

You Can Count on Us... Quality Costs No More at Sears

# Quality You Can See from the Inside Out

that's Why Homemakers Buy More Kenmore Dryers than Any Other Brand!

**SEARS**  
ROEBUCK AND CO.

Today  
and  
Everyday  
You Get  
**LOW,  
LOW  
PRICES**  
at  
Sears

YOU  
Can Trust  
Sears  
One-Price  
Price Tags!

EVERYONE  
Pays the  
Same  
Low Price!

COMPARE  
Sears Low,  
Low Prices!

CHECK  
Sears  
Features!

## WIN A VALUABLE PRIZE

Radios—Phonographs—Portable TV's  
Complete the following entry blank and deposit  
in Entry Boxes at Sears Livonia Mall Store —  
Name 1 of Sears own Brand Names

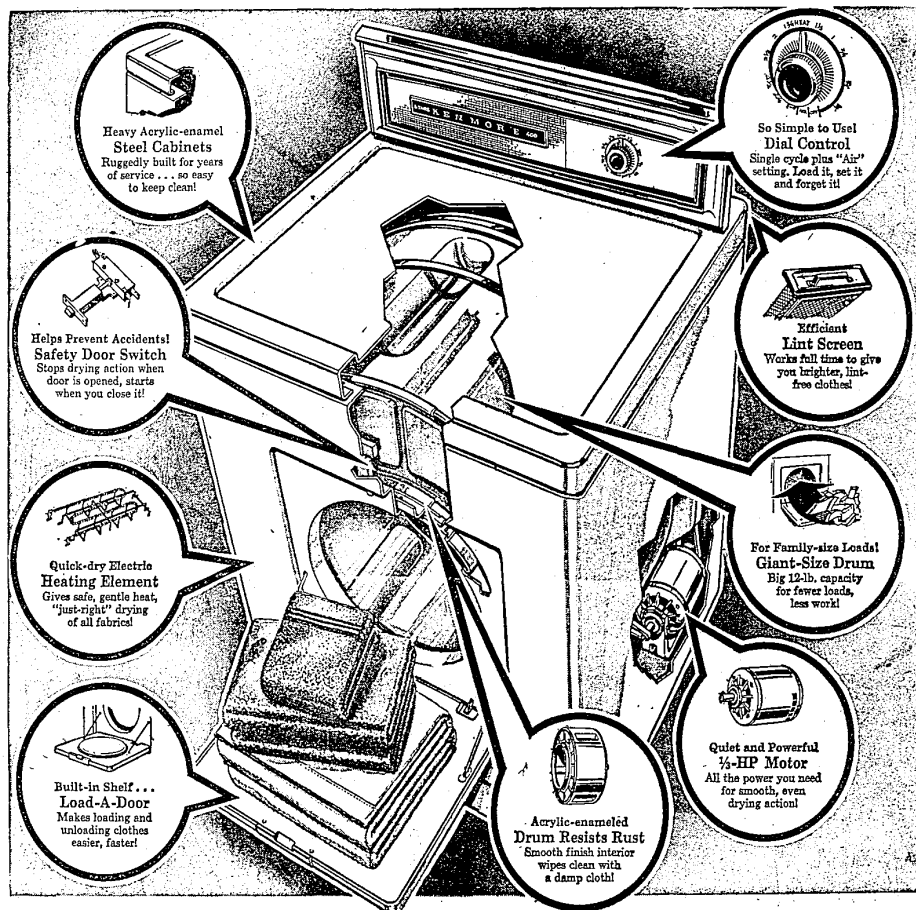
Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Phone \_\_\_\_\_

Only 1 entry per person. Sears Employees, mem-  
bers of their families, The Livonia Newspaper  
employees and members of their families are not  
eligible. All entries become the property of  
Sears, Roebuck and Co. Winners will be an-  
nounced Monday, November 2, at 7 p.m. in Sears  
Livonia Mall Television Dept.

**SEARS**



## Weatherproof Washdays with Dependable Kenmore Automatic Dryers

Depend on your Kenmore dryer to give you years of carefree clothes drying. That's because every dryer Sears sells has features that help assure longlife and gentle handling of clothes. Like heavy-gauge steel cabinets, acrylic-enameled to resist stains and rust. Like electric heating elements that dry quickly, yet are easy on clothes. Like "Air Only" option for fluffing clothes and pillows and drying plastics. And, lots more. So, come in, ask for a demonstration, today!

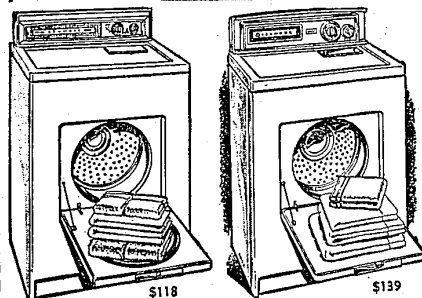
### Electric Model, Installed\*

Sears  
Low  
Price

**\$99**

No Trade-in Required

**NO MONEY DOWN** No Payments Until February 1, 1965 on Sears Extended Payment Plan



\*Normal installation of gas and electric dryers. Installed on Michigan Consolidated Gas Company, Consumer Power or Detroit Edison Company Lines. Venting extra.

## Kenmore Dryers, Installed\*

### Two-Speed Electric Model With Normal and Wash-and-Wear Cycles

High speed drying! Select high or warm heat or air for fluffing. Top-mounted lint screen. Handy Load-A-Door for folding and sorting. 1/2-HP motor.

**\$118**

No Trade-in Required

### 3 Cycles with Wash-and-Wear Cool-Down Eliminates Baked-in Wrinkles

Electric model. 3-cycles handle normal, delicate and wash-and-wear fabrics. 3 temperatures plus air. Air freshener unit. Sprinkler ball. Top-mounted lint screen.

**\$139**

No Trade-in Required

Sears Does Not Establish Artificial "List" Prices to allow so-called "discounts" or "trade-in" prices. Sears original prices are low prices.

**NO MONEY DOWN**  
on Sears Easy Payment Plan

No Payments  
till Feb. 1, 1965  
on Sears Extended  
Payment Plan.

Expert Servicing is Always  
At Your Side at Sears Phone

Prices Include Delivery!

• EASTSIDE • WESTSIDE • HIGHLAND PARK • LINCOLN PARK • LIVONIA MALL • MACOMB MALL • GROSSE POINTE • WYANDOTTE • PONTIAC  
Gratiot at • Grand River • Woodward • Southfield • Seven Mile at • Gratiot at • Seven Mile • Middlebelt • 154 N. Saginaw,  
WA 5-0100 WE 3-3300 at Sears TO 8-1300 at Du DU 3-0000 at Macomb 293-8000 at Macomb TU 4-6000 at Macomb AV 4-9000 Downtown FE 5-4171

STORE HOURS: MONDAY 9 TO 9 • TUESDAY, WEDNESDAY 9 TO 5:30 • THURSDAY, FRIDAY, SATURDAY 9 TO 9