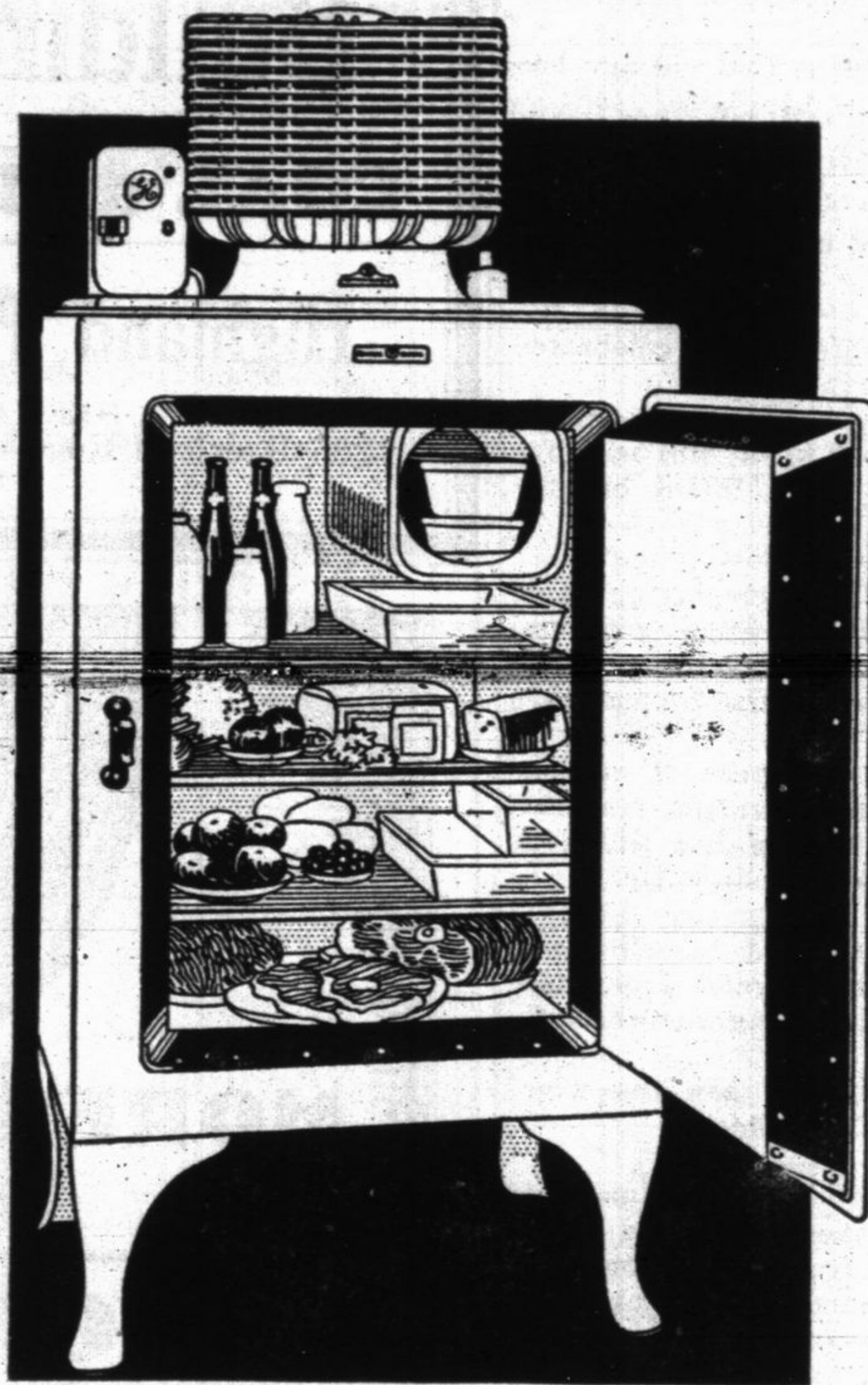


ALL MECHANISM ON TOP *where it belongs!*

There are many reasons why all the mechanism of the General Electric Refrigerator is placed *on top* of the cabinet. Here are three vital reasons:

1. Refrigerating mechanisms develop heat in the process of cooling the interior of the refrigerator. This heat escapes and rises. Therefore, General Electric has placed the refrigerating mechanism *on top* so that the escaping heat travels *away from the cabinet*.

2. Placing all the mechanism of the General Electric on top of the cabinet achieves maximum food storage space *within* the cabinet. It also saves floor space and permits the cabinet to be mounted on legs giving ample broom-room underneath for easy cleaning.



3. With refrigerating mechanism on top of the cabinet, the inside of the cabinet is free from obstructions and easier to clean. The constantly rising current of air from the hermetically sealed mechanism prevents dust from settling on the coils.

The scientific placing of the mechanism is only one of the many superiorities of the General Electric Refrigerator, created after thousands of experiments and years of research in the greatest laboratories of their kind in the world.

There are now more than 300,000 users—and not one has ever spent a single dollar for service.

Visit our display rooms and see the new *all-steel* General Electric Refrigerators.

Let us explain these 14 superiorities

- | | |
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| 1 . . . an hermetically sealed, dust-proof mechanism. | 8 . . . no installation problem whatever. |
| 2 . . . an all-steel, warp-proof cabinet, built like a safe. | 9 . . . a sanitary, porcelain chilling chamber. |
| 3 . . . an easily accessible temperature control. | 10 . . . the entire mechanism mounted on top. |
| 4 . . . a mechanism that requires no oiling. | 11 . . . maximum food storage space in the cabinet. |
| 5 . . . all troublesome machinery eliminated. | 12 . . . absolutely no radio interference. |
| 6 . . . a new standard of quiet operation. | 13 . . . an unqualified two-year service guarantee. |
| 7 . . . cabinets on legs with broom-room underneath. | 14 . . . conveniently arranged easy payments. |

Listen in on the General Electric Hour, broadcast every Saturday evening
8 to 9 Eastern Standard Time, over the N.B.C. network of 42 stations.

GENERAL  ELECTRIC
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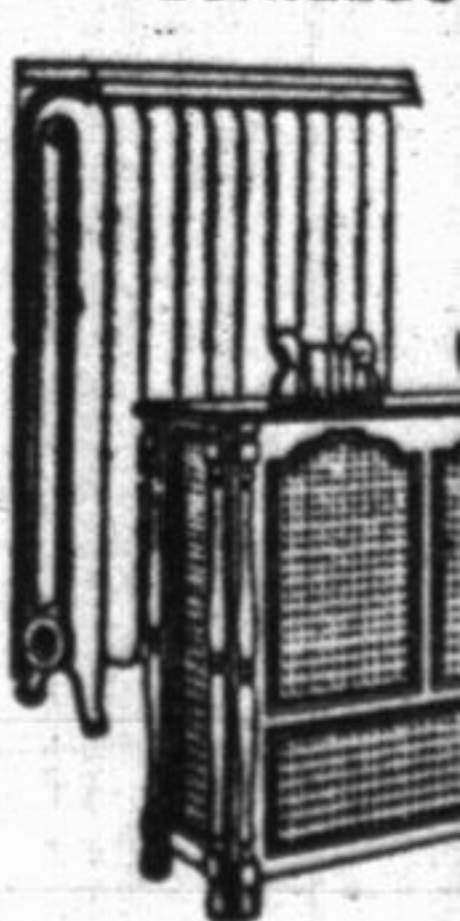
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