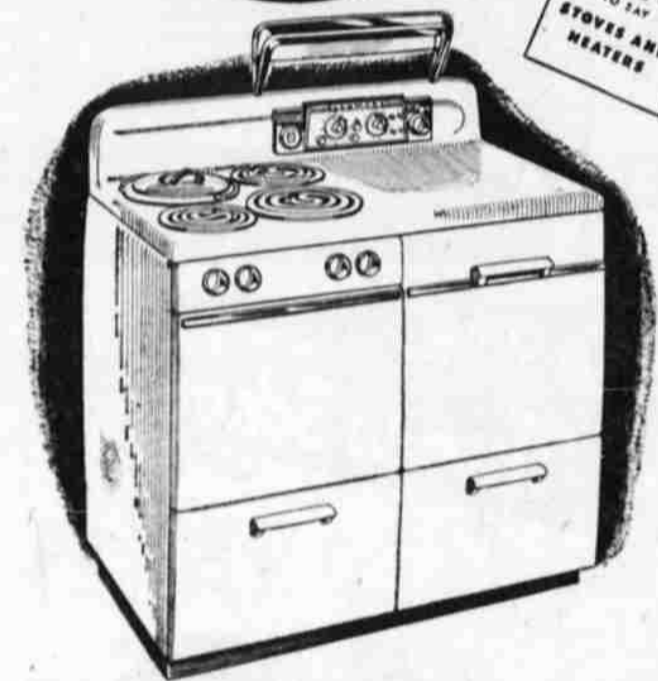


# SEARS ANNOUNCES NEW DOWN PAYMENTS ON ALL APPLIANCES!

\$5 Down on All Items Up to \$200  
\$10 Down on All Items Over \$200



# SEARS NATIONAL HOME APPLIANCE Sale!



**KENMORE**  
THE EASIER WAY  
TO BUY  
STOVES AND  
HEATERS

You Save 15.62 Extra This Week  
**KENMORE UNITED TOP**

*Sale Priced* → **218<sup>88</sup>**

ONLY \$10 DOWN On Sears Easy Terms

Regularly priced \$234.50—this week only at a special sale price! One-piece top construction with three dimensional control panel. Big 18-inch oven with Hide-a-Vent oven vent. See it demonstrated at Sears!

It Pays to Buy a Bigger Size  
**COLDSPOT FREEZER**



**378<sup>88</sup>**

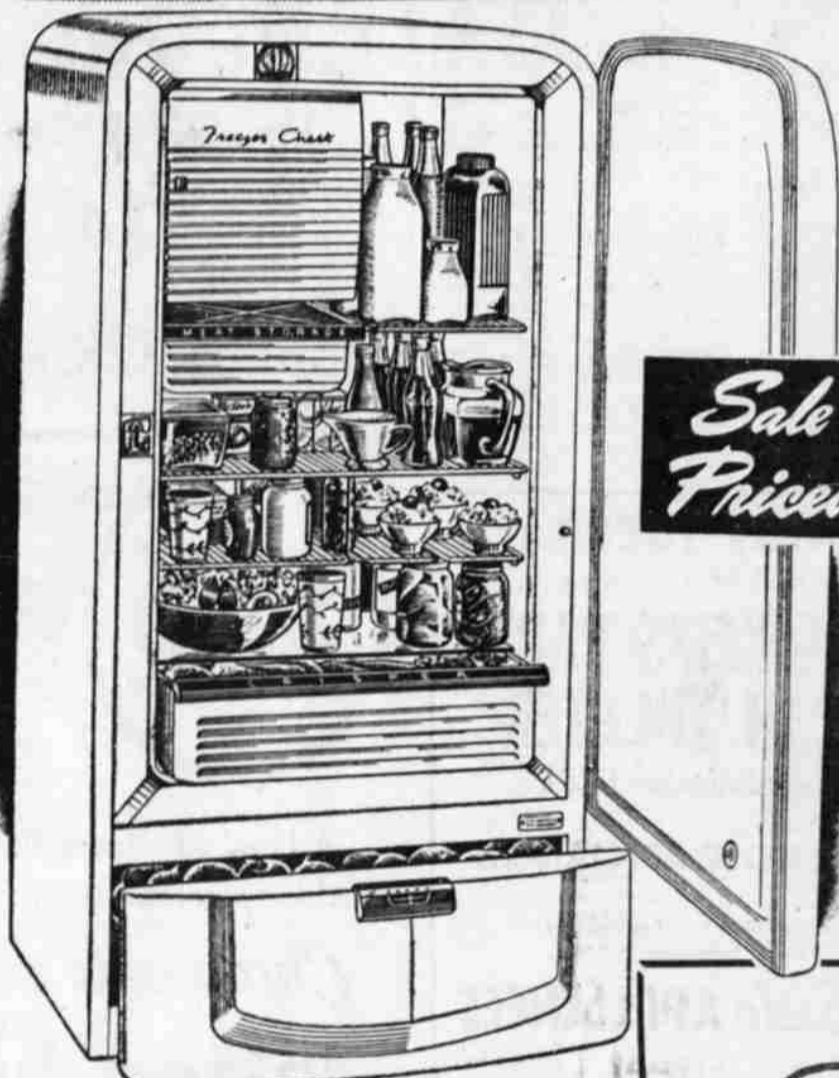
Regularly 419.95  
You Save 41.07

\$10 Down — On Sears Easy Terms

- You Save Up to 40% Per Cubic Foot
- Stores 740-lbs. of Frozen Foods
- Big 18.5 Cubic Foot Cabinet Storage
- Freezes Foods Quickly, Surely, Economically

It is more economical to buy the bigger size—for it provides you with more storage space at less cost per foot! And you can store more and save more on your grocery bill! This deluxe Coldspot freezer—sold only by Sears—gives you true luxury in working ease and provides you with the economical answer to your family's food costs! See it demonstrated at Sears during this great sale!

- 12.7 CU. FT. COLDSPOT FREEZER. Regular 334.95 **NOW 298.88**
- 9.6 CU. FT. COLDSPOT FREEZER. Regular 279.95 **NOW 264.88**



It's Got Everything Except a High Price  
**COLDSPOT Spacemaster**

*Sale Priced* → **208<sup>88</sup>**

\$10 Down, Sears Easy Terms  
(Usual carrying charge)

REGULARLY PRICED 229.95

- Check The Exclusive Work Saving Features
- See the Giant Size Steel Freezer Chest
- Inspect the Seamless All Steel Cabinet
- See How Much Extra Storage Space You Get

Only Coldspot could bring you so many features in a 7.1 cubic foot refrigerator at a price under \$250! And only Sears sells Coldspot! So your next move is to your Sears store to see the amazing savings that are yours in the last three days of this sale! See Coldspot today—at your nearby Sears Store!

**KENMORE CLEANER**

*Sale Priced* → **31<sup>88</sup>**

\$5.00 Down, 1.00 Month on  
Sears Easy Terms  
(Usual carrying charge)

Regularly priced 44.95! Now you can own a powerful Kenmore vacuum cleaner that gets the dirt out of your rugs. Three-way cleaning is yours with a new Kenmore. See it demonstrated today at Sears.



Regularly 52.75! Tank Type  
**KENMORE CLEANER**

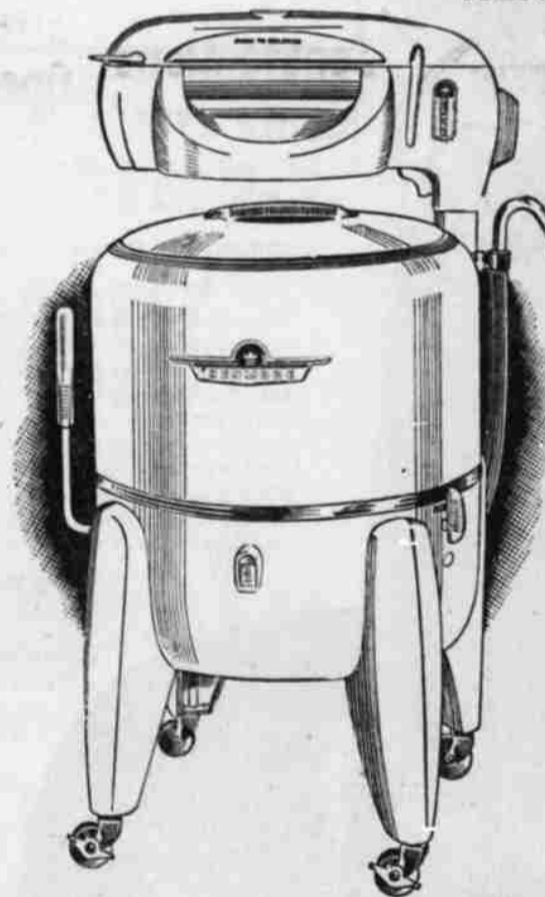
*Sale Priced* → **41<sup>88</sup>**

ONLY \$5 DOWN  
on Sears Easy Terms

Powerful tank type cleaner that is new in design—and gives you a complete home cleaning plant! Attachments for rugs, draperies, upholstery, blinds! Save now at Sears!

**KENMORE WASHER**

*Sale Priced* → **108<sup>88</sup>**  
Only \$5 DOWN  
On Sears Easy Terms



Here is a luxury washer at a down to earth sale price! Next week you will pay 119.95 for this great new Kenmore—but if you shop this week you save 11.07! Big capacity tub washes up to 9 lbs. of laundry in one loading with 6-vane agitator washing action. Gleaming white, easy to use, easy to clean—and now easier to buy at Sears special low price.

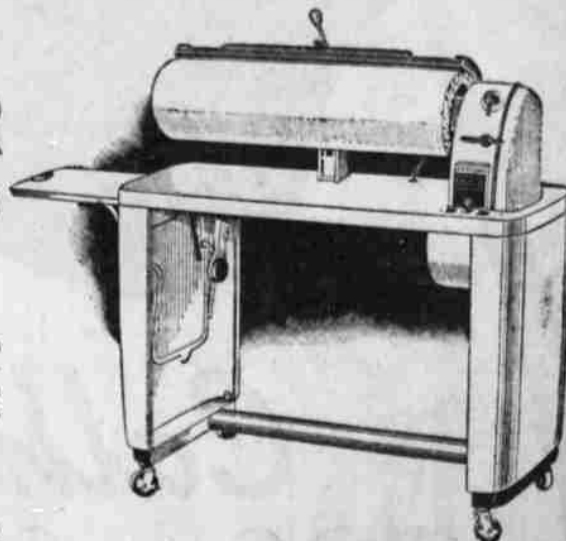
**KENMORE IRONER**

*Sale Priced* → **98<sup>88</sup>**

\$5 Down on Sears Easy Terms

4 DAYS ONLY AT THIS PRICE

A big full size Kenmore ironer with 26-inch roll and two open ends. Fingertip and knee controls. Press, iron and steam. Thermostat control. A Kenmore special!



**KENMORE DEMONSTRATION**

of complete laundry equipment held daily at your Sears store! See the modern working ease of automatic washers, conventional washers and ironers at Sears today!

"Satisfaction guaranteed or your money back" **SEARS**

STORE HOURS: 9 a.m. to 5:30 p.m.

133 So. 8th

Phone 5188