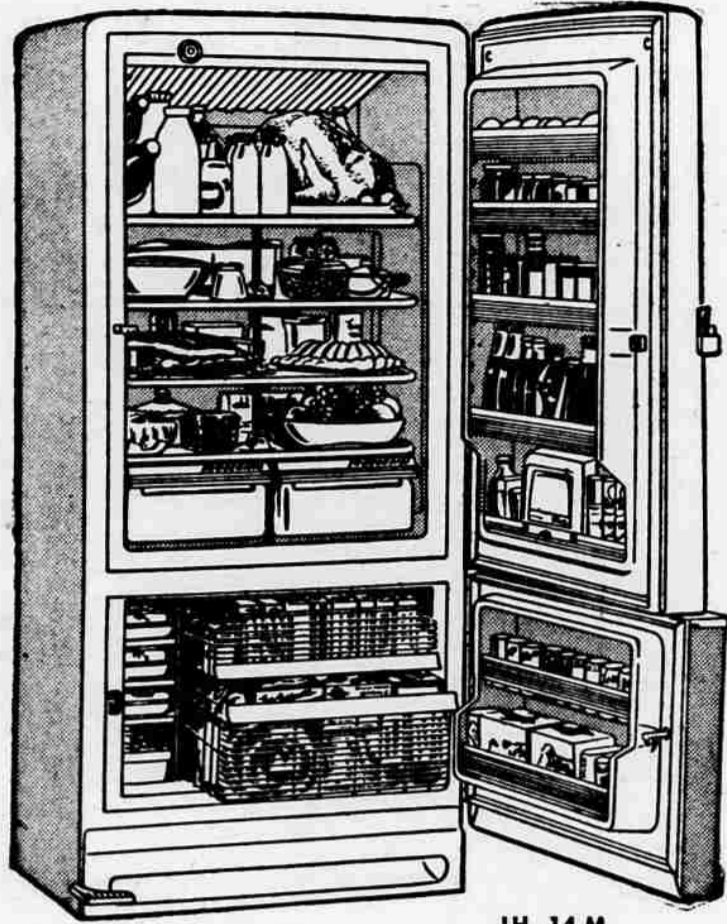


Progress Is Our Most Important Product

GENERAL ELECTRIC



A

LH-14-M



B

LH-12-M



C

LM-10-M



D

LB-11-M

Four different refrigerators . . . or four different needs? What is the basic difference in the refrigerators pictured on this page? Is it price . . . value, size . . . dependability or, economy? Perhaps the REAL difference is something deeper, more intangible. We say it is.

We believe your NEED, as an individual, is the difference; that mechanical features are, after all, only frosting on the cake. We believe it is a dis-service to sell a refrigerator merely as a dependable mechanical device to keep your food cold. We believe it is a dis-service to you, to sell a refrigerator on PRICE alone.

We believe your individual NEED is the most important responsibility that we have. We back up this belief . . . or we give you your money back. It's as simple as that. We promise you our prices will be low and competitive. General Electric's quality you already know. G-E guarantees the product . . . and so do we, and we live here. Come in and let us show you how your NEEDS can be satisfied.

A This is G-E's new Refrigerator - Food Freezer . . . gives you TWO appliances in ONE. The refrigerator section needs no defrosting, keeps your food moist-cold-fresh, nutritious, even uncovered, to save you money. The freezer section is a true zero degree freezer, adequate to meet the NEEDS of most families. It is priced at \$500.00 during the month of June. 13.7 Cubic Feet.

B Two-door Refrigerator - Food Freezer, with a True Zero Degree Freezer Section. 12.1 cubic feet. Fresh food section needs no defrosting, keeps your foods moist-cold, and fresh—even when uncovered, to save you money. Available in color at no extra cost. TWO appliances in ONE . . . \$430.00.

C Medium - priced Refrigerator - Food Freezer, with separately refrigerated, and insulated freezer section. TWO appliances in ONE. Keeps your foods moist-cold and appetizingly fresh even when uncovered to save you money . . . \$360.00.

D This refrigerator DOES NOT HAVE a True Zero-Degree freezer section, separately refrigerated and insulated. A good value if your NEED is for large capacity at a low price. Food kept in the fresh food section must be covered or it will dry out. We believe that over a period of time this refrigerator will cost more . . . than our Refrigerator-Food freezers. This Model is priced at \$300.00.

PAYMENTS TO FIT YOUR NEED

G-E FIVE-YEAR PROTECTION PLAN

All the Refrigerators shown here are covered by a one-year written warranty on the complete Refrigerator (and Freezer, in Twin-System models) against defective materials and workmanship, and four years' additional protection on the sealed-in refrigerating system.

AUTHORIZED DEALER
GENERAL ELECTRIC APPLIANCES



PHONE 2-4583

PHONE 2-5595

MAIN STORE
115 E. Main

BARGAIN STORE
303 S. Front