THE NEW
Air-Cooled
ELECTROLUX
brings modern refrigeration
to EVERY home in America
for ONLY a few cents a day
...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.

ENDORSED BY GOOD HOUSEKEEPING INSTITUTE

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

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LIGHTENS HOUSEWORK

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

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. Fees 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 simplest 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. Non-tipping 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 chicken 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 porcelain trim with no screws to catch cleaning cloths.

20. Soundly constructed

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.
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