

NOW AT BEE JAY'S

Save Hot, Sudsy Water and Cold, Hard Cash!

with famous exclusive

Suds-Miser



Matched
Beauty
and Efficiency

Imperial MODELS
Dryer available in gas or electric models.

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:



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 expenses are cut in half as your washday work disappears.

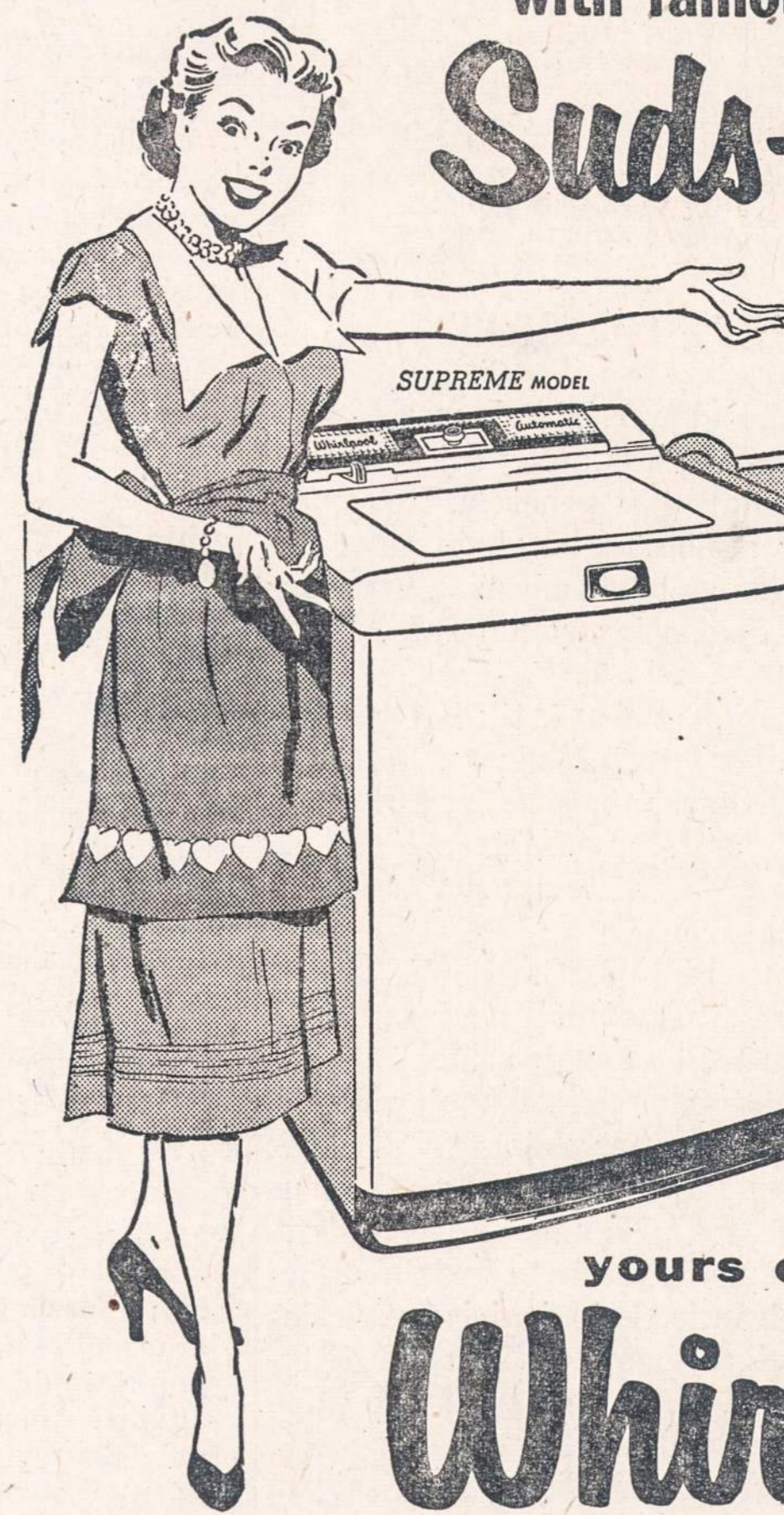
Look at this lineup of benefits!

- Total-cleansing **Agiflow Action** gets out ALL the dirt.
- Extra-thorough **Seven Rinses** swirl away every trace of soap.
- Clothes-freshening **Sun-a-tizer 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!



SUPREME MODEL

SUDS-MISER

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

yours only with

Whirlpool

AUTOMATIC WASHER

COURTEOUS
SALESMEN
TO SERVE
YOU!



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

