

# \$90,000 STOCK REDUCTION SALE!

In January 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.

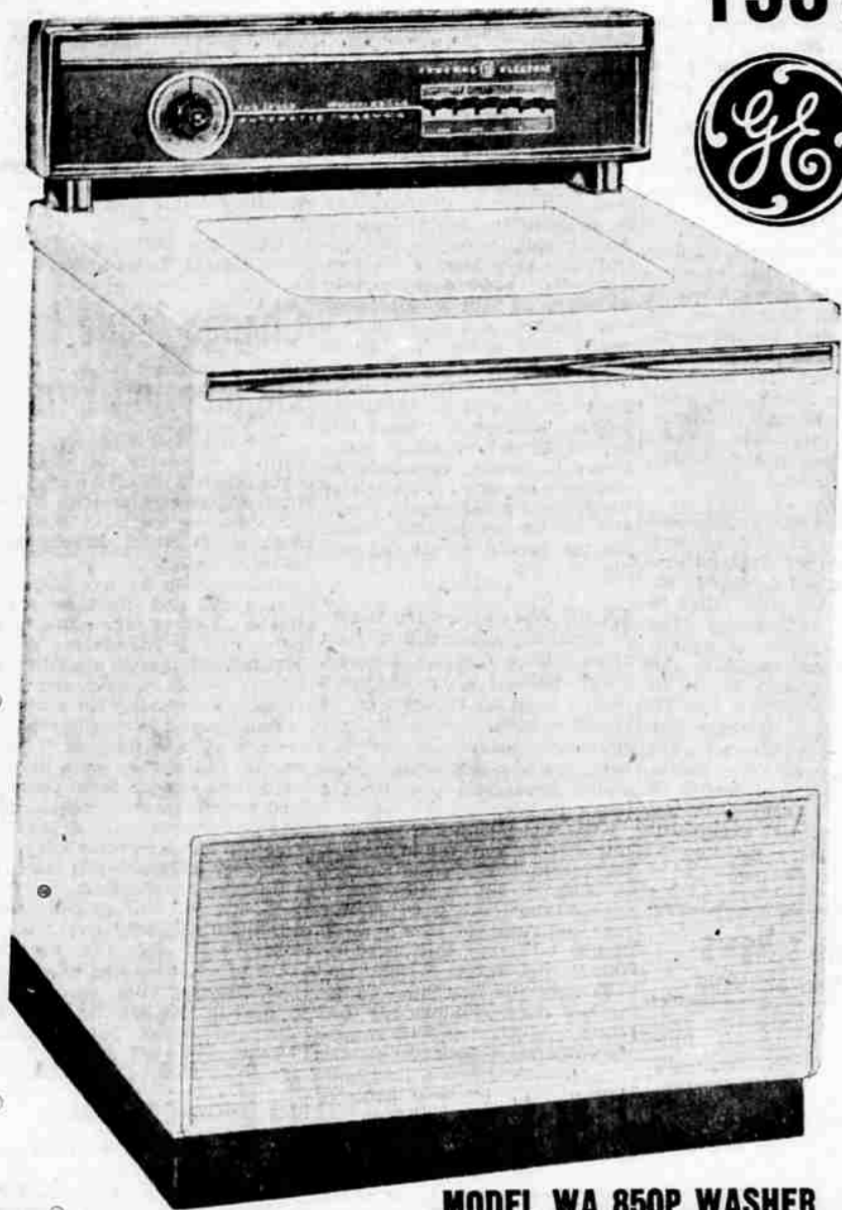
We could ship this extra merchandise back, but this would involve some substantial

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!



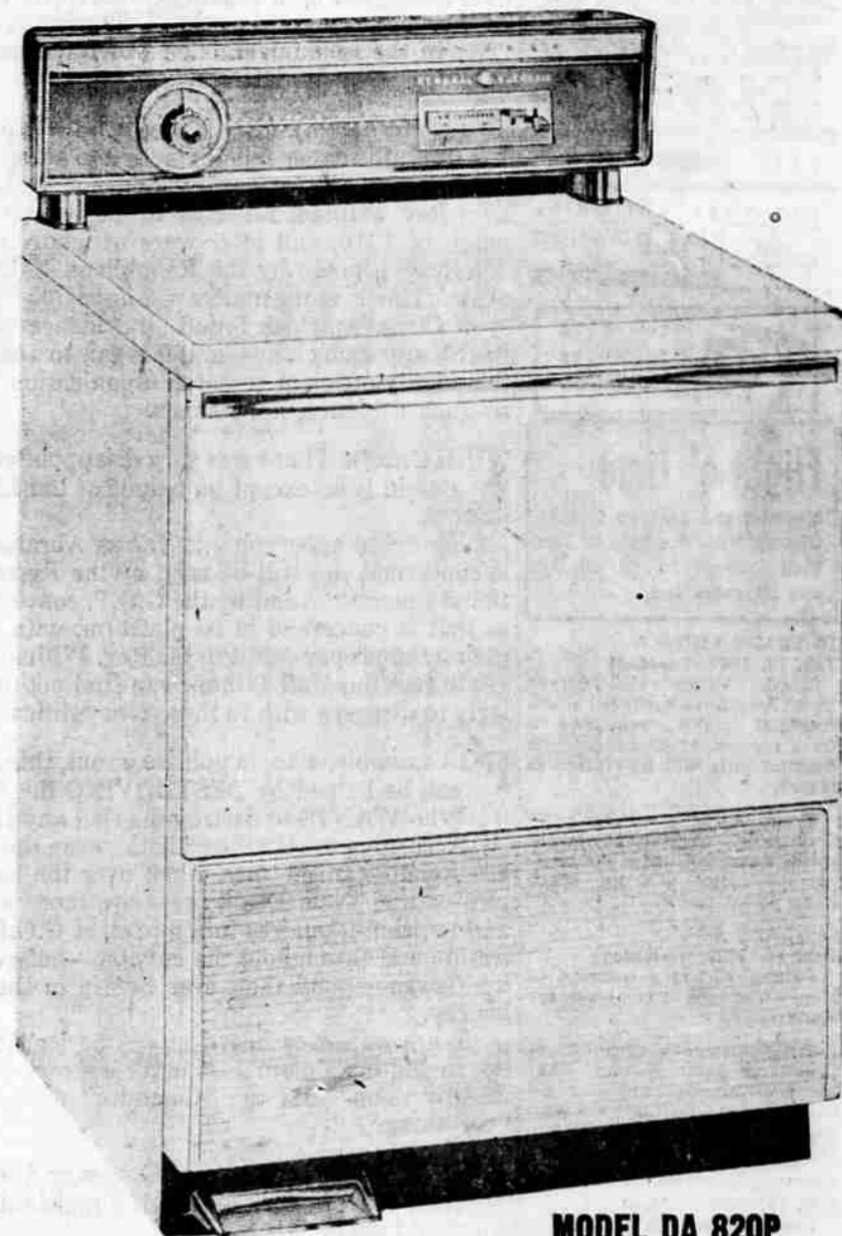
1957



## 1957 FILTER-FLO AUTOMATIC WASHER & MATCHING DRYER

**SAVE \$80**  
When You Buy Both!

**Only \$17<sup>00</sup> For Both**  
A MONTH



NOW IN FULL SWING!

MODEL WA 850P WASHER

Regular \$329.95

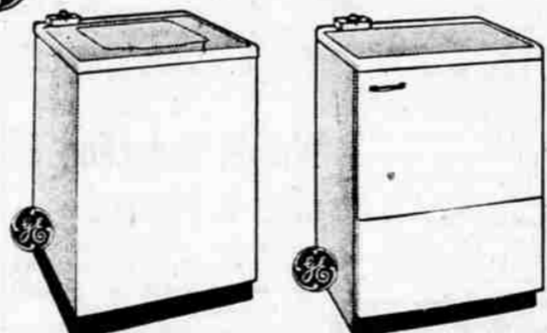
NOW SALE PRICED

**Save \$40 \$289<sup>95</sup>**

### GE FILTER-FLO WASHER

The first and ONLY filter to gather lint and loose particles right before your eyes. (The "Messy" Tray . . . that other manufacturers wish they had thought of first!) . . . Two Activator Speeds save the fragile garments and really clean heavy soiled items. Cold water rinse option lowers your hot water bill. Two Spin Speeds to Very Dry the regular wash and avoid wrinkles in the synthetics.

### GE AUTOMATIC WASHER AND DRYER



**\$11.25 A MONTH FOR BOTH**

REGULAR \$359.95 FOR BOTH!

**BUY BOTH FOR \$349.95 - SAVE \$10**

Good washing and drying dependability at the lowest cost . . . that's yours with this Utility Model G.E. Home Laundry . . . No Chrome but a real washing rascal . . . companion Air-Flo Dryer makes this a substantial Home Laundry at a good price . . . If you have a trade-in . . . we'll give you every cent that we honestly think it is worth . . . Trade now . . . you'll be glad that you did!

MODEL DA 820P

Regular \$269.95

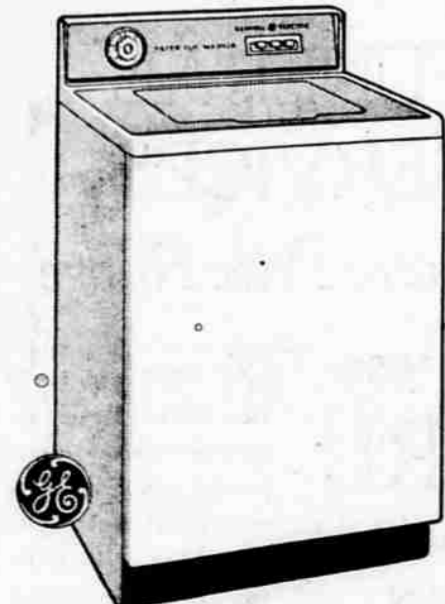
NOW SALE PRICED

**Save \$40 \$229<sup>95</sup>**

### GE AUTOMATIC DRYER

Laundrying will be so easy . . . you'll find yourself washing more often and buying fewer clothes . . . The Dryer Control stops shrinking through over-drying. Fluff your pillows with the no-heat fluff feature . . . Blow the dust from the window curtains . . . and sprinkle for ironing . . . all automatically in the G.E. Clothes-Conditioner.

## 1957 AUTOMATIC HOME LAUNDRY



Regular \$249.95

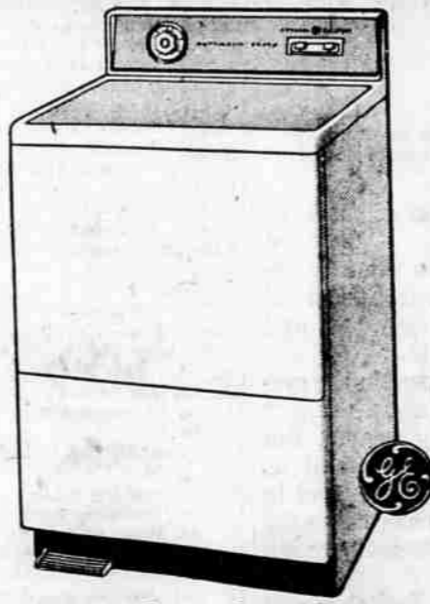
**SALE PRICE \$229.95**

Medium priced . . . but tops in quality and dependability . . . This pair is as beautiful . . . as they are easy to use . . . Big capacity Washer zips out clothes in quick time . . . clean, bright . . . and "just right" . . . You'll get a lift from the thrift in water saving . . . just touch the Water Saver for small loads . . . Matching Air Flo Dryer conditions clothes . . . saves you money . . . This sale must end when our four stores sell the extra carloads . . . don't wait . . . buy now and save . . .

**BUY BOTH FOR \$429.90**

**SAVE \$40**  
WHEN YOU BUY BOTH

**ONLY \$14<sup>25</sup> A MONTH FOR BOTH**



Regular \$219.95

**\$199.95 SALE PRICE**

- ✓ PAY NO MONEY DOWN
- ✓ UP TO 3 YEARS TO PAY
- ✓ 1st PAYMENT CAN BE DELAYED UNTIL SPRING

