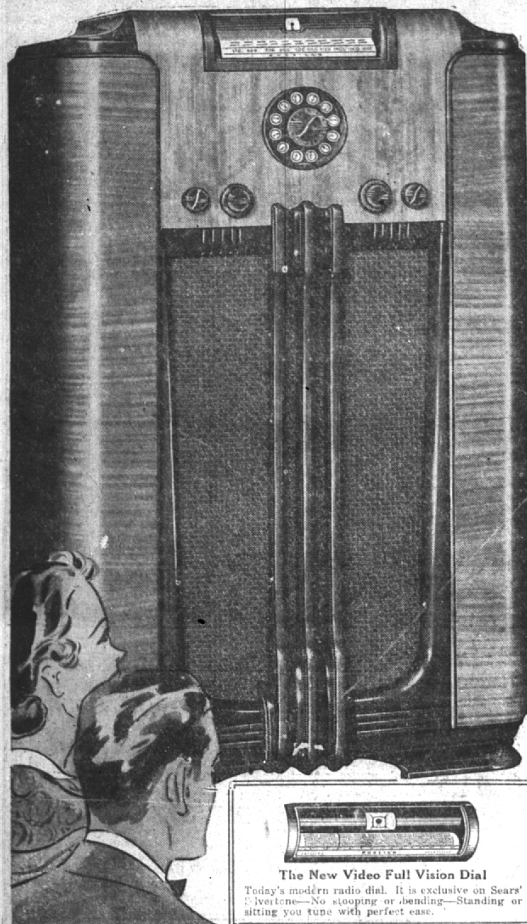


SEARS 51st ANNIVERSARY Sale

It's A Great Sale!

Our 51st Anniversary brings unprecedented opportunities for saving. Thousands of Dollars worth of new, first quality, fall and winter merchandise at amazingly low prices. A sale in which the entire store participates. Warm winter apparel for the entire family, shoes, blankets, sheets, spreads, gas and heating stoves, washing machines, furniture, rugs and hundreds of other reasonable items at sale prices. This page gives you an idea of the splendid savings possible. Every item advertised and sold in this store is guaranteed first quality. Come and share in the savings.



The New Video Full Vision Dial

Today's modern radio dial. It is exclusive on Sears' Silvertone—No sloping or bending—Standing or sitting you tune with perfect ease.

\$100 Worth of Radio New 10 Tube 1938 Silvertone

- 10 Matched Tubes
- Full Vision Dial
- Acoustic Stabilizer
- Streamlined
- Push-o-matic Tuning
- Electronic Tuning Eye
- 12 Inch Speaker
- New Roll Top Dial
- Gets Everything

ANNIVERSARY
SALE PRICED
AT ONLY
\$59⁹⁵



Push-O-Matic Tuning!

The most perfect tuning system devised. Stations plainly lettered on large dial. A turn, a click, and there's your station perfectly tuned!

\$5 Down on Easy Terms
Small Carrying Charge

Exactly as pictured above. Its Sears Anniversary Special! The first, most beautiful and most modern radio we have ever seen under \$100! Come in and see it—play it if you wish. The tonal beauty is amazing. It's the sensation of the radio field today!

Free Delivery within 25 Miles

LOWEST PRICE EVER ON FULLY EQUIPPED DELUXE

6 CU.-FT. COLDSPOT

Compare these Features

- FOODEX—VEGETABLE FRESHENER AND WIRE BASKET
- TOUCH-A-BAR DOOR OPENER
- 96 ICE CUBES (7½ LBS. OF ICE)
- 11.38 SQUARE FEET SHELF AREA
- GLEAMING DULUX EXTERIOR

\$118

\$5 DOWN Delivers It To Your Home

We Believe This Is America's Greatest Electric Refrigerator Value!
Sold With A Signed Guarantee!
Insured By 5 Year Protection Plan!
Free Delivery Within 25 Miles!

Truly A Marvelous Value!
A Beautiful DeLuxe Coldspot At A Saving of Close to \$40—Only During Anniversary Sale!

Its beautiful—its roomy—its modern. Porcelain interior—Dulux exterior. Chrome trim—14.68 square feet of shelf area—3 inch insulation—Touch-A-Bar door—and other modern conveniences makes this America's finest refrigerator at the price.

\$5 Down Delivers It!

Value Sensation in Felt Base! First Quality 9x12 Rugs

Regular \$7.95 Value!

\$5⁹⁵

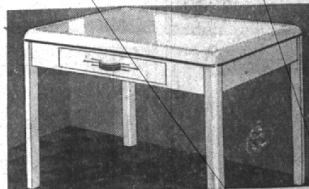
Guaranteed first quality. New attractive patterns in a wide range of attractive colors. Choose yours now — Save 2!

Felt Base

25^c Square Yrd

39c Quality!
A big Anniversary special. All new, first grade, choice patterns. Bring correct room size.

—Sears Second Floor



Modern Kitchen Table Stainproof Porcelain Top It's a "4-Star" Special!

Any housewife will be delighted to have one of these new, sanitary tables in her kitchen. Sizes about 21x49 inches, sturdily built—The stainproof porcelain top is a special feature.

\$7⁹⁰

SEARS, ROEBUCK AND CO.

154 N. Saginaw St.

Pontiac's Most Complete Department Store