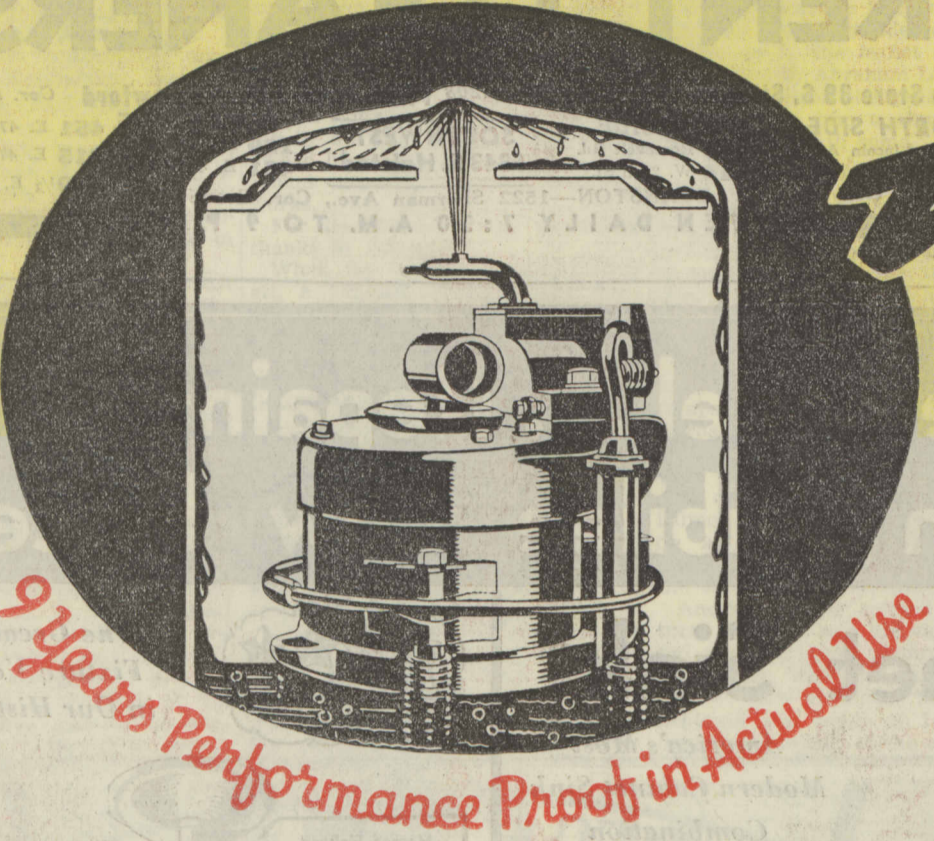


# G-E THRIFT UNIT

*uses less current*



*9 Years Performance Proof in Actual Use*

## THE PEDIGREED THRIFT UNIT Sealed in Steel Since 1927

LOOK at the illustration of the G-E Thrift Unit above. See the stream of fine, clean oil which is shot in a constant flow to the top of the unit. This lubricates and cools every part of the great G-E Thrift Unit. It never requires a moment's attention from you—not even oiling. The Thrift Unit is permanently sealed in this bath of oil. No air, moisture, dirt or dust can ever creep in.

This wonderful feature means money to you. You will discover it gives you more cold with less current. And only General Electric offers this forced-feed lubrication and oil cooling in its sealed-in-steel unit.

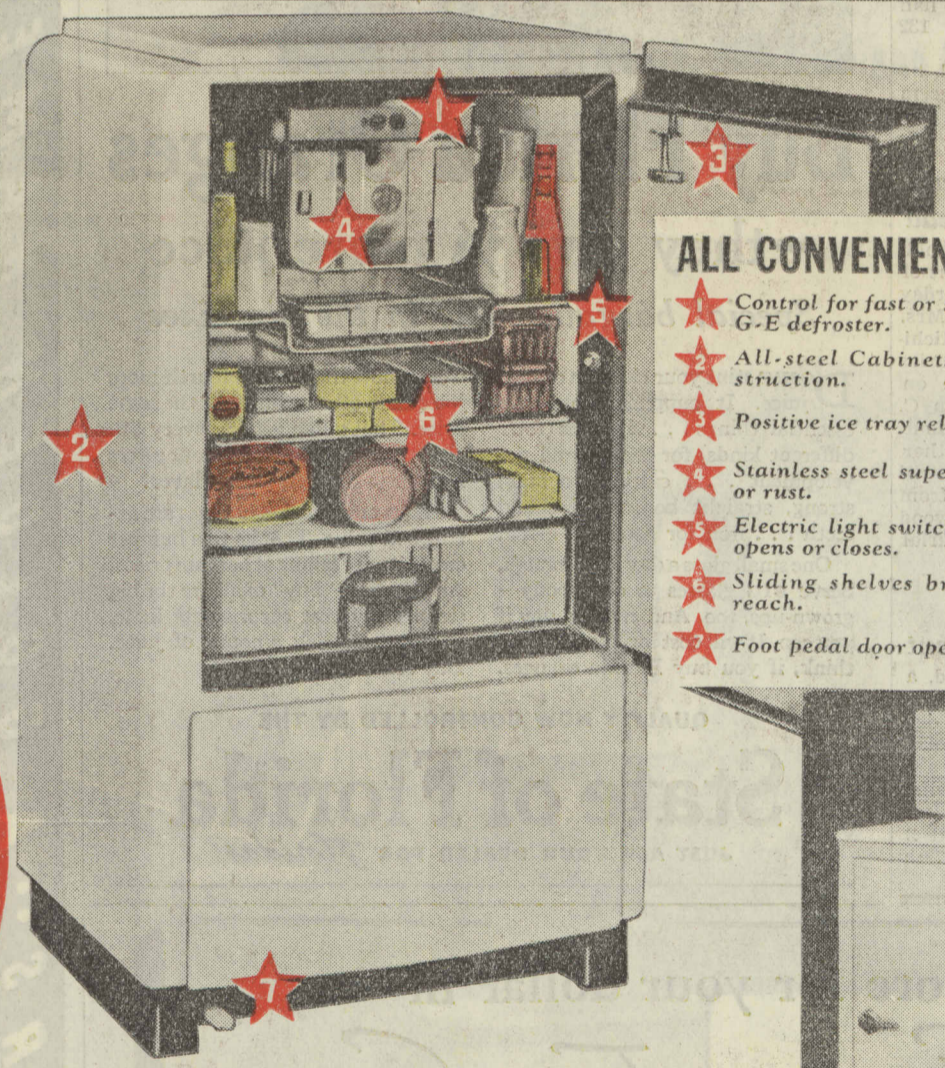
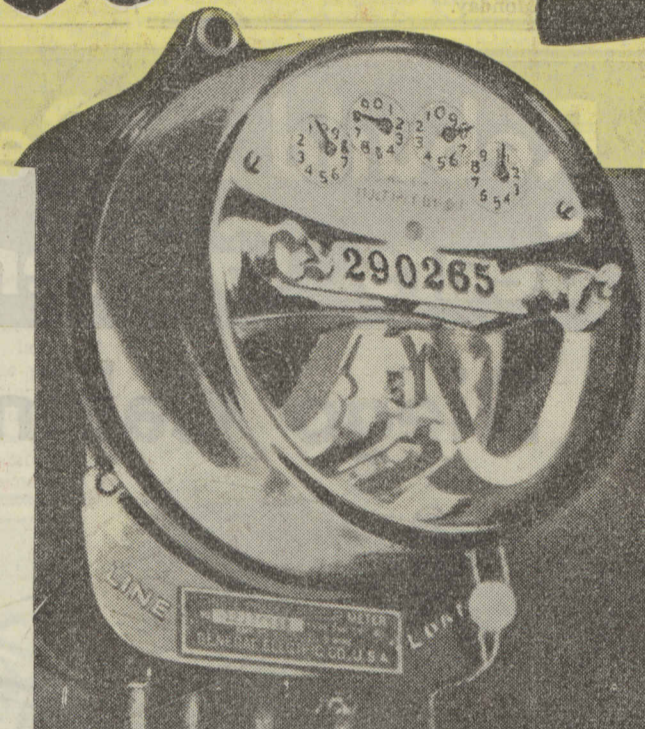
The first General Electric ever sold had the sealed-in-steel mechanism. It revolutionized all standards of refrigeration efficiency and economy. Now that other leading manufacturers are attempting to adopt this type of mechanism, it is more important than ever that you choose G-E, the unit which has been proved by nine years service in actual use. 97% of those original units are still giving thrifty refrigeration and carefree service to their original owners.

And remember that both G-E Monitor Top and Flatop models give you the famous Thrift Unit, which uses less current, lasts a lifetime, and carries 5 years performance protection in writing.

Go to any store listed below and see the demonstration of the wonderful G-E Thrift Unit. Then you will be in a better position to judge the value of *any* refrigerator.

There are more sealed-in-steel General Electric THRIFT UNITS now in use than all other "sealed" refrigerator mechanisms combined.

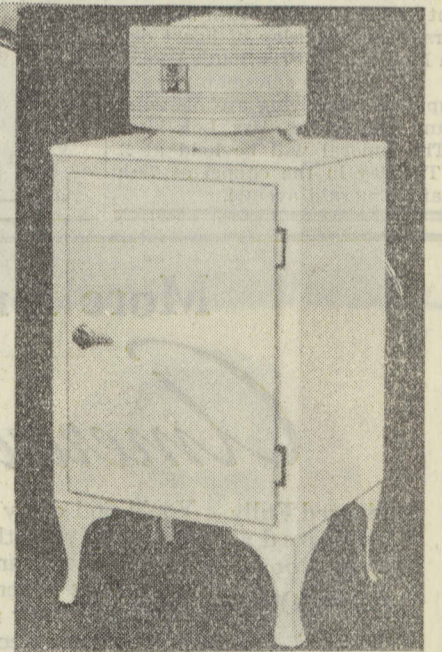
*Ask your neighbor*



### ALL CONVENIENCE FEATURES

- ★ Control for fast or slow freezing... New G-E defroster.
- ★ All-steel Cabinets. Dreadnought construction.
- ★ Positive ice tray release always handy.
- ★ Stainless steel super-freezer cannot chip or rust.
- ★ Electric light switch operates when door opens or closes.
- ★ Sliding shelves bring all food within reach.
- ★ Foot pedal door opener.

General Electric originated  
**5 YEARS PERFORMANCE PROTECTION**  
and backs it with 56 years  
electrical experience



**GENERAL ELECTRIC** Refrigerators • Laundry Equipment  
Vacuum Cleaners • Commercial Refrigerators • Water Coolers • Air Conditioning Equipment • Oil and Gas Furnaces • Electric Kitchens

## R. COOPER JR. INC.

Electrical Servants for Every Task

221 NORTH LA SALLE STREET, FRANKLIN 5720 ... AND FIVE NEIGHBORHOOD SHOWROOMS

7829 S. Halsted St. 4234 W. Madison Street 4836 Broadway 4082 Milwaukee Ave. 1112 Davis St., Evanston • University 8830 Radcliffe 4100 Van Buren 2460 • Village 8981 Longbeach 1125 Pensacola 1800 Wilmette 4334 • Shelbroke 1158

**LOOP**  
BOSTON STORE—State and Madison Sts.  
CARSON PIRIE SCOTT & CO.—State and Madison  
COMMONWEALTH EDISON ELECTRIC SHOPS—  
74 W. Adams St.  
R. COOPER JR., INC.—221 N. La Salle St.  
THE DAVIS STORE—State and Jackson  
THE FAIR—State and Adams  
MARSHALL FIELD & COMPANY—  
State and Randolph  
STRAUS & SCHRAM—115 S. Wabash Ave.  
JOHN M. SMYTH—Madison St. East of Halsted

**SOUTH SIDE**  
BIMROSE FURNITURE CO.—1232 S. Michigan  
JOS. HUDRIK, INC.—3417 S. Halsted St.  
COMMONWEALTH EDISON ELECTRIC SHOPS—  
3460 S. State St.  
852 W. 63rd St.  
2950 E. 92nd St.  
1116 S. Michigan Ave.  
CAVE DEPARTMENT STORE—3049 E. 92nd St.  
R. COOPER JR., INC.—7829 S. Halsted St.  
FRANK'S DEPT. STORE—813 W. 79th St.  
FRIED'S DEPT. STORE, 1455 S. Pulaski Rd.  
GOLDBLATT BROS., INC.—4705 S. Ashland Ave.  
9100 S. Commercial  
26th and Turner  
CARL E. JOHNSON HARDWARE CO.—  
4536 Cottage Grove Ave.  
SCHALLER BROS.—1956 W. 35th St.  
3113 W. 63rd St.  
4172 Archer Ave.  
STRAUS & SCHRAM—424 E. 47th St.  
813 W. 63rd St.  
WIEBOLDT STORES, INC.—63rd and Green Sts.  
11120 S. Michigan Ave.

**NORTH SIDE**  
COMMONWEALTH EDISON ELECTRIC SHOPS—  
4562 Broadway  
2618 Milwaukee Ave.  
4833 Irving Park Blvd.  
2745 Lincoln Ave.  
CONGRESS RADIO SHOP—2125 Milwaukee Ave.

R. COOPER JR., INC.—4082 Milwaukee Ave.  
THE FAIR—Milwaukee Ave. at Wood St.  
GOLDBLATT BROS., INC.—4722 N. Broadway  
3149 N. Lincoln  
IRVING PARK RADIO SHOP—  
4023 Irving Park Blvd.  
PREMIER REF SALES & SERVICE—  
502 N. Clark St.  
STRAUS & SCHRAM—3318 N. Lincoln  
4025 Milwaukee Ave.  
WIEBOLDT STORES, INC.—1279 N. Milwaukee  
Lincoln Ave. at School St.

**WEST SIDE**  
COMMONWEALTH EDISON ELECTRIC SHOPS—  
4231 W. Madison St.  
R. COOPER JR., INC.—4234 W. Madison St.  
GOLDBLATT BROS., INC.—1818 W. Chicago Ave.  
HAMLIN ELECTRIC CON. CO.—3611 W. 29th St.  
PERRY FURNITURE CO.—2309 W. Taylor St.

**ILLINOIS**  
AURORA—Haried Home Appliance Co., 121 Downer  
Place  
BARRINGTON—Legeschulte Electric Shop, 107  
Hough  
BATAVIA—Carl Anderson  
BERWYN—Osberg Appliance Co., 6353 W. Cermak  
Road  
BLOOMINGTON—Gray-Trimble Electric Co.  
BLUE ISLAND—Adam C. Kranich, 13035 S. West-  
ern Ave.  
BUCKINGHAM—Henry Tuntland  
CAMBRIDGE—Hulin-Craft Motor Co.  
CARY—Suburban Electric  
CHICAGO HEIGHTS—Wm. Hildeman  
DANVILLE—Meis Bros., Inc.  
DE KALB—National Auto Supply Co., 546 E. Lin-  
coln Highway

DELAVAL—L. J. Stumbaugh  
DALTON—C. S. Stoney—14229 Chicago Rd.  
DESPLAINES—Scott Electric Shop  
DOWNERS GROVE—Rodlund Radio Appliance Co.  
ELGIN—Gordon Refrigerator Sales, 21 S. Spring St.  
ELIZABETH—Gerhman Motor Sales  
ELMHURST—Elmhurst Electric Co.  
ELMWOOD—J. H. Waisel & Son  
ESSEX—M. & J. Schoeser  
EVANSTON—R. Cooper Jr., Inc., 1112 Davis St.  
Marshall Field & Company, 1700 Sherman Ave.  
Wielboldt Stores, Inc., 816 Davis St.  
FRANKFORD—Frank Eisenbrandt  
GALENA—Andrew Dahls  
GALESBURG—Central Refrigerator  
GARDNER—M. A. Hansen  
GENEVA—Wm. Rosenfelder, 124 W. State  
GLEN ELLYN—Gloy Engineering Co.  
GRAYSLAKE—Thomas Walsh  
HARVEY—Eagle Department Store, 181 E. 154th St.  
HEBRON—F. W. Mease  
HINSDALE—Osberg Appliance Co., 10 E. Hinsdale

HIGHLAND PARK—H. W. Nordin Co., 10 N  
Sheridan Rd.  
JACKSONVILLE—Hopper & Hamm  
JOLIET—Fitzgerald Furniture Co., 805 Cass  
Goldblatt Bros., Inc.  
LACON—Siel Electric Home Appliance Co.  
LA GRANGE—Osberg Appliance Co., 15 W. Calendar  
LIBERTYVILLE—Titus Bros., 501 N. Milwaukee Ave.  
LINCOLN—W. E. Bouillon  
LISLE—Albert Riedy Company  
LOCKPORT—Miller Hardware Company  
MCHENRY—Carry Electric Shop  
MINONK—Vissering Merc. Co.  
MINOOKA—Van Audlen Garage  
MOMENCE—George Charboncau  
MT. PROSPECT—Mt. Prospect Elec.  
NILES CENTER—Niles Center Electric Co.  
NORTHBROOK—P. L. Haap, 1809 Sherman  
OAK PARK—The Fair, Lake at Marston St.  
Marshall Field & Company, 1144 Lake St.  
Wielboldt Stores, Inc., 1133 Lake St.  
OGLESBY—Castagna Hardware

PARK RIDGE—Novak & Parker, 118 Main  
PEKIN—Hackley Bros.  
PEOTONE—Jurres Barton  
PEORIA—Ingh Bros., Inc., 110 N. Madison  
PERU—City of Peru  
Seward Electric Shop  
PLAINFIELD—Jones Hardware  
PONTIAC—DeBolt Farm Implement Co.  
PRINCETON—Horton Electric  
RANTOUL—Leonard Furniture Co.  
RICHMOND—Krusz Hardware  
RIVERSIDE—Riverside Electric  
ROCKFORD—J. H. Patterson Co., 211-213 N.  
Church St.  
SENECA—Gerbert Bros.  
STREATOR—Duis Electric Co., 119 S. Bloomington  
SYCAMORE—Wetzel Bros.  
UNION HILL—C. Van Voorst  
WAUCONDA—Blackburn & Broughton  
WAUKEGAN—North Shore Washer, 223 S. Genesee  
WEST CHICAGO—Henry Kress  
WHEATON—Western Sales & Engineering Co.  
WILMINGTON—Barry Hardware  
WINNETKA—H. W. Nordin Co., 900 Lincoln Ave.  
WOODSTOCK—A. W. Wagner

**INDIANA**  
CROWN POINT—Hard's Electric Shop  
GARY—Dreyfus Elec. Co., 826 Broadway  
HAMMOND—Dreyfus Electric Co., 136 Sibley  
MICHIGAN CITY—Warren Corp., 717-723 Franklin  
VALPARAISO—Valparaiso Plumbing Co.  
WHITING—Dreyfus Electric Co., 1450 119th

**UTILITIES ELECTRIC SERVICE COMPANIES**  
Commonwealth Edison Electric Shops—All Shops  
Public Service Co. of Northern Illinois—All Stores  
Illinois Northern Utilities Co.—All Towns  
Illinois Power & Light Corp.—Campaign, Decatur,  
Ottawa, La Salle  
Central Illinois Electric & Gas Co.—Lincoln  
Northern Indiana Public Service Co.—Hammond  
Division  
Northwestern Illinois Utilities—Savanna