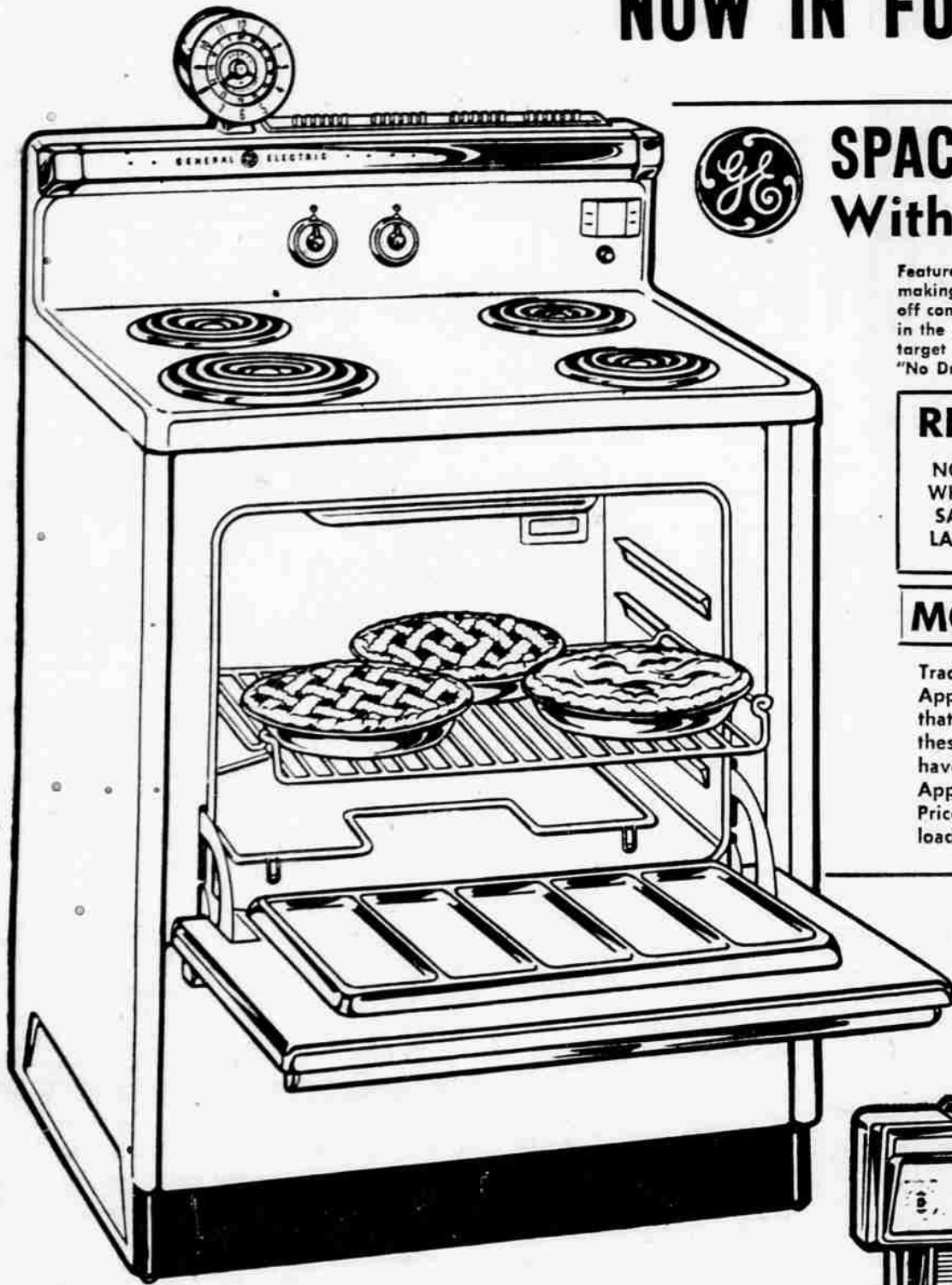




# \$90,000<sup>00</sup> STOCK REDUCTION SALE!

## NOW IN FULL SWING AT HOME APPLIANCE



### SPACEMAKER 30" RANGE With Big 23" Master Oven

Features a 2600-Watt Unit that's red-hot in 20 seconds! . . . Makes meal making faster . . . An oven that's easy to clean anyway . . . Door comes off completely for unmatched accessibility. Leave for Crater Lake at 8:00 in the morning . . . have an oven meal at 7:00 in the evening with the target timer. Eliminates over-cooking . . . with a Minute Minder . . . "No Drip" Cook-Top catches Spillovers.

**REGULAR PRICE IS \$239.95**

NOW  
WHILE  
SALE  
LASTS

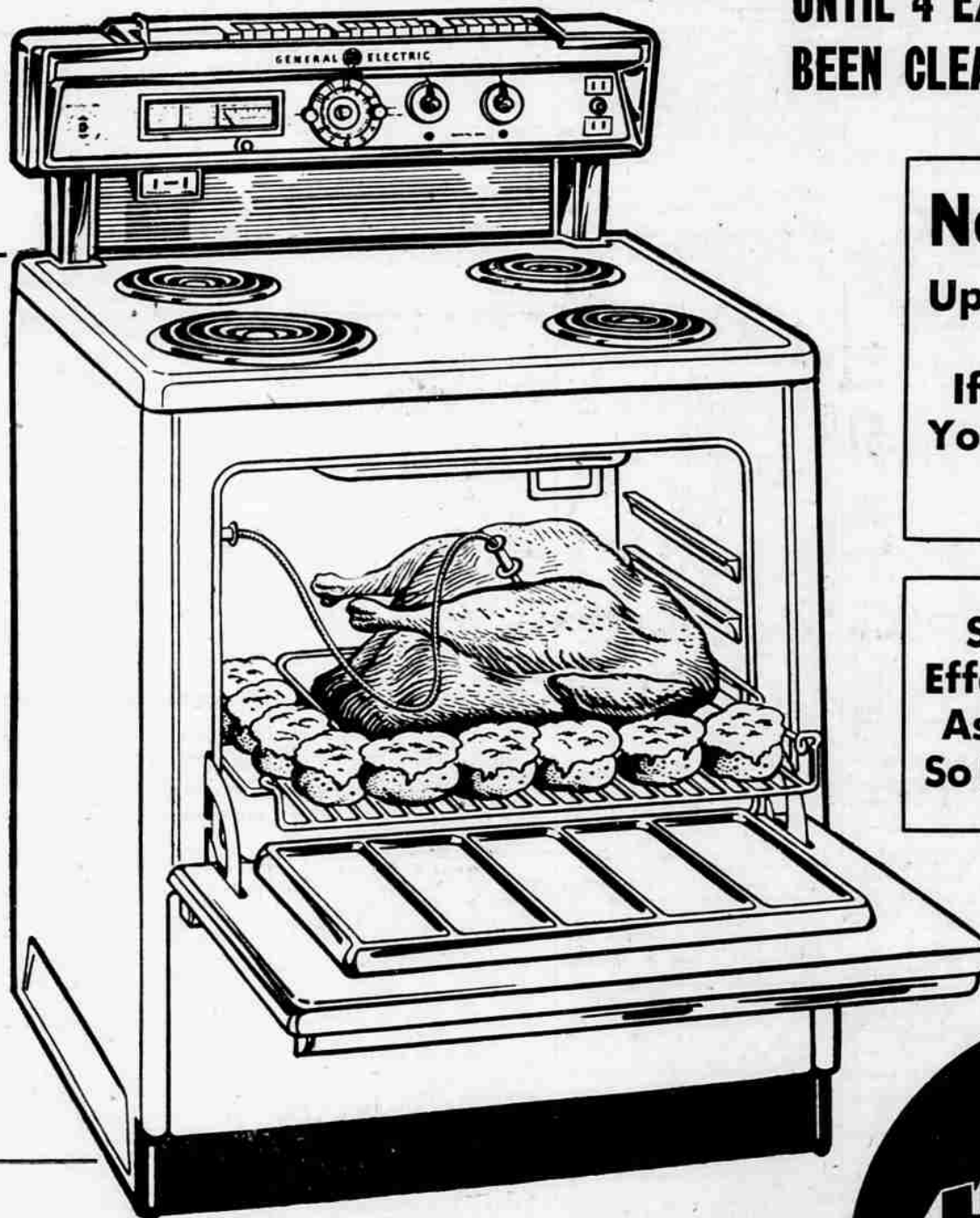
**\$219.95**

**SAVE  
\$20**

**MONTHLY PAYMENTS \$8.25**

Trade your old range in on this Target Timer G.E. . . . Home Appliance Company, as always . . . will give you every cent that your old range is honestly worth . . . Of course, even at these low sale prices you'll receive the extra services that you have come to expect from your G.E. Dealer . . . The Home Appliance Company . . . Don't Wait . . . these special Sale Prices must end when our four stores sell the extra four carloads . . . Buy now and save . . . you'll be glad that you did!

**Trade Your Old Range In  
... We'll Give You Every  
Cent It's Honestly Worth!**



### SPACEMAKER 30 INCH Keyboard Deluxe Range With Every Deluxe Automatic Feature

A triumph of design with every inch of your kitchen space in mind . . . All automatic with Island Control Panel . . . controls every cooking operation at your fingertips . . . And just look at the new Giant 23-Inch Master Oven!

**REGULAR PRICE IS \$359.95**

NOW  
WHILE  
SALE  
LASTS

**\$329.95**

**SAVE  
\$30**

**PAY ONLY \$12.35 A MONTH**

Like all 1957 G-E Ranges . . . the oven door removes for easy cleaning . . . no strain . . . no fuss . . . lifts out . . . goes back in a jiffy! . . . Piano key pushbuttons with Tel-cook-lights for five exact heats on surface units . . . Plug-In Automatic Two-Unit Speed Grill . . . gives you thermostatically controlled heat for even cooking temperature over the entire surface of the grill.

Bake, Broil and Roast . . . all automatically . . . Set the controls . . . let the oven watch the cooking! Automatic Calrod unit makes any old pan a low-heat utensil . . . thermostatically controlled automatic unit . . . watches your cooking . . . never burns . . . Truly a fine appliance . . . and at these sale prices . . . a fine value . . . Of course, you receive all of the extra services that you expect when you buy an appliance with the proud G.E. Nameplate . . . These sale prices will only last until our four stores sell the extra carloads. The selection is complete NOW. Live Better electrically . . . cook better automatically . . . with a G.E. Deluxe Range!

### Other G-E Range Specials

MODEL	REG.	SALE	SAVE	PER MO.
J300P-30 Inch	\$189.95	\$179.95	\$10.00	\$ 8.00
J403P-40 Inch	269.95	249.95	20.00	9.25
J402P-40 Inch	399.95	369.95	30.00	11.25

### 1957 G.E. Double - Oven

Regular Price \$329.95 **SALE PRICE**

**Per Month  
\$11<sup>25</sup>**

**SAVE  
\$30**

**\$299<sup>95</sup>  
A REAL BUY**

### Four Extra Carloads Of 1957 G-E Appliances

IN JANUARY WE WERE PLENTY WORRIED BECAUSE . . . IT APPEARED CERTAIN TO US, THAT GENERAL ELECTRIC'S MAJOR appliance factory in Louisville, Kentucky, was going on strike.

We sell only G.E. merchandise, so a long strike would hurt us.

For Protection, we ordered all the appliance our four stores would hold.

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 finance 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.

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 that you will agree that we are offering good values.

**THIS SALE WILL LAST ONLY  
UNTIL 4 EXTRA CARLOADS HAVE  
BEEN CLEARED . . . DON'T WAIT!**

**No Money Down  
Up to 3 Years to Pay  
and  
If You Wish—Make  
Your First Payment in  
the Spring!**

**Sale Prices Are in  
Effect in Medford and  
Ashland Stores Too,  
So Don't Miss This Sale**



**LIVE BETTER  
... ELECTRICALLY**



**SHOP ALL DAY WEDNESDAY 8:00 am TO 9:00 pm**

STORE HOURS OTHER DAYS  
8:00 a.m. to 5:30 p.m.