



Out in front with New Features  
THAT PROVE RADIO LEADERSHIP



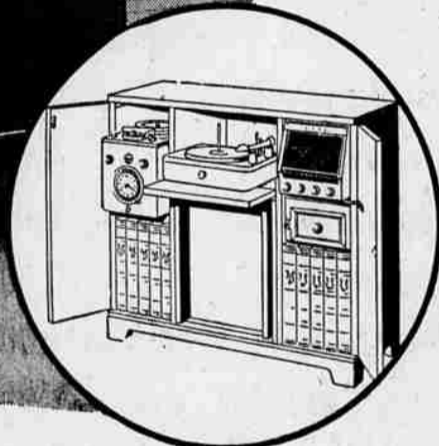
IT'S *Silvertone* FOR '49  
IT'S AHEAD WITH THE BEST FOR LESS!

With the 1948 line, Sears is making Silvertone the FOREMOST name in Radio. There's only one way to do that: Not by advertising... not by extravagant claims—but by making wonderful radios—and at prices that are in keeping with Sears tradition: THE BEST FOR LESS! WE'RE DOING IT! THEY'RE READY FOR YOU NOW—IN THE NEW 1948 SILVERTONE LINE-UP!



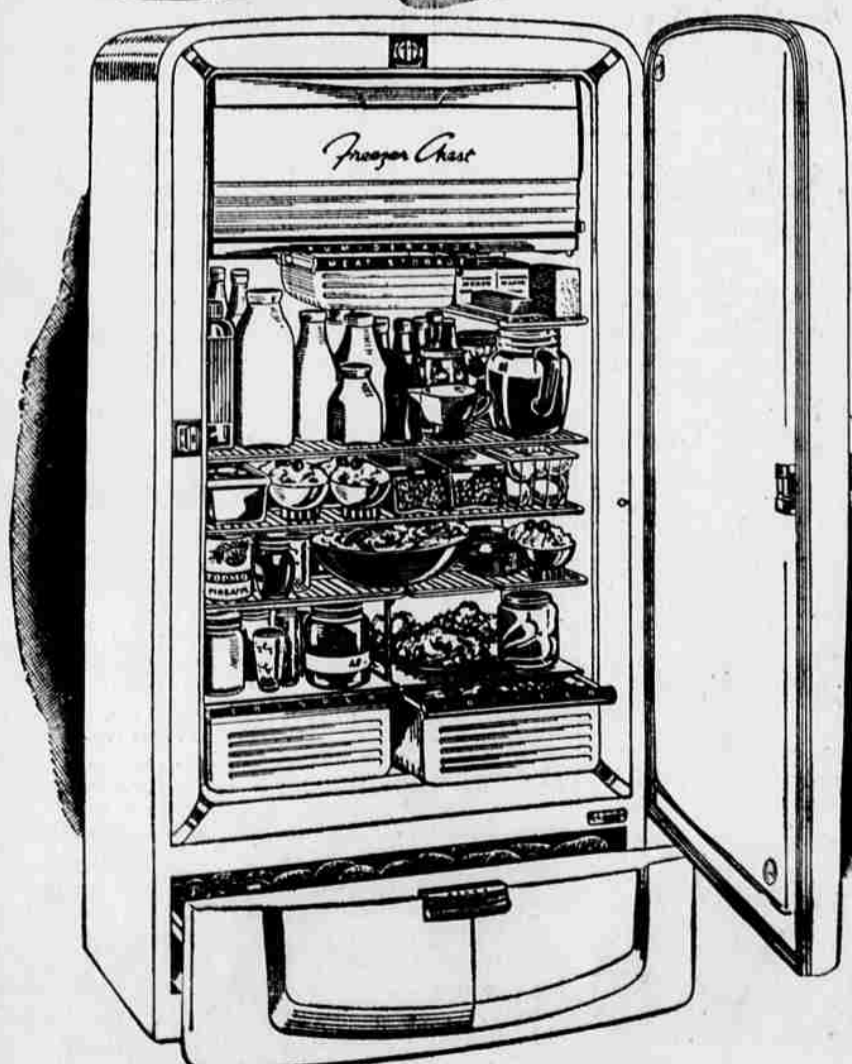
<p><b>IT HAS STYLE!</b> Beautiful 18th Century, completely enclosed mahogany cabinet. Hand rubbed to a glorious finish.</p>	<p><b>IT HAS WIRE RECORDING!</b> A Silvertone first. Records full hour of radio, records, or voice on one small spool of wire.</p>	<p><b>IT HAS IMPROVED FM!</b> It's a new thrill in fine radio reception. Sharp and clear, it's not affected by electrical disturbances.</p>
<p><b>Triple Speed AUTOMATIC CHANGER!</b> It's a honey! Plays twelve 10-in. or ten 12-in. records automatically, and intermixed stops after last record.</p>	<p><b>SAPPHIRE JEWEL STYLUS!</b> It brings out the high and low notes you've never heard before on records. If handled with care, never needs changing.</p>	<p><b>AUTOMATIC TIMING!</b> Built-in electric clock turns on the radio, wire recorder, or phonograph automatically at any desired time.</p>

A NEW *Silvertone* MASTERPIECE, 3-IN-1 COMBINATION:  
AM-FM-SW RADIO, WIRE RECORDER, AUTOMATIC CHANGER!



Just close your eyes and listen. Listen to the powerful AM-FM-SW radio bring out the hidden beauty... the high and low tones that mean greater music enjoyment. Play the new, miracle Silvertone Wire Recorder... put a whole hour of fun on a tiny spool of wire. You can set it to automatically record radio programs while you are away from home—you need never miss a favorite radio program. Put a stack of 10- and 12-inch records on the big automatic changer... notice how smoothly and quietly it operates. When it finishes the last record, it shuts itself off. The gorgeous 18th Century Cabinet, with its two big album compartments, is truly fit for a king. Also available in an ultra-modern, blond mahogany cabinet style. And the best part of this—you can have the new Silvertone Combination at a price you'd expect to pay for the radio alone. It's truly a Masterpiece! It's a Silvertone for '48!

**399<sup>95</sup>**  
EASY TERMS



10.4 CU. FT.  
SPACEMASTER

**324<sup>95</sup>**

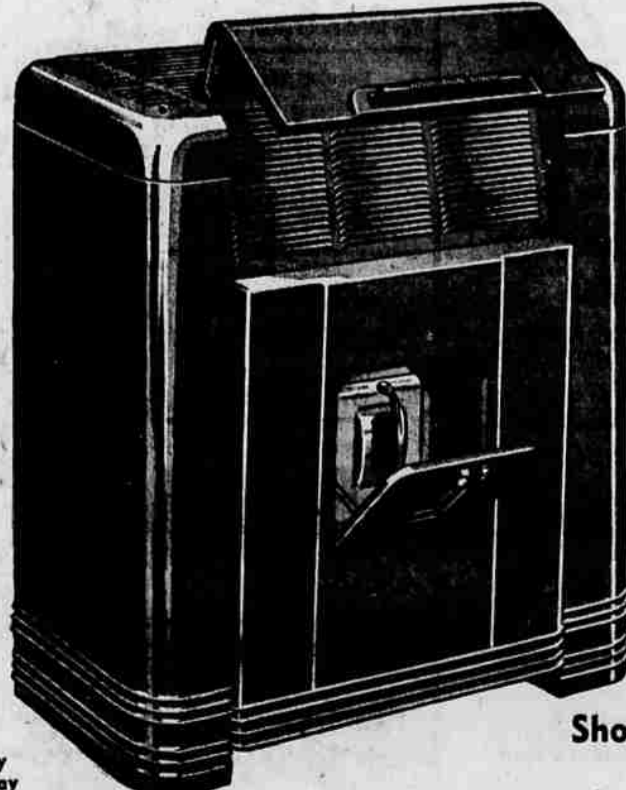
- Stainless steel freezer chest stores 50.2 lbs. of frozen food!
- Big, full width Handbin drawer stores 1.9 bu. of cereals, potatoes, dry foods!

New beauty of design makes Coldspot the bright spot of your kitchen. Coldspot Spacemaster cabinet with its back-mounted unit gives you big food storage space in small kitchen space! Its giant freezer chest, stainless steel shelves and Humidator moisture-control make Coldspot the best choice for safe, economical food-keeping. See this new beauty at Sears!

PLENTY OF  
FREE PARKING

STORE HOURS: 9:30 A.M. to 5:30 P.M. Daily  
9:30 A.M. to 9:00 P.M. Friday

KENMORE CIRCULATING  
OIL HEATER



**74<sup>95</sup>**

- New beauty in design! Harmonizing high gloss enamel finish baked on.
- New efficiency with full saving Zenosphere burner. Has fuel economizer!

It's new! It's low priced! It's a Kenmore—sold exclusively by Sears! Gives you quick, fast and penny-saving radiant and circulating heat! Has gas and fume-tight inner combustion chamber. Adjusto door—and exclusive—gives quick radiant heat. 2-qt. humidifier. Burns up to 52 hours on 5-gals. of fuel at low fire.

Shop in Air Conditioned  
Comfort at Sears

"Satisfaction guaranteed or your money back" SEARS

550 N. Capitol St. Phone 3-9191