

Now a remarkable way to get clothes cleaner with less wear Kelvinator—the washer with the Golden Touch

Electric Laundry Pays Dividends

If the hot water situation in your home has become a topic of "heated" conversation—then you should do something about it.

Do you waste time "doing the laundry" because you have to wait for the water to heat up? Is your husband furious because of his inability to draw hot water for his morning shave?

When the hot water situation in your home reaches this hopeless state, the man of the house is bound to advise you to do something about it.

It is sometimes a little more difficult to get his consent, however, before matters reach this chaotic condition.

According to the Live Better Electrically Program of the Edison Electric Institute, the man of the house considers any major purchase for the home an investment and it is usually best to appeal to him on this basis. And if you are going to secure the total electric laundry center of your dreams, you will have to convince him that his investment is a sound one that will pay dividends.

First and foremost you can point out that automatic electric laundry equipment is quality appliances. Electric laundry equipment saves money. The gentle action of these laundry duets makes clothes last longer. Also items can be washed easily and put back into use so less clothing and linens are required and this is important for a growing family. A recent study indicates that the average family with a dryer saves \$125 a year in clothing costs.

Completely automatic clothes washing and drying save time that can be devoted to other household tasks and responsibilities that may be neglected at the present time.

There is even a saving on ironing. Many articles in the family wash do not need to be ironed after they are removed from the automatic electric dryer. Many garments emerge soft, fluffy and free of wrinkles.

Electric drying also eliminates weather worries and this can be important business luncheon.

The automatic electric water heater is also an excellent investment because of its proven longevity and constant efficiency in tests with other water heaters.

So the shortest road to meeting your complete laundry needs, whether on the advice of a husband or to secure his consent, is the ticking off of the advantages that place the total electric laundry in a class by itself.



How does KELVINATOR get clothes cleaner with less wear and tear on them?

The answer is in a radically different agitation system that we call the "Golden Touch." This "Golden Touch" is different in what it does; different in what it doesn't do.

Prescrubs for you

Now Golden Touch agitation makes possible a unique, automatic prescrubbing action. For a full minute before the wash cycle, Kelvinator prescrubs your clothes in a small amount of water with the full amount of detergent. These concentrated suds loosen stubborn stains and ground-in dirt, bring back the "like new" look to your clothes. You never need prescrub by hand again!

Safely washes all fabrics

Golden Touch agitation is gentle enough to wash one pound of filmiest lingerie safely without special tubs or equipment. At the same time, it's thorough enough to get 12 pounds of dirty work clothes completely clean. The remarkable Kelvinator can do this because it surges suds through every bit of laundry 300 times a minute, instead of pulling clothes back and forth 50 times a minute as ordinary agitators do. Such old-style agitation concentrates the washing action at the bottom of the tub. That means clothing at the bottom is scrubbed roughly, while clothing at the top of the tub gets very little agitation. Golden Touch agitation works throughout the full tub, gets your whole washload uniformly clean without any rough scrubbing.

Saves water and detergent

Golden Touch agitation takes place in a solid tub instead of a perforated tub. Other washers use up to 50% more hot water and more total water than Kelvinator with its solid tub. Using less water means important savings because considerably less soap or detergent is required.

There's never been anything like this Kelvinator with the Golden Touch. Delicate lingerie and the most soiled work clothes come spanking clean when you wash them with the Golden Touch. It's the crowning achievement of our 50th Anniversary Year.

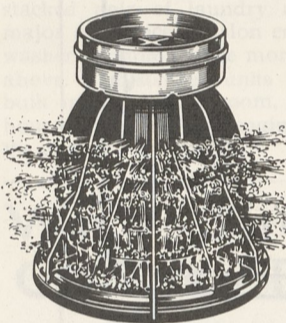


Saves wear on clothes

Because Golden Touch agitation is so gentle, your clothes last longer. The Kelvinator doesn't beat clothes back and forth and pound lint out of them. It's amazing how little lint several washings produced in the Kelvinator lint filter above. Less lint means less wear. In fact, Golden Touch agitation is so safe it can even wash a delicate paper napkin without tearing it!

We have a dramatic way of demonstrating this: first we soak a paper napkin with ketchup. Then we toss it in the washer with a full tub of water, and without any other load we put the napkin through the full cycle. When we take it out, the napkin is spotless and intact... not a tear in it.

We know you don't usually want to wash your paper napkins. But certainly a washer gentle enough to wash a paper napkin is sure to be gentle enough for your most delicate laundry.



180 scientifically placed holes in the Kelvinator "Golden Touch" agitator produce thousands of jet streams of sudsy water per minute.

Golden Touch Agitation

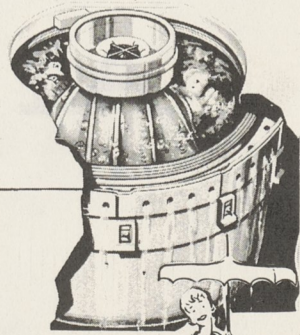
has no gears to go wrong. We know you're too busy to put up with washer breakdowns. That's why we eliminated the biggest single cause of washer failure, the gears. Result? The simplest, most dependable mechanism you can imagine. You'll never have to pay a \$70 bill for gear repairs when you choose the remarkable new Kelvinator with the Golden Touch. It's a product of American Motors ingenuity, an example of the imaginative approach to better living that developed Rambler automobiles. Kelvinator is built better to last longer, engineered to do a better washing job and keep right on doing it year after year after year. That's why Kelvinator can offer such a generous guarantee.



The Kelvinator "Golden Touch" agitator moves with an eccentric motion in one direction only.

Rinses 3 separate ways

1. There's a spray rinse that thoroughly soaks every bit of laundry.
2. There's an agitated rinse that makes sure there's no soap or detergent left lurking in your clothing.
3. An overflow rinse floats suds and dirt out over your laundry instead of pulling them through the clothes you've just washed. There is a rim of small holes well above the washing area in a Kelvinator that lets the rinse water out with no chance of depositing scum on your clean clothes. That's one more important reason why this Kelvinator, with the Golden Touch, gets clothes cleaner than you probably ever expected any automatic washer could.



TRUE OVERFLOW RINSING

Kelvinator Offers 5-year Parts Guarantee on Washer

Cleaner laundry with less wear and tear on expensive clothing! And a drive mechanism so dependable it's backed by a 5-year parts guarantee! That may sound like an idle claim. But it's the plain fact about the remarkable new Kelvinator line of automatic washers. And we're prepared to prove it in the following pages.

How did we build Rambler reliability into Kelvinator washers? By using the same revolutionary approach that created the compact car. We started the same way, with a good idea. The idea was simply that Americans were entitled to more real value for their washer dollar. Not gadgets and gimmicks. Greater washing efficiency and a long lifetime of dependable service.

Then we did what we had done

Home Laundry Exhibits Electric Living Advantages

The number of services electric power renders throughout your home can also endow individual appliances with special features and additional uses.

Electricity is the modern household servant and "modern," the Live Better Electrically Program of the Edison Electric Institute points out, means more than "circa 1963."

Research has shown that a modern appliance is the cleanest, most efficient and versatile way of getting a job done. The word automatic is also part of today's electric living vocabulary and "automatic" means electric power at work.

No area of the home better demonstrates the advantages of total electric features than the home laundry center. The first laundry appliances on the market saved homemakers tremendous time and energy but they did not provide for a number of special services required by today's new fabrics. Electric power increased the number of washing and drying cycles, as well as the versatility of new machines.

Today, automatic electric laundry equipment is capable of providing "custom" care that can add years to the life and appearance of modern fabrics. But custom care is only one of the features of modern electric appliances. In addition to providing special washing and drying methods your electric powered appliance can also include a number of other aids and services—all automatic.

Various electric models have different features to perform specialized services—they can add moisture as well as remove it—include special lighting for inside as well

with car design. Scrapped all the old notions and started from scratch to build a product that would give you the real value you want... and retain its value for years and years and years. That's why this washer is truly revolutionary. It should be! It's taken Kelvinator ten years to perfect the design and three years of intensive testing to make sure this Kelvinator was the most service-free automatic ever built. It has a remarkable and exclusive washing action, the only one that prescrubs for you and insures uniform washing through every load. It costs less to operate. And it has a "heart" that's so sturdy we guarantee the drive-mechanism parts for a full five years. There's never been a washer like the new Kelvinator!

as outside your machine and even, manufacture a greater amount of "sunshine" to dry your clothes. Live Better Electrically points out that the number of services electric power renders throughout your home can also endow individual appliances with additional uses and services. Add to this the beneficial characteristics of electricity and the pluses of total electric living become increasingly obvious.

Know your FABRICS and FINISHES when you launder

5 KINDS OF FABRIC FIBERS

(plus blends of two or more)

1. COTTONS, LINENS — natural vegetable
2. RAYON, ACETATES — man-made vegetable
3. SILK, WOOL — natural animal
4. GLASS FIBER — man-made mineral
5. NYLON, ORLON, DACRON } synthetic
DYNEL, ACRYLIC, VICARA }

FOLLOW INSTRUCTIONS on LABELS and HANG-TAGS of new garments.

DOES IT DYE?

Colorfast? Washable only in warm water? (READ LABELS)

FINISHES

- SHRINKAGE CONTROLLED — usually washes out quickly.
- PERMANENT or CREASE-RESISTANT — generally requires no starching.
- GLAZED — may or may not be washable. Hand wash, starch if desired.
- EMBOSSED — hand wash. Iron with cool iron when completely dry.
- MOIRE or WATERMARKED — usually not washable.
- CREPE — doesn't last.

Know your **LAUNDRY CHEMISTRY!**
the days of "SOAP and WATER" are gone forever — Choose the **RIGHT** chemical

for removing **DIRT** USE **SOAPS**

"unbuilt" — pure, mild — for LIGHT DUTY WASHING

"built" — alkaline added to give power for HEAVY DUTY WASHING

Light-Duty, mild syndet: For machine or hand washing sheer or non-color fast fabrics.

Heavy-Duty, has builders for increased cleaning power — for machine-washing.

"Low-sudsing" detergents are especially for tumbler-type washers and combinations.

to help remove **STAINS** USE **BLEACHES**

Also a disinfectant. Use LIQUID with care. Use DRY for delicate and synthetic fabrics.

to give **BODY** to fabrics USE **STARCHES**

either VEGETABLE (cake, powder, or liquid) or PLASTIC (liquid) — lasts through several washings.

to keep fabric **FLUFFY** USE **FABRIC SOFTENERS**

in rinse water. Helps reduce wrinkles and eliminates static in synthetic fabrics.

to get rid of **STAINS** USE CARBON TETRACHLORIDE · VASELINE · OXALIC ACID · GLYCERINE · ALCOHOL · ACETONE (follow instructions)

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