

50% Bigger In Capacity! Priced at Little More Than a Four Sears New 1934 "Big Six"

See Sears
Coldspot
Window
Display
at
36th and
Meridian
Streets

COLDSPOT

Electric Refrigerator

Also on
Display and Sale
at Sears'
Irvington Store,
5628 E. Wash-
ington St.

Big news for families of 4 to 6! Now you can buy a refrigerator large enough for your needs at a price you can well afford to pay. This year, by specializing in 6-cubic-foot refrigerators, which is the right size for 90% of the American homes, Sears saves in manufacturing costs. By Sears method of selling we cut the cost of distribution. And we pass every penny of this double saving on to you! That's why the prices are so startling!

Sears 'Big Six'
An Outstanding Value at

\$139.50

Cash
Delivered

Also Sold on Easy Payments

\$5 Down Payment **\$8.50** Monthly Payments

Or 18 Equal Monthly Payments

Coldspot Features!

Two racks on inside of door provide extra storage space.

Dome light automatically turns on when door is opened.

Coldspot's cold control freezes 84 ice cubes fast or slowly.

Automatically turns on after coils are completely defrosted.

Extra large tray for freezing generous portions of dessert.

Step on the foot pedal and the door opens. Handy when both hands are full.

Front part of bottom shelf is removable to make extra room for tall articles.

A flip of the finger on a handy lever releases ice trays smoothly, easily!

Silent running unit is efficient, economical and long-lived.

Outside is "Dulux" high gloss finish. Inside, stainless porcelain.

—Before you buy
any electric
refrigerator—

★ ★ ★

—You owe it to
yourself to see
this new roomy
"Big Six."

★ ★ ★

—It actually has
6.2 cubic feet of
space for usage.

★ ★ ★

—Extremely eco-
nomical to operate.

★ ★ ★

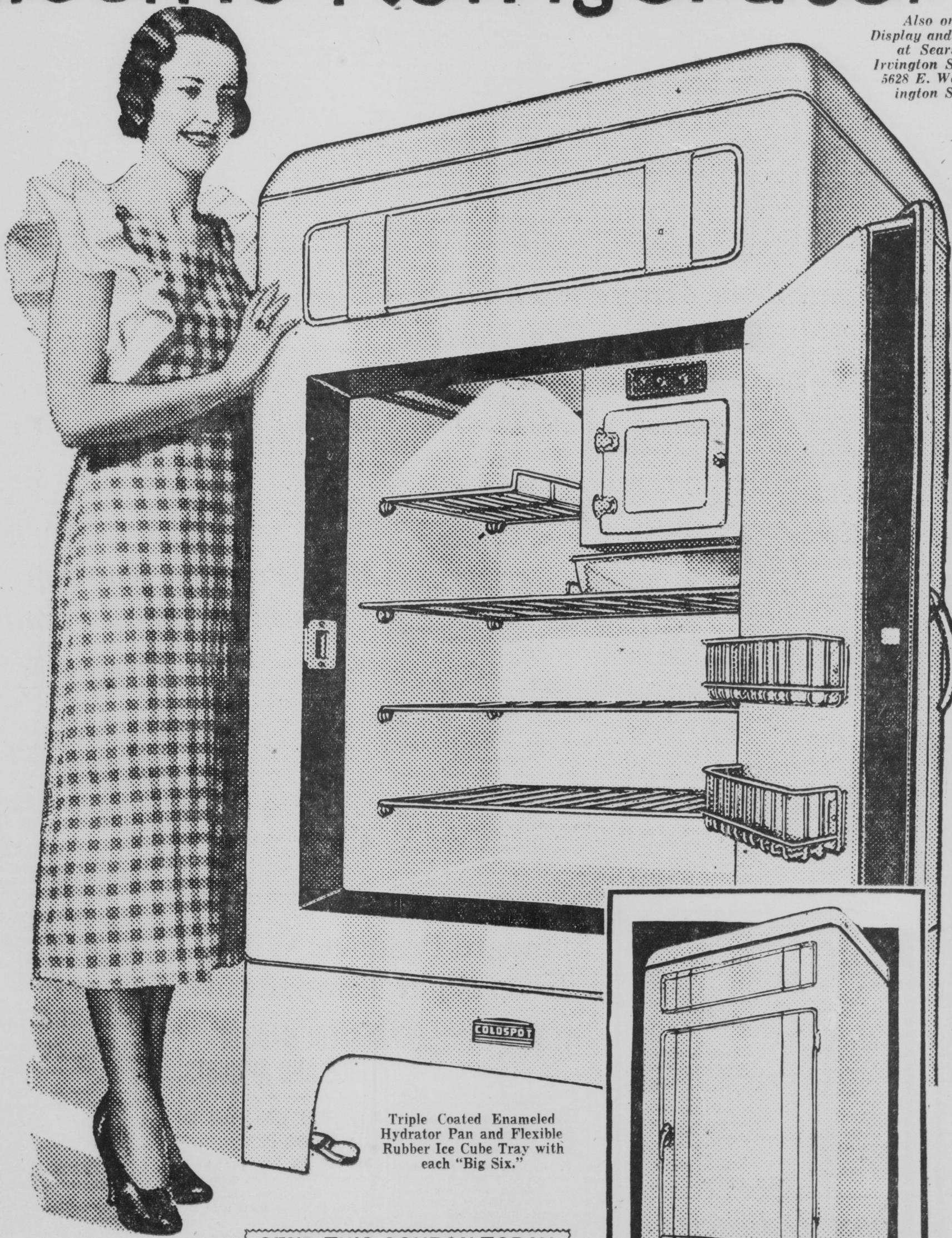
—In beauty and
actual service
we don't believe
it can be equaled
at Sears' low price.

★ ★ ★

—One or more of
these "Big Six"
Coldspots are
constantly in
operation in our
Basement Store.

★ ★ ★

—Drop in and get
first-hand knowl-
edge—see how
complete and eco-
nomical a "Big Six"
can be.



See Sears

Coldspot Exhibit

At 1525 North Meridian St.
Wednesday, Thursday and Friday,
this week.

SEND THIS COUPON TODAY

SEARS, ROEBUCK & CO., Indianapolis
Send me more information on your Coldspot
Refrigerators.

Name

Address

Post Office

R. F. D. or Box No.

SEARS, ROEBUCK AND CO.