



Be a Santa in a GREAT BIG WAY!

More GIFTS for Your Money at Sears

★ FOR THE WHOLE FAMILY THE WHOLE TIME!

Silvertone Radios



GIVEN! 30 records (\$10 value) with the purchase of this beautiful SILVERTONE Radio-phonograph combination as trade-in allowance for your old set!

8 Tube Radio-Phono! The Gift of Good Reception!
Hour after hour of enjoyment... day after day of ever-changing entertainment! 2 double purpose tubes for 10 tube performance, plays ten 12 inch or twelve 10 inch records automatically. Massive walnut console.

Actual \$99.95 Value

SEARS' LOW PRICE ONLY

\$74.95

\$5 Down Usual Carrying Charge

You Save \$25

Ask for Free Home Demonstration!

Silvertone Table Radio

6-Tube



18.95

\$2.50 Down Usual Carrying Charge

Hour after hour of enjoyment! Walnut veneer case, push buttons.

Commentator Ivory Radio

5-Tube



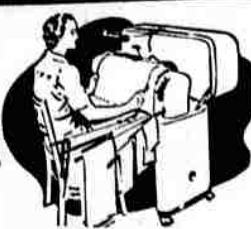
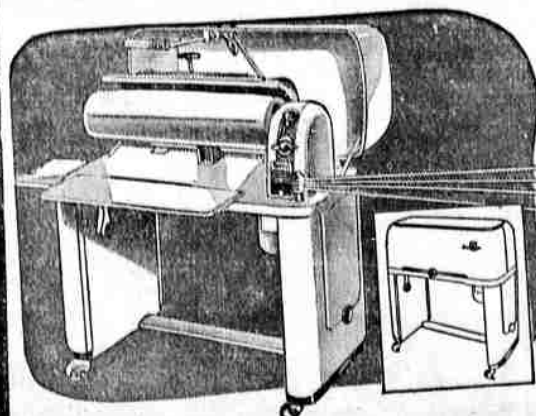
9.95

\$2 Down Usual Carrying Charge Walnut Finish

Ivory \$10.95
Onyx \$11.95

All enclosed plastic case, piano key push buttons, new dial and pointer.

LADIES - - BE SEATED! SIT DOWN AND RELAX WHILE YOU IRON... WITH A KENMORE ROLL-A-PRESS!



For a Limited Time Only!
ALL METAL TUBULAR CHROME CHAIR

Say goodbye to the hardest job in house-keeping! Sit comfortably while you guide every piece of your wash through this mechanical marvel. Irons everything... sheets, shirts, flatwork, presses pleats and everything else in your wash! Relax with a Kenmore—conserve your energy, stay beautiful. Get a Kenmore today!

Given with the purchase of a deluxe Kenmore Roll-a-Press Ironer

89.95

No Down Payment... and only \$5 a month!

Genuine Rogers Bros. 52-Pc. Silverware Set and This

6.3 CU. FT.
COLDSPOT



Actual \$194.90
VALUE **\$139.95**

Only \$4.00 Down
NO FURTHER PAYMENTS UNTIL MARCH!

Buy This

Get This



Famous Gold Seal Coldspot

- ★ Porcelain and Dulux Finish
- ★ 3 Inches of Coldex Insulation
- ★ Rotorite Current Cutter Unit
- ★ 102 Ice Cubes... Over 10 Lbs.
- ★ 9 Degrees of Fast Freezing
- ★ 12.3 Sq. Ft. of Shelf Area

A "Whole Family" gift... tag it to "him"... inscribe it to "her"... or make it "to the family"... whichever way you select you'll be saying "Merry Christmas" in the most welcome way... because every one can enjoy a Coldspot and Silverware.

GET THIS!

52-PIECE SILVERPLATE
"El Dorado" in Rogers Bros. 52-piece service for eight! Viande or regular stainless steel knives with hollow handle. In tarnish-proof chest. Sold regularly at \$24.95!

★ Electrify Your Friends!

ELECTRIC ROASTER

WITH AUTOMATIC HEAT REGULATOR

- Thermostatic heat control
- Automatic Lifting Mechanism
- Takes 20-lb. roast
- Connects to any outlet



18 Quart! "Fitting"
Gift For a Feast!

Roasts, cooks, bakes and stews! Includes 3 inset pans, adjustable baking rack. White porcelain finish with black trim.

Actual \$24.95 Value

SEARS' LOW PRICE **\$14.88**

SAVE \$10

SEARS, ROEBUCK and CO.

SEARS WILL REMAIN OPEN EVENINGS
THURSDAY, FRIDAY, SATURDAY, MONDAY, TUESDAY