

ONLY AT
DORSCHEL'S
 255 GENESEE
 PHILCO - FORD
 HEADQUARTERS
 IN ROCHESTER

PRICES SMASHED!

SPECIAL TERMS!

NEW LOW PRICES!

FANTASTIC
2 FOR 1 LOW PRICE

Sale

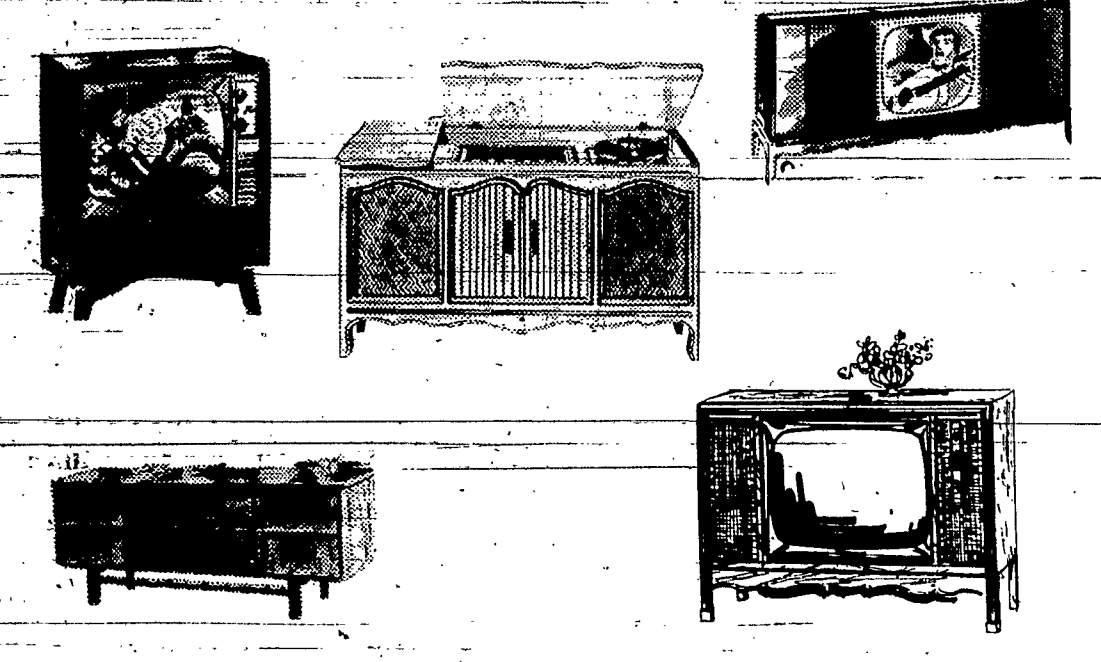
BIGGEST SAVINGS EVER!

Today Thru March 15!

GET 2 FOR 1 LOW PRICE THIS WEEK AT DORSCHEL'S!

PHILCO FORD

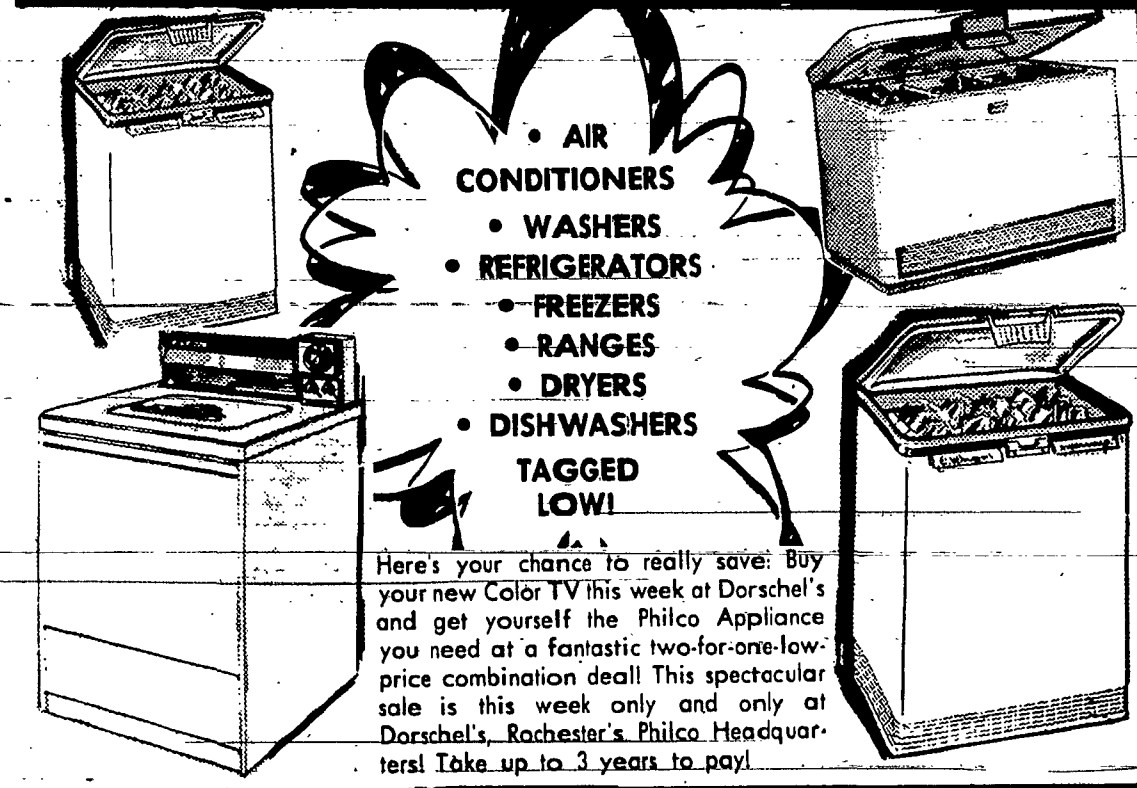
COLOR TV & STEREO



MON., TUES., THURS. & FRI. 'TIL 9!

SELECT
 A NEW 1969
PHILCO COLOR TV
 AND GET
FABULOUS 2 for 1
 LOW PRICE
 COMBINATION
 DEAL
 ON A NEW 1969
APPLIANCE!

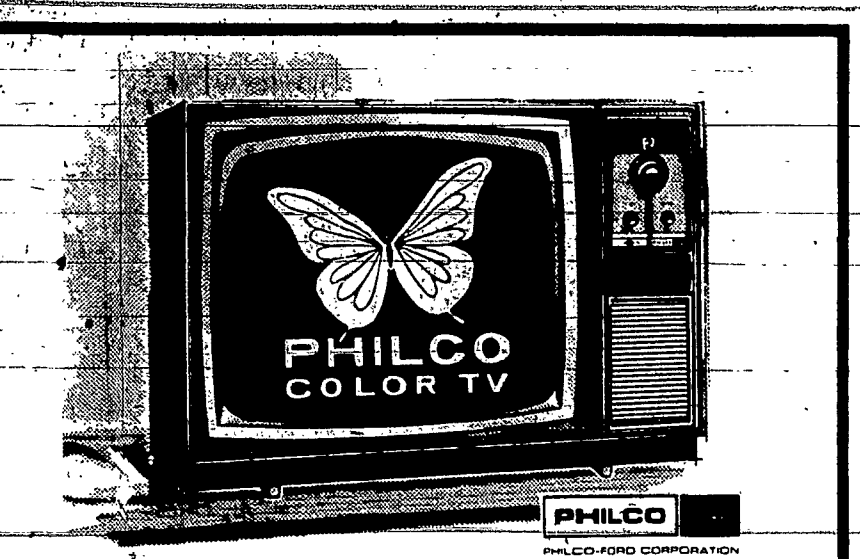
PHILCO FORD



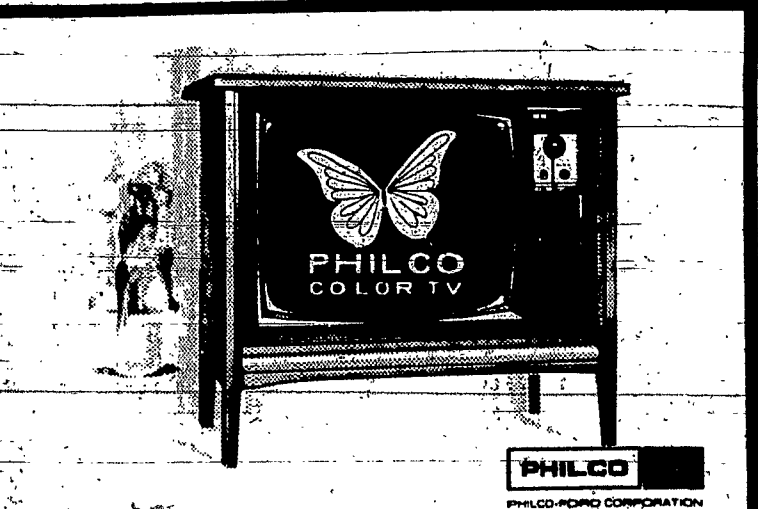
- AIR CONDITIONERS
 - WASHERS
 - REFRIGERATORS
 - FREEZERS
 - RANGES
 - DRYERS
 - DISHWASHERS
- TAGGED LOW!**

Here's your chance to really save! Buy your new Color TV this week at Dorschel's and get yourself the Philco Appliance you need at a fantastic two-for-one-low-price combination deal! This spectacular sale is this week only and only at Dorschel's, Rochester's Philco Headquarters! Take up to 3 years to pay!

WED. & SAT. 9 A.M. to 5 P.M.!

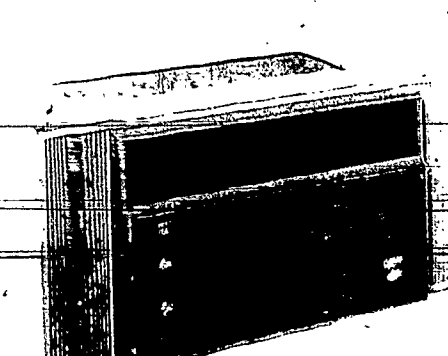


PHILCO 18 INCH COLOR TV
 • Philco MagiColor Picture Tube brings brighter, sharply focused, more uniform color pictures.
 • 18" picture measured diagonally, 180 sq. in. picture.
 • Solid State Signal System—no tubes to burn out in the signal-receiving circuits.
 • Finished to match Walnut furniture



PHILCO 23 INCH COLOR TV
 now with Philco-Tuning Eye plus A.C.T. (Auto-lock Channel Tuning)
 • Fine tunes itself at the flick of a switch.
 • Philco MagiColor Picture Tube brings brighter, sharply focused, more uniform color pictures.
 • 23" picture measured diagonally, 295 sq. in. picture.
 • Solid State Signal System—no tubes to burn out in the signal-receiving circuits.
 • Contemporary styling. Finished to match Walnut

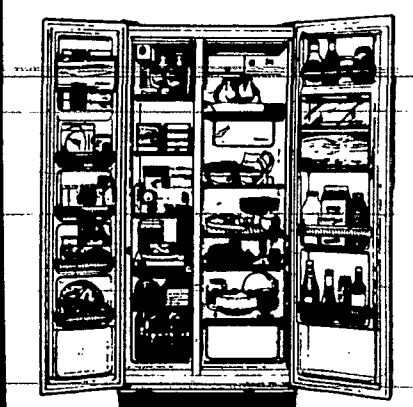
PHILCO Space Mate AIRCONDITIONER



MODELS
 AC5D3 (5,000 BTU/HR)
 AC6D1 (6,000 BTU/HR)

- Deluxe features**
- Adjustable Thermostat
 - 2 Cooling Speeds, 2 Fan Speeds
 - Stale Air Exhaust
 - Washable Air Filter
 - Adjustable Louvers
 - No-Drip Dehumidification
 - Galvanized Steel Construction

PHILCO REFRIGERATOR

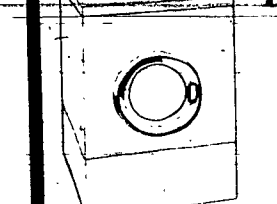


FIRST 30-inch-wide "Side-by-Side"

- Fits in space of your old refrigerator!
- 249 lb. No Frost Freezer
 - Full-size 9.9-cu.ft. No Frost Refrigerator
 - Deep-Shelf Storage Doors
 - 17 cu.ft. total capacity

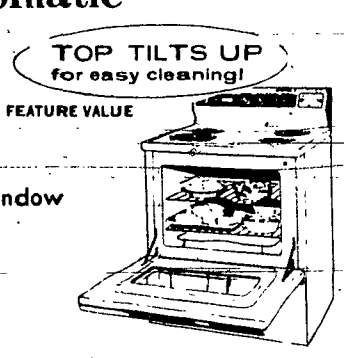
Model RT17J7
FEATURE VALUE!

Philco Automatic Electric Clothes Dryer



- Ideal for Permanent Press garments
 - 2 drying cycles
 - Full-Drum air flow dries faster
 - Safety Loading Door
- Model DE-6G2
FEATURE VALUE!

Philco 30" Automatic Electric Range



- Automatic oven timer
 - Lift-off oven door with window
 - 23" master oven
 - Storage drawer
 - Shaded Avocado, Shaded Copper, White
- FEATURE VALUE!**

39 YEARS OF CUSTOMER SERVICE IS YOUR GUARANTEE OF BETTER VALUES LOWER PRICES

ONLY AT
255 GENESEE ST.
DORSCHEL T.V. & APPLIANCE

NO MONEY DOWN!
 TAKE 3 YEARS TO PAY
 STARTING IN
MAY!

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 STARTING IN
MAY!

OPEN EVERY NIGHT TILL 9 P.M. EXCEPT WED., SAT. TILL 5 P.M. PHONE 328-7413