

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.

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.



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!

GE
1957
TV



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.

GE
1957
TV



\$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!

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

HOME
APPLIANCE CO.

YOUR GENERAL ELECTRIC DEALER
115 EAST MAIN · MEDFORD

HOME APPLIANCE COMPANY STORES serve all of Southern Oregon with daily delivery and service. You have the confidence of knowing that every G.E. sold by Home Appliance Company Stores — is backed by a double guarantee.