

75 Years of General Electric Kitchens



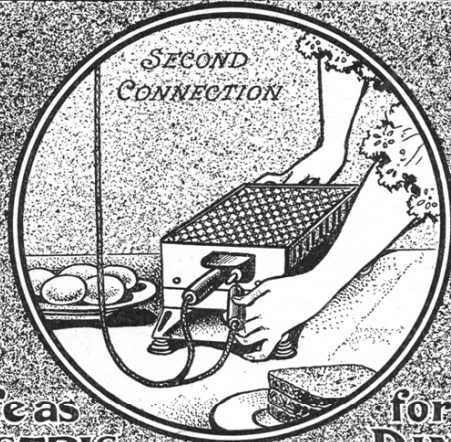
General Electric Company

GENERAL  ELECTRIC
Refrigerator

Everything Electrical for After-Victory Homes

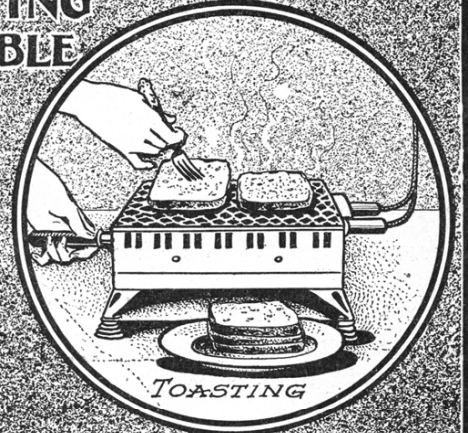
GENERAL  ELECTRIC

GENERAL  ELECTRIC



Safe as
ELECTRIC
LIGHT

for the
DINING
TABLE



A Few of Many Uses

The G-E Radiant Electric Grill

This new Electric Grill is really a miniature range that grills as well as fries, toasts and boils—and bakes pancakes. Other small electric devices boil, fry or toast but the G-E Radiant Grill was the first practical device that grills also.

Chops, steaks and fish are grilled *underneath* visible coils of wire that grow red hot the minute the current is turned on.

As shown above, the coil section can be lifted with one hand while the chop is turned or tested with the other.

This Grill takes its electricity from *any* lamp socket, hence it is always ready for use.

For the busy hostess, college girl, bachelor maid or bachelor, this G-E Grill has a greater range of uses than any other electric convenience of its size.

The Heat Produced by "Calorite"

Of all the substances that change electricity into heat "Calorite" is the standard. "Calorite" is used *only* in G-E heating and cooking appliances—for example, in the half million G-E Flatirons in use everywhere. The "Calorite" heating coils in the G-E Radiant Grill insure its permanent superiority over all similar devices.

Get One Today

Handsomely finished in nickel and supplied with frying pan, stew pan, and all necessary attaching plugs. For sale by lighting companies and electrical supply dealers everywhere. If your dealer cannot supply you, write us and we will see that you are supplied promptly.

"Electric Heating and Cooking," a 64-page book illustrated in colors, will be sent to any adult mentioning this advertisement.

General Electric Company, Dept. 44-H, Schenectady, N. Y.

The Guarantee of Excellence on Goods Electrical is the monogram trade mark of the General Electric Company

3397





Years of study by Electrical engineers to save Hours of labor in "Woman's Work"

Saving millions of footsteps, making home tasks easier, multiplying the moments of leisure—this is what cheaper electricity and successful invention have done to banish the saying that "Woman's work is never done."

In hundreds of thousands of homes—one great labor-saver, the G-E ELECTRIC IRON, has turned a long drudgery into a short, easier task. A special feature of this particular iron, its "even heat," means quick ironing, and quicker ironing means less labor and less electricity. An added convenience, quick heating, is assured by a special arrangement of air spaces that send the heat directly down into the ironing.

The G-E Iron also holds this heat so well, and distributes it so evenly on the ironing surface, that a good bit of the ironing can be done with the current turned off. No separate stand—merely tip the iron back on its own heel stand.

What Edison Mazda Lamps Save

Another economy product of the same G-E

laboratories is the EDISON MAZDA LAMP, which gives its cheerful light with but one-third of the electricity needed for the old style carbon lamp. This leaves you a big, actual *saving of current* for use in heating your iron, running your vacuum cleaner, sewing machine or washing machine—or for operating your G-E Toaster, G-E Hotplate, G-E Ozonator, or any of the other delightful home conveniences bearing the G-E trade mark.

"G-E" tells the whole story. Look always for that trade mark.

Electric Wiring Costs Less, Too

You will be surprised to find how little it now costs to equip your home for all these electrical comforts. The walls will not be marred. Your nearest electrical dealer or your lighting company will direct you to a good electrical contractor. Ask them also to show you the G-E Flatiron, the various sizes of Edison Mazda Lamps and the many other G-E electrical conveniences for the home.

*The Guarantee of Excellence
on Goods Electrical*



GENERAL ELECTRIC COMPANY

Sales Offices in all large Cities **The largest Electrical Manufacturer in the world** Agencies Everywhere

A G-E Ozonator destroys cooking odors and smoke.



The better vacuum cleaners are equipped with G-E Motors.



No dirt or muss, the way houses are wired now.



Nothing to do but guide the work when a G-E Motor supplies the power.



No "Blue Mondays" when a G-E Motor runs the washing machine.



3970

Save time, energy and money —don't market every day

The General Electric Refrigerator is unusually roomy and it keeps all food healthfully fresh



IT'S such a relief not to have to go to market every day. Two or three times a week will do the job—with energy and time and money saved—if you have a General Electric Refrigerator.

For even the smallest model is so designed that it can hold a generous store of foods—several days' supply for the average family. And its temperature is just right to keep meats wholesome, milk sweet, salads crispy.

The General Electric Refrigerator actually makes a minimum of floor space yield a max-

imum of food space. That's because the chilling chamber is incredibly compact.

All the models are up on legs. This makes it so easy to keep the floor underneath clean.

You will notice, too, that the General Electric has no belts or fans or drain pipes. That it has no machinery under the cabinet, inside—or in the basement. You will be glad that it needs absolutely no oiling. And your bills for electricity will tell you the pleasant story that this perfect refrigeration is economical.

In fact, now that the fifteen years of experiment in the General Electric laboratories has produced this simple, quiet, efficient refrigerator, there's really no reason for being without the advantages it can give you. Already more than fifty thousand General Electric Refrigerators are bringing new comforts to American homes.

There are many models—at a wide range of prices. Get full information about them by writing us for booklet S-4A, which is illustrated and completely descriptive.

GENERAL ELECTRIC Refrigerator

1937

NOW! YOU CAN THROW THESE BOTH AWAY!

STOP WASHING DISHES!

Stop roughening your hands in dishwater. It's no longer necessary. Let the G-E Dishwasher do this task for you. You turn a switch and the job is done. The Dishwasher is also available as an individual unit.



STOP SAVING GARBAGE!

Scrape table scraps into the sink drain and the new G-E Disposall will reduce them to a thin pulp which is then flushed away. The Disposall, as a separate unit, can also be installed in your sink.

STOP washing dishes—and lugging kitchen waste to the garbage can. These drudgeries have no place in today's home. Throw the pans and cans away. The complete and beautiful new General Electric Sink performs these unpleasant tasks with magical speed and thoroughness—for just about a cent a day!

Imagine the joy of never again having to wash or dry another dish or cooking utensil! The General Electric Dishwasher (in the lift compartment of the sink) means just that. You clear the table, stack the chinaware, glassware, silverware—even the pots and pans—in capacious trays and snap a switch. That's all. *Your* job's done. Scalding sprays of hot water swish into every cranny and crevice, nook and corner of the "dish pile." And shortly, each piece emerges spotlessly *hygienically* gleaming-clean! No wiping either—the dishes are dried by their own heat. And no after-cleaning of the Dishwasher—the G-E automatically cleans and dries itself.

Then, there's the disposal of kitchen waste—always an unpleasant chore. The G-E Disposall unit, built

into the General Electric Sink, takes care of that once and for all and *instantly*! You simply scrape the food scraps, parings, even bones into the sink drain, turn a switch, and this remarkable device whisks everything away—reduces it to a thin pulp which is flushed through the drain like water. No odor. No clogging of pipes. Another important General Electric contribution to better living!

See a demonstration today at your General Electric appliance dealer's showroom, or send the coupon below for full descriptive literature. The General Electric Sink will relieve you of the most unpleasant part of housework. Terms will be arranged to meet your needs.

Tune in on "The Hour of Charm"—every Monday evening, 9:30 P. M., EDT on NBC Red Network. Hear Phil Spitalny and his all-girl orchestra.



GENERAL ELECTRIC CO.
Nela Park, Cleveland, Ohio

Please send full information regarding G-E
☐ Complete Electric Sink ☐ Dishwasher
☐ Disposall.

Name _____

Address _____

City _____ State _____

GENERAL  ELECTRIC
ELECTRIC SINK



FARM JOURNAL and FARMER'S WIFE - September 1944

She sees a brighter day ahead

TODAY, the cock-crow summons her to long hours of work . . . hard work.

It is wartime, and a Nation looks to its farms for more and more food. Yet there are fewer hands for the raising of that food, and for the daily chores in the barns and in the house.

The woman on the farm has accepted her added duties willingly.

But she sees, as never before, the need for modern, timesaving electrical helpers in her farm home. And, looking ahead, she sees a brighter day . . . when she can have these helpers to lighten her tasks and give her more time for church work, PTA meetings, social affairs.

Her home—any farm home on the Hi-line—can some day be a completely General Electric equipped home:

She'll have a G-E water heater to give her—automatically—all the pip-

ing hot water she wants.

A G-E automatic electric range that takes most of the work and all of the watching out of cooking a meal . . .

Work-savers like a G-E kitchen mixer, a G-E automatic toaster, a G-E automatic coffee maker . . .

A big G-E refrigerator with lots of space for storing frozen foods, milk, butter, and eggs.

General Electric—making only war materials today—will be producing *all* these conveniences in peacetime . . . and developing new ones . . . to provide farm homes, like city homes, with the finest appliances our skills can produce.

Tune in: "The G-E All-Girl Orchestra," Sunday 10 p. m., E.W.T., NBC—"The World Today" news, every weekday, 6:45 p. m., E.W.T., CBS.

FOR VICTORY—BUY AND HOLD MORE WAR BONDS



What marvels there'll be in a complete G-E laundry! A G-E Automatic Washer that washes, rinses, damp-dries . . . *all by itself*. A Tumbler Dryer that dries clothes fast. An easy-to-use Flat Plate Ironer . . . a lightweight Hand Iron, with automatic control for any fabric.

"Everything Electrical for After-Victory Farms and Homes"

GENERAL  ELECTRIC

1944



Introducing Mrs. Eugene Singer. And the "family," Patricia, 7, and Jimmy, 4. They'll tell you proudly, "Dad's a lieutenant in the Navy!" Mrs. Singer (who actually *does* sing) often helps entertain servicemen's groups in and near Chicago.



The Singers' home is pleasant, roomy. They're anxious to "fix the inside like new" after the war. "There are loads of things we want to do," said Mrs. Singer, "but Gene's promised me we can have the kitchen done over first!"

The Singers, of Highland Park, Ill.,
invite you to an

Exciting Kitchen Preview



Before

Their kitchen as it is today—average-size, a bit old-fashioned. "The most exciting thing about a postwar all-electric kitchen," declared Mrs. Singer, "is that it costs surprisingly little—whether you're building, or remodeling, as we plan to do!"



After

And now—take a preview peek at the Singers' kitchen of "tomorrow." It's the same kitchen, redesigned by the General Electric Home Bureau to save steps, save work—and be one of the brightest rooms in the house.

In it, there'll be all these after-victory marvels...

G-E dishwasher. Washes a day's dirty dishes sparkling-clean, with never a chip or crack. Rinses, dries, all by itself. (And there's always *plenty* of hot water, thanks to G. E.'s automatic Water Heater.)

G-E Disposall (fits into the sink). Grinds up every scrap of garbage—even bones—and scuttles it all down the drain.

G-E refrigerator, with crisping compartments and butter conditioner to keep butter spreadable. **G-E range**, to let you in on the joys of electric cooking. And all the "little helpers" ... for example ...



Sleek new G-E Automatic Toaster. No more burned, scraped toast! This G-E wonder pops it up when it's crisp and golden, or can be set to keep toast warm as long as you want it. Easy to clean.

TUNE IN: "The G-E All-Girl Orchestra," Sunday, 10 p. m., E.W.T., NBC—"The World Today" news, every weekday, 6:15 p. m., E.W.T., CBS.

FOR VICTORY—BUY AND HOLD WAR BONDS!



All-Electric Kitchen

Everything Electrical for After-Victory Homes

GENERAL ELECTRIC

THE GIRL WHO SHATTERED THE DREAM OF CORPORAL CLARK



HE WROTE :

"... and I keep dreaming about that home we're going to have when this shindig is over.

"I can just see you in the kitchen, after dinner. You're wearing some kind of frilly apron and you're up to your elbows in dishwater and maybe there's a smudge on your pretty cheek that you got from cleaning up the stove. I'm drying the dishes, of course, and probably I break one or two but I give you a kiss for each one and we laugh it off all right.

"Gosh, honey, it is going to be great ..."



SHE REPLIED :

"... got a great kick out of your picture of us in the kitchen, and I love you for it.

"But, darling, do you mind if I shatter your dream—in a nice way? Our house—yours and mine—isn't going to be built like that, especially the kitchen! We're going to have a home that's built for comfortable, convenient living for a long, long time!

"It's going to be built with all the things in it that I've read about. Like the General Electric dishwasher that does the dishes without my getting a drop of water on my hands or you touching a dish towel. Imagine! And that's just a sample of what we can have, even if we aren't a bit rich!

"Oh, darling, after what you're going through you rate a wonderful life, and I'm planning ..."



"AND THESE ARE GOING TO HELP PAY FOR IT!"

THE WAR BONDS you're buying today—to help shorten the war—will also help pay for the miraculous electrical conveniences G. E. will make for your After-Victory home. Bonds build purchasing power and at the same time will help create jobs after the war. Keep on buying bonds and stamps ... regularly.

HEAR the General Electric programs: "The G-E All-Girl Orchestra" Sunday 10 P. M.—E.W.T. NBC ... "The World Today" news every weekday 6:45 P. M.—E.W.T. CBS.



Everything Electrical for After-Victory Homes

GENERAL ELECTRIC

1952



G-E All-Electric Kitchen only \$47²⁰* a month!

This is the "Young America Home" kitchen now being featured in model homes from coast to coast.

HOME BUILDERS everywhere have selected the same identical G-E Kitchen—as shown above for their model "Young America Homes"—homes which they believe offer the most in attractive design, features, and *dollar-for-dollar value*. Watch for a "Young America Home" opening in your vicinity. You can have a kitchen like this planned especially for your home—for as little as \$47.20 a month.

Here's how you can finance it . . . In the kitchen shown above, the beautiful General Electric equipment—including work surfaces—can be had for as little as \$47.20 a month, after small down payment. You can have these timesaving electric wonders now; pay for them over a three-year period!

Other financial plans available in your lo-

cality may reduce the monthly payment far below the \$47.20 price quoted here.

For details, send coupon below for free copy of booklet about facts for financing your kitchen if you're buying, building, or remodeling.

Here's how you can plan it . . . We do more than merely provide you with all the wonderful new equipment—we help you plan and style the layout of your kitchen for maximum efficiency. Your G-E dealer can arrange a complete personal planning job for you—at no additional cost.

Take advantage of your General Electric dealer's expert advice—drop in to see him. Or,

if his name is not listed in the classified section of the phone book, fill out coupon below and mail today—we'll see that a G-E retailer gets in touch with you at an early date.

If you're buying or building a new home . . . be sure it has a complete G-E All-Electric Kitchen! Here's why . . . the cost of a modern kitchen—one of these *complete* all-electric wonders—is as little as four or five dollars extra a month. This is possible because the cost of your kitchen is included right in your regular long-term mortgage. Talk to your architect or builder about a complete G-E All-Electric Kitchen for your home.

GENERAL ELECTRIC

YOUR ALL-ELECTRIC KITCHEN INCLUDES:



G-E 8-cu-ft Refrigerator. "Space Maker" model. World-famed for dependable service.



G-E Dishwasher & Sink. Dishes automatically rinsed, washed, and dried with heat.



G-E "Speed Cooking" Range. It's fast, safe! The automatic features make grand meals easy!



G-E Disposall. Gets rid of garbage electrically! No need to see, touch, or smell garbage again!



G-E Steel Cabinets. Plenty of food-and-utensil storage space; extra work surface, too.

General Electric Co.
Box 8-10-CC,
Louisville 2, Ky.

Dear Sirs:
Please send me free booklet. Also name of my local G-E Kitchen specialist. I understand I am under no obligation.

NAME _____

ADDRESS _____

CITY _____ STATE _____

*Price at time this ad was prepared.

MAGNIFICENT, NEW GENERAL ELECTRIC WALL REFRIGERATOR-FREEZER



Lets in or no remodeling necessary. The new G-E Wall Refrigerator-Freezer can be installed with little or no remodeling in most homes. The cabinet is mounted safely and securely to a sturdy 3-foot mounting bracket which is screwed to the wall. It can be moved and rehung in another location, if and when desired.

Hangs on the wall like a picture

Now, you can offer your clients something unique in refrigerator design. This magnificent refrigerator-freezer that hangs from the wall provides a completely new and advanced concept of modern living. Truly, it is the most convenient and magnificent refrigerator-freezer ever produced!

The advantages of this utterly new G-E Wall Refrigerator-Freezer are obvious; there's no need to bend or stoop for foods because everything can be seen at a glance. The new G-E Wall Refrigerator is luxuriously convenient in other ways, too. It can be installed directly above a work counter to provide extra counter surface. And, there's room in the kitchen for extra bare cabinets because this compact new appliance occupies no floor space.

All three doors are equipped with famous alnico magnets that grip the doors shut . . . no projecting handles.

The new G-E Wall Refrigerator-Freezer is available in a choice of six Mix-or-Match colors including white.

Only a limited number of G-E Wall Refrigerator-Freezers are now being produced. Call your G-E distributor, or send the coupon below, General Electric Co., Appliance Park, Louisville 1, Ky.

Progress Is Our Most Important Product

GENERAL ELECTRIC



FREE, COLORFUL 8-PAGE BOOKLET

Send in P. O. Box 458, New York 46, N. Y.

Please send detailed information and complete specifications about the magnificent new G-E Wall Refrigerator-Freezer.

Send for it now!

Name _____ Title _____
 Company Name _____
 Street _____
 City _____ State _____



In this de luxe refrigerator-freezer are 10.7 cubic feet of storage room—8.7 for fresh foods and 2 for frozen foods. It is 5 feet 4 inches long, 3 feet 3½ inches high and 17½ inches deep. **1.** The exterior is long-lasting baked enamel with a wide band of textured aluminum. **2.** All 3 doors have famous alnico magnets. There are no handles, no catches. **3.** Separate vegetable and fruit crispers have transparent sliding doors. **4.** Top shelf provides space for tall bottles. Shelves are adjustable to various levels. **5.** Separate compartments inside door for butter, egg rack; and door shelves for small jars and cans. **6.** Zero-degree freezer has room for up to 83 packages of frozen foods. **7.** Four new-style Mini-Cube ice trays. **8.** Frozen fruit juice storage rack. **9.** Dependable and whisper-quiet.



A Mix-or-Match color choice.

This magnificent appliance will be made for your clients in any one of six exciting decorator colors. You have a choice of: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown or White.



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Model J-408. \$4.12 weekly—after small down payment. 36 months to pay.

Will your stove cook without watching?

1959 General Electric Ranges let you bake, boil, roast, grill . . . barbecue, too . . . without being "tied to the stove"!



Can you dial the exact temperature you need—and not go back to turn it up or down? New Automatic Unit makes all your pans automatic!



Can you lift off the oven door for "no-stretch" oven cleaning? Every General Electric Range has lift-off doors; broiler units pull out; bake units lift up.

Go ahead—join your guests! Your new General Electric Range will do the cooking—and the watching—for you!

Appetizers cook on an automatic griddle that maintains the temperature you dial. Little pizzas bake in the Companion Oven—turned on and off by its own timer.

Family-sized Rotisserie in the Master Oven turns the roast slowly, evenly, till it's perfectly browned. Even vegetables need no watching—hi-speed units give *controlled* heat.

Your G-E dealer has a wide assortment of General Electric Ranges in 30- and 40-inch models; with single or double ovens. And General Electric quality is backed by prompt, courteous service by General Electric-trained service experts.



Your old stove will make a down payment on a new General Electric!

PRICES START AT **\$149⁰⁰***

(Or about \$2.00 a week after small down payment.) *Factory recommended price for Model J-299 (not shown). In Alaska and Hawaii freight and handling extra.

GENERAL  ELECTRIC

Range Dept., General Electric Co., Louisville 1, Ky.



Can you cook meals while you're out? Or if you have a timer, is it too complicated to use? This Automatic Oven Timer is as easy to set as a clock!



Can you cook without smudging pans? Worry about drafts blowing out a low flame? No open flames on General Electric Ranges . . . they're clean, safe, fast!

1963



Big 12-pound washer has Mini-Basket for the things you now do by hand

12-pound-capacity washer by General Electric now has a small, extra washbasket: MINI-BASKET*. It washes frilly frocks, woolen socks, unmentionables. All the things you now labor over at the sink.

It washes ever so gently and uses about the same amount of water you do when washing by hand. When not doing a little or leftover load, lift it out...

Huge, 12-pound loads come truly clean in the big washbasket. General Electric spent three years and \$7,000,000 to develop its relentless washing action. Lint? Filter-Flo® System traps lint fuzz in the filter, not on clothes.

So you see the new General Electric is really two washers in one—giant-size 12-pounder, exclusive little MINI-BASKET. Now at your dealer's.



Only 28 inches wide. Low-priced two-door refrigerator-freezer will please all who have small kitchens. 61 inches high—11.2 cu.-ft. capacity—zero-degree freezer holds up to 81 lbs. frozen food. Fresh-food section never needs defrosting; slide-out shelves. White, Mix-or-Match colors.

Americana® '63 range has 2 full ovens, yet is only 30 inches wide. It is fast: boils a pint of water in 130 seconds. It is careful: Sensi-Temp® cooktop unit holds the temperature you choose, avoids burning food. Easy to clean: oven door lifts off; cooking units tilt up. (Model J-794)

*FRILLBASKET is a registered trademark of the General Electric Company, White Plains, N.Y.

GENERAL  ELECTRIC

1964

New Americana® by General Electric features P-7, the oven that cleans itself electrically.



Don't touch this dirty oven...



just set dials, latch the door...



it cleans itself electrically.

There isn't, there can't possibly be, a more exciting range in the whole world today.

For now the fabulous Americana has P-7 in the master oven!

No, those pictures are no trick. You don't use any cleanser. No liquids, no pastes, no fumes, no nothing. Just turn two dials to "CLEAN," set timer, latch door. The same electricity that cooks for you cleans this oven completely. All that's left of crusted-on pie juices, cheese spillings, roast drippings is a trace of fine white ash on the oven floor!

GENERAL  ELECTRIC

No range ever deserved such a feature more. The Americana's smart built-in look, 2-level exhaust system, 2 full ovens, rotisserie, Sensi-Temp® cooktop unit, push-button controls, and a host of other extras in its compact 30" width, make it ideal for your new kitchen. And because it's electric, it means *flameless cooking*.

Only your General Electric dealer has the Americana. Only he can show you the P-7 oven—on the Americana and on two other models. Look him up today, in your Yellow Pages.

1966



MOBILE MAID®
DISHWASHER



Model SM 501B

It's
the top!



From its smart new carving board to its precision-engineered cleaning performance, this new G-E Mobile Maid Portable Dishwasher is the last word in kitchen appliances.

That rich, cherrywood countertop is a carving board. Also available with a "grasscloth" Textolite® top.

Notice the special Twin-Rack. Both racks lift with the lid for easier loading and unloading.

See the G-E built-in and convertible models, too. There are General Electric dishwashers for just about every budget.



NEW SILVER SHOWER—the *plus* washing action for silverware. High-pressure jets of water are focused straight into the silverware basket. And the basket has a convenient handle for easier carrying, faster loading and unloading. It's a General Electric exclusive!



THORO-WASH gets dishes clean without scraping, without prerinsing. Just tilt off large or hard food scraps. **THORO-WASH** means more than one level washing action coupled with Flush-Away Drain. Power Shower (1) washes down. Power Tower (2) washes up. Power Arm (3) washes all around. Flush-Away Drain (4) carries off all soft food particles. It's a General Electric exclusive!

GENERAL  ELECTRIC

Circa. 1987



**90th FL 10 RMS W VU. NEW YORK AT YOUR FEET.
\$17 MILLION.**

SO WHAT'S COOKING IN THE KITCHEN ?



In this unoccupied 90th floor penthouse, there's a
GE Monogram kitchen.
Every other apartment in this, the tallest residential
building in the world, has a GE Monogram kitchen, too.
Interested parties, please contact Mr. Trump personally.

GE Monogram
Visit monogram.com

imagination at work 