

ALL-STEEL REFRIGERATOR

sets new standard of

DURABILITY EFFICIENCY POPULARITY

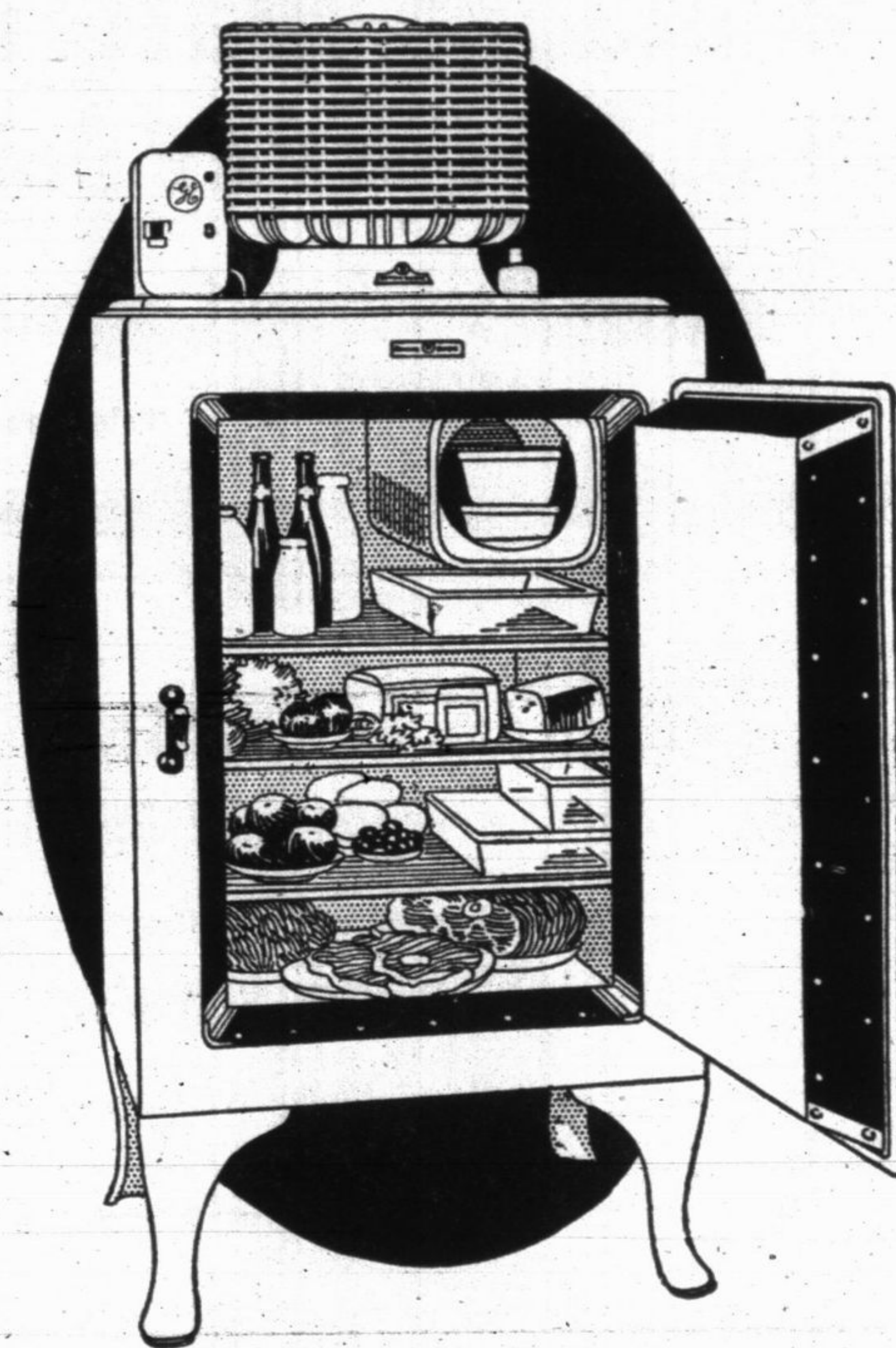
An all-steel cabinet that cannot warp. A mechanism that is hermetically sealed, dust-proof and self-oiling. No wonder the General Electric Refrigerator has set new standards! It actually operates more quietly—it uses less current, it provides the maximum of food storage capacity.

And—important to busy housewives, it operates automatically, regulating itself so that the temperature is always within the safety zone—several degrees below 50.

These new all-steel models are remarkably low in price, beginning at \$215. at the factory. They are as durable as a safe and cannot warp. They keep cold from seeping out and heat from creeping in more effectively than any previous refrigerator ever offered.

Visit our display rooms and see the new all-steel models and learn how easily they may be bought with conveniently spaced time payments.

Be sure to listen in on the General Electric Hour broadcast every Saturday Evening from 8 to 9 Eastern Standard Time over the N. B. C. network of forty-two stations.



There are now over 250,000 users of General Electric Refrigerators. Not one of them has ever spent a single dollar for repairs or service. That was our guarantee to them.

GENERAL ELECTRIC ALL-STEEL REFRIGERATOR

VIC. J. KILLIAN, Inc.

Phone 3800

19 North Sheridan Road