

**Make your own Ice Cream -- Earn the Manufacturer's Profit**  
**A New Day Business Opportunity**  
**For Progressive Merchants Everywhere**

**Two-In-One Automatic Freezer Advantages**

- 1 Proved by its years of actual operation.
- 2 Simple, sturdy mechanism -- built to last for years.
- 3 Reasoned appearance -- attracts patronage.
- 4 Handless steel construction through-out -- will not corrode.
- 5 Fast freezing -- 20 quarts of cream in a few minutes.
- 6 Two direction choker -- makes automatic cream possible.
- 7 Shakes quickly and cleanly -- requires less than one minute.
- 8 Large, maximum production capacity.
- 9 Direct expansion freezer -- no brine to cause delays and trouble.
- 10 Generous size storage and hardening cabinet built integral with freezer -- 20 gal. capacity or more.
- 11 Equipped with the dependable electrical compressor unit.
- 12 Lightly priced and the only patented equipment of its kind in U. S. and Canada.

**Two-In-One 5 Gallon Freezer and Horizontal Cabinet**

Please this gleaming, attractive freezer and cabinet in your store. From the standpoint of appearance alone it is an asset to any business. As a profit maker it is a little gold mine. Numerous exclusive advantages distinguish the Two-In-One freezer from any other equipment on the market. First manufactured six years ago it has passed through the experimental stage and therefore affords a proven product.

The direct expansion freezer and the elimination of the usual brine solution, makes it possible to start freezing ice cream in less than one minute after the machine has been turned on.

The sensitive cream ever produced is possible because of a choker which runs in one direction and a stopper which rotates in the opposite direction. Two and one-half gallons of mix becomes five gallons of fine textured, delicious ice cream.

Twenty gallon storage capacity in the hardening cabinet provides for an adequate stock to meet practically every emergency. Read the list of mechanical specifications listed at the right. You will quickly recognize that the Two-In-One Automatic Ice Cream Freezer is a quality product built for years of satisfactory service.

*"Being a fellow," And when the public follows a tip.*

The bank business will continue for the generation of producing food products on the premises. Today the progressive chain store, one variety store, five and ten store in the heart of his place of business and his daily in some instance. Delightful machines, genuine machines, every piece of equipment are not to last unless it will not run one.

And now the greatest electric refrigerator makes possible the production of ice cream in the case of the merchant who sells it. The TWO-IN-ONE AUTOMATIC ICE CREAM FREEZER presented heretofore represents the highest development in equipment designed for the purpose.

The merchant who makes his own ice cream not only enjoys all of the advantages of convenience and increased patronage, but he actually doubles his profit. He can produce ice cream at an average cost of 10 cents a gallon, and one market his product without complaint. Then many quarts are there in a gallon of commercial ice cream? The chance we can pay for this, but you get paid for only three. Hundreds of men have proved that producing of commercial ice cream means a shortage of 200%. There is no such loss with the Two-In-One system.

Write today and get all the facts about this amazing new money-making opportunity. The difference between what you can pay for ice cream and the cost of making your own will pay for a TWO-IN-ONE freezer without a penny of additional investment.

If you would like to see a sample TWO-IN-ONE AUTOMATIC ICE CREAM FREEZER, call 6822 West Roosevelt Road, Berwyn, Illinois.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_

OBJECT ID	2011.7.224
OBJECT NAME	Advertisement
OBJECT COLLECTION	Alex's Candy Shop (is part of)
DATE CREATED	1930
MEASUREMENTS	24.6075200000 cm. W, 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 Cabinet" 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. On the back of the advertisement, on the left side, in bold type, is "For Bigger Profits A Better Product Satisfied Customers." On the right side, "Two-in-One Automatic Ice Cream Freezer" is written with "The First and The Original" printed below it.

**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 entrepreneur, he also had many other accomplishments. Among these was his four years of involvement 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.

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#### CITATION

Advertisement, 1930, Alex's Candy Shop, *National Hellenic Museum*, <https://collections.nationalhellenicmuseum.org/Detail/objects/>. Accessed 12/01/20.

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