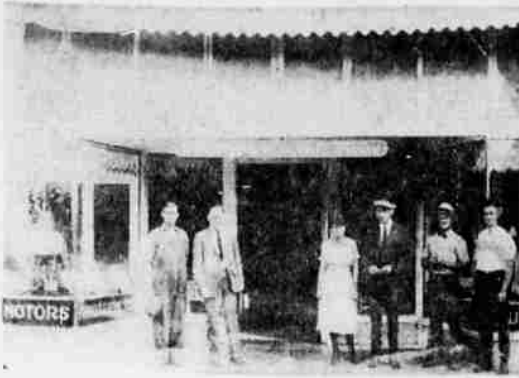


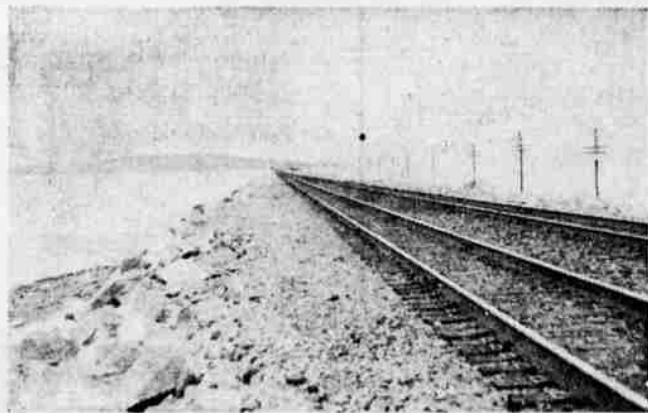


This is where it all started in 1919. That's Dime Flynn and Ben Trowbridge on the right. For want of more space we pushed our way into the neighboring area so that soon we occupied three store fronts.

Our home for 42 years. More than ample, at first, our pushing upward and to the sides reached its limits in 1961 when we took occupancy of the old Crater Lake Motor Building at Main and Fir Streets.

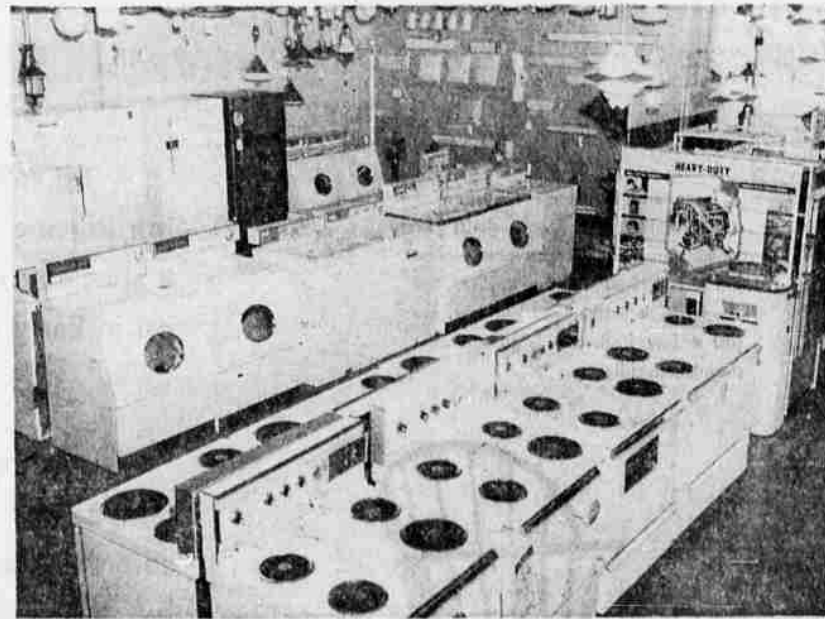


All our moving and growing was in keeping with the growth of our town. As our experience grew, and our facilities expanded we found ourselves not only serving the local citizens, but working in all the Western States, and a few others of the then 48. One of our jobs took us to the Great Salt Lake where we did the electrical work on the new railroad trestle.



So the story goes...

For forty-three years Trowbridge Electric has played an important part in servicing Southern Oregon and Northern California. The philosophy that we must have faith in the products and services that we offer, and that we must back these by an experienced service staff was born in 1919. This belief remains as strong today as then. As we have grown so has our services and our facilities. Today the customer can shop at Trowbridge Electric for everything electrical, whether it be an appliance, TV, a light globe or supplies for the do-it-yourself electricians. Most of our staff have been with us for years, their knowledge of their business assists the consumer in the right decision, the right appliance for their particular needs, the right type of electrical equipment for wiring a house, the size of heater or air conditioner to heat or cool a specified space. Our sales personnel sell with confidence, our customers buy with confidence. Now if you'll excuse our beating our own drum, we will continue our story with a brief look at our many departments, the special savings now available in our Westinghouse Appliance Department, and the introduction of an exciting new venture.



A section of our new home at Main and Fir Sts. Our most comfortable home, and with free customer parking, our facilities and services expanded even further to become one of the largest Electrical Specialty Stores in the West.

TROWBRIDGE ELECTRIC

Main at Fir Street

Phone 773-6241

a casual glance at our many electrical specialty departments . .



WIRING DEPARTMENT

Wendy Mattson, Bill Farrell and Jim Shoemaker, under the direction of Chuck Wakefield (not pictured) compose one of the most experienced estimating departments in the West. No job too small, no project too large or technical.

HOOVER Constellation
The famous cleaner that "Walks on Air" only **\$39.95**
This Week Only!

HOOVER SALES AND SERVICE

America's finest floor cleaners, now a prominent part of our appliance display. We are a factory service station for this area too, featuring a large selection of parts and accessories for these fine cleaners.

SMALL APPLIANCE SALES AND REPAIR

Many famous brands are on display in this department. Westinghouse, GE, Sunbeam, Toastmaster, Hamilton Beach. Our service department, of course, services all of these makes, and many more.

Westinghouse Sales & Service

These famous appliances have lightened the housewife's workload for years in Medford. Quality and convenience. Be sure and see the last page of this special section for special bargains now available in this department. For factory trained service, call 773-6241.

ELECTRONIC IMPORTS

Mr. Ray Sims, the manager of our Roseburg store, has spent a year in research and searching for the best in the imported transistor goods. Now we are able to offer the public the best in transistor equipment, radios, recorders, transceivers, at great savings. And better yet, all of these items are fully guaranteed, with service and parts available at our TV-Radio service department.



For one week only, this 29.90 recorder only 15.90. A fine machine with dual track recording; fast rewind; automatic eraser; volume control, complete with batteries, microphone, earphone and shoulder strap.

RADIO-TV SALES AND SERVICE

A large selection of Westinghouse Radio, Television and Stereo, all backed by an experienced service department. We repair almost all makes of electronic equipment. For this service, if you wish a home call, dial 773-6241.

HEATING AND AIR CONDITIONER

If you want your heat or air conditioning portable or permanently installed, we have a heater or air conditioner for every need. We feature all major brands of heating. We specialize in Westinghouse air conditioning.



RESIDENTIAL AND COMMERCIAL LIGHTING

Most of the nation's, and many of the world's, finest lighting companies are represented in our complete display of residential lighting. These priced-right fixtures represent every price range, every style and period. Our experienced lighting department will gladly assist you in solving your lighting problems, or laying out your lighting for your new home.

and now . . .
introducing
an
exciting
new
department

