

THE GROWING FAMILY VS. THE SPACE WASTER by THE BRENSTEINS



Once there was a happy, young, growing family (just like millions of families in the U.S.A. today) that was faced with larger and LARGER foodkeeping needs every year . . . but tiny, tiny kitchen space.



"Enough is enough!" Dad bellowed when trying to squeeze the family's food supply into their protesting, already-bulging refrigerator. "Let's get rid of this SPACE-WASTER."



Which was exactly what Mother had been waiting to hear. That very day she led the whole tribe out to look at new refrigerators.



"Ugh! Another Space-Waster," exclaimed Mother again and again, spotting the unusable area in many models. "Doesn't anyone give you cold all the way to the floor?"



To her horror, Mother soon found out that, if a refrigerator didn't devour space without using it, then the crispers she used "a million times a day" were at the bottom. "No BACK-BREAKER for me!" she declared.



Next stop was the local Kelvinator Dealer's. "This is it!" cried Mother, opening the doors of the new 1959 Kelvinator. "Waist-high space for my fresh produce and the cold goes all the way to the floor!" You see . . .



Beautiful new, 2-door, 13-cubic-foot Kelvinator, with separate 100-lb. true home freezer. Defrosts automatically. Only 65" high, 31" wide. Features "Cold-Mist Freshener," "Package Pantry" and Breakfast Bar in the door. Comes in 3 decorator colors or classic white.

. . . many "new" refrigerators are actually out-of-date. Now one manufacturer provides these space-saving, work-saving improvements.

SEE THE NEW 1959 KELVINATOR

MORE USABLE SPACE! Where others waste up to five cubic feet of kitchen space—or completely misuse it—Kelvinator gives you far more usable space. A special "Package Pantry," developed by Kelvinator, stores ready-wrapped fruits and vegetables right in their plastic "crisper" bags.

MORE CONVENIENT TO USE! Every most-used feature has been especially designed by Kelvinator engineers to be extra convenient. Take the deluxe "Cold-Mist Freshener" which is located at true convenience level. It's exclusively Kelvinator's and it's ideal for fruits, vegetables, salad greens . . . and ever so easy to use . . . as are Kelvinator's waist-high "Stacked Crispers" in several new Kelvinator models.

COMPARE! It's too late for anything but crying when you find out those fancy frills that looked so great on the sales floor are nothing but a big disappointment at home in your kitchen. Kelvinator brings you the refrigerator improvements you really need. Before you buy any new refrigerator, see all the new 1959 Kelvinators . . . at your Kelvinator Dealer's now.

Built Better to Serve Better **Kelvinator** Dependable for 45 years

Kelvinator Division, 14250 Plymouth Rd., Detroit 32, Mich. American Motors Means More for Americans