



SEARS SETS THE PACE

WHAT EVER YOUR NEEDS IN HOME APPLIANCES SEARS HAS THE RIGHT PRICE FOR YOU

NO MONEY DOWN NO PAYMENTS UNTIL FEB. 1964

Sears Biggest Home Entertainment Value! Silvertone Console 23-in. TV, Stereo Phono, FM-AM

(23-in. overall diagonal, 282-sq. in. viewing area)



A Center For Exciting Home Entertainment

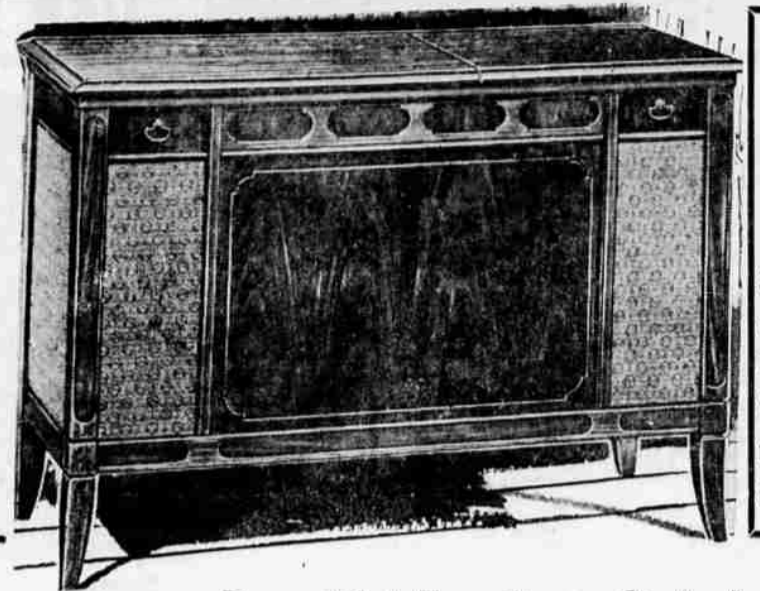
Sears Low Price

\$399

ALL CHANNEL

NO MONEY DOWN

Stereo hi-fi phonograph plays all records automatically. Rich-toned FM-AM radio is adaptable for FM multiplexing. 23-inch overall diagonal TV 282-sq. in. viewing area. In mahogany veneer.



Beautiful Furniture Styled Stereo FM-AM Radio, Phono

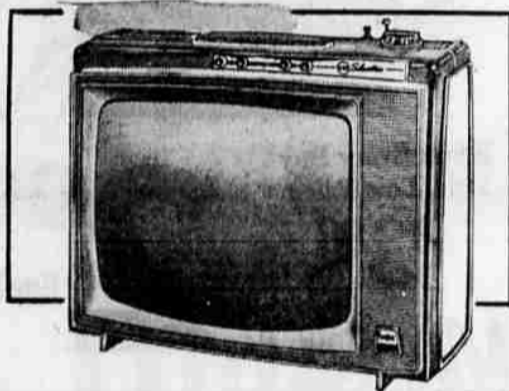
\$299

NO MONEY DOWN

Separate bass, treble, loudness and balance controls customized sound. Drift free FM-AM radio with AFC control. Two FM-stereo alert lights 4 speed record changer plays all records.

OTHER SILVERTONE T.V. SETS AS LOW AS

99⁹⁵

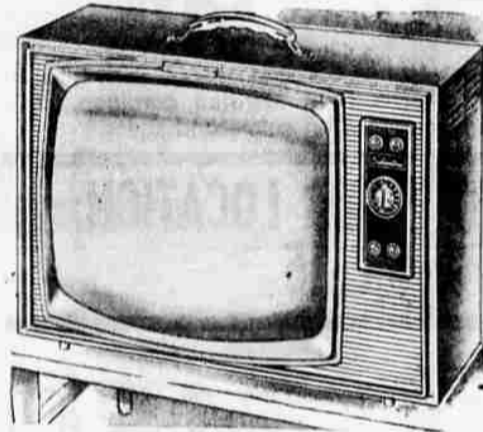


Silvertone All-Channel TV with Luggage-Styling

It's Sears for quality Equipped for VHF-UHF

\$159 No Money Down

New bonded picture tube cuts reflections, cleans without removing glass. 19-in. overall diagonal, 172-sq. in. viewing area. 5-in. oval speaker. Two-tone plastic cabinets in grey or beige color.



Our Lowest Priced TV in Slim-Line Cabinets

Check Sears low price Silvertone performance

\$119 No Money Down

Sharp, clear pictures on 19-in. overall diagonal measure screen. 172-sq. in. viewing area. Handy up-front tuner, 4-in. speaker.



Automatic Stereo Phonos in Luggage-Style Case

Give a gift from Sears 4-speed record changer

\$79 No Money Down

Compact self-contained unit with rich-toned 6-in. speakers in each side of cabinet. Plays all sizes and types of records. Separate volume, tone and balance controls. With 45-rpm adaptor.



Silvertone Full Size Console Big Screen TV

Check Sears Low Price Slim-styled cabinets

\$189 No Money Down

Sharp, clear pictures on big 23-in. overall diagonal screen (282-sq. in. viewing area). New bonded picture tube cuts glare, cleans without removing glass. Mahogany finish hardboard.

MORE Automatic Features... Value for Your Money!



Kenmore 3-Cycle Automatic Washers

\$219⁰⁰

NO MONEY DOWN THURSDAY, FRIDAY, SATURDAY

- Our best automatic washer value this year
- Normal, Delicate, Wash 'n Wear cycles plus 2 spin speeds. Big 12-lb. capacity!
- Lint filter works full time to trap lint
- Five wash-rinse temperature selections!
- Roto-Swirl agitator with soil scrubber!

Price Includes Delivery and Normal Installation



3 Cycle Kenmore Dryers Dry All Fabrics Safely

Check Sears low price Giant 10-lb. capacity,

\$149 No Money Down

Just turn a dial to dry your everyday delicate or wash 'n wear fabrics correctly. Features include Sun-fresh Lamp, flexible timer, top-mounted lint screen, clothes dampener, interior light.



2 Cycle Electric Dryer Holds Big 10-lb. Load

Sears Low Price **\$129** No Money Down

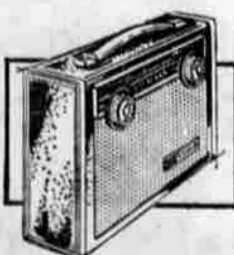
Dries denims to delicates safely even fluffs cloths with special "Air" setting, timer lets you select correct drying time.



Kenmore 2 Cycle Electric Dryer

Sears Low Price **\$119** No Money Down

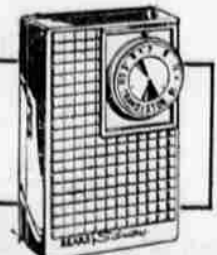
Heat cycle plus air for fluffing clothes. Flexible timer, rear mounted lint screen, handy load a door includes safety switch, large capacity.



Our Most Powerful Portable AM Radio

Gift Priced **39⁰⁰**

Tuned RF stage, 8 transistors bring in distant stations. 6x4 inch speaker. Cowhide case.



Tiny 6-transistor Portable Radios

Gift Priced **7⁸⁸**

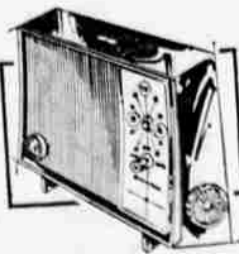
Fits pocket or purse! 2 1/2-in. speaker. Thumb knob controls. Red plastic case.



Our Lowest Price! Monaural Phonos

Gift Priced **14⁹⁵**

Plays all standard, stereo records monaurally. 4-in. speaker. Red and white leatherette.



Clock-Radios with 'Wake-Up' Controls

Gift Priced **14⁹⁵**

Telechron clock. Silvertone 4 tube plus rectifier radio. Smartly styled plastic case.