

There's No Getting Around COLD FACTS All Foods Keep Better

In a Modern ICE Air-Conditioned Refrigerator



It's a fact that high-powered advertising and carefully planned "sales talks" have "soft soaped" many people into believing that cold alone will give satisfactory refrigeration. Low temperature WILL prevent spoilage due to rapid bacteria growth. But—with all due respect to those who would argue the point—constant safe temperature cannot be maintained in many ice-substitute refrigerators in use today. Besides, isn't it equally important that your refrigerator protect the natural juices, vitamins and flavor of your food?



READ What These Owners Say About Their Air-Conditioned ICE Refrigerators

"The Ice Refrigerator I recently bought from you is giving me the very best of service. I am sure I made a wise selection when I bought this refrigerator. It is entirely satisfactory and always keeps my foods perfectly."
MRS. L. D. WILLIAMS.

"The Air-Conditioned Ice Refrigerator I purchased from you last year is giving complete satisfaction. My food is always kept perfectly, free from mixed odors and tastes."
MRS. FRANZ STRICKLAND,
N. Fayetteville St.

"The new Ice Refrigerator which I bought from you is giving the very best of service. I am sure that ice refrigeration, such as I am using, is the very best that can be had and it is much cheaper. The food flavors do not mix and I do not keep them in covered containers."
MRS. M. M. ROGERS.

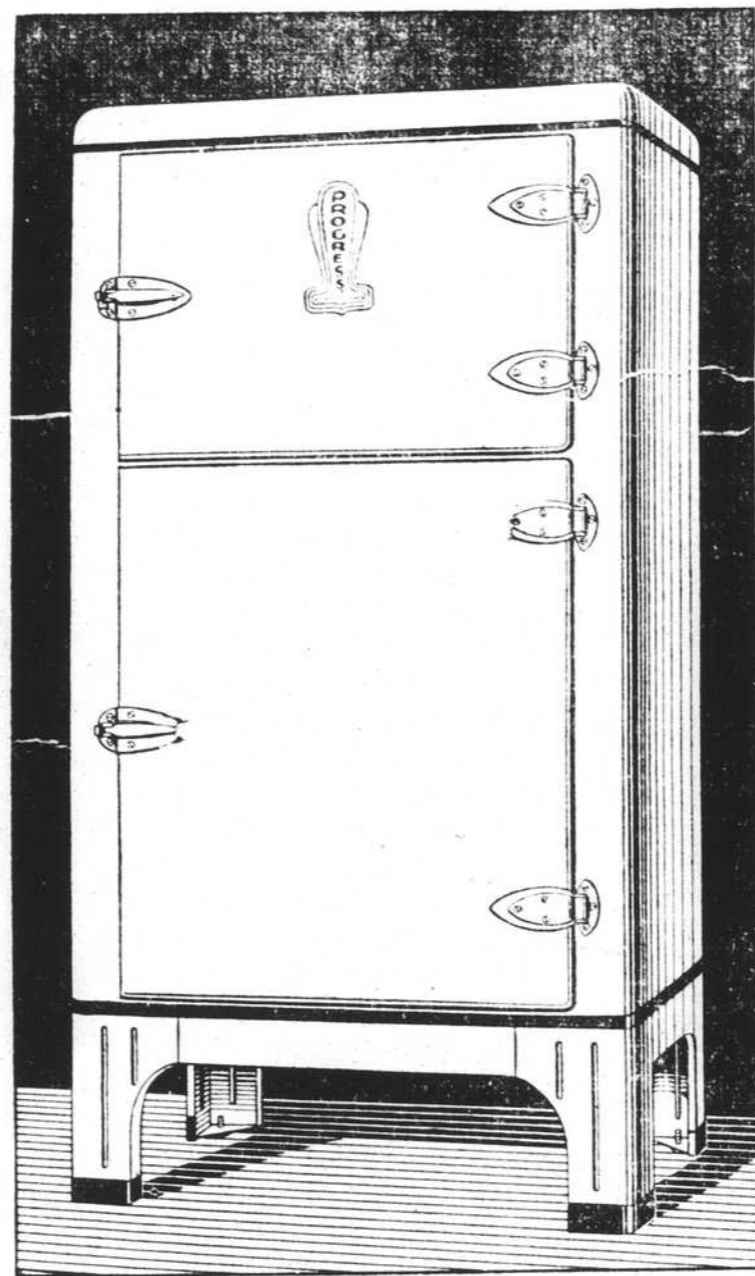
"I have been using an air conditioned refrigerator at my home for over a year and have found it to be entirely satisfactory in every way. My vegetables stay fresh and crisp and meats keep perfectly."
MRS. V. C. HARKEY,
Cor. Park and W. Salisbury.

"I am well pleased with the modern Ice refrigerator which I purchased from you sometime ago. This refrigerator always keeps food perfectly and the flavors do not mix. To my surprise I find the air conditioned refrigerator not only better for my foods but cheaper to use."
MRS. EDGAR THOMAS,
West Salisbury Street.

"I am using one of your new, modern Ice refrigerators and find it absolutely satisfactory in every way. My refrigeration costs are about half as compared with my former method of refrigeration. It is so much easier to keep clean than other types of refrigerators that do not provide conditioned air. Even in hot weather my ice lasts several days."
MRS. J. C. CAUSEY.

When you, too, try a modern AIR-CONDITIONED ICE REFRIGERATOR in your own home you will discover that this is a better method of protecting your foods. Accept our invitation now and make the test. It is free—and there is no obligation on your part!

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Try It In Your Own Home Ten Days FREE!

Now—In An Air-Conditioned
Refrigerator You Can
MAKE FROZEN

Desserts
IN LESS
THAN AN
HOUR

Have Crystal
CLEAR ICE
Cubes

In Less Than 5 Minutes



Think of freezing desserts in less than an hour. A real source of satisfaction when unexpected guests arrive! And if you prefer ice cubes for chilling your beverages, you can have crystal-clear, taste-free ice cubes in five minutes!

There are so many features you will like in the new AIR-CONDITIONED ICE REFRIGERATORS. New stream-lined style. . . new attractive hardware. . . easily removable shelves. . . plenty of food space. . . special space for tall bottles. . . every modern feature.

Resolve now to see these new Refrigerators. Put one to the test in your own home. You will never again be satisfied with any other type of Refrigeration.

VISIT OUR SHOW ROOMS OR PHONE US!

NO IF YOU
GET THE FACTS
About Refrigeration--
You Will Get a New

and SAVES
MONEY!

Air-Conditioned ICE REFRIGERATOR Promise Nothing, Sign Nothing, Buy Nothing

... until you have seen this sensational New MONEY-SAVING Feature—the PROGRESS and have tried it out in your own kitchen—put it to the test. 10-Day Trial FREE—No obligation. When you try a new Air-Conditioned Ice Refrigerator, make this test: With a normal amount of food in the refrigerator and after the door has been closed for several hours, kneel down and inhale the cold air near the floor of the refrigerator. Notice how fresh and odor-free the air is! If you were to make the same test with any cold-storage type refrigerator making use of an ice substitute, you would never again ask for facts about the importance of Air-Conditioning in your refrigerator.

Conditioned Air Prevents Loss of Food Value

For many years refrigeration engineers have recognized that cold alone is not enough. If the air is dry the foods dry out. As they lose weight they lose valuable food element. No matter if the temperature is safely low, dry air in contact with foods steals part of the foods. CONDITIONED-AIR in a modern Ice Refrigerator is kept just moist enough to protect the natural moisture which is an essential part of every perishable food.

Foods Tastes Better Because Flavors Do Not Mix

Food odors are present in all refrigerators. If these odors are kept sealed up in the refrigerator, they grow sour and stale. Foods kept in contact with such odors acquire a "flat" or objectionable taste.

To prevent damaging food flavors in a cold-storage type of refrigerator that can not condition the air, it is necessary to keep everything tightly covered. But people who use modern AIR-CONDITIONED ICE REFRIGERATORS know that even onion-flavored potato salad does not harm the taste of their butter, because ice in a modern refrigerator constantly washes odors out of the air. Covered dishes are never needed.

Safe Low Temperature

Ice is used in the modern refrigerators in an entirely new manner. Because of the controlled circulation of the air, even in the hottest weather, re-icing an Air-Conditioned ICE Refrigerator is not needed more than once every four or seven days. And the temperature stays safely below 50-degrees.

The Cost Is 1-2 to 1-3 of the Price You Would Expect to Pay For Such a Fine Refrigerator

Small Down Payment No Carrying Charges
Terms to Suit Your Convenience

Home Ice & Fuel Co.

Dixie Ice & Coal Co.

Listen to "Parties at Pickfair,"
featuring Mary Pickford, every Tues-
day 9:00 P. M., CBS Network.

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