

KENMORE.

AMERICA'S LARGEST SELLING LAUNDRY EQUIPMENT

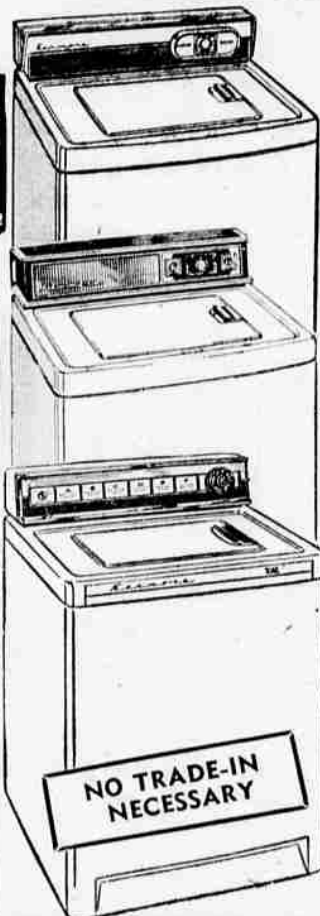
**SURVEYS
PROVE**

★ One Out of Every 4 Washers Sold is a Kenmore! ★ Most Women Want a Filter—Kenmore Has it! ★ Most Women Want Big Capacity—Kenmore Has it!

DON'T BE CONFUSED
BY DISCOUNT CLAIMS
AND BY TRADE-IN
ALLOWANCES! YOU
CAN TRUST THE ONE
LOW PRICE AT SEARS!

8 REASONS WHY KENMORE WASHERS ARE A BETTER BUY

1. LOWER PRICES
Prices were never lower!
2. BIG SELECTION
A model for any budget!
3. BRAND NEW
Fresh from the factory!
4. QUALITY TESTED
Lab tested for quality!
5. EASY PAYMENT
Buy now and pay later!
6. SATISFACTION...
assured or money back!
7. WE SERVICE
Prompt, low cost service!
8. PLUS MANY MORE
FREE SERVICES...
FREE home delivery
FREE normal installation
FREE one-year service



LOW PRICED KENMORE

Only \$5 **\$188**
Down

2 speed, 2 cycle with built-in filter. Porcelain tub.
Matching Dryer 138.

2-CYCLE KENMORE

Only \$10 **\$218**
Down

Big 10 - lb. capacity, 3 wash temp., 3 water levels. Built-in filter.
Matching Dryer 168.

7-CYCLE - 2-SPEED

Only \$10 **\$248**
Down

Cold water wash, rinse! Infinite water levels. Porcelain top.
Matching Dryer 188.

Other Kenmore Washers As Low as 99.



13 Cu. Ft. Refrigerator, Only 32 in. Wide, Open or Closed

Reg. 229.95
Save 31.95

\$198.

ONLY \$5 DOWN

Designed for that "built-in" look... no extra clearance needed for opening door. Full width freezer chest and chiller hold 88 lbs. Deep door shelves accommodate 1/2-gal. containers. Dial defrost.

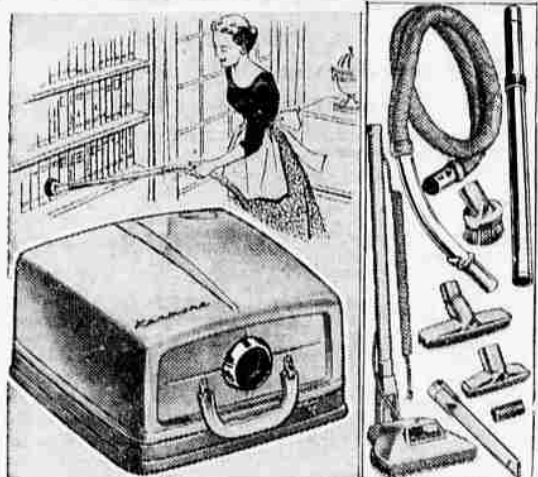


21 Cu. Ft. Coldspot Freezer Stores 740 Lbs. of Food

● Cold Control
● Signal Light
● Only \$10 Down

Reg. 299.95
\$278.

Two big sliding storage baskets. Safety lid with liner to match colorful baked enamel interior; lock, keys; interior light; safety signal light. Separate fast-freeze compartment; 3-yr. food protection plan.



Look! Canister Cleaner with Electric Motor Driven Brush

\$69⁸⁸

Regular 94.95 Combination
Save 25.07 ... Only \$5 Down

Powerful Kenmore cleaner and Power-Mate (R) revolving brush join to outperform any other cleaner for total home cleaning! Strong suction gets deep down dirt, revolving brush gets lint, dog and cat hair.

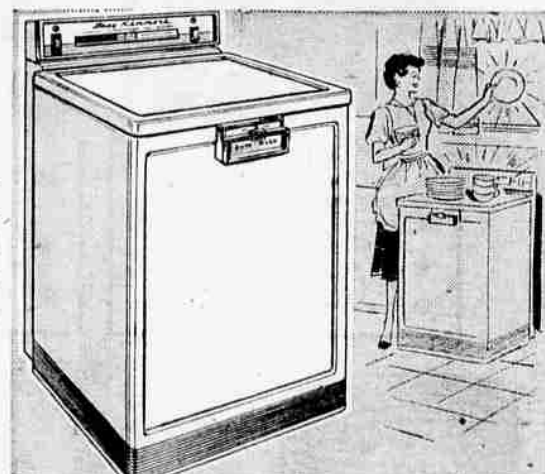
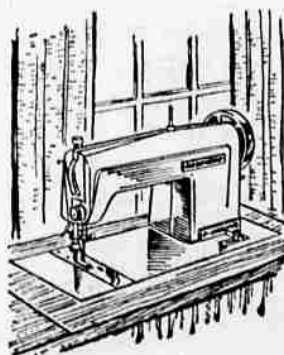
Save 45.95 Regularly 114.95

Kenmore Straight Stitch Sewing Machine

ONLY \$5
DOWN

\$69.

- ★ Sears best is the easiest, quickest sewing machine to learn to sew on anywhere!
- ★ Thread it in a jiffy; push button to select stitch, move knee control for desired speed
- ★ Even a child can learn to sew quickly



New 1960 Lady Kenmore Portable Automatic Dishwasher

● Exclusive Roto Rack
● Holds service for 12
● Only \$10 Down

\$217.

Our finest... with these work saving features! Revolving upper rack cleans every dish thoroughly. 4 separate cycles let you select proper wash and rinse action. "Square" corners give a built-in look.