

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

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

\$139⁵⁰

Cash
Delivered

Also Sold on Easy Payments

\$5

Down
Payment

\$8⁵⁰

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 economical to operate.

★ ★ ★

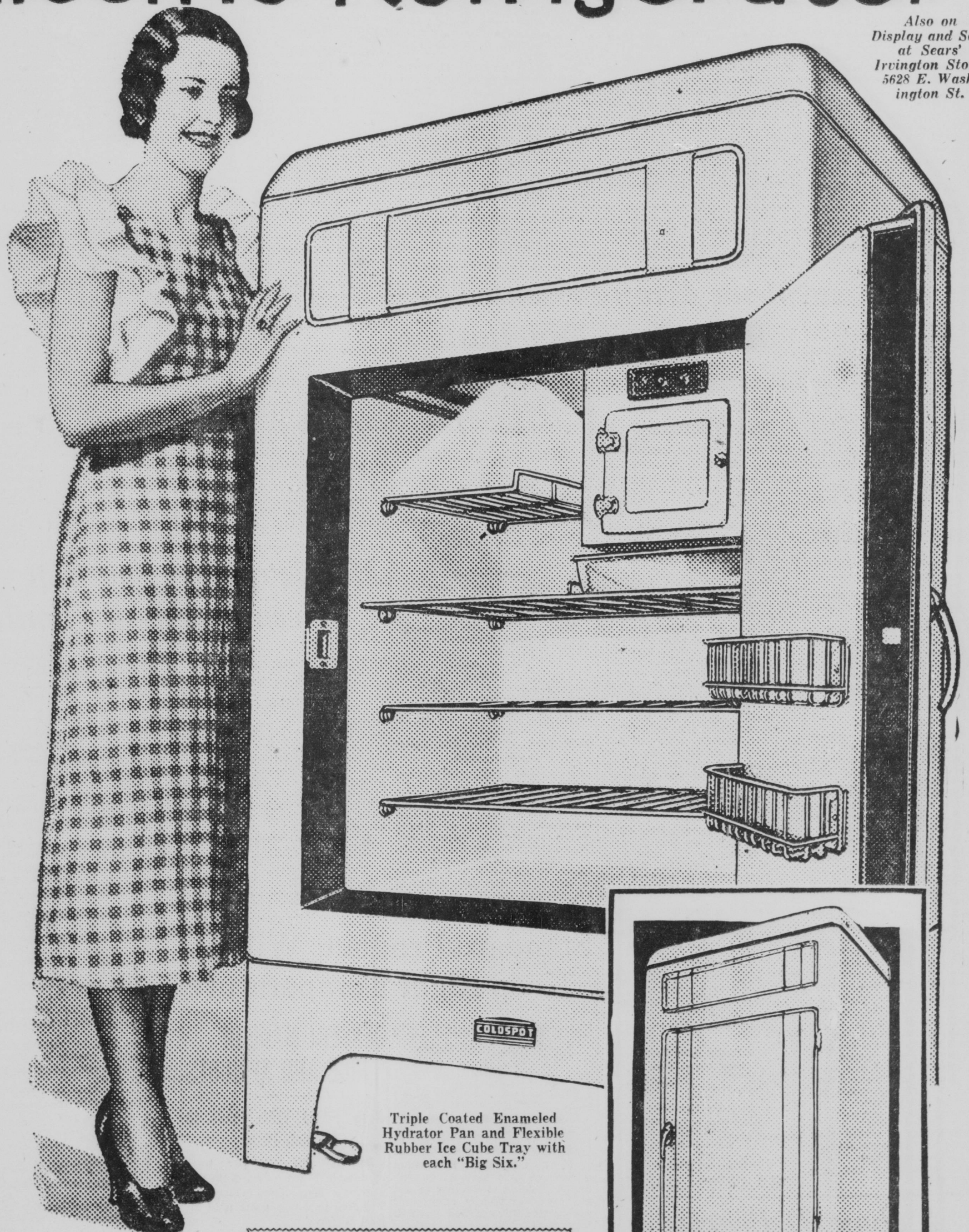
—In beauty and actual service we don't believe it can be equaled at Sears' low price.

★ ★ ★

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

★ ★ ★

—Drop in and get first-hand knowledge—see how complete and economical a "Big Six" can be.



Triple Coated Enameled Hydrator Pan and Flexible Rubber Ice Cube Tray with each "Big Six."

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.

See Sears

Coldspot Exhibit

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

SEARS, ROEBUCK AND CO.