



PROOF OF SEARS VALUE LEADERSHIP

**WHERE BUT AT SEARS
SO MANY FEATURES--SUCH A LOW PRICE!
KENMORE AUTOMATIC WASHER**



- FREE**
Delivery in greater
Los Angeles
- FREE**
5-Year warranty
on sealed gear case
parts
- FREE**
Installation under
normal conditions

1. Built-in FILTER
2. Water Temperature Selector
3. Big 10-lb. Capacity
4. Fully Automatic

199⁷⁷

\$5 DOWN, Sears Easy Terms

Model 7440

- Built-in filter works at any water level
- Launders all fabrics automatically, safely
- Warm, medium or hot temperature selector
- Washes, deep rinses, spray rinses, spin dries.

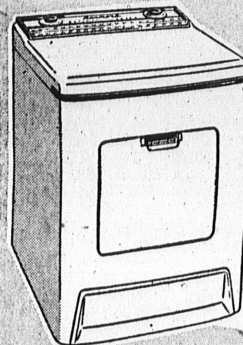
Same model with Sudsaver, 219.88

Matching Electric Dryer
Specially Priced
Model 7840

159⁷⁷

\$5 DOWN, Sears Easy Terms

- Big 10-lb. capacity, dries more quickly
- 3 heat settings for every fabric
- Lamp deodorizes and sanitizes clothes
- Kenmore Gas Dryer Model 7740 priced slightly higher.

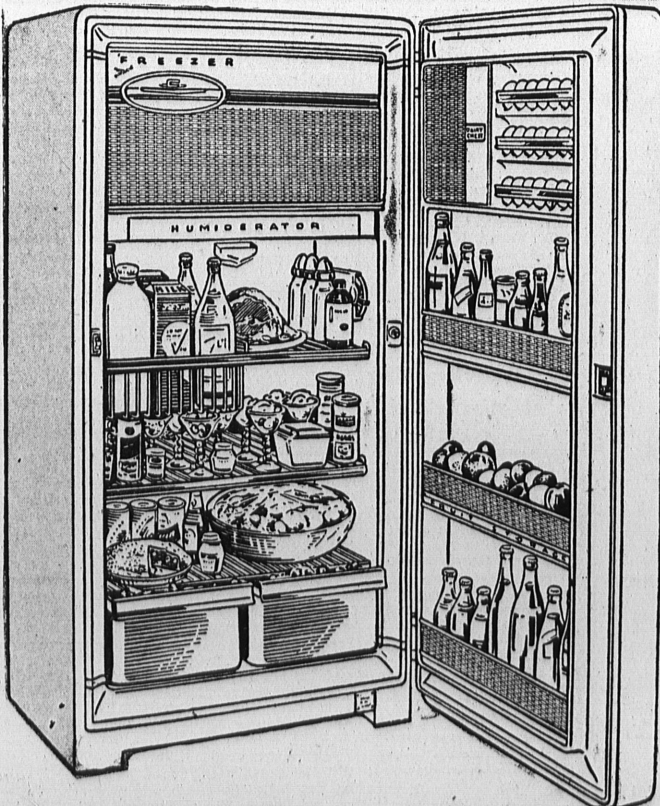


Turbo-Matic Washer-Dryer Combination
With built-in wash water filter

399⁷⁷

\$10 DOWN, Sears Easy Terms

- With easiest-to-see magni-life controls
- Five all-fabric drying temperatures
- Three all-fabric washing temperatures
- Wide load-a-door see-thru window
- Washes and dries up to 10 lbs. of clothes
- also available in gas at higher price



**Big 12 cu. ft.* Coldspot
Refrigerator-Freezer**
Fully Automatic DEFROSTING

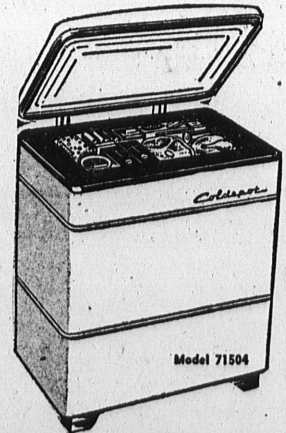
259⁷⁷

\$10 DOWN, Sears Easy Terms

- Sensationally low priced for super-value!
- 2 porcelain enameled steel crispers hold 26 qts.
- New square design, with fashion-tone color interior
- Giant 54-lb. capacity full-width freezer chest
- Bottle basket shelf rolls forward . . . holds gallons
- Dairy chest for holding butter and cheese
- Individual storage for eggs, other great features

Model L-12-T

*gross capacity



SAVE 20.18 . . . 4.1 Cu. Ft.
Coldspot FREEZER

Regular 189.95

169⁷⁷

\$5 DOWN, Sears Easy Terms

- Stores up to 144-lbs. of food
 - Counter top for extra work area
 - White porcelain enamel finish
 - Super-dense Fiberglas insulation
- Model 71540

Coldspot Economy Club Members Get
Over 200 food items to choose from at a saving. Meat cut to their specifications at a saving. Food Counselor at their home upon request. Food financing arrangement.

ALL ROADS
LEAD TO



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

*"Satisfaction guaranteed
or your money back"*