

GRAND OPENING

A KLAMATH FALLS FIRST!

Not Available In Any City Of Less Than 250,000 Population Before!

METROPOLITAN HOTPOINT SERVICE

- * Hotpoint Factory Trained Service Personnel . . . Trained In The Servicing Of Hotpoint Appliances.
- * Hotpoint Factory Inventory Of All Basic Parts . . . Stock Here . . . No Delays In Repairs.
- * All New Hotpoint Appliances Delivered, Tested and Demonstrated In Your Home.

* Labor and Parts Guarantee For One Full Year At No Cost To You. This is a Hotpoint Factory Service program designed to eliminate the ever growing problem of supply and service to the buyer. Modern appliances are complicated yet efficient mechanisms that require expert installation and service. Service as handled in the past has become a difficult, almost impossible feat even for the best general service organization, because an adequate parts inventory can not be stocked and due to the fact that constant personnel training is necessary to keep pace with new appliance developments and improvements.

THE METROPOLITAN HOTPOINT SERVICE

Is Hotpoint's answer to this problem. Never available before in any city of less than 250,000 population . . .

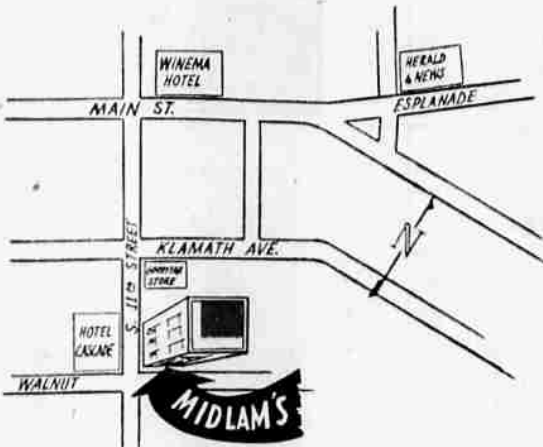
NOW A KLAMATH FALLS FIRST!

TIME PAYMENT PLANS

Every payment plan available in the Northwest is available to you at Midlam's. All details are handled by us in the privacy of our offices.

- * 90 day accounts . . . no charge
- * 6 month, 12 month, 24 month or FHA terms
- * Life, unemployment, sickness and accident insurance . . . NO ADDED COST.
- * Lowest finance rates available.

(On \$600.00 contract you pay \$18.96 less than published bank charges, on a 24 month contract).



NEW HOTPOINT APPLIANCES

AT DEALERS COST

ONE FULL CARLOAD OF HOTPOINT APPLIANCES HAS BEEN ALLOCATED FOR OUR OPENING ON A —

**FIRST COME
FIRST SERVED BASIS**

RANGES

\$189.95 1960 Mod., Hotpoint, Apt. Mod., 4 Calrod Units	\$119.50
\$229.95 30" Calrod Units, Porcelain, Automatic 24" Oven	\$169.79
\$289.95 30" Deluxe Auto., 24" Oven, Porcelain, Calrod Units	\$199.97
\$199.95 30" Standard, 24" Oven, Calrod Units, Porcelain	\$138.00
\$449.95 30" Hotpoint's Finest, Rotisserie, Super Unit, Everything	\$285.97
\$629.95 39" Hotpoint's Finest, Double Oven, Everything	\$384.97
\$399.95 39" Super Deluxe - Super Unit - Automatic	\$234.97
\$399.95 39" Deluxe, Double Oven, Automatic	\$234.97
\$289.95 39" Deluxe, Wide Oven, Automatic	\$199.97
\$319.95 39" Deluxe, Wide Oven, Rotisserie	\$218.97

TRADE-INS YES!

We use the Appliance Blue Book Value which is 10% to 20% higher than the people of the Klamath Basin have been receiving.

A range, 5 years old, has a trade-in value of as much as \$63.00!

A refrigerator, 5 years old, has a trade-in value of as much as \$73.50!

A washer, 5 years old, has a trade-in value of as much as \$60.00!

**REMEMBER, YOUR TRADE-IN REDUCES
THE PRICE OF YOUR NEW HOTPOINT
BY ITS VALUE!**

Midlam's
FACTORY OUTLET STORES

South 11th and Walnut

Phone TU 4-6146

MIDLAM'S HOTPOINT

FACTORY OUTLET STORES

CORNER OF So. 11th St. & WALNUT

**Saturday - Jan. 16th
ONE FULL CARLOAD**

WASHERS

\$399.95 Hotpoint's Finest (Clothes Minder)	\$284.97
\$229.95 All Porcelain Lint Filter, 2 Temp. Hotpoint	\$184.97
\$299.95 Hotpoint All Porcelain, 2 Temp., 2 cycle	\$209.97
\$349.95 1960 Model, 2 Speed, 3 Temp., 5 Way Rinse	\$264.97
\$239.95 1960 Model All Porcelain, Lint Filter, 2 Temp	\$209.97

DRYERS

\$199.95 1960 Model Calrod Elements, 2 Temp., Fluff Cycle	\$165.97
\$309.95 No Vent, No Lint Trap, Calrod Elements, 4 Temp.	\$209.97
\$329.95 Condenser, 4 Temp., Clothes Minder, Wash & Wear	\$229.97
\$259.95 4 Temp., Calrod Elements	\$189.97
\$289.95 1960 Model, Calrod Elements, 2 Temp	\$210.97

**DON'T DELAY — GET HERE
EARLY AND HAVE YOUR CHOICE
FROM OUR LARGE OPENING
INVENTORY!**

REFRIGERATORS

\$249.95 Family Sized, Full Freezer	\$155.97
\$299.95 12.2 Cu. Ft., 78 Pound Food Freezer	\$224.97
\$379.95 11 Cu. Ft. Refrigerator-Freezer Combination, No Frost	\$264.97
\$439.95 12.2 Cu. Ft. Refrigerator-Freezer Combination, No Frost	\$304.97
\$529.97 12.2 Cu. Ft. Super Deluxe, Refrigerator-Freezer Comb. No Frost	\$359.97

HOME FREEZERS

\$379.95 12 Cu. Ft. Upright, 15 degrees Below Zero	\$222.97
\$559.95 18 Cu. Ft. Upright, Hotpoint's Finest, 15 Deg. Below Zero	\$324.97
\$379.95 13 Cu. Ft. Chest Type, 15 Degrees Below Zero	\$244.97
\$559.95 20 Cu. Ft., Chest Type, 15 Degrees Below Zero	\$304.97

WATER HEATERS

\$119.95 52 Gallon, 10 Year Warranty, Hotpoint	\$72.97
\$147.95 44 Gallon, Hotpoint, Table Model, 10 Year Warranty	\$99.97

DISH WASHERS

FULL LINE OF PORTABLES AND BUILT-IN MODELS

WE REGRET THAT OUR SHIPMENT WAS DELAYED . . .
THEY WILL ARRIVE EARLY IN FEBRUARY

THEY WILL BE PRICED FROM 20% to 30% BELOW
NATIONAL LIST PRICES

THE GOLDEN 60'S PLAN! COST PLUS 10% WHY???

The buying public, we believe, has the right to know and should be informed of certain items . . . Production costs, transportation costs, sales costs; every item in bringing a product to the buyer is increasing. Small, independent retail outlets are faced with a narrowing profit margin and find it difficult to remain competitive. Distributors and factories face a duplication of expense (in selling through many outlets) and are faced with diminishing returns. The Net Result . . . PRICES GO UP . . . The buyer pays more and more or businesses fail.

THE ANSWER . . . FACTORY OUTLET STORES

Serving larger areas more efficiently at lower cost, (eliminating all unnecessary costs not associated with production). In The Case Of Midlam's Factory Outlet Stores, the entire area East of the Cascades and from North Central California to the Columbia River, are now being served by their stores in Bend and Klamath Falls, an area previously served by eleven dealers.

THE OBJECTIVE . . .

It is in keeping with the American Business way of life to bring products to the consumer at the lowest possible cost. Every improvement . . . every device . . . every bit of energy has been devoted to this basic principle. If it were not so, a modern automobile would possibly sell for \$10,000 instead of \$3,000. Factory outlet stores such as Midlam's, accomplish this by eliminating all but production costs.

THE RESULT . . . LOWER PRICES FOR THE CONSUMER!