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Presenting the
LEADER
OF A CENTURY OF PROGRESS
in
Automatic Refrigeration

THE NEW
Air Cooled
ELECTROLUX
The GAS Refrigerator

The finest Refrigerator the world has ever known

AIR COOLING—the greatest forward step in the history of automatic refrigeration

Seven years ago, the first Electrolux amazed the world. With no moving parts—with just a tiny gas flame and a trickle of water—it produced constant, steady COLD. This first Electrolux was acclaimed throughout the world as the ultimate in refrigeration simplicity.

But—the miracle of still further simplicity has been achieved.

The *NEW* Electrolux USES NO WATER. The *NEW* Electrolux is AIR COOLED. Simplicity in automatic refrigeration can go no further.

Before you buy a refrigerator— See this *NEW* Air-Cooled Electrolux

You owe it to yourself *not* to purchase a refrigerator until you have seen and thoroughly inspected the *NEW* Air-Cooled Electrolux. It is the best constructed refrigerator money can buy. Even if you wanted to pay more, nowhere in the world could you buy a refrigerator finer than the *NEW* Air-Cooled Electrolux.

The *NEW* Electrolux household models are on display in the show-rooms of your gas company and your local dealer. See them—make every comparison you can think of with other well-known refrigerators—convince yourself that with the *NEW* Air-Cooled Electrolux you can enjoy a host of useful features not to be found in any other automatic refrigerator.

***Simpler than before . . . no moving parts
. . . no noise . . . no water . . . more economical
to operate . . . priced lower than ever***



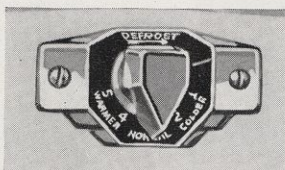
Besides Air Cooling

A NEW Temperature Regulator

with defrosting convenience

A NEW Trigger Release Tray

A Two-Temperature Chilling Unit

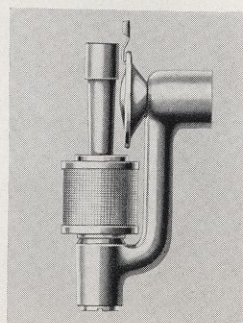


Temperature regulator

Have you ever heard of an automatic refrigerator that defrosts without being turned off? The NEW Electrolux does just that. Turn the regulator illustrated above to the word "defrost". The temperature will rise just enough to melt the frost on the chilling unit—but refrigeration continues.

Or turn the regulator to "colder" and you will have ice cubes in a hurry. It also speeds frozen desserts.

When you see the trigger on each ice cube tray in the NEW Electrolux, you will tell yourself that someone should have



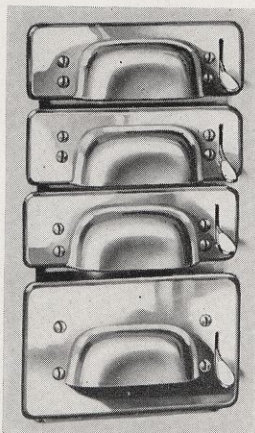
Simple little gas burner—the reason for the silence, simplicity, and economy of the Electrolux

thought of that long ago. And they should have.

But you have it now. No more struggling with ice cube trays frozen to the cooling unit. Push the trigger—the tray releases and slides out at a touch of the hand.

The NEW Electrolux also has a two-temperature chilling unit. This NEW feature gives you more uniform refrigerator temperature when room temperature varies widely and rapidly.

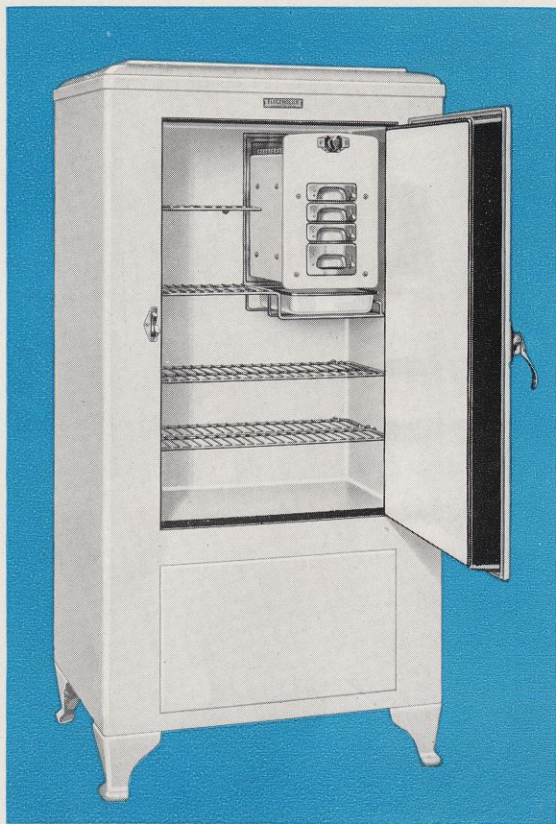
Air cooling—a NEW temperature regulator—a NEW trigger release tray—a two-temperature chilling unit—all four in the NEW Electrolux.



Trigger release tray

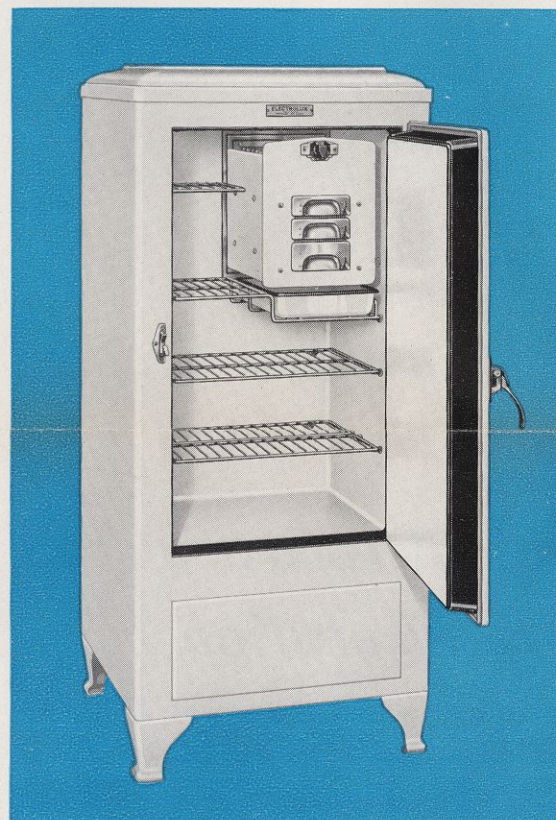
Twenty-one REASONS WHY ... you should buy the NEW Air-Cooled Electrolux

- 1 **A tiny gas flame does all the work:** One simple connection and the Electrolux is ready for a long life of service.
- 2 **Uses no water:** The NEW Electrolux is air cooled. No water is needed.
- 3 **Inexpensive to operate:** Gas for the tiny flame costs but a few cents a day. The NEW Electrolux uses less gas than formerly, and no water. Now, more than ever, an Electrolux actually pays for itself in lowered refrigeration costs.
- 4 **Long life:** An Electrolux has no moving parts to wear.
- 5 **No vibration, no noise:** A dime will stand on its edge on the new Air-Cooled Electrolux. There is no vibration, no noise, because there are no moving parts.
- 6 **Harmless refrigerant:** Hermetically sealed in steel.
- 7 **Simple freezing principle:** The Electrolux freezing method, next to nature's, is the simplest and most dependable. Ordinary air cools the refrigerant that a tiny gas flame keeps in circulation.
- 8 **Constant, steady cold:** The operation of an Electrolux is constant. Cold remains steady and crisp, protecting food.
- 9 **Defrosts without stopping:** The twist of a dial allows the temperature to rise just enough to defrost, without interrupting the cooling process.
- 10 **Plenty of ice cubes:** Day and night, there is always a plentiful supply of pure, sparkling ice cubes.
- 11 **Trigger tray release:** No need to struggle with the ice cube tray. Push the trigger and the tray instantly releases contact with the cooling chamber. It can be pulled out without effort.
- 12 **Temperature regulator:** Permits speeding up freezing of ice cubes and frozen desserts.
- 13 **Porcelain interior:** Sanitary, easy to clean, no seams or corners where dirt can collect. Black panylty trim with no screws to catch cleaning cloths.
- 14 **Split shelf:** Tall bottles or a whole chicken can easily be stored in an Electrolux.
- 15 **Nontipping shelves:** Shelves are made of flat ribbon type bands. Articles cannot readily tip over. Shelves are arranged for easy accessibility.
- 16 **Convenient flat top:** The top of an Electrolux is flat, providing extra shelf space for dishes or spice containers.
- 17 **Automatic gas shut-off:** Instantly shuts off gas if flame for any reason whatsoever goes out.
- 18 **Soundly constructed:** The construction of Electrolux is of the best. Finest grade materials and workmanship in every model. The Electrolux makes no second-grade line to sell at low prices.
- 19 **Individually tested:** In addition to countless tests during construction, each new Air-Cooled Electrolux is individually tested before leaving factory.
- 20 **Serviced by your gas company:** If additional assurance of the perfect operation of Electrolux were needed, it is enough to know that behind it at all times stands your gas company.
- 21 **A two-temperature chilling unit:** Maintains uniform temperature inside the NEW Electrolux, no matter how suddenly room temperature varies.



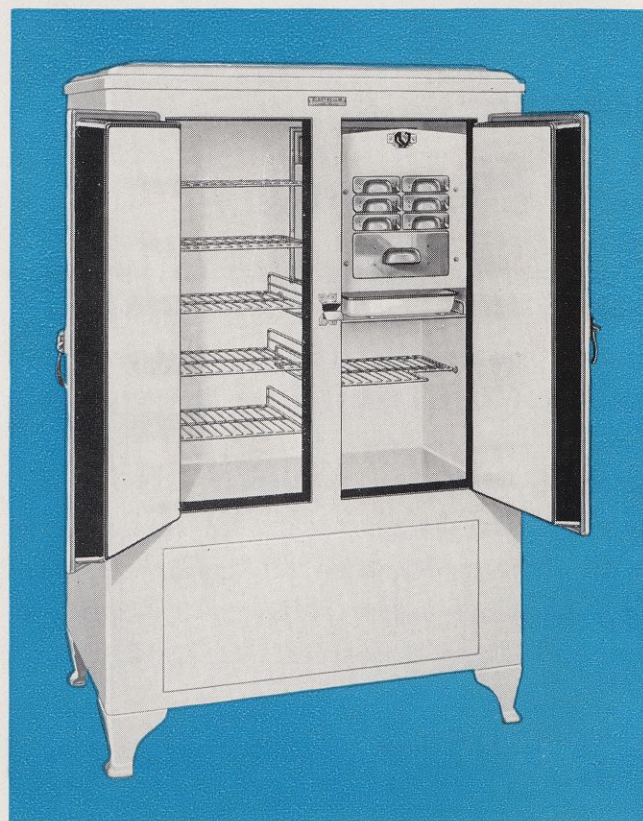
MODEL ED-70 DIAMOND

Over-all dimensions: Height, 64 $\frac{3}{4}$ • Width, 32 $\frac{1}{8}$ • Depth, 28 $\frac{1}{2}$
 Number of ice cubes.....60
 Number of ice trays.....4
 Shelf area.....12.2 sq. ft.



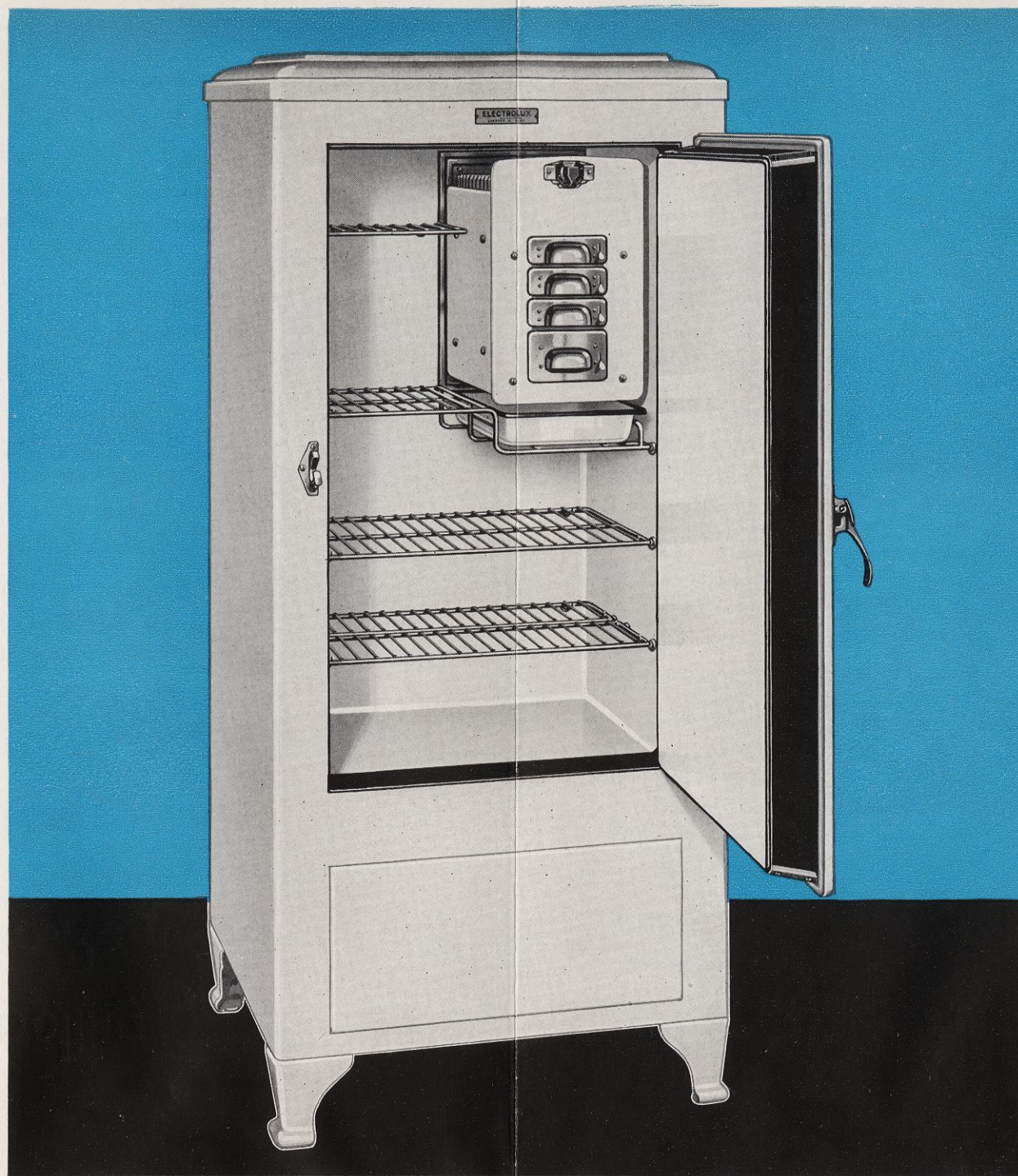
MODEL ED-40 TOPAZ

Over-all dimensions: Height, 54 $\frac{3}{8}$ • Width, 24 $\frac{1}{8}$ • Depth, 26 $\frac{3}{8}$
 Number of ice cubes.....36
 Number of ice trays.....3
 Shelf area.....8.0 sq. ft.



MODEL ED-90 RUBY

Over-all dimensions: Height, 64 $\frac{1}{2}$ • Width, 41 $\frac{1}{8}$ • Depth, 28 $\frac{1}{2}$
 Number of ice cubes.....72
 Number of ice trays.....6
 Shelf area.....17.9 sq. ft.
 Also an extra large tray for the storage of cubes, desserts, or frozen foods



MODEL ED-60 SAPPHIRE

Over-all dimensions:
 Height.....61
 Width.....27 $\frac{7}{16}$
 Depth.....28 $\frac{1}{2}$
 Number of ice cubes.....60
 Number of ice trays.....4
 Shelf area.....9.9 sq. ft.

You, of course, want an automatic refrigerator in your home—everyone does. There is no appliance that makes work easier—none more desired.

Advantages of automatic refrigeration

An automatic refrigerator offers so many advantages—no muss or fuss, food kept clean and healthful, spoilage eliminated, frozen desserts and chilled salads to make meals more appetizing, cooling drinks with plenty of ice cubes.

All of these add to your pleasure of living and **COST YOU NOTHING.**

An Electrolux saves you money

For the *NEW* Air-Cooled Electrolux costs so little to operate. It prevents waste in so many ways, you can actually save money by buying an Electrolux.

The *NEW* Air-Cooled Electrolux household models are illustrated and described on this page. One of them will just suit your requirements, whether you live in a spacious home or tiny apartment. Have an Electrolux installed today and start at once to reduce your refrigeration costs.

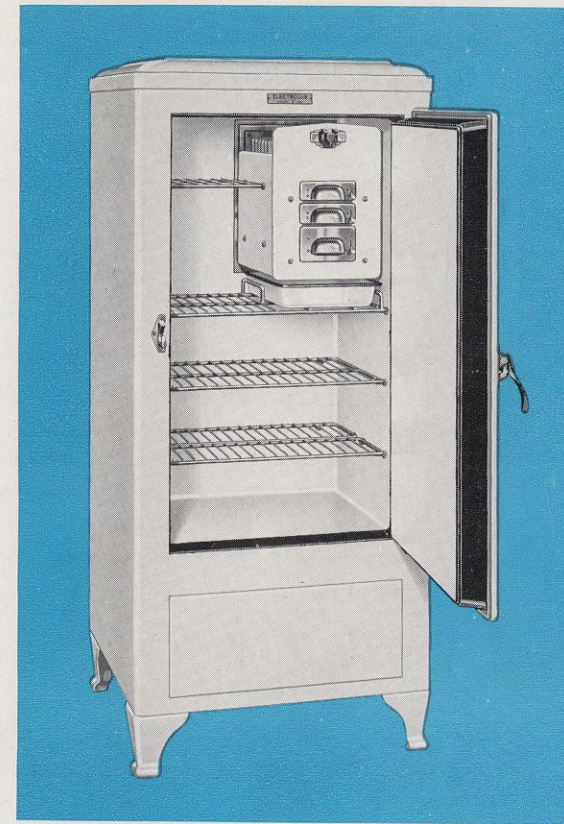
300,000 Electrolux refrigerators in use

You will be buying a refrigerator that is a demonstrated success—more than 300,000 are in use. The largest apartment house in the world—London Terrace—is completely Electrolux equipped.

The *NEW* Air-Cooled Electrolux is the greatest refrigeration value money can buy anywhere. Every Electrolux is made of the same first-grade materials, is built the same substantial way. Long after cheaply made refrigerators have worn out, your Air-Cooled Electrolux will be as good as new.

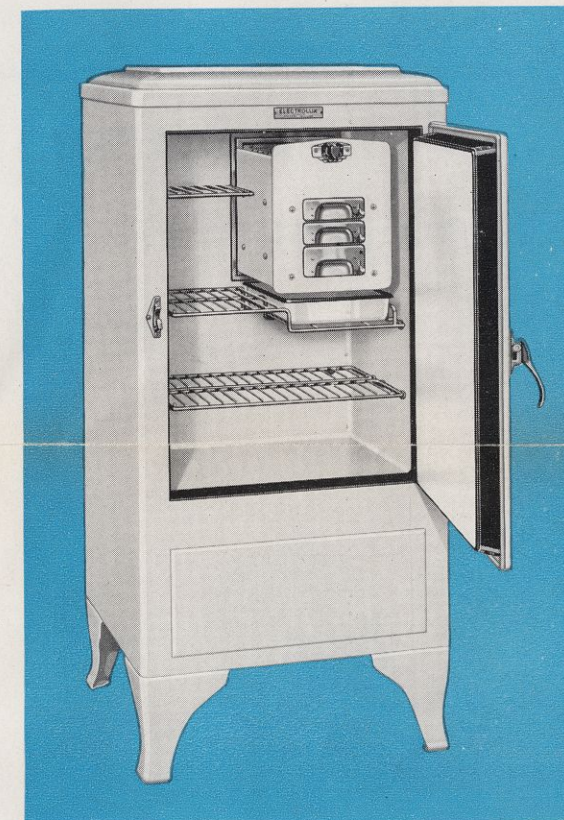
Gives a long life of dependable, care-free service

You will take pride in owning the *NEW* Air-Cooled Electrolux, for it is the great refrigerating marvel of this era. You will enjoy freedom from service worries—the *NEW* Electrolux has no moving parts—nothing to oil or to wear. You will be making a good investment, when you buy the *NEW* Electrolux—it will more than save its cost for you. Years after you have installed it, you will congratulate yourself on your good judgment in purchasing it.



MODEL ED-50 PEARL

Over-all dimensions: Height, 56 $\frac{1}{2}$ • Width, 25 $\frac{1}{8}$ • Depth, 27 $\frac{1}{2}$
 Number of ice cubes.....48
 Number of ice trays.....3
 Shelf area.....9.0 sq. ft.



MODEL ED-30 GARNET

Over-all dimensions: Height, 52 $\frac{3}{8}$ • Width, 24 $\frac{1}{8}$ • Depth, 26 $\frac{1}{2}$
 Number of ice cubes.....36
 Number of ice trays.....3
 Shelf area.....6.7 sq. ft.



MODEL ED-110 EMERALD

Over-all dimensions: Height, 69 $\frac{1}{4}$ • Width, 45 $\frac{1}{8}$ • Depth, 30 $\frac{1}{2}$
 Number of ice cubes.....72
 Number of ice trays.....6
 Shelf area.....21.0 sq. ft.
 Also an extra large tray for the storage of cubes, desserts, or frozen foods

NEW Air Cooled ELECTROLUX THE *Gas* REFRIGERATOR

Twenty-one REASONS WHY the NEW Air-Cooled Electrolux ... you should buy

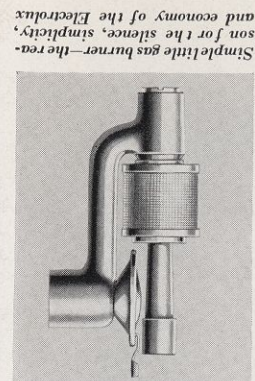
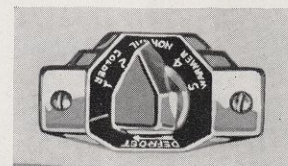
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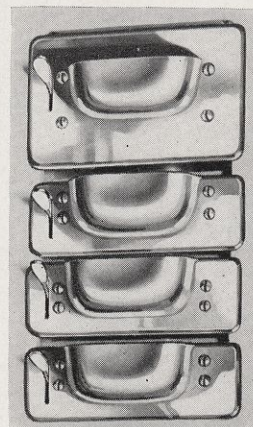
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. . . no noise . . . no water . . . more economical
to operate . . . priced lower than ever

USES NO WATER

How to get more facts
about the NEW
AIR-COOLED ELECTROLUX

If your visit to the Century of Progress Exposition is too brief to permit you to learn all the facts about the NEW Air-Cooled Electrolux, see the new models in your own community.

Your gas company, or local Electrolux dealer, will be glad to give you a full demonstration of any model, to make the installation, and to give you prompt, efficient service should you ever need it at any time in the future.

So visit their showrooms. See all the NEW air-cooled household models. You will not be urged to buy or placed under obligation of any kind.

But don't purchase any other refrigerator until you have again examined the NEW Air-Cooled Electrolux—the finest refrigerator the world has ever known.

If you do not know where the NEW Electrolux is available in your community, write to

Electrolux Refrigerator Sales Inc.
Evansville, Indiana

and you will receive immediately the address of the Electrolux dealer nearest to you.

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