





# 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.

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!



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

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-Flu Venting.

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



COURTEOUS  
SALESMEN  
TO SERVE  
YOU!



Outdoes  
All Outdoors

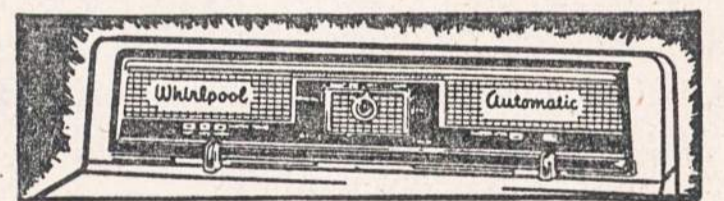
Whirlpool  
THE ALL-FABRICS  
DRYER

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-Flu 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









