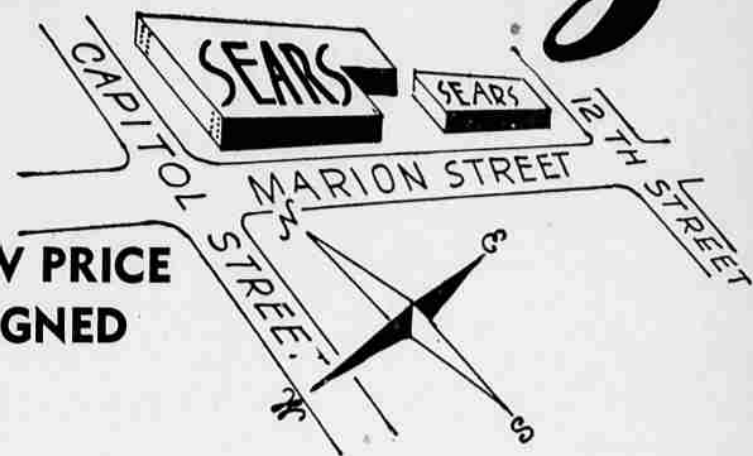




Grand Opening

GARDENIAS FOR THE LADIES

The Friendliest Store in Town



Shop in Air-Conditioned Comfort at SEARS

EXTRA STORAGE SPACE - A SMASHING LOW PRICE
BIG 7.2 CUBIC FOOT! BEAUTIFULLY DESIGNED

Coldspot Spacemaster

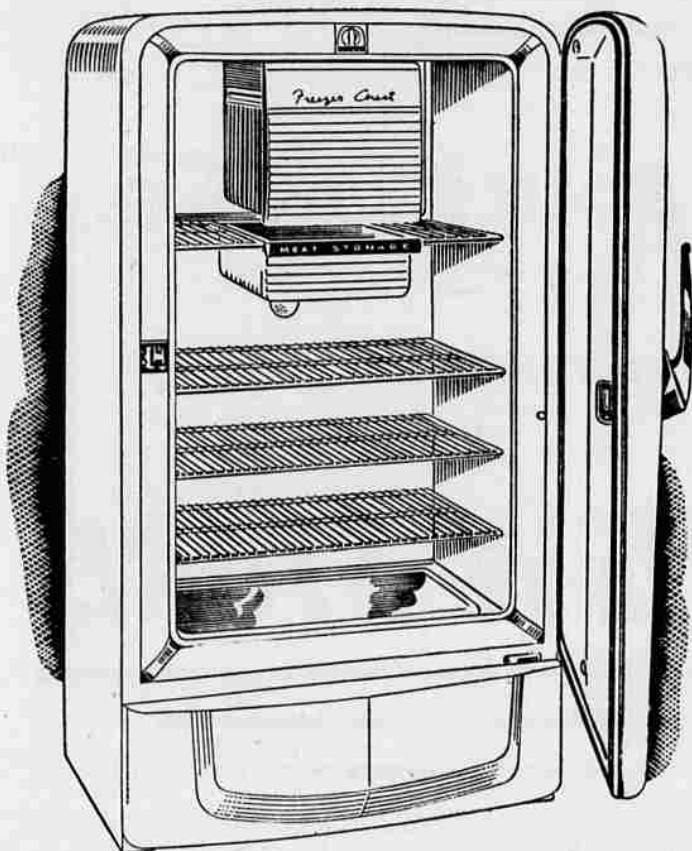
199⁹⁵

ONLY 10% DOWN

00 Down, 00 Month on Sears Easy Terms
(Usual carrying charge)

- Limited quantity — so shop early
- See its brand new quality features
- Has porcelain enameled interior
- Features big 26.2-lb. freezer chest

Here is the big new Coldspot refrigerator you've been waiting for! Its graceful styling will make you proud of its appearance in your kitchen. You will take pride in your money-saving ability when you have proof in your home of its economical operation. Perma-Thrift unit—5 Year Protection Plan. See it today — at your nearby Sears store!



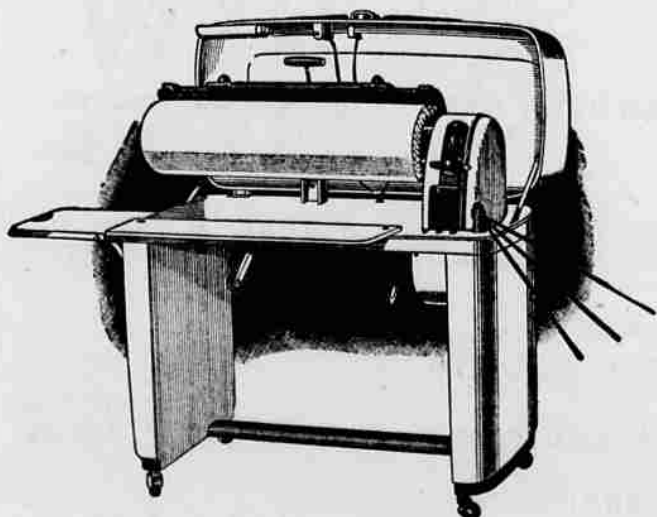
Coldspot Freezer

299⁹⁵

Only 10% Down

Only a few of this special model to sell at this low price! Now you can buy a big 12 cubic foot freezer at a price that is under \$300—and you can buy it only at Sears! Hermetically sealed unit is covered by Sears 5 Year Protection Plan — entire cabinet is guaranteed by full year warranty. Save extra now—at your nearby Sears store!

A \$12.75 Packaging Material Kit
Is Given With the Purchase of
Each 12 Cu. Ft. Freezer



KENMORE IRONER

139⁹⁵

Pay 10% Down

Kenmore does the hard work—all you do is to sit down and control the machine with a flick of the fingertip or a touch of the knee. You can become an expert quickly—for it's easy to iron with a Kenmore. See it today at Sears!

A Chrome Plated Chair Is Given With the Purchase of Each Kenmore Gold Star Iron

FOR EXTRA SAVINGS WITH KENMORE

A touch of the dial saves costly soap and hot water! Kenmore—with the Depth-Selector—lets you choose the amount of water needed to wash loads up to 9-lbs.!



Only KENMORE has all these features

KENMORE Automatic WASHER

169⁹⁵

- LOW PRICE—a completely automatic washer at a real savings to you.
- TOP LOADING—no stooping, groping
- AGITATOR ACTION — with 6-vane Duralite agitator gets clothes clean.
- DIAL CONTROL—that gives you a completely flexible wash cycle.
- DEPTH SELECTOR — lets you save hot water and costly soap.

See Kenmore Today — At Sears

PAY ONLY 10% DOWN
00 Down, 00 Month on Sears Easy Terms
(Usual carrying charge)

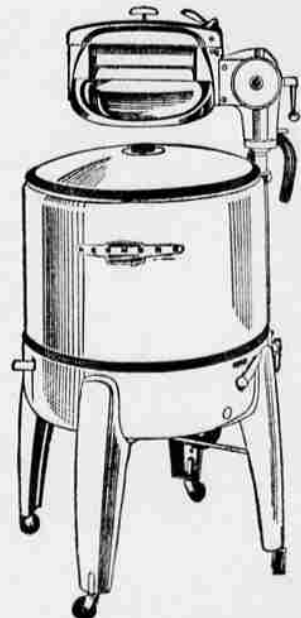
STORE HOURS
Thursday—10:00 A.M. to 9:00 P.M.
Friday—9:30 A.M. to 9:00 P.M.
Saturday—9:30 A.M. to 9:00 P.M.

FULL SIZE KENMORE WRINGER WASHER

69⁹⁵

PAY ONLY 10% DOWN

Wash up to 7-lbs. in one loading with this big Kenmore. Gleaming white tub and aluminum finish wringer with 2-inch balloon type rolls. 8-position wringer and target release. Check the features — check the low price—then hurry to Sears for savings.



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

Plenty of Free Parking