

**ONLY AT DORSCHEL'S 225 GENSEE**

**PHILCO-FORD HEADQUARTERS IN ROCHESTER**

**PRICES SMASHED!**

**SPECIAL TERMS!**

**NEW LOW PRICES!**



**THIS HUSBAND JUST TOOK A LOOK AT HIS WIFE'S DISH WASHING WATER!**

**DO YOU MEAN TO TELL ME I EAT FOOD FROM DISHES THAT HAVE BEEN WASHED THAT WAY!**

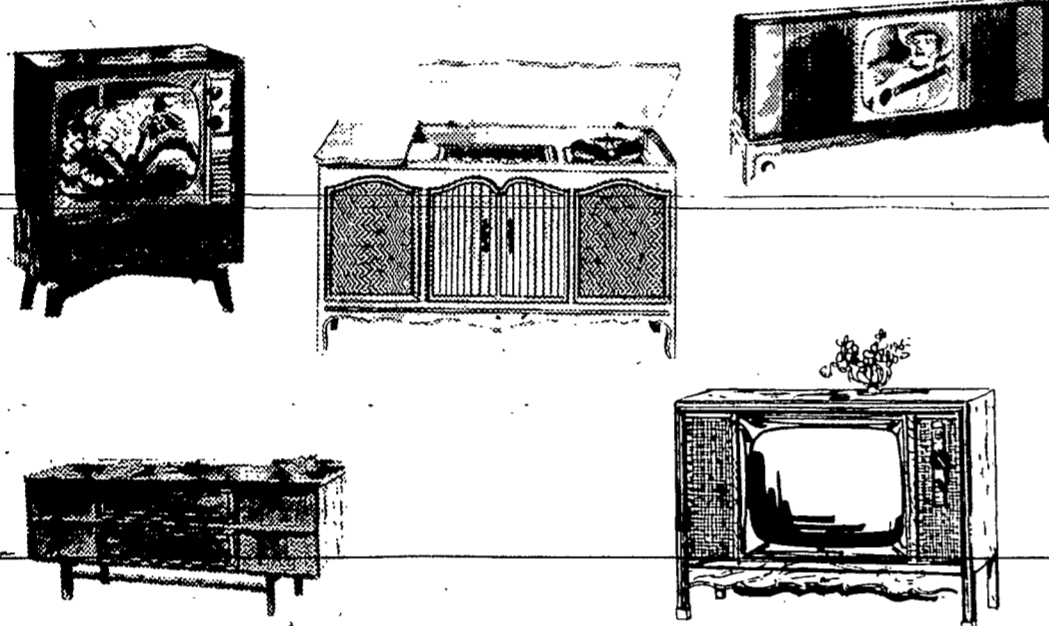
**YOU'RE GETTING A DISHWASHER INSTEAD OF AN EASTER OUTFIT THIS YEAR!**

AND THE WIFE DIDN'T MIND ONE BIT BECAUSE SHE KNEW THAT A DISHWASHER WOULD GIVE HER EXTRA TIME EVERY DAY OF THE YEAR AND SHE'S GETTING HER EASTER BONNET ANYWAY WITH THE MONEY THEY'LL SAVE BY GETTING THEIR NEW DISHWASHER AT DORSCHEL'S.

**BIGGEST SAVINGS EVER!**

**PHILCO FORD**

**COLOR TV and STEREO**



**LOOK AT THIS**

**IT'S A PORTABLE DISHWASHER AND IT REQUIRES ABSOLUTELY NO PLUMBING**

**HAVE A HAPPY EASTER!**

**PHILCO FORD**



Model KC16H6 with cutting board top

**MON., TUES., THURS. & FRI. TILL 9!**

**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

**359<sup>45</sup>**

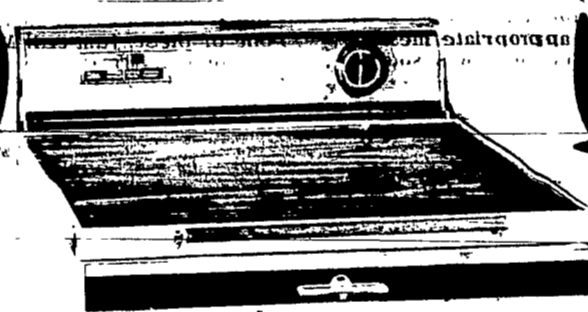


**PHILCO 23 INCH COLOR TV**

- 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

**C6599**

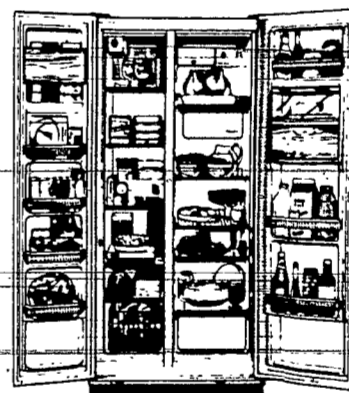
**499<sup>75</sup>**



Model KP18H6

**PHILCO REFRIGERATOR**

**First 30-inch-wide "Side-by-Side"**



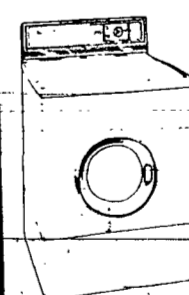
Model RT17J7  
**389<sup>95</sup>**

**FEATURE VALUE!**

**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

**Philco Automatic Electric Clothes Dryer**



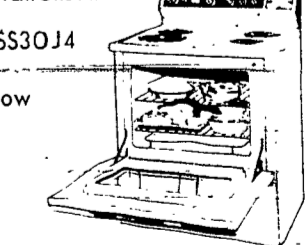
- Ideal for Permanent Press garments
- 2 drying cycles
- Full-Drum air flow dries faster
- Safety Loading Door

Model DE-6G2

**139<sup>95</sup> FEATURE VALUE!**

**Philco 30" Automatic Electric Range**

**209<sup>95</sup>**



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

Model SS30J4

**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!**

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

**OPEN EVERY NIGHT TILL**

**9 P.M. EXCEPT WED., SAT. TILL 5 P.M.**

**PHONE 328-7413**