

# IT'S HERE!

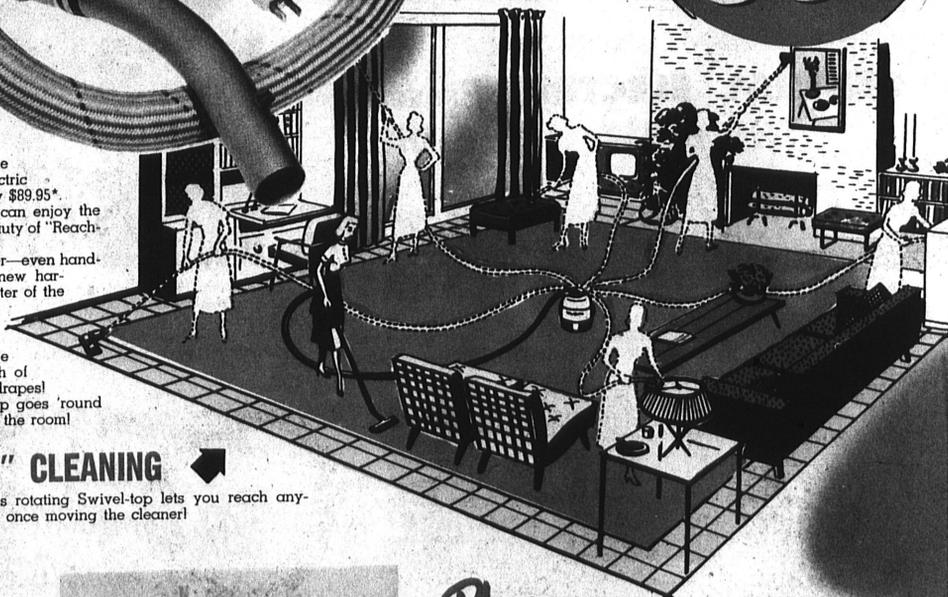
## A NEW SWIVEL-TOP CLEANER

...at a new low price

ONLY \$89<sup>95</sup>

Why buy a cleaner that still makes you do push-and-pull, stoop-and-stretch cleaning when the new improved General Electric Swivel-top is yours for only \$89.95\*? Yes, for only \$89.95\*, you can enjoy the timesaving, backsaving beauty of "Reach-easy" cleaning!

You just set this new cleaner—even handsomer than ever with its new harmonizing finish—in the center of the average-size room. Then, without once moving or turning the cleaner, you reach everywhere in the room — every square inch of rug, even to the top of the drapes! For the amazing Swivel-top goes 'round with you as you go 'round the room!

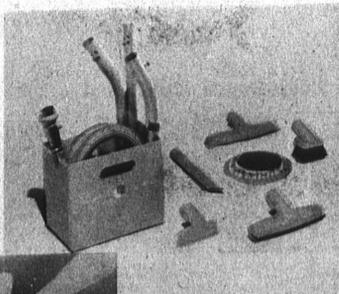


### "REACH-EASY" CLEANING

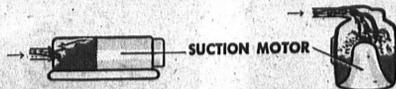
See how General Electric's rotating Swivel-top lets you reach anywhere in the room without once moving the cleaner!

### Plus Eight "nonscratch" ATTACHMENTS!

They're kept in a handy portable caddy—and they're versatile enough for any cleaning job. You can clean everything from picture frames to ash trays!



### Plus STEADY, STRONG CLEANING POWER!



#### ORDINARY CLEANER

In the ordinary cleaner, dirt piles up against the suction motor—smothering its power. So the cleaner clogs like a pinched straw once it starts filling up.

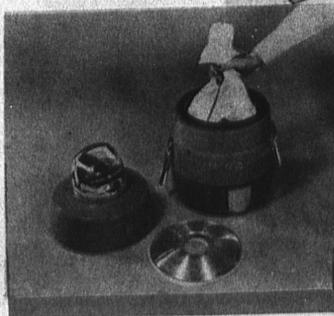
#### GENERAL ELECTRIC CLEANER

In the General Electric Cleaner, dirt falls away from the suction motor—not on top of it. So you get steady, strong cleaning power until this cleaner's full.

\*Manufacturer's Suggested Retail Price

### Plus Large "Throw-away" Bag

Replace it only a few times a year in the average household—it's that big! Then you just toss the bag away—dirt and all! You never see or touch the dirt.



Come In and See It To-day!

GENERAL  ELECTRIC