Choose A New **Electric Dryer**

You keep flour on hand, sugar, salt and pepper—and now you can have "instant sunshine" on hand for a rainy day, according to the Live Better Electrically Program of the Edison Electric Institute. Come rain, blizzard, hail, wind

or sand storm an automatic electric clothes dryer will produce "instant sunshine" for clothes drying any time you need it. An electric clothes dryer not only eliminates your weather worries, it also provides weather that is custom made for the particular fabric you have in mind. For drying clothes just doesn't call for one kind of "weather" but a great many.

Garments need special drying cycles and nothing turns the weather inside your electric dryer from very hot to coolas fast as the dial you set at the beginning of each drying load.

This ability to provide instant sunshine has other uses, too, besides drying the family linen; it can also be used to dry Tommy's outdoor clothing or take a little of the moisture out of clothing you may have over-dampened.

Laundry Moves

Time was when the basement was the most suitable place for your laundry. Now the trend towards locating the home laundry on the main floor, instead of in the basement, has created a whole new emphasis on the "good looks" as well as the convenience of today's modern electric laundry equipment.

According to the Live Better Electrically Program of the Edison Electric Institute, the home laundry is now as "visible" in most homes as the kitchen or living room. It is therefore important that appliances be attractive, easy to arrange and easily maintained.

Electric washers and dryers have been styled to make the homelaundry more attractive both to you and your guests. New ideas to make laundering easier and more convenient for the homemaker are a keynote in the design concept of today's electric laundry equipment.

Since American women now launder more often and in smaller quantities, it is a good idea to have laundry equipment installed close to the area where the homemaker goes about her other duties.

First floor laundries are the answer for this closer proximity of laundries to living areas. A full day spent in washing clothes is a thing of the past. When the laundry area is accessible to the main living areas of the home, the homemaker can bake a cake, tend baby, or sew while the clothes are washed clean nearby.



No Washline Walking With All Electric Laundry

Total electric laundries are enabling today's homemaker to cut a better figure in her home and among friends, according to the Live Better Electrically Program of the Edison Electric Institute.

In times past, wash day chores, rather than beautifying mother, only added to her wrinkles and years.

Contrast today's homemaker with her counterpart of ten, twenty or thirty years ago and the priases for new modern electric methods will be sung. Less time spent over the laundry tub and "walking the washline" has not only helped to keep mother younger but has also improved the appearance of her

Today when a salesman knocks at the door on laundry day, the lady of the house doesn't answer his ring with soap suds dripping and her clothes askew. Instead her hair is fashionably coifed and, although she may still be resisting his wares as firmly as her mother did, she can muster up a lot more energy to shut her door.

The variety of clothing and linens used in the modern home—thanks to today's modern electric appliances - has added no extra burden to the homemakers chores. Automatic laundry equipment can carry out nearly a dozen wash programs and 8 drying programs at the set of a dial—the push of a

The electric clothes dryer has been called the "shortest Clothesline in the world" because it can save you 625 steps per 8 pound load. In addition the electric dryer improves the appearance and feel of family laundry. With its variety of automatic drying cycles it insures better fabric care.

Contrary to the popular belief that time and energy consuming work is "good for you," the better health and appearance of today's modern homemaker is evidence that total electric living has not only lightened her laundry room burden but is "figuring out" better

DRYING WAY YOU WANT

COMPLETELY FLEXIBLE AUTOMATIC DRYING!

ABC's new Automatic Termination Dryers dry clothes just the way you want them . . . and stop themselves automatically . . . regardless of the size of the load or the type of fabric. You choose from three automatic termination settings, including wash-wear. Just set the all-purpose automatic dial to one of the positions specified on the automatic termination drying guide, and ABC does the rest. Buzzer signals when clothes are dry and ready to be removed. You may set it at soft, loud, or turn it off completely.

If you prefer to time the cycle manually, settings on the left of the dial provide up to 60 minutes of drying time. You have a choice of two manual heat selections for regular "damp dry" with heat on, or "fluffing" with heat off.

TRIPLE-SAFE FOR ALL FABRICS ...

Safe Temperature

controlled temperatures and a high volume stream of air combine to give you safe drying quickly and at lower cost because less heat is used.



Safe Cylinder

Rust and corrosion resistant porcelain cylinder is glass-smooth with no rough edges to snag or tear Non-perforated drum

directs drying air through clothes better, makes clothes more wrinkle-



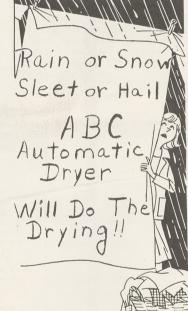
Safe Door

Opens 180 degrees; can be opened as easily from the inside as from the outside; stops dryer when opened, starts it again when closed.









Homemakers Have Ideas About Modern Kitchens & Laundrys

There is a growing demand for better organized kitchens and laundrys from the individual homemaker's standpoint. According to Luzerne Electric Division, UGI, easily installed, custom styled electric appliances that do not have to be "built-in" inspire the homemaker's arrangement instincts.

These arrangement instincts, many builders find, are so strong that sometimes the smartest way to sell a new home is to give the prospective buyer a choice of appliances and let the new owner decide where to put them. Apparently women devote as much thought in arranging their kitchen appliances, storage and work areas as they do in deciding where the living room sofa should go.

For a number of years it has been the practice of builders to install kitchens "with the house" but a growing number now find that it is wiser to sell the house with several different plans for the kitchen or to let the homemaker decide what she wants and where she wants it. Sometimes the homemaker's design may even add to the cost of the house but so strong is the desire for a more "personal"

arrangement that even cost does not act as a deterrent.

In modernizations of kitchens and laundries in older homes women are, in a sense, experts. Having worked in their old kitchens they are thoroughly aware of space limitations and basic faults. All some women need when they remodel an existing kitchen, some planners have discovered, is a warning about left and right hand refrigerators or whether or not an refrigerators or whether or not an oven door will be in the way when it is opened.

There is a great demand in remodeled kitchens to provide space for daily meals or a desk. Personal tastes also dictate the number of cabinets, racks, and spice shelves or whether another window is desirable. Even better lighting and additional outlets have been carefully considered by the time the modernization is underway.

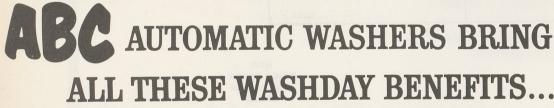
Department store salesman find homemakers window shopping with a tape measure before the modernization begins. Many manufacturers now vary the size of major electric appliances to accommodate both large and small areas.

What appliances are usually added when the kitchen or laundry is modernized? In kitchens, according to local utility, dishwashers and food disposers. The surprising new addition is an air conditioner. A coolkitchen, homemakers reason, is a clean kitchen, foods do not become messy, insects can be kept out, curtains stay fresh, grease stains do not spread, moisture becomes less of a problem. Such items as salads and desserts prepare better in an air-conditioned room. Air-conditioning also adds a sense of space to small areas. In fact, the smaller the kitchen, the more likely it is to benefit from airconditioning. Like an office worker

the homemaker finds that such chores as ironing, laundry, or cooking are better accomplished in a cool kitchen.

When laundry areas are remodeled it is usually an electric clothes dryer that is added.

What is the homemakers greatest worry when remodeling? want appliances that will "hold up" as they put it. Kitchen planners find that part of their role is now "overseeing" to insure correctly installed appliances by experienced workman and also seeing to it that the book of instructions for each appliance is carefully read. In line with this precaution Home Service Departments in many electric utilities now send out trained demonstrators to show how new appliances can be used most effec-



COMPLETELY FLEXIBLE ALL-FABRIC CYCLE SELECTIONS! Automatic, easy-to-use push buttons give you a choice of 10 separate wash and rinse temperatures, plus five combinations of agitation and spin speeds to suit any fabric—any load! No need to compromise temperatures or speeds for fixed cycles. Every load is done with the precise temperatures and speeds you select. You can vary any cycle to give you the exact washing sequence you want.

Five-Year Parts Guarantee! Not only do new ABC washers carry the standard one-year warranty, but also four years's additional protection on the drive mechanism—the "heart" of the machine—the parts that actually make it run. Unmatched performance and reliability, plus no gears to wear out or break down, make this outstanding guarantee possible. (Refer to printed warranty included in every ABC automatic washer.)

Exclusive Automatic Pre-Treating Cycle Only because ABC's agitator action is so gentle, yet so thorough, is it possible to give you an automatic pre-treating cycle on every washer in the line. For 60 seconds ABC's powerful washing action pre-scrubs clothes in a small amount of water with the full amount of detergent to loosen dirt, grease and grime for the regular washing cycle that auto-

matically follows. **Exclusive Deep Turbulent Washing Action**

... unlike any other washing action on the market today! ABC energizes the water to do the cleaning, combining thoroughness and gentleness, producing an effective washing action safe for all fabrics.

Large agitator circulates vigorously in one direction—in an "orbital" motion around the center shaft—as 180 holes produce up to 54,000 jets of sudsy water per minute, penetrating every fiber.

Built-in Automatic Bleach and Rinse Dispensers

Separate dispensers (AW-821) sutomatically inject bleach and rinse

Separate dispensers (AW-821) automatically inject bleach and rinse additives into your wash or rinse water at the exact time they are needed to give you the best clothes conditioning and whitening results possible. You simply fill the dispensers before the washing starts and forget them. Model AW-621 features a single, all-purpose built-in dis-



