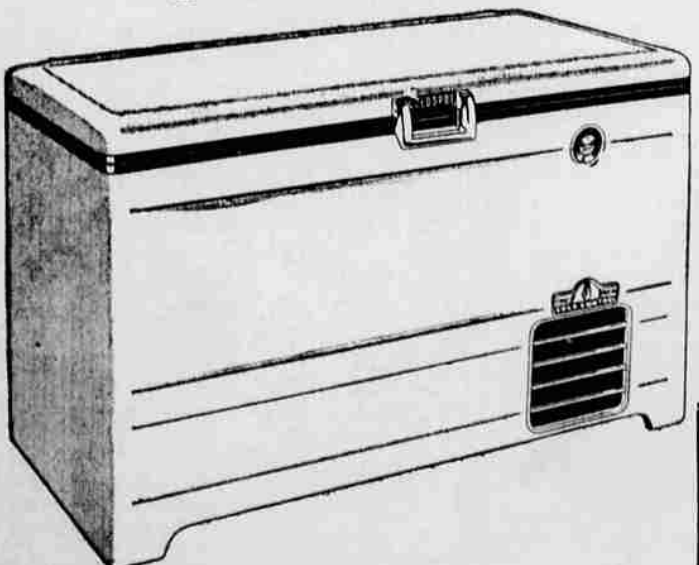


8.4 CUBIC FOOT SPACEMAKER
COLDSPOT
Model C9G **269⁹⁵**

27.00 Down, 12.00 Month on Sears Easy Terms
(Usual carrying charge)

- 41.3-lb. Capacity Frozen Food Chest
- Exclusive Design Stainless Steel Shelves
- 10.4-lb. Fresh Meat Storage Drawer
- Porcelain Enamel Twin Crisper Drawers

Coldspot is packed with food-saving, money-saving features that add to your pleasure! Features the exclusive Humidifier which permits you to control the humidity within the cabinet. Exclusive roll-out Handibin provides extra storage for 1.76-bushels of foods. See Coldspot at Sears and Save!

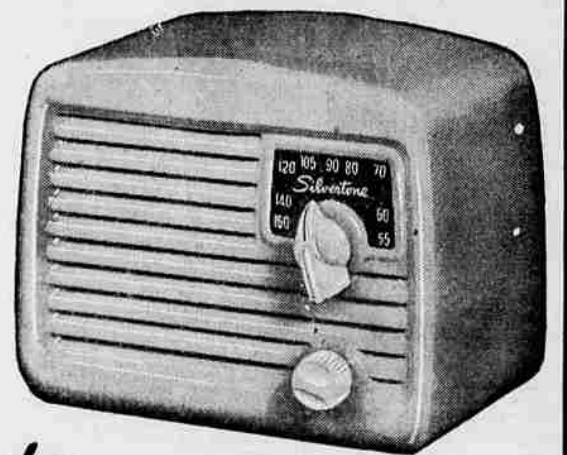


REGULARLY PRICED 329.95
COLDSPOT FREEZER
12.4 Cu. Ft. **299⁹⁵**

ONLY 10% DOWN
30.00 Down, 13.00 Month on Sears Easy Terms
(Usual carrying charge)

A big 12.4 cu. ft. freezer at a record low price for this sale only! Limited quantities—shop Sears tomorrow. You save more with Coldspot—in original price and in the savings in quantity food storage. Check the features—compare the price. Shop at Sears and Save.

Reg. 279.95 9 Cu. Ft.
COLDSPOT FREEZER 249⁹⁵



Silvertone "Extra Set"

Gets Your Vote for a Better Radio—At Less Cost!

table model radio 995
new low price!

This year—of all years—you can make use of a radio that's easy to move from room to room. Keep news of latest political developments only an arm's length away with this handsome SILVERTONE. Its better radio features give it excellent reception... the good looks of its non-breakable metal cabinet improves the appearance of any room. Use it on AC or DC current... it's color-toned for any setting. Built-in aerial; superheterodyne circuit. Underwriters' Laboratories approved for safety. Tubes are guaranteed for one year. Check these and more superior features... Have SILVERTONE quality at Sears saving low price.

WIRE RECORDER RADIO, PHONOGRAPH

139.95

14.00 Down, 7.00 Month on Sears Easy Terms
(Usual carrying charge)

Here's family entertainment at its best—and at the best price! Yes, this Silvertone gives you the thrill of making your own "long-run" recordings at home—ON WIRE! And, it also brings you the pleasure of owning a top-notch radio and phonograph! So don't wait! See and hear it today at Sears—and save!



Record your children

Record your favorite radio programs



Record your favorite symphonies

"Satisfaction guaranteed or your money back" SEARS

484 State Street
Phone 3-9191

Store Hours:
9:30 a.m. to 5:30 p.m. daily.
9:30 a.m. to 9:00 p.m. Friday