

THE ¹² NEW



FARM HOMES

Air-Cooled



SUMMER COTTAGES

ELECTROLUX



TOURIST CABINS

brings modern refrigeration



MOUNTAIN LODGES

to *EVERY* home in America



SUBURBAN HOMES

for *ONLY* a few cents a day



HERE IS OUR ELECTROLUX,
ALICE, JUST LIKE YOU
HAVE IN YOUR NEW
YORK APARTMENT,
EXCEPT IT OPERATES
WITH KEROSENE

... for only a few pennies a day,
THE NEW Air-Cooled
ELECTROLUX
(KEROSENE OPERATED)

brings you the convenience, health protection, and economy of modern refrigeration on farms, at summer homes — anywhere that there are no gas mains.

COPYRIGHT, 1934, ELECTROLUX REFRIGERATOR SALES INC.



No more of this

No more unsanitary, makeshift, inconvenient storage of food. No more spoilage and waste



Saves money

Electrolux prevents food spoilage. It pays for itself in the food that it saves



Saves time

Fewer trips to town. Table supplies for a week or more can be bought at one time and kept safely in Electrolux



Modern refrigeration

The new Air-Cooled Electrolux operates with kerosene for a few pennies a day. Safe, sanitary, convenient



Protects health

Fresh meats and fresh fruits and vegetables can be served all year around with an Electrolux in the home



Plenty of ice cubes

Enough to make cooling drinks for all the family. Delicious frozen desserts can be made at a cost of a few cents



Lightens housework

Time formerly wasted on countless trips to the cellar or spring house can be devoted to other work or recreation



Endorsed by Good Housekeeping

After a series of thorough tests, Good Housekeeping Institute has approved the kerosene-operated Electrolux



HERE IS OUR ELECTROLUX,
ALICE. JUST LIKE YOU
HAVE IN YOUR NEW
YORK APARTMENT,
EXCEPT IT OPERATES
WITH KEROSENE

ENDORSED by *the gas industry*
—an industry that is faithfully serving 15,000,000 modern families

A BILLION DOLLAR INDUSTRY

recommends this refrigerator to you!

The gas industry estimates that there are over 15,000,000 modern families in the United States who have no gas mains.

These families are the ones who are most in need of a refrigerator. They are the ones who are most likely to be satisfied with a refrigerator that operates on kerosene.

Electrolux is the only refrigerator that has been recommended by the gas industry. It is the only refrigerator that has been recommended by the gas industry.

Electrolux is the only refrigerator that has been recommended by the gas industry. It is the only refrigerator that has been recommended by the gas industry.



Your Own Gas Company
Recommends Electrolux



An Industry with
100 Years of Public Service
endorses this refrigerator!

The gas industry estimates that there are over 15,000,000 modern families in the United States who have no gas mains.

These families are the ones who are most in need of a refrigerator. They are the ones who are most likely to be satisfied with a refrigerator that operates on kerosene.

Electrolux is the only refrigerator that has been recommended by the gas industry. It is the only refrigerator that has been recommended by the gas industry.



No matter where you live, you can now enjoy the modern refrigeration described in these advertisements—not a makeshift but the famous Air-Cooled Electrolux type, similar to that in use in the finest city apartments.

NOW... the famous Air-Cooled ELECTROLUX

(used in 350,000 homes, including 140,000 New York apartments)

operates with kerosene and is available to American homes wherever there are no gas mains

... for only a few pennies a day,

THE NEW Air-Cooled ELECTROLUX

(KEROSENE OPERATED)

brings you the convenience, health protection, and economy of modern refrigeration on farms, at summer homes—anywhere that there are no gas mains.

On farms, at summer homes, up in the mountains, at the seaside, anywhere—the famous new Air-Cooled Electrolux refrigerator will protect your food, guard your health, save your money.

For years, the Electrolux has been supplying automatic refrigeration to American homes. More than 350,000 are in use. In New York alone, 140,000 apartments have Electrolux. There are 1,669 in London Terrace, the world's largest apartment building.

Simple freezing principle

In the Electrolux, heat (usually from a tiny gas flame in cities) causes a refrigerant to circulate through a system of sealed pipes, drawing off heat from the cooling chamber. The refrigerant is then cooled by air

and is ready to circulate again. Electrolux uses no water. Next to nature's, this is the simplest cooling method. It has proved so satisfactory, dependable, and economical that Electrolux is sold and endorsed by more than 2,000 leading utility companies. The great billion dollar gas industry whole-heartedly recommends Electrolux.

Costs only a few pennies a day

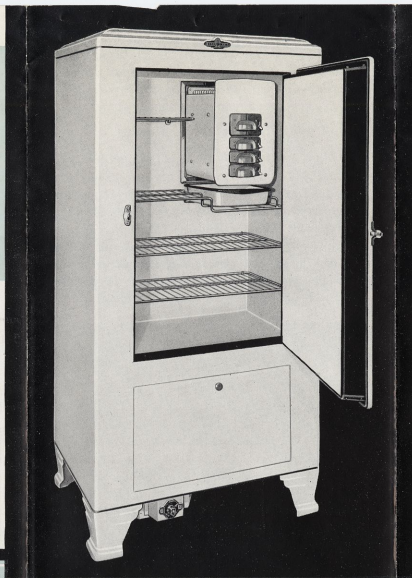
Now the time-proved Air-Cooled Electrolux has been still further developed so that it operates as satisfactorily with a small kerosene flame as with a gas flame. For a few pennies a day, every home—even where there are no gas mains—can have modern Electrolux refrigeration. See Electrolux at the first opportunity. Get complete facts on Electrolux convenience, safety, and economy.





*Features that appeal to the man
who pays for ELECTROLUX*

- Costs only a few pennies a day to operate.
- No moving parts to wear—freedom from costly repairs.
- Silence—no noise—no vibration. No interference with radio.
- Plenty of ice cubes—trays release easily.
- Split shelves for extra bottles.



MODEL EE-73

Over-all dimensions: Height, 64½; Width, 32½; Depth, 28½

Shelf area.....12.3 sq. ft.

Number of ice trays.....3

Number of dessert trays...1

Number of ice cubes.....60

* Cleaning white, sturdily built, the cabinet of the new Electrolux duplicates in every important respect the Electrolux cabinets in the finest city apartments.



*Features that appeal to the woman
who uses ELECTROLUX*

- Much more convenient than old-fashioned methods of storing foods.
- Makes preparation of meals easier.
- Permits the serving of many delicious salads and frozen desserts.
- Regulator to speed freezing.
- Makes kitchen look modern and attractive.

* The Electrolux is a source of lasting pride to any woman and has every worth-while modern convenience to make your kitchen work easier.

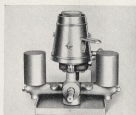
Here are 21 reasons why

THE NEW Air-Cooled ELECTROLUX (KEROSENE OPERATED)

brings you modern, low-cost refrigeration at its best

1. A small kerosene flame does all the work

Fill the tank, light the single burner, and Electrolux is ready for a long life of service.



2. Inexpensive to operate

Kerosene costs but a few pennies a day. Electrolux pays for itself in lowered refrigeration cost.

3. One filling lasts many days

Tank easily filled, holds five gallons of kerosene—enough to last a week or more. Frees you from giving daily attention to operation of refrigerator.



4. Uses no water

Electrolux is air cooled—no water tank is needed, no danger of refrigeration stopping for lack of water, no danger of water leaks.

5. Simple freezing principle

Next to nature's, the Electrolux freezing method is simple and most dependable. A small kerosene flame circulates the refrigerant. Ordinary air cools it.



6. Single kerosene burner

Use of kerosene is kept at a minimum—no waste, easier operation. Just one burner to light and clean. No wick to trim.

7. Silent. No vibration

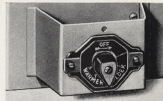
Because it has no moving parts, the Electrolux is free from vibration or noise. No electrical connections. No interference with radio. No flickering of lights.

8. Harmless refrigerant

The refrigerant—perfectly harmless—is hermetically sealed in steel.

9. Fuel is never wasted

If kerosene feeds too fast, it is diverted into a small bucket. When the bucket is full, its weight shuts off flow of kerosene and also the flame.



10. Temperature regulator

Permits speeding up freezing of ice cubes and frozen desserts.

11. Dependable refrigeration

Easy temperature regulation assures correct refrigerating temperature at all times—prevents food freezing or being inadequately cooled.

12. Plenty of ice cubes

Sixty, large, pure, sparkling ice cubes at one freezing—ensures a plentiful supply day and night.



13. Two-temperature chilling unit

Can be manually regulated to keep food compartment at desired low temperature.

14. Trigger tray release

No need to struggle with ice cube tray if it is frozen in-lift trigger, tray instantly breaks contact with cooling chamber and can be pulled out without effort.



15. Nontipping shelves

Made of flat ribbon type bands. Articles cannot readily tip over. Shelves are arranged for easy accessibility.

16. Split shelf

Permits tall bottles or whole chickens to be easily stored—a feature all women appreciate.



17. Long life

Electrolux has a long life of service, because there are no moving parts to wear.

18. Compact design with flat top

Electrolux is pleasing in appearance and occupies a minimum amount of space. The flat top provides extra shelf space for dishes or spice containers.

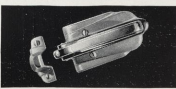


19. Porcelain interior

Sanitary, easy to clean—no seams or corners where dirt can collect. Black panelyte trim with no screws to catch cleaning cloths.

20. Soundly constructed

Lustrous, durable lacquer finish. Easy to keep clean and bright. Finest grade of material and workmanship throughout. Burner of chrome steel. Chromium-plated hardware.

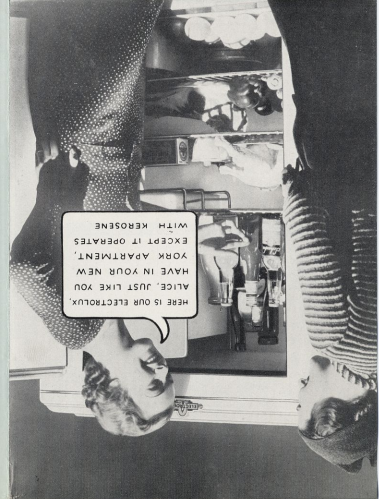


21. Individually tested

In addition to countless tests during construction, each Electrolux unit is individually tested before leaving the factory and each Electrolux is carefully crated for shipment.

NEW *Air-Cooled*
ELECTROLUX
THE SERVEL *Kerosene* REFRIGERATOR

...for only a few pennies a day,
ELECTROLUX
(KEROSENE OPERATED)
 brings you the convenience, health protection, and economy of modern refrigeration on farms, at summer homes — anywhere that there are no gas mains.



NOW... the famous Air-Cooled ELECTROLUX
 (used in 350,000 homes, including 140,000 New York apartments)
 operates with kerosene and is available to American homes wherever there are no gas mains

ENDORSED by the gas industry — an industry that is faithfully serving 150,000,000 modern families

A Billion Dollar INDUSTRY recommends this refrigerator to you!

No matter where you live, you can now enjoy the modern refrigeration desired in these apartments — not a makeshift but the famous Air-Cooled Electrolux type, similar to that in use in the finest city apartments.

100 Years of Public Service endorses this refrigerator!

An industry with 100 years of public service endorses this refrigerator!

No more of this
 No more unsanitary, makeshift, inconvenient storage of food. No more spoilage and waste

Modern refrigeration
 The new Air-Cooled Electrolux operates with kerosene for a few pennies a day. Safe, sanitary, convenient

Saves money
 Electrolux prevents food spoilage. It pays for itself in the food that it saves

Protects health
 Fresh meats and fresh fruits and vegetables can be served all year around with an Electrolux in the home

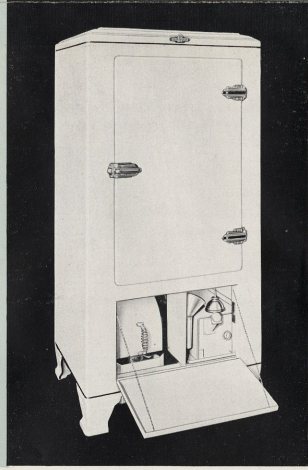
Saves time
 Fewer trips to town. Table supplies for a week or more can be bought at one time and kept safely in Electrolux

Plenty of ice cubes
 Enough to make cooling drinks for all the family. Delicious frozen desserts can be made at a cost of a few cents

Lightens housework
 Time formerly wasted on countless trips to the cellar or upper house can be devoted to other work or recreation

Good Housekeeping Institute
 Tested and Approved 1915
 Good Housekeeping Institute has approved the kerosene-operated Electrolux

Endorsed by Good Housekeeping
 After a series of thorough tests, Good Housekeeping Institute has approved the kerosene-operated Electrolux



A single, compact unit — no water tank, burner, and all equipment completely hidden, yet easily accessible. Note the attractive modern hinges and door latch

ELECTROLUX PROGRESS
 puts modern refrigeration within reach of every home in the United States

- Your trip to the Century of Progress Exposition will be well repaid if it leads you to install in your own home the new Air-Cooled Electrolux refrigerator operated with kerosene.
- Here is real progress. Even though there are no gas mains near your home, you now can have an Electrolux refrigerator just like those at the Exposition—the same type used in the finest city houses and apartments.
- Write for the name of our dealer nearest to you.

ELECTROLUX REFRIGERATOR SALES, INC.
 EVANSVILLE, INDIANA

THE NEW

Air-Cooled

ELECTROLUX

brings modern refrigeration

to EVERY home in America

for ONLY a few cents a day

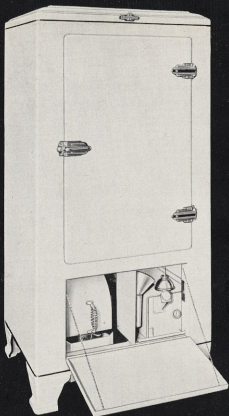
FARM HOMES

SUMMER COTTAGES

TOURIST CABINS

MOUNTAIN LODGES

SUBURBAN HOMES



A single, compact unit—no water tank. Fuel tank, burner, and all equipment completely hidden, yet easily accessible. Note the attractive modern hinges and door latch

ELECTROLUX PROGRESS

puts modern refrigeration within reach of every home in the United States

● Your trip to the Century of Progress Exposition will be well repaid if it leads you to install in your own home the new Air-Cooled Electrolux refrigerator operated with kerosene.

Here is real progress. Even though there are no gas mains near your home, you now can have an Electrolux refrigerator just like those at the Exposition—the same type used in the finest city houses and apartments.

Write for the name of our dealer nearest to you.

ELECTROLUX REFRIGERATOR SALES INC.
EVANSVILLE, INDIANA