

The Trademark Everybody Knows

GENERAL  ELECTRIC

The GE Store Where Everybody Goes



115 EAST MAIN STREET • MEDFORD

*The Outstanding Sales Record
of Home Appliance Co.
that we want to tell you about*

We are proud to announce that the Home Appliance Co. in Medford have sold **more** General Electric Television sets so far in 1954 than any other dealer west of the Rocky Mountains. Nationally they rank **15th** in total sales of General Electric Television sets for the year to date.

Our hat is off to the Home Appliance Co. It's off to Dick Finch and Randal Gifford owners, and to Sam Richardson, Joe Smith, Frank Horton, Dick Krois, Sam Dawson, Lloyd

Dyer, and to Allan Sterton, who have done all of the work . . . But most of the credit goes to you people of Jackson County who recognize an outstanding television picture when you see it.

We're very happy about such a record — and so is Home Appliance Company. Without your preference for GE products such a noteworthy sales record could not have been made, and we would not have had the opportunity of this public acknowledgment of a Sales and Service job well done — and that **will continue to be well done.**

GENERAL ELECTRIC  **SUPPLY COMPANY**

300 NW 14th Street — Portland, Oregon