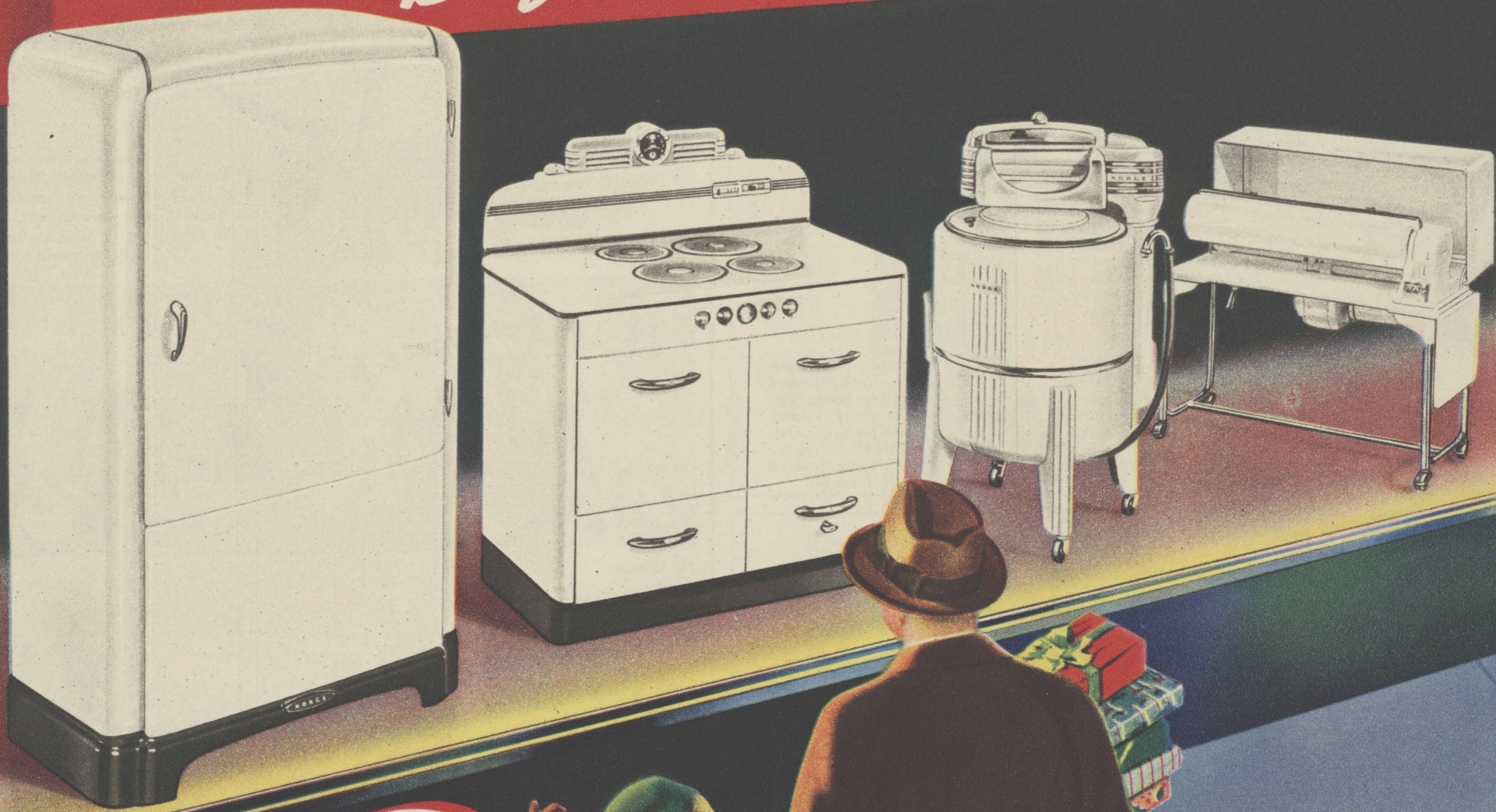


SEE THE NORGE

Before You Buy



"I hope Santa Claus brings Mom a Norge this Christmas"

A Norge for Christmas brings health, happiness and better living to everyone in the family for years and years to come . . . and it doesn't take all of your Christmas cash either! You'll still have money left for those little personal gifts that make Christmas such a happy time. A *small* down payment delivers any Norge appliance at once. You don't pay a penny more until March first when you begin small monthly payments of only a few cents a day.

NORGE DIVISION Borg-Warner Corporation, Detroit, Michigan

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 the Rollator cold-making mechanism . . . the exclusive Norge compression unit . . . carries a 10-Year Warranty. (The Norge Rollator Compressor has but 3 slowly moving parts.)



NORGE ROLLATOR REFRIGERATION . . .

Gives You More Storage Space, More Usability. Norge gives you more storage space, through the most usable interior

shelf arrangements. This means you can store *more food, more conveniently* in a Norge. Most 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.

NORGE 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. New, improved oven controls and top burners make the new Concentrator ranges even more efficient—even more economical. Many years of experience in building fine cooking equipment are behind the advanced convenience features Norge engineers have developed for these new ranges. You'll be an even better cook if you prepare your meals on a Norge Concentrator Range.

NORGE AUTOBUILT WASHER . . .

For Quicker Laundering at Greater Savings . . . Wash day worries are forgotten in the home that owns a Norge Autobuilt Washer. It gives your family cleaner, whiter clothes. The super-safe wringer amazes everyone with its easy operation. The famous Autobuilt transmission, permanently sealed-in-oil, is standard on all models. The motor is lifetime lubricated. Invest now in Norge home laundry equipment, including a labor-saving Norge Duotrol Ironer, for low cost washings for years and years to come.

NORGE

Plus Value Home Appliances

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