



CARLOAD APPLIANCE SALE!

A MESSAGE
from
Mr. William Ganter
Store Manager

"I have personally supervised the buying of these items plus hundreds of additional items which we couldn't get in this circular. I am personally inviting you to come to Sears during this Store-wide Gold Rush Days Sale!"

PRICE BREAKTHROUGH!
FROSTLESS
Refrigerator-Freezers

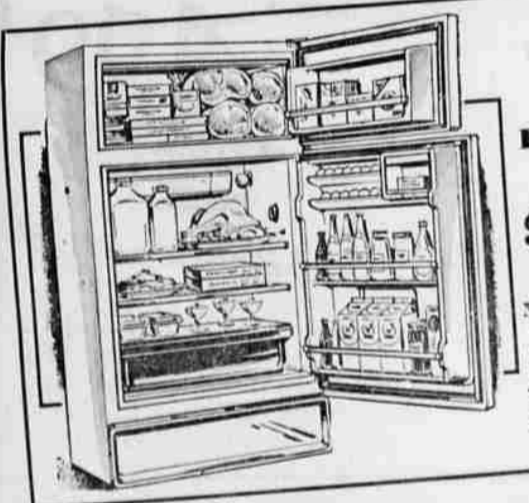


16 cu. ft. Coldspot
No larger outside than a standard 14 cu. ft. model!

389⁸⁸

NO MONEY DOWN
on Sears Easy Payment Plan
NO TRADE-IN REQUIRED

- Frostless even in 135-lb. TRUE freezer
- New thin-wall foam insulation allows 2.1 cu. ft. more storage in a compact cabinet
- Forced-air cooling keeps temperatures steady
- Spacemaster snap-in shelves and porcelain-lined twin crispers make the most of your space
- Butter chest and Handi-bin...magnetic flush-hinge doors...no-coil back for flush fit



Coldspot 12.3 Cu. Ft. Refrigerator-Freezer

\$228

NO MONEY DOWN
on Sears Easy Payment Plan
No Trade-In Required

Auto. defrost refrigerator, 110-lb. TRUE freezer, jumbo porcelain-lined crisper.

GREATEST AUTOMATIC WASHER BUY IN TOWN!



12-lb. Capacity 2-Speed 3-Cycle Kenmores!

This Sale Only! 229⁷⁷

NO MONEY DOWN
on Sears Easy Payment Plan
No Trade-In Required

- Five wash-rinse temps! 3 water levels: low, medium, high
- Porcelain top, lid, cabinet
- Safety lid switch, lint filter, big 6-vane agitator

Sears Does Not Establish Artificial "List" Prices to allow so-called "discount" or "trade-in" prices. Sears original prices are low prices.

No Trade-in Required
NO MONEY DOWN
on Sears Easy Payment Plan

UP TO 16 MONTHS TO PAY. Ask Sears salesman how you may have up to three full years to pay for Sears Home Appliances.

EXPERT SERVICE is as near as your phone anywhere in U.S.A. Replacement parts readily available for reasonable life expectancy of appliance. Ask about extended service protection for pennies a day.

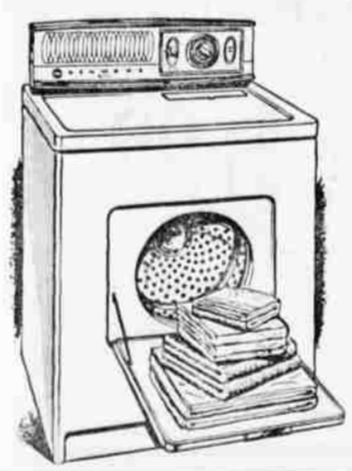
Prices Include Delivery and Normal Installation.



Kenmore Wringer-Washers

As Low As \$89

Come see Sears complete line of Wringer-Washers. Pick your price.



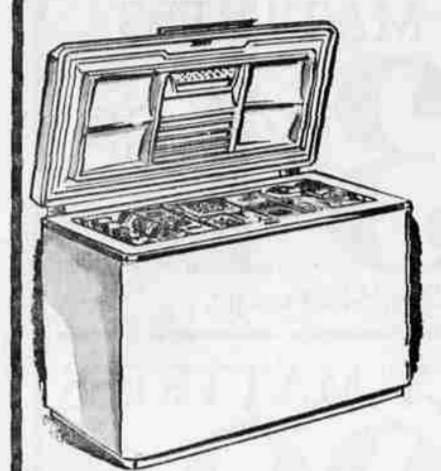
All-Fabric Matching Kenmore Dryers

This Sale Only \$169

No Trade-In Required
No Money Down on Sears Easy Payment Plan

3 cycles plus 5 heats! Dries normal, delicate and wash 'n' wear clothes safely. "Air" setting for fluffing. Lint screen. Load-a-door with safety switch.

Your Choice Freezer Sale



COLDSPOT
15 cu. ft. Chest or 15 cu. ft. Upright

\$228 each

- 525-lb. capacity chest freezer has big separate fast-freeze section
- Flush hinges, cold control, porcelain interior, 3 large freezing shelves in upright



COLDSPOT
17 cu. ft. Chest or 17 cu. ft. Upright

\$268 each

- Large-size fast-freeze compartment! 2 sliding baskets, magnetic lid!
- Giant 602-lb. capacity upright! 4 grill-type shelves for fast-freezing!



COLDSPOT
20.5 cu. ft. Chest or 20.5 cu. ft. Upright

\$298 each

- Porcelain interior, separate fast-freeze compartment, cold control, more!
- Swing-out basket, easy-care porcelain interior! 717-lb. capacity!



Zig-Zag Sewing Machines



Portables
Guaranteed 20 Years

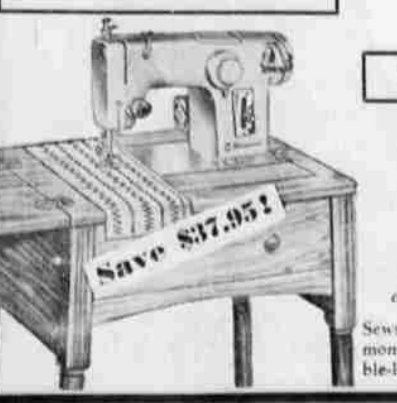
Regular \$1.95

\$64

NO MONEY DOWN
on Sears Easy Payment Plan

Sparking new portable Kenmore is the answer to your dream of decorative sewing on a budget!

20-YEAR GUARANTEE
Free service and parts upon return if defect in sewing head within 20 years of sale. In addition, you receive free parts and service of electrical equipment if defective within one year of sale. Free belts, pulleys and needles replaced if defective within 90 days of sale.



Consoles
Guaranteed 20 Years

Regular \$11.95

\$77

NO MONEY DOWN
on Sears Easy Payment Plan

Sews zig-zag stitches, embroider, monogram, forward or reverse, double-lock stitch, much more!

Kenmore Vacuum Cleaners

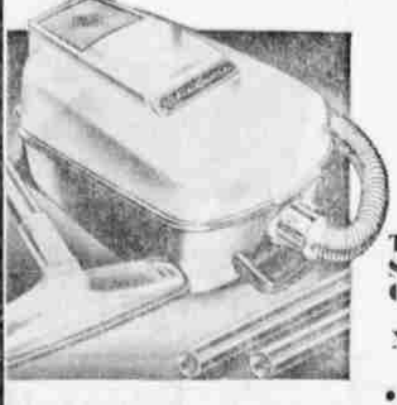


Budget Priced!
For This Sale!

\$22

NO MONEY DOWN
on Sears Easy Payment Plan

- 3-piece attachment set included
- Disposable dust bag. Lightweight.



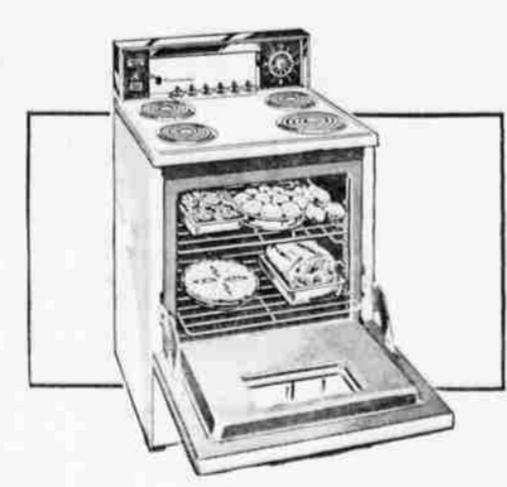
Better Quality Kenmore Cleaner With Attachments

This Sale Only \$39

NO MONEY DOWN
on Sears Easy Payment Plan

- Lightweight! Fast 1-HP input motor!
- On wheels! Disposable dust bags!

Kenmore Electric Ranges



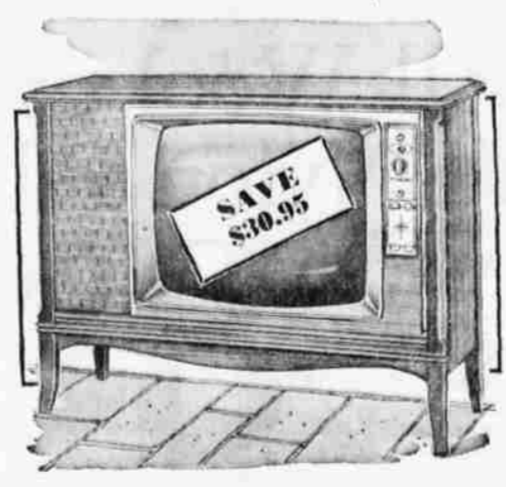
Features-Plus In This 30-in. Kenmore Automatic Range

This Sale Only 189⁸⁸

No Trade-In Required
NO MONEY DOWN
on Sears Easy Payment Plan

- Auto. on-off oven. Visi-Bake door, plus storage drawer
- Light on backguard, timed outlet, infinite-heat top units

Silvertone Console TV's



Sleek Lowboy Styling 23-in. Console TV

Regular \$259.95

\$229

No Trade-In Required
NO MONEY DOWN
on Sears Easy Payment Plan

- 23-in. overall diagonal 282-sq.-in. viewing area
- Bonded picture tube cuts glare, wipes clean easily

Silvertone Portable Radios



19-Inch Portable TV In Luggage-Type Case

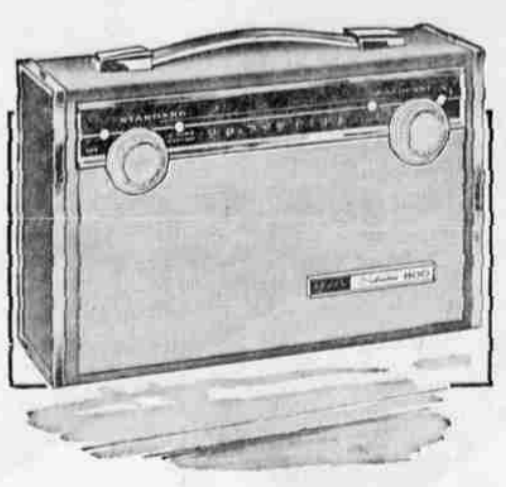
Reduced To . . .

\$158

No Trade-In Required
NO MONEY DOWN
on Sears Easy Payment Plan

- 19-in. overall diagonal, 174-sq.-in. viewing area
- 5-inch up-front speaker. 2-pole antenna. 12 inches thin

Silvertone Portable TV's



Powerful 8-Transistor Powerful AM Radios

Reduced To . . .

38⁸⁸

No Trade-In Required
NO MONEY DOWN
on Sears Easy Payment Plan

- Top-grain cowhide case
- Large 6x4-inch speaker
- Tuned RF stage provides extra drawing power