

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 cool as 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.



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 praises 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 clothes.

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 coiffed 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 button.

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 auto-

matic 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 results as well.

Homemakers Have Ideas About Modern Kitchens & Laundries

There is a growing demand for better organized kitchens and laundries 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"

ABC DRYING — — — THE WAY YOU WANT IT!

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.

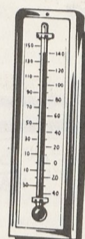
If you prefer to time the cycle manually, settings on the left of the dial provide up to 60 minutes of drying time. You have a choice of two manual heat selections for regular "damp dry" with heat on, or "fluffing" with heat off.

TRIPLE-SAFE FOR ALL FABRICS . . .

Safe Temperature

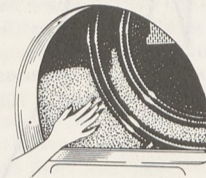
Low, controlled temperatures and a high volume stream of air combine to give you safe drying quickly and at lower cost because less heat is used.

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



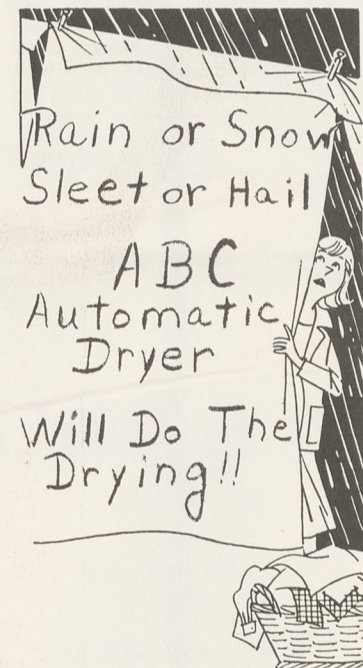
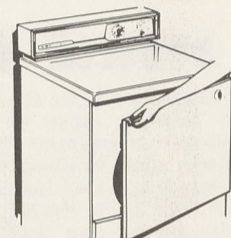
Safe Cylinder

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



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.



Laundry Moves To New Level

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.

ABC AUTOMATIC WASHERS BRING ALL THESE WASHDAY BENEFITS...

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' 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-scubs 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 automatically 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) 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 dispenser.

