

It keeps your food safe — the temperature is well below 50°...always!

For family health
for appealing menus
this is vital

In the General Electric Refrigerator the temperature is kept several degrees below fifty . . . always! Fifty degrees is accepted by scientists as the "danger point" in the preservation of food. When the temperature rises even a degree or two above that, bacteria multiply, foods become unsafe to eat.

Perhaps you think your own refrigerator is always "cold enough." You cannot be sure unless you actually take your refrigerator's temperature. It is constant cold which is needed.



Note these vital points of superiority

Countless superiorities give the General Electric Refrigerator its outstanding position . . . an hermetically sealed, dustproof mechanism, mounted on top . . . an accessible temperature control . . . a new standard of quiet operation . . . no oiling . . . no troublesome machinery . . . simplified installation . . . no radio interference . . . an unqualified two-year service guarantee.

The new all-steel cabinets and the hermetically sealed

mechanism combine to produce what we believe is the finest refrigerator ever made.

Not a dollar for repairs

More than a quarter of a million homes are enjoying the convenience, economy and health-guarding services of the General Electric Refrigerator. And not one of these owners has ever paid a dollar for repairs or service! This is a record in the industry.

The new all-steel General Electric Refrigerators are priced as low as \$215 at the factory. A small payment down places one in your home.

Visit our display rooms—see the new models—you'll agree that they offer the greatest values of all.

Listen in on the General Electric Hour, broadcast every Saturday evening, 8 to 9 Eastern Standard Time, over the N. B. C. network of forty-two stations.

GENERAL ELECTRIC ALL-STEEL REFRIGERATOR

VIC. J. KILLIAN, Inc.

Phone 3800

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