



Christmas shop in one stop!

This Christmas do all your gift shopping at your General Electric dealer's



Automatic Blanket . . . You choose the exact temperature you like. G-E Sleep Guard® adjusts automatically to room temperature changes. Six smart colors. Custom-tailored corners. Completely washable.

New All-Transistor Pocket Radio . . . This radio fits pocket or purse, goes wherever you go. Plays on low-cost penlight batteries. Earphone jack lets you plug in for private listening. Choice of colors.

New Clock-Radio with Nite-Light and Snooz-Alarm® . . . Wakes you, lets you cat nap, calls again. Calls five times. Nite-Light turns on or off at a tap. Every automatic feature. Choice of colors.



GIVE BETTER ELECTRICALLY!

RELAX—and do your Christmas shopping this year right from these pages. Just look over these very practical General Electric gift suggestions and, whatever you plan to spend, chances are you'll find the right kind of gift for everyone on your Christmas list.

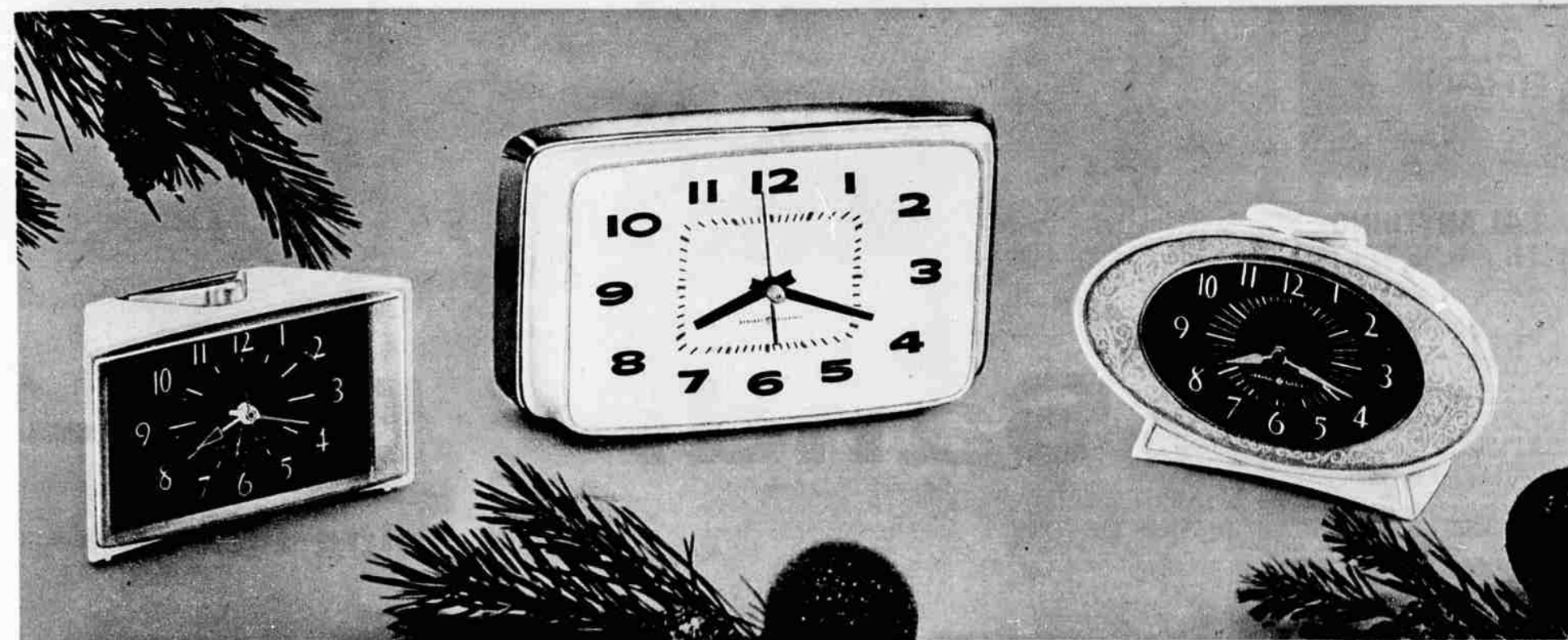
Then take this list and *shop in one stop* at your nearby

General Electric dealer's. If you've been planning to make your gift dollars work just a little harder this year, we guarantee you'll be pleasantly surprised. But, remember to buy *now*—you'll get extra values!

General Electric Company, Housewares & Radio Receiver Division, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

GENERAL ELECTRIC



Royal Snooz-Alarm® Clock . . . Has a new kind of alarm that wakes you gently, lets you snooze a while, then wakes you again—automatically. Fully luminous dial in wide-vision case. Sea-mist, pink or beige.

Trim Clock . . . Here's thin-tailored beauty for your kitchen. Has crisp, clean lines and comes in sparkling color combinations of chrome with white, copper with white or yellow. Large, easy-to-read dial.

Syncopation Clock . . . Wakes you up to a pleasant music-box tune. Has a gracefully fashioned fluted oval case of antique white . . . makes a delightful decoration for your bedroom. Stays on time to the minute.



New Peek-A-Brew® Coffee Maker . . . The only coffee maker that shows you how much coffee you have left. Just set the brew selector to the strength you like. No need to watch or time it.

*Trade-mark of General Electric Company

New Automatic Toaster . . . This is classic styling at a low, budget price. Has exclusive 9-position browning control, gives you better toast every time. Extra-high pop-up action . . . and handy snap-out tray.

Automatic Skillet . . . With G-E thermostat. Controls heat with extreme accuracy. No watching. Thermostat is detachable. Skillet is completely immersible for easy cleaning. Handy cooking chart on handle.

Steam & Dry Iron . . . It's two irons in one! Flip the button up—it's a steam iron. Push the button down—it's a dry iron. Even-Flow steam system assures a steady steam for greater ironing ease.

Automatic Sandwich Grill and Waffle Baker . . . Three appliances in one!—it grills sandwiches; it fries bacon and eggs. Flip the grid and it's a waffle baker. With six pretested temperature settings.

New Cord Reel Cleaner . . . At a touch of your toe the cord stores itself inside the cleaner! Attachments ride "piggy back." Double-Action cleaning unit adjusts automatically to rugs or bare floors.