



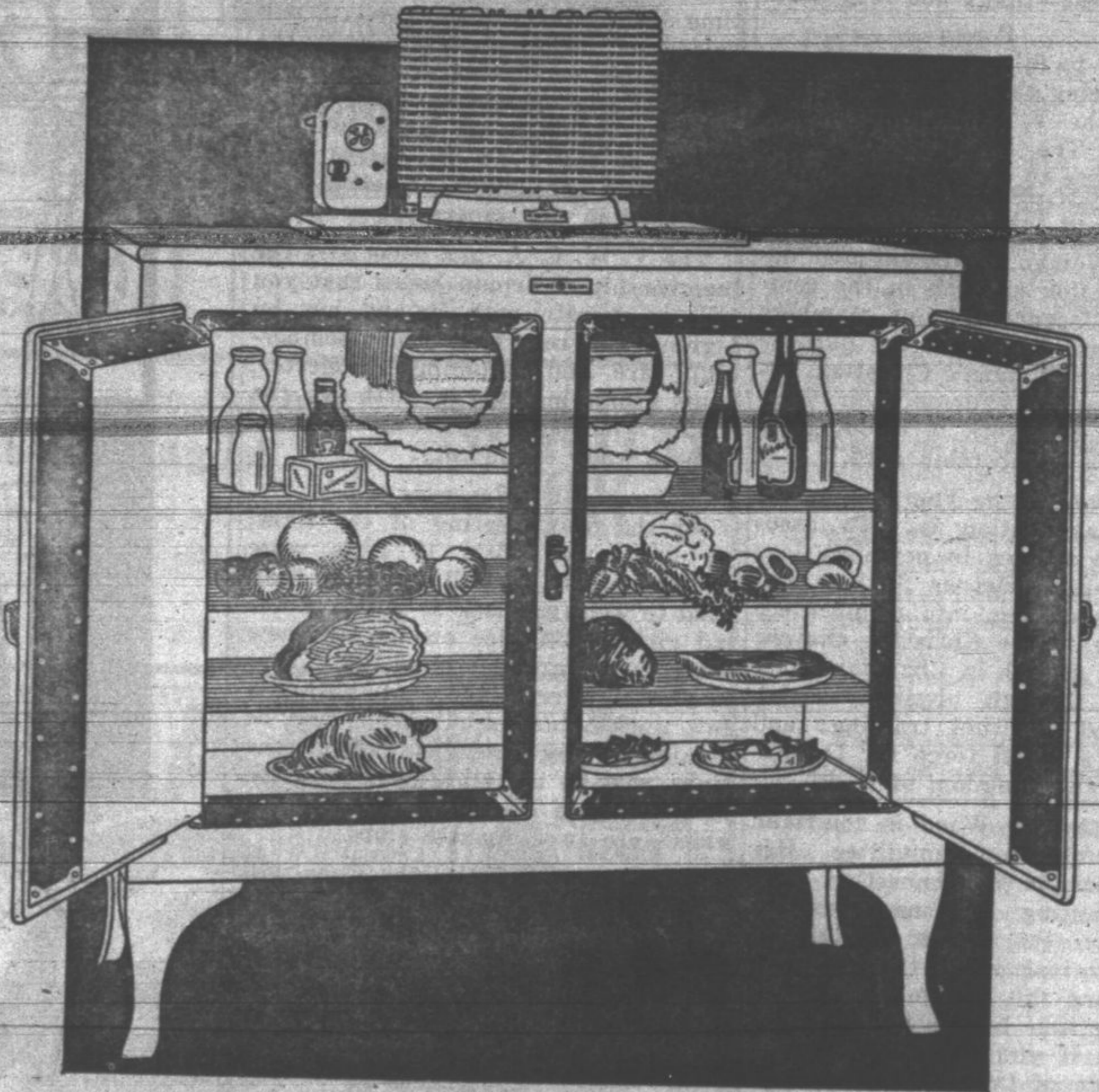
50 DEGREES

*is more than the mark
on a thermometer*

TO many people 50 degrees means a mark on a thermometer, but to those who *know*, it is a blazing signal. At that temperature stands the big dividing line between correct and incorrect refrigerated food.

A few degrees above fifty and bacteria multiply with speed... foods become contaminated, unsafe to eat. They must be thrown away... they are a total loss. A degree or two below fifty... bacterial growth is checked, foods remain safely fresh and wholesome for as long as you may care to keep them. Wastage is done away with and health is safeguarded.

The General Electric Refrigerator always automatically maintains a temperature several degrees below fifty... without any regulating or attention. It makes all the ice cubes you want, never needs oiling, has an accessible freezing regulator to speed up the freezing of desserts if you wish. The cabinet is *all steel*, strong, warp-proof and very easy to clean. Come in and let us show you the various models.



This record stands alone

Every General Electric Refrigerator is Hermetically Sealed

We endorse the National Food Preservation Program. 50° is the safety point for perishable foods.

There are now more than 300,000 homes enjoying the convenience, economy and protection of General Electric Refrigerators—and not one owner has ever had to spend a single dollar for repairs or service.

GENERAL  ELECTRIC

ALL-STEEL REFRIGERATOR

Phone 3800

VIC. J. KILLIAN, Inc. 19 North Sheridan Road