

WHY...

IS THE MECHANISM OF THE REFRIGERATOR YOU BUY SO IMPORTANT?



**5 YEARS
PROTECTION**
FOR ONLY \$1 A YEAR

With the General Electric Monitor Top refrigerator you get the standard 1 year warranty . . . PLUS 4 more years protection on sealed-in-steel mechanism for only \$5.

THE mechanism represents approximately 70% of your investment in *any* modern refrigerator. Look to its performance record for the greatest value in the refrigerator you buy . . . and your greatest satisfaction in its use year after year. Features alone are worthless unless the mechanism provides constant cold 24 hours every day throughout many years.

The General Electric Monitor Top set a new standard in dependable electric refrigeration at low cost. Its performance record is without parallel. Introduced in 1927, the General Electric was the first electric refrigerator to carry a 2 year guarantee, then a 3

year guarantee, then a 4 year service plan. Now, you are protected 5 years against any possible replacement cost on this famous sealed-in-steel mechanism for only \$1 a year!

See the new 1934 General Electric models we are now displaying and you will understand why the General Electric is universally recognized as the standard of refrigeration excellence.

GENERAL  ELECTRIC
ALL-STEEL REFRIGERATORS

Luce & Goodfellow, Inc

508 Fremont
LAS VEGAS

Terminal Bldg.
BOULDER CITY