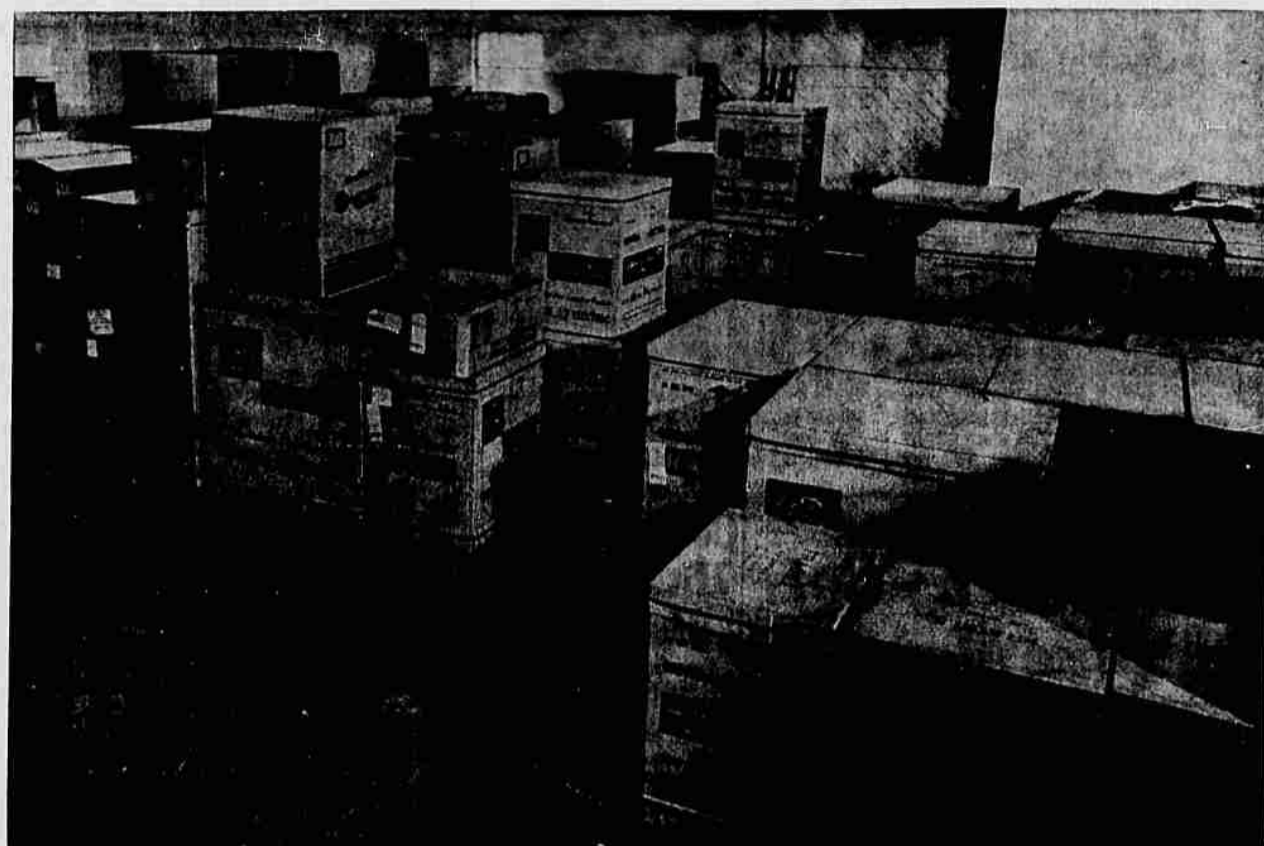


IN JANUARY WE WERE PLENTY WORRIED BECAUSE



EVEN OUR BACK ROOM IS FILLED WITH THE OVERFLOW FROM OUR WAREHOUSE AS PICTURED ABOVE

It appeared certain to us, that General Electric's major appliance factory in Louisville, Ky., was going on strike.

We sell only G.E. merchandise, so a long strike would hurt us. For protection, we ordered all the appliances that our store would hold.

For insurance, two EXTRA carloads of G.E. appliances were shipped. The strike has been averted. But now there are two surplus carloads of 1957 appliances in our warehouse.

We could ship this extra merchandise back, but this would involve some substantial freight and handling costs. If we held these appliances we would pay heavy warehouse, insurance and financing costs.

A third alternative would be an honest-to-goodness stock reduction sale, with excellent prices and double trade-in allowances to sell this merchandise quickly.

Since we bought at the lowest possible prices, we have decided to hold a sale on these current 1957 appliances and let the people of Willamette Valley benefit.

Now we are not worried about a strike. Rather we are happy that we can bring our customers about \$40,000.00 worth of new 1957 G.E. appliances at unusually good prices.

This sale will last only until our store sells the extra quantities. The selection of models is complete right now.

We won't ask you to believe that we are going to sell below our cost or any nonsense like that. Frankly, we hope to sell enough appliances to make some profit. But we know you will agree that we are offering good values. We will offer you double what your trade-in is actually worth. Our prices and extra services will be the same to everyone. Of course, you have to be satisfied your money back, plus S&H Green Stamps and easy terms.

SALE STARTS 9 A.M. TODAY!

OPEN TILL 9 P.M. MONDAY THRU FRIDAY THIS WEEK—BUY NOW AND SAVE!

\$40,000 STOCK REDUCTION

Brand New 1957 G.E. Appliances & Televisions

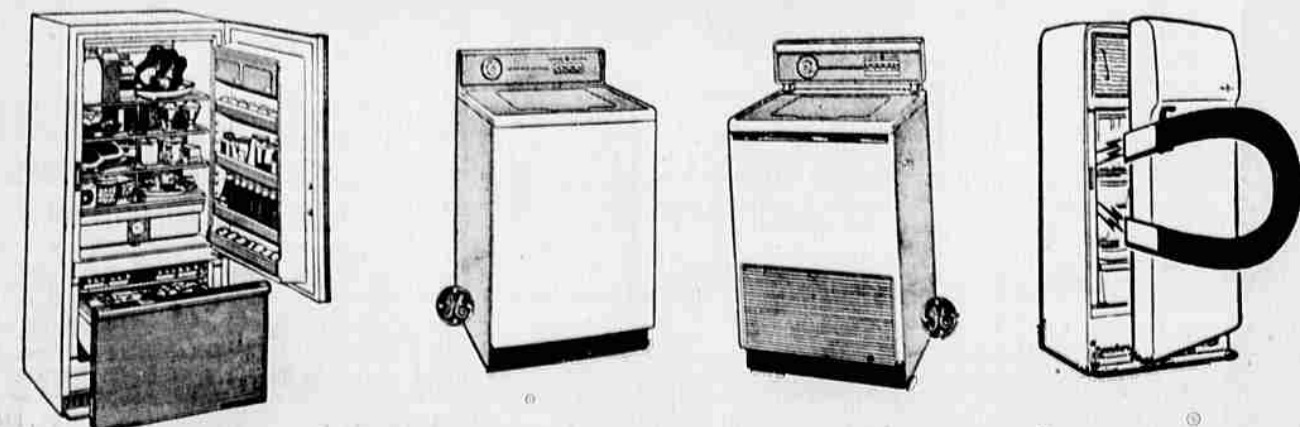
TRADE-IN SALE DOUBLE TRADE ALLOWANCE—

NO MONEY DOWN!
UP TO 3 YEARS TO PAY
DELAY YOUR FIRST PAYMENT!
S&H GREEN STAMPS!

That's Right—We Will Give You TWICE the Actual Value of Your Old Appliance on These BRAND NEW 1957 G.E. Appliances—Try Us!

MASTER SERVICE STATIONS, INC.

365 NORTH COMMERCIAL
SALEM'S OLDEST SALEM'S LARGEST FRANCHISED DEALER APPLIANCE DISPLAY



\$40,000⁰⁰ STOCK REDUCTION SALE!

Double Trades Exclusive at MASTER

PLUS S&H Green Stamps No Money Down

THIS SALE LASTS UNTIL PRESENT STOCKS ARE GONE HURRY!

HURRY—THIS SALE MUST END WHEN OUR EXISTING STOCK IS SOLD!

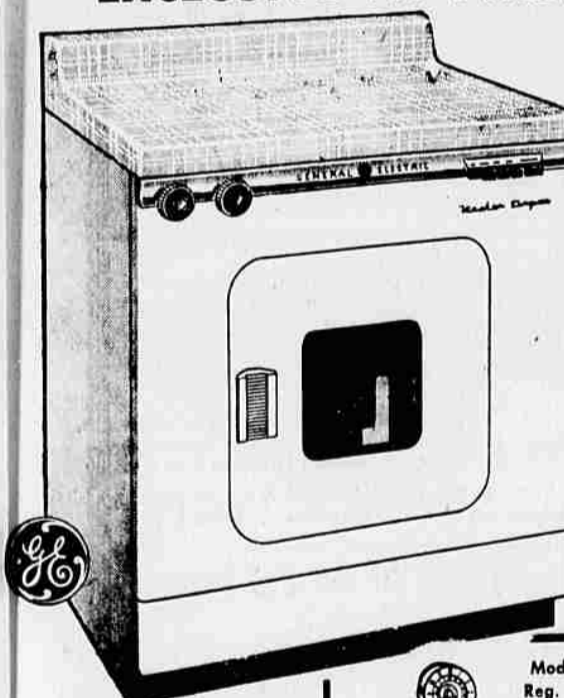
THE NEW 1957 HOME LAUNDRY



Model WA850P Model DA820P
The first and ONLY filter to gather lint and loose particles right before your eyes. (The "Messy" Tray... that other manufacturers wish they had thought of first!)... Two activator speeds save the fragile garments and really clean heavy soiled items. Cold water rinse option lowers your hot water bill. Two spin speeds to Very Dry the regular wash and avoid wrinkles in the synthetics.

DOUBLE TRADE-IN!

EXCLUSIVE AT MASTER

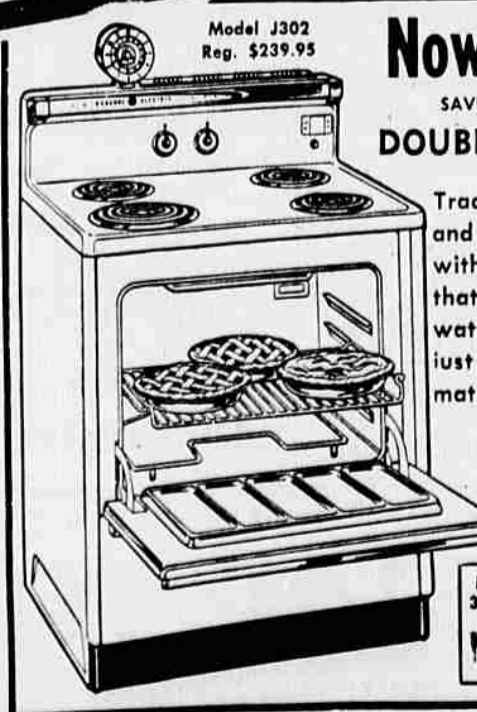


THE FIRST SHOWING IN SALEM OF THE NEW DELUXE G.-E. AUTOMATIC WASHER-DRYER COMBINATION

- * Wash and dry in one completely automatic operation
- * Save space—unit takes 1/2 the space of most pairs.
- * Automatic water saver—uses the correct amount of water for small or large loads.
- * Trade in both washer and dryer on this compact new combination.

WD-660P Shown with Textillite Top Accessory

OPEN MONDAY THRU FRIDAY TILL 9 P.M. THIS WEEK!



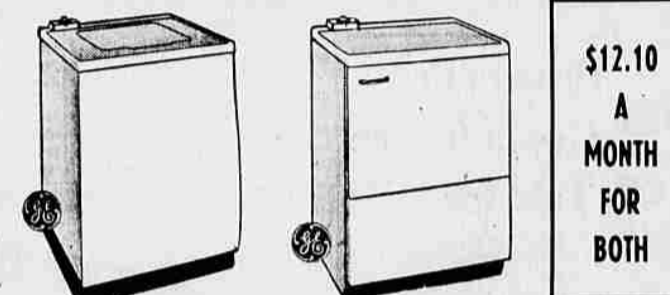
Model J302 Reg. \$239.95
Now \$209.95
SAVE \$30.00 PLUS—GET DOUBLE TRADE-IN!

Trade in your old range and get this 30" range with the big 23" oven, that features a 2,600-watt unit that's red hot in just 20 seconds—has automatic clock and timer.

S&H GREEN STAMPS

Model J299—Not Illustrated 30" G.E. Range—Reg. \$169.95
Now Only \$144.44

AUTOMATIC WASHER AND DRYER



\$12.10 A MONTH FOR BOTH

BUY BOTH FOR \$349.90

Good washing and drying dependability at the lowest cost... that's yours with this Utility Model G.E. Home Laundry... No chrome but a real washing rascal... companion Air-Flo Dryer makes this a substantial home laundry at a good price... If you have a trade-in... we'll give you double its actual value... Trade now... you'll be glad you did!

WE WILL GIVE YOU—DOUBLE THE ACTUAL VALUE FOR YOUR TRADE-IN DURING THIS STOCK REDUCTION SALE!

TERMS—YOU BET!

1957 G.E. CONSOLE TV



Reg. \$269.95

This Special Purchase Cannot Be Repeated—Buy Now and Save on AMERICA'S BIGGEST NAME TELEVISION VALUE!

NOW REDUCED TO... **\$219.95** All-Channel Tuning

NOW in a popular-priced refrigerator



...all foods at your fingertips

NEW 12-CUBIC-FOOT REFRIGERATOR

ONLY **\$289.75** LESS DOUBLE VALUE TRADE-IN

- GENERAL ELECTRIC FEATURES**
- MAGNETIC SAFETY DOOR
 - REVOLVING SHELVES ADJUST UP OR DOWN
 - FULL-WIDTH FREEZER COMPARTMENT
 - FULL-WIDTH CHILLER TRAY
 - PORCELAIN VEGETABLE DRAWERS
 - BUTTER COMPARTMENT—EGG RACK

New 1957



Portable Dishwasher For Only \$199.95

Other Models Low as **\$177.00**
10-DAY FREE HOME TRIAL—SEE IT TODAY!

FREE! GIFTS FOR THE LADIES
EACH EVENING, 7 TO 9 P.M.
THIS WEEK ONLY—HURRY!

THESE ARE ONLY A FEW MODELS—ACTUALLY THE MOST COMPLETE STOCK OF 1957 G.E. APPLIANCES IN SALEM ARE AVAILABLE AND ARE INCLUDED IN THIS SPECIAL **DOUBLE TRADE-IN SALE!!**