

THE ONE YOU'VE ALWAYS WANTED!

"—and they lived thriftily ever after!"

Take a second choice in refrigerators? No sirree! For the thrifty bride knows that the convenience and economy of a G-E will endure for long, long years. It is a product of the world's largest electrical manufacturer, originator of the simple, silent, sealed-in-steel cold-making mechanism that has been constantly improved during twelve years.

The First Choice of Millions

NEW G-E REFRIGERATORS NOW POPULARLY PRICED!

No need now to take a chance on an out-dated model, or a refrigerator that may look like "a bargain" today but be "a big regret" tomorrow. For never before could so little buy so much in a G-E Refrigerator as it does right now. Over a thousand new 1938 G-E Refrigerators are now being purchased by thrifty buyers every day!

Save More In More Ways!

When you buy a General Electric you don't *spend* money—you *invest* it! See the 1938 G-E *new economy* models now on display. They freeze more ice, produce more cold, preserve more food and give you more convenience for even less current cost than ever before.

Save All Ways! Assure for yourself all the benefits of the improvements to be had in the new 1938 G-E models. Check the new G-E for low operating cost, low upkeep, long life; for fast freezing, safe food preservation and greater convenience. Look at the price tags—compare values and we believe you too, will choose a General Electric.

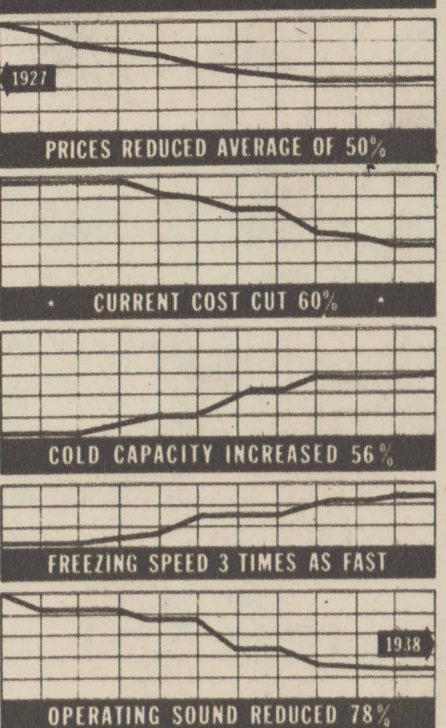


NEW

Triple-Thrift REFRIGERATOR

THRIFTY IN PRICE • THRIFTY IN CURRENT • THRIFTY IN UPKEEP

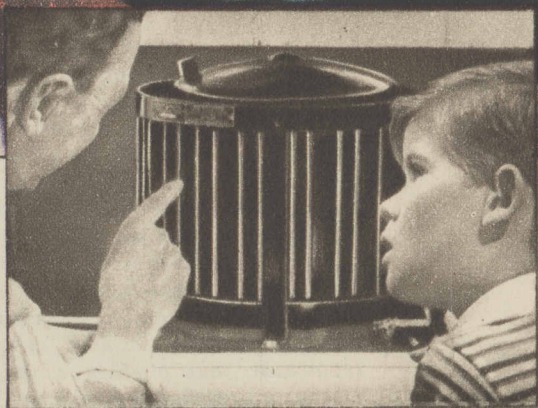
New 1938 G-E Models Climax a Smashing 12-Year Record of Ever Increasing Values!



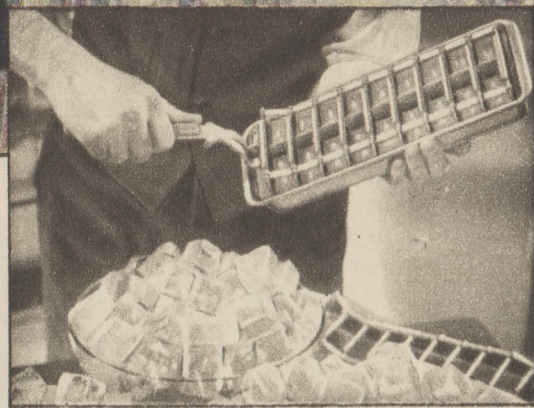
Start a New 'Save Wave' in YOUR Kitchen!

You can save more food! For the new big General Electric deluxe cabinets have more flexible, more usable food-storage space. Interiors can be quickly re-arranged to accommodate your day-to-day needs.

Adjustable Sliding Shelves
Split-Shelf • Tilt-Shelf
Stainless Steel Super-Freezer
12-speed Temperature Control and Defrosting Switch
Fast-Freezing, Easy Release
G-E Quick-Trays
Thermometer
Vegetable Drawer
Food Containers • Chiller Tray
Automatic Light



Silent, Sealed-in-Steel General Electric THRIFT UNIT. 5-Yrs. Performance Protection. The only sealed cold-making mechanism that has been *constantly improved* for 12 years. OIL COOLING assures quieter operation, low current cost, enduring economy.



YOU SAVE MORE ICE with the new General Electric Quick-Trays. For two cubes or a trayful can be released at once without the usual waste of melting. 480 big cubes can be frozen by the six-tray models in 24 hours.

GENERAL  ELECTRIC

Get a General Electric Refrigerator—this first choice of millions is **NOW POPULARLY PRICED!**

R. COOPER JR. Inc.

DISTRIBUTOR

LA SALLE AT WACKER DRIVE • Franklin 5720

New 1938 General Electric Triple-Thrift Refrigerators are now on display at
Electric Appliance Stores
Department Stores
Furniture Stores

