

Just For Openers January-December 2021

The Company Behind the PELCO Name

By John Eblen



What Does PELCO Stand For? Many people are not aware of the company name associated with **PELCO** embossed across early Brown Manufacturing, Starr X openers. It actually was an abbreviation for the "Portable Elevator Manufacturing Company" famous for their "LITTLE GIANT" grain elevators used in the farming industry. Grain elevator manufacturing was only seasonal work for the company to meet and keep ahead of demand for them. Instead of laying off the skilled workforce, during the off season, the company branched out and started manufacturing Pelco brand beverage coolers. They also provided cooler chassis for Freez-All freezers and the Ideal Dispenser Company, thus connecting them to the refrigerating industry revolution early days. This manufacturing started from the mid-1930's continuing into the late 1940's. Grain elevators however, remained the company's signature product right up until the company was eventually sold in 1967.



FILTERS AND REFRIGERATORS

Ser. No. 460,124 PORTABLE ELEVATOR MFG. CO., Bloomington, Ill. Filed Apr. 23, 1943

PELCO

FOR REFRIGERATORS AND COOLERS FOR COOLING AND MAINTAINING COOL OR COLD, FOODS, BEVERAGES, DAIRY AND FARM PRODUCTS; ICE BOXES, ICE CHESTS, ICE CREAM FREEZERS, ICE MAKING MACHINES.

Claims use since Feb. 1, 1936

LITTLE GIANT

is the most COMPLETE line of elevators built.

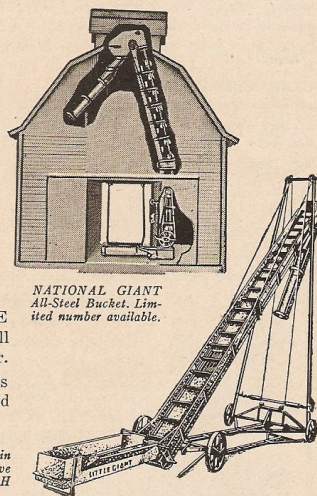
Sell a complete line—the line that sets the standards, in the industry. There's a LITTLE GIANT for every farm job—Single and Double Chain all-steel PORTABLES; big-capacity, easy running BUCKET machines that are years ahead in design and performance. No skimping on quality—no "short-cut" specifications. Write for free Crib Plans, Elevator Manual, and profitable dealer plan.



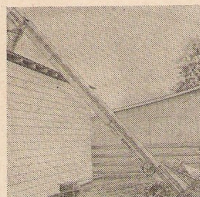
For 1946

All models of LITTLE GIANT elevators will be available this year. Ample repair parts stocks at jobbers and transfer points.

LITTLE GIANT Double Chain All-Steel Portable. Exclusive double-trussing THROUGH joints from head to boot.



NATIONAL GIANT All-Steel Bucket. Limited number available.



LITTLE GIANT Single Chain "RED-HEAD." All-steel. Biggest capacity all purpose machine for the low cost.

PORTABLE ELEVATOR MFG. CO.

146 Grove Street, Bloomington, Illinois

