



**GENERAL ELECTRIC Presents
THE FIRST... THE ONLY**

**G-E Custom-Contoured
AUTOMATIC BLANKET**

Let the wind howl and the snow fly. You can enjoy sunshine warmth all night every night with a G-E Custom-Contoured Sleep-Guard Blanket.

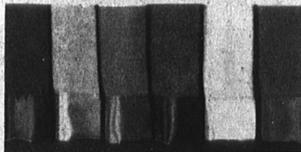
Here's sleeping comfort at its luxurious best. No matter how the temperature in your bedroom may fluctuate, your G-E Blanket will maintain the same warmth you have selected on your bedside control—automatically. And, the lady of the house will be delighted with the convenient, stay-put custom-contoured blanket. Bed making is so easy, the corners always so trim and tidy. So, for the best in comfort and convenience, get yourself a G-E Custom-Contoured Sleep-Guard Blanket and join the more than million people who say, "Sleep is wonderful 'neath a G-E Sleep-Guard Blanket."



A General Electric first, the very latest in bedroom convenience—a custom-contoured automatic blanket—won't slip, won't slide stays put all night long. Making your bed is a whole lot easier too. The Custom-Contoured Sleep-Guard Blanket fits your mattress perfectly, gives you trim, tidy corners.

*More than 1,500,000 users
have found
"Sleeping Comfort" with a
G-E Automatic Blanket*

Why G-E Sleep-Guard Blankets Are Worth More!



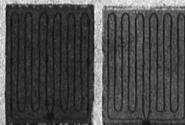
Dresden Blue Sprout Green Rose Pink Garden Green Citron Gold Flamingo

New high-fashion colors, especially created to harmonize with the smartest bedroom color schemes. Sizes for single or double beds. Washable. Priced from \$47.95 to \$59.95

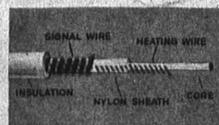
*Manufacturer's Fair Trade or Recommended Retail Prices.



(Left) Ordinary blanket. Small area of warmth, created by body heat. You huddle in cramped position. (Right) G-E Blanket. All-over warmth, maintained for you automatically. You stretch out, relaxed.



(Left) Ordinary electric blanket. Lumpy, wide-spaced thermostats; uneven, spotty protection. (Right) G-E Sleep-Guard Blanket. Uniformly controlled warmth; no lumpy thermostats, no unprotected areas.



(Above) X-ray of G-E's Sleep-Guard, automatic safety device designed to give you complete protection; if temperature of heating wire exceeds a certain limit, nylon sheath permits message to be flashed by signal wire to Bed-side Control, automatically cutting off current. Thus entire wired area is sensitive to excessive warmth. Only G-E Blankets have Sleep-Guard.

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