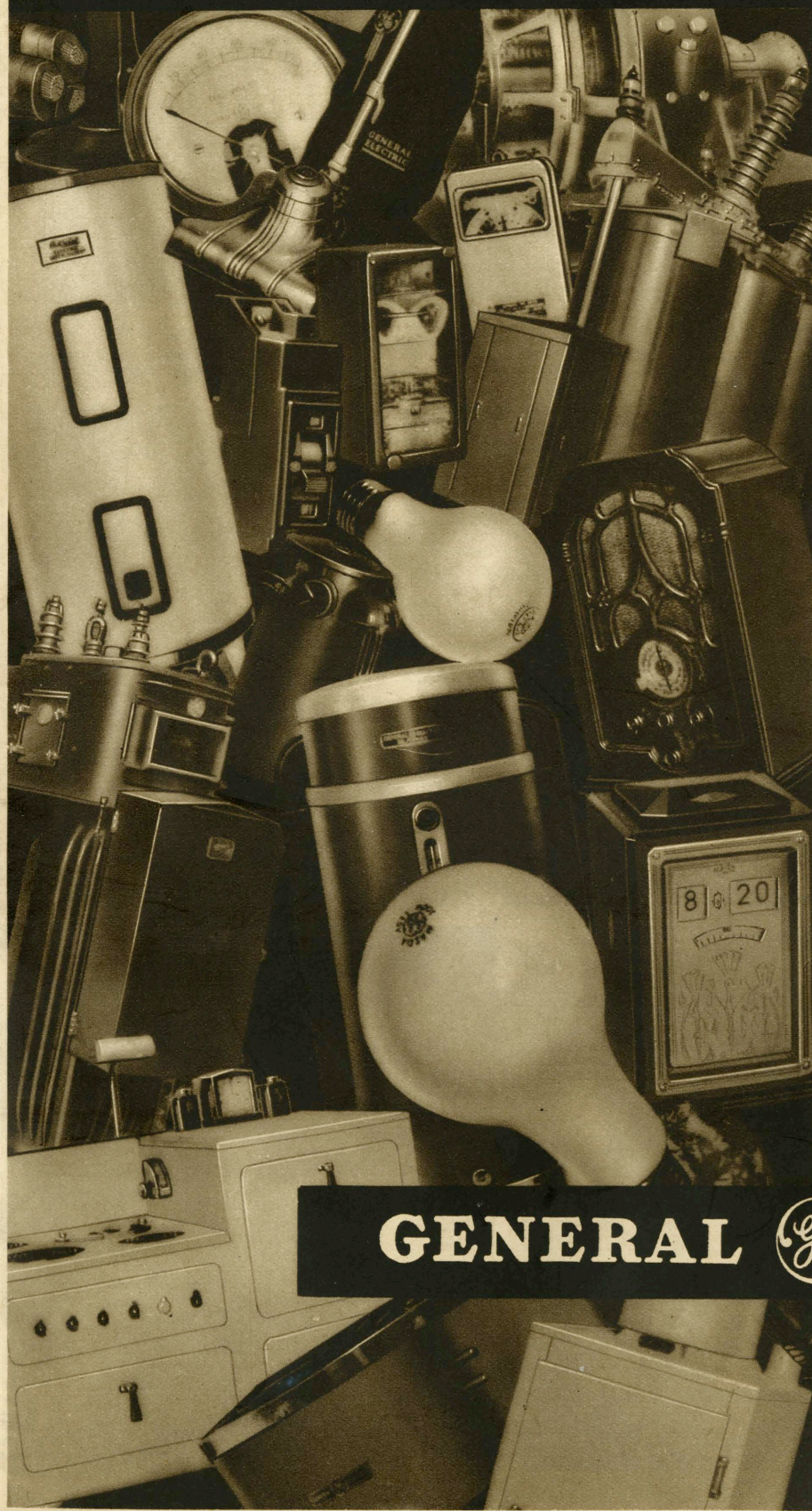


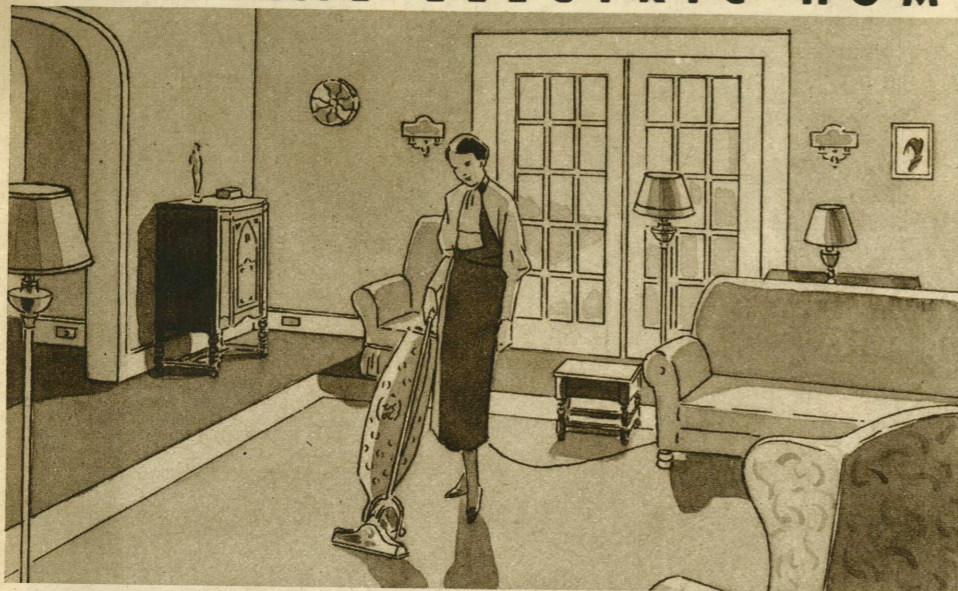
25

IF IT'S ELECTRICAL

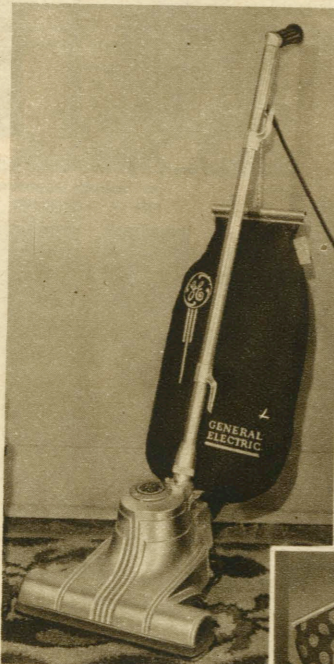


GENERAL  ELECTRIC

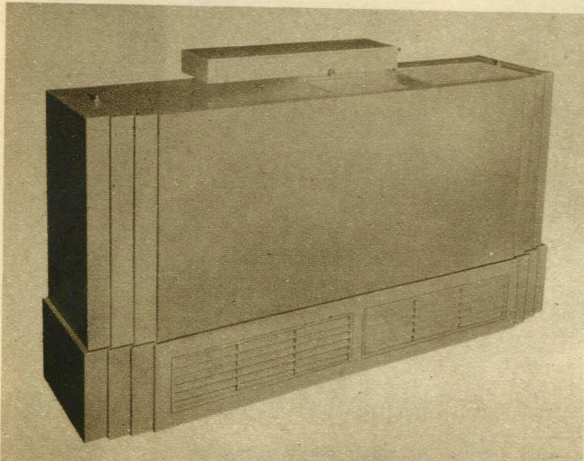
GENERAL ELECTRIC HOME PRODUCTS



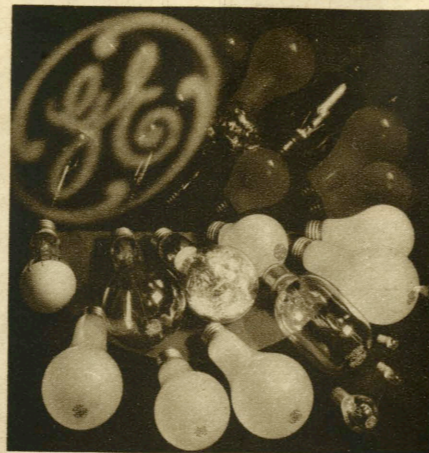
Radio receivers, from small desk and table models to all-wave receivers and de luxe radio-phonograph combinations. Prices begin at \$24.95.



Vacuum cleaners, both plain suction and motor-driven-brush types. Prices range from \$23.75. Also, an inexpensive, small, hand suction cleaner.



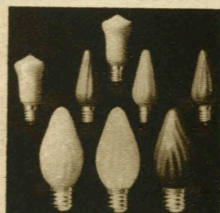
Unit room air conditioner for better ventilation. Dehumidifies, cools, cleans, and circulates air in summer; heats, humidifies, cleans, and circulates air in winter.



Incandescent lamps, of every kind, from flash-light bulbs and automobile lamps to high-wattage motion-picture lamps.



Photoflash and Photofood lamps for amateur and professional photography.

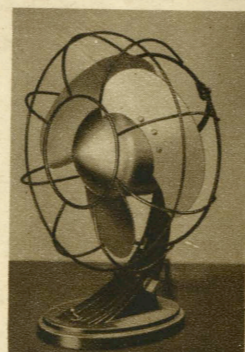


Christmas-tree lights, and decorative lamps for the home and for outdoor use.

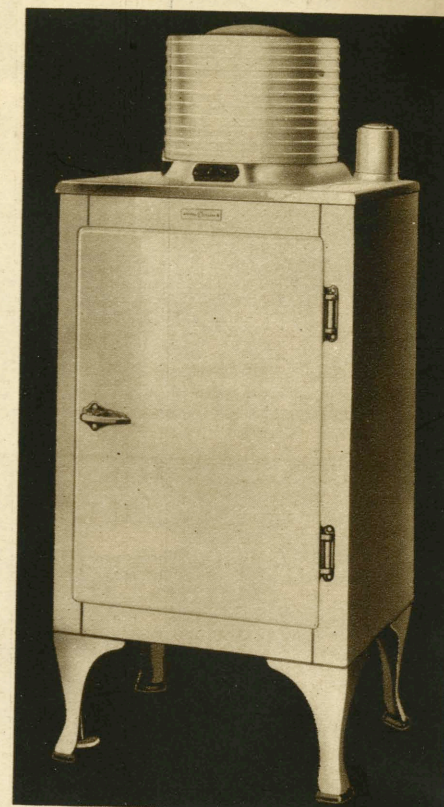
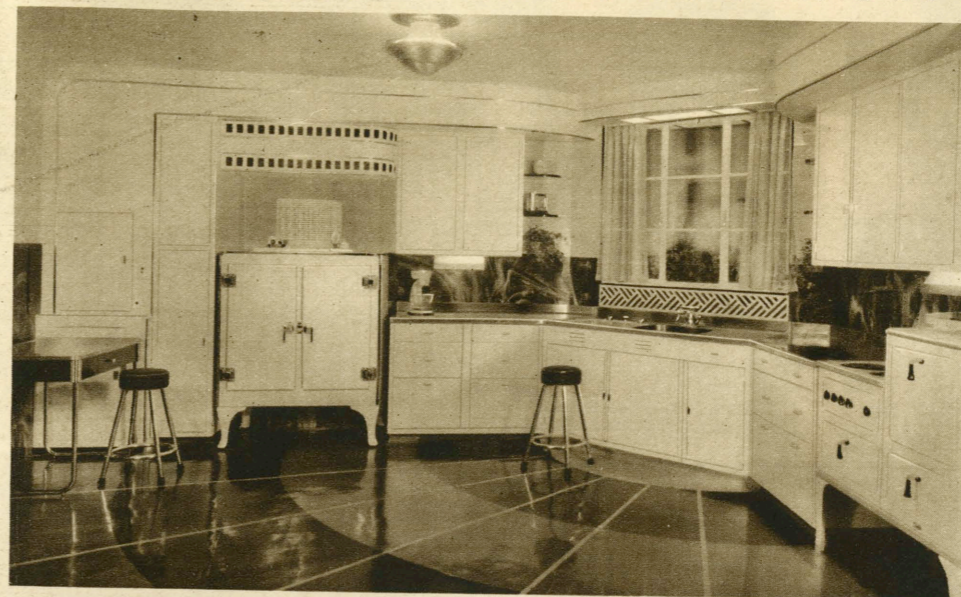


Clocks for every purpose—desk, kitchen, mantel, and wall models. Also alarm and chiming clocks. Prices as low as \$4.50.

Fans—desk, utility, and ventilating types—new "G-E Quiet" fan shown. Prices from \$4.60.



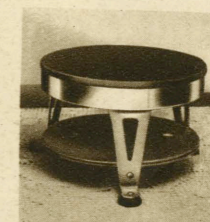
GENERAL ELECTRIC HOME PRODUCTS



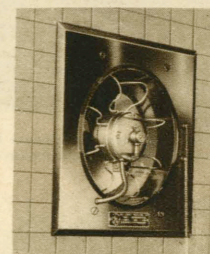
Refrigerators, ranging in capacity from 4.0 cu. ft. to 10.7 cu. ft. Quality line, featuring Monitor Top; also flat top model. Prices begin at \$111.00 at factory.



Ranges in a variety of models. All equipped with Calrod heating units. Automatic feature makes it possible to cook meals without supervision. Prices begin at \$123.00 at the factory.



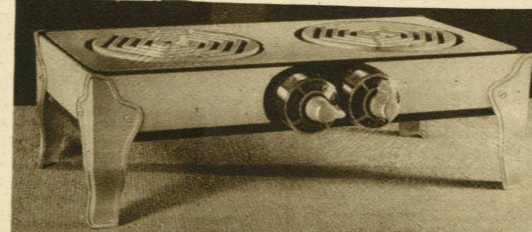
Disc stoves in four convenient sizes, both single- and three-heat models. Prices from \$4.95.



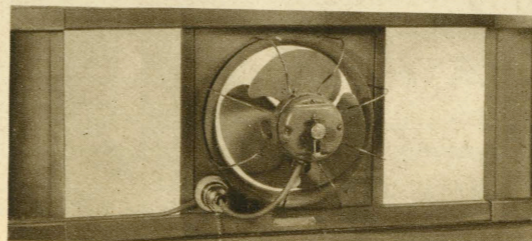
Wall ventilating fan. Will renew air in most kitchens in from 3 to 5 minutes. List price, \$35.00.



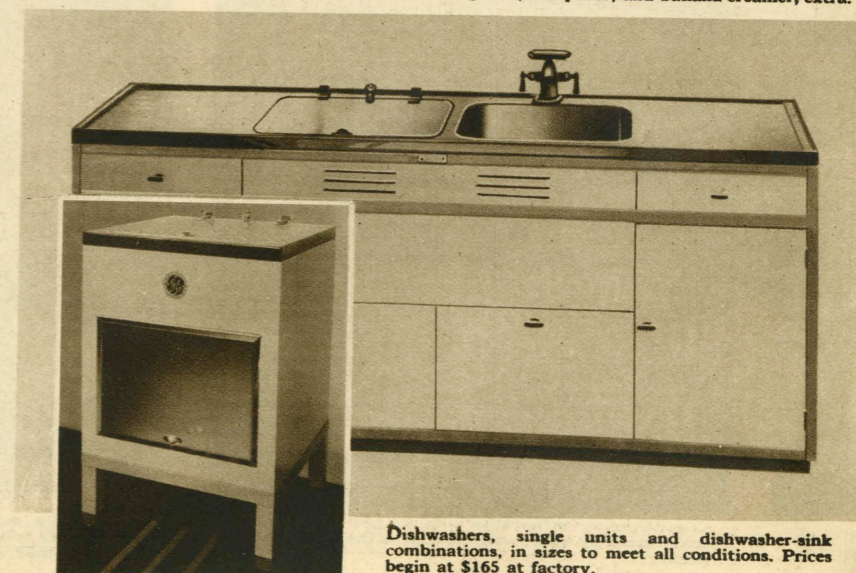
Mixer, with drink mixer, juice extractor, and oil dropper. List price, \$22.50. Food chopper, grater, sharpener, and banana creamer, extra.



Hotplates, single- and two-unit models, with single- or three-heat reversible switches. Prices as low as \$5.50.



Window ventilating fan. Can be adjusted to fit any ordinary window. Quiet operation. List price, \$24.50.

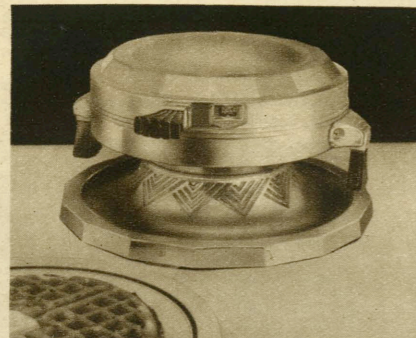


Dishwashers, single units and dishwasher-sink combinations, in sizes to meet all conditions. Prices begin at \$165 at factory.

GENERAL ELECTRIC HOME PRODUCTS



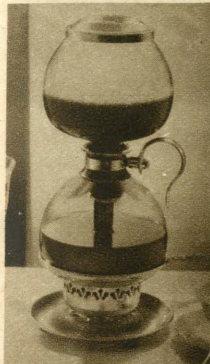
Coffee urns in many attractive designs. May be obtained with complete coffee set. Prices from \$24.95.



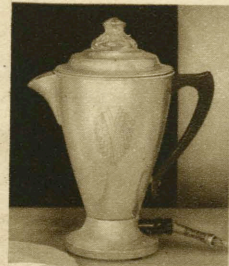
Waffle irons, four attractive models; two with automatic temperature control. Prices start at \$6.50.



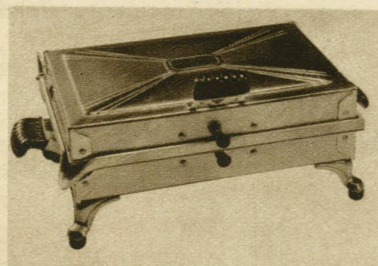
Chafing dish of pleasing design, \$14.95. Available with matching glassware set; list price, \$16.95.



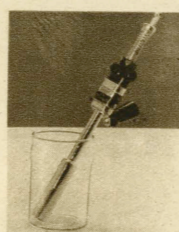
Coffee makers in several models, 6- and 8-cup capacities. Prices from \$4.95.



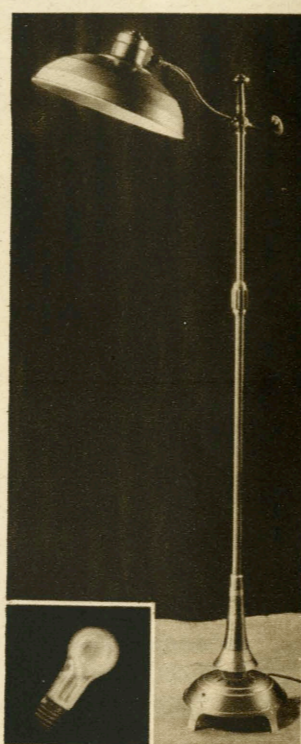
Percolators, 6-cup capacity, in chromeplate finish and in china. Prices from \$6.95.



Sandwich grille. Can be opened and used to broil steaks, to make flapjacks, etc. List price, \$11.95.



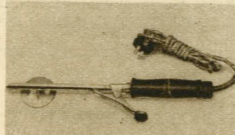
Immersion heaters for warming milk or water. Prices from \$4.85.



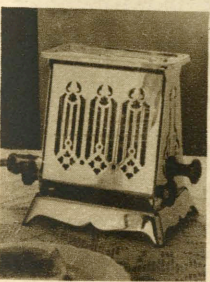
Sunlamps to fit every need. Floor, ceiling, and dual-purpose types. Two different bulb sizes. Prices from \$28.50.



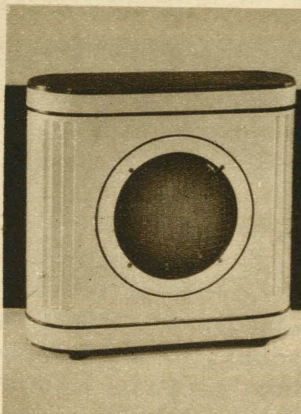
Heating pads, with eiderdown or velour covers. Priced from \$4.95.



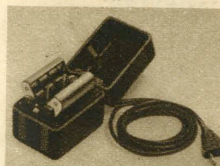
Curling irons. Four models, ranging in price from \$1.95.



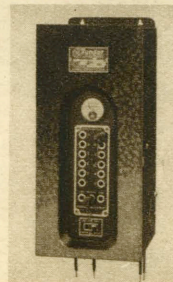
Toasters. Attractive models, with chromeplate finish. Prices begin at \$3.50.



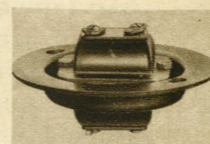
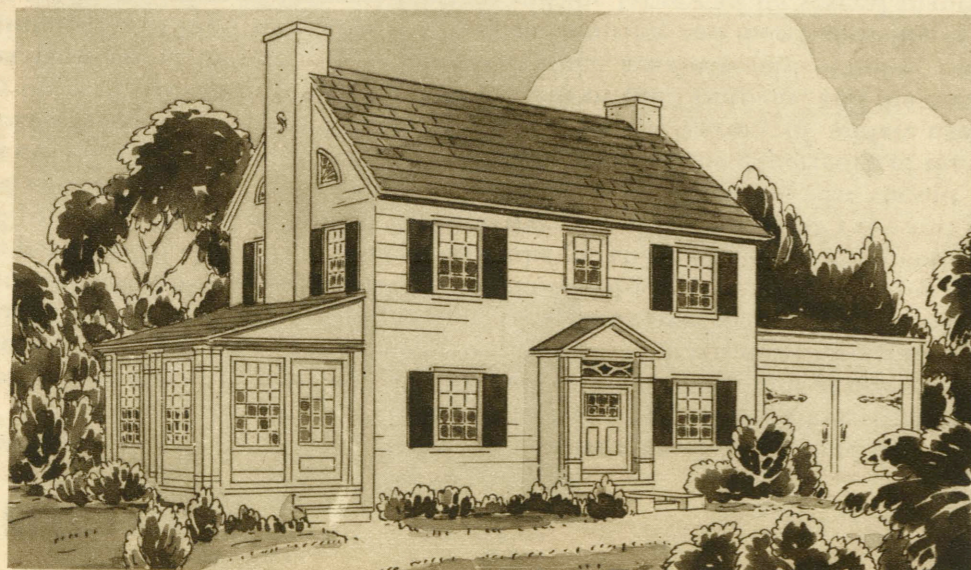
Heaters, both the "radiant" type and models equipped with "quiet" fans for circulating warm air in room. Prices from \$4.95.



Razor-blade sharpeners. Prices as low as \$5.95.



Battery-charging equipment, for bringing auto battery to full charge overnight.



Bell-ringing transformer. List price, \$1.20.



Floodlights for lighting gardens, drives, fountains, etc. Prices from \$5.95.

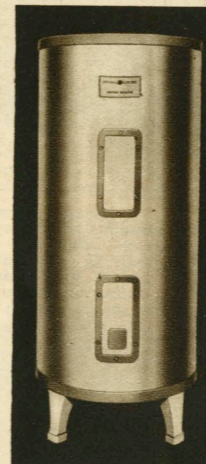
GENERAL ELECTRIC HOME PRODUCTS



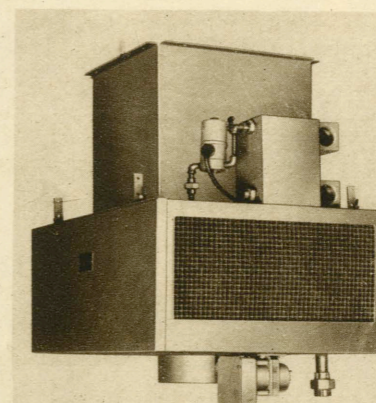
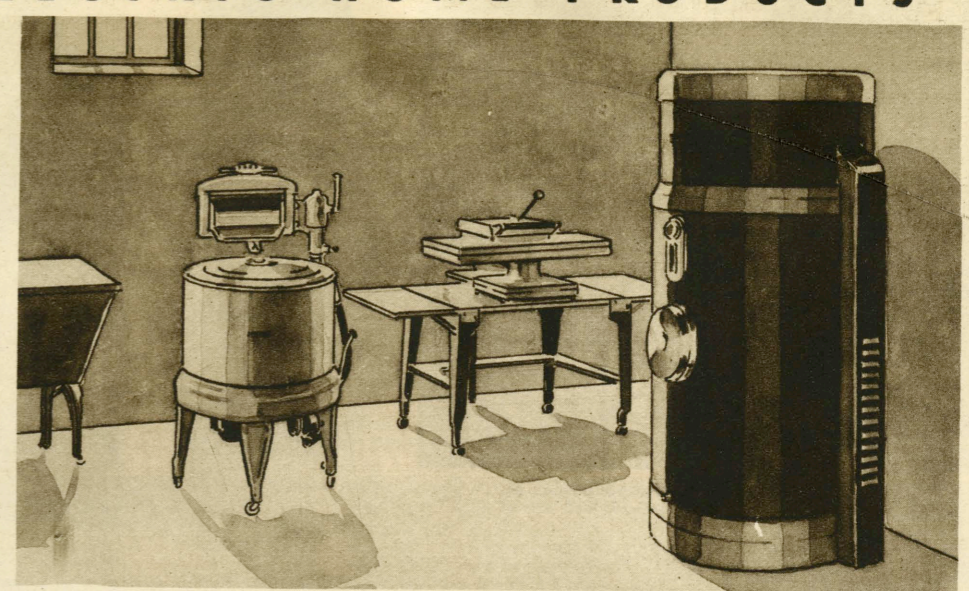
Oil furnace, including burner, steel boiler, controls, and water heater. With G-E air conditioner, oil furnace provides winter air conditioning from a central plant.



Air conditioner used with oil furnace as central plant for year 'round air-conditioning system.



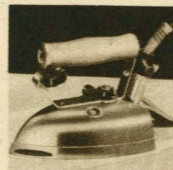
Water heaters, 5- to 120-gallon capacity, plain storage and fast-heating types. As low as \$76.00.



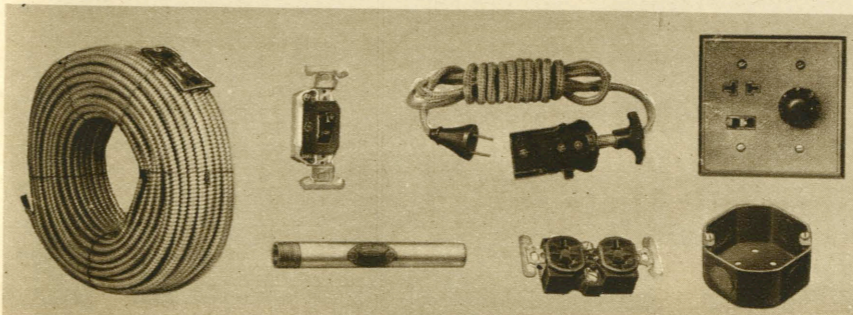
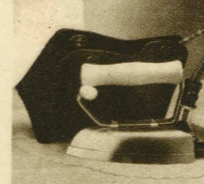
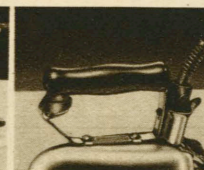
Air conditioner for radiator-heated homes, to humidify, clean, and circulate air during winter.



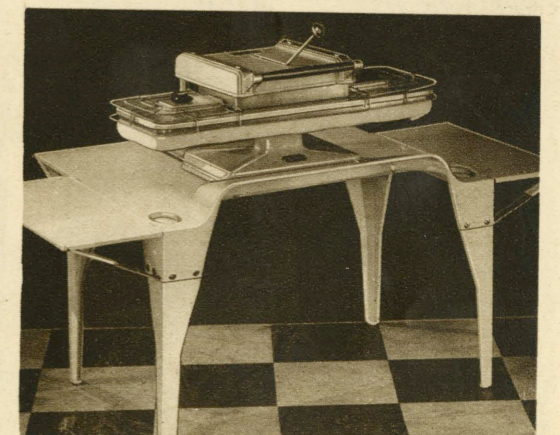
Washers, both two-tub models with spin basket, and single-tub models with wringers. Also gasoline-motor-driven washer. Prices from \$49.50.



Irons, fully automatic and non-automatic models in 3- and 6-pound weights. Also travel iron and kit. Prices from \$3.95.

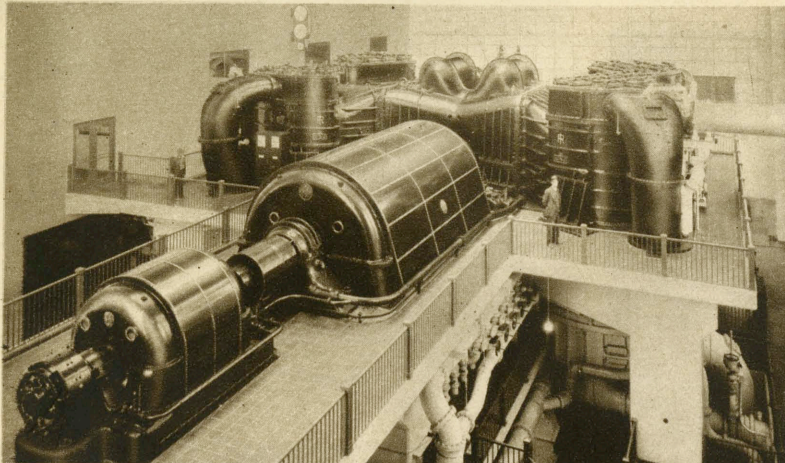


Wiring supplies and devices, switches, outlets, flush plates, conduit, safety-cord sets, fuses, etc.

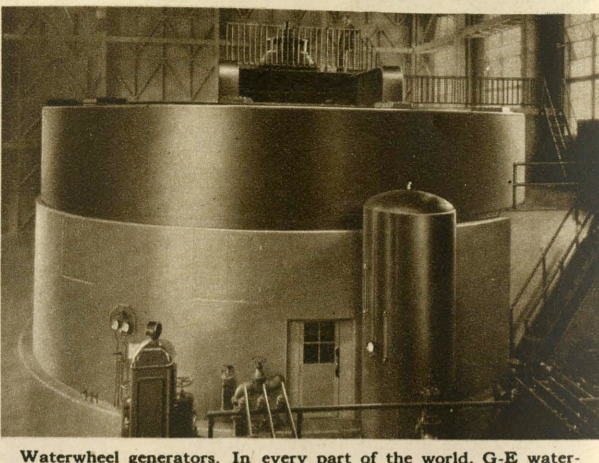


Flatplate irons. Two models; one, when closed, serves as table. Also wringer-post irons from \$29.75. Flatplate irons priced from \$79.50.

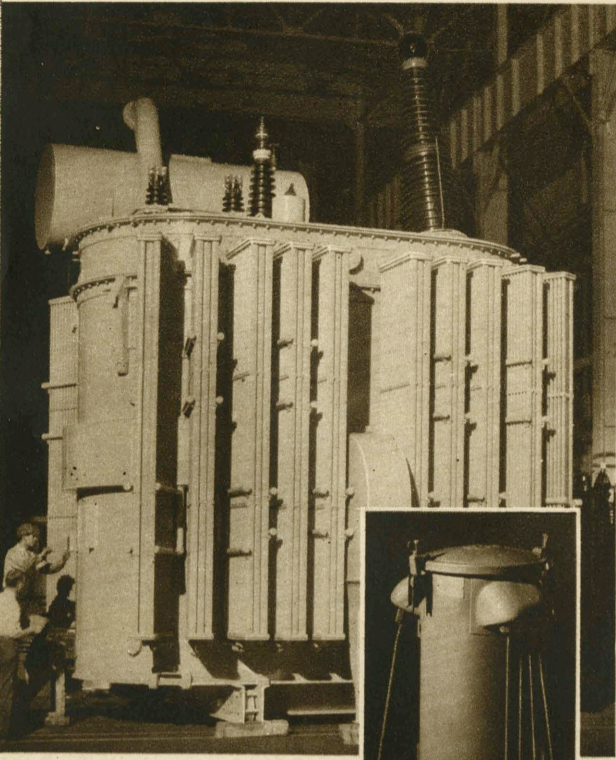
GENERAL ELECTRIC PRODUCTS FOR GENERATING, DISTRIBUTING, AND MEASURING POWER



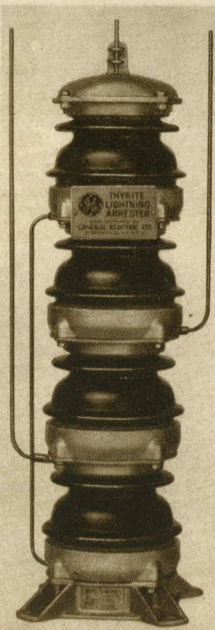
Steam-turbine generators, which generate more than half of the electricity in the world. General Electric is not only the pioneer, but also the outstanding leader, in this field.



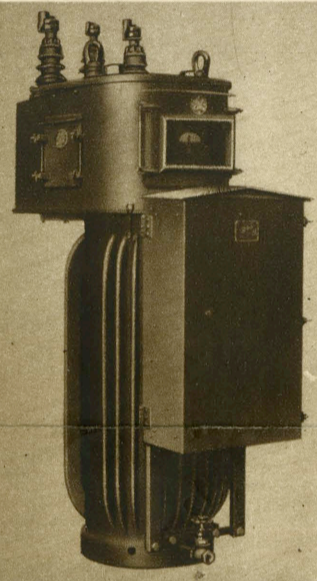
Waterwheel generators. In every part of the world, G-E water-wheel-driven generators are turning "white coal" into electricity.



Transformers to increase generated voltages for economical transmission of power and to reduce voltages at distribution points for the safe use of electricity in homes and factories.



Protective equipment. Lightning arresters and cutouts to guard transmission lines and power-station equipment.



Meters and instruments, a complete line for measuring electrical units and testing electric apparatus.

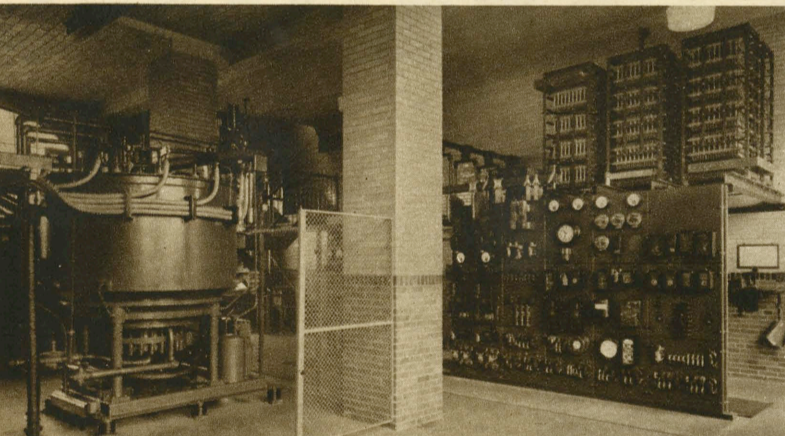
Two more examples of G-E meters and instruments.



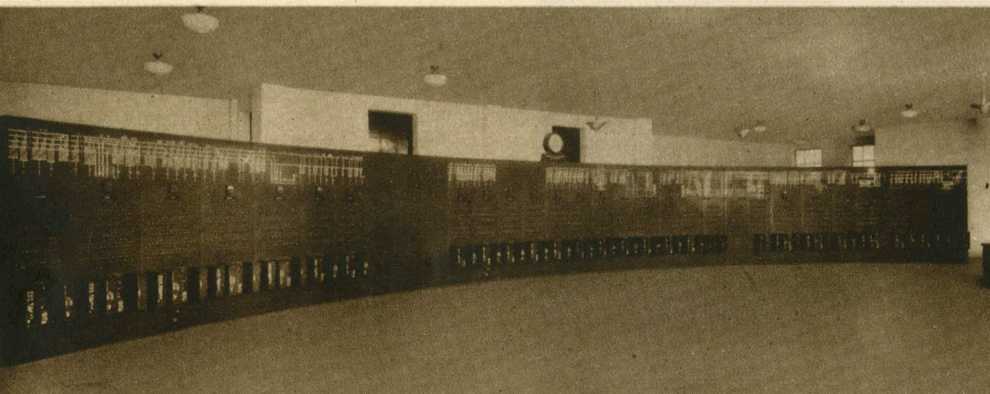
Portable instruments in convenient sizes, for testing apparatus or locating trouble in electric circuits.

Voltage regulators to keep voltage within certain limits, in order to protect lights and appliances, and to prevent waste of power.

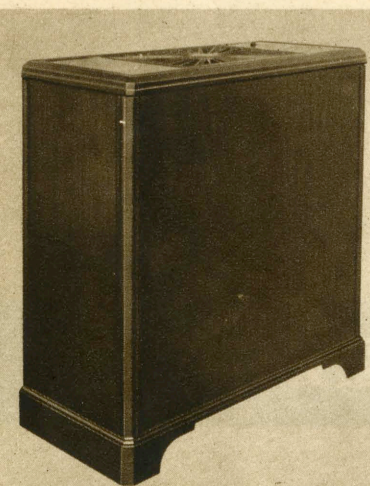
Relays for the control of relatively large amounts of electricity by means of small electric currents.



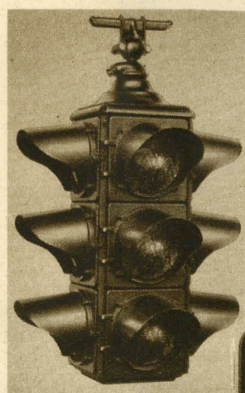
Mercury-arc rectifiers to change alternating-current electricity into direct-current electricity. For use especially on street railway systems.



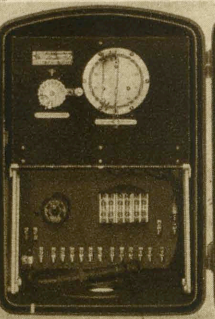
For convenience and efficiency, the various devices for switching, controlling, protecting, and measuring electric power are usually assembled on switchboards. General Electric manufactures switchboards of all kinds, from those like the huge one above, to small battery-charging panels.



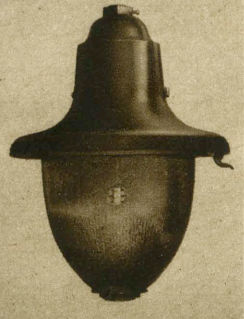
Room cooler. Cools, dehumidifies, and circulates the air. Suited to homes, offices, small shops, restaurants, and a variety of other applications.



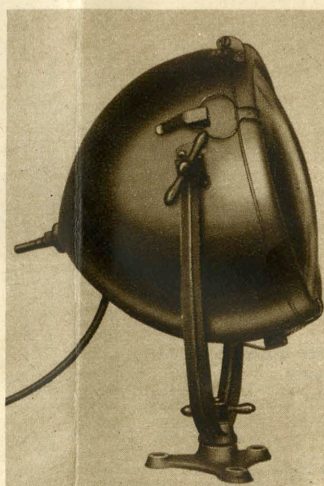
Traffic-signal control, hand-operated and automatic, to meet all traffic conditions. Makes possible fast movement of traffic.



General Electric manufactures, also, a complete line of suspension luminaires, especially adapted to lighting highways. Sodium-vapor lamp was recently developed especially for streets and highways.



Street lighting. A complete line of luminaires, ornamental standards, transformers, and protective equipment. Service of engineers available for making comprehensive street-lighting plans.



Floodlights of all kinds: enclosed-type, open-type, and under-water models; for lighting buildings, sports, gasoline stations, railroad yards, industrial plants, etc.

IF IT'S ELECTRICAL

It is no idle boast to say: "If it's electrical, you are almost sure to find that General Electric makes it." The products sold by the General Electric Company number thousands. They are found wherever electricity is generated, distributed, or used. In millions of homes, they save labor and promote health; in thousands of factories, they drive machines to produce the diversified products of industry; on electrified farms, they have taken over many time-wasting, tiring tasks; on land, on sea, and in the air, they make possible speedier, safer transportation.

In the purchase of electric equipment, as in the purchase of nearly all commodities, a buyer is actuated primarily by the usefulness or attractiveness of the product. Yet—and this is particularly true of manufactured goods—there is a certain unseen value that should not be overlooked—a certain in-built quality which is a direct result of the experience of the producer.

The experience of General Electric is shown by the variety of widely used equipment which has been in operation for years. The growth of the Company, and the leading position among electrical manufacturers to which it has attained, are the results of public confidence won by the maintenance of high standards in the manufacturing and merchandising of its products.

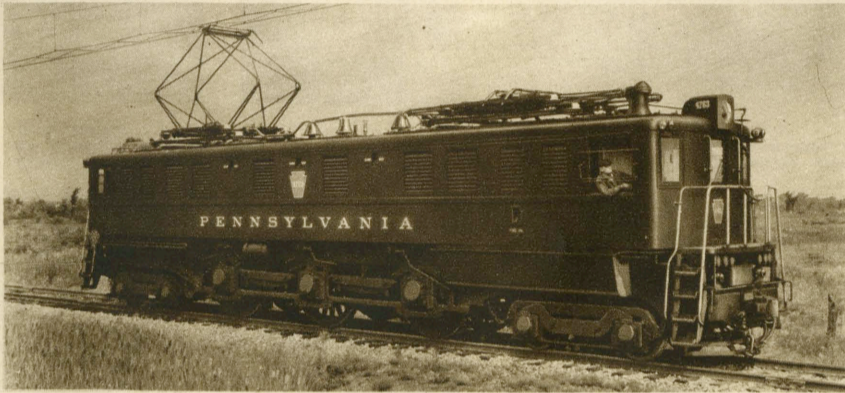
While the home office of General Electric and the largest of its several plants are at Schenectady, N. Y., its products and the services of its representatives are available the country over. Sales offices are located in about eighty cities. Thousands of carefully chosen dealers represent General Electric in both large and small communities. G-E and Edison MAZDA lamps can be purchased almost anywhere. Outside the United States, G-E products are distributed by the International General Electric Company.

Obviously, it is impractical to show you all G-E products—that would require a catalog of hundreds of pages. We have, however, prepared this folder, which shows the principal ones and indicates the fields covered by the Company's activities. Back of these products are the resources of the General Electric Research Laboratory; and embodied in them are the latest developments to which research has led.

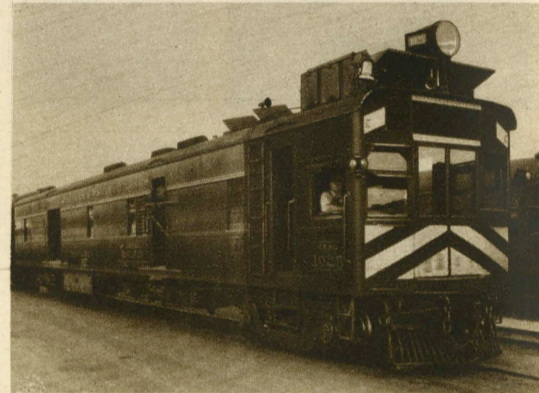
General Electric intends that its products shall afford an even fuller measure of service in the future. To that end, it pledges the best efforts of its research, engineering, and manufacturing divisions. If you have any suggestions for new electric equipment, or for the improvement of existing products, we invite you to bring them to our attention.

GENERAL ELECTRIC

GENERAL ELECTRIC TRANSPORTATION PRODUCTS



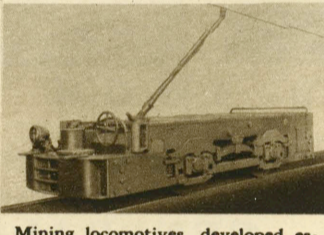
Electric locomotives for main-line passenger and freight haulage. On some heavily traveled lines these modern locomotives are replacing steam locomotives. Passengers prefer the swift, smooth acceleration and cleaner trains made possible by their use.



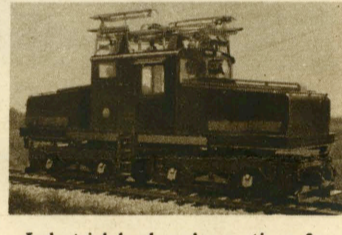
Rail motor-car equipment—gas and Diesel-electric—for both long-distance, high-speed, and local, light-traffic services.



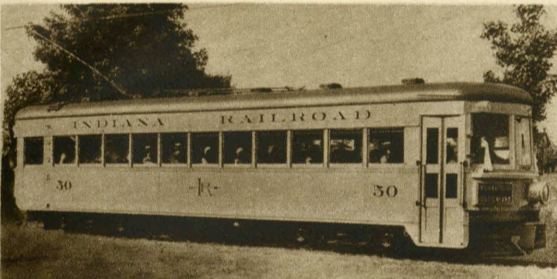
Diesel-electric locomotives for switching service in railroad yards and industrial plants. They are much more economical than steam switches.



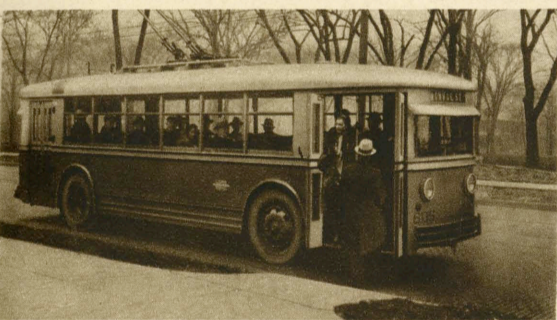
Mining locomotives, developed especially for use underground, where compactness and ability to withstand dampness are important.



Industrial haulage locomotives for use in transporting materials within individual plants, such as steel mills, cement plants, etc.



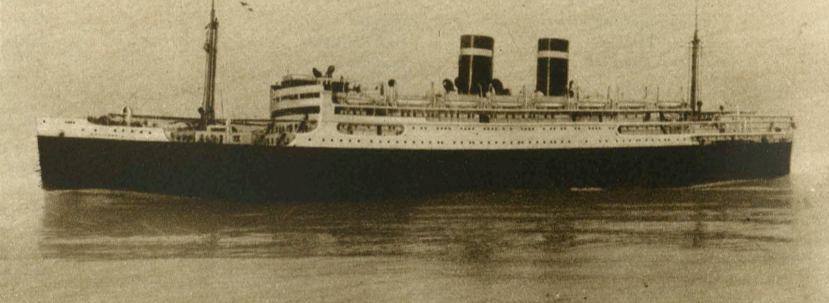
For street railway cars, General Electric manufactures a complete line of motors, control, and air-brake equipment.



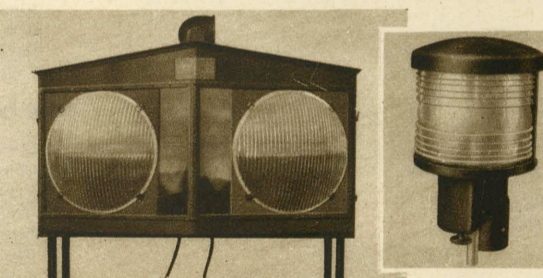
Trolley-coach equipment. General Electric manufactures complete electric equipment—motors, control, and air brakes—for this new unit of city transportation.



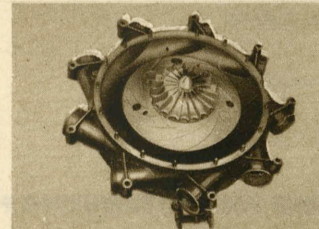
Gas-electric bus equipment. Generators, motors, and control apparatus. Several large cities have adopted this modern vehicle for their transportation systems.



Electric ship-propulsion equipment. Turbines, generators, motors, complete control apparatus. Also auxiliary motors and control for handling cargo, and to operate pumps and ventilating equipment. Electric appliances for galleys and passenger quarters.



Airport-lighting equipment and airway beacons. A complete line, from border lights and markers of hazards to huge twin floodlights like the one shown.



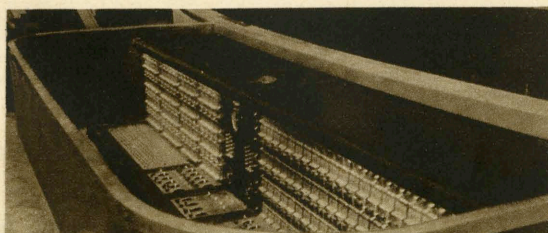
Superchargers for air-planes. Superchargers are essential for flying at high speeds and at high altitudes. They provide sufficient oxygen for the motors under these difficult conditions.

Searchlights for use on ships and on land. Many G-E searchlights are now being used by the Army and the Navy.

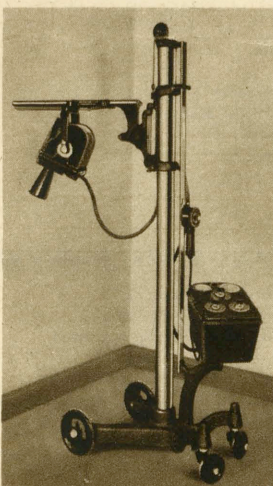
MISCELLANEOUS GENERAL ELECTRIC PRODUCTS



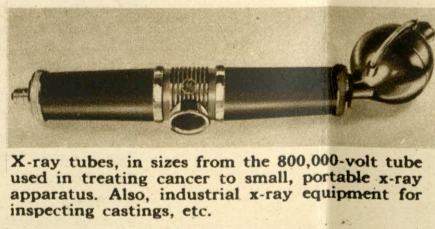
Radio transmitters. Complete equipment for transmission from the most powerful broadcasting stations to smaller sets for ships and airplanes.



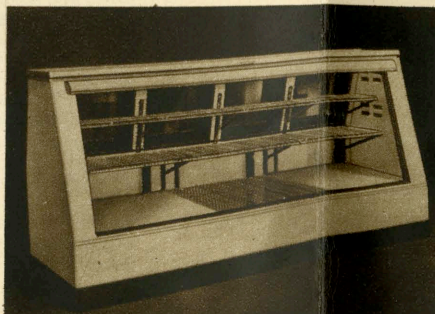
Theater lighting. A complete system for controlling the complicated lighting effects of a theatrical production from a point in front of the stage.



Modern x-ray unit for office practice and hospitals. Also, physicians' ultra-violet lamps and other types of physical therapy apparatus.

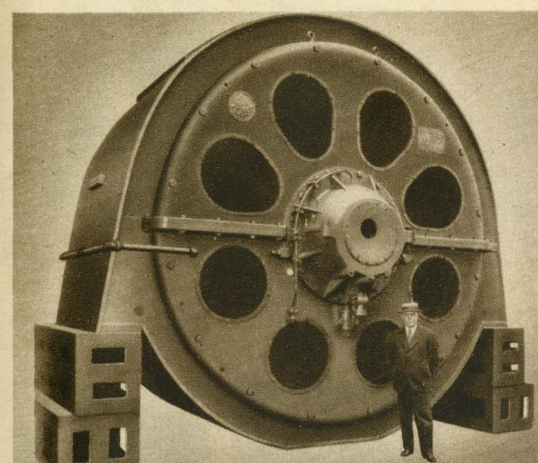


X-ray tubes, in sizes from the 800,000-volt tube used in treating cancer to small, portable x-ray apparatus. Also, industrial x-ray equipment for inspecting castings, etc.

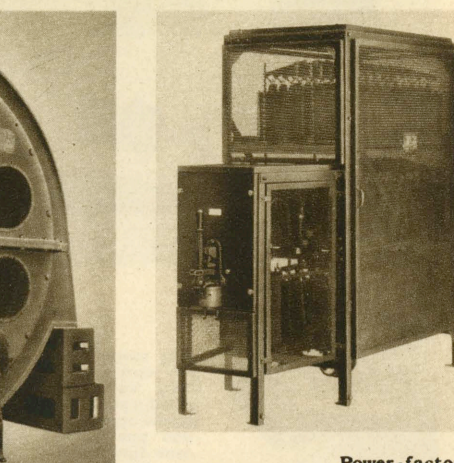


Conditioned-air, refrigerated display cases of all types for perishable-food displays in restaurants, meat stores, delicatessen shops, etc.

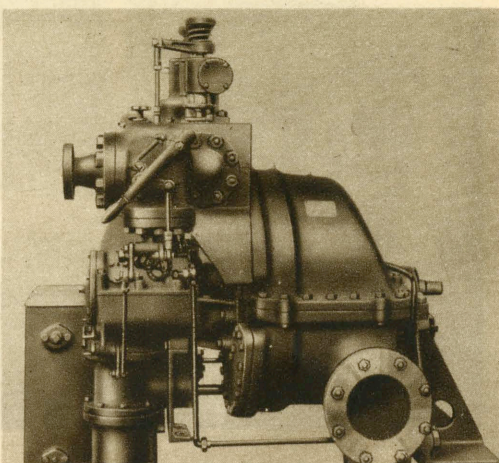
GENERAL ELECTRIC INDUSTRIAL PRODUCTS



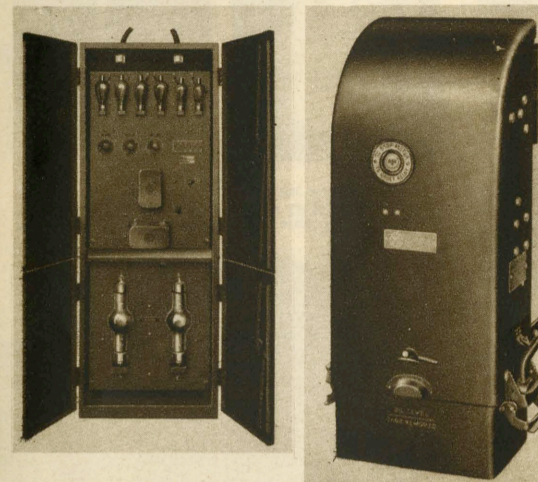
Motors of every type and size, from the huge propulsion motors for ocean liners to tiny clock motors that can be held in the hand. The recently developed gear-motor is adapted to low-speed drives.



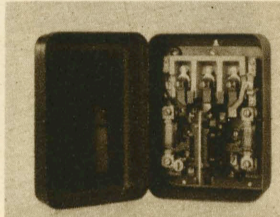
Power-factor improvement equipment. Corrects certain faults, making electrical power paid for, do useful work. Capacitor unit is shown above.



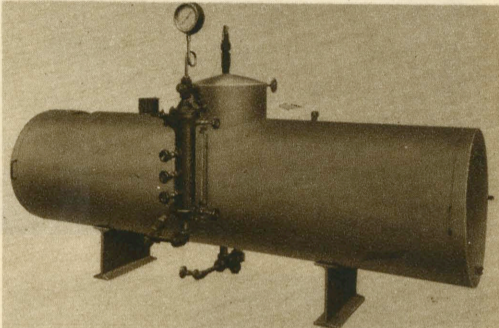
Mechanical-drive steam turbines to drive directly many different kinds of industrial machinery.



Thyatron tubes for smooth, accurate control of large amounts of electricity by the use of a very small current.

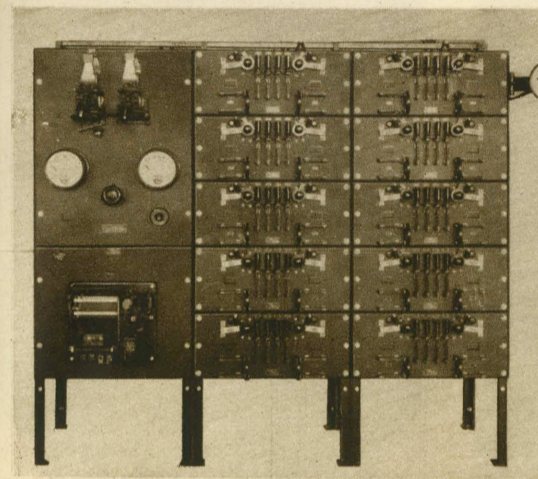


Motor-generator sets for utilizing the regular electric power supply to provide other kinds of electricity to meet special needs.

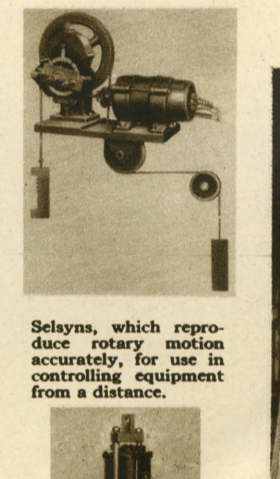


Steam generators for electrically producing steam to be used in industrial processes.

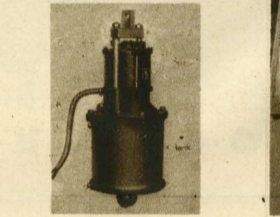
General Electric builds a complete line of control equipment for the operation of motor drives of all kinds. The recently developed Thyatron control is constantly finding wider application in industry.



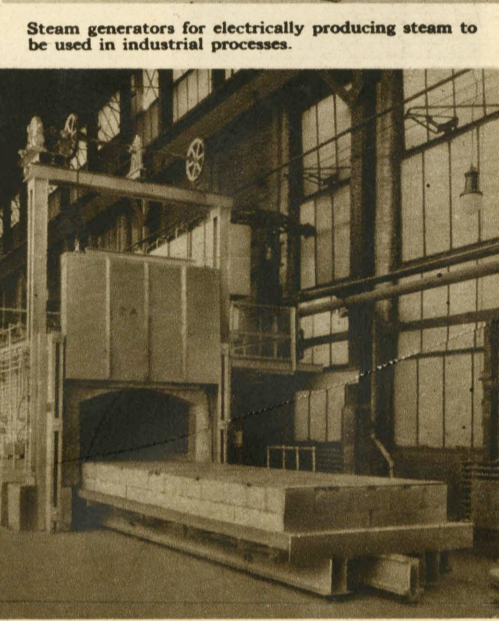
Battery-charging equipment for garages, mines, industries, and wherever battery-driven vehicles are used.



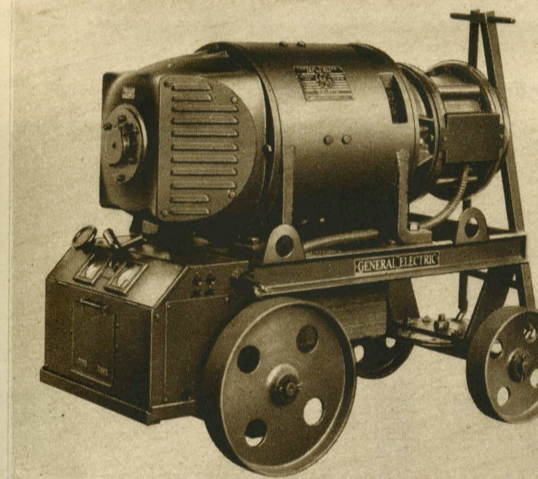
Selwyns, which reproduce rotary motion accurately, for use in controlling equipment from a distance.



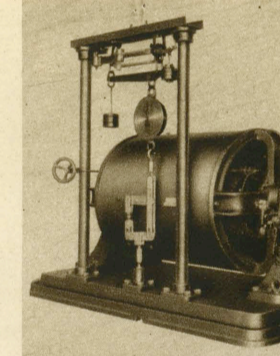
Thrustors, "electric arms" for opening doors, operating levers, etc.



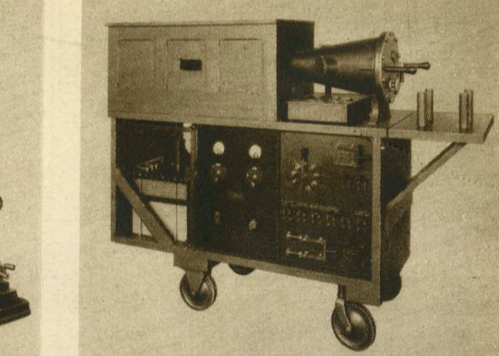
Electric furnaces in a variety of sizes, used in annealing glass and metal, brazing, baking porcelain, baking on enamel, etc.



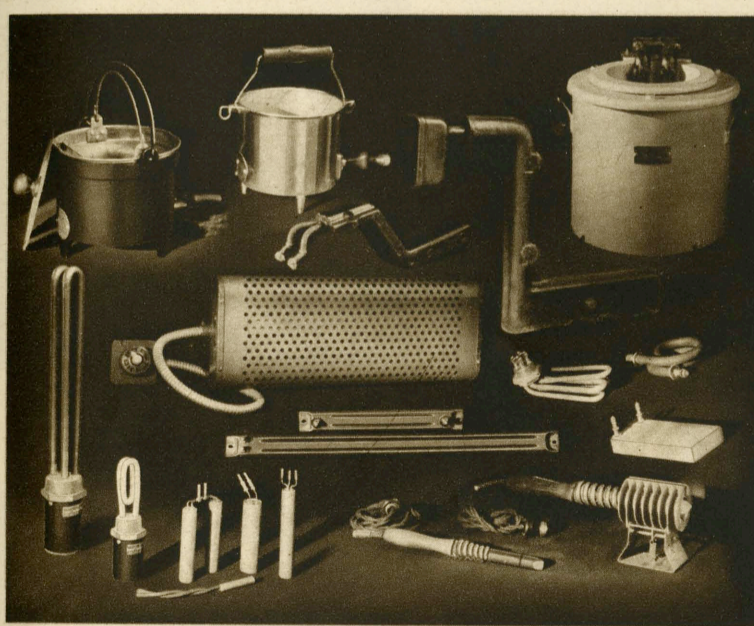
Arc-welding equipment, both portable and stationary, for construction work and manufacturing processes.



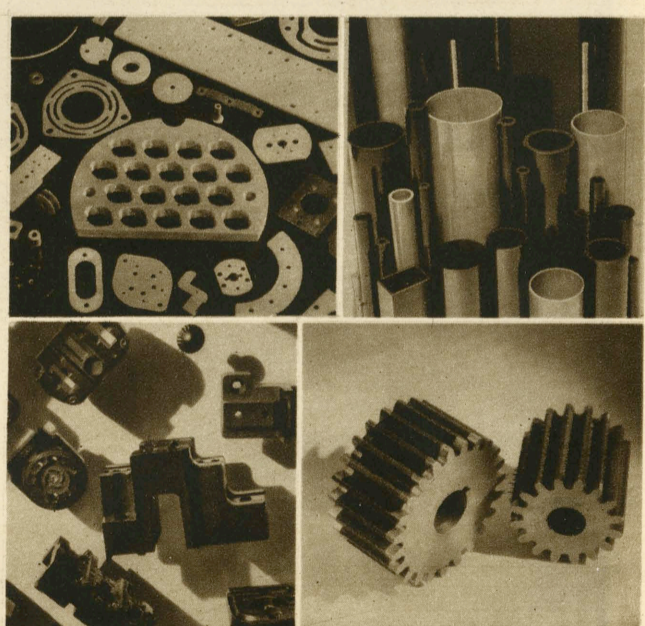
Dynamometers for testing motors, internal-combustion engines, etc.



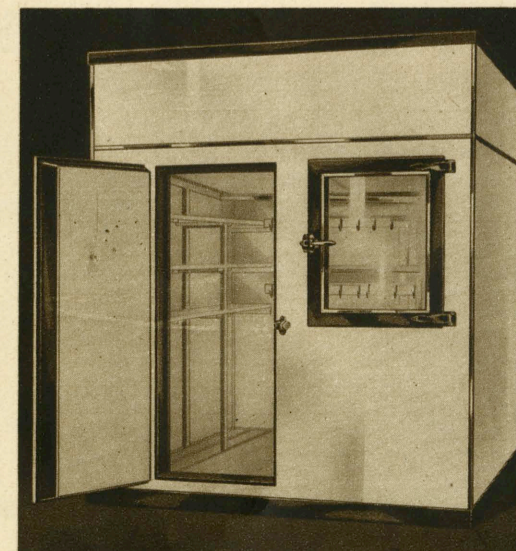
Cathode-ray oscillographs, used in diagnosing electrical ills.



Small industrial heating devices. Strip heaters, spot heaters, immersion heaters, glue pots, and soldering irons. Equipment for every industrial application where small amounts of heat are needed locally.



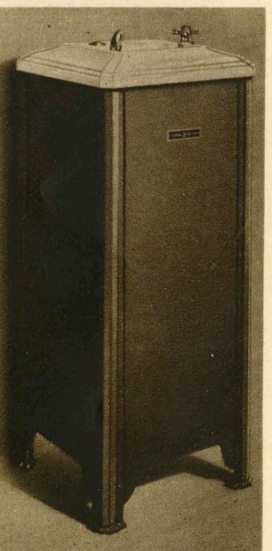
Plastic products. "Quiet" gears for automobiles and machinery; piping for chemicals, oils, etc.; lipstick containers, caps for tooth-paste tubes; clock cases, handles, insulators, lighting sockets, etc.



Milk cooler, an application of electrical refrigeration to keep milk chilled to a low temperature, thus preventing increase of bacteria.



Refrigeration equipment for trucks, a new development which enables dealers to deliver ice cream, milk, etc., in proper condition.



Water coolers for offices, public buildings, factories, etc.

GENERAL ELECTRIC

PARTIAL LIST OF PRODUCTS

FOR KITCHEN, BREAKFAST NOOK, AND DINING ROOM

Coffee Makers	Ranges
Disc Stoves	Refrigerators
Dishwashers	Toasters
Hotplates	Ventilating Fans
Mixers	Waffle Irons
Percolators	

FOR CELLAR AND LAUNDRY

G-E Daylight MAZDA Lamps
Hand Irons
Ironers
Oil Furnaces
Washers
Water Heaters

FOR BEDROOM AND BATHROOM

Alarm Clocks
Curling Irons
Heating Pads
Immersion Heaters (small)
Radiant Heaters
Razor-blade Sharpeners
Sunlamps

FOR GENERAL HOME USE

Air-conditioning Equipment
Battery-charging Equipment
Bell Ringers
Clocks
Fans
Floodlights
G-E MAZDA and G-E Edison MAZDA Lamps for:
 General Use
 Christmas-tree Lighting
 Automobiles
 Flashlights
Photoflash and Photoflood MAZDA Lamps
Radios
Sewing Machines
Vacuum Cleaners
Wiring Supplies

FOR GENERATING AND DISTRIBUTING POWER

Cable, Conduit, Wire, and Accessories
Carrier-current-communication Equipment
Circuit Breakers
Current-limiting Reactors
Cutouts
Exciters
Generators
Lightning Arresters
Meters and Instruments
Relays
Supervisory Control Systems
Switchboards and Switching Equipment
Synchronous Condensers
Synchronous Converters
Transformers
Turbines
Voltage Regulators

FOR RAILROADS AND STREET RAILWAYS

Compressors and Air-brake Equipment
Electric and Diesel-electric Locomotives
G-E MAZDA and G-E Edison MAZDA Lamps
Lighting Systems
Mercury-arc Rectifiers
Motors and Control (for Street Cars, Trolley Coaches, Electric Rail Cars, and Gas-electric Rail Motor Cars)
Power Apparatus for Automatic Train Control
Railway Electrification Equipment
Signal Equipment
Speedometers
Storage-battery Trucks
Telephone Communication for Freight Trains
Turnstiles

FOR MARINE USE

Commercial Refrigeration
Control Apparatus
Electric Appliances for Cabins
Electric Equipment for Diesel-electric Drive
Galley Equipment
G-E MAZDA and G-E Edison MAZDA Lamps
Motors
Radio Transmitters and Receivers
Searchlights
Steam-engine-driven Generators
Synchronous Clock Systems
Turbine-driven Generators
Turbine-electric Drive
Turbine-gear Drive

FOR THE AVIATION INDUSTRY

Aëronautic Instruments and Devices
Airport Lighting
Airway Beacons
G-E MAZDA and G-E Edison MAZDA Lamps
Radio Equipment
Superchargers

FOR INDUSTRIAL PLANTS

Battery-charging Equipment
Commercial Refrigeration
Control Apparatus
Dynamometers and Testing Equipment
Electric Steam Generators
Electric Furnaces
G-E MAZDA and G-E Edison MAZDA Lamps
Heating Devices
Insulating Materials
Laboratory Apparatus
Lighting Systems
Locomotives for Mines and Industrial Haulage
Mechanical-drive Turbines
Mercury-vapor Lamps
Meters and Instruments
Molded Products
Motor-generator Sets
Motors
Power-factor Improvement Equipment
Selsyn Devices
Time Switches
Vacuum Tubes
Water Coolers
Welders, Electrodes, and Accessories

FOR HOTELS, OFFICES, STORES, AND RESTAURANTS

Air-conditioning Equipment
Clocks
Commercial Refrigeration Equipment
Cooking and Baking Equipment
Electrically Driven Delivery Trucks
Fans and Ventilating Systems
G-E MAZDA and G-E Edison MAZDA Lamps
Humifilters and Air-conditioning Equipment
Lighting Systems
Refrigerated Truck Bodies
Sunlamps
Water Coolers
Wiring Supplies

FOR THE MEDICAL PROFESSION

Electric Control Equipment	Heating Units
Electric Measuring Devices	Physical Therapy Apparatus
Electric Refrigeration	Ultra-violet Lamps
Fused Quartz	X-ray Apparatus

FOR RADIO BROADCASTING

Radio Panel Lamps	Transmitters and Receivers
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FOR GENERAL LIGHTING

Floodlighting Units	Theater-lighting Control
Street-lighting Equipment	Traffic-control Systems