

SAVE nearly \$100



Model 378



IT WAS
339.50

Now \$241.50

Let Your Own Eyes and Ears Decide

You save almost \$100.00 on this beautiful traditionally styled radio-phonograph. It is a buy beyond comparison. Where else can you find such a beautiful combination of furniture beauty and beautiful reception brought about by the exclusive General Electric Electronic Reproducer?

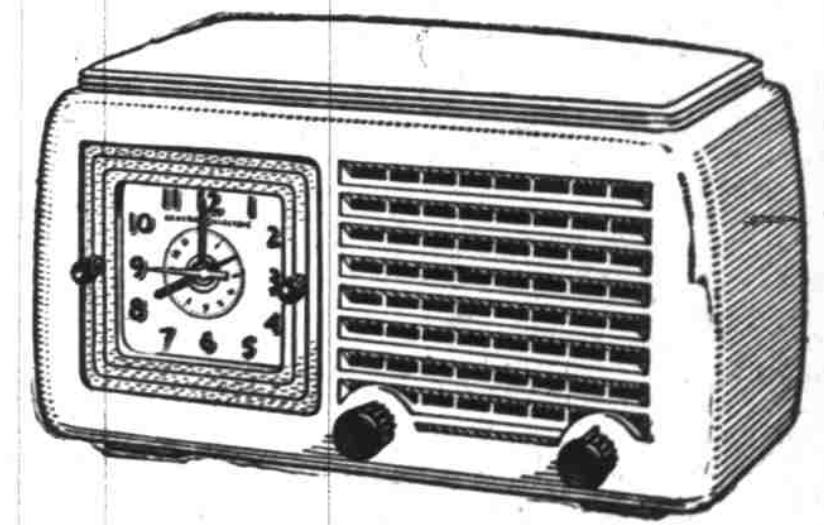
You'll cherish forever the distinguished Federal period cabinet fashioned of richly grained mahogany.

Just think of the joy you'll get from genuine FM radio with its thrilling clarity and realism. Standard broadcasts, too, in natural color tone. There's also storage space for over 80 records. 8 tubes.

48.30 Down, 13.88 Per Mo.

Leave it to Elfstrom's to bring you the most exciting news in radio today... again we have combined with General Electric in their fight against inflation. Now you can buy the finest in radio at prices everyone can afford... the ultimate in rich, golden tone plus masterpieces of the cabinet designer's art... and all by the largest and most famous manufacturer in the United States... General Electric, of course.

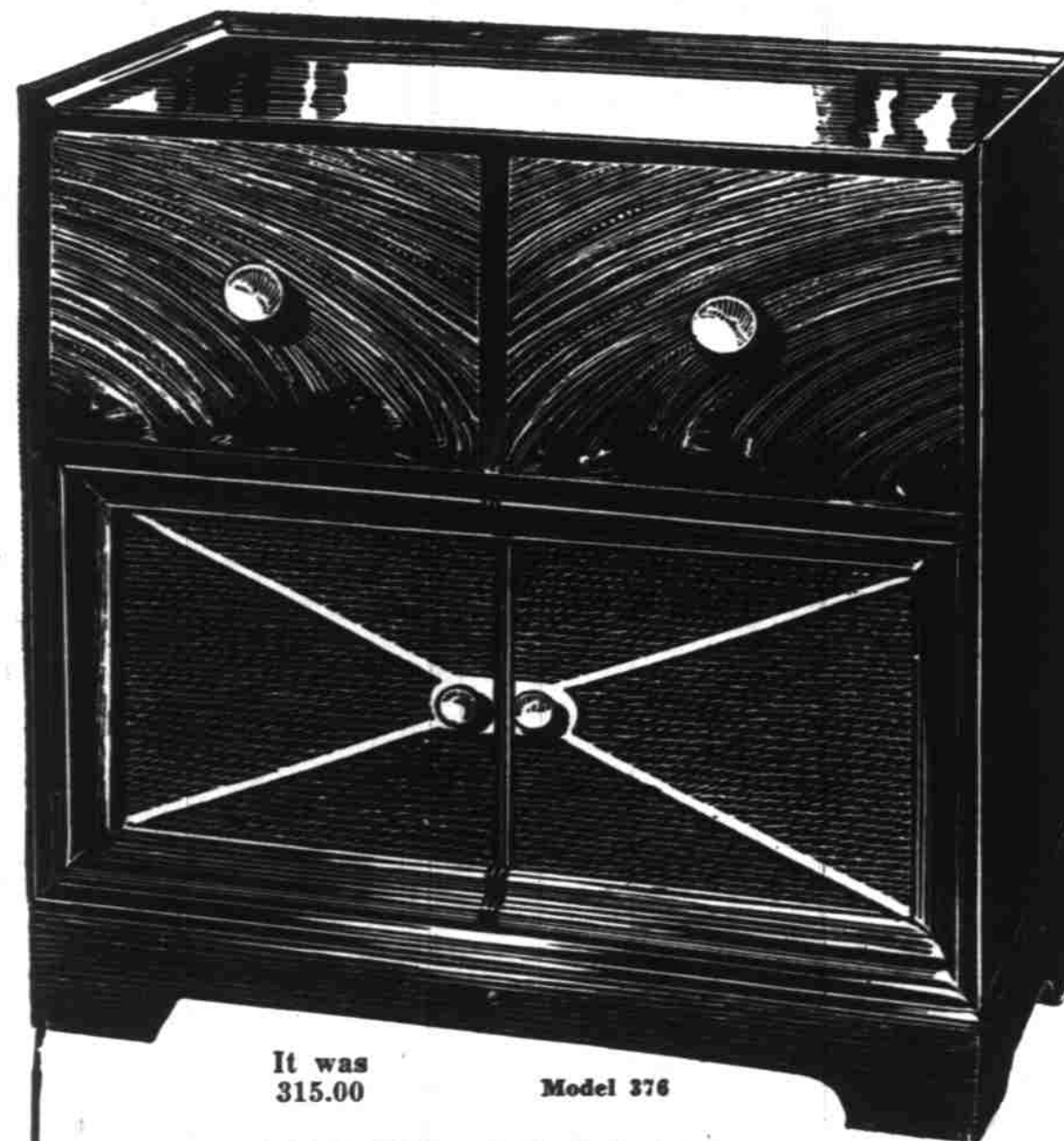
=== *It Pays to Buy the Best!* ===



The Famous "Wake-Up to Music"
CLOCK RADIO

Alarm shock is banished when you waken to soothing music. Just set the hour and station. This amazing G-E clock radio remembers to turn on your favorite program automatically. Try one! Buy one! You'll agree!

Now Only 27.95 - 6.00 down, 7.32 per mo.



It was
315.00

Model 376

NOW \$262.50

This Beauty at This Money Can Mean Only--HURRY!

When GENERAL ELECTRIC builds post-war features into a console like this--there's no greater radio package for the money.

Genuine FM and standard (AM) broadcasts and records in natural color tone. Unsurpassed record reproduction with the famous G-E Electronic Reproducer. Big 12-inch Dyna-power speaker with G-E Alnico-5 for increased sensitivity and power. Elegant cabinet veneered in genuine mahogany with storage for 120 records.

When You Compare--There's No Comparison!

52.50 Down, 15.05 Per Mo.

TAKE UP TO FIFTEEN MONTHS TO PAY

It Was
167.50.

Now 127.50

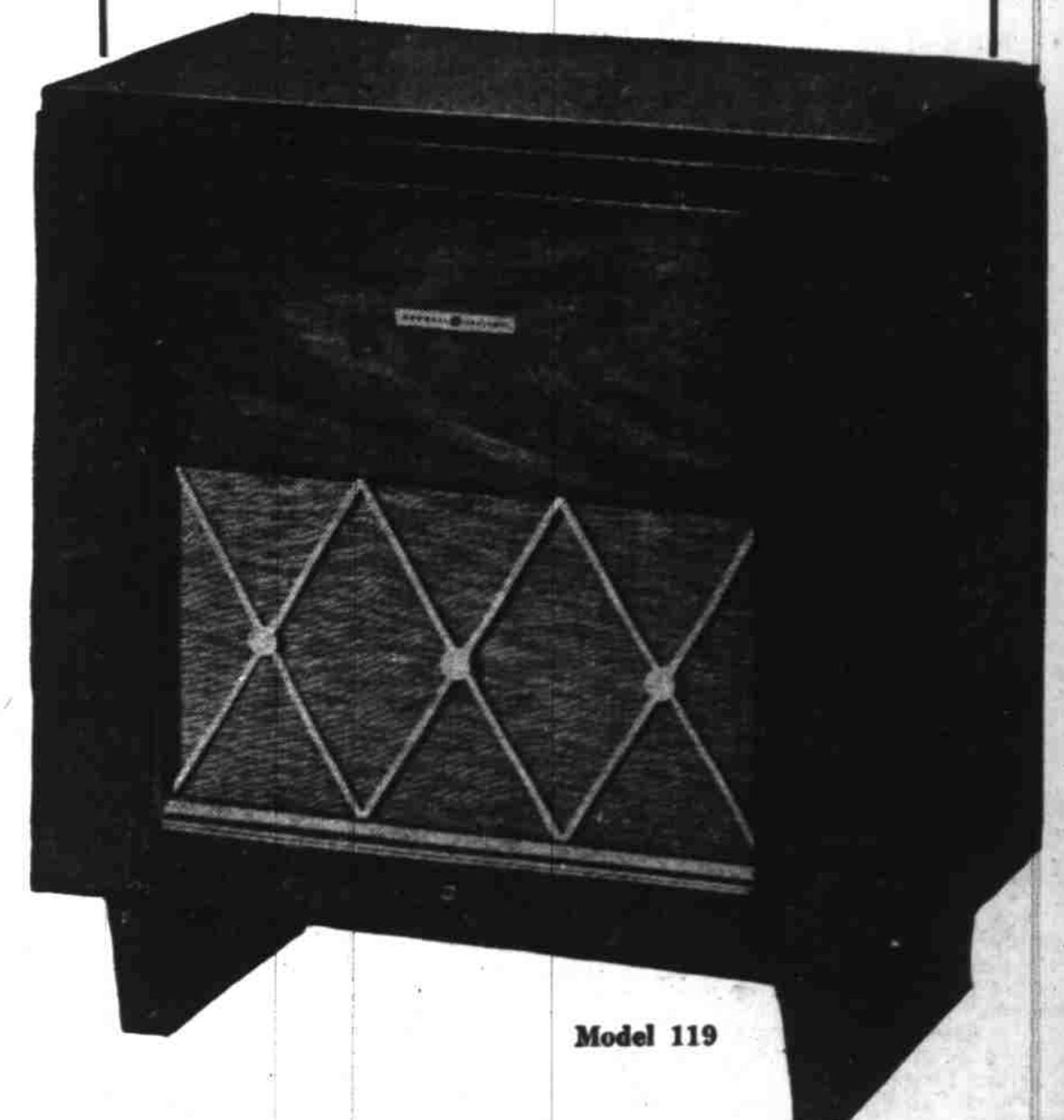
Why Not a Gift That Will Always Keep on Giving?

The most glorious music that ever blossomed on a Christmas tree can be yours if you select this marvelous radio-phonograph now. We can store it for you on our Christmas Lay-away Plan. They might be just a little difficult to buy around Christmas.

Now--here's your chance to get a performance-engineered General Electric console at a new low price! You save \$40.00 when you buy this G-E automatic radio-phonograph. You get radio and records in natural color tone. You'll enjoy the matchless record reproduction of the G-E Electronic Reproducer.

Never before has any radio-phonograph offered you all of these features at such an amazing money-saving price! So... better think about an investment in lasting joy for all your loved ones this Christmas... and it's really not too early to start thinking about Christmas, either.

25.50 Down, 7.31 Per Mo.



Model 119



Now Yours for Only 23.95

The Gold Seal tell you there is no better buy!

Here is rock bottom price--but with highest quality. You get natural color tone, extra powerful sensitive speaker. Needs neither aerial or ground. Four tubes plus rectifier.

4.00 Down, 6.65 per mo.



Model 102

The Last Word in **PORTABLE RADIO**



Model 150

Red, Ivory or Grey Cabinets

Get a double kick out of football games, sports, picnics, everything you do for fun-on-the-run. Plays three ways, on AC-DC or batteries. Big Alnico 5 speaker. Built-in Beam-a-Scope antenna.

Now Only 42.25

8.45 down, 5.80 per mo.

R.L. Elfstrom

340 Court

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