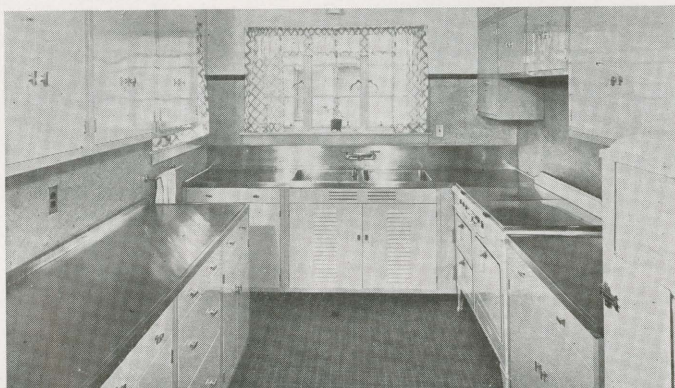


# Monel Metal



**C**ontrast the rambling cook-shop of a generation ago with the modern kitchens at the Century of Progress Exposition! Gone is flickering gas light, the back-breaking coal stove, the washing of dishes in a limited supply of hot water from a kettle. Going is the old fashioned ice box. Gone or going are the other ancient symbols of household drudgery.

Today's kitchen is compact, colorful, attractive—no waste space, no waste steps. Haphazard arrangement of equipment has given place to scientific planning.



This old kitchen has been modernized by installing a Monel Metal Cabinet Sink; Monel Metal Cabinet Tops; and a new range with a top also made of Monel Metal. Nice looking?

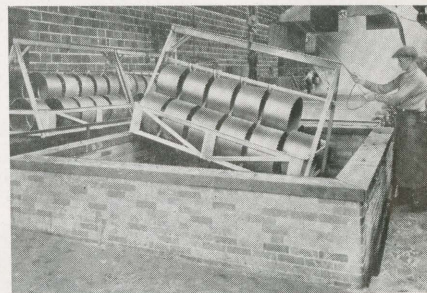
**MONEL METAL** has much to do with making possible the modern kitchen of today. It provides sinks of silvery, permanent beauty which occupy less space, give more working surface, require less cleaning, and last longer than the old fashioned type. It furnishes long-wearing, stain-resisting tops for tables, for cabinets, for new type gas and electric ranges; it is used for making tanks—guaranteed for twenty years—which assure a constant supply of pure, rust-free, hot water.

Solid all the way through with no coating to chip, crack, or wear off, Monel Metal is rust-proof, corrosion resisting, strong, tough, and durable.

Send for a copy of "Let's Bring the Kitchen Up-to-date". . . . It will be sent to you on request.

**M**onel Metal has served industry for more than a quarter of a century. Because of its valuable combination of properties there is hardly an industrial field in which this all-purpose alloy, containing two-thirds nickel and one-third copper, has not been used.

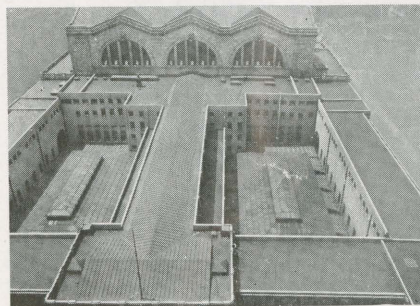
Fast steamships, like the Bremen and Europa, are equipped with Monel Metal turbine blades which withstand the corrosive and erosive action of superheated steam. Commercial laundries use Monel Metal equip-



Monel Metal is used for tanks and crates in the "pickling", or cleaning, of other metal products in hot acid solutions.

ment because its smooth, hard surface won't damage the washing. Used in the dyehouses of textile plants it is so readily cleaned that colors of entirely different shades can follow one another in the same equipment.

When you dine in a restaurant your food comes to you from clean, sanitary Monel Metal equipment. Manufacturers of drugs and chemicals use Monel Metal to protect the purity of their products. It is used in meat packing plants; in the manufacturing of ice cream and of table salt; in the bottling of beer and other liquids; in hospital operating rooms; in the handling of strong alkalies.

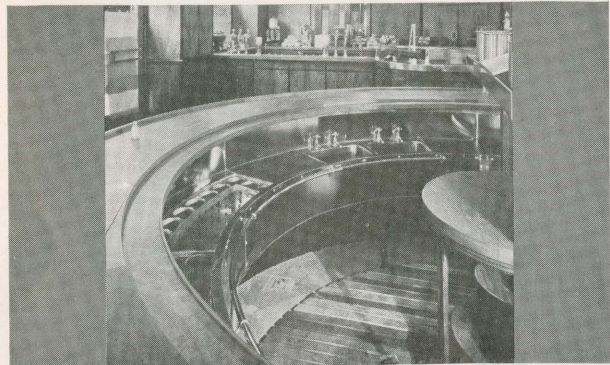


The Monel Metal roof on New York's Pennsylvania Terminal, 25 years old, is so sound that engineers say it will last 300 years.

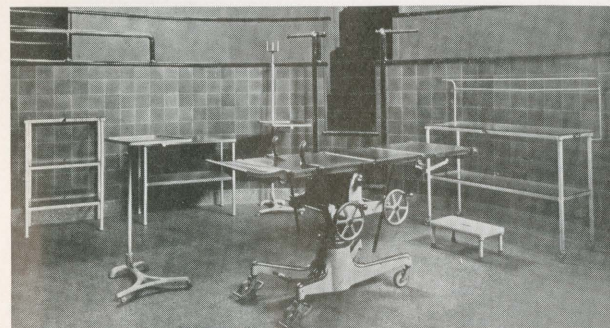
There are many other uses as well. These, together with a detailed description of its physical properties, are found in an interesting booklet, "Five Minutes With Monel Metal". A copy will be mailed without charge on request.



# in INDUSTRY



Because it is very easy to clean and also extremely good looking, all working surfaces, bottle coolers, sinks and drainers on this 65-foot Horseshoe Bar are made of Monel Metal.



Monel Metal enables hospitals to maintain the utmost in cleanliness in operating tables, instrument stands and utensils. Monel Metal is found in hospital kitchens and laundries throughout the world.



Working surfaces in the Waldorf-Astoria kitchens are kept clean and sanitary with a minimum amount of elbow work. Practically all equipment is finished with Monel Metal.



Inspectors from the U. S. Department of Agriculture maintain rigid standards of purity. They are aided in their work wherever they find plants whose conveyors and other equipment are made of sanitary and long-lived Monel Metal.

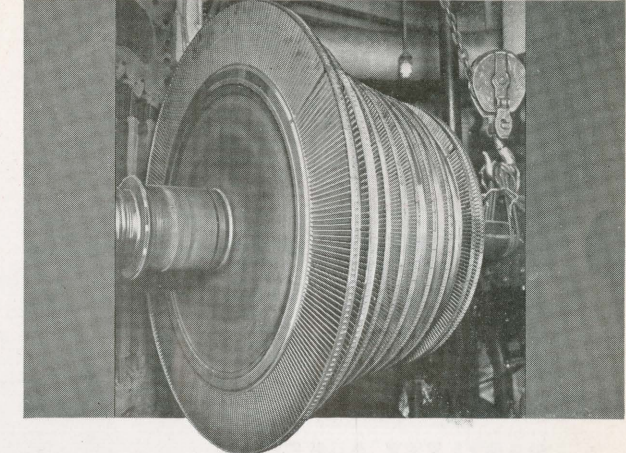


A snapshot of Miss America X just before winning the Harmsworth Trophy. She is equipped with Monel Metal propellers and shafts.

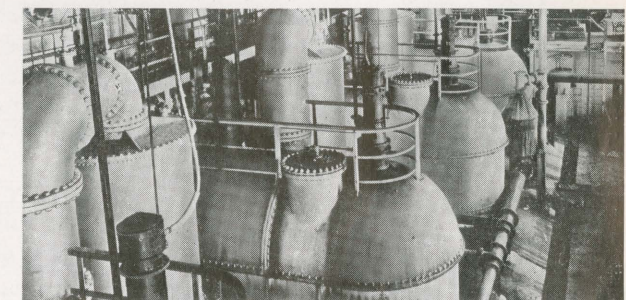
# in the HOME

# MONEL METAL

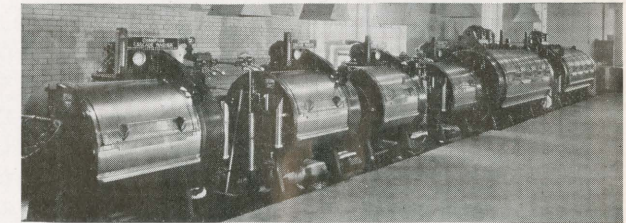
# in INDUSTRY



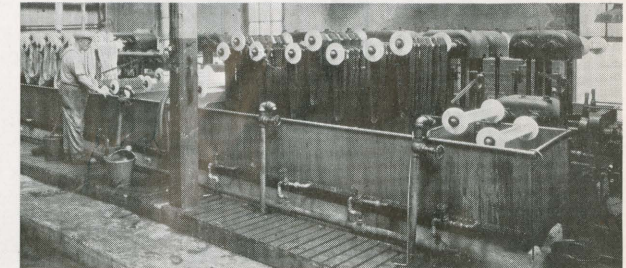
After 7 years of service on the Municipal ferry "Whitehall", the Monel Metal bucket blades and rings of this turbine rotor show practically no wear.



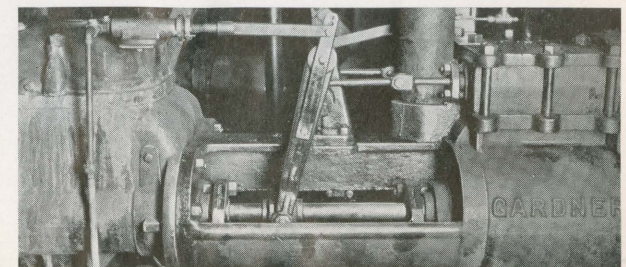
Removing ammonium sulphate and sulphate liquor by means of Monel Metal Saturator Pumps. The resistance of Monel Metal to the action of acids has made its use almost universal in chemical plants of all kinds.



Even the most delicate fabrics are unharmed by the glass-smooth surface of Monel Metal—the standard rust-proof material for commercial laundry washers.



Colors can be changed quickly on this 60 roller, 14 compartment skein dyeing machine because tanks, heating coils and partitions are made of quick-cleaning Monel Metal.



The strongest and smoothest pump rods known to engineering are made of Monel Metal.



# what the Experts say



**BARTLETT ARKELL**

*President of Beech-Nut Packing Company believes in protection ~ ~*

"Distinctive flavor is the outstanding mark of Beech-Nut products—we are scrupulously careful to guard it. . . . The first requirement is *utmost cleanliness* ~ Take Beech-Nut Sliced Bacon, for instance. In our slicing machines every part that holds or touches the cured bacon, is Monel Metal. . . . Our bacon jar washing machinery is of the same rust-proof, corrosion-proof metal. . . . The fine flavor of Beech-Nut Bacon has had the protection of Monel Metal for more than ten years . . . and this explains why users of Beech-Nut products always find their favorite dish so unvaryingly delicious."



**GAR WOOD**

*America's Speed Boat King harnesses up 6400 horsepower ~ ~*

"To transmit 6400 horsepower, exceedingly high-strength propeller shafting is required . . . it is absolutely essential that the metal be as free as possible from any kind of flaw or defect ~ Monel Metal was my selection because I knew it would meet these requirements . . . for exactly the same reason, I specified Monel Metal Federal-Mogul Tru-Pitch propellers

. . . the performance of both shaft and propellers in the Harmsworth race justified their selection." As everybody knows, Miss America X won the race.



**OSCAR**

*of the Waldorf has to please princes, presidents and the public too ~ ~*

"There's more to good cooking than just culinary skill. Modern equipment is also vitally important. . . . Old-fashioned units can cramp the style of the best chef ever born ~ Here at the Waldorf we rely implicitly on Monel Metal to keep our food service routine up to the minute. . . . Monel Metal ranges, tables, warmers and dish washers enable the kitchen staff to prepare 3400 meals a day without lost motion. . . . Thanks to Monel Metal we never have to worry about rust, corrosion or equipment break-downs."



**S. E. SUMMERFIELD**

*President of Gotham Silk Hosiery Company thanks Monel Metal for keeping Gold Stripe Stockings ahead of the style ~*

"Gotham Gold Stripe merchants are always sending in rush orders for a wide variety of different colors—and they always want 'em over night. . . . We often have to dye big batches of stockings *promptly* or we couldn't fill our orders ~ Monel Metal seems to

have been *made* for our dyeing machines. Its polished surfaces haven't harmed the delicate fabric of our sheerest stockings once in the fifteen years we have used it . . . and we can change over quickly from one color to another because Monel Metal is not affected by the dye . . . so it is only a matter of minutes to clean our Monel Metal machines."



**M. R. SCOTT**

*General Manager of Barlow & Seelig Manufacturing Company gave the "Queen" a better tub.*

"Our organization began making washing machines twenty-five years ago . . . it has steadily grown even in years when, as a whole, the industry declined. . . . Last year we did better than 1931—this year, better still . . . we attribute this gain to the simple policy of *giving our dealers something out of the ordinary* to sell. ~ We incorporate in our 'Speed Queen' features of extra value . . . for example: an outstanding feature of Model A is the tub . . . made of Monel Metal, the finest tub material available. . . . It can't rust, chip or crack, and withstands corrosion . . . its brilliant, silvery lustre resists the strongest soaps and alkalis . . . the mirror smoothness of its surface outlasts the washer itself!"



Monel Metal is the choice of experts in every field of human activity . . . in factory, in office, in mines and in the oil fields ~ on railroad trains and on shipboard ~ in banks, hospitals ~ in public institutions, hotels, apartment houses and private residences.

THE INTERNATIONAL NICKEL COMPANY, INC.

67 WALL STREET, NEW YORK, N. Y.





# A letter from Dorothy McGeehan

Home Service Director, The International Nickel Company, Inc.

I think it is pretty well agreed now that the kitchen is the "nerve center" of the home.

A woman spends so much of her time there, whether she is fond of cooking or not, and modern architects are making so much of "bringing back the kitchen" to the same importance that it used to have in old Colonial days, that it seems both a wise and an interesting thing to consider the kitchen on a more or less scientifically planned basis.

And "scientifically" does not mean that attractiveness and beauty need be sacrificed one jot! On the contrary. Science today fully recognizes the value and need for pleasant and attractive surroundings.

The book, "LET'S BRING THE KITCHEN UP-TO-DATE", is a distinct contribution towards assisting you in modernizing your present kitchen — on the assumption, of course, that it may need modernizing!

This book also illustrates the complete line of MONEL METAL sinks available in 57 sizes and models. Just think, 57 varieties to choose from — from the smallest size with single drainboard to the double bowl, double drainboard sink 10 feet long.

But even with an entirely scientific layout and with at least a part of your kitchen equipment good for another five or ten years, there are still a number of things which can be done that will help the general effect and also make kitchen-work a much more pleasant occupation.

For instance, there is the new "Smartline" table which, like the "Straitline" and "Streamline" sinks, owes its individuality to MONEL METAL — that remarkable alloy made up of two-thirds nickel and one-third copper.



**The Mutschler Monel "Hold All" Cabinet**

Here is a modern cabinet that combines beauty with utility. That silvery top is made of solid Monel Metal. And there's plenty of storage space in the compartment below and a drawer for bread and cake. Colors: white, ivory or green. Size 24"x36".



**The "Smartline" Monel Metal Table**

Though designed primarily for the kitchen this attractive table is appropriate for use in any part of the home. The silvery Monel Metal top is flanked with a skirt finished in either green, black, ivory or white. Sizes: 20"x24", 24"x36" and 25"x40½".



**The Mutschler Monel "Planwell" Table**

This table provides the convenience of a full set of drawers including one for bread and cake. The attractive Monel Metal top is easy to clean, it cannot rust and it is solid metal all the way through. Colors: white, ivory or green. Size 24"x36".





Here is the small 20"x24" general utility "Smartline" table that fits into odd corners and makes itself generally useful in the kitchen and other parts of the home.

The Smartline table is made in a number of convenient sizes and in a variety of colors. The top, of course, is always made of MONEL METAL - sparkling, clean and resembling nothing so much as polished silver. The skirt, however, is finished in green, black, white or ivory. (The "skirt" is that part of the table immediately underneath the top in which the drawer is set.)

Smartline and Planwell tables and Hold All cabinets are rapidly being put in stock in all first-class department and house furnishing stores. May I put you in immediate touch with a store that handles them? May I quote you prices for direct shipment in case your local store has not yet put them in stock?

## Something about Ranges

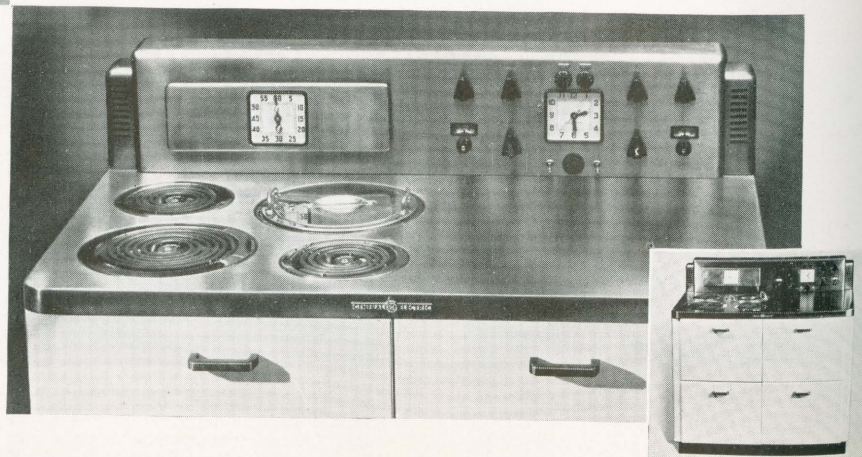


The new American Stove Co.'s. "1900" series Magic Chef gas range with cooking top, high burner tray and grid section of broiler pan made of silvery, rustless Monel Metal.

Is your range beginning to outlive its usefulness? Ranges do. Now is a good time to look quite thoroughly into the various makes, types and styles which are now topped with MONEL METAL.

Of course they are the last word in gas range design - electric, too - and the MONEL METAL top is the very last word in style, convenience, efficiency and durability - and that's quite a lot of things for any one metal to be! Be sure to ask your favorite store to show you their ranges finished with MONEL METAL.

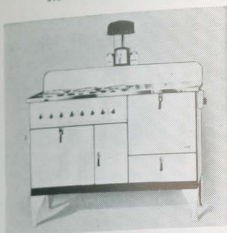
Here is the working top and instrument panel of the new G. E. "Imperial" electric range finished in Monel Metal for enduring service and permanent attractiveness.







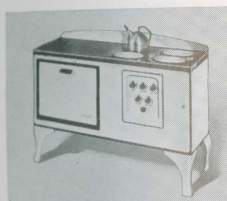
ROPER  
Monel Metal top



A. B.  
Monel Metal top. Oven lining also available



STAR  
Monel Metal top



TOLEDOAN  
Monel Metal top. Oven lining also available



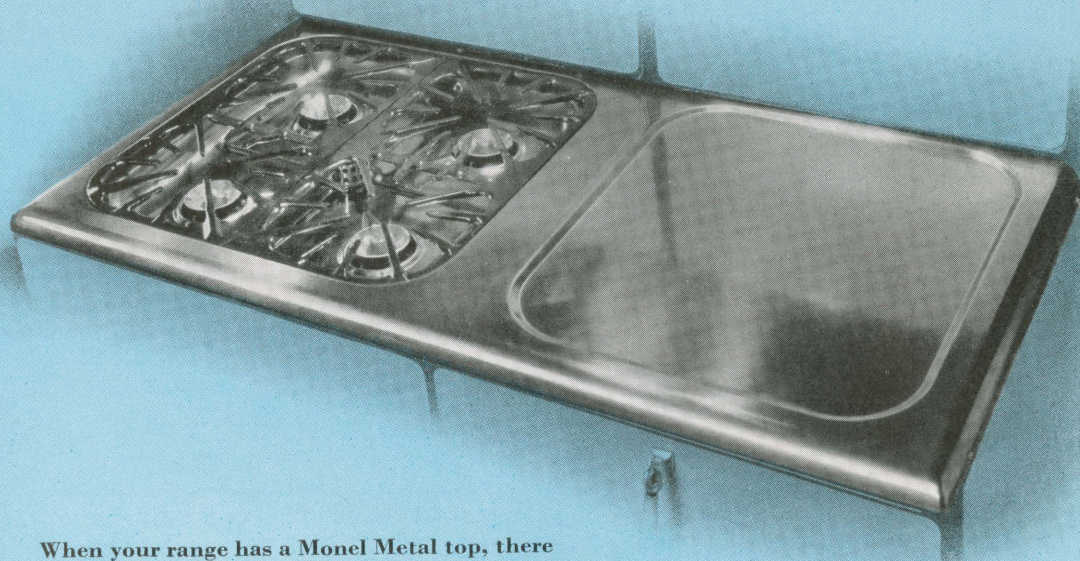
CONTINENTAL  
Monel Metal top



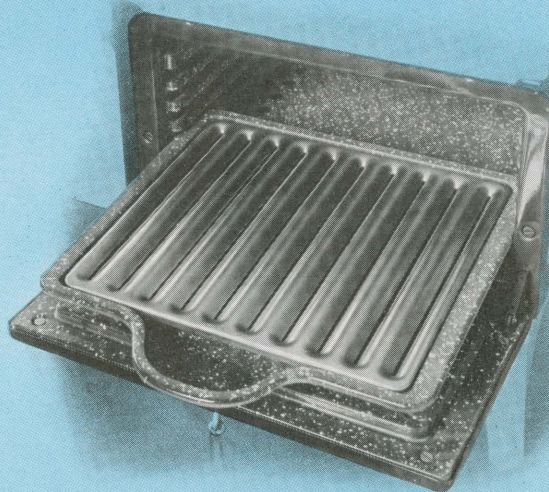
QUALITY  
Monel Metal top



ESTATE (Gas)  
Monel Metal top



When your range has a Monel Metal top, there is no chipping or cracking. It will never rust and it cannot be injured by hot pots or pans. It is easily cleaned and is always attractive, smooth and bright—like old silver.



Monel Metal broiler racks will be appreciated for the smooth, hard surface that is comparatively easy to clean and that always comes up bright and shining even under the most severe scouring.



ORIOLE  
Monel Metal top



MARION  
Monel Metal top



ESTATE (Electric)  
Monel Metal top



OXFORD  
Monel Metal top



CENTURION  
Monel Metal Top



# Hot Water

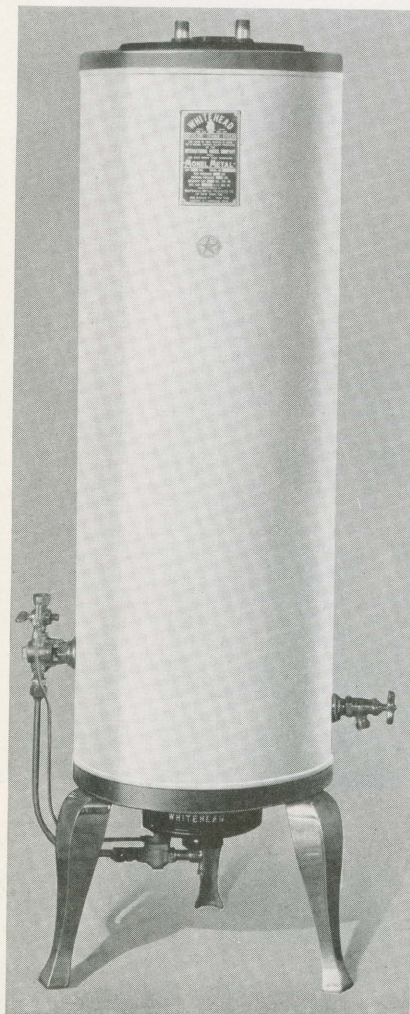
And now for hot water — that most important thing in the modern home — extra important that it be hot, and above all clean and sparkling and free from any suggestion of rust or discoloration.

Reliability and cleanliness are the watchwords of the WHITEHEAD Automatic Storage Water Heater. The RELIABILITY comes from the design and construction; the CLEANLINESS is guaranteed by the MONEL METAL tank.

And when I say "guaranteed" I really mean it. The WHITEHEAD people guarantee both their MONEL METAL hot water heater tanks and their range boilers for 20 years. That means clean, clear hot water always on tap for the next 7000 days, at least!

The HOTPOINT Electric Water Heater is also made with a MONEL METAL tank — that lasts a lifetime.

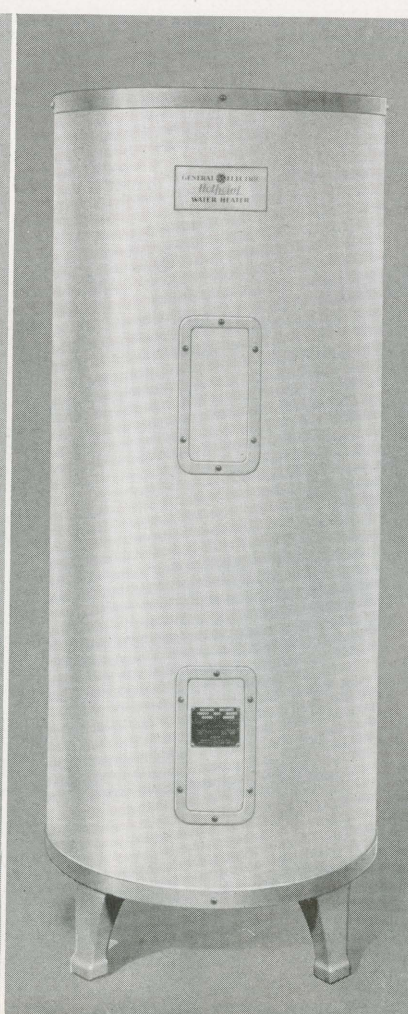
Your local plumber and your local gas or electric company have the WHITEHEAD and HOTPOINT hot water heaters and the WHITEHEAD hot water tanks (range boilers) in stock. And they are nothing to install. Your plumber will quote you on a complete price already installed in your home.



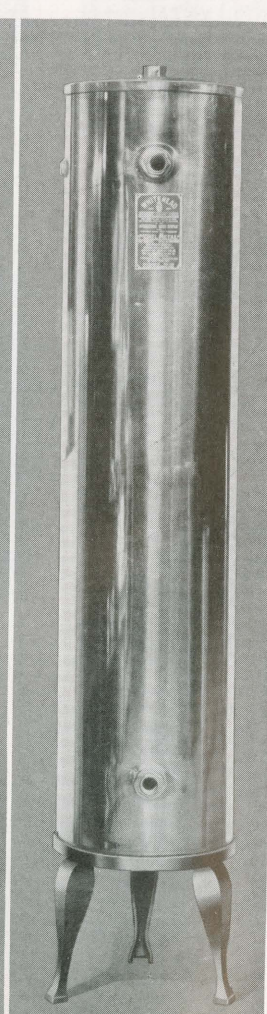
WHITEHEAD—Monel Metal  
Automatic Storage Water Heater  
Underfired Type



WHITEHEAD—Monel Metal  
Automatic Storage Water Heater  
Side Arm Type



HOTPOINT  
Automatic Electric Water Heater  
Monel Metal Tank



WHITEHEAD  
Monel Metal  
Hot Water Tank



## The New Work - Twin

The last word in electric dish washers is the new CONOVER - the last word in utility, efficiency, style and appearance.

Skillfully conceived and sturdily built, this double-worker is a combination of the CONOVER electric dish washer and a standard single drainboard MONEL METAL sink.

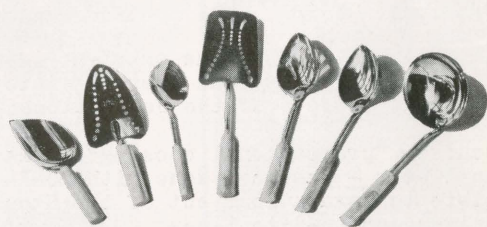
The CONOVER KC-4 cabinet model provides a smooth, unbroken work-top of solid MONEL METAL. It has an oven-type door which means that dishes do not have to be removed from the top in order to open the dish washer - a most practical and convenient arrangement.



## Just Kitchen Tools

And one more word about spoons, flapjack turners, ladles, scoops and other useful little "gadgets" made of rust-proof MONEL METAL with attractive green or amber catalin handles.

These attractive little implements are the latest designs from a well-known manufacturer. An ideal small gift to yourself or your friends.



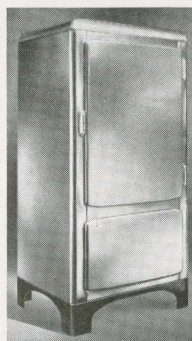
## "Speed Queen"



If your laundry is done at home it will pay you to examine the new Speed Queen. Note particularly its smooth, silvery tub. Made of solid MONEL METAL this tub cannot chip or crack. Its surface is totally unaffected even by the strongest cleansers. It is easily cleaned for it will not absorb grease, soap or dirt.

MONEL METAL is renowned for its immunity to rust and you can use the Speed Queen, knowing that your wash is safe from stains or discoloration.

## A Dream of Beauty



You may think that I am exaggerating when I say that the new STEWART-WARNER refrigerator is a dream of beauty. But even a prosaic ice box can be beautiful if a competent designer starts out deliberately with the idea of going everyone else one better.

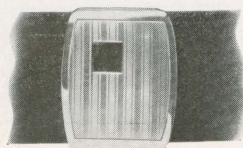
It is made of solid MONEL METAL - front, sides and top. You can imagine that the effect is startling, to say the least, when you realize that MONEL METAL has a

color quality very much like platinum.

For those women who insist on a super-de-luxe kitchen the STEWART-WARNER electric refrigerator will be their one choice.

## Buckled for Life

Here is a new MONEL METAL belt buckle which is guaranteed by its maker, Buchsbaum of Chicago. This buckle is but one of a complete line of MONEL METAL jewelry which includes tie



slides, collar clips, bracelets and rings.

Very nice to look at - and very nice to wear.

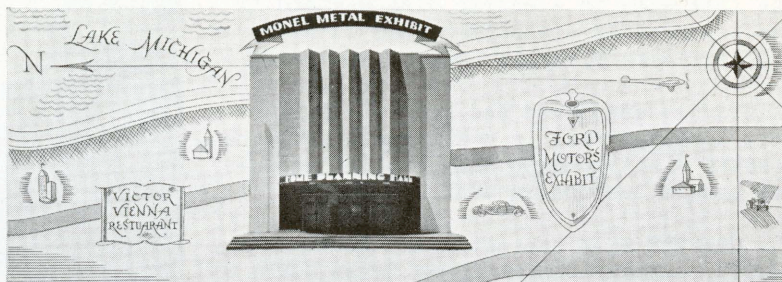


# At the World's Fair

Come around and see us at the Century of Progress in Chicago this summer. I'll be there most of the time - I or one of my trusty assistants.

All the beautiful, attractive, lovely, shining, durable, sanitary (I'm running out of adjectives!) household things made of MONEL METAL will be exhibited.

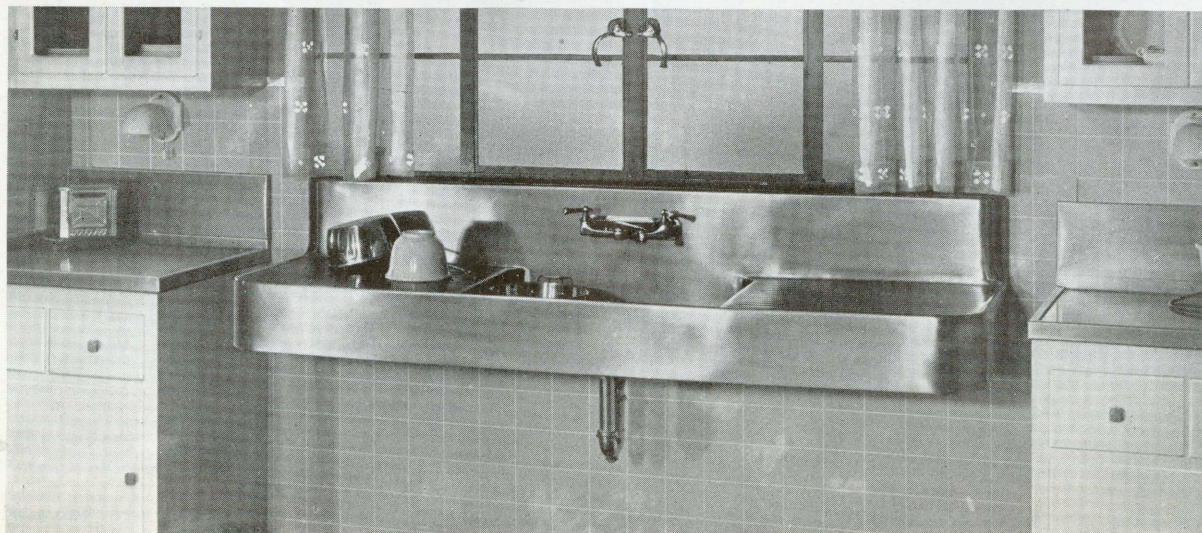
It will be very easy to find us too. We're right in the center of the Home Planning Hall. And the Home Planning Hall is right next to Henry Ford's establishment. On the other side we are flanked by the Victor Vienna Restaurant - rather convenient if you should visit us around lunch or supper time.



## Kitchens of the Century

MONEL METAL Kitchens - the smartest idea of this smart 20th Century! The housewives of America ought to sing a hymn of praise and hymn of victory to the woman who first thought of the idea of MONEL METALIZING the working surface of the home kitchen.

Of course, "professional cooking" - that is cooking in hotels, restaurants, and on the crack trains and ocean liners - has been done with MONEL METAL equipment for years and years and years. It does seem sensible to take a leaf out of the Experienced Chef's book and fix up the home kitchen, along professional and up-to-date lines.



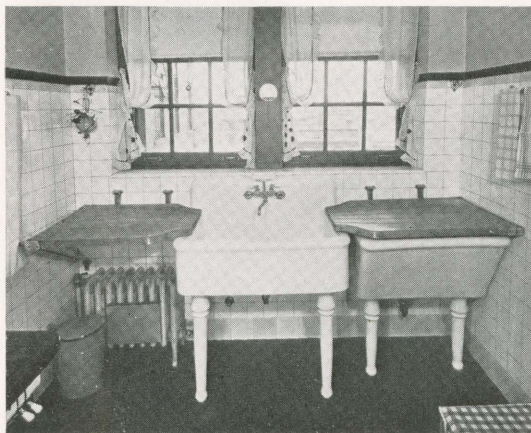


# Before and After

It is too bad that photographs cannot show the silvery beauty of the MONEL METAL in these remodeled kitchens.

They will however suggest the utility and beauty that you can introduce into your kitchen.

MONEL METAL sinks being less bulky provide more actual working surface and being solid metal all the way through retain their beauty permanently with minimum attention.



BEFORE



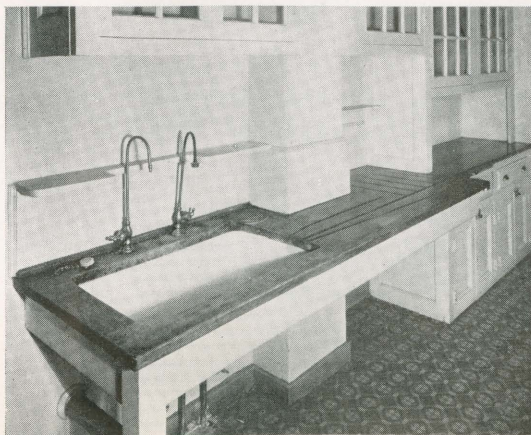
AFTER



BEFORE



AFTER



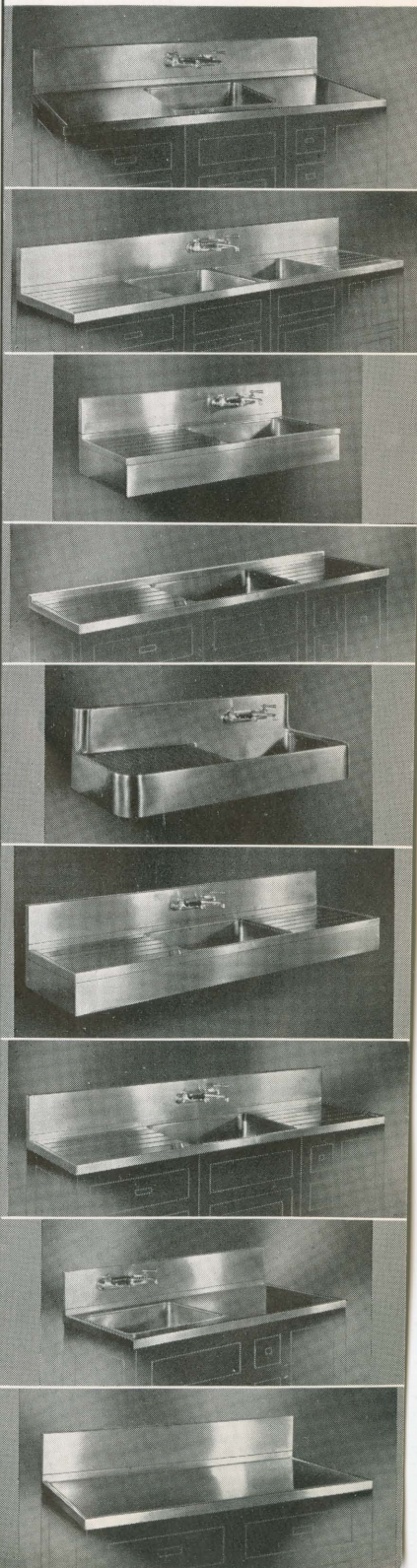
BEFORE



AFTER

## Some of the 57 MODELS to choose from

"Streamline" and "Strailine" models  
single or double bowls  
single or double drainboards  
with or without backsplash  
41 inches to 10 feet in length  
and cabinet work tops to match





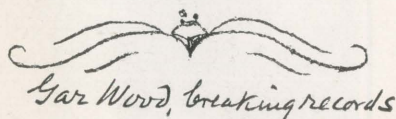
MONEL METAL is just about the most wonderful metal that ever came out of the ground. You may not realize it (probably your brother or your husband or your son will) but MONEL METAL touches every human activity every minute of the day in one way or another.



Without MONEL METAL, the sun would find it very hard to rise. For instance, the first thing you do is to throw back your bedclothes, which were bleached and laundered in machines made of MONEL METAL—the wonderful alloy which contains approximately two-thirds nickel and one-third copper. When you put your feet into your slippers and throw on your dressing gown, you may be quite sure that both the shoe factory and the textile mill are using machinery, dye vats, and what-not made of MONEL METAL—because it is so clean and so resistant to stains, corrosion, erosion and a lot of other things with highly technical names.



When you go to your favorite restaurant the chances are 100 to 1 that the chef is cooking on a MONEL METAL range and that all the kitchen equipment is made of glistening MONEL METAL.



In your speed boat, the propeller and the propeller shafts are made of MONEL METAL—so that they won't bend or break. If you travel in an airplane you may be sure that the only reason that you can ride in one is because NICKEL is a part of every airplane engine—and nickel is an important element of MONEL METAL.

When you take the 20th Century, go into the cooking galley and ask the chef and his pantrymen what metal all their cooking and serving surfaces are made of.

They'll show you a lot of square feet of glistening surface—MONEL METAL.



*Monel Metal is used for dyeing fine stockings*

Go to the theatre, go to the circus, go to the movies, or go home. Everywhere and anywhere you go you will find that everything you touch, or eat, or see has been made with the help of MONEL METAL—shoes, ships, sealing wax, cabbages and kings, of course. (The King of England enjoys his jam at breakfast because it's made smooth and palatable in jam-kettles made of MONEL METAL.)—Modern homes and modern people deserve the most modern of all the "White Metals"—MONEL METAL the magnificent.



*"-- please pass the jam --"*

And so, having told you as much as I can about MONEL METAL in the limited compass of a single letter, I leave you, with kindest regards and best hopes for your future comfort,

Very sincerely,

*Dorothy Mc Gehee*

HOME SERVICE DIRECTOR  
The International Nickel Company, Inc.  
67 Wall Street, New York, N. Y.