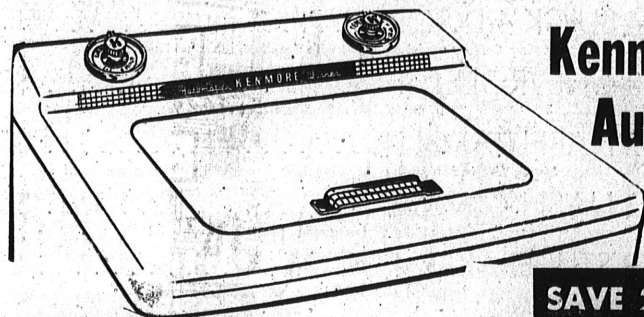


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# SEARS VALUE DEMONSTRATION

ROEBUCK AND CO.

## Prices Slashed on Sears Famous Appliances



### Kenmore Completely Automatic 9-Pound WASHER

SAVE 23.07  
Regular 219.95  
**196<sup>88</sup>**  
\$5 DOWN, Sears Easy Terms

**KENMORE AUTOMATIC WASHER**  
1956 CALIFORNIA STATE FAIR GOLD MEDAL WINNER

The Consumer Survey Council  
Comprised of thousands of California State Fair viewers who were given the opportunity to see an assortment of nationally-known appliances and to act as judges thereon. This public reaction, based on ten questions, adjudged Sears Kenmore Automatic Washer a 1956 Gold Medal Winner.

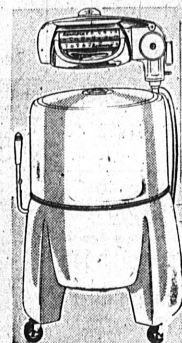
- Price includes normal installation
- 5-Year guarantee on sealed-in-oil gear case
- 9-lb. tub saves time, detergent and hot water
- Sale price includes normal installation

America's NUMBER ONE washer at a fabulous saving! You just load it, set it, forget it... Kenmore automatically washes, rinses and spin-dries clothes. Special water temperature control makes it safe even for new man-made fibers. Ask for Kenmore Model 563545 at Sears and SAVE!

With SUDS-O-MATIC, Regular 239.95... 216.88

Check these Kenmore Features

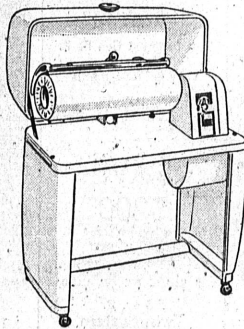
- 6-Vane Agitator**  
Made of satin-smooth Duralite... won't snag clothes.
- 7-Rinse Action**  
Six pressure spray rinses and one deep rinse.
- Temperature Control**  
Washes nylons and other new fabrics safely.



**WRINGER WASHER**  
Special Purchase!  
**\$99<sup>88</sup>**  
\$5 DOWN, Sears Easy Terms

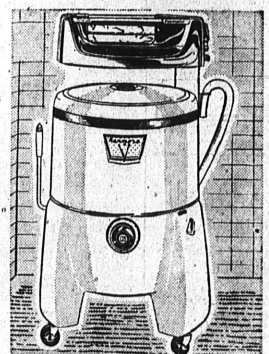
Kenmore frees you from hours of wash-day toil! Big 9-lb. capacity tub, big rolls on wringer, safe positive wringer release. Model 563115.

**Nation-wide SERVICE...**  
Service for your Sears appliances will always be as near as the telephone, no matter where you move in the nation. In Los Angeles area phone LU-2-8611, EM-5-4611 or toll-free ZE-4611.



**Kenmore Modern Console IRONER**  
Special Purchase!  
**129<sup>88</sup>**  
\$5 DOWN, Sears Easy Terms

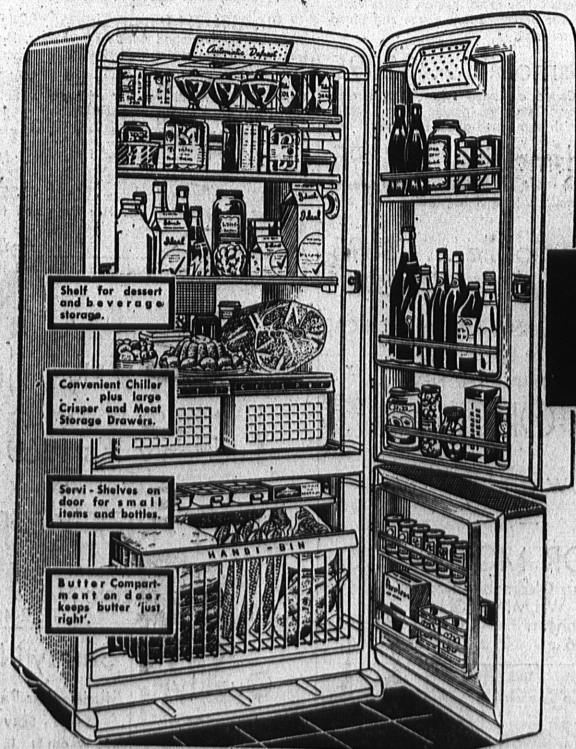
Buy this Kenmore and sit in comfort while you iron! Safe thermostat control protects fabrics. Fingertip and knee controls. Hurry for Model 553600.



**Visi-Matic WASHER**  
189.95 Value  
Special Purchase!  
**144<sup>88</sup>**  
\$5 DOWN, Sears Easy Terms

Automatic timer ends wash-watching. Big 9-lb. tub with exclusive wringer design... adjusts to all fabric thicknesses automatically. Model 563261.

## \$150 Lower than List Price of Comparable Makes!



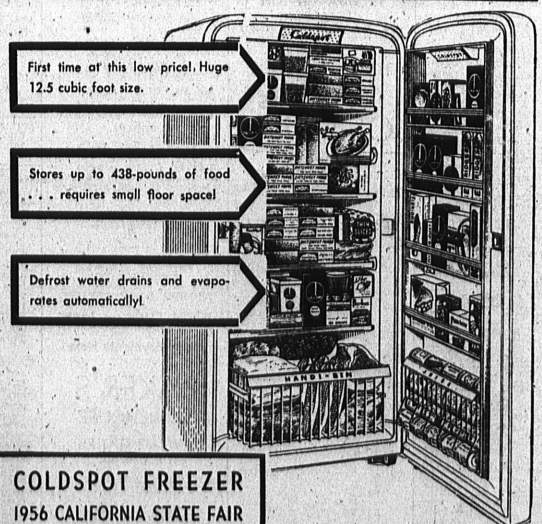
### Big Double Door Coldspot Freezer and Refrigerator

469.95 Value  
**319<sup>88</sup>**  
\$10 DOWN, Sears Easy Terms

- 13.1 gross cu. ft. size
- Big refrigerator at top with automatic defrost
- Big 114-lb. capacity separate freezer at bottom

The ultimate in food storage convenience at a sensational, low priced! Deluxe Coldspot combines both refrigerator and freezer into a space that fits the average kitchen. Gives specialized storage for every type of food... often-used foods are at easy-reach, easy-view height. Store bargain foods, save money... save shopping trips. Buy the finest... Model K12E at Sears!

See Our Other Sale-priced Coldspots Not Shown Here... Priced as Low as 149.95



**COLDSPOT FREEZER**  
1956 CALIFORNIA STATE FAIR GOLD MEDAL WINNER

The Consumer Survey Council  
Comprised of thousands of California State Fair viewers who were given the opportunity to see an assortment of nationally-known appliances and to act as judges thereon. This public reaction, based on ten questions, adjudged Sears Kenmore Coldspot Freezer a 1956 Gold Medal Winner.

### Deluxe Coldspot Upright Freezer

Regular 299.95  
**279<sup>88</sup>**  
\$10 DOWN, Sears Easy Terms

Modern upright styling keeps foods within easy reach. Handy shelves on door for small items. Buy your freezer now... save shopping trips, prepare meals in advance, store leftovers.

ALL ROADS LEAD TO

SEARS --- INGLEWOOD MANCHESTER at HILLCREST OR 8-2521 PARK FREE

"Satisfaction guaranteed or your money back"