

GESCO....

LLOYD DENNEE ASKS



SKILLED CRAFTSMANSHIP AND
HIGHEST GRADE RAW MATERIALS
ASSURE YOU UTMOST PERFORMANCE
FROM A G-E. REMEMBER—A TELE-
VISION SET WITHOUT A
PICTURE—IS NO GOOD.

GENERAL
ELECTRIC
PUTS THEIR
CONFIDENCE IN
LLOYD DENNEE
SO CAN YOU.
ONLY
HAWTHORNE
G-E DEALER



Do you know the meaning of the word *Gesco*?
Gesco is the abbreviation for General Electric
Supply Corporation. This word is a highly
important word to us in the industry because
it affords us, as sellers, high quality mer-
chandise. * * * Merchandise that we can be
proud to sell. * * * Merchandise, that after
having been sold, performs and operates so
satisfactorily that our customers are "sold
on us" for having sold them on General Elec-



tric. A happy, satisfied customer is one of the
greatest assets a company can have * * * and
it is on this theory that we operate.

Come in and let us show you the new G-E
line. We would like to have you in our files
of satisfied customers (of which we have over
9,500). And believe me * * * You will be satis-
fied with one of the new General Electric Tele-
vision sets.



G. E. PRICES
HAVE BEEN
DRASTICALLY
REDUCED—YET
OFFER YOU
THAT FAMOUS
QUALITY!



MANY MODELS
TO CHOOSE
FROM

NEW LOW PRICES—

GENERAL ELECTRIC

Buy It from
LLOYD DENNEE
Your Dependable
General Electric
Dealer.



Call Either Store
for a FREE HOME
DEMONSTRATION
Nightly 'till
9:30

LLOYD DENNEE'S
TORRANCE DIVISION
1875 CARSON STREET
(AT THE FIVE POINTS)
TORRANCE, CALIF.
PHONE TORRANCE 1728
We Invite you
Into Our New
store.

TELEVISION EXPOSITION
110 E. EL SEGUNDO BLVD.
HAWTHORNE
PHONE OS 6-0151
LARGEST DISPLAY
IN
Southern California
"You Don't Select
from a
Catalog?"