

GENERAL ELECTRIC.... LOWERS PRICES!



PAY NOTHING DOWN

HERE ON APPROVED CREDIT



Television is one of the fastest growing industries in the country. We all know that when manufacturers apply their remarkable talents for mass production to an item, that invariably it is possible to improve the product and at the same time make important price reductions.

Volume production and sales of television sets have brought us finer sets at much lower prices.

Some stores are slow to reduce prices. These stores apparently think that they will sell more merchandise if they keep their prices high . . . and then invent ways of giving discounts, so that people will think they are getting something for nothing. Do you think that such obviously insincere pricing policies will fool very many people?



\$159⁹⁵

We know that better TV sets are now costing us less to buy — so we are happy to be able to sell them to you for less money. We sincerely hope that TV sets will continue to be improved and will sell for less money.

We think that the only honest way to sell is to offer the **BEST QUALITY** merchandise at the **LOWEST POSSIBLE PRICES**, and include the best possible **EXTRA SERVICES**.

We are not in business to fool people. We know that we will benefit more if we spend our time protecting the best interests of our customer friends.

Nothing Down
\$12³³ a month

- Hardwood Cabinet
- Aluminized Picture Tube
- 21-inch Console

\$249⁹⁵

AT LOWEST PRICE YET!

- NOTHING DOWN
- \$7.91 PER MONTH
- ALUMINIZED TUBE

WE'LL HOLD ONE OF THESE SETS FOR YOU, UNTIL YOU CAN GET IN
CALL US AT—
2-4585 or 2-5595

ALL GENERAL ELECTRIC TV SETS

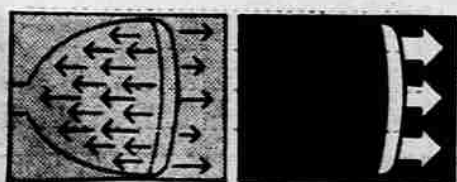
Are Also Available At Our

BARGAIN STORE
303 So. Front St.

AUTHORIZED DEALER
GENERAL ELECTRIC APPLIANCES

SEE IT

*Wider angle viewing—more compact cabinet. Two-way interference protection. New long-life tubes. Dynapower speaker. Controls in front as in highest priced TV. Only G-E gives you so much.



Ordinary TV G-E Aluminized

Unlike ordinary TV—G-E Aluminized tube aims picture light directly to the viewer—gives TV's sharpest picture.

Something NEW on SPORTS

Here's a new service of HOME APPLIANCE . . . Now you can get the latest sports information by calling KYJC 2-5277 anytime. Baseball scores, fight results, fishing information and road conditions and any latest sports development that you wish. This service has been set up by HOME APPLIANCE in cooperation with KYJC's Sportscaster Tom MacLeod. Remember, this service is for you . . . USE IT!



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