TODAY, in thousands of homes, refrigerators formerly considered as highly satisfactory, are being replaced with plus-powered Kelvinators. For the new Kelvinator is a luxurious refrigerator. Luxurious in appearance—it is convenient—and luxurious in service. It does more. It saves more. Its purchase is a genuine economy. Judge it yourself by the following two facts:

FACT 1—The new 1937 Kelvinator is plus-powered. It has as much as double the cooling capacity of other well-known refrigerators of the same size.

FACT 2—The new Kelvinator runs only half as many minutes per day—during the rest of the time it maintains low temperatures using no current at all. The new Kelvinator cost more to build, but it costs no more to buy than a less powerful, less economical refrigerator. It can be bought on your dealer’s special time payment plan—or for as little as 90¢ a week on the Kelvinator ReDisCo Plan.

WHERE AN ALL NEW WAY OF LIVING REINVENTED.

Equipped with Kelvinator electric refrigeration, air conditioning, automatic heating, electric or gas range, washing machine, ironer, and automatic water heater—can be built for less than $7,500. The Kelvin Home Book, with exterior views, floor plans, and description of equipment, is now available without cost wherever Kelvinator products are sold.