

Congratulations!

WE EXTEND HEARTIEST CONGRATULATIONS TO...

Mrs. Herb Sampert

135 Renault Avenue, Medford

WINNER OF OUR MOTHER'S DAY G. E. MOBILE MAID DISHWASHER CONTEST



COURTS RULE THAT FAIR TRADE LAWS ARE UNCONSTITUTIONAL IN OREGON—These Fair Trade Laws Were Laws That Made It Illegal For Any Retailer To Sell Certain Items Below Certain Fixed Prices

Were Fair Trade Laws actually fair? We do not think that they were fair to our customers, because it meant that we could not lower our prices even though we thought that we were charging too much for our small appliances.

We have thought that prices fixed by law were advantageous only to some business groups. Because these laws kept prices high they were not fair to customers and therefore they were not in the best interests of business as a whole.

When men try to tamper with natural laws, such as the Law of Supply and Demand, things usually get in a mess.

A good example of tinkering with the normal ebb and flow of supply and demand can be found in the case of farm products. Price fixing has helped some groups at the expense of other groups. The result has been an accumulation of mountains of food products that now have made it necessary for the Government to impose production limits on farmers. Also, apparently, it has caused a general decline of farm income. These are not political problems; but rather economic problems. Men are not smart enough to anticipate what will happen when they try to tamper with such things as Freedom of Enterprise and Supply and Demand.

We have known that the prices of our small appliances have been too high. But, as long as these prices have been controlled by law we were unable to do anything about lowering them.

We do not know now, what the eventual price of these appliances will be. The real prices will be determined by what people are willing to pay.

We do not expect people to pay us more money for like merchandise than they would have to pay someone else. We will lower prices as far as we possibly can, keeping in mind that we want to stay in business and be able to provide the extra services that you are entitled to.

Before now we have been restricted by law from selling below certain fixed prices. We are sorry that we can not go back and make refunds to our customers who have bought from us recently, but we will promise you that from now on our prices will always be as low as we can make them.

We would like to point out to you that we will offer all of our normal services on these appliances at these new lower prices. This of course includes free one year service in our own service department. Also you can buy on our regular six month payment plan.

So simply as a guess as to what these prices should be we are offering the following appliances at these new lower prices.



Wonderful work-saving Appliances that belong in every home



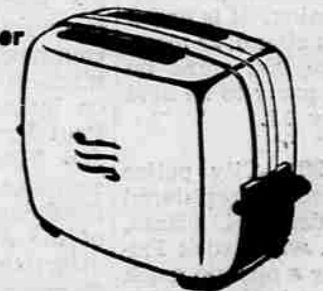
ELECTRIC HOUSEWARES



G-E Automatic Coffee Maker
Makes 2-9 cups of delicious coffee. Reheat setting. Easy to clean.

WAS \$29.95
\$24.95

G-E Automatic Toaster
Toast as you like it—light, medium or dark. Extra-high toast lift.



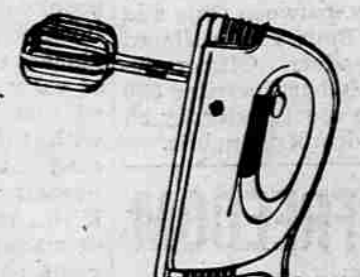
WAS \$19.95
\$15.95



G-E Steam and Dry Iron
It's 2 irons in 1. Switches from steam to dry-ironing instantly.

WAS \$17.95
\$13.95

G-E Portable Mixer
Lightweight, yet it's powerful enough to do tough mixing jobs.

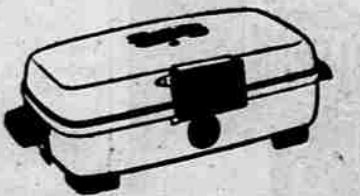


WAS \$19.95
\$15.95

These Same Low Prices At Our Bargain Store

303 SO. FRONT

G-E Sandwich Grill & Waffle Iron
Grills, toasts and fries foods. Bakes wonderful waffles.



WAS \$22.95
\$18.95

AUTHORIZED DEALER
GENERAL ELECTRIC APPLIANCES



GENERAL  ELECTRIC

THESE NEW LOWER PRICES
Will Also Apply to Electric Blankets
Vacuum Cleaners and other small appliances