

LITTLE RIVER ICE COMPANY INVITES YOU TO SEE

"Husbands Are Good For Something"

Tuesday, April 26, 3:00 P. M

Free Tickets Can Be Obtained At The City Market or Any Employee Of Little River Ice Company

Why I DO Like My Coolerator

I like my COOLERATOR because it is so easily kept clean; is entirely free from objectionable odors; and because it is an attractive piece of kitchen equipment. In it I can keep milk sweet for five days, even in summer. It has been in use for nearly three years and has not cost one penny for repairs. I have never owned an electric refrigerator, but feel that I should not care to make the exchange from my COOLERATOR.

Why I DON'T Like My Refrigerator

If I were to buy another refrigerator I should buy one that uses ice for cooling. My electric refrigerator mixes odors so badly that we have to keep covers on all dishes used to store food. The noise of the motor is often annoying, and we must see that it is oiled at regular intervals. At least every four days we must raise the temperature sufficiently for defrosting, which takes time and care. We object to the drying out of foods stored. None of these things bother the owner of a good ice refrigerator.



You save right at the start by buying a modern air-conditioned ice refrigerator—it costs only a third to a half as much as any other type.

You save on marketing. With complete food protection*, you can buy in larger quantities—take full advantage of market specials. You save on upkeep: no repair bills—a single servicing of ice lasts 3 to 5 days or longer.

Call us for a free trial in your own kitchen.

*Complete Food Protection... Protection against spoilage (by constant cold); against rapid drying out (by proper moisture); against exchanging of food flavors (by clean-washed air). Only the new air-conditioned ice refrigerator gives this 3-way protection.

PLENTY OF TASTE-FREE ICE CUBES... in 3 to 5 minutes... with a modern ice refrigerator. All the pure, hard-frozen, sparkling cubes you want, when you want them.



Hear "HOMEMAKERS' EXCHANGE" with ELEANOR HOWE Every Tuesday and Thursday. Your Time. Your Station



FREE TRIAL

LOOK FOR THIS SEAL... It is your assurance that you are getting a genuine air-conditioned ice refrigerator—built for complete food protection and a lifetime of dependable, economical service.



GENUINE TESTIMONIALS

The testimonials given above are from a user of a COOLERATOR and a user of an electric refrigerator. Both names are on file in the RECORD office and will be furnished to those interested if request is made.

50 BEAUTIFUL REFRIGERATORS FREE!

For details, listen to

"Homemakers' Exchange"

featuring

ELEANOR HOWE

EVERY TUESDAY AND THURSDAY MORNING

YOUR TIME YOUR STATION

11:30 A. M.

WPTF



BEST REFRIGERATION! LOWER COST!

NO RAPID DRYING OUT OF FOODS!
NO MINGLING OF FOOD FLAVORS!
NO NEED FOR COVERED DISHES!

See the New AIR-CONDITIONED Ice REFRIGERATOR 10 DAYS FREE TRIAL

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LITTLE RIVER ICE COMPANY

Remember - Cold ALONE is not enough!