

# W. J. ELECTRIC CO.

## Your G-E Store Announces Its Formal Opening

### FRI. & SAT. MARCH 19 & 20

Located In New Stucco Building Immediately Back Of Boyd Richardson's Store



WE HAVE A COMPLETE LINE OF GENERAL ELECTRIC PRODUCTS, THE GREATEST NAME IN ELECTRICAL APPLIANCES - - - REFRIGERATORS, ELECTRIC STOVES, ALL-AUTOMATIC WASHERS, RINGER WASHERS, ELECTRIC WATER HEATERS, IRONERS, IRONS, ELECTRIC SINKS, DISHWASHERS, DISPOSALS, RADIOS, ELECTRIC HEATERS, HOT PLATES, G-E TRIPLE MIXERS, COFFEE MAKERS, ELECTRIC CLOCKS, PRESSURE COOKERS, ALUMINUM WARE AND G-E FLUORESCENT AND REGULAR LIGHT BULBS. G-E BLUBS STAY BRIGHTER, LONGER



Four Large Attendance Prizes Given Away Free - - - Be Sure To Attend Our Opening

IMMEDIATE DELIVERY ON ALL MODELS

GENERAL ELECTRIC

## Space Maker Refrigerators

GIVE YOU MORE OF EVERYTHING



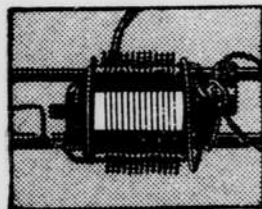
Just take a look at this beautiful refrigerator. It's the new 1947 General Electric Space Maker Refrigerator - the refrigerator that gives you one-third more refrigerated food storage space with no increase in kitchen floor space.

And look inside this great, new General Electric. Note the ample shelf space, storage, deep meat compartment, and full-width fruit and vegetable drawer.

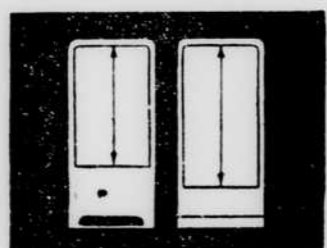
This is General Electric's answer to homemakers' demands for more refrigerated food storage capacity.

Model NC-8

Price Begins at \$224.95 On 8 Foot Refrigerators



Rigid tests and inspections prove that the new, improved General Electric refrigerating mechanism gives even longer and more dependable performance than the great "sealed-in-steel" units that already have an unmatched record.



Compare the size of the interior of the new General Electric Space Maker Refrigerator on the right with an average six-cubic-foot refrigerator on the left.

See these new, beautiful General Electric Space Makers now! See these big refrigerators with more room for frozen food, more space for bottles, for meats, vegetables, everything you keep in a refrigerator, yet occupy no more floor space.

Here's good news!

ONLY \$19.95

A LOW-PRICED PORTABLE G-E IRONER

A G-E Portable Rotary Ironer that lets you "sit-down-to-iron" - priced for even the most careful budget.

You'll wonder how you ever got along without a G-E Rotary

when you see how quickly it does the ironing - and leaves you fresh as when you began. It's easy to operate, and can do any ironing job you have. A Real G-E Value!

Come in and ask for a demonstration. It's the best ironing "news" we've had in years.

**A REAL G-E VALUE**

Right- or left-hand control  
6-in. by 22-in. roll  
Adjustable thermostat  
Open end for easy ironing  
110 sq. in. ironing-shoe surface  
Long-life heating element  
Fully enclosed G-E motor  
Underwriters' approved

GENERAL ELECTRIC Home Laundry Equipment

**G-E Irons**  
See The G-E AUTOMATIC THE STEAM IRON And The TRAVEL IRON Before You Buy

Now You Can See It!

Now You Can Buy It!

## The G-E All-Automatic Washer

NO OTHER AUTOMATIC WASHER HAS SO MANY IMPROVED FEATURES.

- Portable
- No Bolting Down
- Thoro Washing
- Top-Loading Cover
- Drier Clothes
- Filtered Water
- Automatic Soap Dispenser
- Water Temperature Control
- No Oiling . . . No Greasing
- Rinse Water Saved

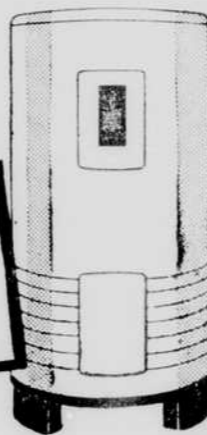
COME IN AND ASK TO SEE THIS REVOLUTIONARY, ALL-AUTOMATIC WASHER

Toss in the clothes, add soap, and set the dials. When the clothes have been soaked, washed, rinsed and damp-dried—all automatically—many pieces are actually dry enough to iron!

And not only does the G-E All-Automatic Washer save you hours of work and attention, but it has all the features you've always wanted in an automatic washer.

## GENERAL ELECTRIC Water Heater

**HOT WATER!!** So necessary for daily living. So useful in the home. The G-E Automatic Electric Water Heater gives you all the hot water you need 24 hours a day, day in, day out—It is completely automatic.



Once your General Electric Water Heater is installed, forget it! Its automatic brain, the Thermostat, will provide you with plenty of hot water at just the right temperature for

BATHING • WASHING DISHES • LAUNDRY  
THE BABY • SHAVING • HOUSECLEANING  
AND A HUNDRED OTHER USES

No more waiting! Turn on the faucet, and there's your hot water—automatically delivered at the instant you want it. All you need for every use.

If you want to enjoy the thrill, economy, and convenience of the G-E Automatic Electric Water Heater

## RADIOS

See And Hear FM At Its Finest

You'll Want A

GENERAL ELECTRIC Natural Color Tone Radio, Because You Want The Finest

SEE OUR

- Floor Model 5-Band, FM - AM Automatic
- FM Table Model Radios
- Self-Charging Portable Radios
- Battery Sets—Table Models—Radio Phonographs

**FREE Attendance Prizes FREE**  
FOR OUR OPENING DAYS—FRIDAY AND SATURDAY

1. A Fine 5-Tube Table Model Radio
2. A Beautiful Steamomatic Iron
3. A G-E Electric Alarm Clock
4. A Daisy DeLuxe Can Opener

Visit Our New Store Friday or Saturday. You May Receive A Prize.

G-E AUTOMATIC BLANKETS — FOOT WARMERS — COFFEE MAKERS — TOASTERS — HOT PLATES — ALUMINUM WARE

## W. J. Electric Company

Associated With W. J. Parts Co.

Your General Electric Store

John F. Reeves, Mgr.

West Jefferson

North Carolina



You'll always be glad you waited for your

## NEW G-E SPEED COOKING RANGE

DOZENS OF FEATURES THAT MAKE MEAL-GETTING A REAL PLEASURE

- New, Improved HI-SPEED CALORID UNITS Built In
- COMPLETELY AUTOMATIC TRIPLE-OVEN
- Exciting, New LIFT-THRIFT UNIT
- New, Improved TEL-A-COOK LIGHTS
- Concealed, removable NO-STAIN OVEN VENT

Get set to be a happier homemaker when you install your bright and shiny new 1947 General Electric "Speed Cooking" Range. It has all the plus features of electric cooking . . . speed, economy, cleanliness, convenience, and dependability . . . that make meal-getting "easy as pie."

SEE IT TODAY!

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

## AT LAST! The Answer to ALL Your Housecleaning Needs

Above the Floor, the diminutive TIDY . . . a new kind of above-the-floor cleaner.

On the Floor, the distinguished TALL . . . perfect for rug cleaning.

TIDY (with attachments) \$42.60

TALL \$53.25

TOGETHER They make A fine pair

Tidy, the 7 1/4 pound cleaning wonder that slings over your shoulder by an adjustable strap. Complete set of light weight attachments clean upholstery, lamps, draperies—dust floors, walls, stairs—spray insecticides and light lacquers.

Tall, a marvel of ease and efficiency—cleans rugs to perfection. Handle locks in position for easy under-furniture and rug-edge cleaning. Dirt-spotter light hunts out dark-corner dust. Easy-to-empty, accordion-top bag.

They're the "PERFECT PAIR"—right for all your housecleaning needs. Other G-E upright cleaners can also be bought in combination with the Tidy.

SEE THEM TODAY

## Mr. Farmer Are You Planning To Install A Milk Cooler?

IF YOU ARE, BE SURE TO SEE OUR "Key-Wall" G-E EQUIPPED

## Esco Coolers

PATENTED ESCO COOLING CYCLE—COOLS FROM THE TOP DOWN  
STURDY CONSTRUCTION—FOR YEARS OF RUGGED SERVICE