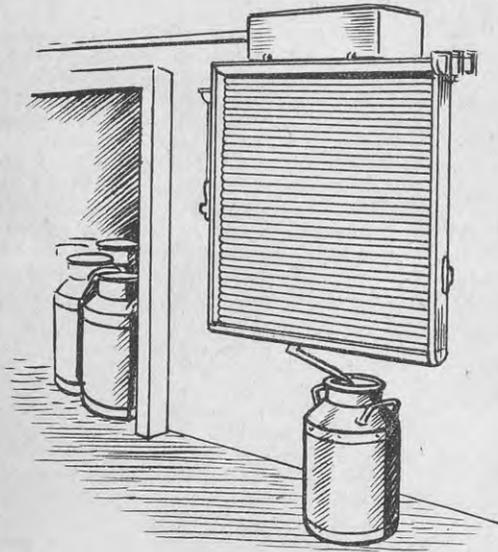


Milk and Cream Cooling pays for itself . . .



NO matter how good your herd may be . . . no matter how much you observe cleanliness in the shed, **the amount of profit you make from the milk you produce depends largely upon the efficiency of your cooling system.** To-day New Zealand dairy farmers in their thousands are losing from £50 to £150 per annum as a result of low grading through high bacteria content in milk and cream. You can save this money, and actually increase your profits in a single year by installing a Frigidaire Cooling System. A Frigidaire system (as illustrated on the left) cools the milk and cream immediately to below 50 deg.—thus preventing bacteria increase, and ensuring high grading **always.**

If you are losing grading points through a poor cooling system . . . if you are interested in making more money and saving yourself work and worry, then post the coupon below for full information. **There's a Frigidaire cooling system to meet the demands of any sized herd . . . and any farmer's pocket!**

if you use a

FRIGIDAIRE

system

USE THIS COUPON FOR FREE ADVICE.

FRIGIDAIRE NEW ZEALAND, PETONE.

Please forward me full particulars, including price and instalment costs, of a Frigidaire cooling system suitable for my particular requirements.

Name

Address

Size of Herd..... Butter or Cheese.....

This places me under no obligation to buy.

Did you know that milk held at a temperature of 50 deg. F., containing 1,000 bacteria per cubic centimeter, would contain only 4,100 bacteria at the end of 24 hours? **And did you know that this same milk, held at 68 deg. F. would have contained 6,128,000 bacteria in the same time?** That is why grading points are lost. That is why you need Frigidaire.