

**SEARS**  
ROEBUCK AND CO.

**69<sup>th</sup>**
**ANNIVERSARY**
**sale**

good quality for less since 1886

# Genuine Kenmore and Coldspot—Our Finest! Now.. Lowest Prices Ever!!

**Deluxe Automatic**  
Reg. 259<sup>95</sup> Save 21<sup>07</sup>!

**238<sup>88</sup>**

 10.00 down  
11.00 month  
in Sears Easy  
Payment Plan

• Modern Fabric Settings! • Pushbutton control!

Tremendous savings on the Kenmore of your dreams! We tested... we compared... you simply can't buy better! Pushbutton temperature and level selection. Modern flexible Visi-Dial control for any washing job from the dirtiest to the daintiest. And... featuring that wonderfully efficient Roto-Swirl agitator that washes all clothing cleaner than new! Don't be satisfied with anything less than the best... Kenmore!

**Kenmore 36-inch Automatic Electric Range**

 Regular 299<sup>95</sup> Save 40<sup>00</sup>
**\$259<sup>95</sup>**

 \$10  
Down

- Family size Visi-Bake Oven
- Electric Robotimer — automatic!
- 7 Heat Super Microtube units!

They're Kitchen-Tested! Big center griddle has 1500 watt unit for quick snack preparation of full family cooking. Big 20-inch oven with Ful-Vu door... check on your baking or roasting without opening the door. Handy storage section for pots and pans. In every way... this is the finest offer for modern, efficient cooking made today!

**Giant 24-Inch Porcelain Oven...**
**30-Inch Electric**

 Reg. 169.95  
Save 20.00

**149<sup>95</sup>**

 \$5  
Down

Giant 24-inch oven! Cooks, bakes, roasts, broils, warms... does everything an oven should do! Extra wide, fully insulated for even heat and perfect baking results. Porcelain enameled for easy cleaning. Installs flush to wall and cabinets for custom-like beauty.

Only 30 inch Range with Versatile Griddle Top

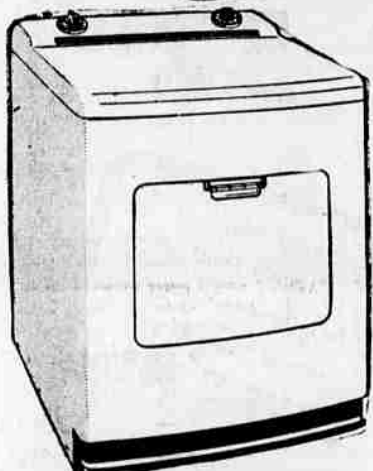
**30 inch Gas Range**

 Reg. 179.95  
Save \$20

**159<sup>95</sup>**

 \$5  
Down

Big aluminum griddle is built-in... ideal for quick, tasty snacks or whole meals. Cover for extra work-space. Giant 25-inch oven with Visi-Bake door. Slide-out broiler. Lamp, timer, clock, outlet.



WE SLASHED PRICES! SAVE NOW!

**Electric Dryer**

 Reg. 179.95  
**164<sup>88</sup>**

 \$5  
Down

It's deluxe! Three temperatures plus any modern fabric setting! Sun-fresh deodorizing lamp and interior light. Handy Load-A-Door: family sized 9-lb. drum. Now... At Sears!

TODAY! — BUDGET PRICED!

**Kenmore Dryer**

 Reg. 159.95  
**148<sup>88</sup>**

 \$5  
Down

Every day is a sunny day with this low-priced new dryer. Measures only 36x24 1/2 x 25 1/2 inches, but fluff dries 8 pounds of laundry. Pre-set heat thermostat watches the temperature for you—no scorching!

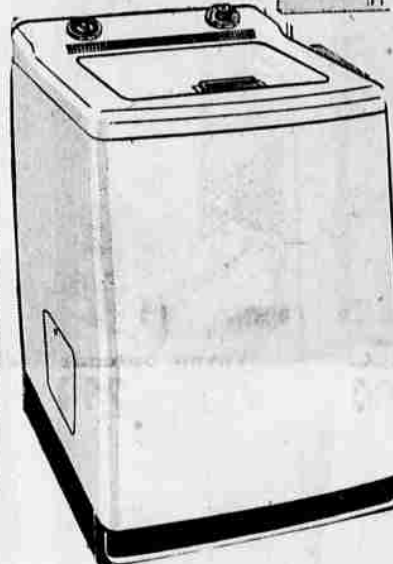
LOW PRICED AUTOMATIC WASHER

**Hydroswhirl**

 Reg. 174.95  
**158<sup>88</sup>**

 \$5  
Down

Enjoy completely automatic washdays. Have more time for yourself and family. Stop being a "slave to Blue Monday". Buy a Kenmore and enjoy the convenience of All-Fabric washdays.



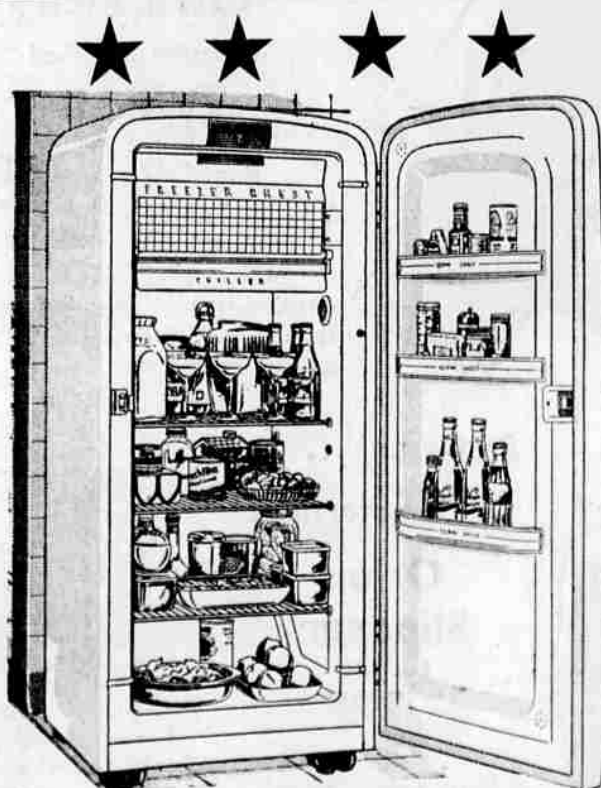
LOWEST PRICED FULLY

**Automatic Cycle**

 Reg. 199.95  
**188<sup>88</sup>**

 \$5  
Down

Automatically washes, rinses, spin-dries. Takes less time to do a bigger washing job with this automatic Kenmore, agitator action. A buy.


 Compare  
At \$179.95


## Now! Save 50! only at Sears

 can you get these deluxe  
features at this **LOW PRICE!**

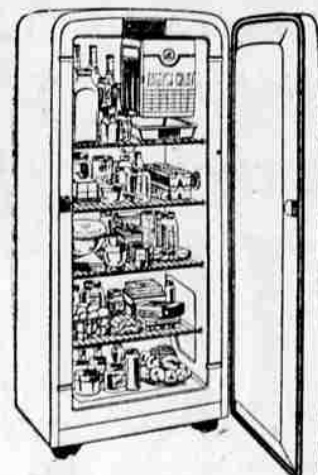
9.4 Cu. Ft. Coldspot Refrigerator

**\$199<sup>95</sup>**

 only  
\$5 Down

- Automatic Defrosting
- Delivered, Installed, and Tested... Free!
- Quiet Running PERMA-THRIFT Power Unit!
- Coldspot 5-Year Protection Plan... Free!

Yes... everything you want in a family-size refrigerator... big fresh food storage area... roomy chest freezer that holds almost 40-lbs of food. Serve-Shelf door storage. It has everything... See it today... buy it today!


 Limited for Space? See this Space  
saver.

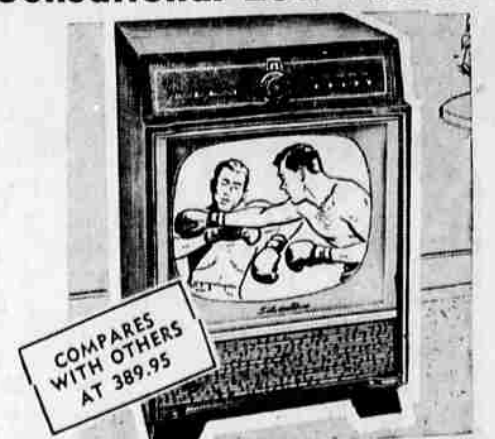
7.7 Cu. Ft. Coldspot

 Regular 149.95  
Save \$20  
**\$129<sup>95</sup>**

 \$5  
Down

Specially designed for the small apartment, tiny kitchen, this lovely Coldspot offers convenient frozen food storage section, adjustable shelves, all the conveniences at a terrific low price.

## Big Screen, Modern Cabinet Sensational Low Price!



New Silvertone 24-Inch

**"LOW-BOY" CONSOLE**

- Aluminized tube gives brighter, clearer pictures!
- Top controls are easier to see—faster to set!
- Exclusive 18KV chassis with 3 hi-fi speakers!

**284<sup>95</sup>**

JUST \$10 DOWN

 14.98 per mo. on Sears Easy  
Payment Plan (Usual Low  
Carrying Charge)

Silvertone TV As Low As 129.95

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

STORE HOURS: 9 to 5:30

 OPEN FRIDAY  
NITE 'TIL 9

133 So. 8th - Phone 5188