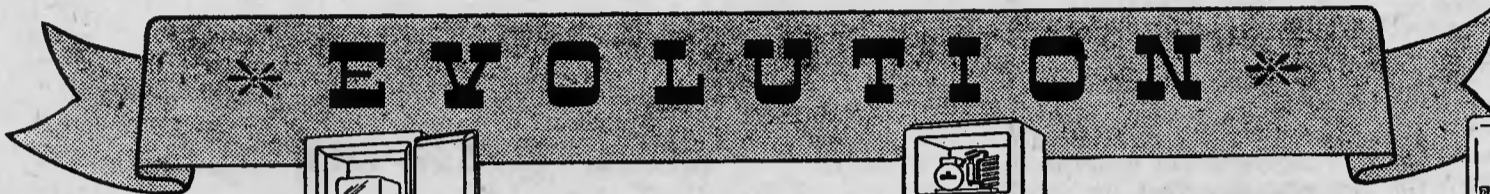


JOHNSON COTTON CO.

SPRING ROUND-UP of OLD Refrigerators - Freezers - Ranges!

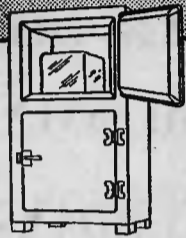
Sensational! Never Before Anything Like This

Unbelievable Trade-In Allowances on Famous Coolerator Refrigerators - Ranges - Freezers



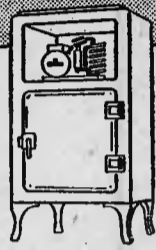
FIRST

Ice was used as the refrigerant. It was bulky and occupied 1/3 of the cabinet interior.



THEN

The ice was replaced with a motor-mechanism but it required almost as much cabinet space.



LATER

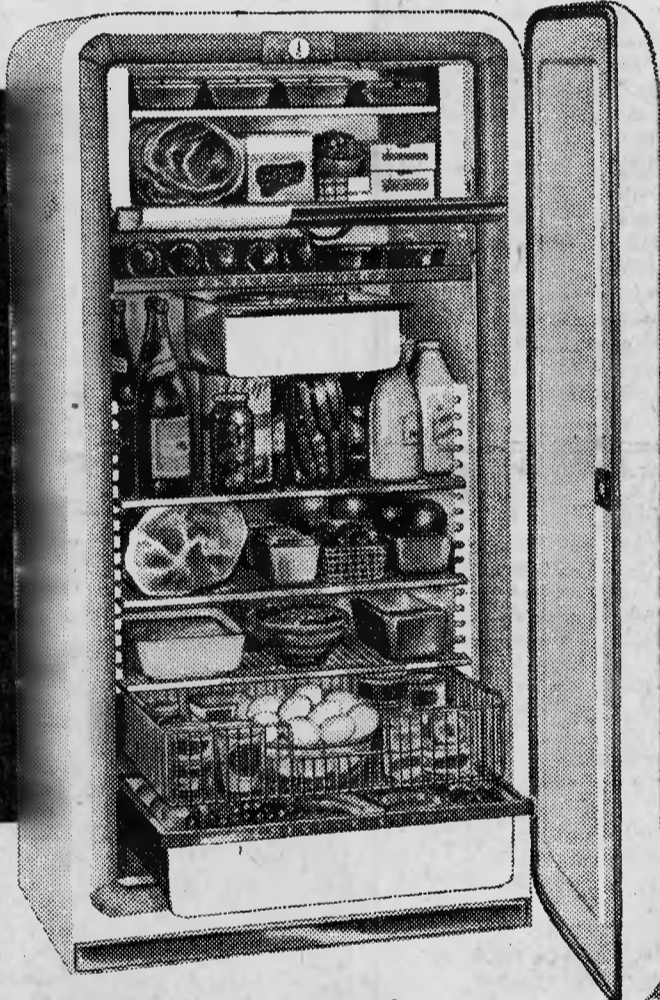
The mechanism was moved to the bottom and concealed but it still took up a lot of cabinet area.



and Now

Revolution in Refrigeration

Coolerator, WITH THE MOTOR ON THE BACK, HOLDS MORE FOOD—TAKES LESS SPACE—BECAUSE IT'S ALL REFRIGERATOR—TOP TO BASE—AND FRONT TO BACK



BIGGER INSIDE SMALLER OUTSIDE
Inches narrower—lower—than conventional refrigerators, this "years ahead" Coolerator gives you a full 20 sq. ft. of shelf area. That's because it's all refrigerator—all safe cold top to base and front to back. Coolerator—and only Coolerator—has the Zerolator on the back to give you room galore to freeze and store.

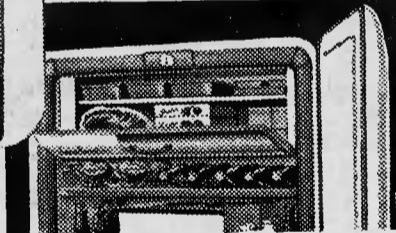
The Space-Thrifty Coolerator for '50 is an entirely new kind of refrigerator. Bigger inside—smaller outside—only 28 inches wide yet it provides 9 2/3 cu. ft. of safe cold refrigeration. This big, easy to use Coolerator actually takes less space in the kitchen than ordinary refrigerators with 30 to 50% less capacity. That's because the motor is on the back to give you lots more room to freeze and store—with the 4 kinds of cold you need for perfect refrigeration.

But space-saving compactness is only one of the many advantages made possible by Coolerator's daringly different design. It also brings new step-saving convenience, thrilling new beauty and amazing economy. Stop in at your Coolerator dealer today. See for yourself how much more you get in a space-thrifty Coolerator—the refrigerator that's modern as tomorrow.

You can get more in and out of this 9 2/3 cu. ft. Coolerator

A dozen tall bottles—or a big watermelon offer no storage problems. Magic Select-O-Shelves make the whole interior adaptable—adjustable—to your ever-changing needs. Sliding Snack Basket keeps small articles snugly packed, always right at your finger tips. Magic-Lift trays pop out ice cubes with a touch of the finger. And there's loads of room for fruits and vegetables in the full-width Crisp-O-Lator.

2 KINDS OF FREEZING COLD
"FREEZER" COLD—in the 40 lb. Freezer-Chest to keep ice cream frozen firm—store frozen foods safely—freeze 54 ice cubes in a hurry.
QUICK CHILLING COLD—in the adjustable Chill-R-Ator Shelf with temperature well below freezing to chill beverages, salads and desserts in a jiffy—or for the long time storage of extra ice cubes.



We Will Allow You \$
On Your Old Ice Box
Or Refrigerator

35

Regardless of Kind, Condition or Age

Yes—\$35 for your old Ice Box or Refrigerator on a trade-in for a beautiful new COOLERATOR ELECTRIC REFRIGERATOR! COOLERATOR—The best buy at any time—An unbelievable buy now!

We Will Allow You \$
On Your Old Freezer
Regardless of Age

55

Yes—\$55 for your old Freezer, regardless of condition or age, on a sparkling new FAMILY-SIZE COOLERATOR FREEZER—"Costs less, saves more."

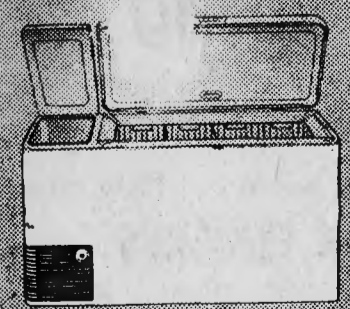
We Will Allow You \$
On Your Old Stove,
Range, or Whatever

35

Yes—\$35 for your old Range, Oil Stove, Wood Stove—or any kind of stove, regardless of condition or age—on a new COOLERATOR ELECTRIC RANGE!

The Amazing New FREEZ-R-ATOR

ANOTHER COOLERATOR FIRST!



It's a 15.5 cu. ft. Freezer plus a 3 cu. ft. refrigerator in a single appliance. Here at last is the perfect method of preserving all types of food at their natural best. The Freez-R-Ator safely refrigerates fresh foods in the refrigerator section while below zero temperature is maintained in Freezer. See the new exclusive Freez-R-Ator at your Coolerator dealer today. Ask him to show you why it doesn't cost but pays to own a Coolerator "Family-Size" Freez-R-Ator.

NOW... Lowest Prices Ever!

Five grand new Coolerators ranging in capacity from 7 to 9 2/3 cubic feet offer a complete selection to exactly fit your family's needs and budget.



Don't Miss This Once - In - A - Lifetime Offer! Easy Terms Available, Too!

Complete Farm and Home Suppliers

Johnson Cotton Company

Cash If You Have It—
Credit If You Need It