

SIMPSONS-SEARS

FABULOUS SAVINGS
YOU CAN'T AFFORD TO MISS
LOWEST PRICE EVER!



on this 2-door Coldsnot Refrigerator

14.1 cu. ft. Automatic defrost **259.95** Only 13.00 Monthly



What a value for our Anniversary Sale! Never before so many features at so low a price! Huge freezer chest provides storage room for 109 lbs. of frozen foods. Two large crispers for vegetables and fruit. Special egg tray holds 3 dozen eggs. Four shelves on the door. Porcelain enameled interior... Acrylic enamel exterior. Hurry to Simpsons-Sears for this feature value!

3 Other Great Coldsnot Refrigerator Values

Slim line style, 9.4 cu. ft. Manual defrost, freezer chest and chiller tray holds 51 lbs. has 4 racks in door and full width crisper drawer. Ideal size for cottage or small family.

Anniversary Sale **179.88**

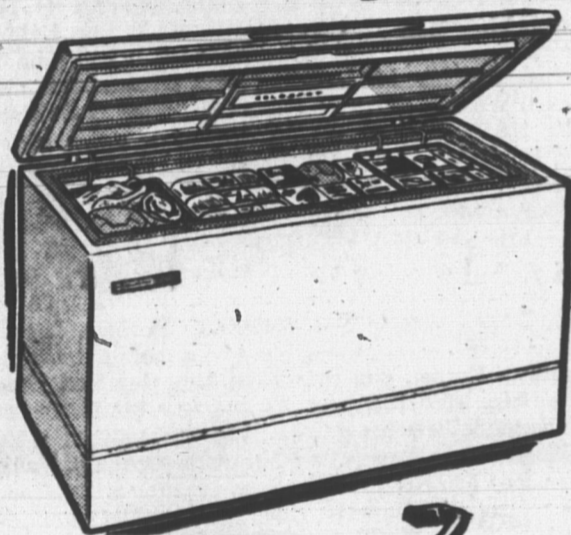
Save \$30.07. Cycle defrost refrigerator with 84-lb. freezer. Popular 12.2 cu. ft. capacity. Two porcelain crispers. White Acrylic enamel exterior. Shelves on door with dairy chest.

Anniversary Special **244.88**

Freezer chest and chiller tray holds 67 lbs. of food. Two porcelain enameled crispers. Manual defrost. Popular 12.2 cu. ft. with four full-width door shelves.

Anniversary Special **199.88**

Anniversary Sale Prices on Coldsnot Home Freezers



16 cu. ft. model Holds 550 lbs. Frozen Food **199.88** No Down Payment

Same Model in 18 cu. ft. Size. Holds 630 lbs. Frozen Foods 219.88
Same Model in 22 cu. ft. size. Holds 770 lbs. Frozen Foods 249.88
All above models have the following features: Lifetime porcelain liner that won't rust, stain, peel or yellow... "Super-Wall" construction to prevent sweating... adjustable cold control... automatic interior light... tough Acrylic enamel exterior. 3-year warranty against food loss (of 5.00 to 200.00) due to mechanical or power failure at any time. Buy your Home Freezer during our Anniversary Sale and Save.

COLDSNOT 15 cu. ft. UPRIGHT FREEZER **214.88**
Upright freezers are preferred by many people because of the extra convenience afforded by shelf storage. This model holds 505 lbs. frozen foods and has the famous lifetime porcelain liner. "Super-Wall" construction prevent cabinet sweating.
ANNIVERSARY SALE SPECIAL

EXTRA SPECIAL! J. C. HIGGINS SPORTFLITE BICYCLES



MODELS FOR
• MEN
• BOYS
• WOMEN
• GIRLS

Here's to better fun and exercise... get a beautiful bicycle priced away below normal! Check all these outstanding features: Made by Canada's largest bicycle manufacturer, Deluxe Sport Flite model for rugged use, whitewall tires... 1-piece pedal crank, Perry coaster brake for sure stops. Men's - Boys - Women's - Girls choice 24 or 26 wheel in flamboyant green or sparkling gold enamel finish. Buy with no down payment on your Account... **46.99** and up.

Boy's & Girl's Sidewalk Bicycle
J. C. Higgins model, made by Canada's leading bicycle manufacturer, 15" Bondertized tubular steel frame 20" wheels. Other features: Safe Perry coaster brakes for reliable stops. Chrome-plated rims and handlebars. Suitable for most children **35.88**
5 to 7 years of age

Save \$70.00 Allstate 'Mo-Ped' Motorbike
Lightweight for easy handling - weighing only 104 lbs. Speeds up to 31 m.p.h. Economy plus - up to 180 miles per gallon gas. 2 cycle engine with 2 speed transmission, two wheel auto type brakes. **\$199**
Tools, stand and luggage rack included

SAVE 199.58 70 pc. 3-Room Ensemble Reg. 697.58 Value

- 10-pc. Living Room Ensemble
- 12-pc. Bedroom Ensemble
- 48-pc. Kitchen Ensemble

\$499 No Down Payment 17.00 Monthly

COMPOSITION OF ENSEMBLES:

Living Room

- 2-pc. chesterfield suite
- 2 step tables
- 1 cocktail table
- 1 magazine rack
- 3 decorator cushions
- 2 table lamps

Bedroom

- 3-pc. bedroom suite
- Spring-filled mattress
- Matching box spring
- 2 soft pillows
- 2 boudoir lamps
- 1 bedspread
- 2 bedroom mats
- 7-pc. dinette suite
- 4 melmac set

As one of the outstanding values of our Anniversary Sale we are featuring this 3-room ensemble at a saving of 199.58 on the combined cost of the individual pieces! You can put all the pieces in your home with NO DOWN PAYMENT if you buy on your present Easy Payment or All Purpose Account... or if you open an Account during this sale! So drop in today and investigate this feature value!

You can buy the 2-pc. chesterfield suite separately... chesterfield and matching chair in serviceable 100% acetate frieze cover and Serofoam cushions... for only **169.95**

3-pc. bedroom suite... 54" bookcase bed, chest of drawers and 6-drawer dresser, in walnut or mocha finish **99.99**

7-pc. dinette suite... extension table with Arborite top and six chairs with vinyl covers for only **69.77**

ANNIVERSARY

IN OUR NEW KENT STREET

19" PORTABLE TV REDUCED Save 22.95

177.00 No Down Payment



Only 10.00 Monthly Not Exactly As Illustrated
Lowest price ever on this super-slim Silvertone Portable TV. Light and sturdy with fresh, trim styling, built-in telescopic dipole antenna. Custom chassis ensures clear sharp picture. Front mounted speaker.

SILVERTONE 23" CONSOLE TV

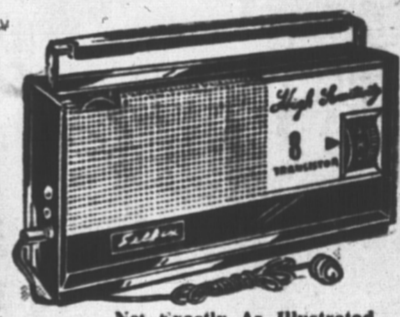
Was 339.95 **268.88** No down Payment

SAVE 71.07 on this large-screen "L6-Boy" style television set. Chassis is hand-wired and hand-soldered to ensure dependable operation. Power transformer with parallel filament and Power Monitor for cool operation and longer tube life. Two acoustically matched 7" x 5" speakers for brilliant sound.

Save 71.07 Silvertone Stereo Console

Powerful 12 tube chassis, two 8" four 3 1/2" speakers, 4 speed Gerrard Autoslim changer, convenient front record storage. **288.88** Regular 359.95

Save! 7-Transistor Portable Radio



Reg. 29.95 Value **24.88**

This 7 Transistor Portable is packed with power to bring in your favorite stations. Clear tone from large 3" speaker-tone switch for high or low sound. Modern plastic cabinet with carrying case. Size about 8 1/2 x 2 x 4 1/2". Sliding dial for easy station selection. Ferrite rod and external antenna.

Save 59.88 W And Matching

One of the biggest bedding bargains that have ever offered. Not only are both pieces of superior construction and unexcelled comfort but they are priced to give you the best of a lifetime! Note these outstanding features:

- Luxurious 405-coil mattress is covered with rich rayon damask!
- Quilted top is button-free for utmost restful sleep!
- Kenianized at the factory to prevent original freshness!
- Convenient handles for turning; ventilation!
- Designed for fine appearance and support!
- Available in choice of 39", 48" and 54" widths!
- No down payment on your Account!

Anniversary

Comfortable mattress filled with 405 coils. Well-lufted and covered with a durable striped fabric. Buy at Simpsons-Sears.

Feather Pillows **2.67** - pr.

About 19 x 25 inches, linen finished cotton, attractive pattern.

2-Pc. Danish Settee

109.88

Regular 139.98 value, nylon rayon boucle cover, foam filled cushions.

ANNIVERSARY SPECIAL SPACE SAVER DAVENOS

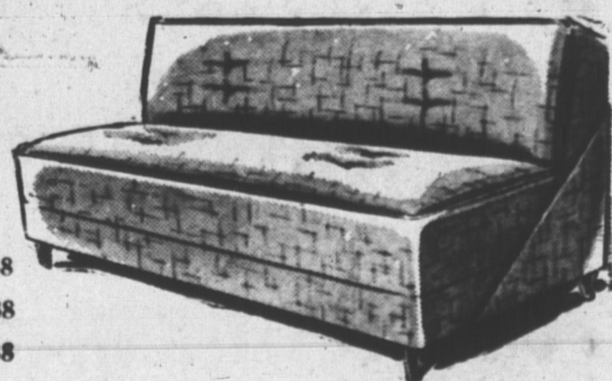
Our most popular davenos covered with factory-select covers... materials that would ordinarily only be put on higher-priced models. Easily converted to double bed when needed. Reg. \$69.95. Save at Anniversary Sale Price.

49.88

Save \$3.84 on Hollywood Beds Reg. 133.83 value in these smart beds for the modern bedroom. Complete with headboard, mattress and matching box spring. Sizes: 39", 48" and 54". Each set

69.99

- Double door wardrobes with mirrors 39.88
- Day-Niter Couches 39.88
- Save on Sleep-or-Lounge, Special 189.88



Feature Value 3-Pc. Crib Ensemble

Ensemble comprises: wooden crib with solid end panels, 30 x 54"... spring-filled mattress with 65 coils... 4-position posture form support... Single drop-side cannot be moved by baby. Non-toxic high-gloss finish in honey maple or white.

36.88

Spring Filled Crib Mattress

Tempered steel coil springs, built-in posture board, white cotton felt padding and cotton-backed vinyl cover. Two sizes: 27 x 53" and 24 x 49". Perforated borders to allow fresh air to circulate throughout mattress. Each

8.88

Kenmore Portable Sewing Machine

Economy straight-stitch model. Has forward and reverse control. Stitch-length regulator. Thread tension control. Beige finish. A good model for the beginner or those who want a machine for home use. Complete with case. No down payment.

ANNIVERSARY SALE

47.88

Zig-Zag Sewing Machine

Portable model to give you basic zig-zag stitches as well as straight stitching. Just set the dial control. Does darning and mending. Sews on buttons. Complete with case. 89.95 value.

ANNIVERSARY SALE

78.88

Vacuum Cleaner with Attachments

Reg. 89.95 value! Super-suction 1 1/2 h.p. canister-type cleaner. Powerful twin-fan motor. Complete set of attachments.

ANNIVERSARY SALE

68.88

Kenmore Floor Polisher

Powerful motor polishes like new. Self-locating handle can't tip. Complete with buffing pads. No down payment.

ANNIVERSARY SALE

39.88