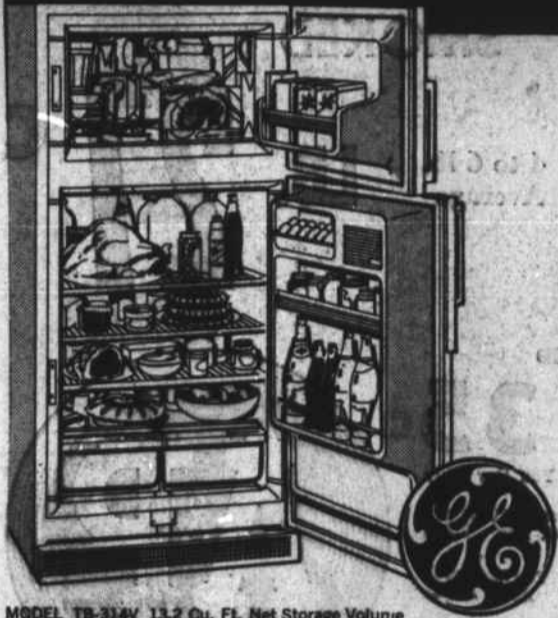


Swofford's 17th Anniversary Sale



GENERAL ELECTRIC 13.2 CU. FT. REFRIGERATOR-FREEZER



MODEL TB-314V 13.2 Cu. Ft. Net Storage Volume

It's Our Anniversary—But It's Your Celebration—Shop Swofford's for Home and Car Needs At Savings—And On Easiest Terms!

\$1000 in Prizes!

- 1st—RCA Victor Television
- 4th—Ladies' Wrist Watch
- 2nd—Man's Wrist Watch
- 5th—Dormeyer Mixer
- 3rd—GE Portable Phonograph
- 6th—RCA Victor Transistor Radio

Come In An Register—No Purchase Is Necessary. Drawing Will Be Held Monday, April 15th. You Do Not Have To Be Present To Win.

BIG 3.1 CU. FT. ZERO-DEGREE FREEZER

- AUTOMATIC DEFOSTING REFRIGERATOR
 - STRAIGHT-LINE DESIGN
 - ONLY \$259.95
 - PLUS Slide-Out Shelves • Butter Keeper • Twin Porcelain Vegetable Drawers • Removable Egg Rack
- Exchange Regular \$369.95



MODEL CA-232

A REAL FREEZER VALUE! New 1963 GENERAL ELECTRIC 12.2 Cu. Ft. FREEZER

- Capacity of 40 Pounds of food
- Freezer is easy to see
- Easy to reach
- Fits easily in your kitchen
- Four fast-freezing surfaces
- Shelves and top are refrigerated



Model TAZ12W

GENERAL ELECTRIC Only \$199.00 with trade

FAMOUS STRAIGHT-LINE DESIGN Needs no door clearance

- Proof of Quality. Over 7 Million G-E Refrigerators in use 19 Years or More.
- 11.8 Cu. Ft. Net Volume



Model J-299

GENERAL ELECTRIC HIGH-SPEED RANGE

Cost Just: \$149.00

WITH YOUR OLD RANGE IN TRADE!

- Big 27" fast heating matter oven with automatic heat control
- Pushbutton controls
- Self-cleaning Calrod units with removable reflector pans

• Oven door lifts off for easy cleaning

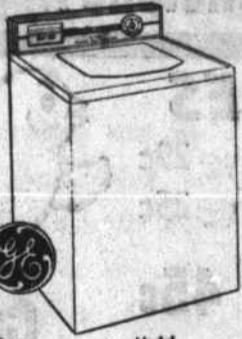


Double Oven—GE RANGE \$399.95

- Easy To Clean
- No-Drip Cook Top
- New Easy-Set Timer
- Push Button Controls
- Removable Oven Door
- See Thru Oven Door

FREE—40 gallon fast recovery glass lined electric Water Heater with the initial purchase and installation of any GE Range

or \$25.00 Free Electricity with the initial purchase and installation of an Electric Water Heater or Range.

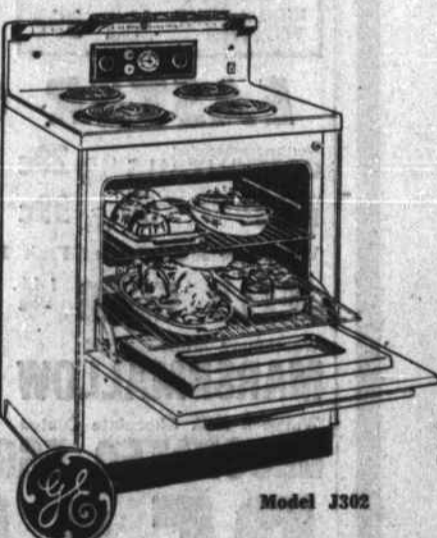


Model WA-584X

Only \$188.00 with trade

BIG 12 LB. LOAD GENERAL ELECTRIC FILTER-FLO WASHER

- Big 12 - Pound Capacity
- Filter-Flo Washing System
- Water Saver Load Selection
- Two Wash Temperatures
- Spray Rinse
- Damp-Dry Spin



J302 Similar to Illustration

30 Inch GE RANGE \$269.95

Push-Button Control — Easy To Clean Calrod Units — Removable Oven Door — Easy To Set Oven Timer

West Bend Sale

SAVE 40% FROM INDIVIDUAL UTENSIL PRICE extra-heavy aluminum cookware

WEST BEND Continental WATERLESS COOKWARE

you pay only \$14.88

LOOK AT ALL YOU GET!

- 1 QT. SAUCE PAN with cover — 3.35
- 2 QT. SAUCE PAN with cover — 4.65
- 3 QT. SAUCE PAN with cover — 6.95
- 5 QT. DUTCH OVEN ROASTER — 6.15
- 10" SKILLET — 6.95
- COVER for DUTCH OVEN and 10" SKILLET — 1.80
- RECIPE BOOK

If purchased separately \$24.65



Nothing Is "Just As Good" As General Electric SWOFFORD'S, Inc.

313 W. KING STREET BOONE, N. C. AM 4-3001