

NOW DURING THIS BIG SPRING CLEARANCE SALE OF 1957 G.E. TV

We'll Give You At Least A **\$50 TRADE-IN**

OF COURSE, IF YOUR OLD TV IS WORTH MORE THAN \$50.00 --- HOME APPLIANCE CO. WILL GIVE YOU EVERY CENT IT'S WORTH!

SALE STARTS WEDNESDAY 8 A.M.

\$50 TRADE-IN APPLIES ON EVERY G.E. CONSOLE TV

SPRING TV CLEARANCE SALE

It's getting close to the time of year our new 1958 Models of G.E. TV come out . . . so we are clearing our 1957 models out at sale-prices

This means an unusually good opportunity for you to buy a brand new 1957 G.E. TV Set . . . at a real saving! Our entire stock of TV's are all on sale . . . The \$50.00 Trade-In Offer has to be limited to the Console models—where our inventory is the heaviest.

Over 100 G.E. 1957 TV Sets are in our stock . . . We want to move them all . . . and quickly . . . so that we can be ready to buy the '58 Models . . . SO OUR ENTIRE STOCK OF GENERAL ELECTRIC TV HAS BEEN PRICED FOR FAST ACTION!

LIBERAL TERMS AS LOW AS NO MONEY DOWN UP TO 2 YEARS TO PAY!



MODEL 21C37

EVERY G.E. TV RECEIVER IS GUARANTEED FOR 1 YEAR --- EVERY PART --- EVERY TUBE



MODEL 21C160

NO CASH DOWN PAYMENT NEEDED

- THIS SPECIAL SALE OFFER IS ON EVERY G.E. CONSOLE IN STOCK!
- TABLE MODEL TV'S AND PORTABLES ARE ALSO SALE-PRICED!
- ENTIRE 1957 STOCK OF OVER 100 G.E. TV'S PRICED TO SELL!

SALE PRICES IN ASHLAND STORE, TOO!

SALE STARTS 8 A.M. WEDNESDAY

GE ULTRA-VISION 1957 TELEVISION

- BIG G.E. ALUMINIZED PICTURE TUBE
- DARK-TINTED G.E. SAFETY GLASS
- FINE FURNITURE MAHOGANY WOOD
- CONVENIENT FRONT TUNING CONTROLS

BIG SCREEN TV . . . AT A BIG-SAVING PRICE! This Ultra-Vision model is General Electric's Top-of-the-line Table Model. Every fine G.E. Feature is in this model . . . PLUS the quality and dependability you expect when you buy the finest—General Electric. There are only a few of these . . . and at this price they should move quickly . . . Of course, if you have a Trade-In . . . You'll get every cent that it's worth at Home Appliance Company.



REGULAR \$239.95
SALE PRICED
\$209⁹⁵
SAVE \$30

LIMITED QUANTITY



Personal Portable TV that weighs only 13 pounds! If you've been admiring one of these sharp little sets . . . Don't wait! Give us a call . . . because this is the lowest price we have had . . . We want to sell 'em . . . they are not nailed down . . . they're for sale . . . at only \$77.77!

HURRY!
THIS TRADE-IN OFFER IS FOR A LIMITED TIME!
SALE ENDS NEXT WEDNESDAY, MAY 22nd

PHONE SP 3-5395



Regular \$209.95
\$189⁹⁵
Sale Price



14-Inch Portable
\$116⁰⁰
Sale Price



24-Inch
\$280⁰⁰
With \$50 Trade



Metal Cabinet on this one . . . Can really take lots of tough use . . . Aluminized G.E. Picture Tube to give you a sharp, clear, crisp picture . . . A G.E. Picture!

We have about 12 of these and we want to move them out . . . Look at the price . . . you'll agree we've priced them for FAST-ACTION . . . You know what a buy this is for a G.E. Portable.

OPEN WEDNESDAY NIGHTS UNTIL 9 P.M.

HOME APPLIANCE CO.

YOUR GENERAL ELECTRIC DEALER
115 EAST MAIN - MEDFORD