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—most
usable—interior shelf arrangements.
This means you can store more food
more conveniently in a Norge. Most
Super-Deluxe and Low-Temp mod-
els have 12 different variations of
shelf and utility basket placement.
You can change from one to an-
other 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 Refrigerators
and learn how its lower temperatures
and higher humidity keep many
foods Prime Fresh from 2 to 3 times
longer. Current costs are no great-
er than for ordinary refrigeration.

NEW CONCENTRATOR
RANGES
Personalized to fit your
kitchen and fit your purse
From a wide choice of models—col-
ters and equipment, Norge offers you
exactly the range you have always
wanted for.
GAS models have new, improved
oven controls and top burners for
even greater economy than ever
before. All oven draws 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-tough cooking
units, available on all models, are
spill-proof—practically indestruct-
ible. Be sure to see the Norge
before you buy!

NEW AUTOBUILT
WASHERS AND
DUOTROL
IRONERS
For quicker laundering
of greater savings
Get a Norge washer and forge
wash-day worries. You'll get clean-
er, whiter clothes. The super-safe
wringers 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 less
costs. Heat trap-door saves current
—makes operation cooler.
Knob control is adjustable for either knee.
Invest now in Norge home laundry
equipment for low cost wash-
ings for years and years to come.

NEW IN EFFECT
Special Holiday Terms
SMALL
DOWN
PAYMENT
NOTHING MORE
TO PAY UNTIL
MARCH 1st!
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 cost-
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 Compressors have had 2 lonely moving parts).

NORGE DIVISION
Norge-Warner Corporation, Detroit, Mich.

FOR SALE AT LEADING DEPARTMENT STORES, FURNITURE STORES
AND RESPONSIBLE NEIGHBORHOOD DEALERS
SAMPSON ELECTRIC COMPANY
(Exclusive Distributors)
3201 SOUTH MICHIGAN AVENUE
CALUMET 2255

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