

STEP INTO TOMORROW WITH NORGE



MARVELS OF MODERN LIVING
AT THE FESTIVAL OF GAS

FIRST AT THE FAIR



PREVIEW FIVE FABULOUS GAS HOME APPLIANCES FROM NORGE

BREATH-
TAKING
DESIGN

TOTALLY
NEW
CONCEPT

ENGINEERING
EXCELLENCE

NORGE
HAS DONE
IT AGAIN!

EXCITING

Even at a Fair filled with the unbelievable, the Norge gas home appliances of the future cause excited comment from everyone who sees them in the Gas Pavilion. And to think, before long, these "wonder machines" will be every-day items in our own homes!

Just as television and Nylon seemed too good to be true when they were introduced at the 1939 New York World's Fair, these five from Norge seem fantastic . . . But to Norge planners, designers and engineers they are very real indeed. Years of research and development back up their promise of mass production in the not too distant future.

There is good reason for showing these appliances in the Gas Pavilion's "Fun House of the Future." Gas—the fuel of the future—is the source of energy for their automatic operation. And **fun** is the way Norge and the Gas industry both feel that homemaking of the future should be. Now see for yourself what's just around the corner in ultra-modern living . . .

Three-compartment,
ceiling-suspended

OVEN

It doesn't even look like an oven, yet this graceful, ceiling-suspended, shell-shaped unit is actually **three** individually-controlled ovens! It is glass, except for the base and upper works. The interior is divided into three parts, each with its own timer and "programming" controls. You rotate the base lightly until the proper oven stops in front of the waist-high access door.

The timer in each oven can be set to program cooking to start at different times for different foods, so that all three finish cooking at the same time. Infra-red radiant heat—powered by gas—cuts cooking times drastically from the conventional ones we use today. This intense heat directed at the food also reduces the amount of insulation needed.

One oven area has a flat surface for baking and roasting. Here, the food rotates on a motor-driven turntable in front of the radiant heating element. The other two ovens have vertical and horizontal rotisseries for delicious cooking of chicken, chops and steaks.



DISHMAKER

Makes new dishes ... as you need them

In the gas kitchen of tomorrow, you'll get your dishes from this wall-mounted unit that looks like a kitchen cabinet.

But instead of reaching for a plate from the shelf, you will take out a new, disposable plastic plate, made-to-order in this Dishmaker. There will be no dishes to wash, dry (and sometimes break), put away, and take up storage space.

Norge designed the Dishmaker to meet the increased need for disposable everyday dishes: more practical than paper, no more expensive and even easier to use! You simply go to the machine's self-contained storage bin to select the dishes you need, as you need them. When you want to make more of anything—cups, saucers, plates, serving pieces, simply push a button for the desired utensil and the Dishmaker gets busy . . .

Dishes are made from large sheets of plastic—plain colors or pretty patterns. The sheet loads at the bottom of the Dishmaker, then travels up the back of the unit where a series of gas burners heat it to a softened condition, then on to a mold of the type of utensil desired.



RANGE

Looks like a table ... cooks like a dream

This range stands on the floor in light, slim-lined beauty. The smooth top surface is divided into eight cooking areas, but no dirt-catching cracks or crevices, not even an open flame, do you see! The burners are located beneath the high-temperature ceramic surface and transmit heat by conduction and radiation.

In place of the conventional hood and fan over the range, venting is from **underneath** the work surface, so there is never a whiff of cabbage cooking or bacon frying.

The Norge range-of-the-future, on easy rolling casters, can be pushed back against the wall or under cabinets when it's not in use, and rolled out for easy access wherever it's most convenient—in the middle of the kitchen, on the porch or patio. The gas connection is a hose which can easily be connected and disconnected at special outlets.



REFRIG- ERATOR FREEZER LIQUID DISPENSER

A complete food center and work surface in one circular, pedestal-mounted unit. The lower-level freezer and upper-level refrigerator revolve on a central shaft, to bring contents into full view in front of you, without your having to stoop or bend.

The work counter at waist-height is stationary, but the freezer unit beneath it revolves within its insulated shell. The freezer contains an icemaker which automatically makes ice cubes and dumps them into a storage bin. Water for the cubes is piped-in automatically, too, so there is nothing whatever to do to keep a constant supply of cubes.

The top half of this unit contains an eye-level refrigerator, meat keeper and liquid dispenser. The refrigerator compartments for fresh foods, dairy products and vegetables rotate for full visibility, appearing in front of a glass access door. The beverage dispenser resembles a drug store soda fountain. Here a constant supply of hot coffee, tea, bouillon, or cold fruit juices can always be available. The concentrates of these beverages are simply placed in the dispensers, and piped-in hot or cold water is automatically mixed thoroughly with them.

All of the thermoelectric power for this unit is produced from a gas fuel cell, the remarkable mechanism that converts gas to electricity.





CLOTHES CLEANER

As easy as hanging up a suit

A pedestal-mounted unit that looks like an inverted water glass is designed to provide home cleaning for all your clothing and many household things (pillows, draperies, slip covers, etc.).

No one in the family need ever be at a loss for a clean suit or dress —there can always be one ready and waiting, with a Norge Clothes Cleaner in the house.

Operation is simple: items to be cleaned are hung up in the machine on hangers. To minimize wrinkling, the cleaning solvent is introduced as a spray, rather than having clothes tumble about in a solution. Ultrasonic vibration agitates the to-be-cleaned items, breaking loose insoluble soils such as sand, dust and dirt. The Norge solvent removes all grease and oil stains as well as the water soluble stains. Then, with cleaning completed, the fresh, cleaned items are dried gently by gas heat.

THE
“NOW”
FROM
NORGE

MORE THAN
A TOUCH
OF THE
FUTURE
TODAY!

