

* *
The
Gas Industry
marks
A CENTURY
OF PROGRESS
by recommending
to you the

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



Here are the three outstanding reasons why the gas industry recommends *ELECTROLUX*



Silent, and it stays silent

Electrolux is not merely quiet—it is silent. And, because it has no moving parts, this modern gas refrigerator can never be anything but silent.



Low operating cost

A tiny gas flame operates Electrolux at a cost of only a few pennies a day. Better protection of food usually saves more than cost of operation.



No moving parts, no costly repairs

There is not a single moving part to become worn or to get out of order. All year around, Electrolux operates with never a thought from the owner.

TO win the unqualified endorsement of a billion dollar industry, as Electrolux has done, can mean only one thing—that Electrolux really *does* offer more. More economy, more lasting satisfaction, more modern features that every woman wants.

It is a refrigerator you will be proud to have in your home. Its distinctive beauty meets the critical standards of modern kitchens. Its lustrous finish is durable and easy to keep spotless. It provides generous space for food storage. It gives you all the benefits of automatic refrigeration you

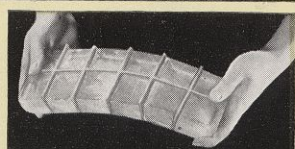
have always wanted—full protection for food, plenty of ice cubes at all times, delicious frozen desserts and salads.

And, in addition to all these advantages, your gas company and your local Electrolux dealer stand behind every one they sell. The whole gas industry, with its century-long record of dependability, endorses Electrolux.

Besides its fundamental and exclusive advantages of silence, low-cost operation, and freedom from costly repairs, Electrolux gives you such modern features as these, if you choose to have them . . .



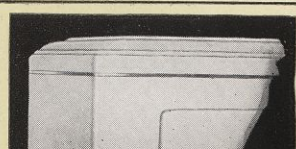
Interior lighting. Clearly reveals every part of the food compartment and enables you to find the article you want in an instant.



Rubber tray grid. No trouble to take out ice cubes. Just flex the rubber tray grid and the cubes are loosened and ready for use.



Vegetable freshener. Lettuce, celery, and other vegetables take on garden fresh crispness as if by magic in this roomy freshener.



Beautiful finish. Electrolux is available in a durable lacquer finish—gleaming white, easy to clean, permanently beautiful.

21 more reasons why the gas industry recommends ELECTROLUX

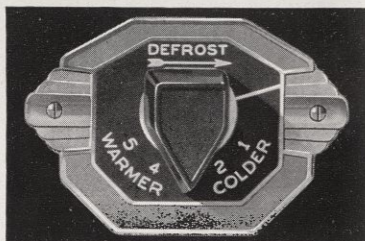
1. A tiny gas flame does all the work

This simple little gas burner gives you dependable, trouble-free refrigeration and takes the place of all moving parts.



2. Convenient defrosting

Defrosting is extremely simple. When frost on the chilling unit is about one half inch thick, you merely turn the regulator conveniently located above the ice trays.



3. Inexpensive to operate

Costs but a few pennies a day at most. Savings in food bills usually more than pay for the operating cost of Electrolux.

4. Uses no water

Electrolux is air cooled. Installation requires only one simple connection—to the gas line in your kitchen. And the Electrolux is ready for a long life of service.

5. Long life

Sturdily constructed of the very finest materials and not a single moving part to wear.

6. No vibration, no noise

With no moving parts, there is nothing to cause vibration or noise. Electrolux is permanently silent.

7. Harmless refrigerant

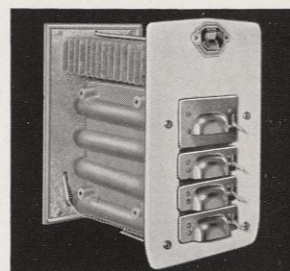
The refrigerant—perfectly harmless—is hermetically sealed in steel.

8. Porcelain interior

The easy-to-clean quality of stainless white porcelain is known to every woman. Rounded corners and the absence of any seams add to the ease of cleaning.

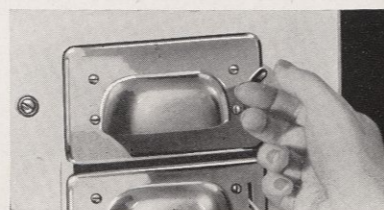
9. A two-temperature chilling unit

Automatically increases cooling action to keep food compartment at uniform low, no matter how quickly room temperature may rise.



10. Trigger tray release

Simply lift the handy trigger and the most solidly frozen tray releases instantly without effort. No more sore knuckles or broken finger nails.



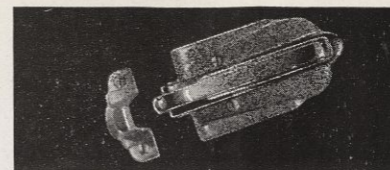
11. Split shelf

Gives added capacity and convenience to the spacious, well-planned Electrolux interiors. Accommodates extra bottles, large roasts, chickens, et cetera.



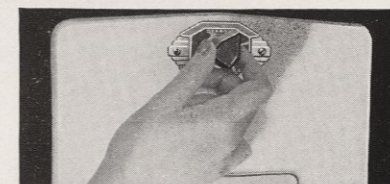
12. Soundly constructed

Nothing but the very finest of materials, the most skilled workmanship go into the construction of an Electrolux. These unusually high standards of quality are reflected in the dependability and long life of Electrolux.



13. Temperature regulator

If occasion demands extra fast freezing for ice cubes or frozen desserts, this temperature regulator provides it.



14. Simple freezing principle

The Electrolux freezing method is almost as simple and dependable as nature's own. A tiny gas flame circulates the refrigerant, ordinary air cools it. That is all there is to it, and time has proved its worth.

15. Constant, steady cold

An Electrolux affords unequalled protection for foods, because its operation is constant. Cold remains uniform twenty-four hours a day.

16. Automatic gas shut-off

Gas instantly shuts off if, for any reason, the flame should be extinguished.

17. Nontipping shelves

All containers stand firmly on Electrolux flat, ribbon-like shelves. Shelves are arranged for easy accessibility, too.

18. Individually tested

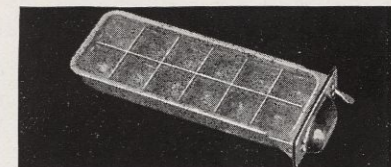
Each Electrolux must pass many tests in construction. Each unit is individually tested before it leaves the factory.

19. Recommended by the gas industry

Electrolux is endorsed and recommended by the entire gas industry whose century of faithful service has won the confidence of 15,000,000 families.

20. Plenty of large ice cubes

Always, day or night, there is a plentiful supply of pure ice cubes. The steady cold of an Electrolux promotes fast freezing—a convenience every housewife will appreciate. The large trays are convenient for chilling salads or desserts.



21. Convenient flat top

Provides additional shelf room. Convenient, also, as a resting place for food to be stored in refrigerator or being removed.



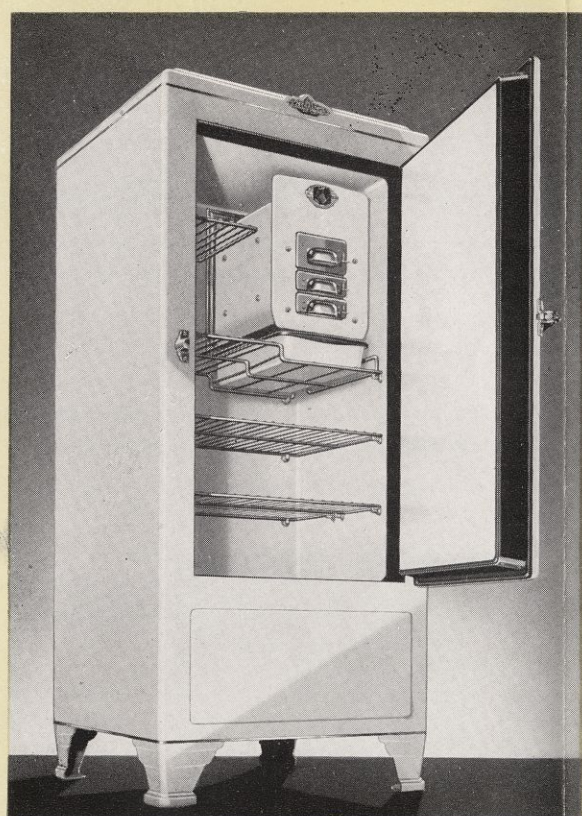
Why ELECTROLUX gives you more

ELECTROLUX is *not* just another refrigerator—not simply a refrigerator differing in minor details from others. The engineering principle behind Electrolux represents the greatest advancement ever made in automatic refrigeration.

This advanced, simpler freezing principle of Electrolux gives it many *exclusive* features. To you, these features represent greater economy of operation, longer life, freedom from costly repairs, more efficient refrigeration, lasting satisfaction.

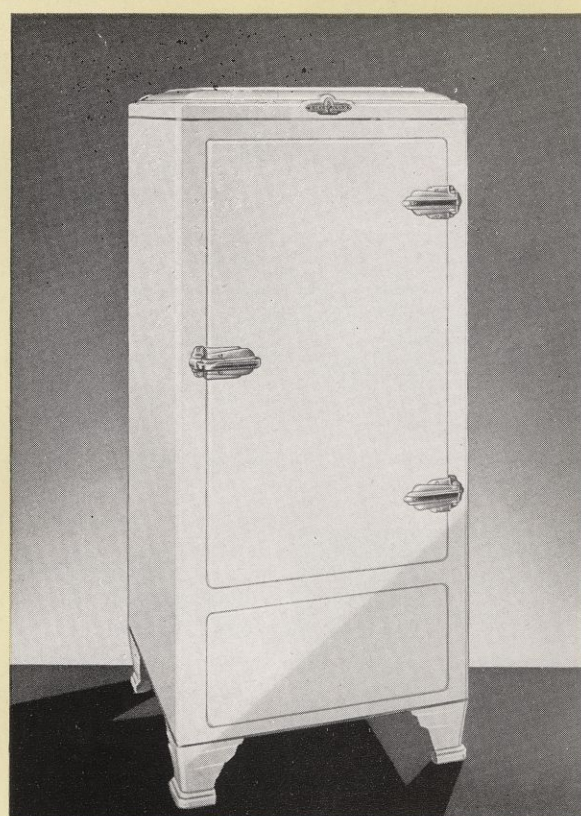
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Ask *how* the entire gas industry satisfied itself about the superiority of Electrolux. Then judge for yourself how much more Electrolux gives you than any other refrigerator.



MODEL EEL-50**

Over-all dimensions: Height, 56 $\frac{1}{2}$; Width, 25 $\frac{1}{8}$; Depth, 27 $\frac{1}{4}$
 Shelf area 9.1 sq. ft. Number of dessert trays . 1
 Number of ice trays 2 Number of ice cubes . . . 48



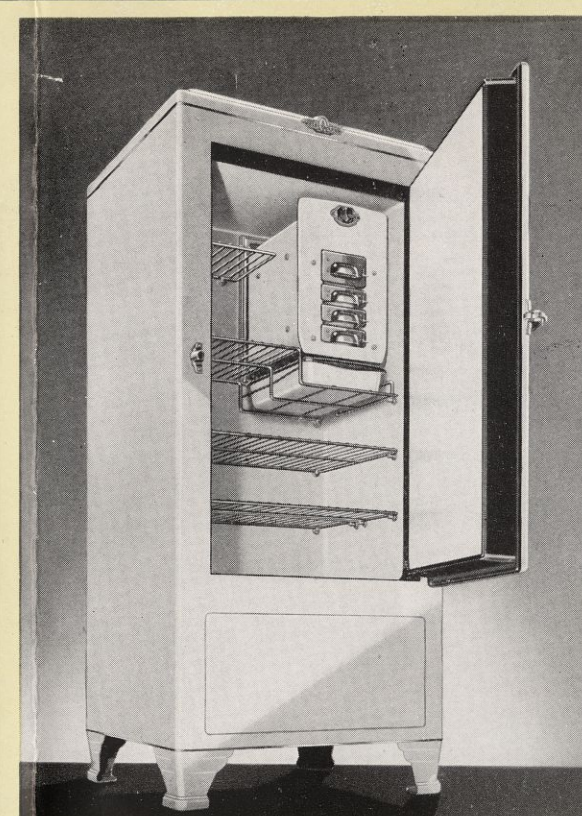
Model EEL-50, with door closed, as in this picture, is typical of the smart styling that makes Electrolux truly modern in appearance as well as in operation.

See illustration at left for specifications of Model EEL-50



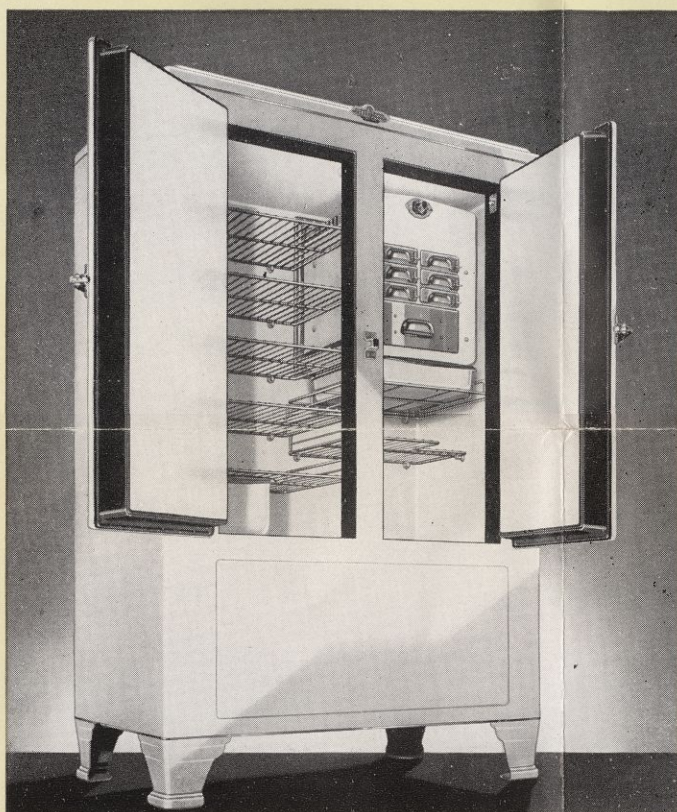
Model EEL-70, with door closed, showing the modern chromium hardware which accentuates the gleaming white finishes of all the attractive Electrolux models.

See illustration directly below for specifications of Model EEL-70



MODEL EEL-60**

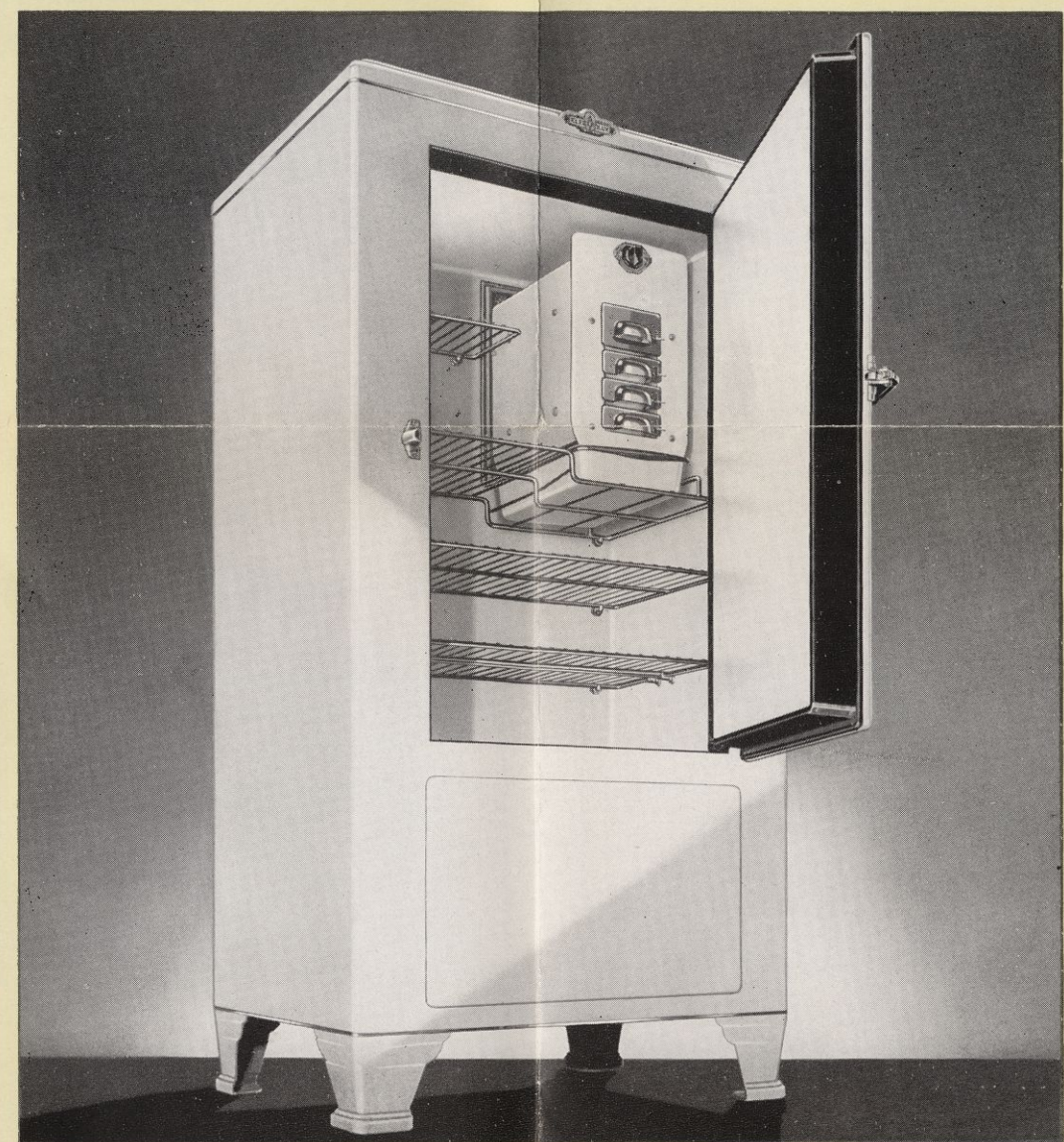
Over-all dimensions: Height, 61; Width, 27 $\frac{1}{8}$; Depth, 28 $\frac{1}{4}$
 Shelf area 9.9 sq. ft. Number of dessert trays . 1
 Number of ice trays 3 Number of ice cubes . . . 60



MODEL EEL-90**

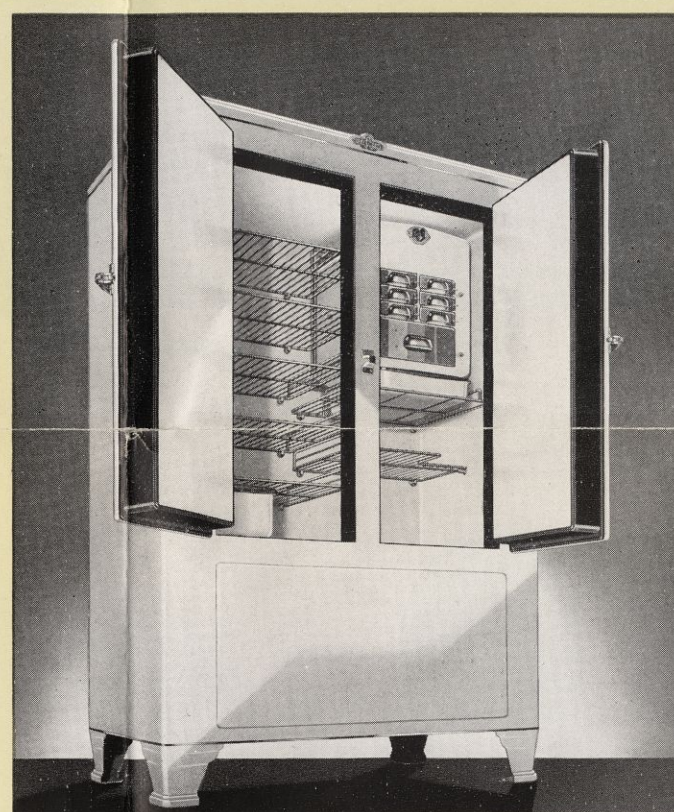
Over-all dimensions: Height, 64 $\frac{1}{2}$; Width, 40 $\frac{7}{8}$; Depth, 28 $\frac{1}{2}$
 Shelf area 18.1 sq. ft. Number of dessert trays . 1
 Number of ice trays 6 Number of ice cubes . . . 72
 Also an extra large tray for the storage of cubes, frozen desserts, or frozen foods

**Interior lighting, vegetable freshener, and rubber tray inset are standard equipment in all models



MODEL EEL-70**

Over-all dimensions: Height, 64 $\frac{3}{4}$; Width, 32 $\frac{5}{8}$; Depth, 28 $\frac{1}{8}$
 Shelf area 12.3 sq. ft. Number of dessert trays 1
 Number of ice trays 3 Number of ice cubes 60



MODEL EEL-110**

Over-all dimensions: Height, 69 $\frac{1}{4}$; Width, 44 $\frac{3}{4}$; Depth, 30 $\frac{3}{8}$
 Shelf area 20.8 sq. ft. Number of dessert trays . 1
 Number of ice trays 6 Number of ice cubes . . . 72
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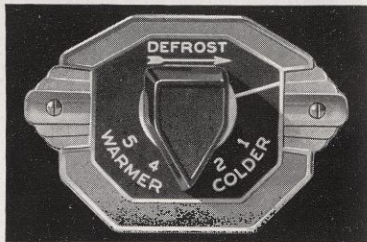
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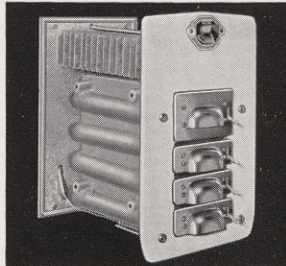
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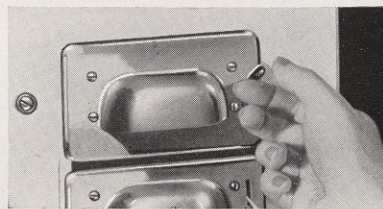
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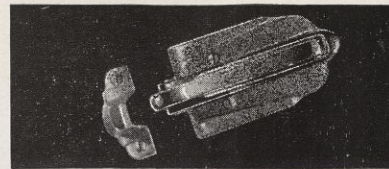
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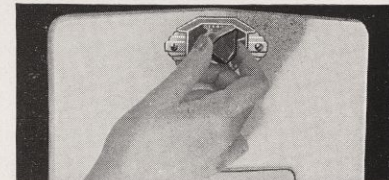
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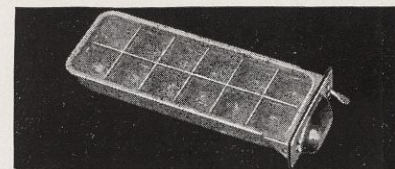
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See the new *Air-Cooled*
ELECTROLUX
in your
own community

At the Century of Progress Exposition, you see many refrigerators. But one is different from all the rest. It operates with gas. A tiny flame does all the work of making ice cubes and keeping food cool. There are no moving parts—nothing to wear out—as a result this refrigerator operates most economically.

When you get back home, visit your gas company or your local Electrolux dealer and inspect the new Air-Cooled Electrolux thoroughly at your leisure.

Find out for yourself why the new Air-Cooled Electrolux—the Servel gas refrigerator—is the leader of a century of progress in automatic refrigeration.

If there is no Electrolux dealer
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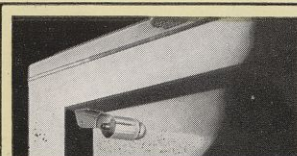
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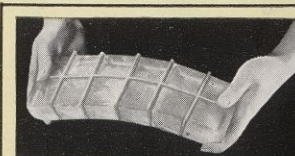
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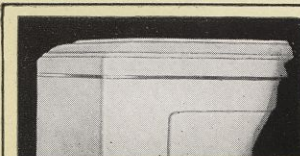
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