



LADIES! LADIES! THIS REALLY IS —

# GOOD NEWS

ALL THE HOT WATER YOU NEED PAY AS YOU ENJOY IT!

*Now!*

General Electric offers a new guarantee and ten-year protection plan to purchasers of General Electric Automatic Electric Water Heaters. Think of it—ten full years of protection for you on your new galvanized-tank water heaters. Now . . . you can have all the hot water you need—when you need it—and at low cost too.

Now You Can Have a —

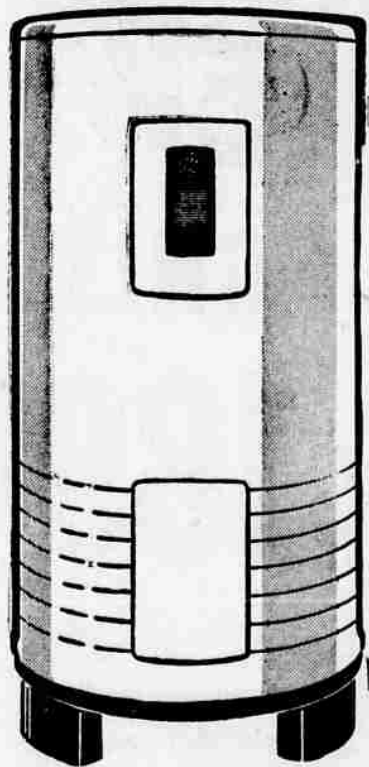
GENERAL  ELECTRIC

*AUTOMATIC*

## WATER HEATER

INSTALLED *In Your Home for Only*

\$ **7.77** Per Month



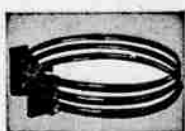
This Offer Applies to 40 Gallon Size Similar Low Terms On Other Sizes! OFFER RESTRICTED TO HOME OWNERS NOW RECEIVING ELECTRIC RANGE SERVICE

### NOTHING DOWN! Just \$7.77 Per Month

Now You Can Enjoy **DEPENDABLE** Hot Water 24 HOURS A DAY. With The New GE **AUTOMATIC** Water Heater!

#### ● Calrod Heating Units

RIBBONS of long-life Calrod® encircle every tank, to provide efficient, economical heating.



#### ● Automatic Brain

THE "AUTOMATIC BRAIN" of your water heater keeps the water at uniform temperature.



#### ● Better Insulation

THREE INCHES OF FIBERGLAS insulation completely surrounds the tank, to keep the heat where it belongs—in the water.



\* Trade-mark Reg. U. S. Pat. Off.

You Can Put Your Confidence in GENERAL  ELECTRIC and the **HOME APPLIANCE CO.**

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