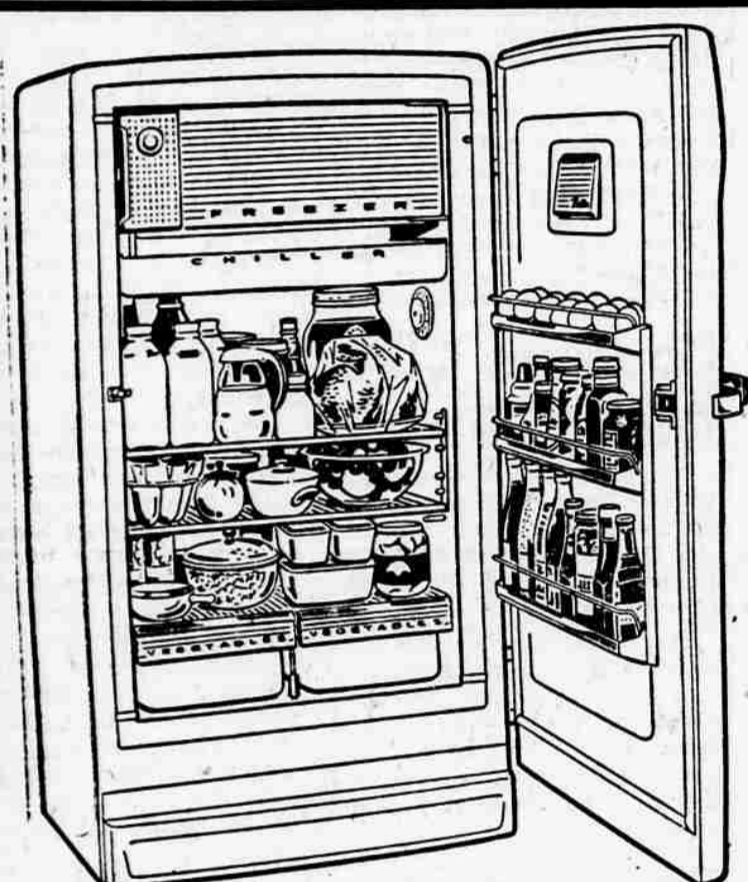


THINK THIS LOOKS LIKE A SALE? . . . YOU'RE MISTAKEN

The truth of the matter is that these are our regular new low prices on our 1955 Refrigerators. We are not overstocked — GE is not overstocked — There is no emergency — We do not have to raise money to pay our bills — Business is fine — We are not moving — Going out of business or anything else — It is our job to bring you the best possible merchandise at the lowest possible prices and at the same time include the maximum number of extra services.

General Electric LOWERS REFRIGERATOR PRICES TRADE-IN'S?

We'll allow you exactly what your old refrigerator is worth . . . not try to fool you or bribe you by boosting the selling price, then offering ridiculously high trade-in allowance. Instead, we're LOWERING ALL SELLING PRICES AS LOW AS POSSIBLE—treat EVERYONE the same. It's fair to those who have trade-ins, those who haven't. The amount that's left AFTER your trade-in is, after all, the PRICE THAT COUNTS!



LB-92 L General Electric Refrigerator

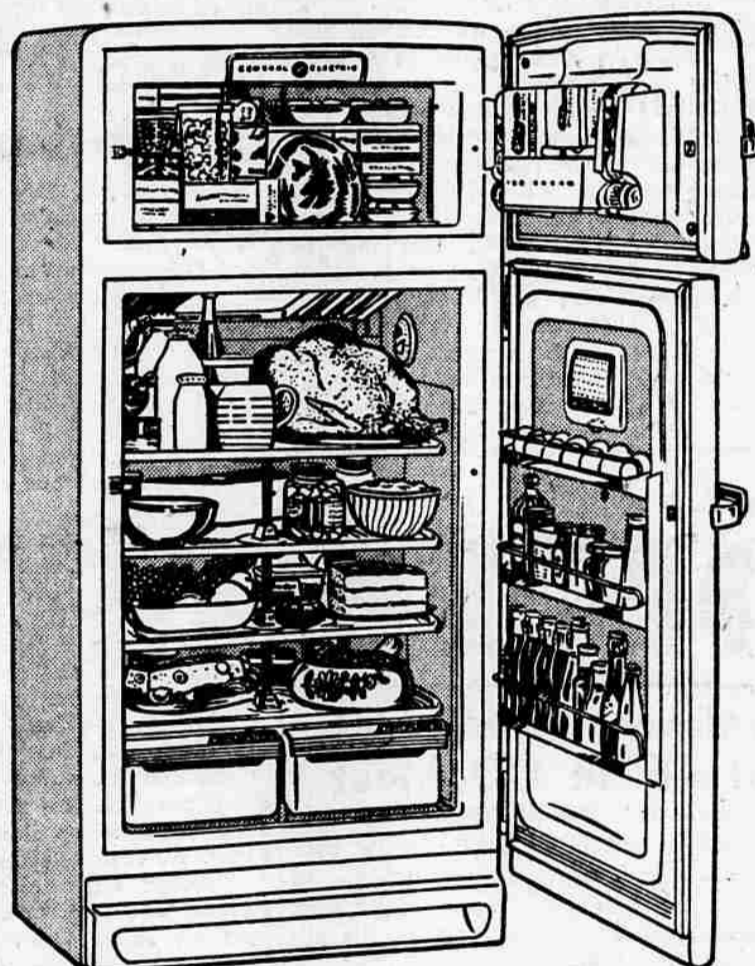
WAS \$279.95

NOW

\$249⁹⁵

9.2 Cubic Feet of Refrigerator

**\$24.95 DOWN
\$11.11 A Month**



LH-12 General Electric Refrigerator
THIS 2-DOOR COMBINATION
REFRIGERATOR-FREEZER

Was \$499⁹⁵

NOW \$429⁹⁵

**\$42.95 DOWN
\$19.87 A Month**



Model LM-10M



GENERAL ELECTRIC
COMBINATION

REFRIGERATOR-FREEZER

Was \$429⁹⁵

NOW \$359⁹⁵

True Zero Degree Freezer—Automatic
Defrost Fresh Food Section

**\$35.95 DOWN
\$15.98 A Month**

IN OUR

**BARGAIN
STORE**

303 SOUTH FRONT

We Have A Fairly Good Stock

of

RECONDITIONED

GUARANTEED

USED

REFRIGERATORS

AUTHORIZED DEALER
GENERAL ELECTRIC APPLIANCES

DO YOU READ ADVERTISING?

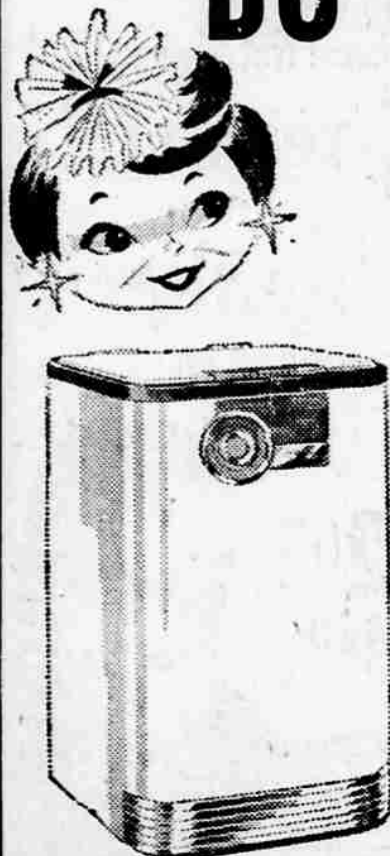
ON MOTHER'S DAY SUNDAY, MAY 8, WE WILL

**GIVE AWAY THIS G. E.
Mobile Maid DISHWASHER**

Worth \$229⁹⁵ IT'S FREE!

Absolutely all you have to do to have a chance to win the Dishwasher is to phone us tomorrow and say — "I SAW YOUR AD IN THE TRIBUNE — ENTER MY NAME." Once in a while we think that it is worth money to us to find out how many people actually read our ads.

Phone 2-4585 or 2-9633



**MAIN STORE
115 E. Main
BARGAIN STORE
303 S. Front**