



I CAME..

I SAW..

I WAS AMAZED



I came... I saw... I was amazed

I've been to the Chicago 1933 World's Fair—"A Century of Progress." I was amazed—that was not all—I saw another amazing exhibit of progress. It was at the Servel plant in Evansville, Indiana. Driving to Chicago on route U. S. 41 we passed through Evansville and inasmuch as we are planning on buying an electric refrigerator, Jim, my husband, thought we should see the factory of the world's largest independent manufacturer of refrigerators.

It was a world's fair exhibit of progress in itself. The impressions I gathered at the Servel plant and at "A Century of Progress" paralleled each other perfectly. While few of the exhibits at Chicago were actually as old as their own industries, the history of Servel is really the history of electric refrigeration. Servel is as old as its industry. The Servel display room, too, is virtually a century of progress within itself, but covers only about twelve years, or the full history of electric refrigeration. Side by side stand models of refrigerators made in each year of Servel's history. The advancement in refrigeration simplicity, quietness and economy is amazing and it seems that the advancements in refrigeration are actually Servel advancements.

How lightly we consider the convenience and service of refrigeration until its remarkable development is brought definitely to our attention.

My passive interest in refrigeration was jolted into an excited desire for ownership once I started on my visit through the



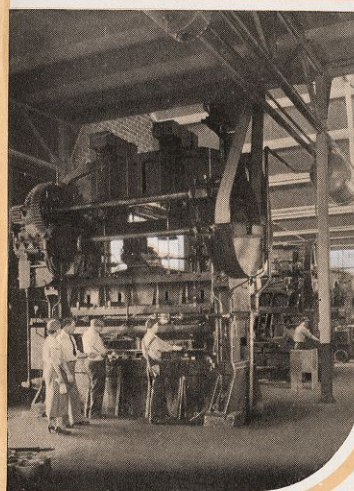
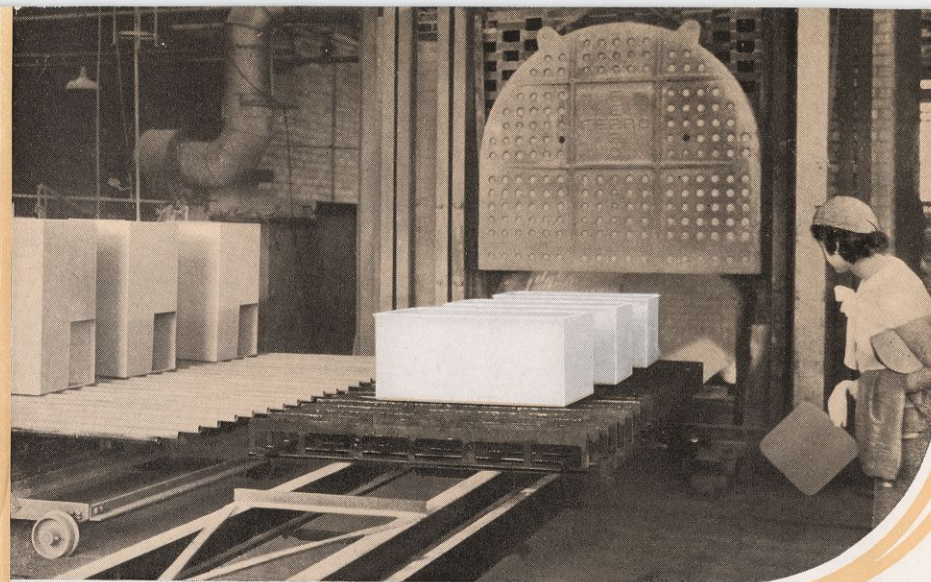
Servel plant. Amazement turned to astonishment when I gazed upon this tremendous plant covering over thirty acres of ground—and every part of it devoted to manufacturing refrigerators.

Little did I ever believe that any refrigerator plant required so much factory—so many buildings and so many people—nearly three thousand men and women. My guide explained as we got under way that Servel manufactured in this plant practically every part required in the construction of every Servel Hermetic, Servel Crusader, Servel Commercial and Electrolux Refrigerator—the four sister products of Servel. They have set up a single quality standard which is just a notch higher than most manufacturers can reach, therefore they must make all their own machine units, cabinets and parts.

The Servel research and engineering department is virtually a refrigerator plant in itself. Here refrigerator ideas are born and tried, some of them finding their way into our very own kitchens.

So exacting are Servel demands for quality that they even cure and kiln dry their own wood,—the wood used in the frames.

I saw them pouring molten metal in their own foundry. Even I know that castings can easily be purchased from outside sources, but it seems here that they put into practice the old adage—"If you want it done well, do it yourself."



Left: I saw men bent over drafting boards, whole rooms-full of them—putting on paper for the first time ideas in refrigerator design and construction—ideas that later might be embodied in the refrigerator to be placed in my very own kitchen. Above: I saw beautiful glistening white refrigerator interiors made by their being baked in great furnaces—veritable infernos of heat. Below: Monster machines so large and ponderous as to almost dwarf the humans that operated them—took one crunching bite and parts of refrigerators took instant recognizable shape.

Both here and at the World's Fair, the heavy responsibilities of refrigeration were forcefully brought to my attention. Today, an automatic refrigerator must work constantly for the health, comfort and convenience of the entire household, and it must do it reliably, without any interruption or fussing. Servel has given us a refrigerator that requires less attention than the family clock. It can hardly be called an expense, but actually is a sound investment in food purchasing and food economy.

When I saw great mechanical monsters almost two stories high open their jaws and bite out a piece of metal that later became the beautiful porcelain inner lining of a handsome refrigerator, and then saw these same liners baked in white hot ovens so that their beauty will stay forever, I knew nothing was being

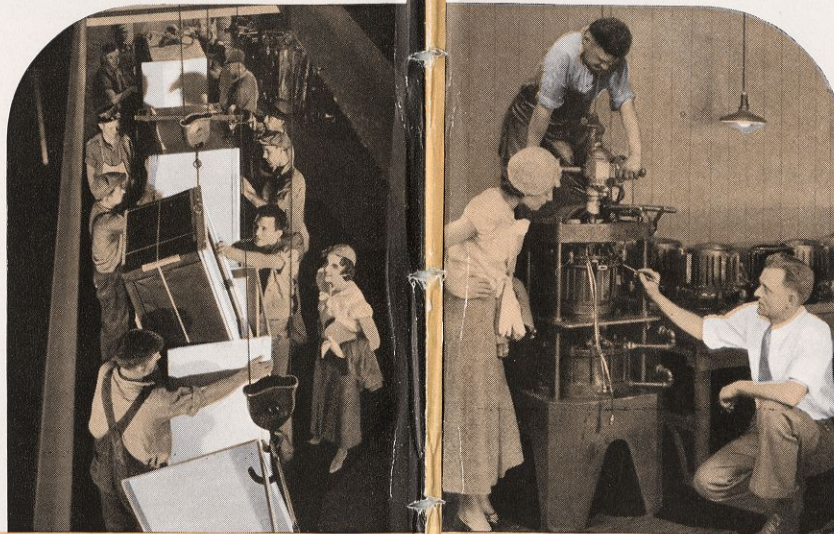
left undone to make Servel quality a permanent virtue. And through this tremendous plant, each step emphasized how easily we have accepted the value of convenience of refrigeration, and how lax we have been to consider the source of each refrigerator we see, and how strongly the attitude of the makers toward quality is reflected in the finished product.

I stood in the Finishing Room and saw literally hundreds of outer cabinet shells have their complexions baked on at more than 350 degrees of heat—then hoisted high and lowered through an opening in the floor, there to be greeted by its pure white inner liner. As it moved along on the lower line its refrigerating unit was slid easily into place—every operation timed perfectly, synchronizing accurately with the next.

It seems that each employee busily goes about his allotted task fully aware of his responsibility which later must assert itself in someone's home.

Like my walk through the World's

Right: Glistening white outer cabinet shells were swung high in the air then lowered to the floor below—there landing squarely upon a moving assembly track—each one followed in a twinkling by its insulated interior liner, fitting each other perfectly. *Below:* As we walked along the continuously moving assembly line we saw completed Servel Hermetic units come swinging along overhead from the opposite direction. Gently lowered from its moving hook it was instantly slipped into its cabinet from the rear—a major assembling operation, yet requiring but little more than one second.

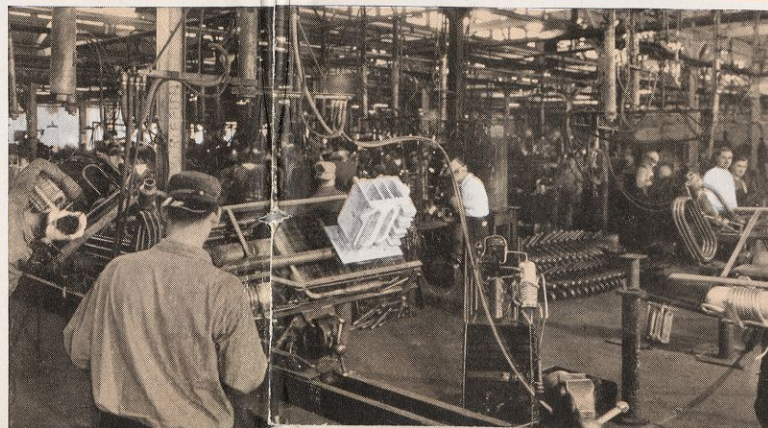


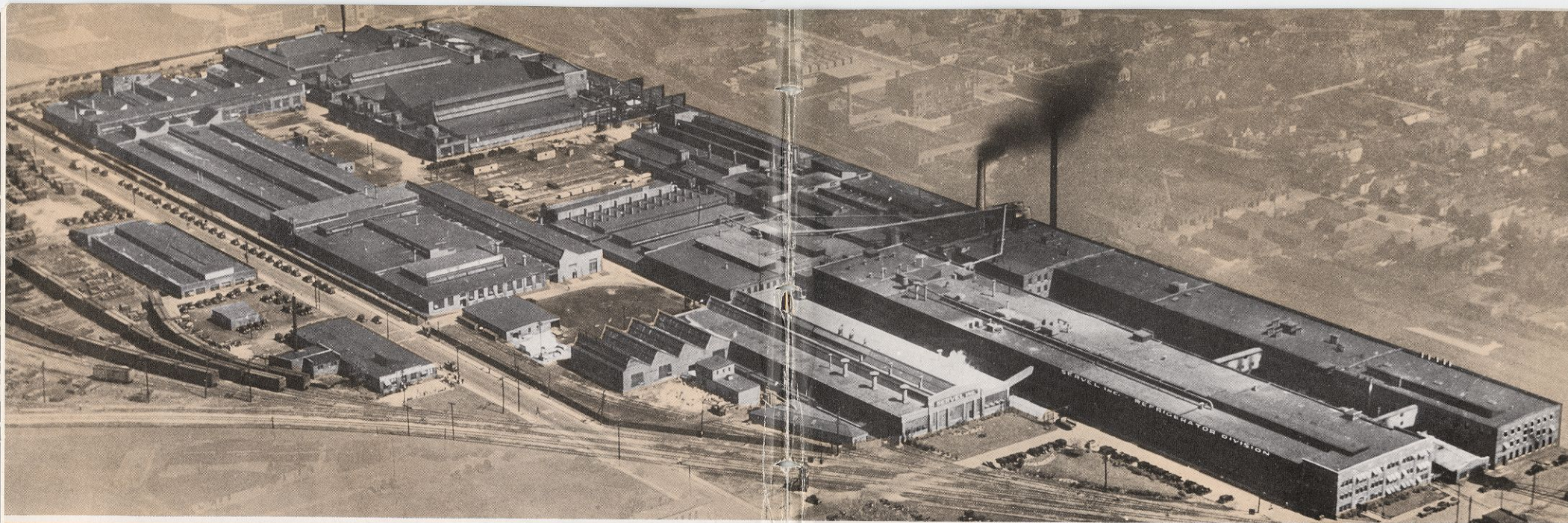
Fair, here each step brought new amazement. Servel and Electrolux travel the same assembly line—both using identical cabinets, but each employing its own individual refrigerating principles—both governed by a single and identical quality standard.

On and on, now through a building nearly a quarter mile long I passed large commercial or store refrigerating machines—the kind our butcher has—then we came to large Servel refrigerated trucks in which the meat and fruit packers transport their products thousands of miles, so that they're fresh when they reach us. The constant and untiring activity on all sides—hundreds of people

busy with individual jobs—each doing his bit to meet the world's demands for modern economy and convenience gave unquestionable proof that Servel must be meeting the exacting demands of Mrs. Modern Housewife. Servel clearly understands that our demands—yours and mine—can only be fulfilled with uncompromising quality. One most

Left: Servel Hermetic dome, all moving parts inside submerged in oil, being hermetically sealed under ten tons pressure. *Below, at left:* Nearly five hundred people, each performing a welding operation—of major importance in the manufacture of Electrolux. *Below:* We saw men working in an air conditioned room assembling the few moving parts of Servel Hermetic and sealing them under the dome.





Here is pictured the monumental proof of 12 years of untiring, uninterrupted progressiveness. 30 acres of ground accommodate the vast Servel plant, every inch of which is devoted to manufacturing the finest automatic refrigerators.

Here, under a single responsibility, are produced the parts, cabinets and machine units required in the building of the Servel Hermetic, the utmost in electric refrigeration—and the New Air-Cooled Electrolux, the gas refrigerator which uses no water. Here, too, is built Servel's greatest achievement in low cost, dependable refrigeration—the Servel Crusader.

A full line of commercial refrigerating units and refrigerated truck bodies also mark

the march of Servel's progress which dates back to the very beginning of automatic refrigeration. Below is pictured a general view of Chicago's World's Fair—"A Century of Progress"—a colossal gathering of the evidences of world progress and man's determination for constant improvement.

The industries of the world have gathered in rightful pride—each exhibiting the measuring stick of its own progress.

Few exhibitors can claim the distinction of representing the complete life of their own industry. None can make a greater claim than Servel—that the history of Servel is actually the history of its own industry—Automatic Refrigeration.





interesting operation I saw indicated this. Here they were assembling the very brains of the refrigerator—the part that actually makes the refrigerator work. I saw the motor assembly cooked in oil, and then under ten tons of pressure it was hermetically sealed within the Servel casing or dome. To me it was an indelible impression of quality being built in, and although I examined every refrigerator shown at the World's Fair, none of them could diminish that impression of Servel quality, sealed in never to be tampered with. On our way back to our starting place we were greeted by a dress parade of finished, gleaming white, chromium trimmed refrigerators, getting their final going over—a touch here, a rub



Above: I saw in the huge Servel foundry men pouring molten aluminum metal, making castings of a quality strictly in keeping with Servel Standards. *Below:* In this amazing factory, they operate spectacular reducing furnaces to melt pig iron. The flying flames and gleaming sparks remind one of picturesque steel mills at night.



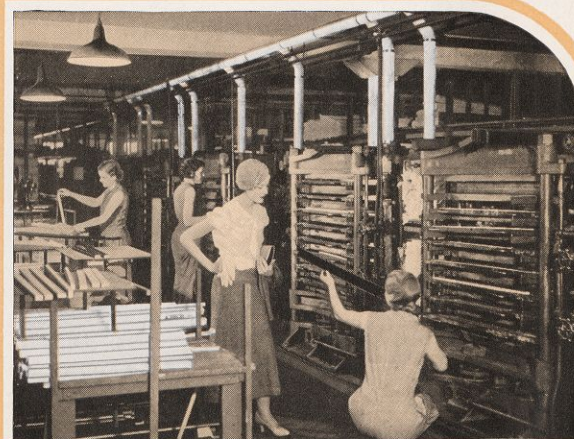
there, lynx-eyed inspectors everywhere—then packed in padded paper and wood, so that their beauty will be delivered unblemished. I've finished a rapid trip through a refrigerator plant—have obtained a synopsis of quality refrigerator building, I've seen thirty acres of factory buildings and thousands of people in a single organization devoting its entire attention to the one undertaking—supplying the world with the very last word in automatic refrigeration. Now I know why an investment in an automatic refrigerator will pay constant dividends in health, convenience and economy.

Well, I looked them all over at the World's Fair, but we're installing a Servel Hermetic.

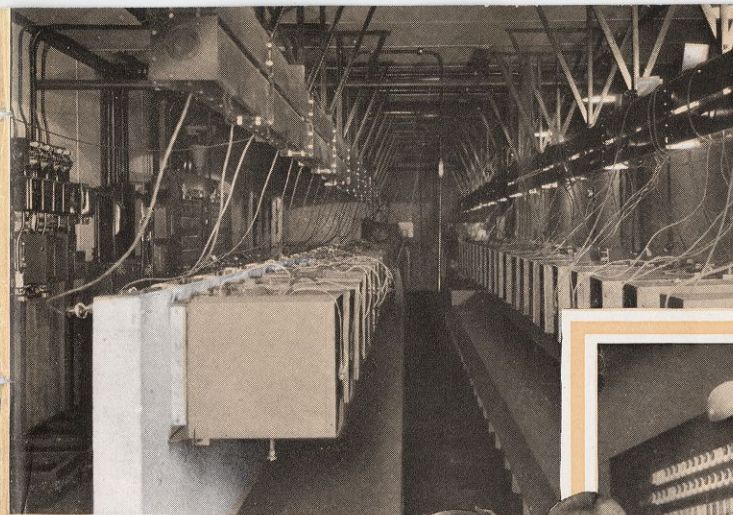
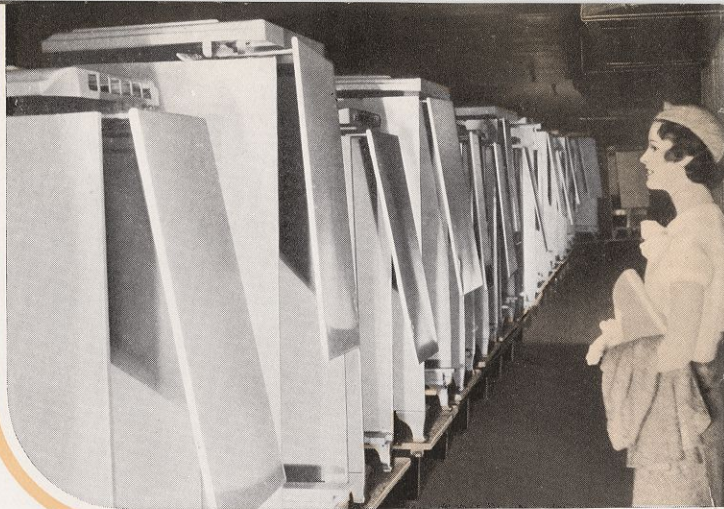
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Showing Mrs. Jim through the Servel plant was indeed a pleasure. Messages to housewives and word of mouth statements may give the facts, but actual contact with quality in the making is most convincing. It may not be convenient for every one to visit the Servel plant, but we ask each and every modern housewife to examine the new Servel Hermetic. Open the glistening doors, trimmed with jet black panelyte, look into its pure white cabinet, let your imagination wander and perhaps you will see the romantic story of development that started twelve years ago—how first the goal of simplicity was set up and met by Servel—how the battle with noise was fought and won, and remains a permanent victory in the Servel Hermetic.

Left: We were conducted through buildings so vast that their interiors stretch beyond one's range of vision. *Below:* Black panelyte trim affords a pleasing contrast to glistening white porcelain as used on Servel Hermetic doors and around door openings. We saw girls baking these panelyte strips in steam presses to attach them to a wood base without nails or screws.



Right: Like soldiers on the march each with canteen and knapsack attached—refrigerators march up and down and back and forth, being sprayed here, rubbed there, and baked in long tunnels full of torrid heat to make its beauty permanent. *Below:* I learned that it is not by chance that one's new refrigerator is so perfectly spotless when first delivered. I saw men, expert at their work, with rubbing machines making it shine like a polished mirror.



Left: Testing a refrigerator is a serious business and involves giving the machine serious work to do by adding specific amounts of heat by electricity, which it must remove. *Below:* Before a Servel Hermetic can be shipped it is put through strenuous tests and accurate records kept on file show how it measured up to the tests.



Aside from being a thing of beauty and convenience, the automatic refrigerator has now become a sound investment for the modern home maker—an investment that pays dividends in food economy and in good health.

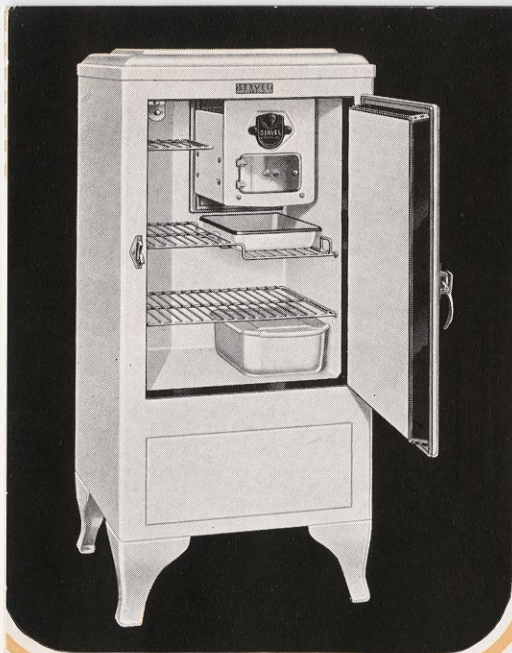
The Servel Hermetic is the result of a twelve year untiring, unrelenting search for simple, economical and dependable automatic refrigeration. Today, Servel can offer an automatic refrigerator which takes an almost personal responsibility in safeguarding the family health and budget. The savings in food alone are more than ample to pay for your Servel in a few short years—add to this the savings to be

derived by eliminating unnecessary doctor bills because of the health safe-guard. Consider, too, the fact that the electric current consumption in a Servel is far below what you would expect it to be—because of Servel's correct cabinet design and construction.

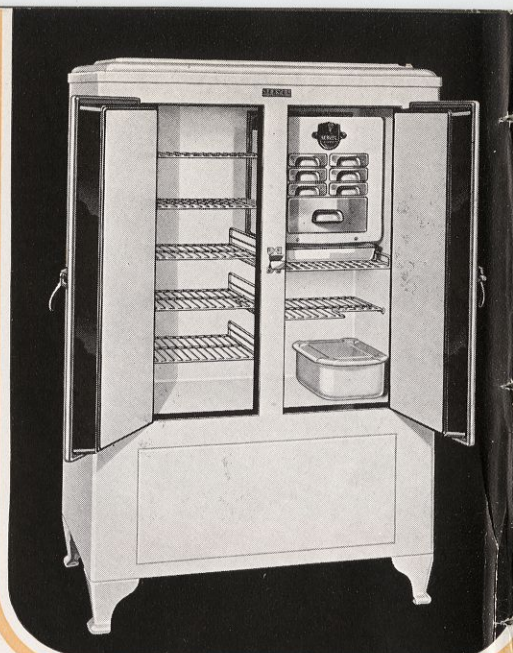
These are not empty claims for the Servel Hermetic. There is a very definite point of design in this modern, efficient refrigerator to cover each claim made for it.

DEPENDABLE—because its refrigerating unit is constructed of the finest materials—submerged in oil and hermetically sealed under ten tons pressure into a dome or casing. Its few moving parts operating automatically, practically without friction or sound, free from dust, exposure, or moisture, contribute to its long life and carefree operation. **ECONOMICAL**—because, first, of its supreme simplicity, kitchen repairs are eliminated. Second, because of advanced construction and efficient cabinet design, its electric current consumption has reached a new all time low. Third, with positive dependable refrigeration





Servel Hermetic SD-45



Servel Hermetic SD-115

eration, food can be bought on a more economical basis—larger quantities can be purchased and safely kept.

CONVENIENT—because convenience is the paramount requisite in any kitchen utility, convenience is the keynote of Servel design. Its height is exactly right. The hermetically sealed Servel unit is located in the base of the cabinet. Here it is well out of the way, and at the same time the food compartments are raised to a height where every nook and corner of the interior is easily accessible.

The Servel shelf arrangement was designed for the job assigned to it, and it was not merely a case of taking the space left over and lightly saying—"There is where the food can be kept." Every inch of storage space in the Servel Hermetic is designed for a definite purpose. Its shelves, of the flat ribbon type, permit the narrowest of containers to stand upright, without tilting or spilling. The flat type shelves are easily cleaned; and are spaced between to accommodate all types of containers. Another point of convenience, and one that appeals to every good housekeeper, is Servel ease of cleansing. Its one-piece porcelain liner has no corners, nicely rounded and smooth, making for thorough and perfect sanitation.

The Servel temperature control is still another example of the consideration Servel has given the lady's convenience. Should you require additional ice-cubes—are you planning a dessert that demands rapid freezing—the Servel accurate temperature control meets the situation. Located conveniently at the freezing unit, it answers the touch of your fingers, giving you hasty freezing when you require it. BEAUTY—simple, clean-cut design, without gaudy, unnecessary trimmings, is a paramount requisite in designing any kitchen equipment. Servel designers have responded to this requisite with a neat, clean-looking refrigerator, without faddish gadgets, or dirt-collecting crevices. The Servel Hermetic fits into every kitchen and takes its place in orderly fashion among any surroundings. The exterior finish is a sparkling white Pyroxylin, baked on by the Servel method, which insures permanent beauty and unblemished cleanliness.

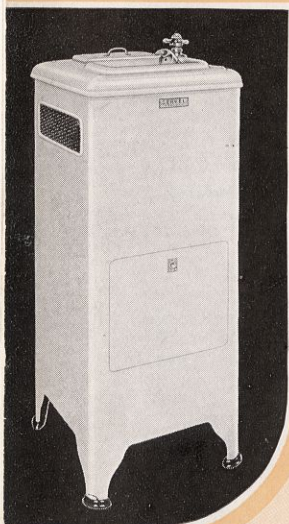
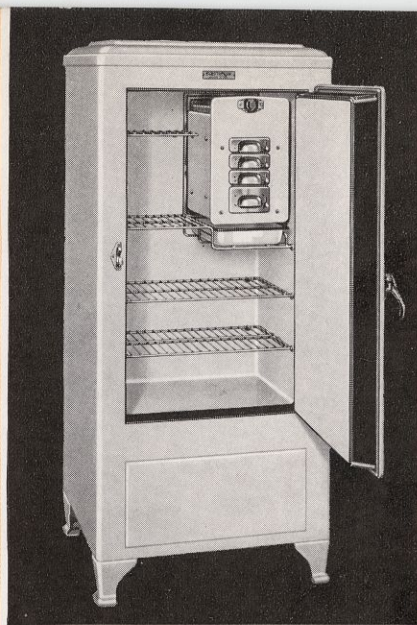
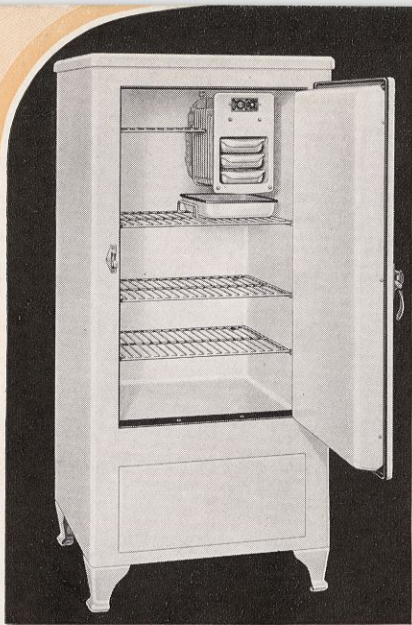
BACKED BY THE APPROVAL OF
GOOD HOUSEKEEPING INSTITUTE
AND GUARANTEED BY SERVEL

The factory guarantee which covers every Servel Hermetic is one of the most liberal, and is backed by the entire resources of one of the pioneers of the refrigeration industry. Let the Servel Hermetic save for you while you pay for it. Special budget terms permit of this easy method of purchasing Servel Hermetic simplified refrigeration.

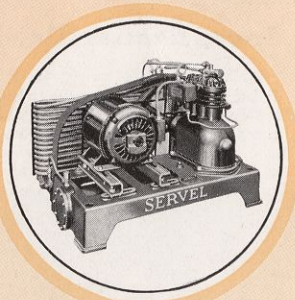
Servel Sales, Inc., Evansville, Ind.

Below: The New Deal seems to have meant much to Servel for one of its busiest departments is engaged in making completely refrigerated beer bars and bottle beer coolers.





At Left: A Servel water cooler is a sound and profitable investment in efficiency and convenience. A constant and adequate supply of cool and refreshing water actually pays dividends in greater results from employees and satisfaction to customers.



Upper Left: The Servel Crusader—Servel's new achievement in low cost refrigeration with every quality feature included. A sister product to the Servel Hermetic, built in the Servel plant to Servel standards. A size for every pocket-book—a capacity for every kitchen.

Upper Right: Another member of the Servel quality family—the new air-cooled Electrolux—the gas refrigerator which uses no water. It freezes with heat—just a tiny gas flame—not a sound—not an interruption—no moving parts—and no vibration. Full range of sizes.

For restaurant owner, grocer, meat market operator, florist or dairyman—for hotels, apartments, clubs, hospitals and soda fountains—for every commercial need—there is a Servel commercial electric refrigeration unit designed especially to meet the capacity required.