

### Seven Sheets In One Load

Here is true economy in washing . . . saves on electricity, on water and on washing time. Check the instruction book of other automatic washers, whether they claim 12 lbs. or not. You'll see that most recommend you wash no more than 3 or 4 sheets in a single load. That's because ordinary agitator action starts choking up when you add the 3rd or 4th sheet. NOT PHILCO-BENDIX! The Philco 12 lb. capacity means 12 pounds of laundry . . . 7 SHEETS in a single load, almost twice the load of ordinary Automatics.



### Water Heater Back-up-Man

The electric water heater is the "back-up man" on the home appliance team, according to the Luzerne Electric Division, UGI.

Because he operates quietly from the sidelines and requires no coaching and little attention, homemakers almost forget that he's there.

He carries the ball any hour of the day or night, providing instant hot water for all the family needs. He needs no warm-up period; goes into action when the homemaker calls the signals; and even knows all the plays in advance. Turn on the tap and he furnishes plenty of hot water for bathing, clothes washing and every other household need.

Push a button and he backs up the home laundry team with plenty of hot water at germ-killing temperatures. Turn a dial and the electric dishwasher has an instant supply of water hotter than hands can stand to rid dishes of disease-carrying germs.

The electric water heater doesn't make household "touchdowns" himself, but he makes it possible for the electric appliance team — washer, dishwasher and all — to score regularly in kitchen, bath and laundry chores.

When he joins the home team, he stays in action for a long time because he comes from a long-lived family. He's guaranteed for ten years, but many electric water heaters in his family are still supplying the household's hot water needs after 20 years or more.



SINGLE DIAL controls of Philco-Bendix dryer are color coded for easier identification of cycles.

### Electric Clothes Dryer Means Time Out For The Housewife

How long does it take to dry your clothes? If you use a completely automatic electric clothes dryer, you will be able to answer that question immediately—and accurately, according to the Luzerne Electric Division of UGI.

The time saving for the average family is about 3 hours weekly. Every homemaker can use a "time divided" to accomplish those extra chores around the house. While the family laundry is automatically dried in an electric dryer, mother can get an extra bit of gardening done—or run up a new dress for Susie or Jane.

People who dry clothes "by hand" find that it takes 28 times as long to handle an eight pound load of clothes as it does to transfer them from the washer to an electric dryer. In addition, time is always lost because of that unpredictable element, the weather.

Wash dried electrically can be done in a stated number of minutes—day or night—any season of the year. The time it takes to dry clothes can also affect other aspects of home life.

For instance, if it takes too long to dry clothes, you need a greater number and assortment of household linens and clothing.

A family with an electric dryer requires half the wearing apparel

of a family without an electric dryer, according to the utility.



### Installed Electric Dryer Ends Wash Day Inconvenience

Without an electric dryer the homemaker is only getting half the benefits, according to Luzerne Electric Division, UGI. In the old days, next to cooking, doing the laundry was the most time consuming task in the home. "Electric clothes dryers," Mr. Shepherd said, are the answer to the other half of wash day inconvenience. Many homemakers, he feels, may be unaware that an electric dryer can be easily installed. This is of particular importance when the laundry area in most homes is a matter of "space accommodation." It can be installed next to the kitchen, in a closet, family room, heated garage, bathroom or basement.

The average laundry room (including soiled-clothes storage, sorting counter, washer, dryer, ironing equipment and even sewing center) can fit in about 80 square feet of space. But in many homes this amount of space may not be available, therefore all laundry appliances, including the dryer are more advantageous to the consumer if installation becomes a minor problem.

The electric clothes dryer has many advantages besides ease of installation—it is clean, cool, odorless and easy to control.

Although it performs a major household chore the electric dryer is also one of the few modern electric appliances that homemakers call a "necessary luxury." If electric dryers had come on the market at the same time that electric washers were developed, Mr. Shepherd said, it is reasonable to assume that today as many dryers would be in use as there are washers. Homemakers who have used a dryer would no more think of doing without one than they would consider doing their wash by hand.

### Philco Features Undertow Agitator

Exclusive "Undertow-Action" creates 575 agitations a minute—6 to 10 times more than ordinary back-and-forth agitator action. It travels the clothes faster and farther as it pulls them deep down, up and over, round and round through the liveliest washing action ever put in a washer.

Wash water ripples out and darts in all directions 575 times a minute . . . speeds through the clothes with a cleansing power that works through biggest loads, penetrates heaviest fabrics, flushes out deepest dirt, washes a big 12-pound load cleaner than any other automatic.



### No More Ashes To Remove

If you are now using a POT STOVE WATER HEATER, tests also show that it consumes as much as 750 pounds of coal a month. Add up the hot weather months in your area and you'll see where your money goes. HOW THIS SYSTEM WORKS: This is a small stove used exclusively for the purpose of heating water, and it's frequently used as a summer water heater when a furnace coil is used during the winter. Extremely inefficient in operation, it loses a great deal of heat up the chimney. It's not automatic, requires a great deal of attention, and has no thermostat.

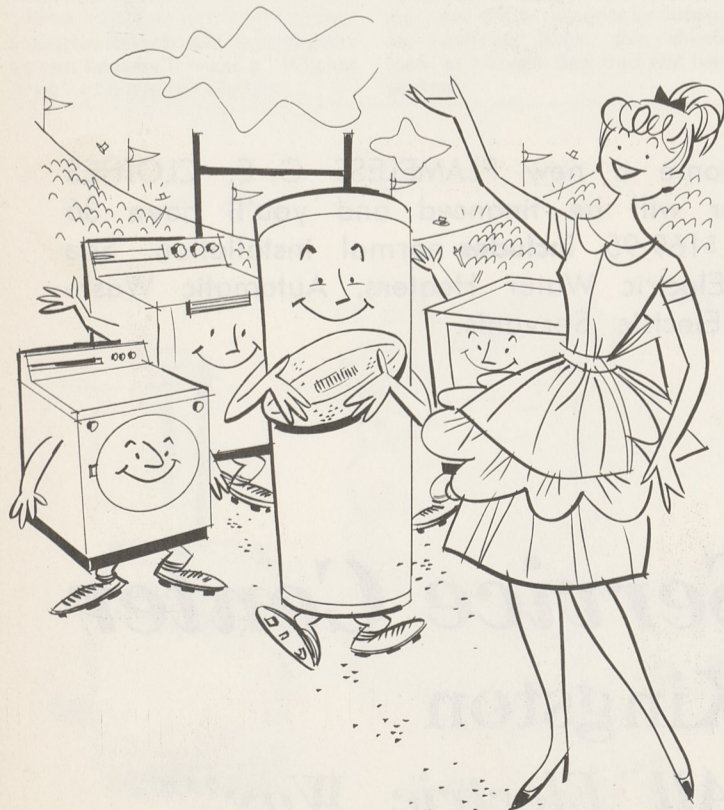
The coal has to be bought, stored, and the ashes removed. It's frequently installed in connection with an uninsulated tank, resulting in additional heat and money loss.

WITH AN ELECTRIC WATER HEATER you set the automatic control for the water temperature you desire and forget it. The "thinking" thermostat does the rest—maintains temperature as set, prevents scalding surges of hot water. And of course, since electricity does not burn, there are no fuels to store, no ashes to remove, no soot to stain walls and ceilings or to dirty furnishings and fabrics.

WASHDAY FUN in your MODERN LAUNDRY

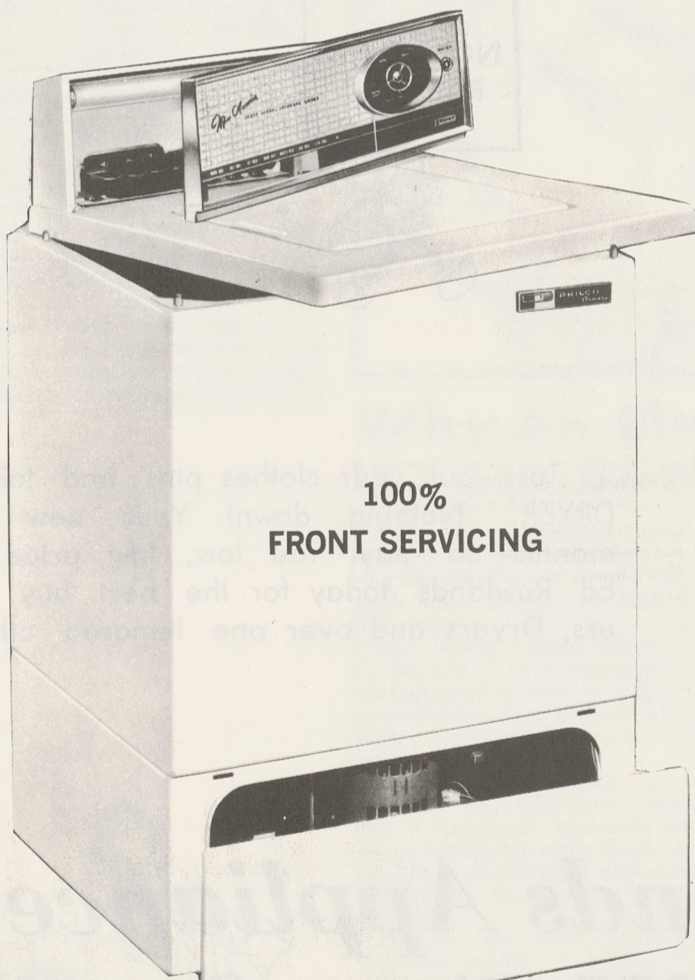
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waltz through washday



The electric water heater is the "back-up man" on the home appliance team, providing instant hot water for family needs at any hour of the day or night.

### EVERYTHING IS ACCESSIBLE FROM FRONT OR TOP



100% FRONT SERVICING

Remove three screws, and the CONTROL PANEL LIFTS OFF Gives you access to all electrical controls.

Release one clip, and the TOP LIFTS OFF Gives you access to tubs, water valve, and water inlet system.

Remove two screws, and the FRONT PANEL COMES OFF Gives you access to all other parts of the washer.

Philco Front Service Makes Servicing Easier

Philco engineers simplified the automatic washer, and eliminated major causes of service problems. There's no transmission to break down, fewer other moving parts to wear out . . . and no harmful vibration or banging to cause unnecessary wear on the washer. Philco Simplified Design means longer life, less service . . . and Philco Front Service makes servicing easier and less costly when needed.