FACTS
for your
CONSIDERATION

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Rockford Illinois

ALL RIGHTS RESERVED
The New Roper is Fully Protected by Patents and Patents Pending.
Every woman pictures herself in the "kitchen of her dreams"—a kitchen immaculate, surrounded by clean, glistening walls; snowy curtains; gleaming floors, woodwork and ceiling; sparkling cooking utensils; and modern cooking equipment.

Happy is the woman, for whom this dream of an up-to-date kitchen comes true. Gone is the drudgery of kitchen work. The cooking of meals becomes almost as thrilling as a game of golf, or an afternoon of bridge.

And considerate is the man who provides this "kitchen of her dreams" which she can show to her friends with pride. He will delight in the companionship of a happy, gay and cheerful wife, who can keep her sweetheart charm and good nature in a modern, cool, cheery, convenient kitchen.

A larger measure of happiness and contentment prevails in homes where mother is freed from kitchen drudgery.
Beautify YOUR Kitchen!
Start your "dream kitchen" with a new Roper Gas Range. Use it as the basis for your color plan. Use its savings to buy other kitchen appliances.

The new Roper Gas Range is as advanced over common gas range design as the new stream-lined cars are over the horse and buggy. New conveniences, new developments, new designs, new colors, combine to bring you a tasteful, modern gas range that is the speediest, most economical, most flexible, most convenient cooking appliance on the market today.

There is a Roper Gas Range to suit every type of home—to meet every budget. National distribution makes possible volume production, bringing about lower costs—and YOU BENEFIT!

"And THIS is MY new gas range," say thousands of women.
Modernize YOUR Kitchen—begin NOW!
A smart new console model that will win your immediate interest. Porcelain enamel finishes available include Ivory with modernistic Green trim, Ivory with Sun-Tan, or White with Black.

Every detail is the result of careful thought—to bring you greater convenience. Notice the modern styling of the bakelite handles, "always cool" because they are hollow.
Baking oven, 16x20x14"

Floor space, 25½x43¼"

The All-gas Kitchen is the ideal kitchen
This beautiful, standard table-top gas range will add colorful charm to your kitchen. With top finish representing mother-of-pearl, as illustrated, and with towel rack at end of range—it is an outstanding value. Available in three porcelain enamel trims—Ivory with Green, Ivory with Sun-Tan, or White with Black.

"Utmost convenience for the home maker" has been the watchword in producing these beautiful new Roper Gas Ranges.
Baking oven, 16x20x14"

Floor space, 26x41¼"

True Economy
Gas equipment pays for itself
Nowhere can you find a better cooking appliance. It embodies everything that you ever desired in a gas range... truly a DeLuxe model. Porcelain enamel finishes available include Ivory with Green, Ivory with Sun-Tan, or White with Black trim.

Delicious, rich, juicy steaks are easy to broil on the new Roper Gas Range—without fuss or bother—and without thermostatic interference!
Gas is Better

It's cleaner, hotter, cheaper
This four-burner De Luxe table-top model is a marvelous cooking appliance. It is the gas range of tomorrow—ready to serve you now. Available in three porcelain enamel finishes—Ivory with Green, Ivory with Sun-Tan, or White with Black trim.

Large, roomy utility drawer slides easily, even when weighted down with utensils. Saves miles of steps.
Baking oven, 16x19¼x14"

Floor space, 29x40½"

Gas Cookery
offers the correct heat for every food
A "custom-built" gas range at the cost of a regular model. Four, six, or eight top burners—two large baking ovens—or one baking oven, a "waist-high" broiler and a utility drawer are yours for the asking. Three trims, Ivory with Green, Ivory with Sun-Tan, or White with Black.

Think of it—a gas range that lights itself—starts and stops itself—automatically—even while you're far from home!
Baking oven, 16x19\(\frac{1}{4}\)x14"  
Floor space, 29x40\(\frac{1}{2}\)"

For Broiling

no fuel equals gas
A beautiful, De-Luxe model for the large home, where extra cooking and baking capacity is needed. Two large baking ovens—four, six, or eight top burners. Your choice of three trims—Ivory with Green, Ivory with Sun-Tan, or White with Black.

Spaciousness is in-built. Extra-large ovens and cooking top offer you plenty of room for numerous baking and cooking utensils at one time.
Two baking ovens, each 16x19\(\frac{1}{4}\)x14"  

Floor space, 29x40\(\frac{1}{2}\)"

**Finger-tip Control**

makes gas cooking a pleasure
FROM time immemorial, woman has been elected to prepare foods for the family. Scorched by the camp-fire — dragging huge logs for the fire-place — fighting the dust, dirt, and ashes of coal, coke, and wood fires — until the advent of GAS, cooking was another name for drudgery.

Today the gas range has made the preparation of foods an easy, enjoyable task. It has freed woman for recreation, giving her time to do the things she wishes to do.

Moreover, gas is economical. There is no other fuel that gives such complete satisfaction at such low cost. No other cooking equipment requires so little care or maintenance. The first cost is the last. Quick, clean, gas heat speeds up cooking operations, resulting in fuel economy. Insulated ovens permit shutting off the gas before the baking is completed. Automatic controls start and stop the range at a predetermined time, making true economy possible.
Original cost of a gas range is less

Volume production assures lower costs. It is hard to realize how much your dollar will buy in a gas range, in comparison to prices asked for other types of household equipment.

Little or no installation cost

There is little or no installation cost for a gas range when gas is piped to the kitchen. Experienced men install and test your new range.

The operating cost is less

Use just the right amount of heat for every cooking operation. Save gas by a liberal use of the simmer. No costly replacements.

Gas cookery reduces food shrinkage

Foods bake in pure, “fresh”, moisture laden air. They do not dry out, but retain their original flavors and juices. Waste is practically eliminated.

Whole meals for less than one cent per person

National surveys have proved the truth of this statement. Little wonder that gas has become the favorite fuel in American homes!

Gas Ranges Last Longer
These conveniences cleaner, better

"EconoSpeed" Burner and "Center Simmer"
Economical, fast, non-clogging and silent. Heats evenly over entire bottom of utensil.

New "Air-Stream" Cooking Top
The most outstanding innovation in the history of cooking top design and styling. Beautiful, economical, fast, distinctive, modern.

"Air-Stream" Bowl and Utensil Support
Permits easy handling. Makes possible high burner efficiencies. No excessive fingers to clean and scour.

Unitary Lighting and Burner Assembly
Each burner lights automatically as you turn on the gas. Simple unit design, instant lighting, and safe, efficient operation.

"UniTrol" Valve Grouping
All bakelite valve handles compactly grouped on control panel, lending tone, smartness—enriching its beauty.

No more guess-work with a
make gas cookery and cheaper

**Easy-sliding Utility Drawer**
An additional storage compartment for pots, pans, etc. Saves miles of steps. Operates easily and smoothly.

**“Handy” Shakers**
For salt, pepper, sugar, etc. Furnished in modernistic, embossed tray that is mounted on back of top rail. Convenient, saving of steps and time.

**Utility Light**
Illuminates cooking top and working surface on table-top models. New type, frosted glass cylindrical fixture, is mounted on chromium-plated tubular supports.

**Baking Timer Alarm**
Musical alarm serves notice that time set has elapsed. Can be set for any interval up to sixty minutes. Modernistic, embossed case.

**“Insta-Matic” FULL Automatic (Clock) Control**
Genuine Telechron time clock causes range to light itself, start and stop at predetermined hours, even while you’re far from home. Eliminates oven-watching.

*modern Roper GAS Range*
Come in and features—the cooking

Standard Monel Metal Top
On standard table-top models, the lift-up cover, oven top and rails can be furnished made of Monel Metal to complete the kitchen ensemble.

INSULATED "Fresh-Air" Oven
Heavily insulated with pure, washed Rock Wool. Air circulates evenly throughout oven. No hot or cold spots. Makes possible a cooler kitchen and more economical operation.

"Lifetime" Cooking Chart
Burned into porcelain enamel oven door lining. The correct time and temperature is always in front of you—the chart cannot get torn, lost, or mislaid.

Non-sag "Shelf-X" Oven Rack (Deluxe Models)
Permits pulling out of oven rack to "locked" position, without danger of sagging and foods sliding off. Easy sliding. "X-mesh" construction. Small utensils cannot tip over.

Porcelain Enamel Oven Linings
Oven linings are porcelain enameled on BOTH sides, making them rust-proof, germ-proof and easy to clean as a china plate. Removable. Speckled to reflect light.

There is no substitute you best in a
see these new latest in gas equipment

DeLuxe Monel Metal Top
On six or eight burner table-tops the complete cooking top and bowls can be made of monel metal. On four burner de luxe table-tops, working surface would also be of Monel Metal.

“Waist-High” Slide Broiler and Astogril
Regularly furnished on all De Luxe series ranges. Slides out and in with broiler door. Broiler door drops down to serve as shelf for platter, etc. Astogril is standard equipment.

Slide Broiler with “X-Mesh” Broiler Rack
For standard Roper Ranges. Slides out and in with broiler oven door. An enameled pan with “X-mesh” broiler rack is regular equipment.

Astogril Broiler
Chromium-plated broiler pan with stainless aluminum grill. Broils any food which can be fried. Minimizes smoke and sears food instantly, sealing in the flavor.

“2-in-1” Combination Radio-Dial Oven Heat Control and Oven Gas Valve
Accurately maintains correct oven temperature. Set the control and turn on the gas, in one operation. Broiling and toasting operations ARE NOT AFFECTED BY THERMOSTATIC INTERFERENCE!

for GAS—let it serve modern gas range
I am interested in model No. .................. R or L

Color trim ............................................

Budget Purchase Price - - - - - - - - $...........

Down Payment - - - - - - $...........

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Net Balance - - - - - - $...........

Terms: ..............................................

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Signed,

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Sales Representative