

# THIS JANUARY WE WERE PLENTY WORRIED BECAUSE



G-E Appliances in Davis Transfer Warehouse in Medford

it appeared certain to us, that General Electric's major appliance factory in Louisville, Ky., was going on strike.

We sell only G.E. merchandise, so a long strike would hurt us. For protection, we ordered all the appliances that our four stores would hold.

For insurance, four EXTRA carloads of G.E. appliances were shipped to Medford.

The strike has been averted. But now there are four surplus carloads of 1957 appliances in the Davis Transfer Warehouse in Medford.

We could ship this extra merchandise back, but this would involve some substantial freight and handling costs. If we hold these appliances we would pay heavy warehouse, insurance and financing costs.

A third alternative would be an honest-to-goodness stock reduction sale, with excellent prices, to sell this merchandise quickly.

Since we bought at the lowest possible prices, we have decided to hold a sale on these current model 1957 appliances and let the people of Southern Oregon benefit.

Now we are not worried about a strike. Rather we are happy that we can bring our customers about \$90,000.00 worth of new 1957 G. E. appliances at unusually good prices.

This sale will last only until our four stores sell the extra quantities. The selection of models is complete right now.

We won't ask you to believe that we are going to sell below our cost or any nonsense like that. Frankly, we hope to sell enough appliances to make some profit. But we know you will agree that we are offering good values.

We will offer you what we think your Trade-In is honestly worth. Our prices and extra services will be the same to everyone. Of course, you have to be satisfied or your money back.



**SALE STARTS 8 a.m. TOMORROW**

## \$90,000<sup>00</sup> STOCK REDUCTION SALE!

OF BRAND NEW 1957 GENERAL ELECTRIC WORK-SAVING APPLIANCES!  
FOUR FULL CARLOADS OF FAMOUS G-E APPLIANCES!

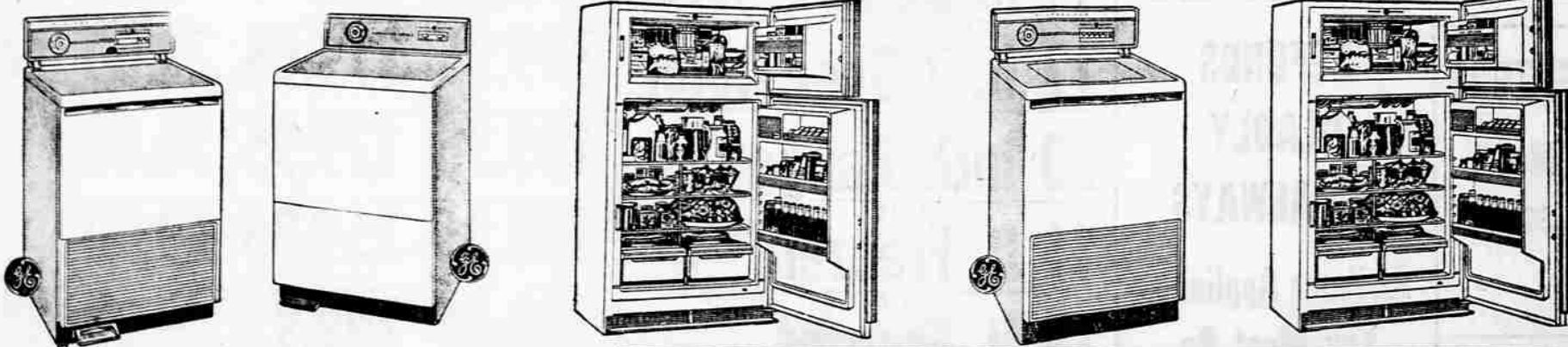
**NO MONEY DOWN  
UP TO 3 YEARS TO PAY  
Delay Your First Payment**

**TRADE-INS**

*We'll Allow You  
Every Cent Your  
Trade-In Is Worth!*

**THESE ARE ALL  
1957 G-E APPLIANCES**  
WE HAVEN'T A 1956 APPLIANCE IN THE  
STORE . . . THEY'RE ALL NEW

**MONEY-SAVING SALE - PRICES ON NEW 1957 G.E. APPLIANCES**



**ON THE NEXT 3 PAGES YOU'LL FIND HONEST-TO-GOODNESS SAVINGS!**

