

## Sears Guarantees Offer Protection For Appliance Buyers

There aren't any questions left unanswered when one makes a purchase from Sears. Sears believes in stating clearly, exactly what you get in a product, a service or a guarantee.

At Sears, everybody pays the same low price. Sears does not establish artificial "list" prices to allow so-called discounts or trade-in prices. The original prices are low and at Sears everybody pays that same low price.

Sears written guarantee is your nationwide assurance of satisfaction. It makes no difference whether you purchase a home laundry or a smaller home appliance, the guarantee is there.

It covers all mechanical parts, not just a few of them. Sears Kenmore Home Laundry guarantee covers the whole exterior (including porcelain-enamel finish) not just part of it. The guarantee covers all metal parts, glass parts and plastic parts.

More than that the guarantee follows you if you move across the street, across the nation or anywhere in the United States.

Service is one of the keynotes of Sears. You get fast service when you want it. Sears has crews of well-trained service experts in the Metropolitan Detroit area and the largest home appliance service organization in Michigan.

There's a fleet of service trucks completely equipped with necessary tools and complete stock of repair and replacement parts. Sears answers service calls with 24 hours. Many are handled on the very same day.

Sears servicemen are not Jack-of-all-brands mechanics; they are exclusive Sears Service Specialists trained to service whatever the store sells.

Service contracts offer so much for so little, Kenmore

## Appliance Market May Shrink Soon

The large appliance market afforded by new home building may dwindle even more in coming months.

The problem: Mortgage money is tight, and funds to finance home building are getting tighter all the time. Money that usually goes into savings & loan associations—prime source of home construction funds—is going elsewhere.

Deposits in the associations during the first quarter of this year totaled \$1.4 billion, down considerably from last year's first-quarter savings of \$2.1 billion.

washers and dryers and engineered, manufactured and tested for years of dependable operation. Yet any precision machine may require service from time to time.

A Sears service contract relieves a customer of undue inconvenience and unexpected repair bills. For example, it covers all service calls and necessary repairs, including parts and labor any time for the entire contract period; and complete preventive maintenance check-up during the last month of the service contract at the request and convenience of the customer.

Only Sears sells nationally advertised Kenmore washers and dryers. Kenmore has been a leader for more than a decade. After 46 years experience, the Michigan-based source, now the world's largest producer of laundry equipment, still makes the famous Kenmore.

Then there are all the other appliances that bear the Sears trademark that are available — there's always something new and interesting at Sears for Sears keeps up with everyone in its line of merchandising.

Try Trellis Screen

Need patio privacy? Try sections of garden trellis set on a diagonal between 4x4 cedar posts and top and bottom 2x4 rails.

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## Zenith Offers Many Unusual Sets

Zenith dealers in the area have introduced the Zenith line of color and black-and-white television sets for 1967. Zenith's line, numbering 40 models in three screen sizes, features a broadened selection of 25-inch rectangular screen receivers and introduces an advanced new 25-inch color chassis with circuit innovations engineered to provide even greater operating reliability and increased picture detail and brightness.

Zenith's 26-model line highlights 17 portables in four screen sizes, thirteen of which combine a 20,000 volt chassis with the Zenith Super Sunshine picture tube "to produce picture brightness, detail, and contrast unsurpassed in portable TV."

Zenith's 1967 color line offers a product mix of 31 different 25-inch rectangular screen receivers, 21-inch sets, and three 19-inch rectangular screen Decorator-Compact table sets.

The two series of rectangular screen 25-inch receivers include 18 Royal Premier line furniture consoles and combinations, and eight Royal Compact full feature consoles especially suited for small home or second set use.

The Royal Premier series of 25-inch sets, designed for the finer homes, offers a selection of authentic decorator cabinet styles. These include Mediterranean, Danish Modern, Early American, French Provincial, and Contemporary inventors of genuine walnut, mahogany, maple, cherry, fruitwood and dark oak, with select hardwood solids.

Six of the Royal Premier sets have Zenith Space Command system, remote

control of color hue, in addition to changing VHF channel, adjusting volume, and turning the set on and off. The smaller scaled Royal Compact color sets, the executive stated, "offer the viewer full features and big, rectangular, 25-inch color pictures in a space-saving cabinet."

The three 19-inch Decorator-Compact sets, one of which introduces Space Command remote control for the first time in this size unit, are designed for tabletop use or room-to-room portability on a cart. These receivers, beginning with the Gunnison

set, include the new Aviden, which offers the added value of Super Gold Video Guard 82-channel tuning and a grained vinyl cabinet. Its companion, the Space Command remote controlled Balmoral, has the same features.

Zenith's 21-inch receivers include a table set, and five consoles in Danish Modern, Early American, or Contemporary cabinet styling, four of which were announced earlier as advance 1967 models.

Zenith's 1967 color TV line features the company's

handcrafted, horizontal, 25-volt chassis, in most sets, the Super Gold Video Guard 82-channel tuning system for "ultra-sensitive signal reception," the Sunshine color picture tube — in 19, 21- and 25-inch sizes — with equipment rate earth phosphor for "the best in picture brightness."

Predicting industry sales of black-and-white TV "in the neighborhood of 8 million sets" this year or about even with 1965's total, a distributor executive said that "the company's new line, with its broad selection of portable models, three 23-inch table sets, and six console receivers, is designed to offer a choice of black-and-white TV for every viewing purpose and location throughout the home."

"The heart of our portables," he said, "is the Slim Line and Skyline series with the popular 19-inch screen size. This size set accounts for nearly 50 per cent of the industry's black-and-white TV business."

The nine 19-inch portables are available in single, two-tone, or deluxe finish colors. Some are equipped with Zenith's handcrafted Super Gold Video Guard 82-channel tuning system, and the Zenith transistorized Space Command "300" system of remote VHF-TV tuning.

There are four compact 21-



**OLD FASHIONED STOVE!** It appears that way by the looks of these sales clerks at Sears Livonia Mall. Actually it is one of the most modern electric stoves in the old fashioned cast iron design. It is on the showroom floor at the Mall.

inch portable sets, in the Zenith monochrome TV line Award series, that have a "flat-face" 114-degree tube with a picture that is more than 20 per cent bigger than any 19-inch portable. Other models in the 1967 line styles.

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