

LOWEST PRICES EVER ON

GENERAL ELECTRIC REFRIGERATORS

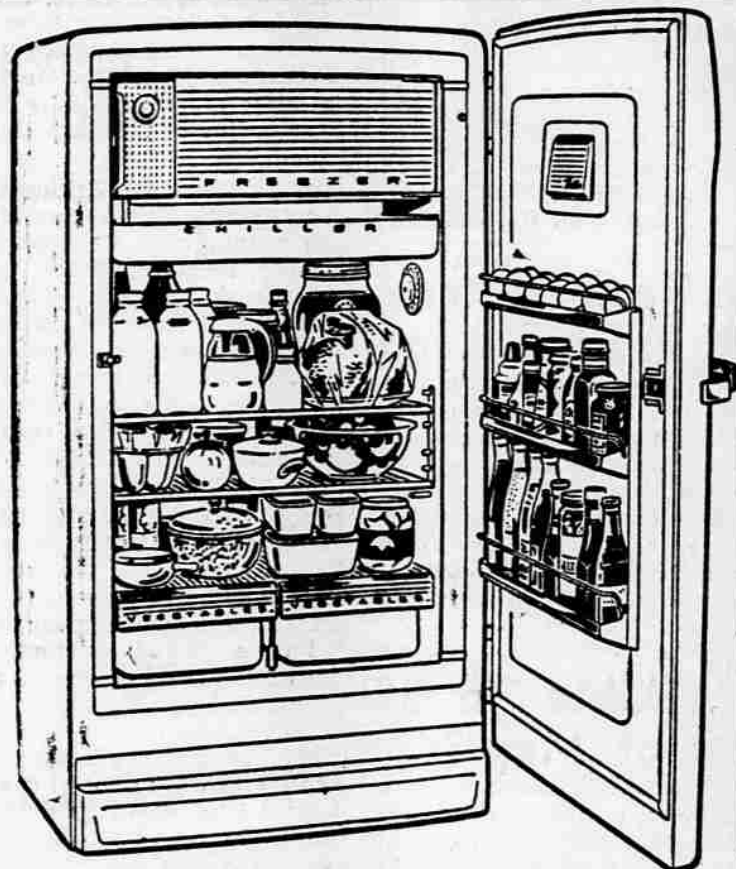


The General Electric Co. has built a tremendous new factory in Louisville, Kentucky. They will manufacture all of their appliances in this new factory . . . For years G.E. has manufactured appliances in factories spread all over the eastern part of the United States. In many ways this was a wasteful and expensive way of building appliances . . . Now in their new factory they can build many, many more appliances than they could before and they can make them better and sell them for less . . . We are very pleased to be a General Electric Appliance Dealer and to bring these new 1955 model Refrigerators to you at these new lower prices. You would probably be very surprised to know how much we like to lower prices. We want lower prices worse than even you buyers do. We know that lower prices on the same merchandise means better values, and if we offer better values we will sell more appliances.

The General Electric Co. this year has made it possible for us to use our judgment in setting prices. It is our intention to lower prices any time that we can without reducing our extra services to you. So our price policy is: The best possible merchandise (General Electric), The most and best extra services to our customers, and the lowest possible prices.

Our Trade in policy is: to offer you what your old appliance is worth. This is fair both to the people who have trades and those who don't; and it is fair to those who trade today and those who trade next month.

We will not offer you a fantastic price for your old appliance. Both you as customers and ourselves as dealers know that unreasonably high trade ins are only possible when the new piece of merchandise is overpriced.

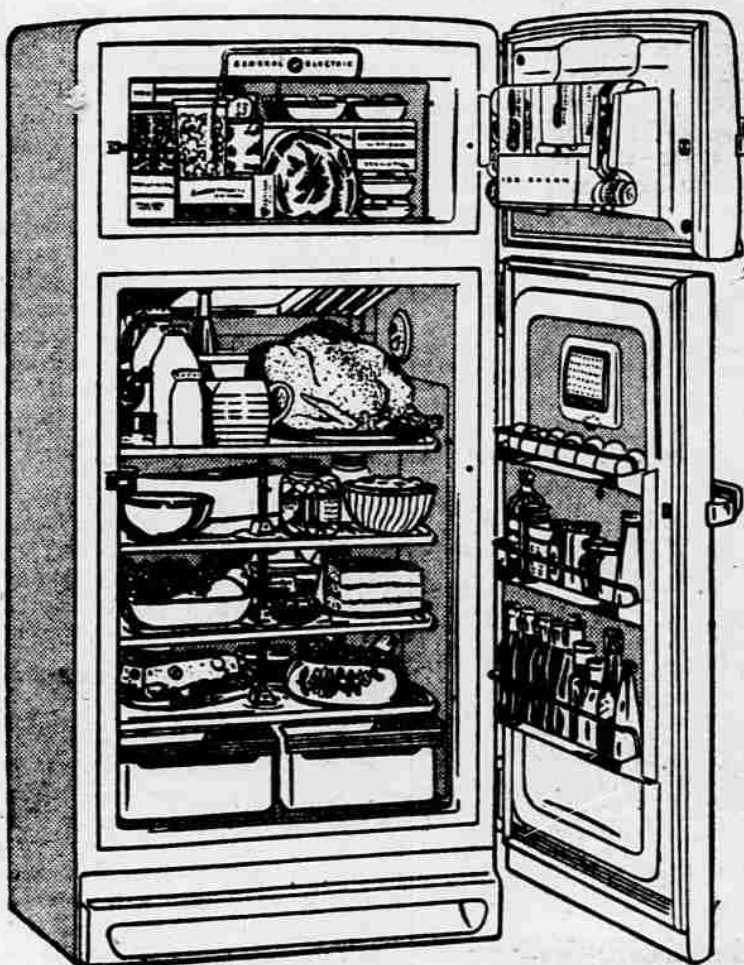


LB-92 L General Electric Refrigerator
9.2 CUBIC FOOT
WAS \$279.95

NOW **\$249⁹⁵**

- DOWN \$24.95
- \$11.11 PER MONTH

GENERAL  ELECTRIC

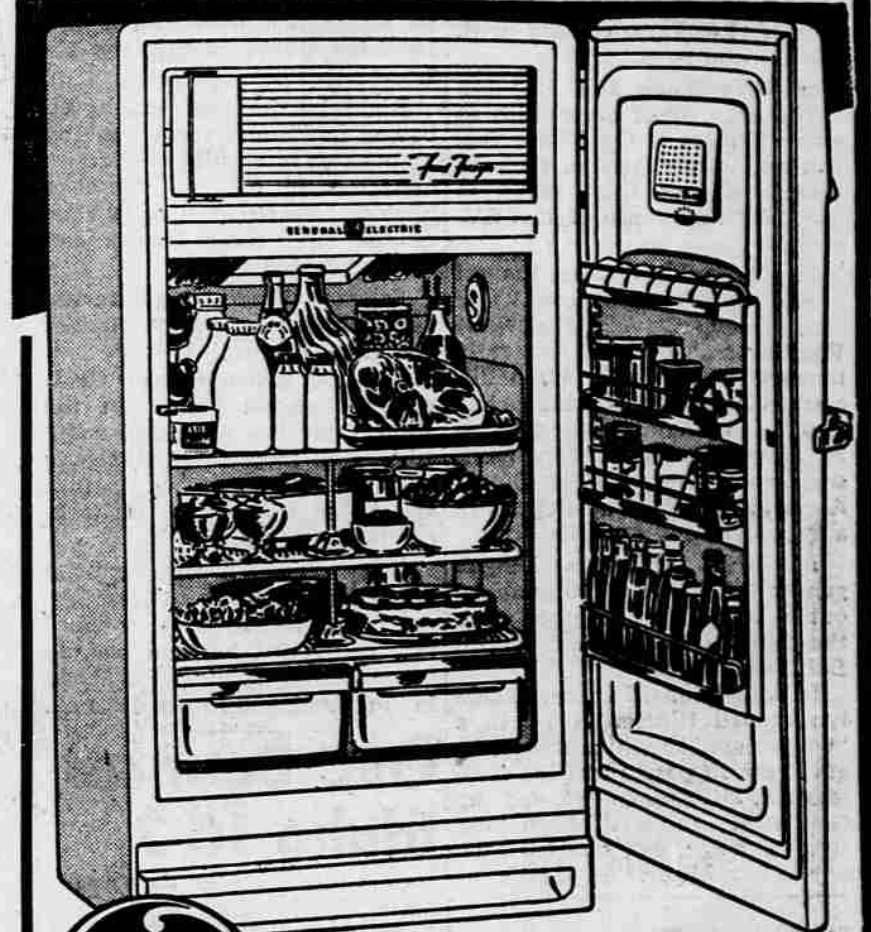


LH-12 General Electric Refrigerator
THIS 2-DOOR COMBINATION
12 CUBIC FOOT
REFRIGERATOR-FREEZER

WAS \$499.95

NOW **\$429⁹⁵**

- DOWN \$42.95
- \$19.87 PER MONTH



Model LM-10M
GENERAL ELECTRIC
COMBINATION
10 CUBIC FOOT
REFRIGERATOR-FREEZER

WAS \$429.95

NOW **\$359⁹⁵**

- DOWN \$35.95
- \$15.98 PER MONTH

Here's a
REAL PRESENT
for MOTHER



On
HER
SPECIAL
DAY
SUNDAY

MAY 8
No More
Dreary
Hand
Dish-
washing
Ever

We Will GIVE
FREE a New GE
MOBILE-MAID
DISHWASHER

Worth \$229.95 on Mother's Day!

All you have to do is phone us 2-4585 or 2-9633 and say "I read your ad in The Mail Tribune." (We want to find out how many people read our ads).

WE WON'T BOTHER YOU OR TRY TO SELL ANYTHING. We promise not to use this phone call as an opening to try to sell you something.



COME IN AND SEE THE KITCHEN OF TOMORROW!



General Electric has taken a BOLD STEP in offering a FULL LINE of fine appliances in WONDERFUL NEW COLORS . . . that means much greater production, and only a manufacturer like GENERAL ELECTRIC could possibly do it. Six

most desired colors to choose from . . . and leading paint manufacturers are offering them for those who like to "MIX AND MATCH" their new kitchens. NEW "HOME OF TOMORROW" styling too, and wonderful space saving combinations as shown in picture at the left.

IN OUR—
BARGAIN STORE

303 SOUTH FRONT STREET

We Have A Fairly Good Stock of

- RECONDITIONED
 - GUARANTEED . . .
 - USED . . .
- REFRIGERATORS**

AUTHORIZED DEALER
GENERAL ELECTRIC APPLIANCES



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