



OBJECT ID	2011.7.191
OBJECT NAME	Advertisement
OBJECT COLLECTION	Alex's Candy Shop (is part of)
DATE CREATED	1920 – 1940
MEASUREMENTS	24.2900200000 cm. W x 31.59252 cm. L, Item (Overall)
MATERIAL	Paper
OBJECT ENTITIES	Rassogianis/Franks families, By (owned by) Rassogianis, (is related to) Franks, Paulina (is related to)
ACCESS POINTS	Alex's Candy Shop St. Louis Ice Cream Parlor

OBJECT DESCRIPTION

This is an advertisement for the Two-in-One Ice Cream Freezer. The advertisement reads, "Make your own Ice Cream -- Earn the Manufacturer's Profit" printed largely at the top of the ad. Below it, on the left, in slightly smaller text, it reads, "A New Business Opportunity For Progressive Merchants Everywhere" and on the right, "Two-in-Onr Automatic Freezer Advantages." Numbers 1-10 then descend down the right side of the ad, in bold black type, with ten advantages of the freezer listed next to a corresponding number. In the middle of the advertisement there is a color picture of the Two-in-One , with "Two-in-One 5 Gallon Freezer and Horizontal Cabniet" printed underneath. In the bottom left-hand corner, there is a section boxed type for those interested in the freezer to fillout and mail to 6822 West Roosevelt Road, Berwyn, ILL.

ORIGIN

Paulina Franks' grandfather, John Rassogianis, came to Chicago in the 1890s. He began his life in the new city by peddling fruits and later, with the help of his sons Alex and George, would open a candy store. In the 1920s Paulina Franks' father Constantine became a part of the family business and the store was able to prosper. When the second business closed Paulina Rassogianis chose to hold as many of the candy store's items as possible and, later, donate them to the National Hellenic Museum.

The Rassogianis family began their candy business in Chicago proper, working out of their own shop named "St. Louis Ice Cream Parlor." Eventually, the shop was closed and the Rassogianis' chose to continue their candy store venture in Berwyn, Illinois. The new shop they chose to open was named Alex's Sweet Shop.

Paulina Franks' father was a key contributor to the success of the Rassogianis candy stores. While Constantine Rassogianis was a noteworthy entrepeneur, he also had many other accomplishments. Among these was his four years of involvment in the Greek national military during World War I wherein he obtained the rank of sergeant. Also, he was a published author and poet, an experienced mandolin player, a church officer and had extensive knowledge of psalti.

CITATION

Advertisement, 1920 – 1940, Alex's Candy Shop, *National Hellenic Museum*, https://collections.nationalhellenicmuseum.org/Detail/objects/. Accessed 11/10/26.