



**ELECTROLUX**

*Users  
Manual*



Instructions for the Care and Use of Your

# *New* **Electrolux**®

the cleaner you never have to empty!

An Entirely New Idea in Vacuum Cleaning

Introduced by the Manufacturer of the

Famous Electrolux Cleaner

Leader in Sales to United States Homes

MODEL LX

**ELECTROLUX CORPORATION**

500 Fifth Avenue  
New York 36, N. Y.

Old Greenwich, Conn.

417 Montgomery Street  
San Francisco 4, Calif.



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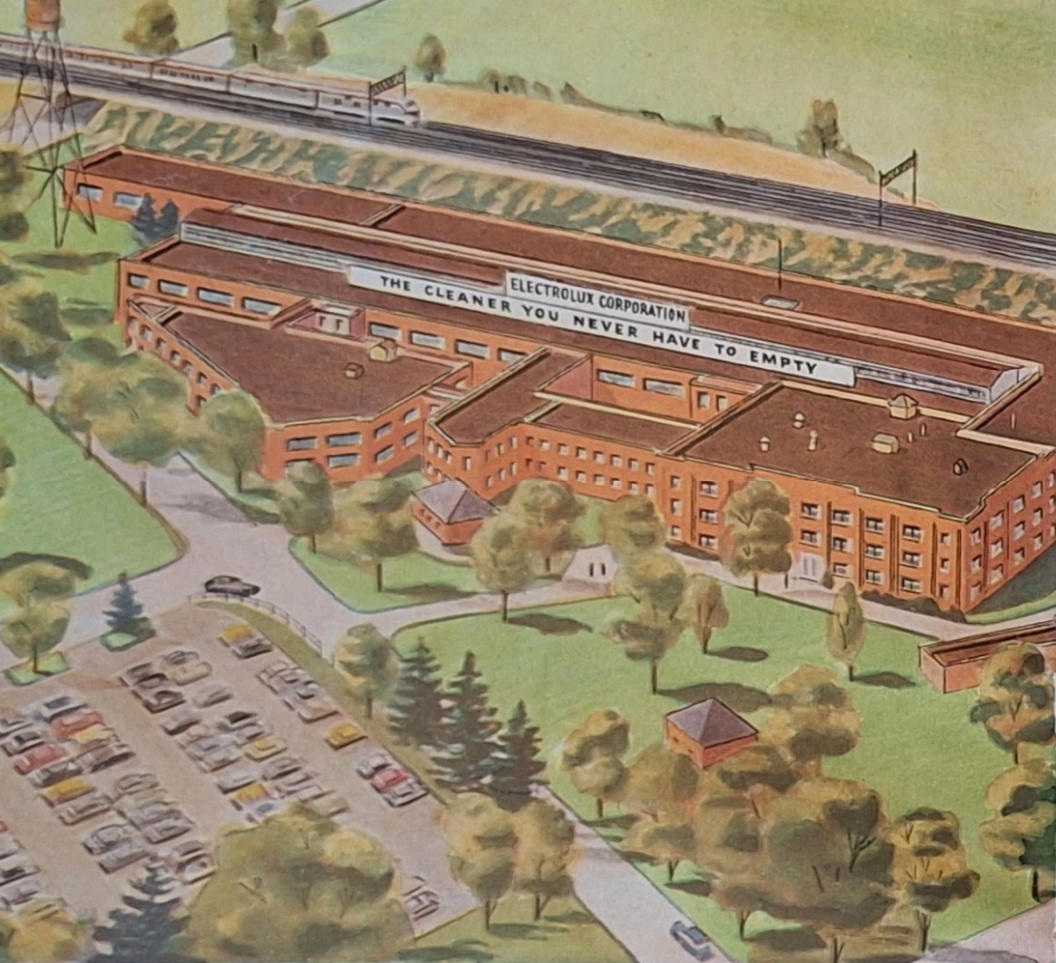
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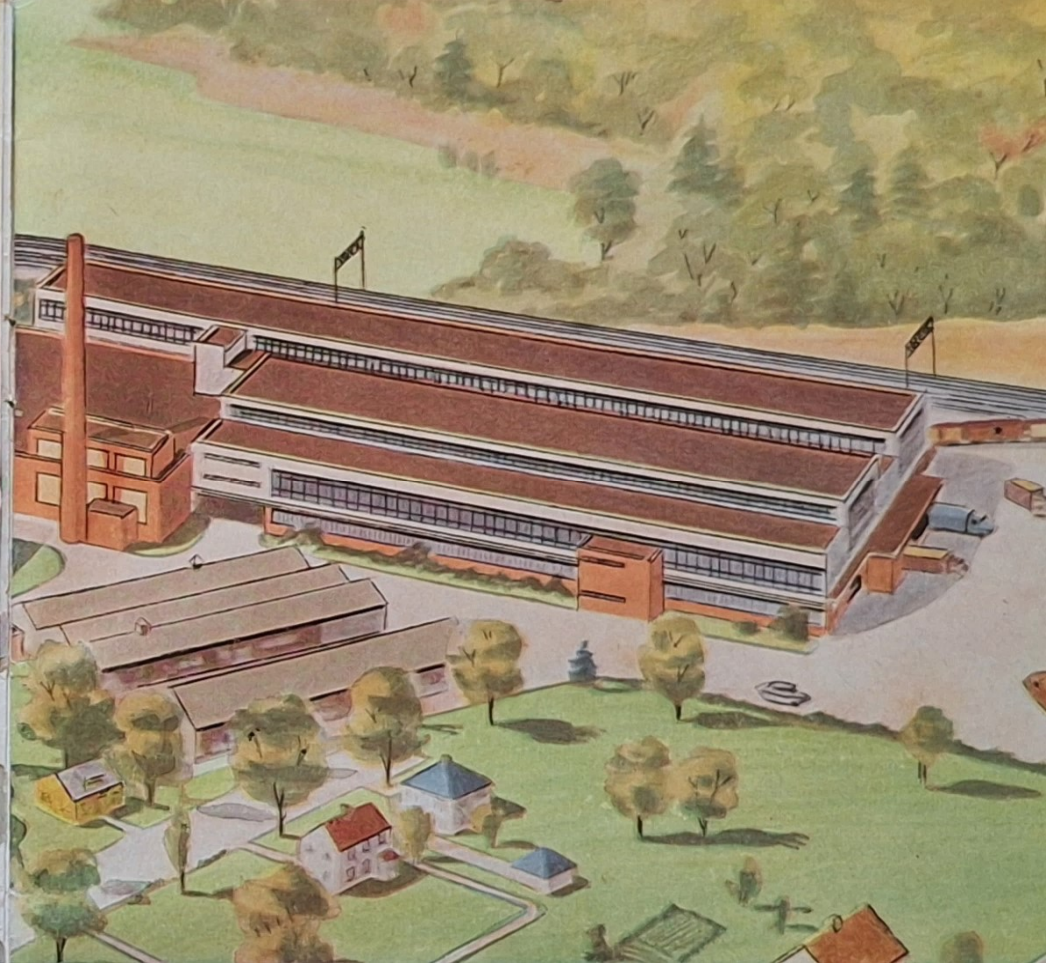


*The Complete Electrolux Home Maintenance Service*





Electrolux Factory, Old Greenwich, Conn.



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## CARE OF CLEANER

No oiling is required

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## GUARANTEE AND SERVICE

Electrolux Salesman	
Guarantee	
Information and service	46 and
Serial number	





You will never have to empty your Electrolux\* Cleaner. It empties itself automatically. The dirt is sealed in. You will never accidentally touch or breathe dirt, you will never even see it because you never have to remove the dirt from your Electrolux Cleaner.

While you are cleaning your home, the dust and dirt are being trapped in the Self-sealing Wrapper inside the cleaner. When there is enough dirt, the cleaner *automatically* tosses the wrapper out with the dirt sealed inside it.

Just throw the wrapper away and with it the dirt you never see. Insert a new Self-sealing Wrapper, as shown in the pictures on the next page, and you are ready to resume cleaning with the cleanest cleaner you ever owned.

Your Electrolux Cleaner will always operate efficiently no matter how much household dirt it picks up. How often the wrappers will be ejected depends on the kind and amount of household dirt picked up. Fine powdery dirt will be ejected sooner than loose linty dirt. *The wrapper will not necessarily be filled.* If the cleaner is to be used only on fine powdery dirt or anyplace where fine powdery dirt prevails, use the Self-sealing Filter Wrapper (page 7). It will hold more fine powdery dirt.

Reg. U. S. Pat. Office

*It empties itself!*

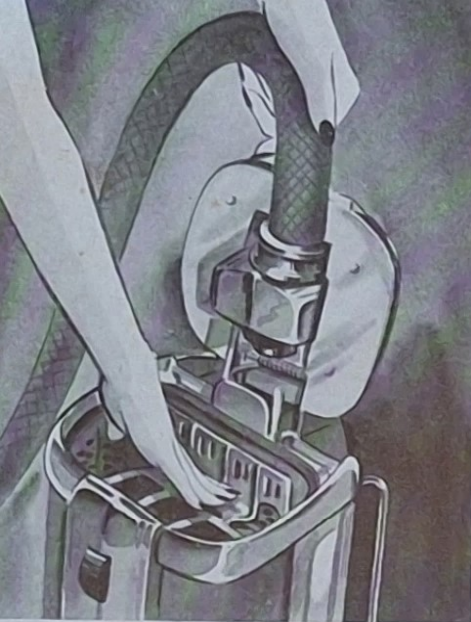
**YOU NEVER SEE OR**

**TOUCH THE SEALED-IN DIRT**

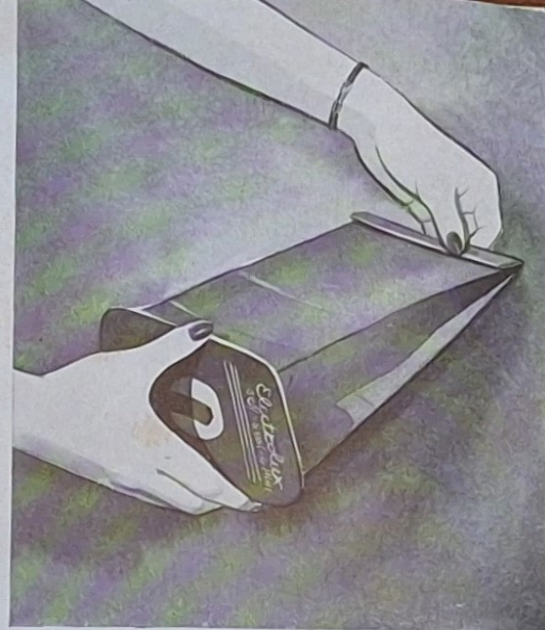
Just throw the wrapper away and with it the dirt you never see.







and the cleaner on end. Push the ejector down to  
om until it catches.

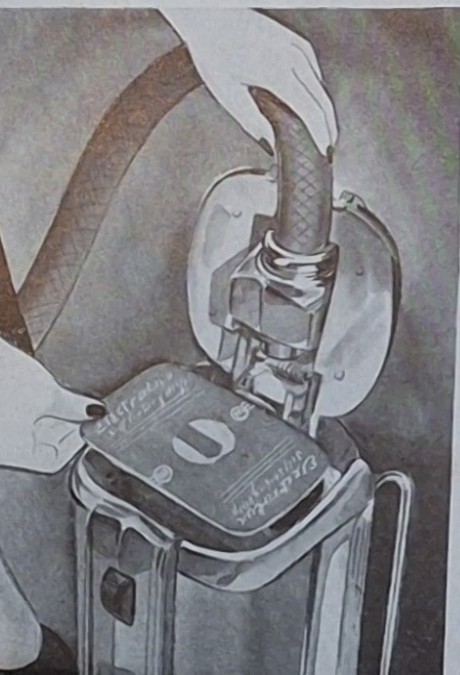


Pull the Wrapper straight.

## Wrapper

### PUTTING IN A NEW

Guide it into place.



Close the front cover.



## SELF-SEALING Wrappers

With every Electrolux Cleaner comes a carton containing 20 Electrolux® Self-sealing Wrappers. It is impossible to determine how long these 20 wrappers will last as the kind and amount of household dirt picked up varies not only from home to home but also in different parts of the country. Dust conditions vary because of different soil formations.

### SELF-SEALING FILTER WRAPPER

To meet such conditions in some localities where fine powdery dirt prevails a carton of 20 Electrolux® Self-sealing Filter Wrappers comes with the cleaner.

The carton also contains two Electrolux® Air Filters and a mail order form. They are packed in the order of their recommended use, a new Air Filter to be put in place after every 10 Wrappers have been used. Pictures on page 44 show how the Air Filter is inserted. The mail order form is near the bottom of the carton. It should be filled out and mailed as soon as it comes to light. Should the order form be lost or mislaid, Wrappers may be ordered from your nearest Electrolux Authorized Factory Branch as listed in the Telephone Directory or from Electrolux Corporation at either 500 Fifth Avenue, New York 36, N. Y., or 417 Montgomery St., San Francisco 4, Calif.

If your cleaning requirements are so light that not even one wrapper of household dirt is ejected every 30 days, it is suggested that you *switch the motor on* and press the lever on the bottom of the cleaner upward. The lever is on the right front side of the cleaner. It will set off the automatic ejection and a new wrapper may then be put in place.

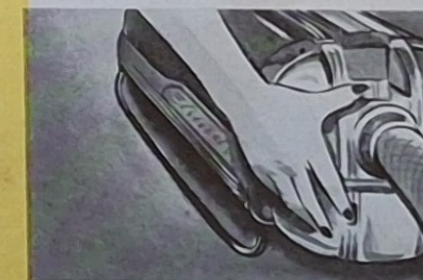
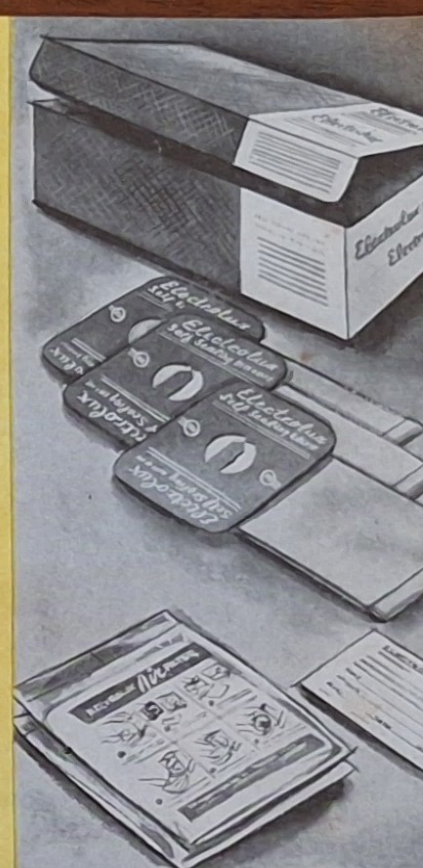
Reg. U. S. Pat. Office

### STORING WRAPPERS ON CLEANER

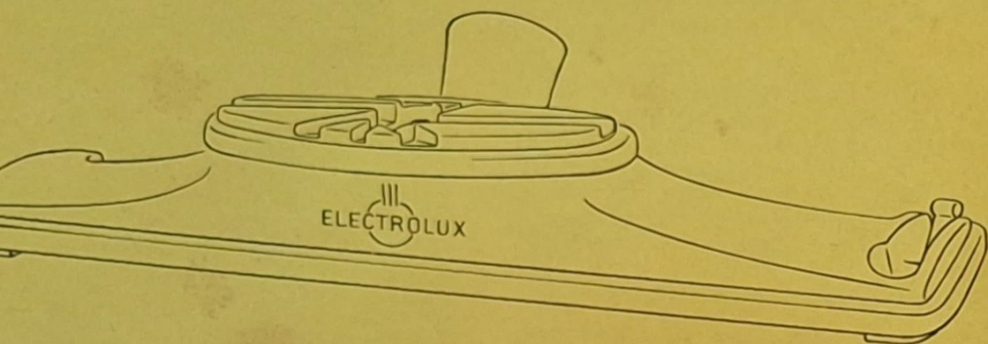
There is a convenient storage place for wrappers on the bottom of the cleaner. Just fold them double and slide them under the roller.

### OPENING THE FRONT COVER

You may want to open the wrapper, perhaps in a search for lost jewelry. Set the cleaner on the floor. Start the motor. Lift the latch on front cover as pictured. The front cover will open and the motor will stop. The wrapper will not be ejected. Take out the wrapper and tear it open to recover the lost jewelry.







# World's Fastest HOME

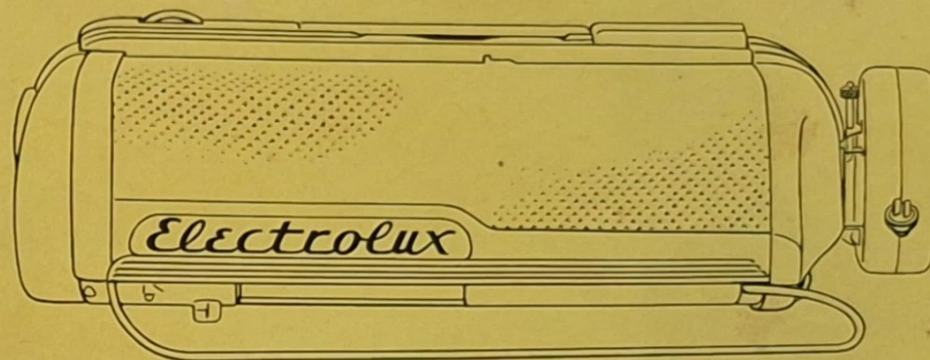
## RUG SURFACE CLEANER

One of the time-saving advantages of owning an Electrolux Cleaner is rapid pick-up. The Electrolux Rug Cleaner picks up the surface dirt quickly and gets the deep-down dirt, too. Threads or dog hair tangled in the nap of the rug may be removed without effort by bringing the Gleaner\* air flow concentrator into play. A tip of the lever on top of the Rug Cleaner puts the Gleaner to work. The Electrolux Rug Cleaner makes the most effective use of the rapidly moving air that has ever been devised.

Reg. U.S. Pat. Office



### SUCTION END



### BLOWING END

Use the suction end for cleaning and polishing, the blowing end for spraying and demisting.

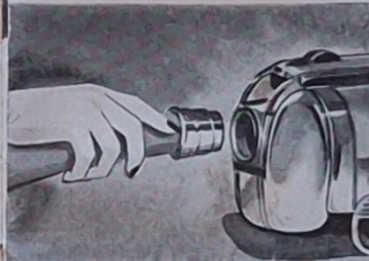
### PUTTING THE CLEANER TO

*Work*

Slip the hose into the suction end of the cleaner until it clicks. To remove press buttons on side.

Lift the small cover on top of the cleaner by pressing the side button and attach the cord.

Fit the two sections of the hose together and slip the hose into one end of the wand.



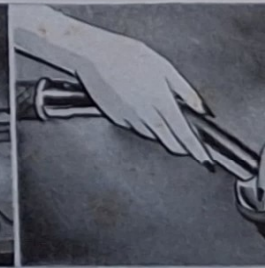
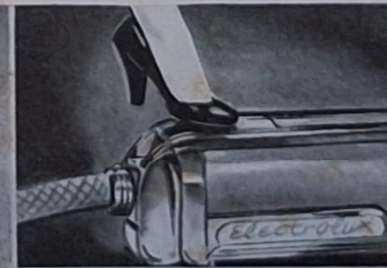
Attach the Rug Cleaner to the other end of the wand, slipping it into place with a slight twist.



You are ready now to clean your rug. A touch of your toe on the switch starts the cleaner.



Other cleaning tools can be used on the hose handle or end whichever is the most convenient.







# Your Rugs

**ARE CLEAN IN NO TIME AT ALL...IT'S SO EASY**

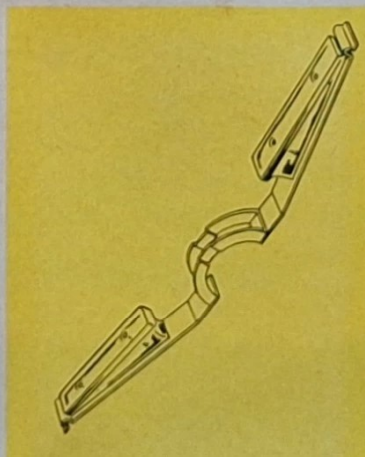
The Electrolux Cleaner does the work. You merely guide the Rug Cleaner back and forth in free and easy strokes. The powerful air flow adjusts itself to effective cleaning of all kinds of rugs.

And you do not have to shift furniture! Just lower the wand with a twist and glide the Rug Cleaner beneath low chairs and davenports.

When threads or other surface litter are tangled in the nap of the rug, a tip of the lever at one end of the Rug Cleaner brings the Gleaner air flow concentrator into play. Even dog hair can be picked up instantly.

Shaggy cotton rugs can be cleaned as easily as any other kind with an Electrolux Tuftor in the Rug Cleaner.

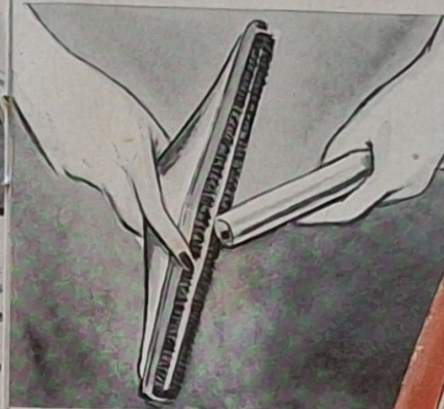
The Tuftor for cotton rugs



Lower the wand with a twist to clean beneath fur







# Floors and walls are cleaned with -out spreading dust

Polished floors and all bare surfaces stay polished longer when cleaned with the Electrolux Floor and Wall Brush. In addition to removing the surface lint it draws the scratchy dust and grit from cracks and crevices. Without such thorough cleaning the grit would be trampled to the surface to mar the finish.

Go over the walls, too, to remove clinging dust. They will always be bright and clean.

Lower the wand with a slight side twist and you can clean beneath the furniture. You do not have to push heavy pieces out of the way.

If lint clings to the brush whisk it off with the open hose end. You'll find the Electrolux Cleaner convenient for keeping all kinds of brushes clean.







**IT IS EASY**  
**TO CLEAN THE**  
*Upholstered*  
*furniture*

**AND KNOW**  
**THAT IT IS CLEAN**

Frequent cleaning of the furniture with the Upholstery Cleaner and the Narrow Space Cleaner prevents dust from working beneath the surface. Dust can attract destructive moths. In damp climates it may hold moisture and cause inner fabrics to weaken. There is no better or easier way to remove it than with your Electrolux Cleaner. Just slip the Upholstery Cleaner on the hose handle and clean every surface. It will remove even the deep down embedded dust and dirt.

One of the advantages of the Electrolux Cleaner is the ease with which you can change from one kind of cleaning to another. Just slip off one cleaning tool and replace it with another or use the open hose end.





# Dusting ...THE CLEAN WAY



The dust just disappears when you dust with the Electrolux Cleaner. It is caught in the powerful air flow and trapped in the Self-sealing Wrapper. No more flying dust when you dust the Electrolux way.

Just put the Dusting Brush on the hose handle. For high or low dusting, as when cleaning mouldings or baseboards, use a section

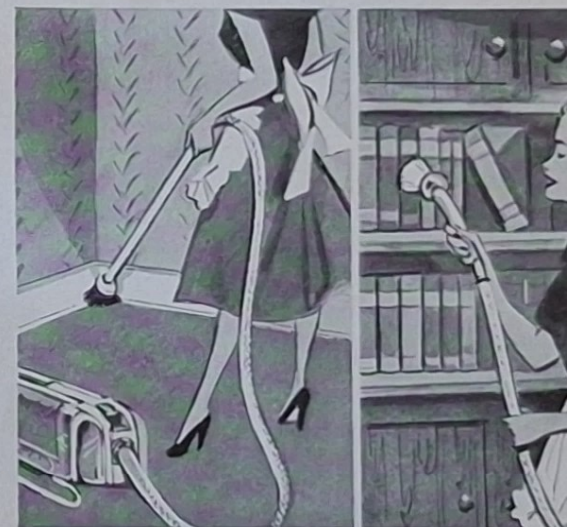
or two of the wand. No need to stoop. No need to climb on chair or stepladder.

The Dusting Brush has abundant flexible bristles that fit every dust pocket. They will not injure the most delicate fabrics.

You will find so many uses for the Dusting Brush—dusting furniture, picture frames, window sills, shelves, banisters, bookcases, shades, wicker furniture, Venetian blinds, the piano and many other things.

This is the modern way to dust, by removing the dust, not just unsettling it to fly in the air and settle elsewhere.

For a special purpose Dusting Brush see page 45.





*cleans*

**WHEREVER DUST AND DIRT ARE FOUND**



Think of your Electrolux Cleaner as an instrument to remove dust and dirt wherever they may be found, not just in terms of keeping rugs, floors and furniture clean. The easy, rapid effectiveness of the Electrolux Cleaner makes that possible. It will clean your entire home.

There's no end to the dust and dirt. It is carried into the home on shoes and clothing in the wintertime, blown in through open doors and windows in the summertime.

The pictures suggest a few of the many uses to which you can put your Electrolux Cleaner.

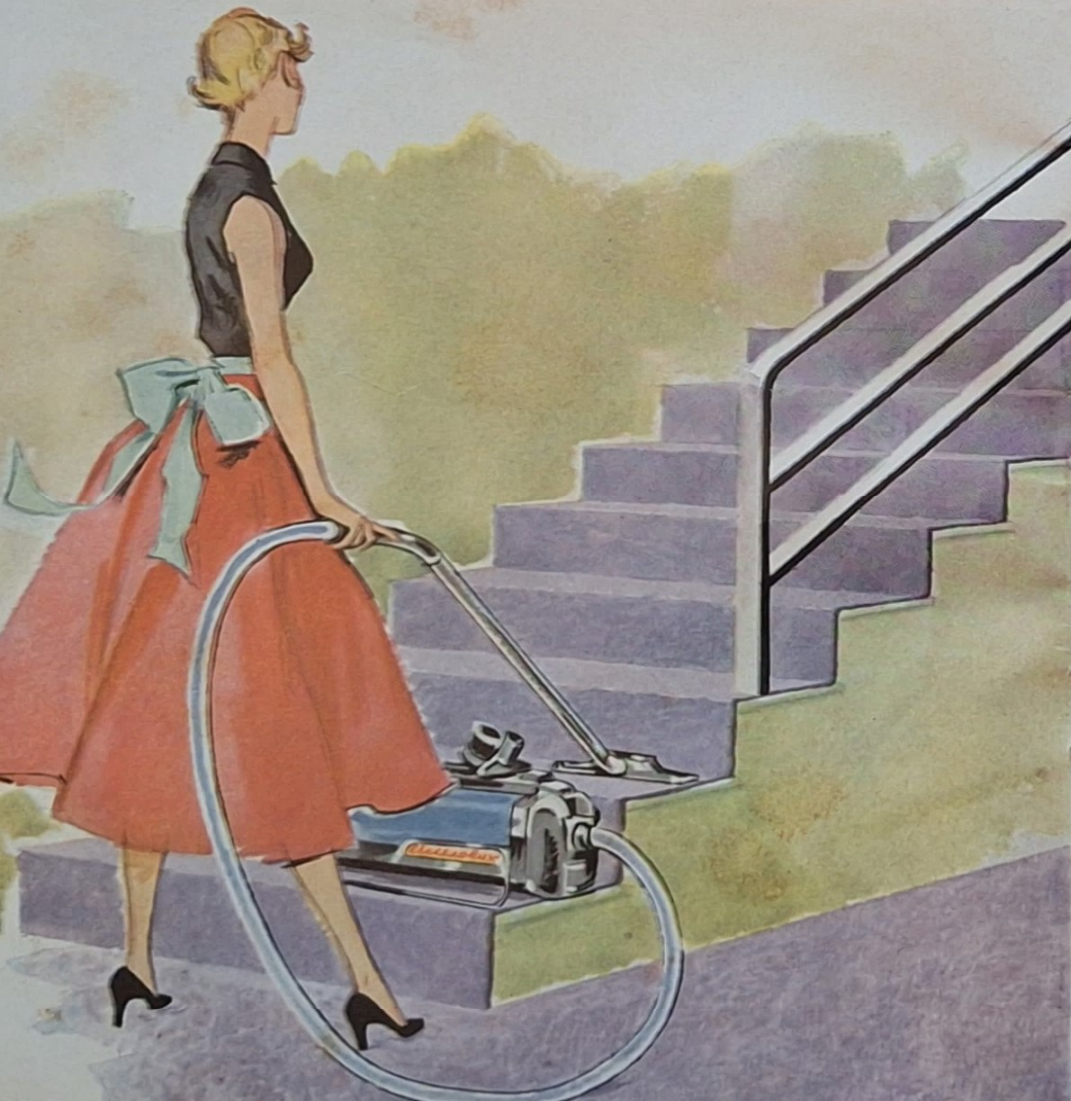
From floor to ceiling, every part of the home is within easy reach. No stooping or bending, no climbing on chair or stepladder at risk of a fall.



# Ideal

## FOR CLEANING STAIRWAYS

Now you can move right up the stairway with your Electrolux Cleaner, cleaning a step or two at a time. Use only one section of the wand. For carpeted stairways use either the Rug Cleaner or the Upholstery Cleaner, whichever you find the easier to use. For uncarpeted stairways use the Floor and Wall Brush. It is so easy to change from one cleaning tool to another, you may wish to clean the mouldings or banisters with the Dusting Brush at the same time.



# Cleans

## NARROW SPACES

There are many narrow spaces that only the Narrow Space Cleaner can reach. Intended originally for radiators it is also useful in cleaning closets, book shelves, edges between rug and baseboard, the recesses of upholstered furniture and around automobile seats.







Carefully

**CLEANS BEDDING**

Frequent cleaning of the mattress and the pillows with the Electrolux Cleaner adds to sleeping pleasure. It airs them and removes fine dust caused by crushed pillow feathers or dry felt. Use the Upholstery Cleaner on the hose handle. Cleaning silk quilts and woolen blankets postpones dry cleaning. Exposed springs are easily cleaned with the Dusting Brush.







THE BEST

# Clothes Brush

OF ALL

Use the ElectroLux Cleaner with the Dusting Brush or the Upholstery Cleaner to brush clothing. You will be amazed. It is so easy to *remove* the lint, not just shift it around. At the same time the cleaner takes out the dust that has settled in the clothing.

Treat furs and fur garments to a cleaning with the Upholstery Cleaner or the Dusting Brush. It not only cleans them, it adds to their sheen and makes the fur seem more alive.

Pockets and cuffs of children's clothing are readily cleaned with the open hose end.

Garments to be stored should always be cleaned with the Dusting Brush or, if the garment is of heavy material, the Upholstery Cleaner. A clean garment is less likely to be attacked by moths.

Some families, the head of which is engaged in a dusty occupation, keep the cleaner hooked up for his use when he comes home from work. This has been found to be of particular convenience in farm homes.







## Pets

### ENJOY A TIDYING UP, TOO

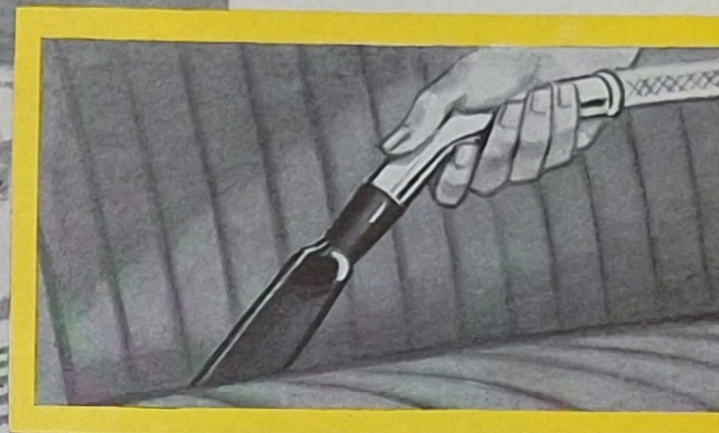
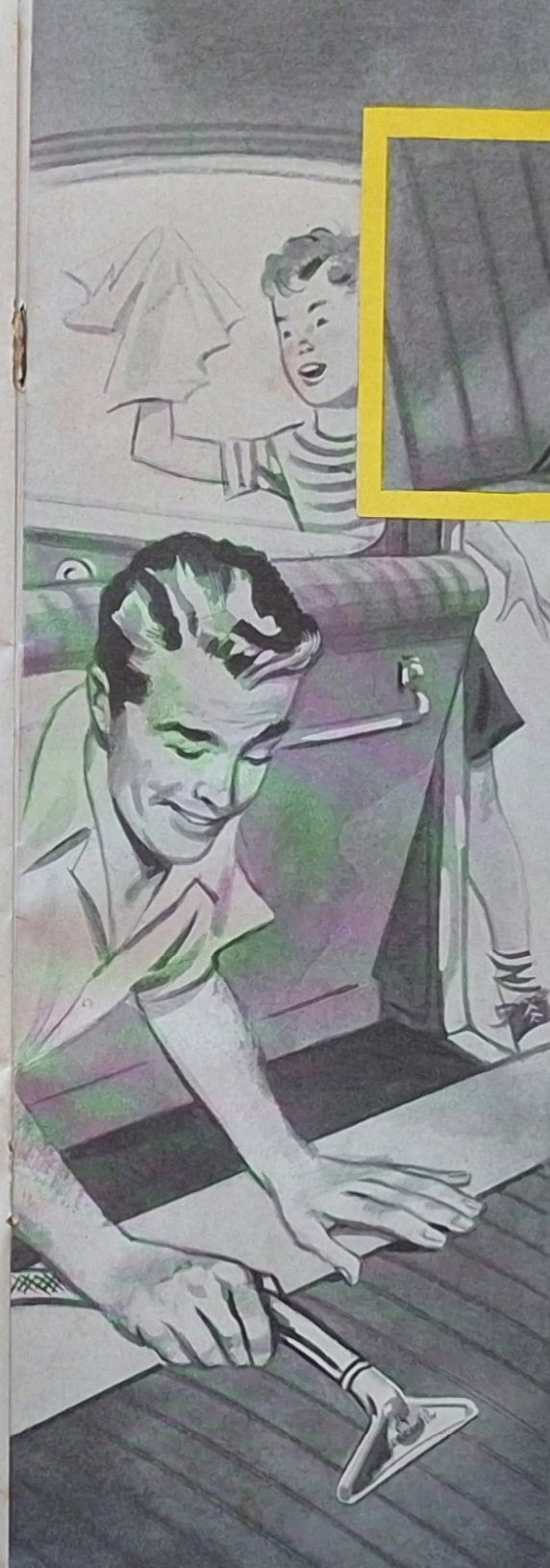
Grooming dogs with the Electrolux Dusting Brush on the hose handle removes dust and dirt, loose hair and even fleas should they be present. Larger dogs will enjoy a grooming with the Upholstery Cleaner. Removing the loose hair from pets that are shedding keeps it off the rugs and furniture.

Once a dog has grown accustomed to an Electrolux grooming, he will likely come running every time the cleaner is used. If he is timid at first, brush him with the Dusting Brush on the hose handle but with the cleaner motor off. Then start the cleaner and pet him while you start to groom. After his first grooming he will beg for more.

Cats do not need much grooming but the use of the Dusting Brush will remove loose hair.

The places where the pets sleep should be cleaned regularly with the Electrolux.

The Electrolux Cleaner is also a wonderful aid in cleaning bird cages.



In cleaning the automobile go over the upholstery with the Upholstery Cleaner, work into the recesses around and under seats with the Narrow Space Cleaner and use the Dusting Brush to clean the steering column and other places where dust collects. If you wish to give your car an extra fine polish, try using the Electrolux Polisher described on page 38.

**YOUR** *Car*  
**CAN BE AS CLEAN**  
**AS YOUR**  
**LIVING ROOM**



# THE *Garment-Aire*<sup>®</sup> BAG

**SOLVES SUMMER-WINTER**

## **STORAGE PROBLEMS**

You can store clothing or blankets, demoth them and air-wash them all in the Garment-Aire\* bag. Full instructions for taking advantage of this special added service for Electrolux users come packed with the Garment-Aire. It offers year 'round protection against moth damage. You can air garments and bedding with it in all kinds of weather. No need to hang them outdoors.

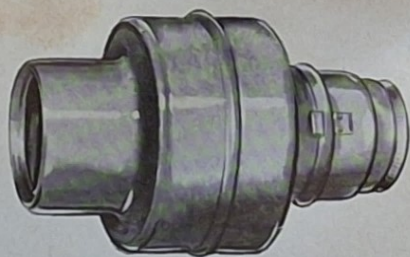
For demothing, fill Vaporizer with Electrolux Moth Crystals as shown on page 30 and place it in the blowing end of the cleaner.

The hose is inserted in the Vaporizer and the hose handle slipped into the inlet at the bottom of the Garment-Aire. After the crystals in the Vaporizer have been evaporated, the cork is replaced in the Garment-Aire inlet. A pound of crystals hung loosely in a handkerchief tied to the hook at the top will extend the protection.

No moth can enter the Garment-Aire while the zipper is pulled up tight.

Several Garment-Aires will solve summer-winter storage problems in most homes.

*\*Reg. U.S. Pat. Off.*





## EFFECTIVE MOTH PROTECTION WITH THE

In every part of the country and in all seasons of the year moths cause damage that runs into millions of dollars annually. No home is safe from them unless precautions are taken.

For that reason most Electrolux users like to put the Electrolux Vaporizer and Electrolux Moth Crystals to frequent use. Following the directions on the Moth Crystal Container may prevent hundreds of dollars of moth damage. The Moth Crystals are evaporated rapidly in the Vaporizer to form a gas that is deadly to moths. It kills both the flying moth miller and her many offspring, the destructive moth worms or larvae.

Moths feed on wool, fur, felt, feathers, anything of animal origin. They often breed in dust if it is permitted to accumulate anywhere in the home, all the more reason for using the Electrolux Cleaner to remove dust and dirt wherever found.

To be effective the gas must be confined for 24 to 48 hours with the articles to be demothed, as in a clothes closet. The closet should be fairly airtight.

Canaries or other small pets should be removed to another room as they are susceptible to the paradichlorobenzene gas generated in the Vaporizer from the Moth Crystals.

Of course, the Cord Winder must be removed to insert the Vaporizer.

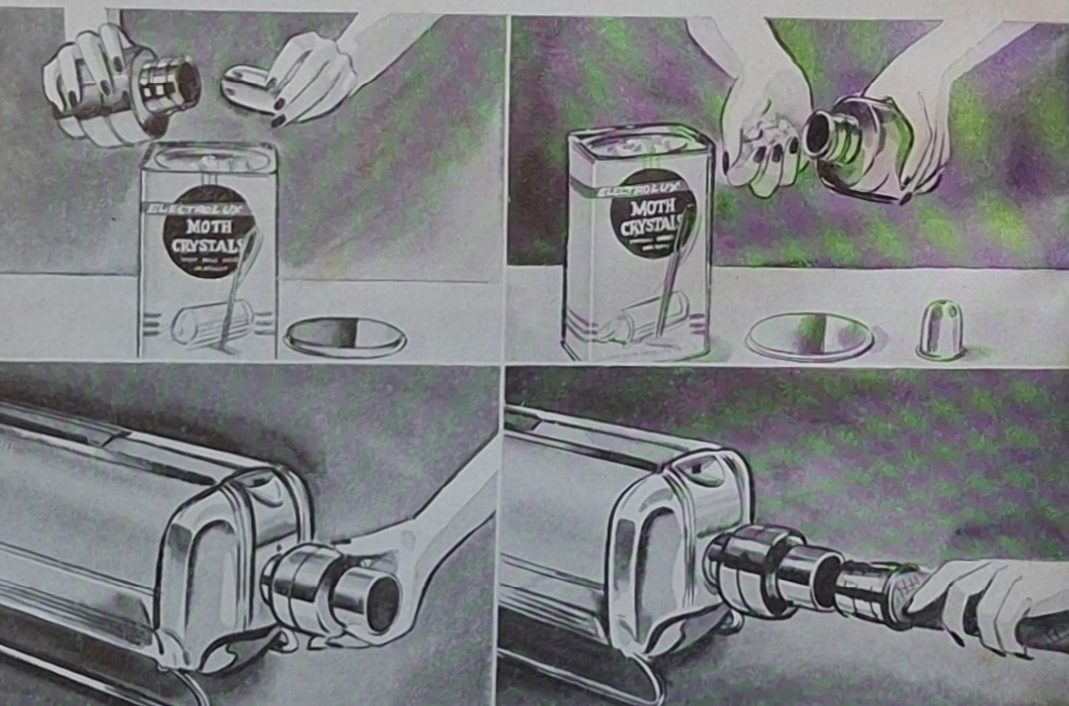
### TO FILL THE VAPORIZER

Pull out the end cap of Vaporizer

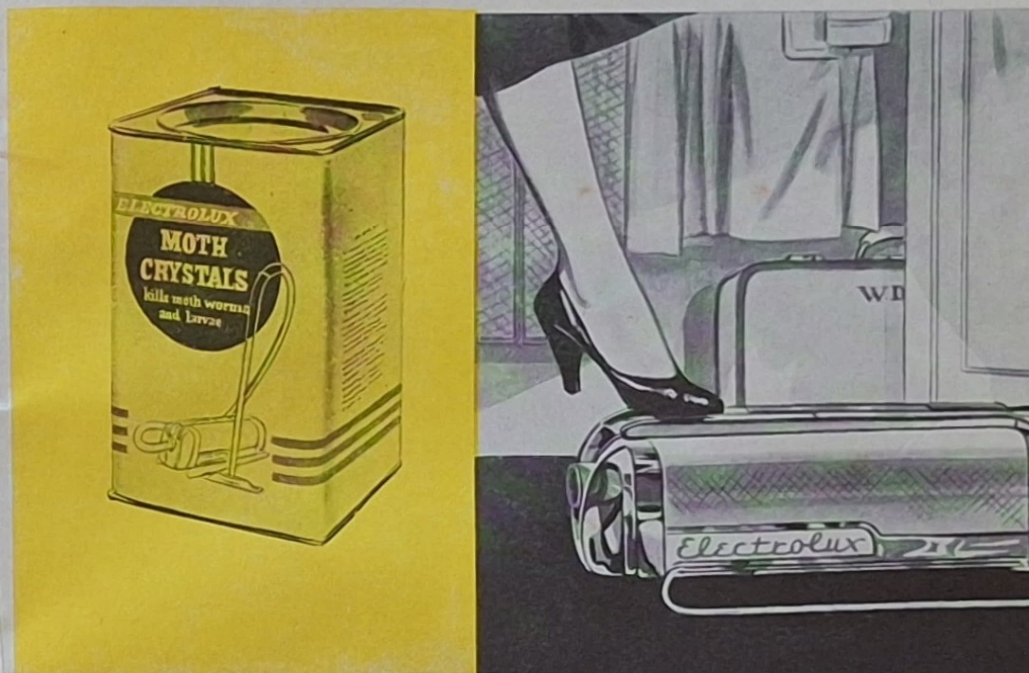
Fill with Electrolux Moth Crystals

Insert in blowing end of cleaner

If needed, insert hose in Vaporizer



## Vaporizer



### The procedure is then as follows:

1. Fill the Vaporizer with Moth Crystals and insert it in the blowing end of the Electrolux Cleaner.
2. Set the cleaner on the floor of the closet.
3. This is very important. Be absolutely sure that no garment or anything else can come in contact with the cleaner. The air must flow freely through the cleaner.
4. Run the cord beneath the door to an electric outlet.
5. Start the cleaner. Make certain nothing is being pulled to the cleaner by the suction.
6. Close the closet door tightly. Let the cleaner run for one hour.
7. Keep the door closed for 24 hours if garments in the closet are hung loosely, 48 hours if packed tightly.

This procedure should be carried out periodically, at least once a month, because a moth miller may enter the closet at any time after the gas has subsided, and deposit eggs, up to 200 of them, which will hatch rapidly in warm apartments or houses.

Rugs and carpets, furniture, chest drawers and trunks may also be demothed with Electrolux Moth Crystals, following the directions on the container.



**GUARANTEED ELECTROLUX**

*Mothproofer*

**IS ALSO AN INSECTICIDE**



Rugs, carpets and upholstered furniture, treated with Electrolux Mothproofer as directed on the label, are guaranteed against moth damage for one year. Electrolux Mothproofer, used as directed, will kill most insects that may enter the home such as flies, mosquitoes, silverfish, ants, roaches, bedbugs, moths or carpet beetles. It should be sprayed on carpets, rugs, floors and upholstered furniture with the Electrolux Sprayer. It may be sprayed in the air to get rid of flying insects.





HOW TO CARE FOR YOUR

*Floors*

WITH

**ELECTROLUX FLOOR CLEANER**

**ELECTROLUX CLEANING AND POLISHING WAX**

**ELECTROLUX SELF-POLISHING WAX**



#### **ELECTROLUX SELF POLISHING WAX**

Six points of superiority establish Electrolux Self Polishing Wax as one of the finest on the market. It's wearable, dries to a hard gloss that stands up under heavy traffic. It is self-leveling, spreads evenly without puddling whether mopped on or sprayed on as shown on page 36. Resists water, does not soften or show white marks from water splashes. It is transparent, bringing out surface colors brilliantly instead of darkening them. It is not slippery, a safe wax that meets the non-slip standards of Underwriters' Laboratory. Furthermore, it is easily removed to provide a fresh surface for each new application.

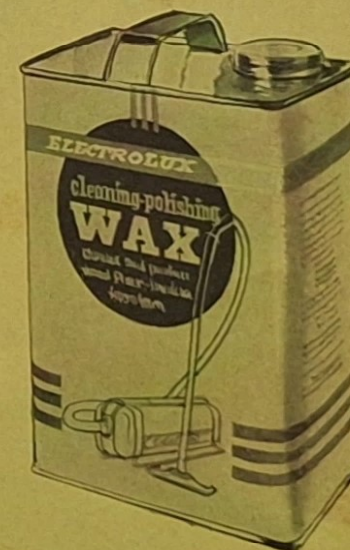
#### **ELECTROLUX FLOOR CLEANER**

The first step in developing a fine polish on all kinds of floors is to clean them. Go over them first with the Electrolux Floor and Wall Brush to remove all dust and lint. If Self Polishing Wax is to be applied, wash the floors first with Electrolux Floor Cleaner in water as directed on the container. Electrolux Floor Cleaner is made from pure vegetable oils. It contains no harsh abrasives or alkalis. In fact, its glycerine content helps to preserve floors, keeps them from drying out or cracking. It is fine for walls, too, or any painted surfaces.



#### **ELECTROLUX CLEANING AND POLISHING WAX**

You can clean hardwood floors or linoleums and polish them to a new brilliance all with one wax, Electrolux Cleaning and Polishing Wax. Old floors can often be made to look like new again. The wax may be applied with a rag or special applicator. The Electrolux Polisher on page 38 is ideal for that purpose. The excess wax is removed with a rag and with it comes the grime and film. The wax remaining on the floor is allowed to dry for a few minutes. It is then ready for polishing to a high gloss. The Electrolux Polisher has a lamb's wool buffer for attaining an extra high gloss on floors or furniture.







## THE *Sprayer* HAS MANY

One of the many handy uses for the Electrolux Sprayer is in applying Electrolux Self Polishing Wax to wood floors and linoleum. It makes the job so easy. First clean the surface with the Electrolux Floor and Wall Brush. Spray the wax lightly and let it dry. It requires no polishing. The sprayer is also useful in applying Electrolux Mothproofers. See page 32. For shampooing rugs see page 40. Paint may be sprayed if the paint is thinned to a watery consistency.



## HANDY USES

For painting, work in a well ventilated room or outdoors. When used to spray floors or rugs, the Sprayer is usually attached to one section of the wand. After every use the spray tip, through which the spray is ejected, should be cleaned thoroughly.





THE ELECTROLUX\*

Polisher

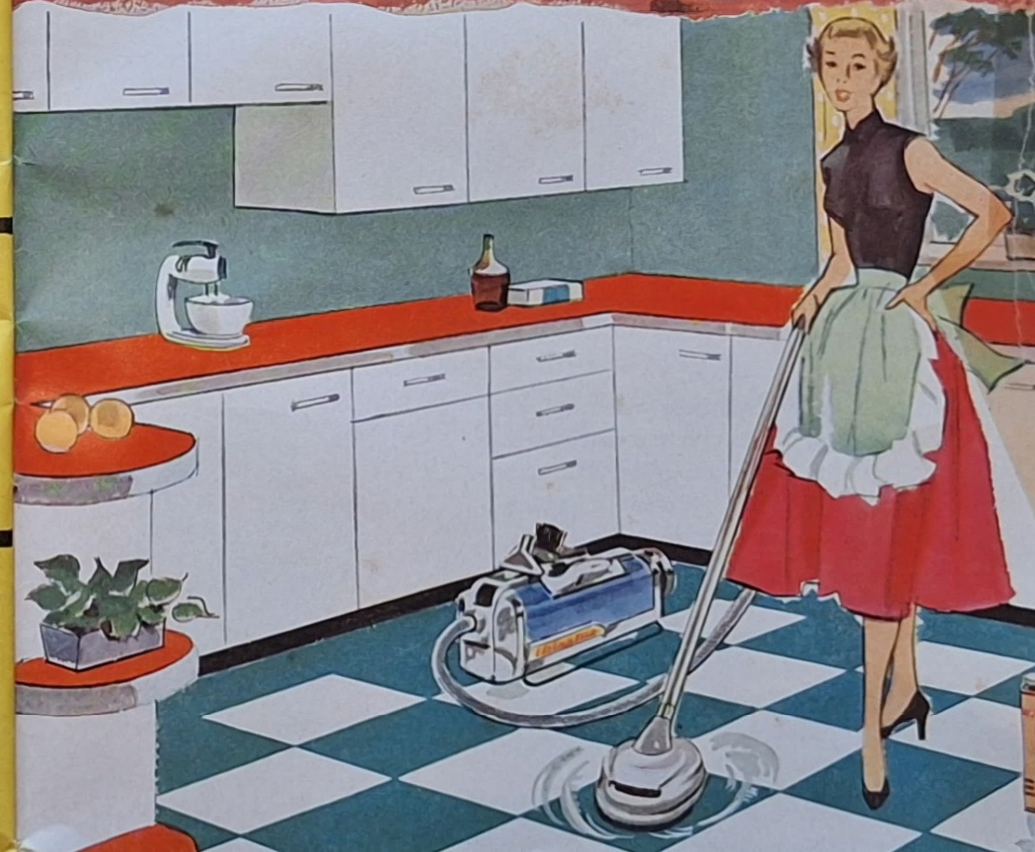
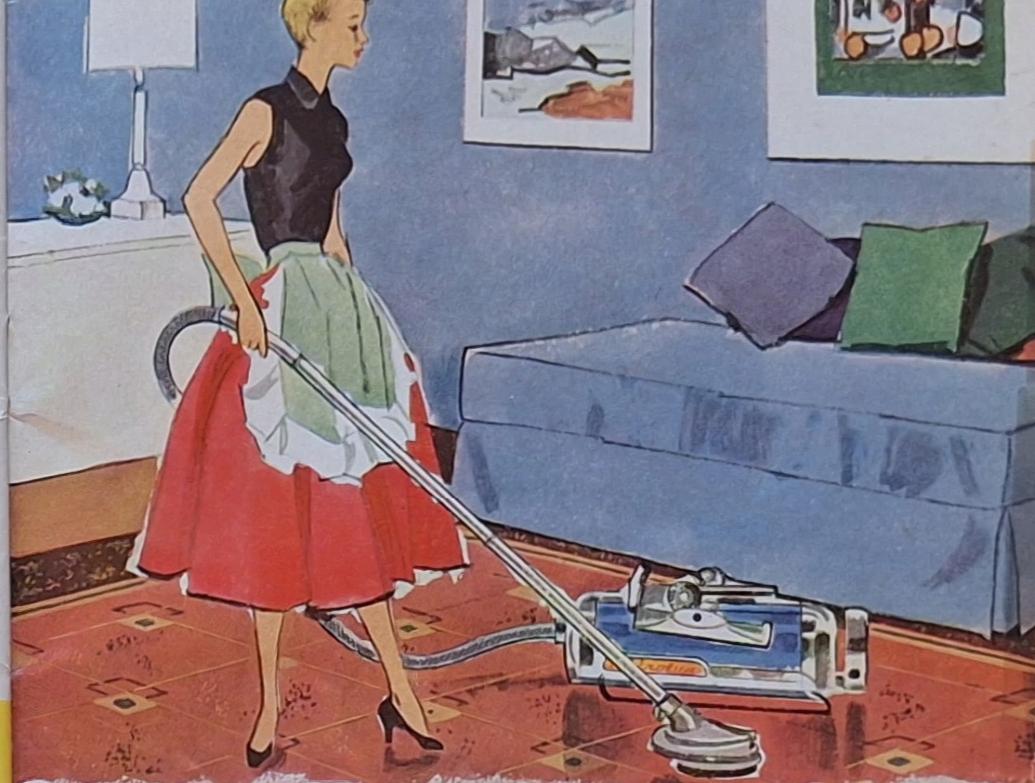
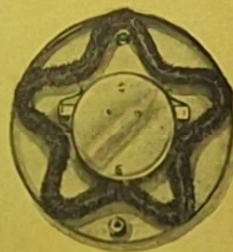
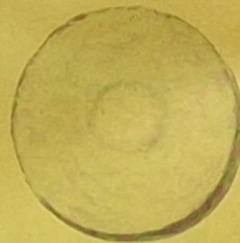
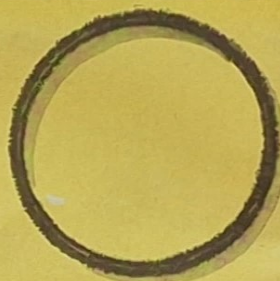
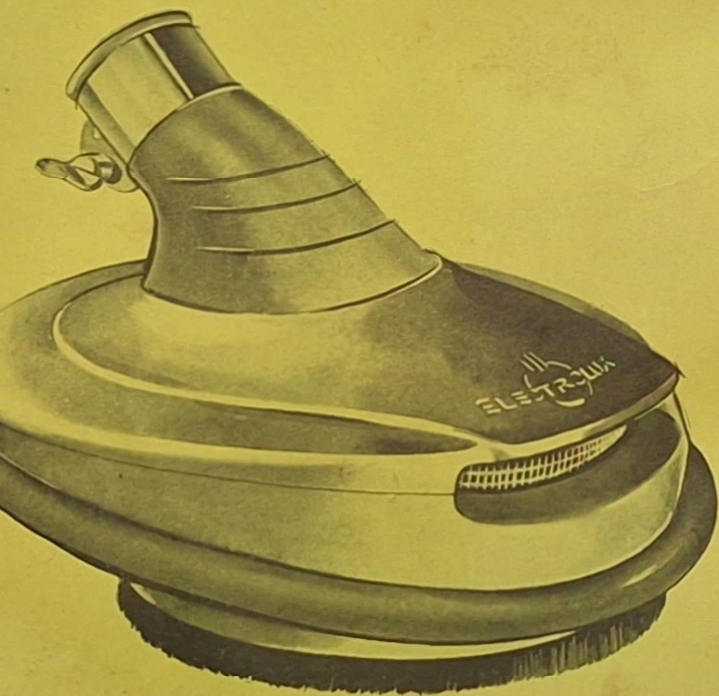
AND

Wax

THAT CLEANS AS WELL AS POLISHES

No more getting down on hands and knees to scrub or polish floors when you have the Electrolux Polisher, an added Electrolux service available to all Electrolux users. It is powered by the suction of the Electrolux Cleaner. The Electrolux Polisher is also a scrubber requiring a minimum of water. Companion products to the Electrolux Polisher are Electrolux Floor Cleaner, which removes dirt by absorption, and Electrolux Cleaning and Polishing Wax which cleans even the dirtiest floors like magic then supplies the wax for polishing them. See pages 34 and 35.

\*Reg. U.S. Pat. Office







## YOU CAN SHAMPOO *Rugs* RIGHT ON YOUR FLOOR

Dust and dirt are removed from your rugs by the Electrolux Cleaner but in time the rugs may lose their freshness due to surface grime. The brightness of their colors can be restored without sending them out to be cleaned because the discoloration is only on the surface of the rug. Put some Nuvo Shampoo in the Electrolux Sprayer as directed on the label of the shampoo jar, add warm water and spray a small area of the rug lightly as shown in the picture. Full instructions come with the shampoo.



## EXCELLENT *Polishes* FOR FINE FURNITURE



You have your choice of two fine Electrolux furniture polishes. Electrolux Furniture Polish is of the easy wipe-on wipe-off variety. It produces a high polish with the least effort so it is wonderful for a quick tidying-up. Electrolux Cream Wax for furniture produces a long lasting hard surface gloss. Just apply it with a soft cloth, let dry and then polish with a soft cloth. The lambs wool buffer on the Electrolux Polisher will give it an extra high gloss if desired. Electrolux Cream Wax outlasts ordinary polishes.

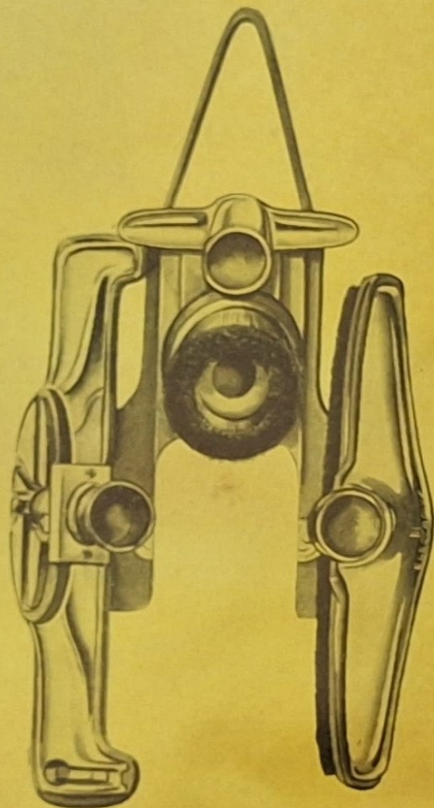


Electrolux Cream Wax, for a hard long-lasting finish

Electrolux Furniture Polish, easy and rapid to use

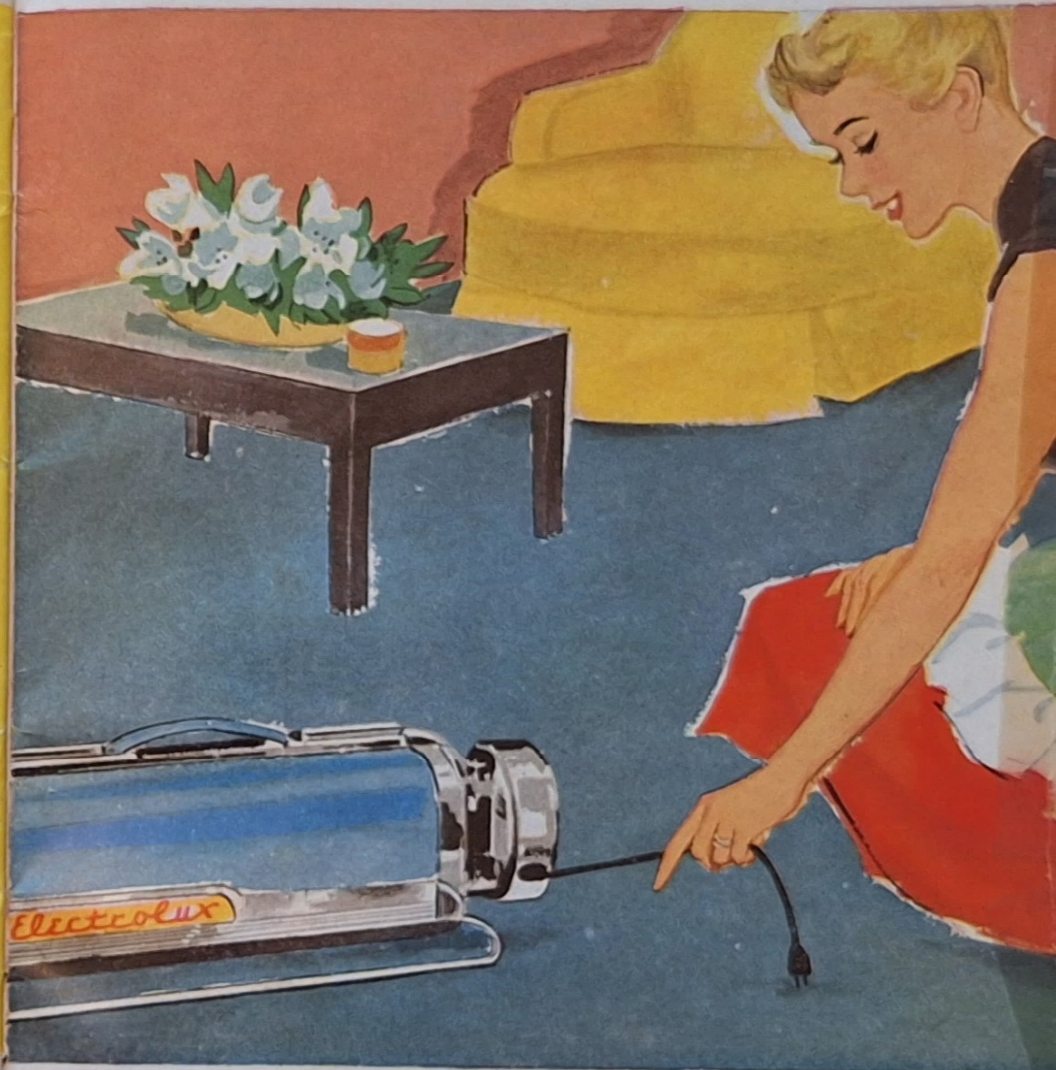


# THE *Companion* ...A HANDY TOOL HOLDER



It is so easy to change from one kind of cleaning to another with the Electrolux Cleaner but the Electrolux Companion makes it still easier by putting the cleaning tools right at your finger tips. It fits like a saddle on top of the cleaner—turn the latches to clip it on—or it may be hung on the wall of the closet where the cleaner is stored.

# THE *Cord Winder*...A CONVENIENT TIME SAVING

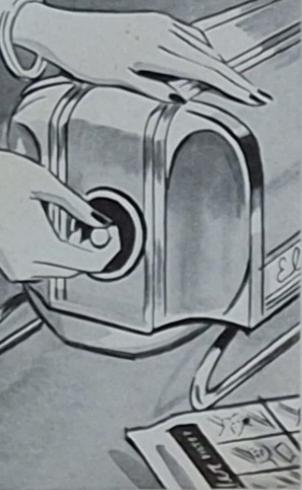


## *An Added Service*

Your Electrolux Cleaner is equipped with the handy Electrolux\* Cord Winder. It has a window-shade action. Pull out as much cord as you want. Later give the cord a tug and the spring will pull it back. A separate cord is also supplied. Attach it to the Cord Winder and you can clean up to 40 feet from the electric outlet, or the entire floor of a medium sized home from one outlet. To remove the Cord Winder unscrew the thumb knob at top.

*Reg. U. S. Pat. Office*





Turn the rear cover by un-  
locking the center thumb knob  
page 43 for removing Cord Winder.



Grasp the dirty filter by one cor-  
ner, pull it out, throw it away



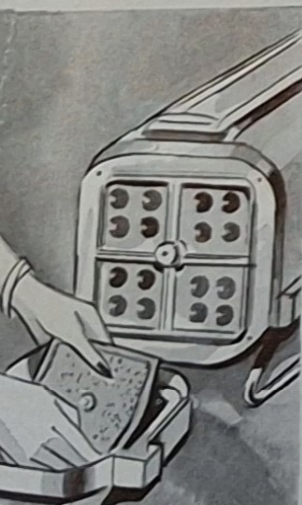
Remove the clean Electrolux® Air  
Filter from its glassine envelope

## HOW TO CHANGE THE

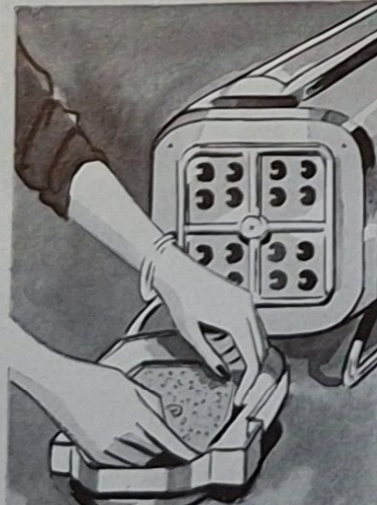
# Air filter

Minute particles of dust are caught on the  
Air Filter inside the rear cover. The filter should  
be replaced after every 10 Self-sealing Wrappers.

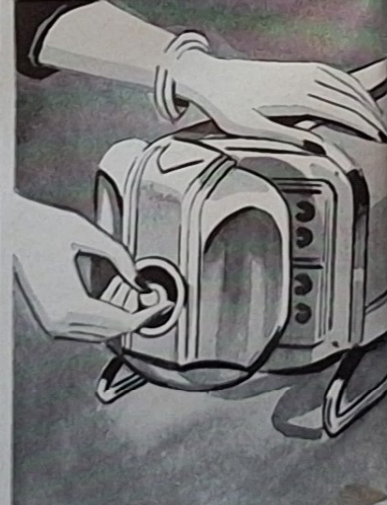
Insert the clean filter in rear cover.  
Be certain the felt side is up



Tuck the edges of the filter within  
the side flanges of the rear cover



Put the rear cover back on the  
cleaner, tighten the thumb knob



## HELPFUL AIDS TO AND

# Cleaning Polishing

### ELECTROLUX GREASE REMOVER

Once used, Electrolux Grease Remover becomes a household favorite. While it is effective and rapid for cleaning pots and pans, it makes dishes and glassware sparkle, too. Used on tiles or woodwork, it removes discoloring film. A little water goes far. Full directions on the bottle.



### ELECTROLUX SILVER POLISH

Electrolux users say that Electrolux Silver Polish is the easiest to use they have ever found and yet it does a superior job. Polishing your silver is as easy as rubbing it with a soft tuft of cotton. Even heavy tarnish comes off quickly. Contains no abrasives. Will not scratch.



### WHITE DUSTING BRUSH

The general purpose Dusting Brush is put to such a wide variety of uses that many women like to have an added brush, the White-bristled Dusting Brush for delicate lampshades or other furnishings that require special care. It's a handy part of the Complete Electrolux Home Maintenance Service.



### WHITE WALL BRUSH

The long white bristles of the Wall Brush make it ideal for cleaning all kinds of walls and ceilings, whether they be painted or papered, smooth or rough texture. Used on the wand, it brings off-the-floor dust and cobwebs within easy reach. It has extra fine quality long lasting bristles.





# Guarantee

## CERTIFICATE

The Electrolux® Cleaner and Air Purifier which you receive herewith has been thoroughly tested at the factory of Electrolux Corporation in Old Greenwich, Connecticut. Electrolux Corporation hereby guarantees it against defects in workmanship or material for one year from the date of purchase.

ELECTROLUX CORPORATION

by *Charles F. Johnson*  
Treasurer

Customer's Name \_\_\_\_\_

Date \_\_\_\_\_

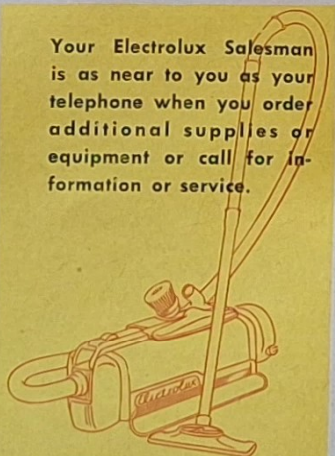
Serial No. \_\_\_\_\_

Salesman's Name \_\_\_\_\_

Address, Electrolux Corporation \_\_\_\_\_

Telephone \_\_\_\_\_

Your Electrolux Salesman is as near to you as your telephone when you order additional supplies or equipment or call for information or service.



## YOUR *friendly* ELECTROLUX SALESMAN

You have been welcomed into the great family of Electrolux users, now in the millions, by your friendly Electrolux Salesman whose chief interest is in how he can serve you.

He is a bonded representative of Electrolux Corporation, a responsible and respected member of your community who works through each day and sometimes into the evening to make housework easier and more enjoyable for more women.

In the course of his work he has acquired a great deal of knowledge about the care of rugs, furnishings, floors and walls. He is in a sense a home economics expert specializing in the maintenance of the home interior. If you ever have a question to ask him or if you wish to order more of the products he sells, just telephone or write the Electrolux Authorized Factory Branch nearest you. He will be glad to come to your home to help you.



**ELECTROLUX ADVANTAGES ARE**

*Patented*

The Electrolux Cleaner and many of the home maintenance aids that may be purchased with it are covered by one or more of the following patents or by applications for patents that are pending for later issuance. Many of the advantages you enjoy in owning an Electrolux Cleaner are yours exclusively. They are found on no other cleaner.

**PATENT NUMBERS:**

2,025,442	2,211,006	2,574,686
2,027,543	2,243,435	2,580,642
2,027,544	2,254,611	2,580,644
2,029,613	2,273,883	2,591,490
2,065,592	2,307,827	2,596,806
2,070,674	2,322,038	2,596,807
2,073,244	2,333,471	2,596,808
2,077,572	2,336,635	2,609,555
2,102,802	2,496,813	Re. 23,516
2,153,580	2,564,467	Des. 131,346
2,155,669	2,564,468	Des. 158,743
2,171,856	2,567,221	Des. 161,076
2,182,344	2,572,515	Des. 167,512

