

Be a Santa in a GREAT BIG WAY!

★ Purchase a Coldspot, Radio or Electric Range
and SEARS PLAYS SANTA, TOO!

Here's a red hot gift offer if we've ever seen one! Buy yourself and your family an outstanding gift, and use the purchase coupons that Sears GIVES YOU, to purchase those other gifts that usually unbalance your Christmas budget! This offer is good for a LIMITED TIME ONLY . . . so act right now . . . DON'T DELAY!



Up to \$20⁰⁰ Worth of Purchase
COUPONS GIVEN!

WITH THESE IDEAL CHRISTMAS GIFTS FOR THE WHOLE FAMILY

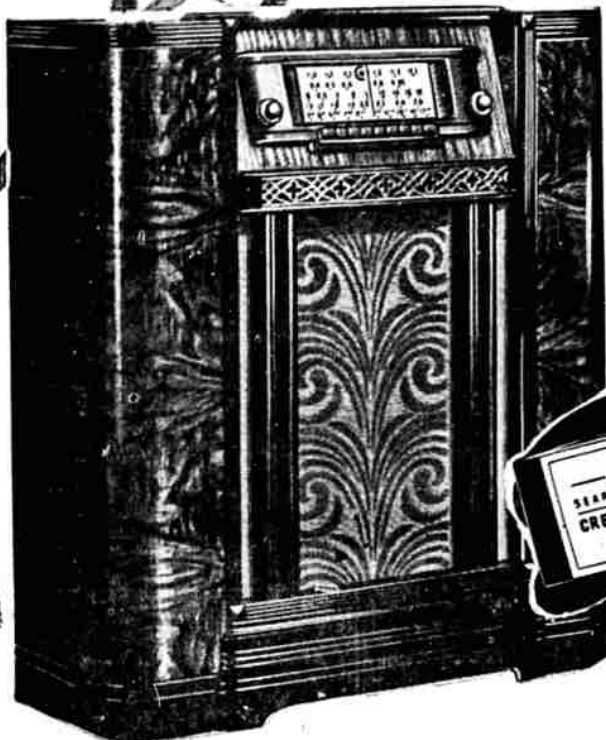
Sears PURCHASE COUPONS enable you to buy any merchandise in any of Sears departments just as if you were using cash. Buy the easy way . . . with Purchase Coupons . . . as YOUR Christmas gift from Sears!

A GRAND GIFT . . . 10 TUBE 4 STAR

**SILVERTONE CONSOLE
& \$10 Worth of COUPONS**

•Electric Tuning Eye •Auto-
matic Volume Control
•Bass Compensation •New
Rotatable Loop Aerial
An extra-sensitive, mellow-
voiced Silvertone that incor-
porates many fine features in
a beautiful cabinet of figured
stump walnut veneers with
attractively designed grille
cloth.
10.00 Coupon Book Given!

79⁸⁸
Pay Only 6.00
Per Month!



Remember
PURCHASE YOUR GIFTS ON
**Sears Easy Payment
Plan**

Visit Sears Convenient Credit Department on the second floor, and arrange credit for your Christmas purchases. September credit regulations affect only comparatively few items in Sears Big Store.

★ It's easy to be Santa in a great big way . . .
WHEN YOU'LL GET

**\$20 Worth of
Purchase Coupons**

With This Deluxe

COLD SPOT

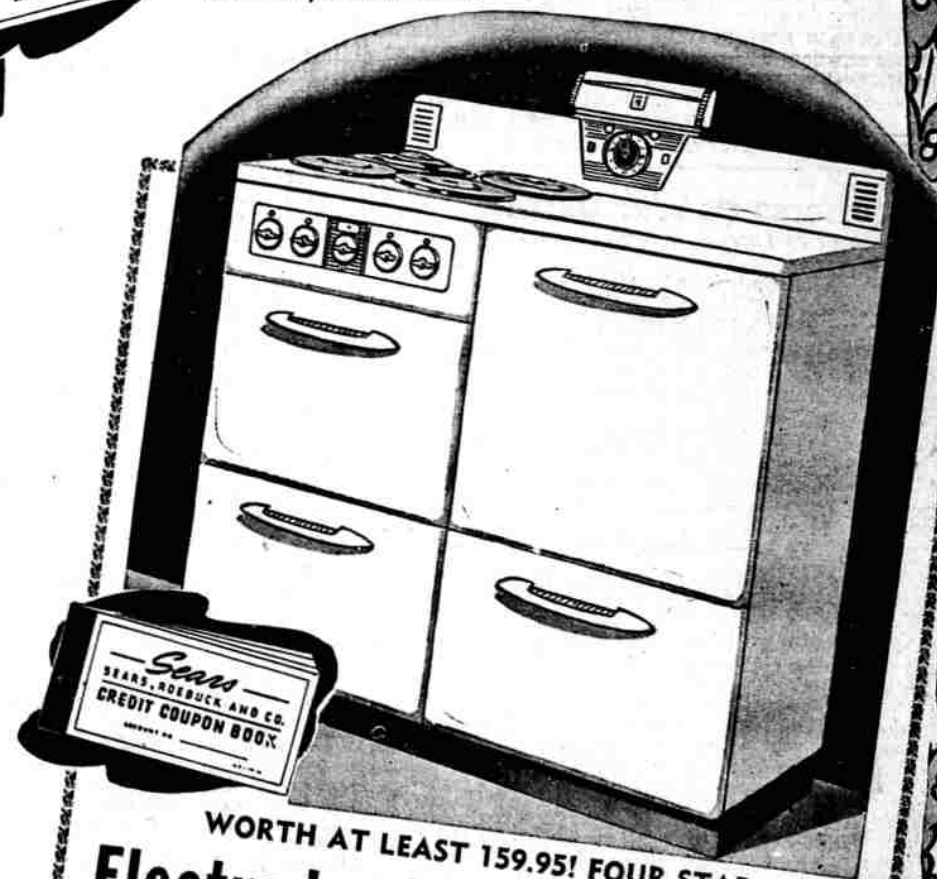
MERCURY SIX

WORTH AT LEAST 190.00! Full size!
6.5 cu. ft. of Convenience!

146⁸⁸
Pay Only 7.20
Per Month

\$20 Coupon Book Given!

Not skimped or stripped! Full 6.5 cu. ft. size . . . fully equipped . . . yet see how little you pay! Covered meat storage tray (holds 9 lbs.), glass-covered Foodex . . . roll-out Handibin . . . Sliding shelf. Freezing compartment holds 8 lbs. of frozen foods. Shelf area 11.5 square feet. 8-point control. Economical, exclusive Roto-Seal hermetic type unit. The steel-strong cabinet—with gleaming Durabond exterior and porcelain enameled interior—is hand-somely streamlined, has automatic interior light, and two 32-oz. water bottles.



WORTH AT LEAST 159.95! FOUR STAR

**Electroday ELECTRIC RANGE
and \$20 worth of COUPONS**

America's finest 160.00 Range . . . and 20.00 worth of the Christmas gifts you'll choose for yourself and others!
America's finest \$180.00 electric range, proved by laboratory and shopping tests! Porcelain enameled, acid-resisting cooking top has one 2000-watt unit, two 1200-watt units and 800-watt 6-qt. thrift cooker, each with seven heat switches — and pilot light. Robotimer baking. Large broiling pan with enameled rack, 3 large drawers. Includes stunning chrome-trimmed electric lamp.
\$20 Coupon Book Given!

139⁸⁸
Pay Just 7.00
Per Month

SEARS, ROEBUCK AND CO.