

**More than 300,000 owners
and not one has spent a single dollar
for repairs or service!**

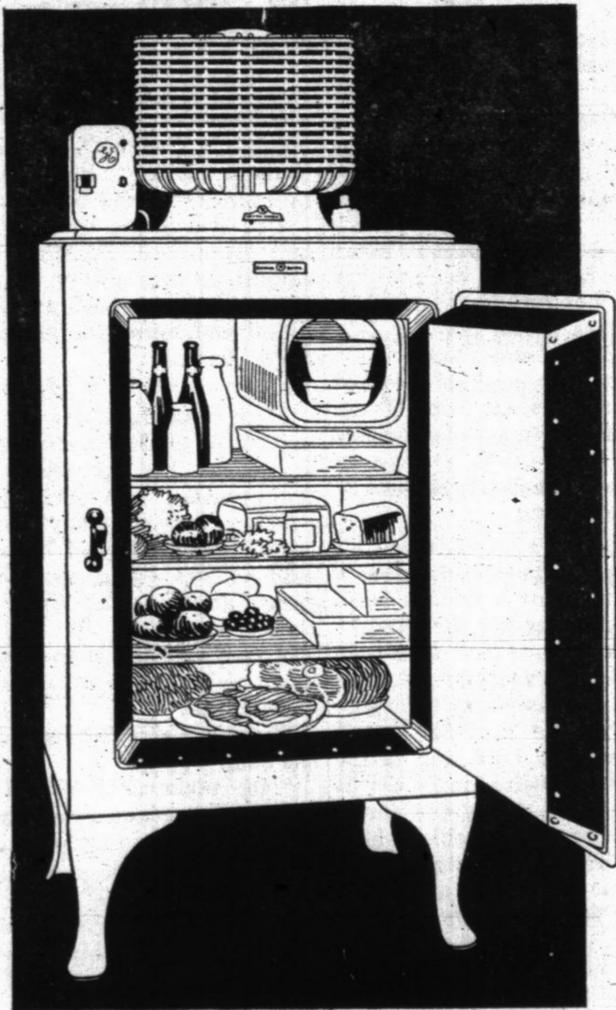
**THIS RECORD STANDS
ALONE**

..we challenge comparison!

SO FAR not one owner of a General Electric Refrigerator has had to pay a single dollar for repairs or service. It is General Electric's answer to those who ask "Is electric refrigeration out of the experimental stage?"

The first people who bought these refrigerators when they were introduced more than two years ago, bought them on faith. They knew that if General Electric engineers worked for fifteen years to perfect a product, that product would have outstanding advantages. Their early faith has been justified. Now more than 300,000 homes have General Electric Refrigerators and thousands more are being equipped every week.

The simple, worry-free, hermetically sealed mechanism of the



Tune 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 was hailed as revolutionary. And, it has established entirely new standards of service, of quiet operation, of economy.

Today the General Electric is the one and only refrigerator which has an all-steel cabinet—warp-proof and rugged as a safe.

See this refrigerator. Notice the easily accessible temperature control. Examine the rounded corners that make for easiest cleaning. Consider how the General Electric safeguards health. Quietly, efficiently, day and night it maintains perishable foods at a temperature safely below 50 degrees—which medical authorities agree is the "danger-point." And, if you are interested in conveniently spaced payments, be sure to ask about our monthly purchase plan.

**GENERAL  ELECTRIC
ALL-STEEL REFRIGERATOR**

Phone 3800

VIC. J. KILLIAN, Inc.

19 North Sheridan Road

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