

AGAIN NORGE

is first choice for Christmas



NEW ROLLATOR REFRIGERATORS

Give you more storage space
WITH 12 FLEXIBLE INTERIOR ARRANGEMENTS

Norge gives you more storage space, through the most flexible—the most usable—interior shelf arrangements. This means you can store more food more conveniently in a Norge. Most Super-Deluxe and Low-Temp models have 12 different variations of shelf and utility basket placement. You can change from one to another instantly to accommodate tall bottles, bulky roasts, extra large dishes. See for yourself—ask your dealer for a demonstration.

Be sure to see the New Norge Low-Temp Rollator Refrigerator and learn how its lower temperatures and higher humidity keep many foods *Prime Fresh* from 2 to 5 times longer. Current costs are no greater than for ordinary refrigeration.

NEW CONCENTRATOR RANGES

Personalized to fit your kitchen and fit your purse

From a wide choice of models, colors and equipment, Norge offers you exactly the range you have always wished for.

GAS models have new, improved oven controls and top burners for even greater economy than ever before. All utensil drawers slide smoothly on roller bearings. Ovens are extra large—heavily insulated with Rock Wool.

ELECTRIC models are the last word in modern cooking equipment. Chromalox *super-speed* cooking units, available on all models, are spill-proof—practically indestructible. Be sure to see the Norge before you buy!

NEW AUTOBUILT WASHERS AND DUOTROL IRONERS

For quicker laundering at greater savings

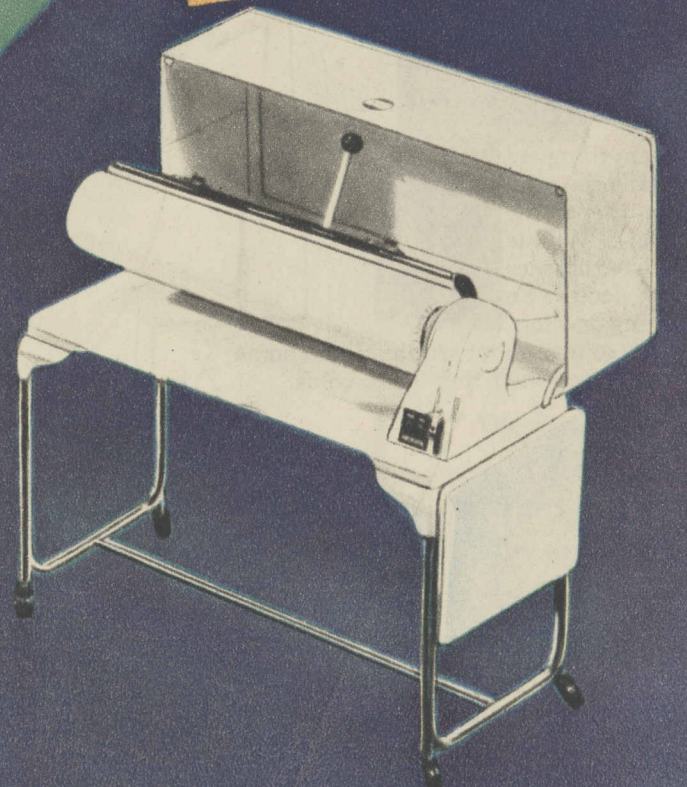
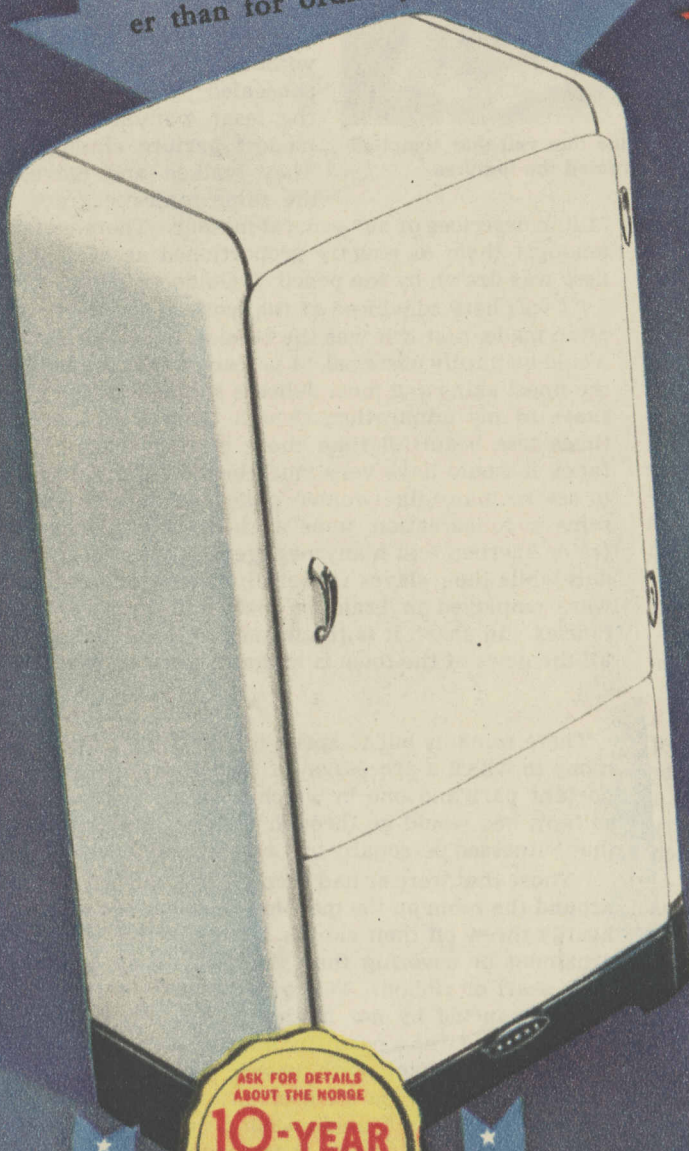
Get a Norge washer and forget wash day worries. You'll get cleaner, whiter clothes. The super-safe wringer will amaze you with its easy operation. The famous Autobuilt transmission, permanently sealed-in-oil, is standard on all models. The motor is lifetime-lubricated.

Special features of the Norge ironer make ironing easier and cut costs. Heat trap dome saves current—makes operation cooler. Knee control is adjustable for either knee. Invest now in Norge home laundry equipment for low cost washings for years and years to come.

Now in effect
Special Holiday Terms



It's easier to buy a Norge now than at any other time in the year! A small down payment delivers any Norge appliance at once. You pay no more until March 1st, at which time you begin the small monthly payments amounting to only a few cents a day. Get your Norge now and enjoy its convenience and use-savings during the busy holidays.



. a roller rolls AND THERE'S ICE!

Norge is the only refrigerator with the surplus-powered ROLLATOR that makes cold by revolving slowly in a permanent bath of oil . . . That's why only the Rollator cold-making mechanism . . . the Norge compression unit . . . carries a 10-Year Warranty. (The Rollator Compressor has but 3 slowly moving parts) AW-14C

NORGE DIVISION Borg-Warner Corporation, Detroit, Mich.

SALESMEN
Many of our substantial dealers have permanent, well-paying positions for ambitious, intelligent salesmen—For details write—**SAMPSON ELECTRIC CO.**

FOR SALE AT LEADING DEPARTMENT STORES, FURNITURE STORES AND RESPONSIBLE NEIGHBORHOOD DEALERS

SAMPSON ELECTRIC COMPANY

(EXCLUSIVE DISTRIBUTORS)

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LOOK FOR THIS SIGN WHEN YOU BUY

