HOW TO MAKE MORE MONEY ON MILK

PUBLISHED BY FRIGIDAIRE CORPORATION
DAYTON, OHIO
• No matter how large or small your milk output may be, nor how you dispose of it, you will find information vital to your income on the following pages.

• This book also illustrates and describes the new Frigidaire milk cooler which is the sensation of the year in dairy equipment.
There are two distinct divisions of the dairy business—

1. **Actual production of milk**;
2. **Handling it afterwards**.

Many dairy farmers are inclined to put the most emphasis on production because it involves the greater part of their investment and effort.

But the fact is that the dairy farmer’s profit depends to a large extent upon how the milk is handled after he has gone through all the work and expense of producing it.
THE MILK FACTORY

- A dairy farm may be compared to a factory because the principal object is the manufacture of milk from feed.

  This "milk producing factory" requires expert management of the farm and herd, as well as a substantial capital investment in farm land, in buildings, in tools and implements, in dairy equipment, and in the herd itself.

- Thousands of dollars are invested in buildings.

- Thousands of dollars are invested in land.

- The head of the herd may cost hundreds of dollars.
The Dairy Herd

requires endless care and skillful management in order to secure maximum production of high-grade milk. Good as this milk may be in the pail, the main question is: What will it be when ready to ship or deliver?
MILK—THE PERFECT FOOD...

Milk is the perfect food. Babies thrive on good milk, and invalids regain their health on a milk diet. Children and grown-ups drink large quantities of milk; and the higher its quality, the more milk they will consume.

LOW BACTERIA COUNT—HIGH QUALITY

When it comes from the cow, all milk contains bacteria. These small, microscopic forms of plant life increase in number with astounding speed unless checked. They cause souring, high acidity, and are often responsible for off-flavors and undesirable odors in milk. Consequently, it is generally recognized that the lower the bacteria count, the higher the quality of the milk.

ACTIVITY OF BACTERIA MUST BE ARRESTED

Bacteria multiply rapidly at temperatures above 50°F., and that's the reason that the control of bacteria in milk is such a problem. As drawn from the cow, milk is comparatively low in bacteria count—but it is also warm, being at body heat which is about 98°F.

Therefore, it is important to cool promptly to a safe temperature. Otherwise, the effect of all other sanitary methods and care in production will be lost.

Without question, the proper control of bacteria is the greatest problem in preserving the high quality of milk from the time it is produced until used.

**TABLE SHOWING HOW MUCH FASTER BACTERIA GROW IN HIGH TEMPERATURES**

*(From United States Department of Agriculture Bulletin No. 602)*

<table>
<thead>
<tr>
<th>TEMPERATURE OF MILK</th>
<th>At beginning</th>
<th>At end of 6 hours</th>
<th>At end of 12 hours</th>
<th>At end of 24 hours</th>
<th>At end of 48 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>68°F.</td>
<td>10</td>
<td>17</td>
<td>242</td>
<td>61280</td>
<td>3,574,990</td>
</tr>
<tr>
<td>50°F.</td>
<td>10</td>
<td>12</td>
<td>15</td>
<td>41</td>
<td>62</td>
</tr>
</tbody>
</table>

At the above rate, if milk originally contained 1,000 bacteria per cubic centimeter, the part held at 50°F. would have contained only 4,100 bacteria at the end of 24 hours, whereas that held at 68°F. would have contained 6,128,000—a staggering total.

Like vegetation, bacteria grow rapidly in warm temperatures. But cold temperatures arrest the growth of vegetation and bacteria.
When a dairyman counts all the cost and care and work of producing good milk, what a shame it would be to let bacteria rob him of his profits!

. . . MUST BE COOLED TO SAFE TEMPERATURES

To control bacterial growth and to maintain quality, authorities agree that milk must be cooled to 50° F. or below, and kept there. Unless milk is reduced to this temperature promptly after it comes from the cow, bacteria will multiply rapidly, thus reducing quality and food value—also market value.

WHAT U. S. GOVERNMENT SAYS:

The United States Department of Agriculture, in a periodical bulletin, says:

"Dairymen lose millions of dollars annually because of poorly cooled milk or cream. These losses occur because the milk or cream is returned by dealers to farmers and because of low-grade manufactured products which bring low prices."

FROM ANOTHER GOVERNMENT BULLETIN:

"A large part of the annual loss of sour milk is due to the shipping of milk at too high a temperature."

AGAIN:

"If cooling is delayed, bacteria may develop rapidly and be present in large numbers, even though the milk is eventually cooled to a low temperature."

The final quality of milk depends directly upon how it is cared for from the time it is drawn from the cow—how soon it is cooled, and how cold it is kept until it leaves the farm.
Pumping water one or more times doesn't cool milk fast enough nor cold enough to check bacterial growth effectively.

It's a job to take milk to and from the spring—and even then the water is not cold enough to cool milk to proper temperature.

Even winter weather cannot be relied upon to cool milk properly. If the weather is too cold, the milk will freeze. If too warm, bacteria will grow.

Cooling milk with ice is far from being an efficient method of refrigeration. Besides being expensive, it is very inconvenient and laborious.
COOLING MILK WITH ICE MAY BE THE BEST OF THE OLD FASHIONED METHODS...

BUT IT IS NOT ENOUGH TODAY

The United States Department of Agriculture says in Farmers' Bulletin No. 602:

- "Milk or Cream Must be Cooled Promptly to a Temperature of 50° Fahrenheit or Below (and Kept at That Temperature) if Rapid Bacterial Growth is to be Prevented"

To get this temperature quickly and to keep this temperature, you need the modern kind of refrigeration provided by Frigidaire. Look at the charts below. See for yourself why this is true. See why Frigidaire automatically cools your milk faster and keeps it cold, just as the government says must be done.

On the charts you will notice that, with ordinary refrigeration, three hours pass before the temperature is lowered to 50°, the danger line. And you will see that the temperature stays there only a short time, soon mounting higher.

Then notice the white spaces representing bacteria count. See how rapidly these spaces increase in size. In just a few hours the number of bacteria may be sufficient to bring about spoilage.

Then study the chart that shows the results secured with Frigidaire Flowing Cold. Here you will find a far different story. You will see that in about one hour Frigidaire brings the temperature of the milk below the danger point and keeps it there.

Notice, too, the spaces which represent bacteria development. You will see that Frigidaire's even, cold temperatures effectively check the growth of these dangerous micro-organisms. And Frigidaire has the extra power to maintain these constant, cold temperatures, even when the thermometer soars high.

By thus cooling milk quickly and maintaining safe temperatures constantly, Frigidaire helps you produce milk that will receive a high rating.
LET DAIRYMEN THEMSELVES TELL YOU TO INSTALL FRIGIDAIRE MILK COOLING

• SAVES MONEY and LABOR, MORE PROFIT

Samuel W. Heath, Belle Vernon, Pa., whose dairy is shown below, writes: "As compared with our former method, Frigidaire equipment made a saving of $74.00 for one month." Further on he states: "The big factor is convenience and elimination of much labor. The dairy operator never has too much time and anything that will add hours to his day is a good investment."

• LOWER BACTERIA COUNT, MORE PROFIT

W. W. Strang, Oroville, California, writes: "Since installing Frigidaire, my bacteria count has been much lower and I am able to produce Grade "A" milk."

• HIGH QUALITY, MORE PROFIT

Marcellus Hartman, Waterloo, Illinois, says: "When I installed Frigidaire, I immediately entered the premium class. On the basis of last year's production, this would show an extra profit of $1,144.00 a year. "Frigidaire is helping me produce a high quality of milk. It is this quality which is making my milk business a success."

• INCREASE BUSINESS, MORE PROFIT

J. H. Lister, Greenville, Tenn., writes: "We feel our success in the milk business is due largely to Frigidaire. By having Frigidaire equipment we are able to obtain the milk business of the leading hospitals in Greenville."

• HIGHER GRADE THE YEAR 'ROUND . . . MORE PROFIT

C. Albert Fox, Pocopson, Pa., who has used Frigidaire with cooling equipment for twelve years, says: "I wouldn't want to be in the milk producing business if I had to go back to the old methods of refrigeration. With Frigidaire, I am able to deliver Grade AA milk the year 'round. My equipment is the best investment I ever made. I highly recommend it as a profit-maker and work-eliminator for dairy farmers." Mr. Fox's dairy is shown below.
WHY IT PAID THEM EQUIPMENT

• GETS A BETTER PRICE, MORE PROFIT

Charles A. Sockwell, Covington, Georgia, says: "With my Frigidaire installation, my additional profit from savings and the higher price I get for my milk has averaged $100 a month. On the hottest summer days, my milk arrives in Atlanta below the 50° required by law. Its condition is such that I get a better price for it, always have an immediate market for all my herd produces, and am free from the worry of having cans rejected."

• COLD TEMPERATURES, MORE PROFIT

E. J. Kendall, Indianapolis, Ind., whose dairy is shown below, says of his Frigidaire equipment: "We have used Frigidaire equipment for cooling our milk for some three years and have found it thoroughly reliable and satisfactory. We truck our milk 18 miles and the increase in temperature rarely exceeds three degrees in transit. For the farmer who wishes to keep his product up to the highest possible standard and who is interested in quality equipment and performance we have no hesitancy in recommending Frigidaire."

These are only a few of the many statements of Frigidaire users in our files. What Frigidaire has done for others it will do for you. You will find Frigidaire milk cooling equipment exactly suited to your needs — equipment that will help you make more money on milk.

And now!
FRIGIDAIRE OFFERS
A REVOLUTIONARY NEW PRINCIPLE IN THE FRIGIDAIRE
Flowing Cold MILK COOLER
HERE'S SOMETHING BRAND NEW... THE FRIGIDAIRE

"FLOWING COLD" MILK COOLER

FOR COOLING MILK IN CANS

- Never before has so outstanding a value been offered in milk cooling equipment. With this remarkable new cooler you can cool your milk quicker, better and at lower cost. Consider its many new and exclusive features:
  
  - AUTOMATIC WATER LEVELER—Maintains a constant water level in cooler—always above the milk line.
  - FLOWING COLD—The complete water bath is vigorously circulated, causing a positive flow of cold water around the entire submerged surface of each can—cooling all milk in the can.
  - RAPID COOLING—Milk is cooled from body heat to 50° F. or lower in approximately an hour—that, too, without an aerator!
  - VISIBLE ACTION—You can see the water flowing as it cools your milk—a miniature waterfall.
  - ECONOMICAL OPERATION—With all its speed and convenience and efficiency, the Frigidaire "FLOWING COLD" cooler operates at low cost.

- CERTAINLY THESE ARE THE ADVANTAGES YOU WANT IN YOUR MILK COOLER

1. Super-powered, two-cylinder refrigerated unit for economical operation.
2. Refrigerated water bath maintained at constant height on cans for rapid cooling.
3. Heavy structural plates protect upper edges at front and sides.
4. Water always around necks of cans above milk line for cooling ALL the milk in the can.
5. Lid gasket—reduces heat loss.
7. Automatic control—maintains uniform water temperature.
8. Automatic water leveler.
10. Lid stops—convenient support for open lid.
11. Direct-connected circulator motor—fully protected in metal housing.
12. Switch that stops circulator motor automatically—provides for carefree operation.
13. Solid brass hinges—strong and durable.
14. Three inches insulation on bottom and sides, two inches on top. Insulation is properly sealed against moisture—insures efficient operation.
17. Metal bottom rack—permits water to circulate beneath cans.
18. Heavy, rust-resisting sheet metal outside paneling and inside lining—insures long life.
19. Coil rack—supports and protects refrigerating coils.
20. Copper refrigerating coils tinned to guard against corrosion.
THE FIRST AND ONLY SELF-LEVELER

Only Frigidaire offers you this scientific self-leveler which cools milk faster.

- With old types of milk tanks, the water was never at the right level except when all the cans of both night and morning milk were in place. With the milk from just one milking in the cooler, the water was far below the level of the milk in the can. So the milk in the top of the can could not be cooled right.

With the new Frigidaire Flowing Cold Milk Cooler, this disadvantage has been overcome. See how the water level is maintained up around the necks of the cans — above the milk line.

The cold water is circulated from the right-hand to the left-hand compartment. The left-hand compartment is always kept full.

When cans are placed in the left-hand compartment, the displaced water flows over the self-leveler into the right-hand compartment. Note that the water surrounds the cans above the milk line.

The water level is also just right when the cooler contains the full capacity of cans. Each can is "up to its chin" in cold, flowing water. All of the milk in each can is cooled.
THE FRIGIDAIRE "FLOWING COLD" MILK COOLER IS COMPLETE

- Everything is furnished complete in the Frigidaire "Flowing Cold" Milk Cooler. It is ready to install as it comes from the factory. The super-powered refrigerating unit can be placed alongside the milk cooler or in another location as desired.

There are eleven standard sizes of milk coolers having storage capacities of from two to eighteen 40-quart cans.

ELEVEN DIFFERENT SIZES

Dimensions of Frigidaire "Flowing Cold" Milk Coolers

<table>
<thead>
<tr>
<th>Model</th>
<th>Storage Capacity 40-Qt. Cans</th>
<th>Length</th>
<th>OUTSIDE DIMENSIONS Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-2</td>
<td>2</td>
<td>42 3/8 in.</td>
<td>31 1/4 in.</td>
<td>34 in.</td>
</tr>
<tr>
<td>A-3</td>
<td>3</td>
<td>56 3/8 in.</td>
<td>31 1/4 in.</td>
<td>34 in.</td>
</tr>
<tr>
<td>A-4</td>
<td>4</td>
<td>66 3/8 in.</td>
<td>31 1/4 in.</td>
<td>34 in.</td>
</tr>
<tr>
<td>A-54</td>
<td>4</td>
<td>44 3/8 in.</td>
<td>41 1/4 in.</td>
<td>34 in.</td>
</tr>
<tr>
<td>A-6</td>
<td>6</td>
<td>60 3/8 in.</td>
<td>41 1/4 in.</td>
<td>34 in.</td>
</tr>
<tr>
<td>A-8</td>
<td>8</td>
<td>76 3/8 in.</td>
<td>41 1/4 in.</td>
<td>34 in.</td>
</tr>
<tr>
<td>A-10</td>
<td>10</td>
<td>92 3/8 in.</td>
<td>41 1/4 in.</td>
<td>34 in.</td>
</tr>
<tr>
<td>A-12</td>
<td>12</td>
<td>108 3/8 in.</td>
<td>41 1/4 in.</td>
<td>34 in.</td>
</tr>
<tr>
<td>A-14</td>
<td>14</td>
<td>124 3/8 in.</td>
<td>41 1/4 in.</td>
<td>34 in.</td>
</tr>
<tr>
<td>A-16</td>
<td>16</td>
<td>140 3/8 in.</td>
<td>41 1/4 in.</td>
<td>34 in.</td>
</tr>
<tr>
<td>A-18</td>
<td>18</td>
<td>156 3/8 in.</td>
<td>41 1/4 in.</td>
<td>34 in.</td>
</tr>
</tbody>
</table>

The over-all installed height of each model, including lid stop, is 44 inches. For over-all length, including outlets, add 4 inches for all models.
FRIGIDAIRE REFRIGERATED "DRY STORAGE" MILK COOLERS

● "Dry Storage" coolers are used for the cooling and storage of milk either in cans or in bottles. However, bottled milk is almost always handled in dry storage equipment.

Factory-made coolers of this type are available for handling up to 576 quarts of milk a day. Cooling is usually done by means of a refrigerated brine tank with a dry storage compartment on either side. These milk coolers may be had with or without ice-makers to provide ice for placing over the bottles during delivery.

Before bottling, the milk is cooled over an aerator, usually of the double-section type, cold water being circulated through the top half and refrigerated brine from the brine tank of the cooler through the lower half. After being cooled, the milk is usually bottled, crated and placed in the dry storage compartments. One method is to cool and bottle night milk, and hold it to deliver with the morning milk when the latter is cooled and bottled. Any other method that best suits your requirements can be followed. For example, one milking can be cooled and stored in cans until ready to bottle.

**USUAL SIZES AVAILABLE**

<table>
<thead>
<tr>
<th>Storage Capacity Quart Bottles</th>
<th>Daily Cooling Capacity¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Cases</td>
<td>96 Quarts</td>
</tr>
<tr>
<td>8 Cases</td>
<td>192 Quarts</td>
</tr>
<tr>
<td>12 Cases</td>
<td>288 Quarts</td>
</tr>
<tr>
<td>16 Cases</td>
<td>384 Quarts</td>
</tr>
<tr>
<td>24 Cases</td>
<td>576 Quarts</td>
</tr>
</tbody>
</table>

¹One half this quantity is cooled at night and one half in the morning.
Thousands of dairymen are using Frigidaire-cooled milk storage rooms

- Frigidaire equipment is available for refrigerating milk in any manner that may be desired. A few examples of aerator cooling and cold-room storage are shown here, and on the next page.

   * In this system, an aerator is used for cooling the milk to below 50°. The milk is then put into cans or bottles and held in the storage room where the temperature is kept at approximately 40°.

   The illustration at the right shows a storage room with a brine tank inside, the brine being refrigerated by coils connected to the Frigidaire compressor. The brine tank cools the room besides supplying cold brine for circulating through the aerator. A double-section aerator may be used, using cold water in the upper part and cold brine in the lower.

   * A different type of Frigidaire installation for cooling and storing milk is shown at the right. Here the storage room is cooled by a Frigidaire direct cooling unit. Brine for the aerator is refrigerated in an insulated tank outside the storage room. Brine alone may be used in the aerator, or water in the upper section and brine in the lower.
In this installation, the storage room is refrigerated with forced air circulation. All the air in the room is kept in motion by the action of the fans which blow a continuous stream through the forced air cooling units. In the aerator, water is used for the upper section and "direct expansion" for the lower. The aerator may be cooled, however, by either "direct expansion" or brine alone, or by any desirable combination of methods.

This shows a large milk cooling and storage installation refrigerated by a four-cylinder Frigidaire compressor. The room is cooled with forced air circulation. The aerator is cooled by "direct expansion", although brine may be used instead. If cold well or spring water is available, it can be circulated through upper part of aerator and lower part refrigerated with brine or direct expansion.
DEPENDABLE FRIGIDAIRE COMPRESSORS
TO MEET ALL DAIRY NEEDS

DISTINCTIVE FEATURES OF
FRIGIDAIRE COMPRESSORS

1. Connecting rods are drop-forged steel with high-grade babbitted bearings for long life and quiet operation.

2. Crankshaft is a steel forging, heat treated to give surfaces of utmost hardness. Main bearing is of extra heavy, special self-lubricating bronze. Helps assure low cost operation.

3. The Frigidaire patented shaft seal positively seals oil and refrigerant in crankcase. Self-oiling bearing is seated on shaft.

4. Positive-acting discharge valves; split reed, flapper-type; made of special steel and mounted on sturdy valve plate.

5. Cylinder walls are accurately ground to mirror-like surfaces.

6. Pistons and piston rings are ground to assure close fit. Intake valves in pistons are of selected spring steel.

NOTE: Each Frigidaire compressor has multiple cylinders, either two or four, with reciprocating pistons, thus assuring smooth, steady action and maximum refrigerating capacity with low current consumption regardless of the type compressor you have.

Electrically driven Frigidaire compressors, either air-cooled or water-cooled, are available in many sizes. The models generally used in small dairies may be had with or without enclosures. The enclosed models are designed to be placed immediately alongside cooling tanks. The open models may be placed in any convenient location.

Several models of Frigidaire compressors are designed for operation by gas engines. The engine is mounted on the frame of the compressor and every provision is made for convenient, economical, dependable operation.

This shows a 4-cylinder, 10 H.P. Frigidaire compressor with a 1/4 H.P. compressor standing in front of it—giving an idea of the size and power of the big refrigerating machine.
A FEW OF THE MANY MODELS AVAILABLE

Typical Frigidaire Heavy Duty, Water-Cooled, Two-Cylinder Compressor—Model W6150.

Typical Frigidaire Super-Powered Air-Cooled, Two-Cylinder Compressor—Model A-125

Typical Frigidaire Super-Powered Two-Cylinder Compressor—Model A-233E

Typical Frigidaire Heavy Duty, Air-Cooled, Two-Cylinder Compressor—Model A-4100

Whatever your milk cooling requirement may be, there’s a reliable Frigidaire compressor that is exactly suited for the work. The following specifications show the wide variety of Frigidaire compressors that are available for all purposes.

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Type</th>
<th>Model</th>
<th>Motor Horse Power</th>
<th>OVERALL DIMENSIONS</th>
<th>Width</th>
<th>Length</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air-cooled</td>
<td>A-125</td>
<td>¼</td>
<td>Width</td>
<td>15¾&quot;</td>
<td>20¾&quot;</td>
<td>13¾&quot;</td>
</tr>
<tr>
<td></td>
<td>AB-133</td>
<td>½</td>
<td></td>
<td>17&quot;</td>
<td>20¾&quot;</td>
<td>13¾&quot;</td>
</tr>
<tr>
<td></td>
<td>A-233* (1)</td>
<td>1/2 or 1/2</td>
<td>Width</td>
<td>17¼&quot;</td>
<td>31¼&quot;</td>
<td>19½&quot;</td>
</tr>
<tr>
<td></td>
<td>A-250* (1)</td>
<td>¾</td>
<td></td>
<td>17¼&quot;</td>
<td>31¼&quot;</td>
<td>19½&quot;</td>
</tr>
<tr>
<td></td>
<td>A-375*</td>
<td>¾</td>
<td>Width</td>
<td>21&quot;</td>
<td>32½&quot;</td>
<td>22&quot;</td>
</tr>
<tr>
<td></td>
<td>A-4100*</td>
<td>1</td>
<td></td>
<td>21½&quot;</td>
<td>37&quot;</td>
<td>22&quot;</td>
</tr>
<tr>
<td></td>
<td>A-5150</td>
<td>1½</td>
<td>Width</td>
<td>24&quot;</td>
<td>40&quot;</td>
<td>26&quot;</td>
</tr>
<tr>
<td>Water-cooled</td>
<td>W-233 (2)</td>
<td>½ or 1/2</td>
<td>Width</td>
<td>19¼&quot;</td>
<td>33¼&quot;</td>
<td>20&quot;</td>
</tr>
<tr>
<td></td>
<td>W-350 (3)</td>
<td>½ or ¾</td>
<td></td>
<td>19¼&quot;</td>
<td>33¼&quot;</td>
<td>20&quot;</td>
</tr>
<tr>
<td></td>
<td>W-475 (4)</td>
<td>¾ or 1</td>
<td>Width</td>
<td>19¼&quot;</td>
<td>37&quot;</td>
<td>22&quot;</td>
</tr>
<tr>
<td></td>
<td>W-5100 (5)</td>
<td>1 or 1½</td>
<td></td>
<td>21&quot;</td>
<td>40&quot;</td>
<td>25&quot;</td>
</tr>
<tr>
<td></td>
<td>W-6150 (6)</td>
<td>1½ or 2</td>
<td>Width</td>
<td>22½&quot;</td>
<td>42½&quot;</td>
<td>33½&quot;</td>
</tr>
<tr>
<td></td>
<td>FW-6150 (7)</td>
<td>1½, 2 or 3</td>
<td></td>
<td>22½&quot;</td>
<td>42½&quot;</td>
<td>33½&quot;</td>
</tr>
<tr>
<td>Water-cooled</td>
<td>FW-7500</td>
<td>5</td>
<td>Width</td>
<td>54½&quot;</td>
<td>34½&quot;</td>
<td>34½&quot;</td>
</tr>
<tr>
<td>Four-cylinder</td>
<td>FW-7750</td>
<td>7½</td>
<td></td>
<td>54½&quot;</td>
<td>34½&quot;</td>
<td>34½&quot;</td>
</tr>
<tr>
<td></td>
<td>FW-71000</td>
<td>10</td>
<td>Width</td>
<td>54½&quot;</td>
<td>34½&quot;</td>
<td>34½&quot;</td>
</tr>
</tbody>
</table>

1. May be had with enclosure.
2. ½ H.P. model is W-250.
3. ¾ H.P. model is W-375.
4. 1 H.P. model is W-4100.
5. 1½ H.P. model is W-5150.
6. 2 H.P. model is W-6200.
7. 2 H.P. model is FW-6200-S; 3 H.P. is FW-6300.

*Corresponding models are available with integrally mounted gasoline engines.
 Millions of advertisements are urging the public to buy foods protected by Frigidaire.

- When you install Frigidaire, you’re not only getting the best equipment that money can buy, but you are obtaining a product so well known that you can cash in on its popularity.

At the present time, there are nearly 2,500,000 Frigidaire owners throughout the world. These people know that Frigidaire keeps foods pure and fresh and sweet. And they have more confidence in milk when they realize that it is cooled with Frigidaire.

Consequently, the dairyman who uses Frigidaire can cash in on Frigidaire’s popularity by telling people that his milk is Frigidaire-cooled.

This can be done in several ways. If you retail milk, you can advertise on bottle caps and delivery wagons the fact that you are using Frigidaire.

If you wholesale milk, you can advertise on the doors or windows of dairy buildings, offices and delivery wagons. The local Frigidaire dealer will give you complete details.

By thus informing people that you use Frigidaire you will benefit by Frigidaire’s extensive advertising.

A splendid way to gain new customers is to let housewives know that milk is cooled with Frigidaire.
FRIGIDAIRE GIVES YOU MAXIMUM VALUE IN QUALITY AND SERVICE

- When you invest in Frigidaire, you have the added satisfaction of knowing that you are getting maximum value.

Every Frigidaire product is a masterpiece in design, material and construction. Only by building products of the finest quality and the most satisfactory performance could Frigidaire have won its position of leadership in the refrigeration industry.

A large part of Frigidaire's outstanding success is due to the fact that it is backed by General Motors, an institution famous the world over for its research laboratories — and for its high standards of engineering and workmanship in the building of fine mechanical products. This means, when you invest in Frigidaire Milk Cooling Equipment, that you are obtaining everything implied in the term — A General Motors Value.

General Motors Building, Detroit

Frigidaire Plant No. 1, Dayton, Ohio

Frigidaire Plant No. 2, Moraine City, Ohio

The Frigidaire plants have a total floor area of more than 50 acres.
CONSIDER THE ADVANTAGES OF FRIGIDAIRE FOR COOLING YOUR MILK

1. Cools quickly to 50° or below.
2. Maintains proper storage temperatures.
4. Eliminates spoilage, rejection and penalties due to improper cooling.
5. Saves time and labor that can be devoted to other profitable occupations.
6. Provides more efficient, more economical operation.
7. Prevents worry and uncertainty of attempting to cool milk by old-fashioned refrigeration methods.
8. Saves work and expense of using ice.
9. Eliminates ice hazards or water shortage.
10. Protects your market by cooling milk to temperatures demanded by buyers.
11. Attracts new customers through Frigidaire prestige.

LET FRIGIDAIRE INCREASE PROFITS FOR YOU AS IT HAS FOR SO MANY OTHERS. ACT NOW!