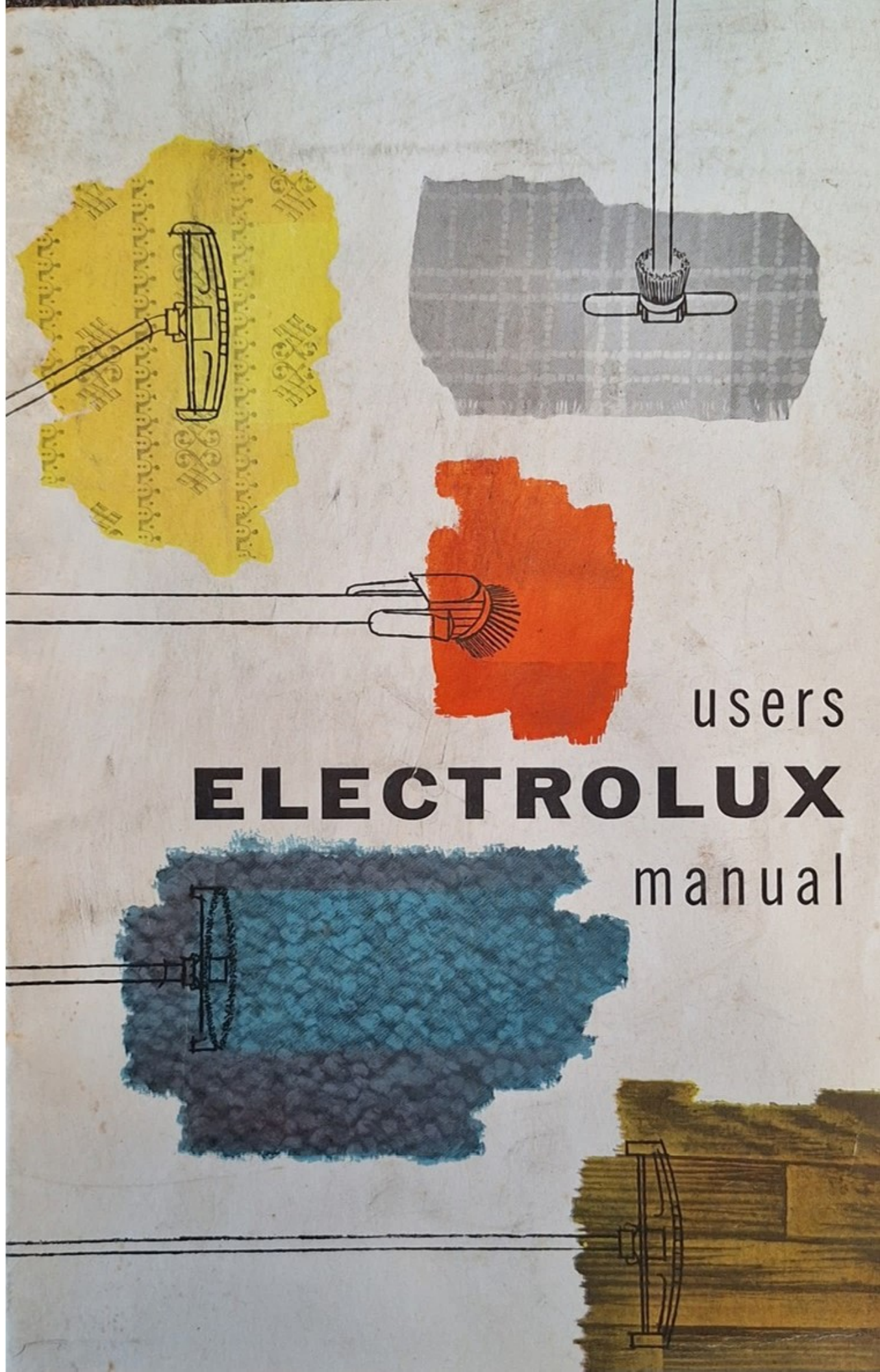




users
ELECTROLUX
manual

ORDERING

automatic self-sealing

DISPOSABLE BAGS

The re-order form for Electrolux® automatic self-sealing disposable bags is in the carton of bags that came with the cleaner or you may use the re-order form on the opposite page. Just tear it out and mail it with your remittance.

Should you have been using a cloth dirt bag, the order form on the opposite page will be handy should you desire to use the disposable bags.

On your order you will be sent a carton containing 18 automatic self-sealing disposable bags.

When payment of \$3.45 accompanies your order, there is no C.O.D. charge. On C.O.D. orders delivered either by the postman or otherwise the 57-cent delivery charge brings the total to \$4.02.

You may also obtain a supply of disposable bags by calling at any Electrolux Authorized Factory Branch. Mail orders should be sent to Electrolux Corporation, 500 Fifth Avenue, New York 36, N. Y.

THIS IS YOUR ORDER FORM

CONTENTS — MERCHANDISE
MAY BE OPENED FOR
POSTAL INSPECTION

From: **ELECTROLUX
CORPORATION**
500 Fifth Avenue
New York 36, N. Y.

IF UNDELIVERABLE, RETURN
TO SENDER — RETURN
POSTAGE GUARANTEED.

Please PRINT Legibly

Name _____

Street Address _____

City _____ Zone _____ State _____

IMPORTANT

YOU CAN SAVE A SUBSTANTIAL SUM BY ENCLOSING REMITTANCE WITH YOUR ORDER.

Send me one package of Electrolux® Self-Sealing
Bags and Air Filters as indicated below:

Prepaid

\$3.45



For which I am enclosing \$3.45.

C. O. D.

\$4.02



For which I will pay \$4.02 upon delivery.

Delivery is prepaid from our delivery shipping points when check or money order accompanies your order. If you prefer you could stop at your nearest Electrolux Authorized Factory Branch and pick up your package of paper bags.

Instructions for the Care and Use of Your
new

Electrolux[®]

cleaner and air purifier

MODEL E

MODEL E AUTOMATIC

ELECTROLUX CORPORATION

Manufacturer of the Famous Electrolux Cleaner

Leader in Sales to United States Homes

500 Fifth Avenue
New York 36, N. Y.

417 Montgomery Street
San Francisco 4, Calif.

Factory, Old Greenwich, Conn.

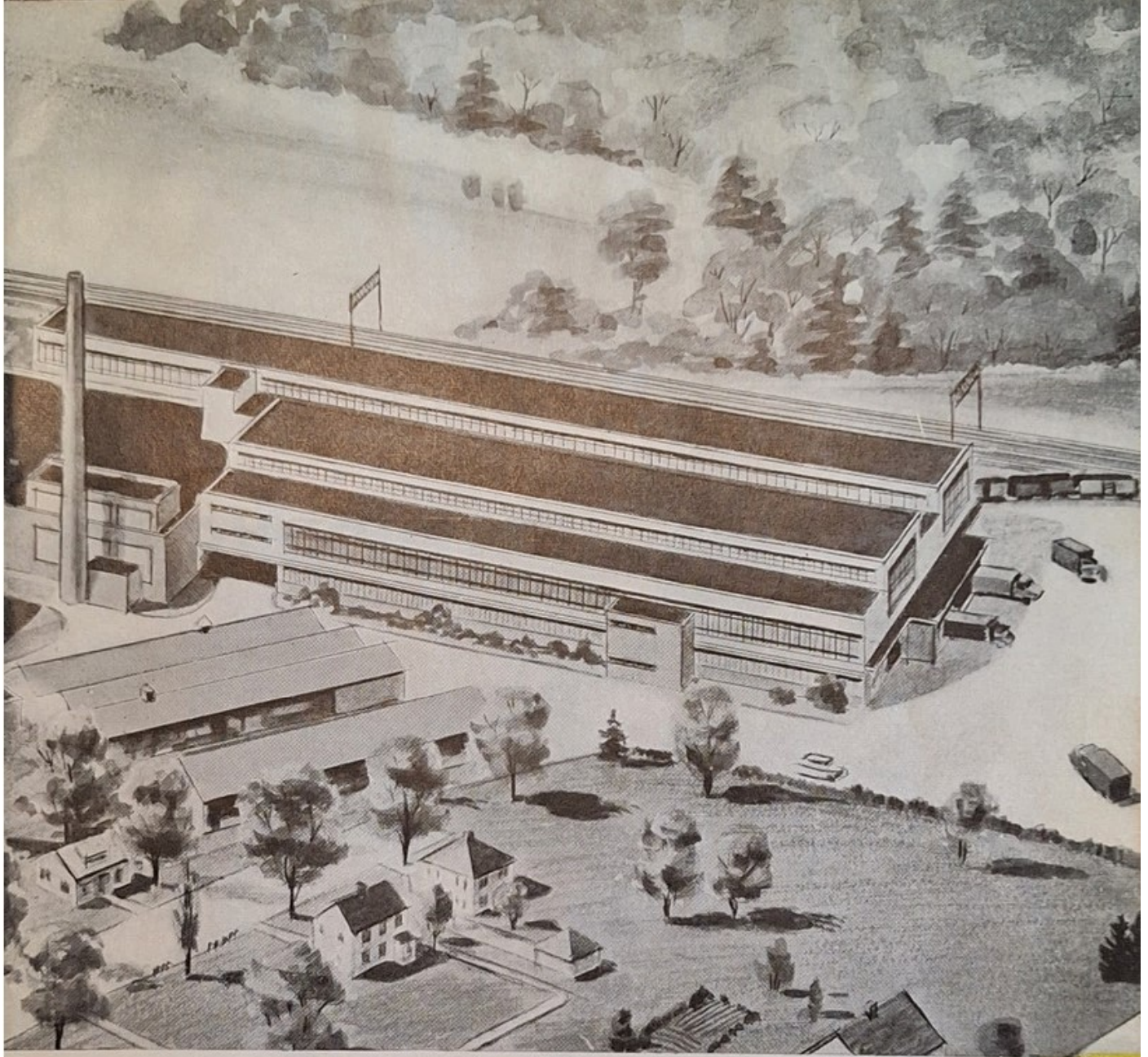




table of

CONTENTS

Air Filter	24
All-purpose Tools	8
Assembling the cleaner	12
Automatic Model E	10
Bedding	19
Branch address	32
Changing air filter	24
Cleaning brushes	17
Cord Winder, automatic	27
Date purchased	32
Dial	11
Disposable bags, how to order ..	1



Dust bags, inserting	9, 11	Rug cleaning	14
Floor cleaning	16	Salesman's name	32
Front cover removal	9, 11	Serial number of cleaner	32
Furniture cleaning	18	Sprayer	28
Garment-Aire* bag	29	Stairway cleaning	22
Gleaner* air flow concentrator.	15	Storing cleaner	13
Guarantee	32	Suction control	23
Ordering disposable bags	1	Upholstery cleaning	18
Patents	33	Turbotool power appliance.	26
Polisher	26	Vaporizer	28
Rear cover removal	24	Wall cleaning	16

*Reg. U. S. Pat. Office

INTRODUCING



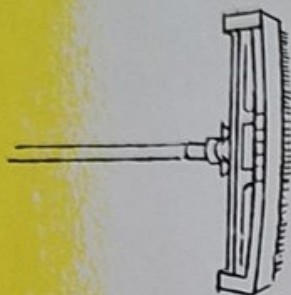
your new work saver

Cleaning with your Electrolux* Cleaner does not seem like work at all. The powerful suction removes dirt rapidly and thoroughly yet the cleaner is so light and easy to use that you could clean all day and not be tired. Mounted on wheels, it follows wherever you go like a faithful servant.

This book describes some of the cleaner's many uses. With only two all-purpose cleaning tools you can get rid of dust and dirt quickly.

Millions of users prefer the Electrolux Cleaner, sold in more United States homes than any other. We are glad that you are a member of that ever-growing family.

**Reg. U.S. Pat. Office*



ALL PURPOSE TOOLS

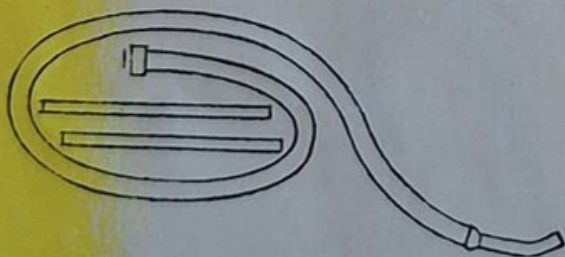
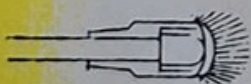
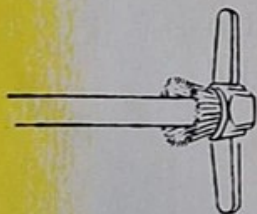
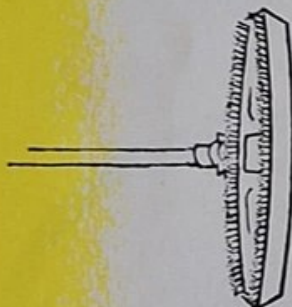
Think of it, with only two tools you can clean your entire home! The larger all-purpose tool cleans rugs, walls, floors and ceilings. The smaller tool cleans furniture, draperies, venetian blinds, curtains, mouldings and all places where dust may gather.

The tools may be used on either the wand or the hose handle. If the work is neither high nor low, just use the tool on the hose handle, or with one section of wand instead of two.

The larger all-purpose tool has a removable part known as the swivel connector. The connector is inserted or removed by pressing the knurled projections at the sides with thumb and forefinger. The Electrolux nameplate on the connector should always be on top when the tool rests on the floor. The smooth surface of the tool is for rugs, the brush for floors and walls.

The smaller tool is a wonderbrush that will remove dust wherever found or, when turned the other way, it becomes an upholstery cleaner that will clean on flat or curved surfaces, the sides being hinged. Fold the sides back, insert hose handle or wand and the tool becomes a dusting brush.

You will find a great many uses for these all-purpose tools. No more looking for lost tools. You can't *lose* these all-purpose tools because they stay right with the cleaner.



Swivel connector

MODEL E



DIRT IS SEALED IN

You never even see the dirt when you remove it from your Electrolux Cleaner. It is automatically sealed in a throw-away paper bag. Only Electrolux Cleaners have this automatic self-sealing disposable bag.

To open the cleaner and remove the sealed dirt bag, start the cleaner and press down on the front cover latch, the flat metal piece on top of the cleaner. The front cover will spring out, exposing the dirt bag. Switch the motor off, throw the bag away and put another in its place. Never try to use the bag over again.

Close the front cover by inserting the round bottom edge in the hinge cup along the bottom edge of the cleaner. Swing it upward and the latch will hold it.

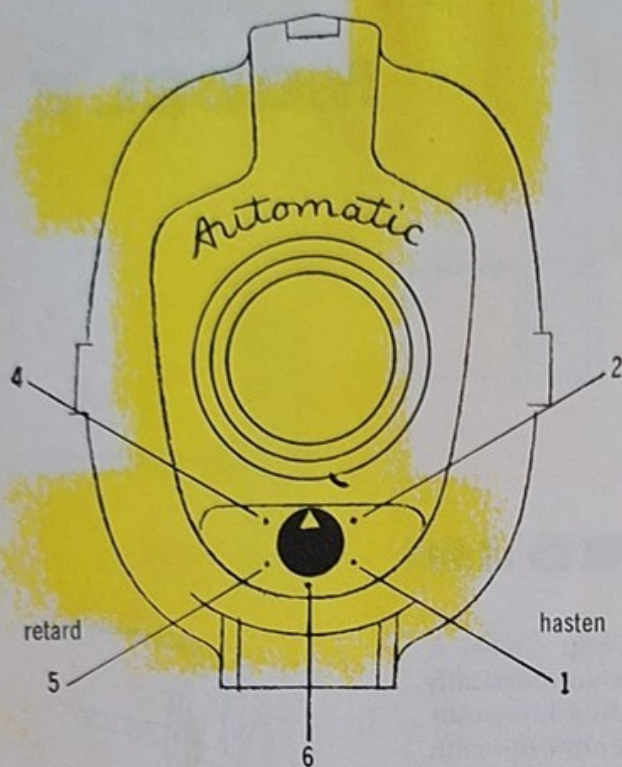
Your cleaning time will be reduced if you replace the dirt bag regularly. If an excess of dirt is permitted to accumulate in the bag, the suction will be reduced.

Layer upon layer of tiny filters trap the dust and dirt inside the Electrolux* automatic self-sealing disposable bag. This filter-lined disposable bag is yours exclusively in the Electrolux cleaner. There is also a filter inside the back cover of the cleaner. See page 24.

The cleaner may also be used with a cloth dirt bag.

**Reg. U. S. Pat. Office*





MODEL E AUTOMATIC

You can dial to your
own cleaning needs

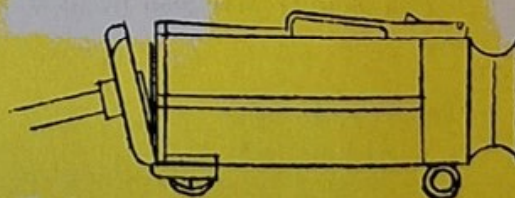
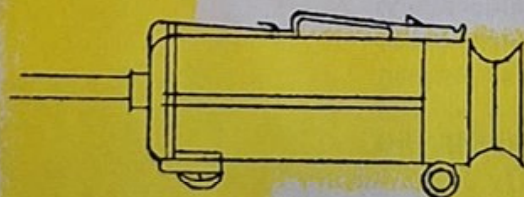
The Model E comes in two light weight, heavy duty models, the Model E and the Model E Automatic. Both have powerful suction for rapid and thorough cleaning.

The Model E Automatic maintains this high suction automatically by taking the guesswork out of when to remove the dirt. When dirt has accumulated in the cleaner to the point that further operation would result in lowered efficiency, the cleaner stops automatically and the

front cover opens. It is time to remove the dirt.

You can clean your home in less time and with less work because the constant high suction is thus protected automatically.

When the cleaner stops and the front cover opens, stand the cleaner on end. Throw away the sealed bag containing the dirt—it will not necessarily be filled—and put in a clean one. Never try to use the bag over again. Close the front cover and



the cleaner is again ready for use. A cloth bag may be used. Electrolux automatic self-sealing disposable bags are recommended because with them you never *touch*, nor *breathe*, nor even *see* the dirt.

Fine powdery dirt will cause the cleaner to stop automatically sooner than loose linty dirt. For that reason you have a dial on the front cover of the Automatic E. You can adjust the dial to the cleaning needs in your home, a service exclusively yours with the Automatic Electrolux Cleaner.

Turning the dial to the left retards the automatic operation of the cleaner. Turning to the right hastens it. If the dirt bags come out too soon, turn the dial to the left but remember that the dirt bags are not necessarily filled when it is time to replace them.

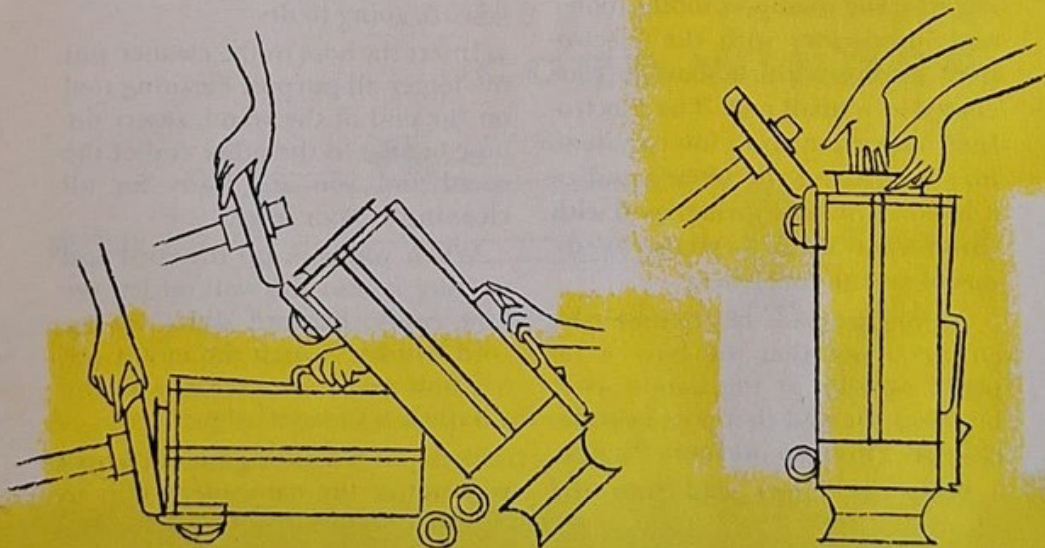
Rugs in which a great deal of dirt had accumulated before the Electro-

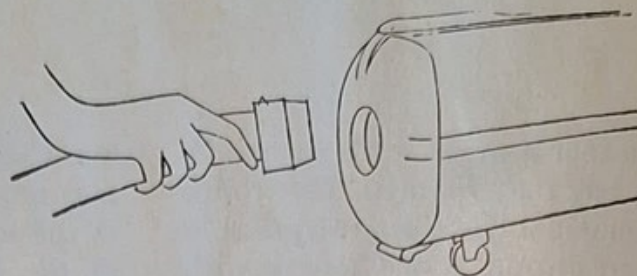
lux Cleaner came into the home may require several disposable bags at the start. Once the deep suction of the Electrolux Cleaner has removed the embedded dirt, operations settle down to normal.

Your friendly Electrolux salesman installed your Automatic Model E with the dial set for efficient operation on your rugs and furnishings.

For special cleaning jobs such as cleaning an automobile, a fireplace, an attic or a basement, where the dirt is mostly on the surface, turn the dial to the left. *When the special cleaning job is completed be sure to return the dial to its regular setting.*

The cleaner may be opened and the dirt bag removed at any time by pressing the roughened square near the top edge of the front cover.





putting the cleaner to **WORK**

You are now ready to start your cleaning. Here are a few hints that will help you.

First, familiarize yourself with your Electrolux Cleaner. The air comes in one end, the suction end, it comes out through the other, the blower end.

In cleaning, the hose is inserted in the suction end. The suction may also be used to power the Electrolux* Turbotool Air Power Appliance.

The blower end is used for spraying wax, rug shampoo, mothproofers and insecticides with the Electrolux* Sprayer, which may be purchased at a small cost. The Electrolux* Vaporizer, also a low cost item, may be used in the blower end to kill moths in closets when used with Electrolux Moth Crystals, as directed on the container.

As you prepare to assemble the cleaner, note that the hose is tapered, smaller at the handle end, larger at the end that goes into the cleaner. This is to prevent clogging.

Push the larger end into the

cleaner. You will hear it click into place. To remove it squeeze the side projections with thumb and finger and pull out.

Now put one of the cleaning tools on the hose handle, twisting it as you seat it into place. That twist is important to lock the tool securely. Note that you cannot now remove the tool with a straight pull. It comes off easily with a twist.

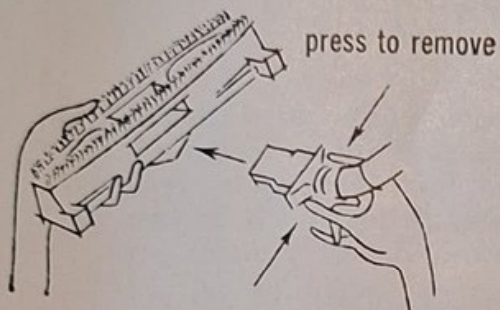
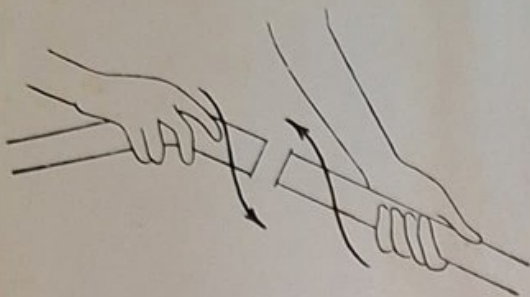
The wands fit into each other. Your all-purpose tools may be used on the wand or on the hose handle depending on the kind of cleaning you are going to do.

Insert the hose in the cleaner, put the larger all-purpose cleaning tool on the end of the wand, insert the hose handle in the other end of the wand and you are ready for all cleaning at floor level.

When you pick up the cord end to plug it into the wall outlet, see how easily the cord slides off the cord winder. Switch the motor on. See how easy it is to clean with the Electrolux Cleaner.

Later, in rewinding the cord, you will notice the convenient clip to

*Reg. U.S. Pat. Office.



on Automatic E only

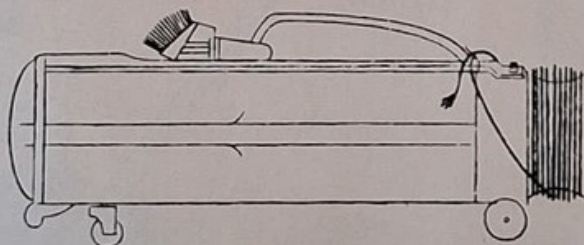
hold the end of the cord in place.

The cleaner may be stored completely assembled, the small all-purpose tool on the clip on top of the cleaner. The larger tool may be left

on the wand with the hose hung over a convenient hook. To save space you can store the cleaner on end. Keep it in a handy place so you can use it daily if needed.

the **CORD WINDER**

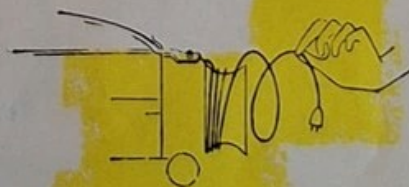
SUCTION END



BLOWER END

No more tangled cord. It slides off easily for use. Rewind it and the handy clip holds it in place.

You can have an Automatic Cord Winder.
See page 27.



YOUR RUGS

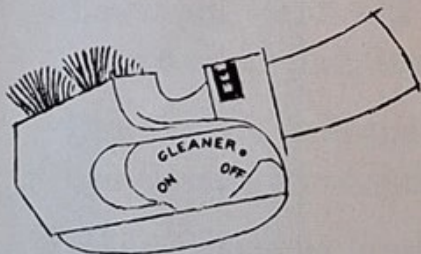


are clean in no time at all . . . and it's so easy

Put the hose in the suction end, the wands on the hose and the large all-purpose tool on the end of the wand, bristles up, rug cleaning surface down.

Let the Electrolux Cleaner do the work. You merely guide it back and forth in free and easy strokes.

When threads or other surface litter are tangled in the nap, a tip of the lever at one end of the cleaning tool brings the Gleaner* air flow concentrator into use. Even dog hair can be picked up easily.



Make sure the Gleaner is in the off position when cleaning looped pile rugs, hooked rugs or rag rugs.

Lower the wand with a twist to clean beneath furniture.

**Reg. U.S. Pat. Office*

The Electrolux Cleaner is designed to clean all household floor coverings quickly and thoroughly, whether they be light-bodied, heavy, or made of cotton, wool or synthetic yarn. New types of rugs and carpets have appeared in recent years, many of which present new cleaning problems. A vacuum cleaner should clean them all satisfactorily. Should you ever purchase a rug or carpet which your cleaner does not clean to your entire satisfaction, we would welcome this information, for the solution of your problem would assist us in keeping the Electrolux Cleaner ahead of all others.



FLOORS and WALLS



are cleaned without spreading dust

Hose in suction end, wands on hose and larger all-purpose tool on wands with bristles down.

Polished floors stay polished longer when cleaned with the Electrolux Cleaner. It draws the scratchy dust and grit from cracks and crevices, grit that would be trampled to the surface to mar the finish if not removed. And, of course, it picks up all the surface lint.

Lower the wand with a slight twist to clean beneath furniture.

Dust clings to walls and ceilings, too. Regular cleaning saves re-decorating bills.

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

Hose in suction end, hose handle inserted through brush of the smaller all-purpose tool, putting the smooth surface of the upholstery cleaner in position for use.

Note how the sides of the upholstery cleaner are hinged. They will fit curved surfaces of the furniture or flatten out for larger areas. The Electrolux Cleaner removes the deep dirt as well as the surface dust. Clean frequently. Dust attracts moths. It holds moisture which may weaken fabrics. By adding a section of the wand you can clean draperies and curtains.

It's a contour cleaner, too. It will clean round or square edges as well as flat surfaces.





carefully cleans **BEDDING**

Smaller all-purpose tool on hose handle in same position as for cleaning upholstered furniture. Frequent cleaning of mattresses, pillows and blankets adds to sleeping pleasure. It airs them and removes the fine dust coming from crushed pillow down or mattress fillers. To clean exposed springs, reverse the tool and use the brush.



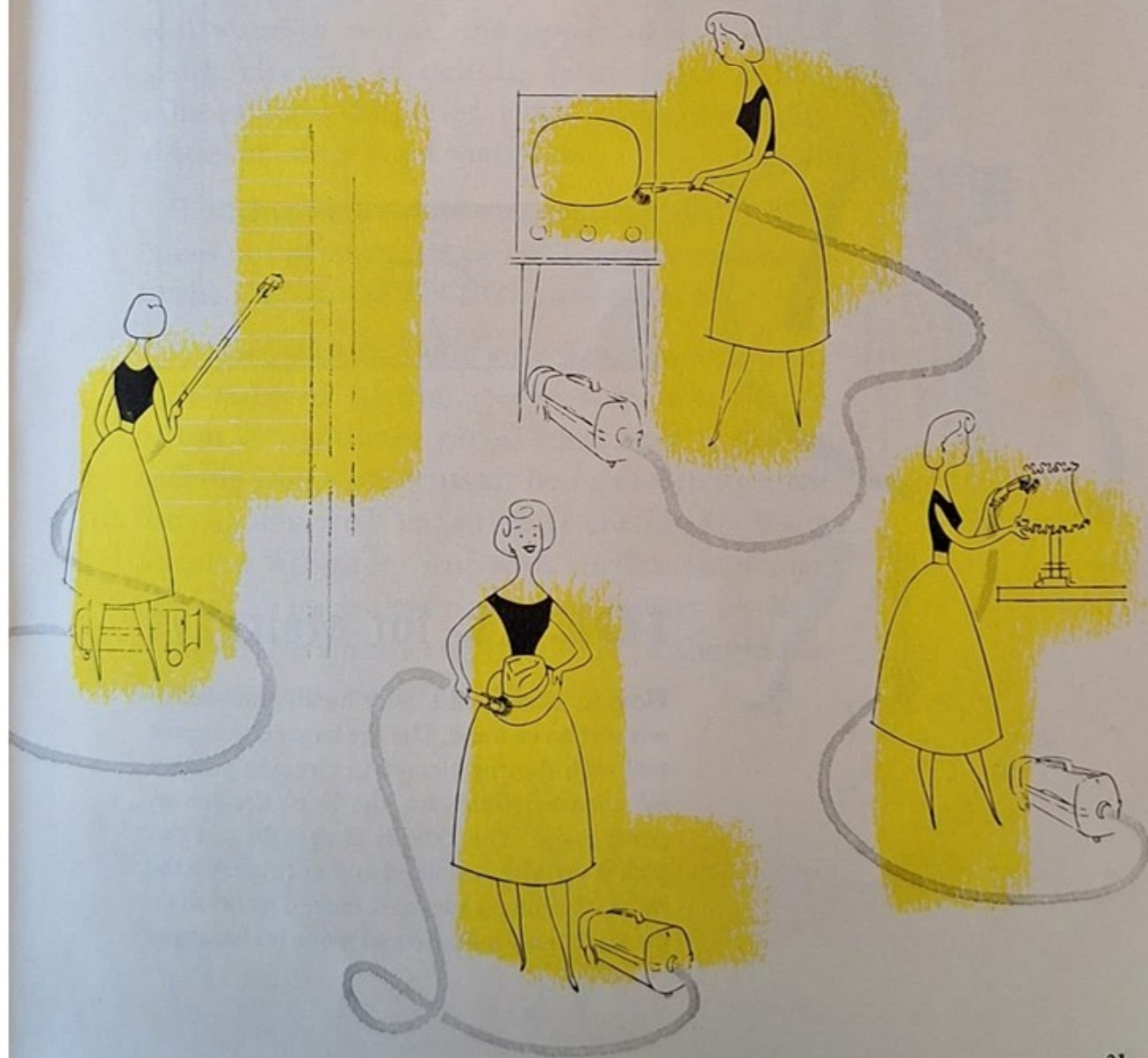


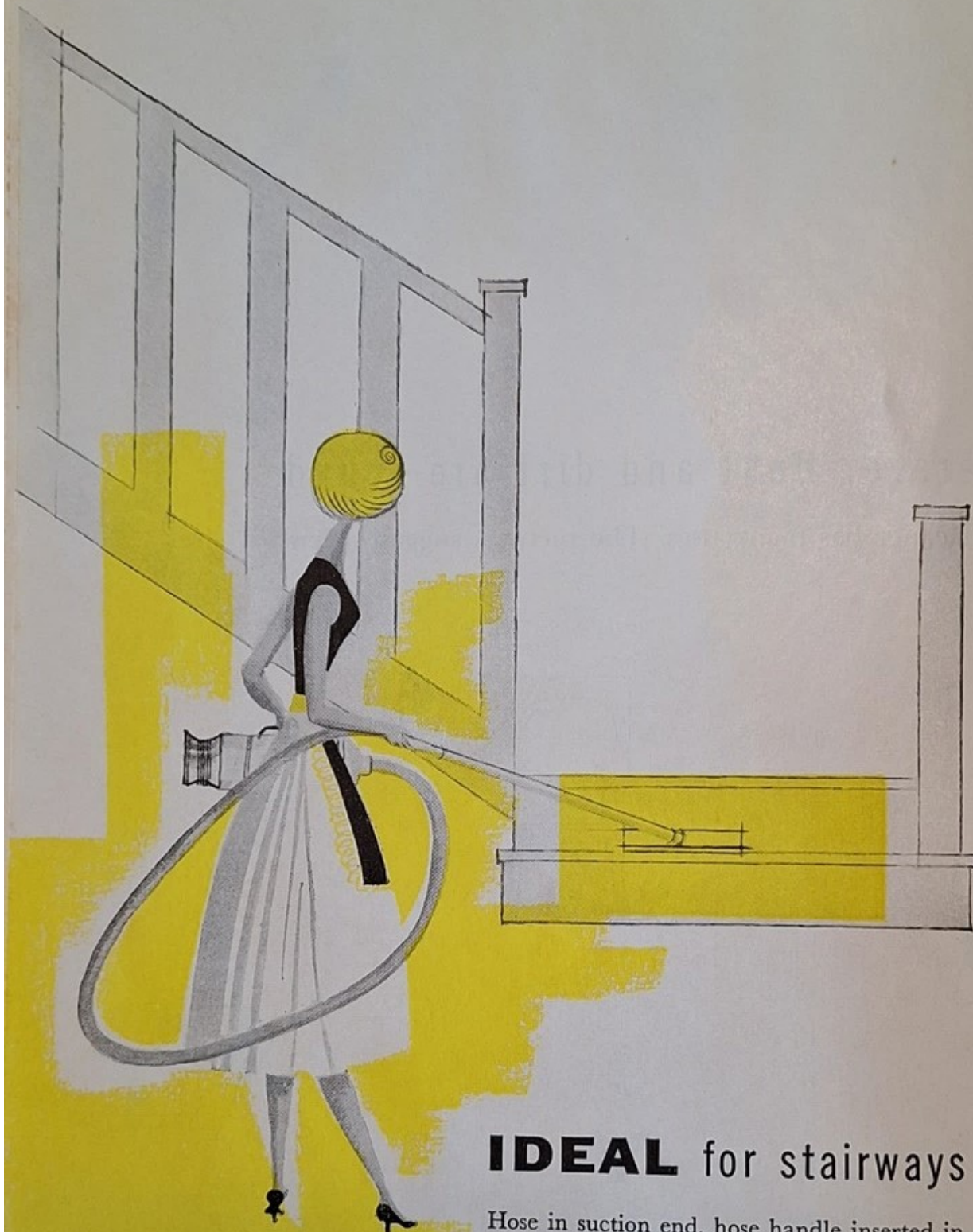
CLEANS...



... wherever dust and dirt are found

The cleaner has many uses. The pictures suggest a few





IDEAL for stairways

Hose in suction end, hose handle inserted in *one* section of wand. Use the larger all-purpose tool with the rug cleaner in cleaning position for carpeted stairways, the brush for uncarpeted stairs. The cleaner is so light you can pick it up with one hand and sail right up the stairs, cleaning a step at a time. The brush on the smaller all-purpose tool is fine for banisters.

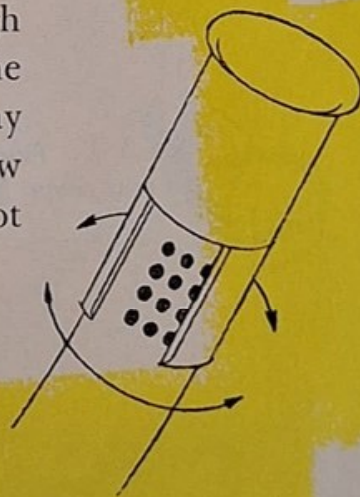
A line drawing of a woman in a dress holding a long-handled vacuum nozzle, cleaning a large, light-colored curtain. The background is a solid yellow color.

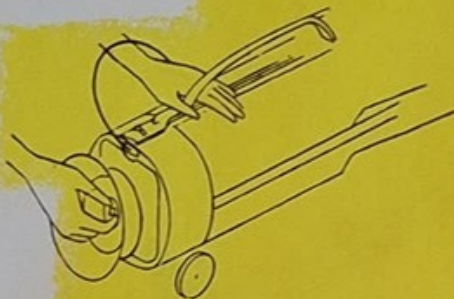
Model E Automatic has a **VACUUM ADJUSTER**

The Automatic E has a Vacuum Adjuster on the hose handle. There will be times when you will want to reduce the powerful suction for gentle cleaning of delicate fabrics such as curtains or light draperies, cloth covers, silk lampshades or other light materials.

Turning the control ring on the hose handle opens one or more air vents. The more air vents opened, the more the suction is reduced.

A few types of light rugs are cleaned easier with reduced suction. Some rugs, whether of cotton or synthetic yarns, may have a rubber backing which prevents air being drawn through the rug. On such rugs reduce suction with the Vacuum Adjuster. Stubborn surface litter may be picked up by opening the Gleaner air flow concentrator on the rug nozzle but it should not be opened on loose yarn rugs.





Remove the rear cover by unscrewing the center thumb knob.

If the cleaner has an Automatic Cord Winder (see page 27) swing the Cord Winder to one side before opening the rear cover.



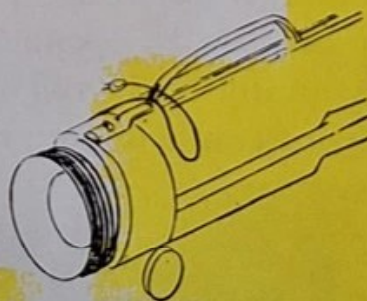
Grasp the dirty filter by the corner, pull it out, throw it away

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 at intervals, depending upon how often the cleaner is used.



Place clean filter in rear cover. Make certain the fluffy side is up



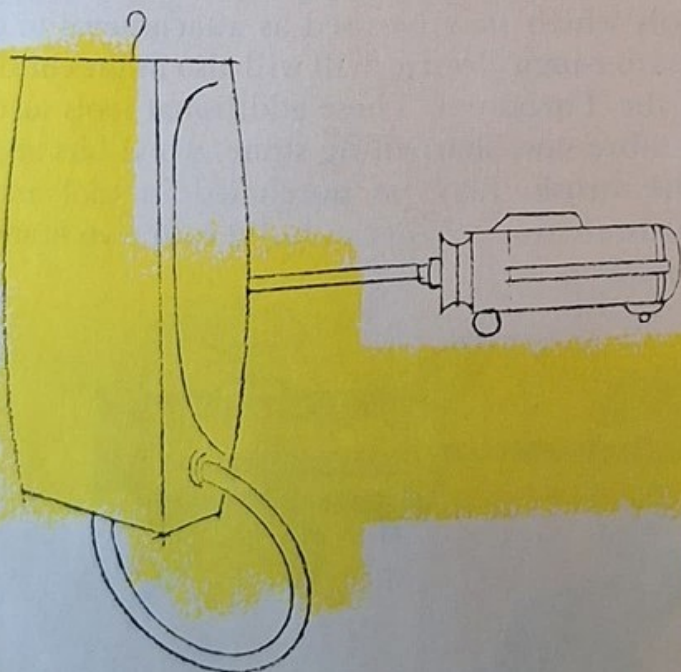
Replace cover

ELECTROLUX

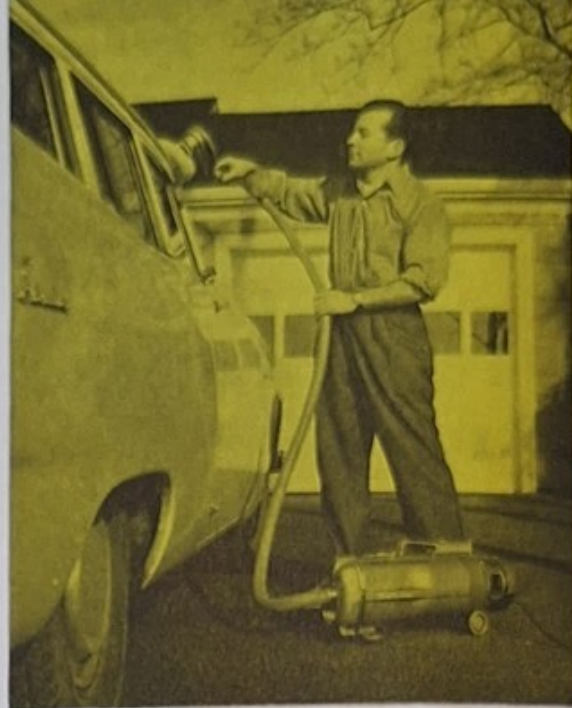
Home Maintenance Services

Cleaning, Polishing, Demothing

Having found to your satisfaction that the Electrolux Cleaner is a good cleaner, you may want to own other Electrolux products which will help you to keep your home scrubbed, polished and free from the ravages of moths, carpet beetles or other insects. Some of these products are described on the following pages. You may have bought some of them with your cleaner, others you may wish to acquire now to avail yourself of the complete Electrolux Home Maintenance Service. They are inexpensive aids to a well kept home.



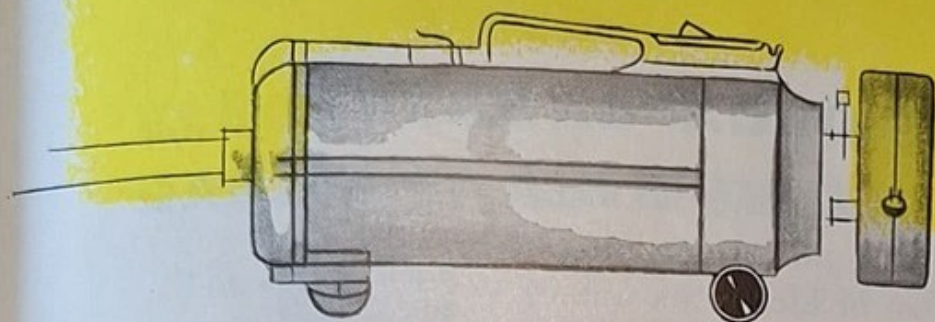
**ELECTROLUX®
TURBOTOOl
MULTI-USE
AIR POWER
APPLIANCE**



Imagine! Now you can scrub and polish your floors with Air-Power. The Turbotool Polisher and Floor Scrubber does it for you. With a minimum amount of water, linoleum and floors can be scrubbed clean. Easy to change brushes . . . special splash-protection features . . . protective bumpers . . . and remarkable speed make the Turbotool Air Power Appliance a valuable home maintenance work-easer. An added important feature is a soft, lasting lamb's wool buffer. Brings polished surfaces to a brilliant finish.

Sanding and drilling attachments come with the Turbotool, including a drill chuck. Any tools which may be used as attachments to a quarter-inch electric drill will also fit the chuck of the Turbotool. These additional tools such as sabre saw, sharpening stone, wood bits and wire brush, may be purchased in tool and hardware stores. You can build your own home workshop.

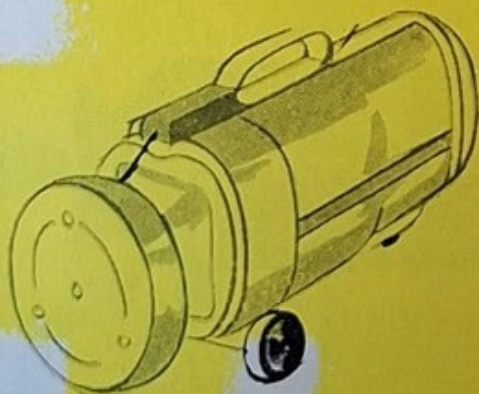




The
AUTOMATIC CORD WINDER,
 a convenient time saver

The Electrolux* Cord Winder has a window shade action which rewinds the cord automatically. The long cord permits cleaning an entire room from one electric outlet. When using the blowing end of the cleaner, unscrew the thumb knob at the top and swing the Cord Winder to one side.

*Reg. U. S. Pat. Office



ELECTROLUX® SPRAYER

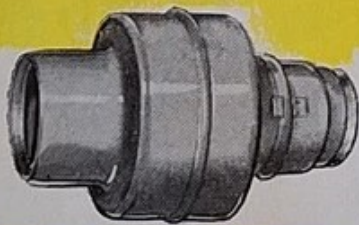
The Electrolux Sprayer has many uses. It is just right for applying a fine, even coat of Electrolux wax to floors and linoleum. In addition to spraying waxes it can be used for Moth Proofer, insecticide, garden spray and other liquids. Money saving home rug shampooing is one of the most valuable uses for the sprayer when used with Electrolux Nuvo Shampoo.



ELECTROLUX® VAPORIZER

Moth protection can be accomplished effectively, economically and easily, with the Electrolux Vaporizer.

It is easily attached to the blowing end of the cleaner. Electrolux Moth Crystals, the large nugget size, are placed in the metal vaporizer and evaporated to form a gas that is deadly to moths.



ELECTROLUX®

GARMENT-AIRE® BAG

The Electrolux Garment-Aire Bag protects your clothes from moths, dust, insects. Easy to use and economical, it is a mothproof storage vault right in your own home. The colorfully designed Garment-Aire Bag is made of sturdy materials and is manufactured to give years of service. The Garment-Aire Bag is dust proof. Another important use—clothing may be air-washed in the Electrolux Garment-Aire Bag.

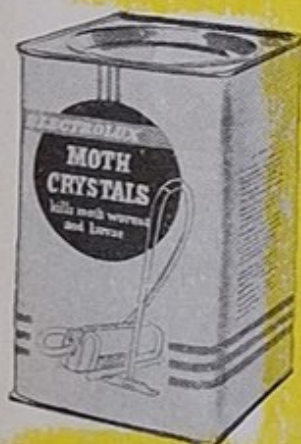




Nuvo Shampoo



Floor-Cleaner



Moth Crystals

CLEANING, POLISHING and



Moth Proofer



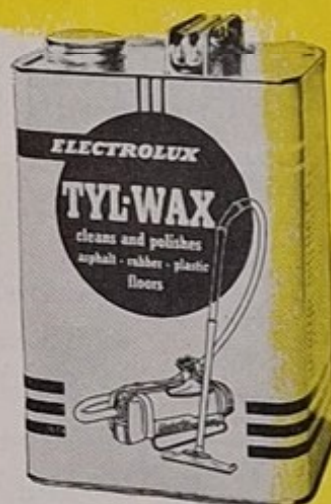
Cleaning-Polishing Wax



Furniture Polish

DEMOTHING AIDS

Tyl Wax



Self-Polishing Wax



your

FRIENDLY

Electrolux salesman

will be glad to help you with any of your cleaning problems

Customer's Name _____

Date _____ Serial No. _____

Salesman's Name _____

Address, Electrolux Corporation _____

_____ Tel. _____

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.

by *W. Leets*
Treasurer

Electrolux advantages are **PATENTED**

Electrolux* Cleaners and many of the home maintenance aids that may be purchased with them 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:

2,203,964	2,572,515	2,676,669
2,211,006	2,574,686	2,682,317
2,211,815	2,580,642	2,683,501
2,214,632	2,580,644	2,702,325
2,243,435	2,591,490	2,714,425
2,254,611	2,596,806	2,722,710
2,255,763	2,596,807	2,724,456
2,273,883	2,596,808	2,737,262
2,307,827	2,609,555	2,737,263
2,322,038	2,621,757	2,747,214
2,333,471	2,622,263	2,779,255
2,336,635	2,622,265	Re. 23,516
2,477,685	2,625,515	Des. 158,743
2,496,813	2,635,708	Des. 161,076
2,548,942	2,641,330	Des. 167,512
2,564,467	2,649,606	Des. 175,345
2,564,468	2,654,439	
2,567,221	2,667,943	

*Reg. U. S. Pat. Office



touch no dirt!



breathe no dirt!



see no dirt!

only the
ELECTROLUX[®]
CLEANER

has the automatic self-sealing disposable bag