

Here are the cold facts about family refrigerators and freezers



PUSH BUTTONS ARE AN ADDED CONVENIENCE TO HOUSEWIFE

Refrigerators in style as way of life changes

By VICTOR C. PETCHUL, Editor and Publisher, Appliance Manufacturer. How old is your present refrigerator? If you have had it for five years or more, the chances are your changing needs and way of life have made it inadequate.

The mechanical life of a refrigerator is upwards of 12 years. Yet, the changing patterns of our way of living have brought a marked shift in the demands on refrigerator-freezers to keep pace. The two major demands: (1) increased capacity, and (2) greater efficiency.

There are many pressures which have created the consumer demand for more and more capacity in a refrigerator-freezer. More and more frozen foods are being consumed and the variety of such foods is increasing at an unprecedented pace.

MARKED TREND
There has been a marked trend in once-a-week food shopping, bringing with it a need

for almost miniature supermarket facilities in the home. Supermarket merchandising, with certain bargain specials in meat and other perishables, has made it an economic advantage to have adequate storage at home to stock up. And, another factor has been the trend to larger families.

Just how great the pressure for and the shift to larger capacity refrigerator-freezers has been is dramatically illustrated by the rapidly shifting refrigerator-freezer sales patterns. Just six or so years ago, the 12 cubic foot capacity refrigerator-freezer was the "giant" offered by manufacturers.

Today, substantially more than half of the refrigerator-freezer sales are in 13 cubic foot and larger capacities. The 13 cubic foot appliances account for 52 percent, and 14 cubic foot units more than 22 percent. And these figures are from last year!

Now, what do these figures mean to you the consumer? In planning the purchase of a

refrigerator-freezer, they should alert you to evaluating your future needs, not your present needs, as an important criterion in the size you select.

Factors which you should weigh:

- (1) The number in your family, not today, but the number there may be in the next three or four years.
- (2) The ages of your children now, because individual food consumption volume rises consistently and dramatically in youngsters.
- (3) The time-saving and money-saving which comes with sufficient refrigerator-capacity to store more than a normal week's supply of perishables; and
- (4) Your increased consumption of frozen foods, including the new and exotic delicacies from all over the world finding their way to your local market in frozen form.

Research and development programs by the manufacturers have made it possible to markedly increase the capacity of your next refrigerator-freezer without straining the capacity of your kitchen.

NEW INSULATIONS
New insulations have been developed which are much thinner yet have greater efficiency. Result: increased capacity without increasing the floor space required. And, also, the increased efficiency of the insulation makes even lower cost operation of the appliance a reality.

"Slide, out and swing-out shelves make everything in the large-capacity units readily accessible. And foot-pedal operated doors permit both arms can be full and you still won't have to strain the sacroiliac.

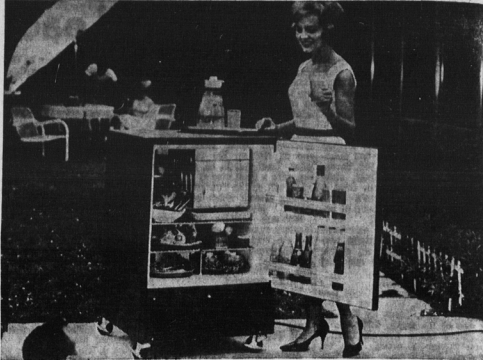
But size is not the only dramatic shift brought about in refrigerator-freezers by our changing way of life. Other conveniences have come about because of the time demands for family leisure activities, for the homemaker's community activities and adult education programs.

Creating a refrigerator-freezer that is frostless, the manufacturers have eliminated the last remaining "chore" in owning the appliance: messy, sloppy, annoying, frustrating and a 4 time-consuming defrosting. There isn't even a button to push. On the newest refrigerator-freezers you will never see any frost form in the refrigerator or freezer section.

New control systems monitor both temperature and humidity preventing the formation of frost within the food storage areas. This exacting control of the air and its movement also increases the storage life of the foods.



EVERYTHING FOUND HERE THAT A SUPERMARKET HAS
PROPER PACKAGING IS KEY TO BETTER RESULTS



FOR OUTDOOR TYPES, A PORTABLE REFRIGERATOR ON WHEELS

Improper use of freezer produces inefficiency

While the 1963 refrigerator-freezers and separate freezers are marvels of convenience and efficiency, some women lose much of the advantage of their freezer space by failing to use it properly.

(One thing is certain: The freezer food can be no better than its packaging. The rules for

packaging are simple, but they must be observed, or the quality of the food frozen will be disappointing.

Here is some advice on packaging that will help you realize the benefits built into the 1963 freezing units:

1. Always choose cartons and wrappings that are moisture-

proof and vapor-proof, easy to handle, seal and label. Materials should be flexible and strong enough to withstand handling at zero degrees.

2. Wrap all food tightly. "Freezer-burn," which appears as frost or grayish-white spots on frozen food, is caused by air pockets that are left between the

products and the wrapping material. If containers are used, they should be filled to the recommended mark—usually $\frac{1}{2}$ inch from the top for solids, one inch from the top for liquids.

3. For convenience, a package should be labeled with the date of storage, kind of food

and, when necessary, weight or quantity.

4. Use only table-ripe vegetables or fruits that are at the peak of maturity.
5. Fruit should be packaged in meal-sized quantities, so there will be no left-overs. Defrosted frozen fruit loses its palatability if left standing.

6. Fruits that are to be used primarily for pies, jellies or preserves can be washed and frozen in dry packs without sugar or syrup. Fruits can also be frozen in a dry sugar pack or in a syrup pack.

7. Meats should be wrapped immediately after cutting to prevent loss of juice and flavor.



MEAT IS KEPT FRESH, TASTY



• BIG ZERO-ZONE FREEZER • ROTO COLD SYSTEM
• SWING OUT CRISPER • DELUXE MEAT PAN

Get a price from us on a Quality G. E. Refrigerator-Freezer before you buy.
BURKE ELECTRIC LTD.
Kent Street Charlotte/town

NEW
13 Cu. Ft.
General Electric
Combination
REFRIGERATOR
FREEZER

112 Lb. Zero-Zone
112 lbs. of frozen food can be safely stored in this true Zero-Zone freezer.

• BIG ZERO-ZONE FREEZER • ROTO COLD SYSTEM
• SWING OUT CRISPER • DELUXE MEAT PAN

Get a price from us on a Quality G. E. Refrigerator-Freezer before you buy.
BURKE ELECTRIC LTD.
Kent Street Charlotte/town

Sick of This...?

TRY THIS Kelvinator "Foodarama"



KELVINATOR Foodarama with "No-Frost" system ends defrosting completely. Flexible, modern design... may be used as free-standing unit or built in. Optional Ice Maker makes, stores ice-cube crescents automatically. Large-capacity upright freezer; refrigerator with high-humidity cold-Mist crisper, pull-out shelves, full-width dairy chest, meat drawer, pull-out pantry basket and egg tray, convenient door shelves. Size—Height 63", width 41", depth 26 $\frac{1}{2}$ ". Fresh food storage 11.9 cu. ft. Freezer capacity 5.5 cu. ft. Total net 13.4-cu. ft.

\$759.00

We Can Fit the Freezer to Your Family's Needs



A Refrigerator... Chest Type or an Upright



2-DOOR REFRIGERATOR-FREEZER

54 lbs. frozen food storage in separate compartment with separate door.
8.6 cu. ft. for fresh food storage.
Deluxe interior and finished for minimum care and cleaning.
Magnetic door closure gasket. No latch—just a powerful permanent magnet in longlife gasket.
5 year warranty on the Polasphere cold-making unit—the finest in the world—trouble free.
You are invited to compare KELVINATOR with anything you have seen anywhere to satisfy yourself that there are non as superbly constructed and quality finished at equivalent price.

\$319.00

Size—Height 59 $\frac{1}{4}$ ", width 28", depth 28"
KELVINATOR FOOD FREEZER

... the key to better living

- Self-raising Lid and Interior light
- Lift out baskets
- Sealed Construction
- Baked enamel exterior finish
- Lifetime porcelain interior finish
- Insulation
- Wrap-around condenser

CROCKETT & STOREY Ltd.
Dedicated to Home Improvement