

SEEN

(in the kitchen)



but not Heard

(anywhere in the home)



There are some things which are much better when they are *seen* and not heard. Automatic Refrigerators fall in this class. Absolute SILENCE . . . not just quiet operation, with disturbing noises as the machine turns on and off . . . is essential if you are to receive as much pleasure from automatic refrigeration as you have a right to expect when you have it installed in your home.

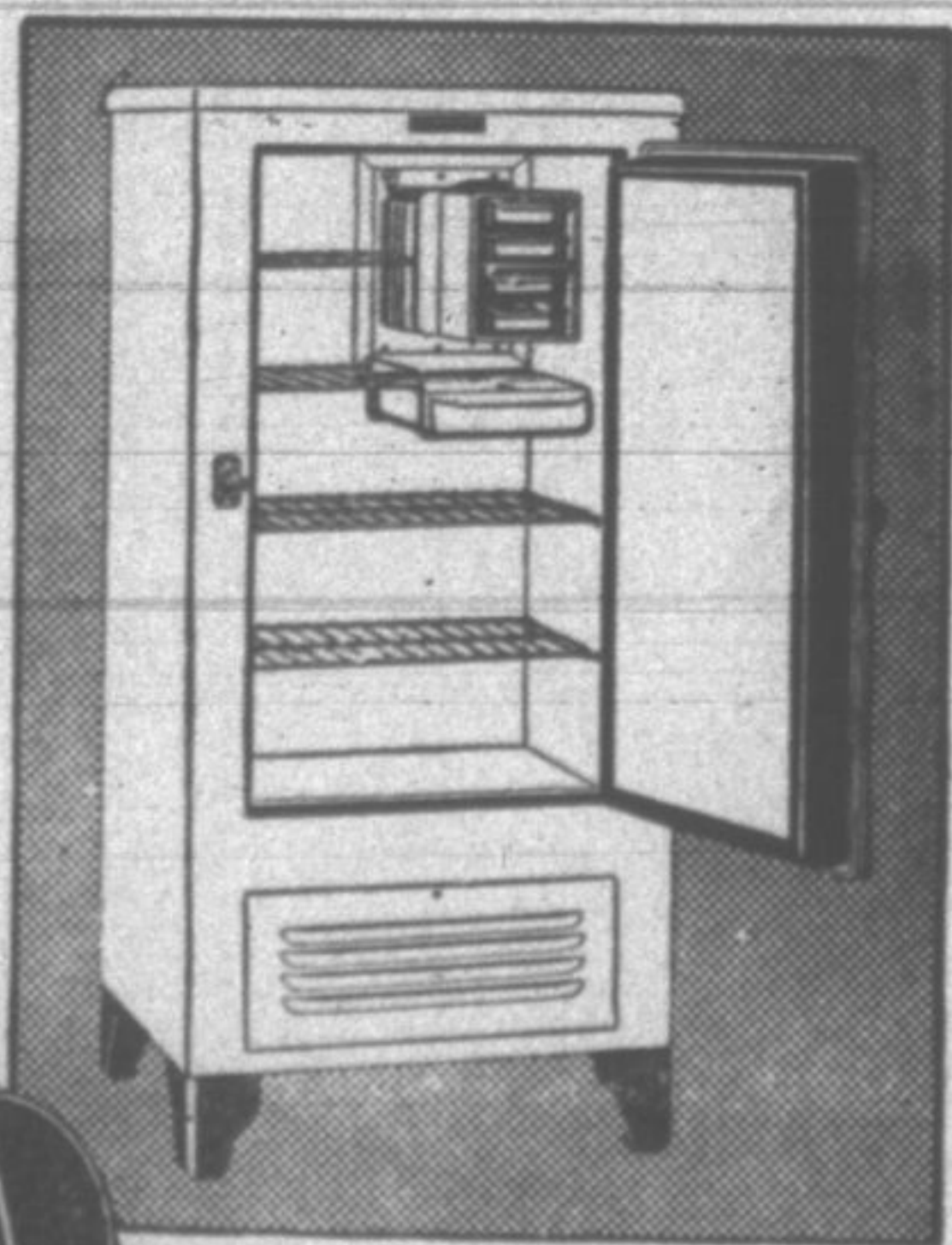
Electrolux, the GAS Refrigerator, cannot make a sound. In this respect it stands alone among automatic refrigerators. Its *soundless* operation is possible because it contains no "machinery." A tiny gas flame and a trickle of water do the work of motors, fans, etc. No other refrigerator has such a trouble-free, cold-producing "mechanism." Lack of moving parts in Electrolux also

means that it will perform its duties permanently, without requiring replacement of parts. *There is nothing in Electrolux to wear out.* You have no costly repair bills. It gives you unequalled continuity of service at a low cost which has proved more than satisfactory to thousands of users.

Because Electrolux makes *continuous cold*, temperatures remain at a constant level. This steady cold is best for positive, unvarying protection of food flavor and wholesomeness.

Ice cubes are frozen SILENTLY in Electrolux. A plentiful supply is at hand always for cooling summer beverages and for use on the table. Warm weather desserts may be frozen quickly in Electrolux, and crisp, appetizing salads are cooled easily, conveniently.

In every way, Electrolux offers you the utmost in modern automatic refrigeration. Visit our display room and learn every one of its many amazing advantages. Or, if you'll telephone, a representative will call and see you. ACT NOW for years of refrigeration convenience and satisfaction.



You can see Electrolux at our store, but you can't hear it

EASY TERMS

A few dollars down will bring an Electrolux to your kitchen. Then you may take as many as 18 months to pay the balance. Installation of an Electrolux in your home is not an added expense. You will more than make up its cost in foods saved from spoilage. Start this SAVING Now!

ELECTROLUX THE GAS REFRIGERATOR

This remarkable automatic refrigerator mystifies only those who do not know the secret of its operation. A brief visit to our store will give you the secret. Come in and let us tell you!

North Shore Gas Company
Telephone H. P. 3300-3301