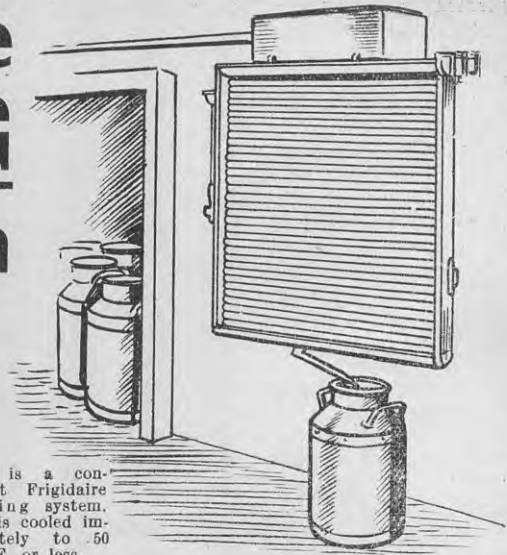


Bank £50 to £150 more each year by COOLING your Milk or Cream



Here is a convenient Frigidaire Cooling system. Milk is cooled immediately to 50 deg. F. or less.

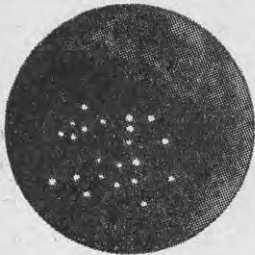
THIS year, Frigidaire has turned its attention to the problems of the New Zealand dairy farmer. To-day, as a result of research and experiment on farms, and in dairy and cheese factories everywhere in the Dominion, Frigidaire can now offer a cooling system to meet the demands of any sized herd. Each and every unit combines amazing operating economy with the traditional Frigidaire dependability—and all units can be installed speedily and economically. If you want to make more profit this year, and in years to come, look to your cooling system NOW! Frigidaire is designed to increase your annual milk or cream cheque by increasing your grading and keeping it always at "Finest." Information costs nothing! Post the coupon below for full particulars.

SEND TO-DAY FOR FULL PARTICULARS OF A

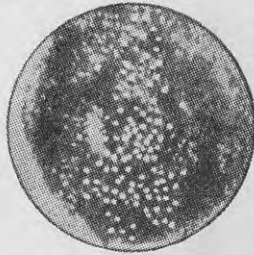
FRIGIDAIRE

**system
for your
farm!**

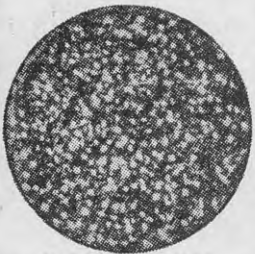
The microscope proves that DAIRY PROFITS depend on EFFICIENT COOLING.



THE START.



IN TWO HOURS.



IN EIGHT HOURS.

As you know, milk or cream must be reasonably free of bacteria to obtain high grading. Here is where Frigidaire helps you. These illustrations are actual photographs showing how bacteria multiply when milk is not properly cooled. At 68 deg. F. (water cooled) the bacteria count increases from 10 to 3,576,900 in 48 hours. At 50 deg. F. (Frigidaire cooled) the increase is only from 10 to 62 in the same time.

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. J.A.10/41