

**THE 7 HATS OF BORG-WARNER . . .** (top) national defense; oil, steel and chemicals; (middle row) agriculture; industrial machinery; aviation; (bottom) automotive industry; home equipment.

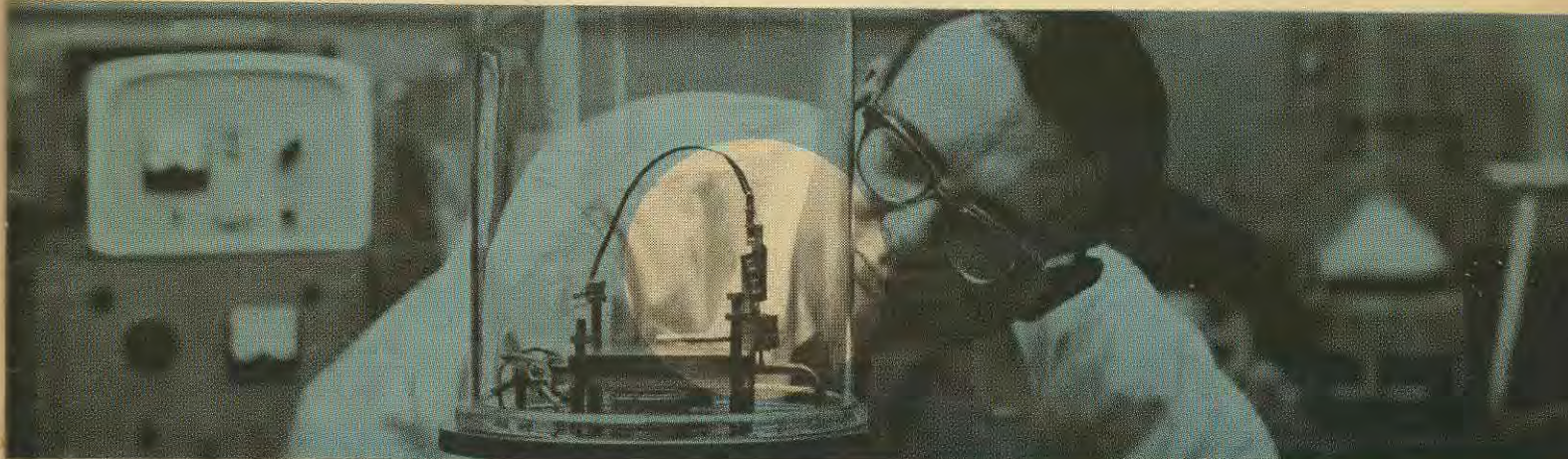
*From under the 7 Hats of Borg-Warner . . .*

***World's first thermoelectric wonder in commercial use — refrigeration without a motor!***



**THE NORGE DIVISION OF BORG-WARNER** will go down in history as the pioneer manufacturer of thermoelectric refrigeration! Blazing the trail to this new era: a revolutionary Norge refrigerator-freezer unit, based on technology developed by B-W's Roy C. Ingersoll Research Center. These units—now providing guests with self-service ice cubes in each of 500

new rooms of the Sheraton-Chicago Hotel—will soon see service in hospitals, boats, doctors' offices, patios. Approaching, too, is the day when the home refrigerator will be thermoelectric—no compressor or cooling fluid, ultra-silent, less maintenance. Yesterday, a principle known only to science. Today, a product first from Borg-Warner!



**MORE REFRIGERATION HISTORY IN THE MAKING:** the miniature cooling package above, developed by B-W's Research Center for missile detection systems of the U. S. Air Force—and now being produced, in modified designs, by Pesco Products Division for industrial as well as military uses. Also active in Borg-Warner's coordinated efforts in thermoelectrics

is York Division, presently working with the U. S. Navy on a food refrigeration system for submarines. By definition, thermoelectric cooling is the phenomenon created by passing direct current through dissimilar metals. In application, it will be no less phenomenal in serving mankind—here today through the strong research-manufacturing alliance within Borg-Warner!



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through creative research  
and engineering