

KELVINATOR LEADS AMERICA!

In 1952 KELVINATOR Gives You...

The Magic Cycle

Self - Defrosting without additional heat . . .

Here is not just another refrigerator, but a great new miracle of American inventiveness. A new kind of foodkeeper, it defrosts itself automatically, YET KEEPS FROZEN FOODS PERMANENTLY FROZEN, EVEN DURING THE DEFROSTING CYCLE!

For this is no ordinary kind of defrosting system, but something utterly new and revolutionary . . . the ONLY system that employs no electric heating elements. Kelvinator "Magic Cycle" automatic defrosting is faster than ordinary systems. With no electric heating elements, it is far more economical. It is simpler. Completely foolproof. Com-

pletely safe — for your foods, your refrigerator and you.

There's nothing else like Kelvinator "Magic Cycle" self-defrosting. Nothing like Kelvinator cold-clear-to-the-floor design. Nothing like "Cold-Seal" Freezer Chest, portable Butter Chest, beautiful new Strato-Blue trim. See proof in pictures of what Kelvinator "Magic Cycle" self-defrosting means to you — at Modern Furniture now.

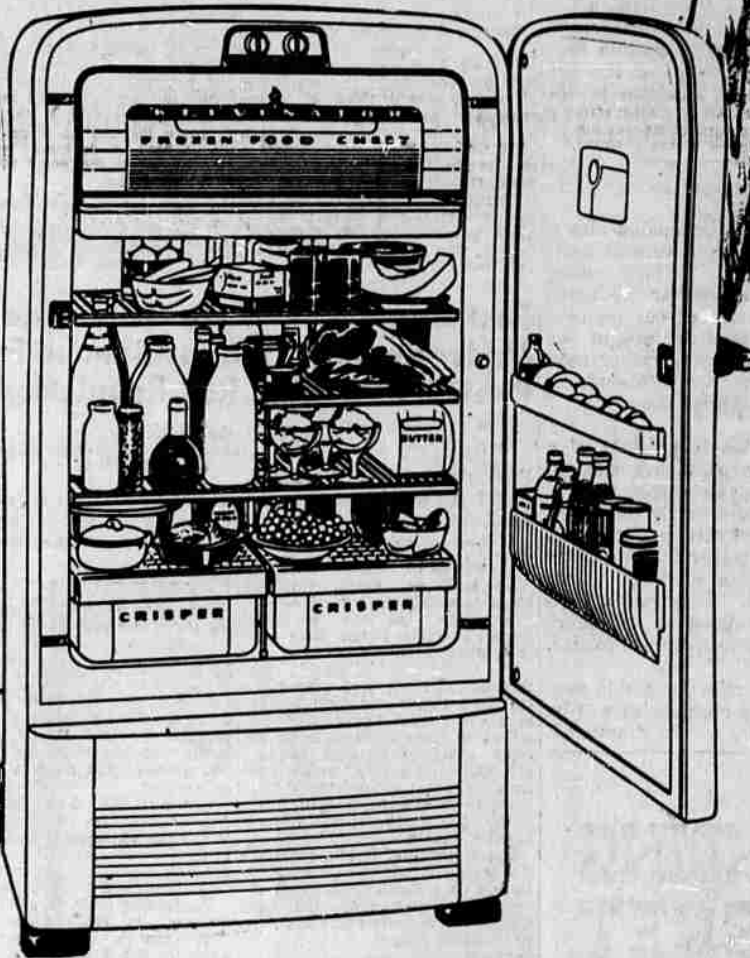
MODEL MA (Left)

Faster, thriftier automatic defrosting in a big 11 cu. ft. refrigerator. A big 43-lb. "Cold-Seal" Freezer Chest! Twin moist-cold Crispers! Shelves in the door! 18.4 sq. ft. of shelf area! Portable Butter Chest Accessory!

SEE THE '52 Kelvinator at Modern Tomorrow!

MODEL MH (Top)

11.6 Cu. Ft. Kelvinator that's cold-clear-to-the-floor! 20.4 sq. ft. shelf area that is adjustable to fit your needs. Full width freezer chest and meat tray and extra room with door shelves. Portable Butter Chest accessory. Twin moist-cold crispers!



MODEL EA (Above)

Faster, thriftier, automatic defrosting! Simpler! Worry-free! For the first time — no electric heating elements! Also a big 33-lb. freezer chest! Twin moist-cold Crispers! Portable Butter Chest accessory! Handy door shelves! 8 cu. ft. of cold space!

VISIT MODERN'S OPEN HOUSE

THURSDAY and SATURDAY
PRIZES! GIFTS! TREATS!



MODERN FURNITURE CO.

222 WEST OAK

DIAL 3-4337

Every Kelvinator appliance is new in '52. The ranges are entirely new along with the home freezers. See these new Kelvinators tomorrow! They are what you have been waiting for! Economical to operate! A pleasure to use! See them today! Have one delivered tomorrow!

**There Are Better Appliances!
They Are Kelvinator**

The Kelvinator Electric Refrigerator traces its ancestry back in a direct line to the first domestic electric refrigerating unit. It was in 1914 that Nathaniel B. Wales, an enthusiastic young engineer with an idea, started work in Detroit on the first of a series of refrigerating units which were later to be identified with the Kelvinator name. That 1914 unit blazed the trail for the Kelvinator line that was to follow, and became the pioneer's forerunner of today's domestic electric refrigerators.

Wales' first crude model was followed by others, each an improvement over its predecessor, until in February, 1916, the newly developed refrigerating unit was considered ready for production and sale. Then a company was incorporated and production was started. On July 28, 1916, the organization became known as the Kelvinator Corporation in honor of Lord Kelvin, the distinguished English scientist who pioneered in discovery of the principles upon which mechanical refrigeration is based.

Fewer than 67 Kelvinator units were produced and installed in homes of the Detroit area in 1916, but production was considerably expanded in subsequent years. The Kelvinator pioneered not only in development but also in the manufacturing and distribution of electric refrigerating units as evidenced by figures of industry-wide sales volume through 1924 which show that Kelvinator had built approximately 40,000 units up to that time while other concerns which had followed it into the field accounted for only 13,000. It should be noted that these early units consisted of the refrigerating system only, and were of the "remote" type arranged for installation of the cool-

ing unit in the purchaser's icebox and the condensing unit in the basement.

The first Kelvinator refrigerator in self-contained form, including the refrigerating system in a specially designed refrigerator cabinet as a unit, was introduced in 1925. This marked an important milestone in refrigeration, as the self-contained refrigerator has since become a standard for the industry.

In 1928 Kelvinator acquired the Leonard Refrigeration Company of Grand Rapids, Michigan, the oldest and largest builder of iceboxes and refrigerator cabinets in the world. By this acquisition, Kelvinator gained the advantage not only of the property and facilities of the Leonard organization but also of extensive experience in refrigerator cabinet construction dating back to 1881, when the first Leonard ice refrigerator was built. Thus, Kelvinator products since 1928 have reflected the best thinking dating back to 1914 in refrigeration mechanisms and to 1881 in cabinet construction. Kelvinator has a background of rich experience and persistent progress that no other manufacturer in the field can even hope to approximate!

In December, 1936, the organization was further expanded and strengthened by the merger with Nash Motors. The result was that one of the largest and most aggressive refrigerator manufacturers was joined with an old and soundly established automobile company which had achieved an enviable financial stability.

As further evidence of the Kelvinator expansion plan in January of 1952 they acquired the range facilities of the Kalamazoo Stove and Furnace Company, which will permit Kelvinator to continue expansion of its electric range business which has climbed to phenomenal heights since the end of World War II.

Nor has Kelvinator's expansion been limited to its facilities and resources. The line of products, too, has been logically expanded to include electric water heaters, freezers and an array of commercial refrigeration equipment consisting of condensing units, beverage coolers, ice cream and frozen food cabinets as well as parts and supplies for all these products.

KELVINATOR "FIRSTS" IN THE LINE OF PROGRESS:

1. First automatic refrigeration for the home.
2. First self-contained refrigerator.
3. First air-cooled condensing unit.
4. First stainless steel — now plastic — breaker strip.
5. First "stack type" condenser.
6. First cold-clear-to-the-floor refrigerator.
7. First sealed five-wall cooled freezer chest.
8. First positive control of cold and moisture in food compartment.
9. First true self defrosting refrigerator, and we are claiming a first or this because sooner or later every manufacturer will copy in one version or another this self-defrosting refrigerator.