

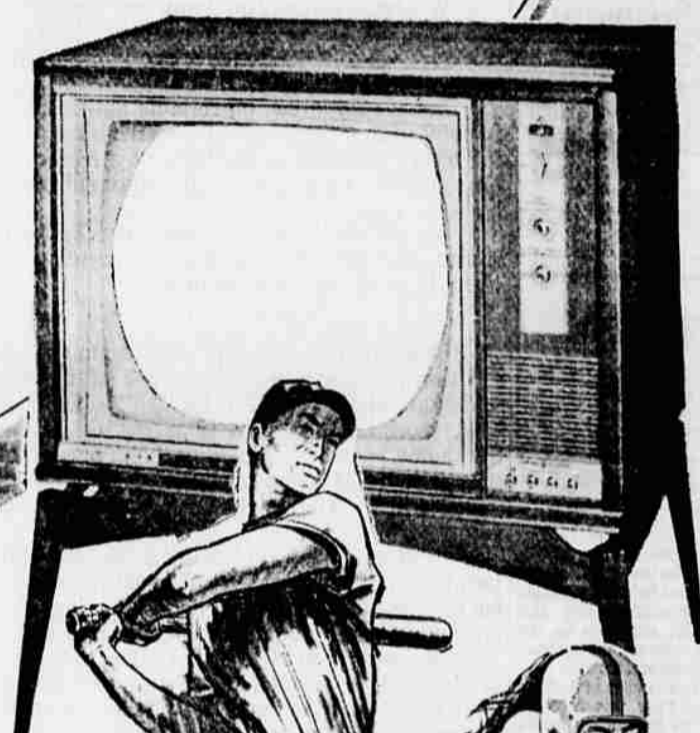


Instant Color Controls—only two—provide quick, simplified tuning of color hue. You can receive black and white programs, too, on these two-in-one instruments . . . sharp, clear and bright. Choice of fine furniture styles and lustrous finishes. Every set is carefully assembled by skilled craftsmen, rigidly inspected by experienced technicians . . . in the tradition of General Electric quality leadership. 21" diagonal tube measurement—260 sq. in. picture.

COLOR TV

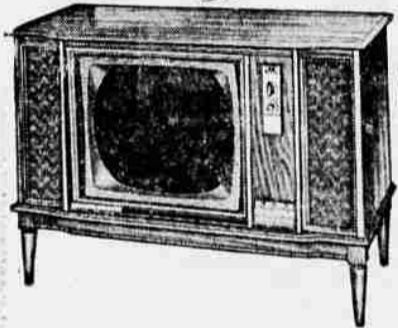
BY G.E. IS BETTER TV

You don't know what you're missing until you've seen General Electric's new Ultra - Color TV. To introduce you to this Wonderful World of Color we cordially invite you to stop in at our store and see COLOR TV! Watch a new MAGIC World of viewing enjoyment unfold before your very eyes in a natural, balanced picture that provides the brilliance of the full color spectrum . . . in rich deep tones to willowy pastels. So, open the door to this new adventure in viewing by simply stopping in at 115 East Main and relaxing in our comfortable viewing room.



JOIN US EACH DAY AND WATCH THE WORLD SERIES IN COLOR

Starting Wednesday Oct. 2

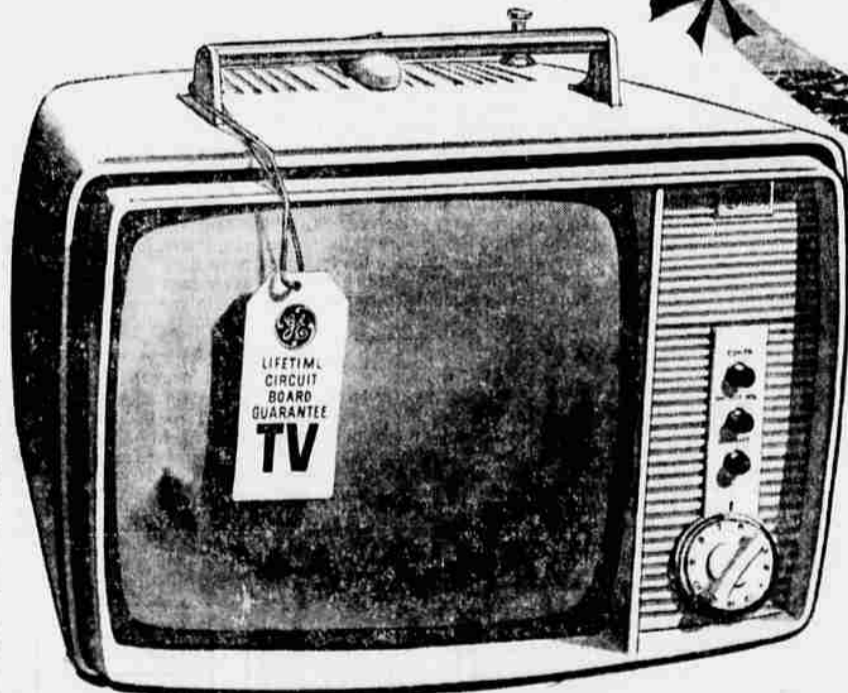


See For Yourself. Open Monday & Wednesday Nights Till 9 P.M

Drop in Monday or Wednesday night and watch color TV in the comfort of our TV viewing room. On Mondays watch "Monday Night at the Movies"; Wednesdays watch "The Virginian". We'll stay open these nights so you can watch TV as it should be—in brilliant G-E COLOR. Join the fun . . . at HAPCO tonight!

TERMS OF COURSE!

WATCH THE WORLD SERIES OR FOOTBALL ON COLOR TV THIS FALL!



Imagine . . . a sleek 12-pounder with an 11-inch screen and priced under a hundred dollars! General Electric's new "Personal Portable" is a triumph of American engineering. Come in and see it . . . heft it . . . and resist owning it, if you can.

G.E. PORTABLE TV

\$99⁹⁵

Lifetime guarantee on the precision-etched circuit board, a one-year warranty on the picture tube, and a 90-day warranty on all other parts.



HAPCO

HOME APPLIANCE COMPANY
115 EAST MAIN—MEDFORD