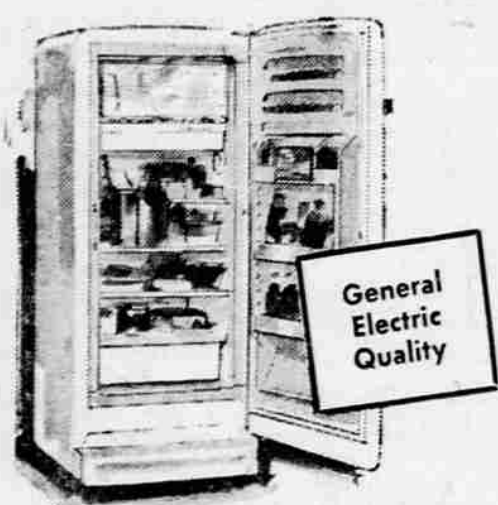


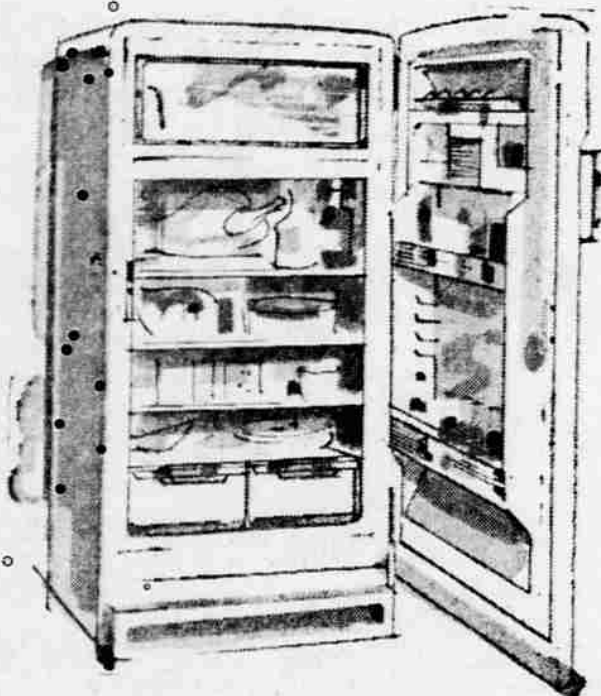


FAMOUS GENERAL ELECTRIC DIAL-DEFROST REFRIGERATOR

New, 1958 family-size General Electric refrigerator with Magnetic Safety Door, full-width freezer, removable and adjustable door shelves. Many other extras plus famous G-E dependability. A beautiful buy to compliment a beautiful kitchen!

ONLY \$178

Value of Your Trade-in
Is Subtracted from This Price



DEFROST DIAL- REFRIGERATOR

Here's the refrigerator you've been looking for! Big family-sized 11-cubic-foot dial-defrost model with magnetic safety door, full-width freezer, removable and adjustable door shelves plus famous G-E dependability.

\$259⁹⁵
Easy Terms

Value of Your
Trade-in Is Subtracted
From This Price

at Home Appliance the true value of your trade-in is subtracted from the low purchase price

General Electric refrigerators... and all other appliances... are priced so that you are never deceived... At Home Appliance no prices are advertised "including your trade-in." You can be sure that the **TRUE VALUE** for your trade-in will be given to you, and it will be subtracted from the purchase price!

Why it makes sense to trade-in your old refrigerator-NOW!

REASON NO. 1

20 years' progress in the last 10 — refrigerator design has gone ahead at least that fast.

Has your refrigerator kept pace? It works day and night, winter and summer, to guard the food you eat. Your family literally lives out of your refrigerator. Isn't it only sensible, then, to keep this important appliance up to date?

Today's refrigerators are bigger **INSIDE** — you get 12 cubic feet today for about what you used to pay for 10 — yet **OUTSIDE** they take less kitchen space.

With no coils sticking out the back (and no refrigerator is truly modern if it has coils on back) they fit flat to the wall and line up in front with cabinets. No more dirt-catching waste space at the back. Doesn't stick out in front.

Automatic defrosting in the refrigerator section saves the constant chore of turning off the refrigerator, messing with pans of water, then remembering to turn it on again.

Modern zero-degree freezer sections have made once-a-week shopping a reality. Saves the family shopper time and money — you can buy ahead and save on sales.

REASON NO. 2

There's more value in your old refrigerator today than there will ever be again. Ask Home Appliance Co. about a really generous trade-in allowance. Trade in **now** and get the most modern refrigerator for your family.

REASON NO. 3

Terms were never better. You may not know of the new liberal credit terms being offered by reputable credit institutions such as General Electric Credit Corporation. For example, G.E.C.C.'s Protected Purchase Plan provides:

1. No down payment when you trade in your old model.
2. Longer time to pay... convenient extended terms.
3. Postponed payment if unable to work because of illness or unemployment.

Why not take a good long look at your present refrigerator tonight. Then, see Home Appliance Co. tomorrow for price and terms.



Straight-Line Design Combination Refrigerator-Freezer

\$529⁹⁵
Easy Terms

The very finest... the very latest... laden with deluxe Touch-Action features. Famous G-E quality, revolving shelves, magnetic safety door, roll-out freezer drawer, automatic defrosting. If you demand the best, only this fine G-E will satisfy you. Available in cheerful mix-or-match colors. Value of your trade-in is subtracted from the purchase price. BH13R.

You
Must Be
Satisfied
or
Your
Money
Back!

**HOME
APPLIANCE CO.**
YOUR GENERAL ELECTRIC DEALER
115 EAST MAIN • MEDFORD



NOW — The Best Time Ever to
Buy General Electric Appliances...!

"PROTECTED PURCHASE" PLAN

Right now — July 1958 — American consumers have the most favorable opportunity in history to improve their standard of living:

The new General Electric "Protected Purchase" Plan makes owning a General Electric Appliance easier, more secure than ever.

ALL-TIME HIGH IN VALUE — At current price levels, quality General Electric Major Appliances offer an all-time high in value. Model for model, feature for feature... every dollar you invest in a major appliance today gives you more convenience, more service, more freedom from drudgery than ever before.

NEW LIBERAL CREDIT TERMS — Terms were never better. New liberal credit arrangements are being offered by reputable credit institutions such as General Electric Credit Corporation. You can buy the appliance of your choice under new, easier terms.

RELIABLE PRODUCT SERVICE — One year warranty is included with every G-E Major Appliance you buy. Speedy, reliable service is your guarantee of satisfaction.

FAMOUS G-E DEPENDABILITY — World-famous General Electric engineering and quality control are your assurance of enduring performance.

**New Liberal
Credit Terms
help you buy
the Major
Appliance
you need
... Today!**

- 1** New Low Monthly Payments — Most favorable budget terms ever offered through General Electric Credit Corporation! No down payment with trade-in... convenient monthly payments to fit your budget.
- 2** Fully Protected Contracts — The entire balance on your contract is cancelled outright in event of destruction of the appliance by fire, storm, flood or most other disasters, when your purchase is financed through GECC.
- 3** Protection Against Loss of Income — Now — GECC safeguards your purchase with special arrangements for postponement of monthly payments in case of unemployment due to sickness or layoff... another new GECC feature to help you buy now with full confidence.

Time payments—thoughtfully arranged—are a wise investment in better living

NOW IS THE BEST TIME FOR YOU TO BUY A BRAND NEW GENERAL ELECTRIC REFRIGERATOR AT HOME APPLIANCE CO.