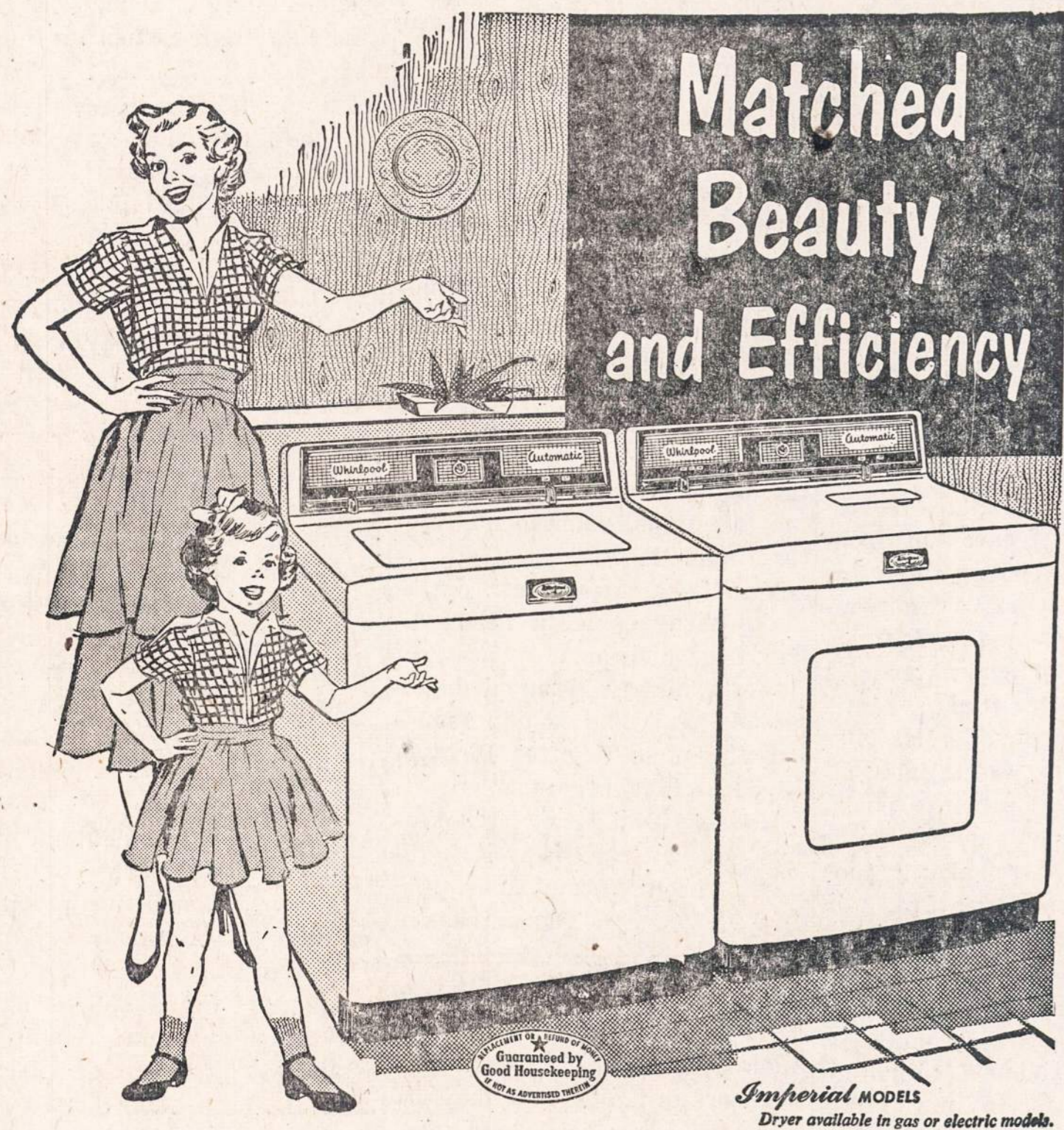


NOW AT BEE JAY'S

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 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-Flo Venting.

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



COURTEOUS SALESMEN TO SERVE YOU!

Outdoes All Outdoors

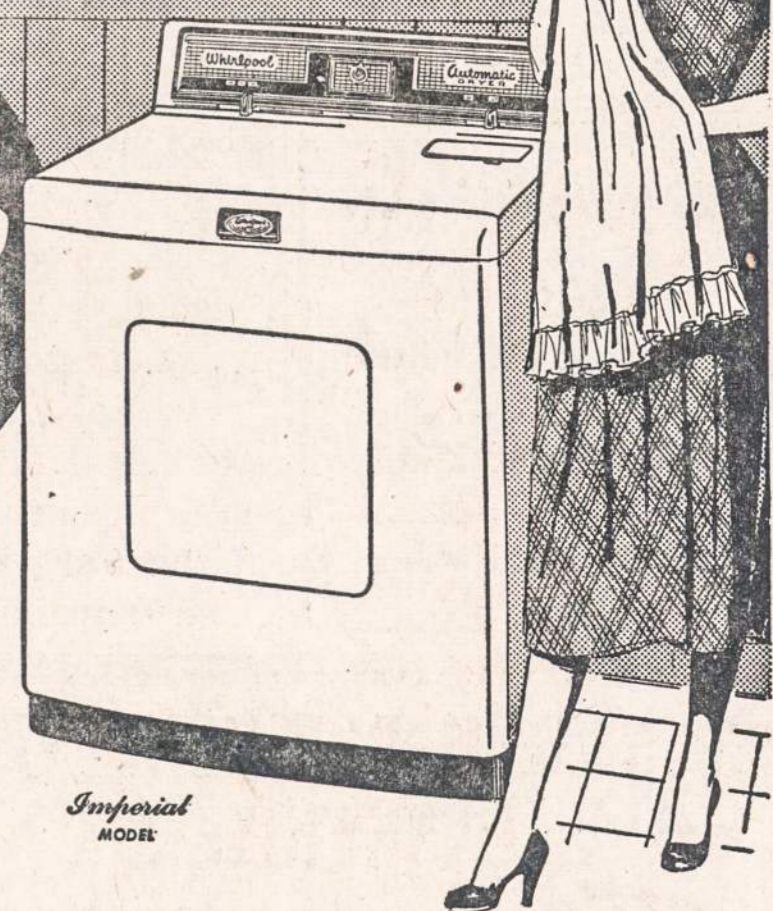
Whirlpool

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.

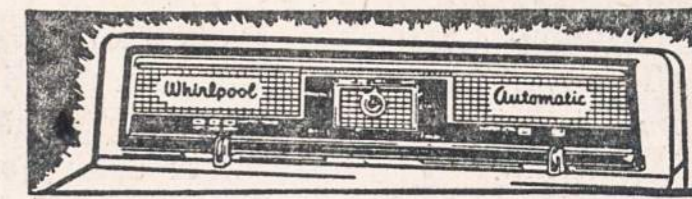
MORE wonderful Whirlpool benefits:

- 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.



Imperial Model

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

