HIDDEN VALUES
THE UNSEEN QUALITIES that affect
A REFRIGERATOR INVESTMENT

Real quality
IN ELECTRIC REFRIGERATORS LIES HIDDEN UNDER THE SURFACE

They do not differ so much in appearance... these many brands of electric refrigerators now on the market. Stand them all in a row... march down the line as an inspecting general does before his files of soldiers; and you will find only small differences.

Perhaps this similarity of outward appearance confuses you; but after all, outward appearance is not so important, as you have learned from other purchases. That gown... that pair of shoes, which appeared so much like "the best that money could buy?" Their lives were short. And they really were expensive because their usefulness was so limited.

It is so easy to imitate the best in outward appearance; but real quality cannot be imitated. Although the real quality of every article lies hidden under the surface, time will reveal it.

That is particularly true of automatic equipment such as electric refrigerators. Time reveals the amount of quality built into them. But no one wants to engage in costly experiments... to spend years in extensive study.

You want to be sure the first time you buy an electric refrigerator... sure that the one you purchase will operate economically for many years. So this booklet has been prepared to point out the importance of hidden quality... to assist you in looking beneath the surface of the electric refrigerators which will some day be yours... in your kitchen.
No one can afford to purchase a cheaply made refrigerator

Electric refrigerators have become popular so rapidly that many are not acquainted with the qualities which assure economical long-life. Some have been misled into the belief that "if it keeps my foods cold, it's good enough." This belief has encouraged the production of many different kinds of cheaply made refrigerators, offered at prices which, although low, are too high for poor quality merchandise.

In Consumer Purchasing Leaflet No. 3, the American Home Economics Association warns against the "cheap" refrigerator: "Although the first cost of a well-made refrigerator may be much higher than that of a poor one, in time it will more than make up the difference in the original price through its saving of electricity. Furthermore, a refrigerator which does not maintain reasonably low temperatures is both expensive and dangerous to health because of the spoilage of food."

Wise buying consists of getting the maximum return from every dollar spent. If spending a few more dollars for your refrigerator originally, will assure your saving more than that amount, then it is wise to buy the quality product.

No one can afford to buy a cheaply made refrigerator because its operating and maintenance costs will soon absorb the difference in the purchase price, besides providing only poor protection for foods.

An electric refrigerator - unlike most other investments for the home, should be a lifetime investment. If it is properly made, it will last a lifetime.

High operating costs ... quickly worn parts make "cheap" refrigerators expensive.

The cabinet of a low-priced refrigerator was cut in two. Advertising had stated that this cabinet contained three inches of insulation ... true but misleading. When compressed as it should have been, this fluffy insulation dwindled into a half-inch thickness.

The door of another "cheap" refrigerator, in use for eight months, was sagging. Dampness in the air had corroded the hardware, pitting it ... turning it black. Even the screws were loose. Warm air was rushing into the food compartment.

Another cabinet in this class had been equipped with cheap door pads. A year's use had flattened them against the door ... had turned them yellow. They were beginning to rot. Cracks, at least a sixteenth of an inch wide in these pads were allowing the warm air of the room to pass with little interruption into the food compartment.

The compressor of another "cheap" refrigerator was examined. Its pistons, after little more than a year's use, were becoming rounded. Apparently no attention had been given to close manufacturing limits.

Still another refrigerator in this class had been equipped with a motor so small that it had to operate almost continuously in mid-winter. What temperature it will maintain in the heat of summer, can only be guessed.

Refrigerators with poorly constructed cabinets, cheaply made compressors, and under-powered motors, cause excessive operating costs and expensive repairs. "Cheap" refrigerators, made by unreliable companies, are expensive and do not properly preserve foods.
LONGEST EXPERIENCE IN DOMESTIC REFRIGERATION assures Kelvinator’s hidden qualities

KELVINATOR’S cabinet division has been building refrigerators for 52 years. Kelvinator electric refrigerators went into production more than 10 years ago.

This experience is unequaled in the industry... an industry where manufacturing experience means so much in assuring economical operation and long-life of the product. Kelvinator was the first successful, domestic electric refrigerator; and Kelvinator today is the largest independent producer of electric refrigerators. Kelvinator Corporation has seen many other manufacturers come and go; but Kelvinator’s popularity has continued to spread, because the best of workmanship and materials has always gone into Kelvinator products.

Many of the first Kelvinators built are still operating satisfactorily; and manufacturing improvements, made during the last few years, assure even longer, more efficient service from those being made today.

KELVINATOR’S Standards of construction are applied to every model

KELVINATOR has a reputation to maintain... a reputation for quality products... built through the years. When it became evident that lower priced models would be in demand, Kelvinator decided to produce them without risking the public faith in Kelvinator equipment.

It was known that a cheaply made refrigerator could be sold if it bore the Kelvinator name-plate, but Kelvinator refused to gamble its reputation for the sake of immediate gains.

Models are being built at prices lower than any which have ever before been placed on Kelvinator equipment. They do not have so many features... so many conveniences... but they do have the same hidden qualities... the same high standards of construction.

They are made of the same materials; they have the same thickness of insulation as similar sized cabinets in the higher priced Kelvinator lines. The mechanical units are manufactured just as carefully; they are inspected and tested just as thoroughly. Manufacturing costs have been reduced only by eliminating features such as zoomed-cold, sliding egg rack, telescoping shelf, tray fronts, front baffle, and similar details. Nothing which would affect the economical, long-life of these models has been omitted nor neglected.
Spruce
REINFORCES STRENGTH
of cabinet steel

An airplane with broken wings . . . no matter how good its engine . . . is of little value. And likewise, the best refrigerating mechanism available can do little when placed in a poorly constructed cabinet.

Kelvinator DeLuxe cabinets are built of seasoned Sitka spruce, moisture-proof, heat reflecting Kelvatek, rust-proof steel, joined firmly together in one solid unit.

One of America’s finest automobile manufacturers has this to say of a wood and steel framework:

"bodies are of wood and steel construction rather than wood and aluminum or all steel, because they are safer, stronger, quieter, better able to absorb road shocks . . ."

"Wood and steel give greater

Steel
IS RUST-PROOFED
before finish is applied

strength. You can bend a steel tube quite easily, but put a wood stick inside, and it’s quite different.

With composite bodies of wood and steel, the wood reinforces the steel, and the steel reinforces the wood."

Of course, Kelvinator cabinets never have to resist road shocks; but they are built solidly so that year after year of door slamming will leave the framework true, the insulation in place, and the doors right fitting.

The steel used in all lacquer and porcelain models is rust-proofed before the finishes are applied. This precaution absolutely prevents the possibility of corrosion beneath the finish . . . another of those many Kelvinator qualities . . . hidden under the surface.
**Waterproof, Heat Reflecting**

**KELVATEX ADDS TO OPERATING ECONOMY**

GooD insulation helps to keep out the heat, helps to keep in the cold. And because of this, less operation is required of the mechanism, using less power, reducing the wear of parts.

Insulation cannot be seen; and so it is easily cheapened at the expense of the user whose power bills are often unnecessarily increased from $1.50 to $2.50 a month.

Kelvatex, the Kelvinator insulation, is the most efficient obtainable. It is made of glossy, heat reflecting, cross-corrugated fiber layers, which contain millions of dead-air cells.

Much of the room’s heat is thrown back by the mirrored surfaces; most of the rest is barred from the food compartment by the dead-air cells.

The glossy, fiber layers themselves are bound together in slabs and sealed in a water-proof jacket... as resistant to water as a rubber boot. This is important because molot insulation breaks down, and moisture, itself, conducts heat.

There are no seams in Kelvatex; each slab is tailor-made for the cabinet in which it is used. And each slab is permanently sealed into the cabinet structure to prevent every possibility of shifting or sagging.

**Sag-proof doors • Soft rubber pads**

**HELP TO KEEP OUT HEAT AND KEEP IN COLD**

OpeD a Kelvinator door. It remains where your hand leaves it... swinging neither inward nor outward. This is a distinct mark of superior cabinet building... an indication of exact balance.

Balanced doors, solidly attached to the cabinet frame with sturdy hardware, will not sag. Years of use will stiffen them preventing the entrance of heat.

Examine the soft rubber pads which seal the closed door to the cabinet body. They are a small but extremely important factor in Kelvinator economy.

When the door is closed, these flexible, non-conductors of heat, assure a tight fit. Use will not mash them out of shape. Tests have proved that even 100 per cent humidity, over long periods, has scarcely any effect on their resilience.

Heat resisting soft rubber pads on sag-proof doors, add considerably to the economical and satisfactory operation of Kelvinator equipment.
KELVINATOR’S Super-fast freezing SAVES POWER BY USING IT CORRECTLY

Most electric refrigerators obtain faster freezing by changing the position of a lever on a dial. When the user moves this lever she merely causes the mechanism to work harder; and naturally, this requires more electricity.

That is to be expected; but the real waste is caused by reducing the temperature of the food compartment in addition to the faster freezing of ice and desserts. As the foods do not require such low temperatures, and since they are sometimes actually frozen, lever-controlled faster freezing is not economical.

KELVINATOR alone has AUTOMATIC super-fast freezing ... a world’s record ... from water to ice in 80 minutes. And these freezing temperatures are concentrated on the bottom of a tray without affecting the contents of the food compartment.

No one would think of lighting the oven and all the burners in the range to boil a kettle of water. That would be wasteful. Just one burner would be lighted.

KELVINATOR applies the same economical principle to super-fast freezing. Low temperatures are concentrated on the ice tray where they are needed.

KEEP COLD DEFROSTER REQUIRES LESS CURRENT

Another KELVINATOR Economy

ELECTRIC refrigerators produce dry, cold air. This is done by freezing the food compartment moisture on the cooling unit. But occasionally the frost has to be removed from the cooling unit so that the heat from the food can be carried away efficiently.

In other refrigerators the frost on the cooling unit is melted by shutting off the power so that the food compartment temperature will rise. This not only endangers the foods, but also causes ice cubes and desserts to melt. And then, when the cooling unit has been defrosted, the mechanism has to run a long time to reduce the food compartment temperature.

KELVINATOR’s KEEP COLD Defroster eliminates this waste. During the defrosting period, KELVINATOR maintains food preservation temperatures, and retains ice cubes. This is a distinct economy. And if the user is to be away over the weekend, KELVINATOR will operate economically on the defrosting cycle ... at the same time protecting foods left in the cabinet.

KELVINATOR uses every bit of refrigeration produced by avoiding the waste which necessarily occurs when the food compartment must be heated to melt frost from the cooling unit.

Continuous maintenance of preservation temperatures and ice cubes ... more frequent defrosting save many dollars a year.

Even when the cooling unit is being defrosted, KELVINATOR fully automatic refrigeration continues. Food preservation temperatures are maintained and ice cubes remain frozen.
KOLD KEEPER ADDS TO OPERATING ECONOMY
Reduces wear of parts

OOLD weather is the hardest on an automobile motor . . . largely because of starting troubles. More starts cause more wear of moving parts. The same is true of any mechanism; and the Kelvinator Kold Keeper cooling unit minimizes wear because it reduces the number of starts. The Kold Keeper is a reservoir of refrigeration. It contains a non-freezing solution which has the ability to retain low temperatures. Since refrigeration is stored in the Kold Keeper, it is unnecessary for the mechanism to start operating every time the door is opened. Kelvinator’s infrequent starts result in a longer life for the mechanism.

Imagine two identical automobiles purchased at the same time. One of them is used exclusively for short trips. The driver goes for a few miles and then stops. Over and over again he repeats this performance—stopping . . . starting . . . stopping . . . starting.

The other driver follows a hundred miles at a time, and then makes a long stop. Long trips . . . long rests. Which car will be in better condition . . . which will have the lower operating cost per mile . . . at the end of a year? Naturally, the long-trip car will have the better record. The same principle of economy applies to Kelvinator.

KELVINATOR’S CLOSE MANUFACTURING LIMITS
Close as those of a Gruen Watch

IF YOU build a wagon for the boy, or make a dress for the girl, you deal with inches, feet, and yards. You consider your work accurate if it comes within 1/32 of an inch of perfection. Maybe you do not work within limits that close; but at least you can appreciate the care with which Kelvinator is made when you learn that it is held to limits expressed in ten-thousandths of an inch. Gruen watches . . . models of precision . . . tick on continually for scores of years without losing a second. And yet Kelvinators are built within the same close limits as Gruen watches . . . limits expressed in ten-thousandths of an inch.

Is it difficult to imagine a ten-thousandth of an inch? Unless your eyes are very good, you cannot even see anything that thin . . . it is only 1/100 the diameter of a human hair.

Think, then, of Kelvinator wire pins being held within one-half ten-thousandth of an inch of perfection! The clearance between piston and cylinder wall is never more than one ten-thousandth on a side; the piston diameter is always within one ten-thousandth of perfection. All the moving parts are made with relative exactness; and most of them are finished with diamond tools to assure smooth surfaces and accurate fit. Precisely built mechanisms operate economically . . . last a lifetime.

Kelvinator’s precision manufacturing is without equal in the industry.

Hidden Values
Before you buy . . . COMPARE . . . to be sure that you receive everything for which you pay when you invest in an electric refrigerator. Ask any Kelvinator man for a copy of "The Standard Rating Scale," the guide to refrigeration values . . . then decide for yourself.