

# LEADERSHIP— Won in a year!

## Now Every Minute Sees Another GENERAL ELECTRIC REFRIGERATOR Placed In Some American Home

**L**AST YEAR, General Electric Refrigerators stood in 29th place in the household market. Today they are *first!* They were being placed in homes at the rate of one a day. Now they are going into American homes at a rate of one a minute every day.

### A Nation-Wide Organization Has Been Created

At the beginning of 1927, fourteen dealers handled the General Electric Refrigerator. Today there are more than 5500. Where only 70 people were engaged, today there are 11,500.

This swift but sound growth is a tribute to the newest product of the Research Laboratories of General Elec-

tric—a complete justification for the fifteen years of research and experiment which were put into the development of this "years ahead" refrigerator.

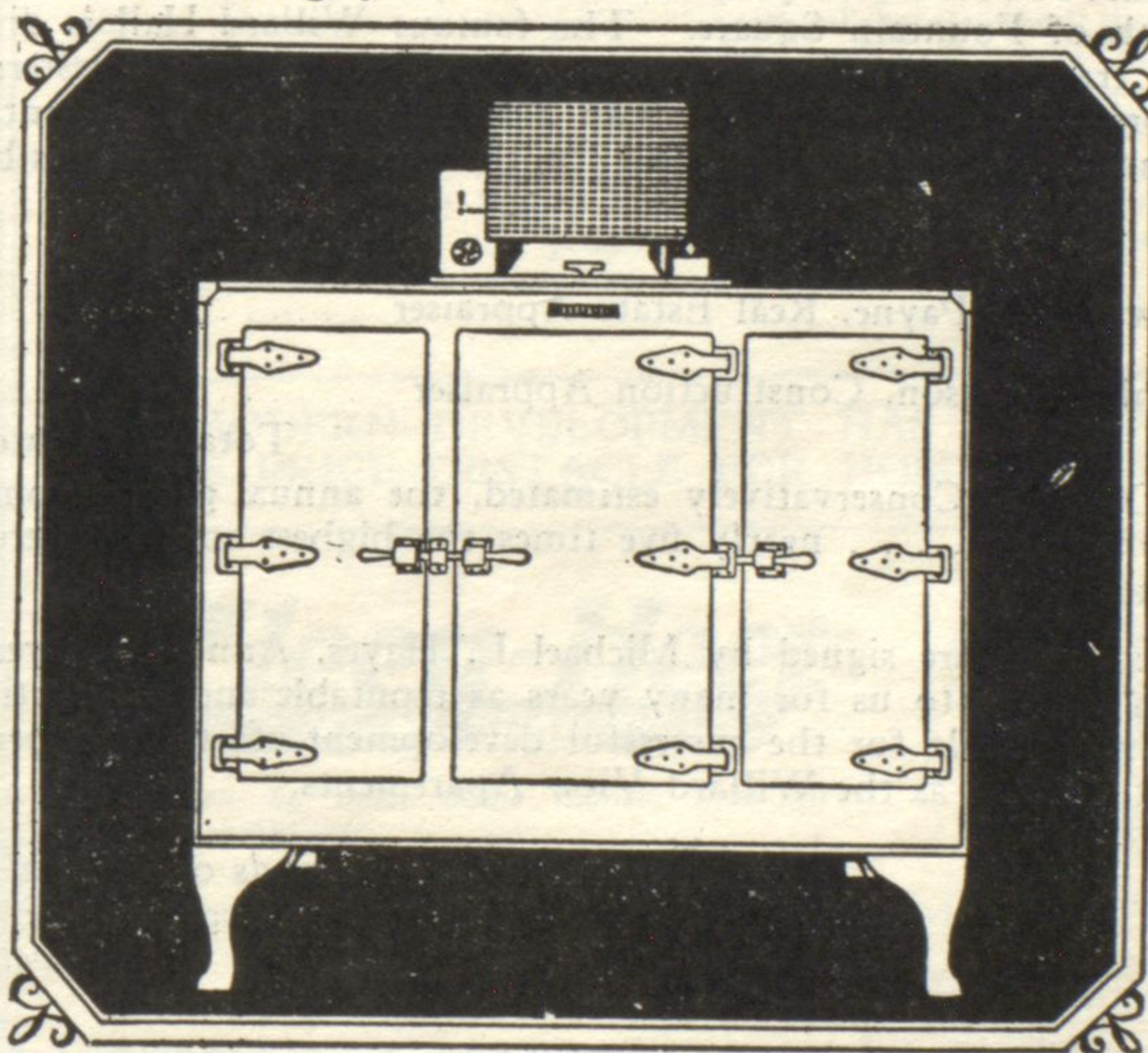
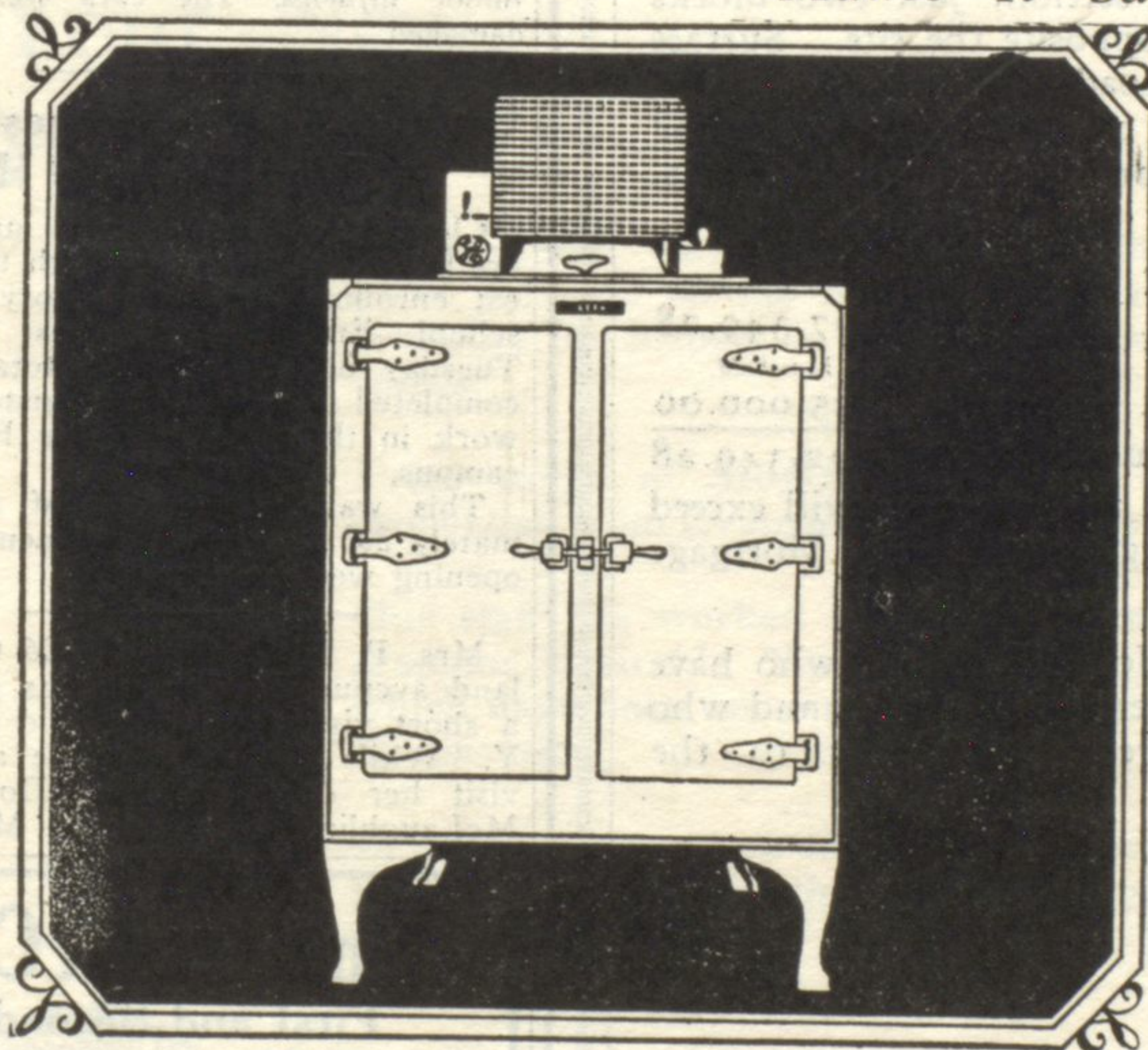
### Public Preference Has Been Won

The miracle of general public acceptance, all in a year's time, has come to pass—an acceptance which is keeping nine factories running at top speed.

Thanks are due to the foresight of the electric light and power men of the nation who have brought electric service to eighteen million homes. They have made it possible for General Electric Refrigerators, in ever-growing numbers, to aid in reducing the annual seven hundred million dollar loss in food spoilage in American homes.

# GENERAL ELECTRIC Refrigerator

"Makes It Safe to Be Hungry"



The General Electric Refrigerator is entirely different from all others. All its mechanism is on top, in an hermetically sealed steel casing.

## EDWARD F. HILL

Authorized Representative  
WINNETKA — GLENCOE — HIGHLAND PARK  
Display Rooms  
WINNETKA

These refrigerators are unusually quiet, and they never need oiling. They are made and guaranteed by General Electric.

384 CENTER STREET

PH. WINNETKA 122