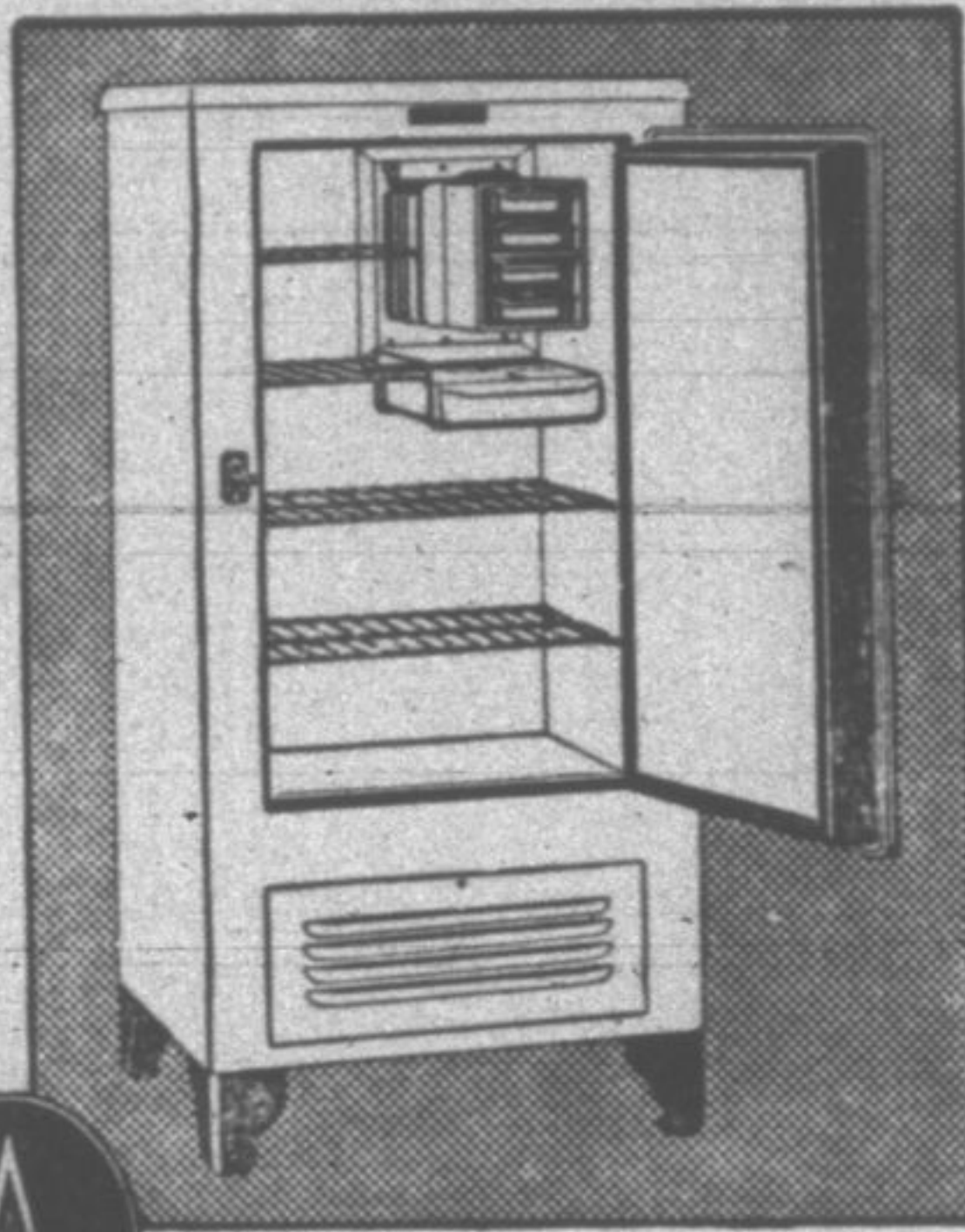


of all automatic refrigerators,
ELECTROLUX, alone, is completely
SILENT in operation

Combined with Silence, other features of ELECTROLUX are:

- Dependability*
- Permanency*
- Convenience*
- Beauty*



No matter how long you search and shop, you will not find another automatic refrigerator as SILENT as Electrolux. This is no exaggerated claim. The reason is amazingly simple: Electrolux is the only automatic refrigerator operated without the use of machinery. Because of this, it never makes a sound! What's more, it cannot wear out. Moving parts are not included in its cold producing "mechanism." A tiny gas flame and the smallest trickle of water do the work of complicated machinery.

As Electrolux performs without moving parts, there is nothing to oil, to repair, or need replacement. The refrigerant used is only slightly stronger than household ammonia and is securely sealed in steel for a lifetime.

SILENCE and absence of wear are not the only advantages that recom-

mend Electrolux as the most modern automatic refrigerator. It has other features which bring you matchless dependability and convenience. For example, its cooling and freezing compartments are maintained at a constant temperature. Steady, unvarying cold gives foods dependable, positive protection. The cold producing mediums operate continuously, without stopping, supplying cold that always is at the same temperature. This continuous, unflinching refrigeration costs no more, and in many cases less, than other forms of refrigeration.

For trouble-free, reliable, automatic refrigeration, choose Electrolux. Its benefits daily are finding wider appreciation among housewives who want an automatic refrigerator that's simple in operation, so they will have no difficulties with intricate machinery; who want SILENT operation, so no disturbing sounds will come from the refrigerator; and who want a method of food protection that will leave no doubt as to the wholesomeness and freshness of foods they serve.

Won't you come in and see Electrolux? We will be pleased to give you a demonstration in our store. Or just telephone, without incurring any obligation, and we'll send a representative to see you.

Easy Terms

Not only is Electrolux easy to buy, but it brings you daily savings by protecting foods from spoilage. A SMALL DOWN PAYMENT will place one in your home. After that, you may take 18 months to pay the balance. Have the economies others are making by installing an Electrolux in your kitchen. Make this move NOW for perpetual savings!

ELECTROLUX
 THE GAS REFRIGERATOR

NORTH SHORE GAS COMPANY

Telephone H. P. 3300-3301