

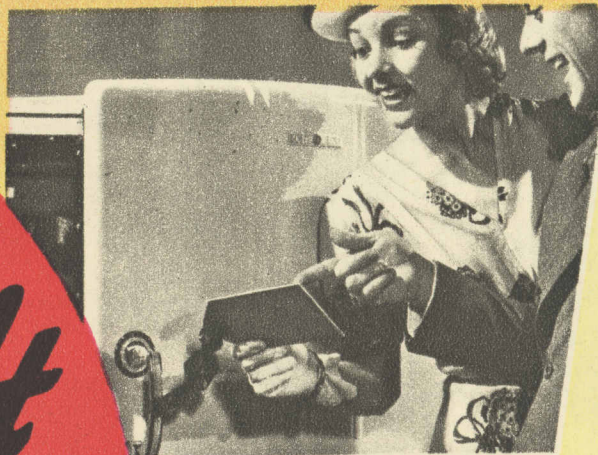
NEVER BEFORE SO MUCH G-E REFRIGERATOR FOR SO LITTLE



1938

Triple-Thrift REFRIGERATOR

THRIFTY IN PRICE! THRIFTY IN CURRENT!
THRIFTY IN UPKEEP!



G-E, the First Choice of Millions NOW POPULARLY PRICED!
You can easily afford a big, new, thrifty G-E right now! Don't accept a "cheap" refrigerator that may be "a bargain" today and "a regret" tomorrow. G-E's economies only start with the price tag!



Be Thriftier! Get a new genuine General Electric Refrigerator and **SAVE MORE IN MORE WAYS!**

America's kitchens are going G-E! Last year more General Electric Refrigerators were bought than ever before. And the new 1938 G-E is even a better buy!

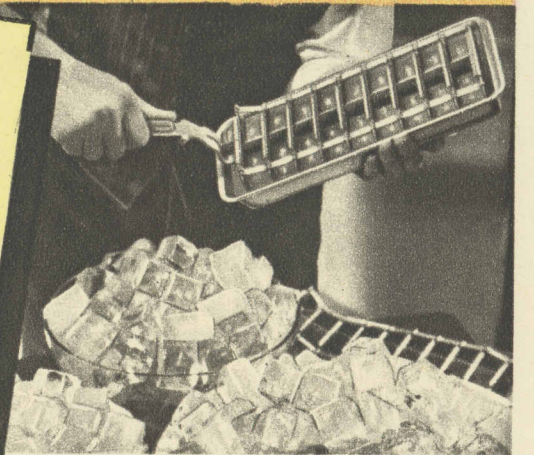
Join the Thrift Parade! See the big, roomy, new General Electrics now on display. These new economy models give you more convenience, more flexible storage space, freeze more ice faster and preserve more food longer with even less current than ever.

See the Refrigerator that Started a New "SaveWave" in America!

When you buy a G-E you don't spend—you invest! And you are sure of getting full value for every dollar. For this is a product of the world's largest electrical manufacturing company—the refrigerator that has long been a leader in true economy and multiple savings.

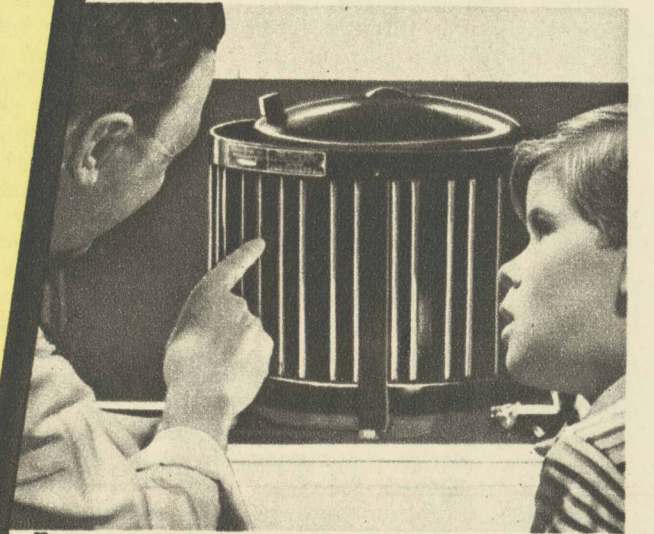
This First Choice of Millions NOW POPULARLY PRICED!

A Dozen, Big, Beautifully Styled New G-E Models to Choose from



YOU SAVE MORE ICE

with the new, faster freezing G-E QUICK-TRAYS. For ice cubes are easily released—two or a trayful at a time—without the usual waste through melting. Six-tray models can freeze 480 big cubes in 24 hours—48 lbs. of ice!



This is the Famous G-E "Cold-Maker" Others are Now Trying to Copy!

The General Electric Triple-Thrift Unit MUST BE GOOD for it has won the high compliment of wide-spread imitation.

General Electric is years ahead—and don't let anyone tell you there is a thriftier, more dependable cold-making mechanism.

Here are the facts—judge for yourself! G-E originated the sealed mechanism, and 5 years performance protection plan. No one else has had the advantage of 12 years experience in the manufacture of a sealed unit. The introduction of the famous Thrift Unit revolutionized refrigeration costs, and today's G-E models climax a smashing 12 year record of ever increasing General Electric values.

OIL COOLING

and constant improvement have reduced current cost 60%—increased 'cold capacity' 56%—given three times faster freezing—silenced operating sound by 78%! Get the genuine General Electric—not the imitation!

YOU SAVE MORE FOOD!

New, big G-E deluxe cabinets have more flexible, more usable food storage space.

Adjustable Sliding Shelves Split-Shelf and Tilt-Shelf permit easy arrangement of space to accommodate your varying day-to-day needs.

Other features you will like and that also help save more food, are

Super-Freezer of stainless steel, with twelve temperature one-button control and defrosting switch.

Chiller Tray Vegetable Drawer Food Containers Thermometer

Interiors are one-piece porcelain and have

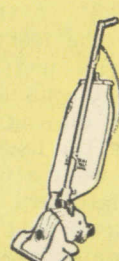
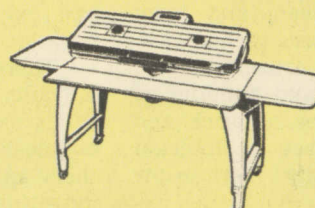
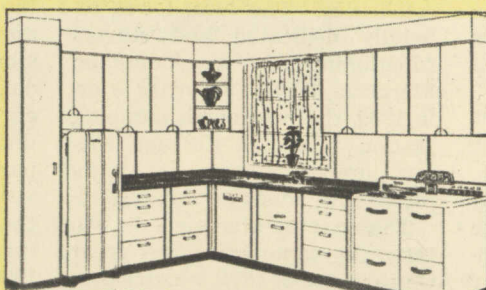
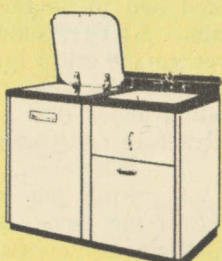
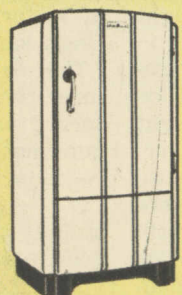
Automatic Lighting



GENERAL ELECTRIC

SAVE ALL WAYS!

Look at the price tags—compare values! Check the multiple savings of the new General Electric—in current, upkeep, long life, freezing of ice, preservation of food, etc. And we believe you will choose a General Electric!



DISTRIBUTOR

R. COOPER JR. Inc.

LA SALLE AT WACKER DRIVE • Franklin 5720

Department Stores, Furniture Stores and Electrical Dealers are now displaying the new 1938 G-E Triple-Thrift models.

G-E Refrigerators • G-E Ranges • G-E Electric Sinks • G-E Dishwashers • G-E Disposals • G-E Washers • G-E Ironers • G-E Vacuum Cleaners • G-E Water Coolers • Complete G-E Kitchens and Laundries