

NOW AT BEE JAY'S

Save Hot, Sudsy Water
and Cold, Hard Cash!

with famous exclusive

Suds-Miser



Matched
Beauty
and Efficiency

Cleaner washings, greater
savings, added convenience
—yours with WHIRLPOOL!

You've never seen a washer get
clothes so dazzling clean—so fast
—using so little water—as work-
saving Whirlpool! Come in today
and see how your washday ex-
penses are cut in half as your
washday work disappears.

Look at this lineup of benefits!

- Total-cleansing Agiflow Action gets out ALL the dirt.
- Extra-thorough Seven Rinses swirl away every trace of soap.
- Clothes-freshening Sun-a-fizer Lamp.
- Big Family-size 9 lb. Capacity.

5-YEAR WARRANTY
ON TRANSMISSION!



Whirlpool demonstrations going on here now! Come in!
Ask about Free Home Trial!



SUDS-MISER

saves over half the cost
of soap, hot water and
fuel by storing and re-
turning hot, sudsy wa-
ter for thrifty re-use.
It's the top economy
feature in automatic
washing.

yours only with

Whirlpool

AUTOMATIC WASHER

THE 1954

Whirlpool

ALL-FABRICS WASHER AND DRYER

Now, with these perfectly-matched Whirlpool units, enjoy exclusive, new *Guide Lite Control* of the greatest advantages in modern home laundering! At a touch, these work-saving "washday specialists" give you sunny-fresh Clinic-Clean washings . . . fluffy-soft, effortless drying . . . almost-human gentleness with even your most delicate fabrics. Own the Washer, the Dryer, or both Guide Lite Whirlpool beauties!

Matchless
Value!

In WASHING...greater economy
and cleaner clothes

- Re-use hot, sudsy water with super-thrifty **Suds-Miser**.
- Save additional water with new **Select-a-Level** filling.
- Wash clothes Clinic-Clean—so gently—with **Agiflow Action**.
- Get white, brighter ironing results with famous, extra-thorough **Seven Rinses**.
- Delicate Fabric Guide.
- 5-YEAR WARRANTY on transmission.

In DRYING...greater speed and
extra dependability

- Choose the perfect heat for drying everything from denims to Dacron, with new **Delicate Fabric Control**.
- . . . and a complete range of **Selective Temperatures**.
- Dry clothes in minutes (rain or shine) with breezy **Therma-Flow Action**.
- Give clothes **FADE-FREE** sun-freshness with **Sun-a-Tizer Lamp**.
- Forget lint and moisture. They're whisked away by efficient **Force-Flo Venting**.

Come in and see a
demonstration of
Whirlpool's famous
matched units.



COURTEOUS
SALESMEN
TO SERVE
YOU!



Outdoes
All Outdoors

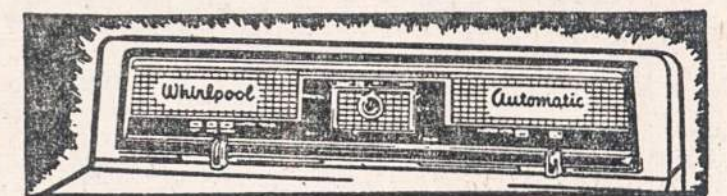
Whirlpool
THE ALL-FABRICS
DRYER

Beams in freshness—WITHOUT SUN-FADING!
Colors stay new-bright longer. And, thanks to Whirlpool's **Sun-a-Tizer Lamp**, every piece has springtime fragrance.
Dries clothes free of WHIPPING WINDS!
Fluffs them gently inside Whirlpool, in billows of soft-warm air . . . Created by **ThermaFlow Action**.
Dries, rain or shine, MINUTES-FAST!
Perfect drying any time, for any fabric . . . with new **Delicate Fabric Control** and a complete range of temperatures.

MORE wonderful Whirlpool benefits:

- **Tempered Heat**—safe, sure. Clothes never come in contact with direct heat rays.
- **Satin-Smooth Drum**—extra gentle with clothes. Takes big 9-lb. load.
- **Force-Flo Venting**—rids you of lint and moisture . . . with no pans to empty, no expensive plumbing.
- **Cycle-Tone Signal** calls you when the drying's done; saves steps.

and only WHIRLPOOL brings you
GUIDE LITE CONTROL



Beautiful new illuminated "control center"
for the fastest, gentlest drying known!

BEE JAY STORES

15 West Hubbard Street

Open Monday and Thursday Evenings

Whitehall 4-3253

