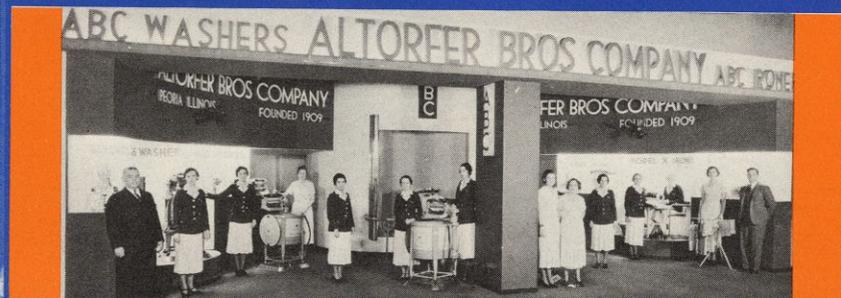


DO YOU REMEMBER..



IT WILL BE INTERESTING TO
CHECK UP ON YOUR MEMORY

ABC UNLIKE ANY OTHER WRINGER TYPE

YOUR LITTLE FINGER INSTANTLY STARTS AND STOPS IT

EXCLUSIVE FEATURES MAKE ABC WORLD'S LEADER

ABC *Fingertip* CONTROL
PATENTED

WORLD'S FAIR WASHER

You saw it at

"A Century of Progress"

Here we give you the same talk
you heard at the ABC Exhibit . . .

How much of it do *you* remember?

So successful was the ABC exhibit at "A Century of Progress" that we'll be back this year, in the Electrical Building, at the same booths. Again we will demonstrate, to thousands upon thousands of visitors, ABC's exclusive features, advantages and unequalled values.

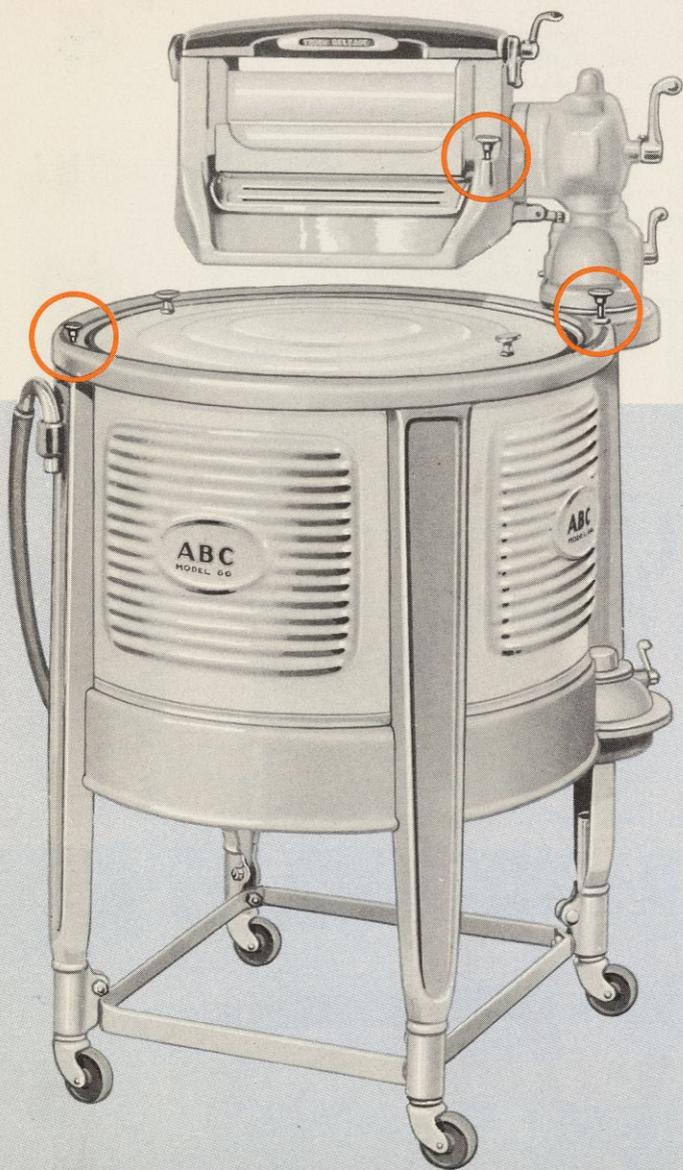
Never before has any washer and ironer been so widely demonstrated. People came from every state in the Union and 22 foreign countries. Never before was a product so enthusiastically received and unanimously acclaimed. The ABC Fingertip Control Washer particularly caught the eye and attention of every one—because it's new, different, convenient, good looking. *It operates like a typewriter.*

Now, then, let's see how much of the ABC Fingertip Control demonstration *you* remember. The following tells in about the same words the things you heard—*check up on your memory.*

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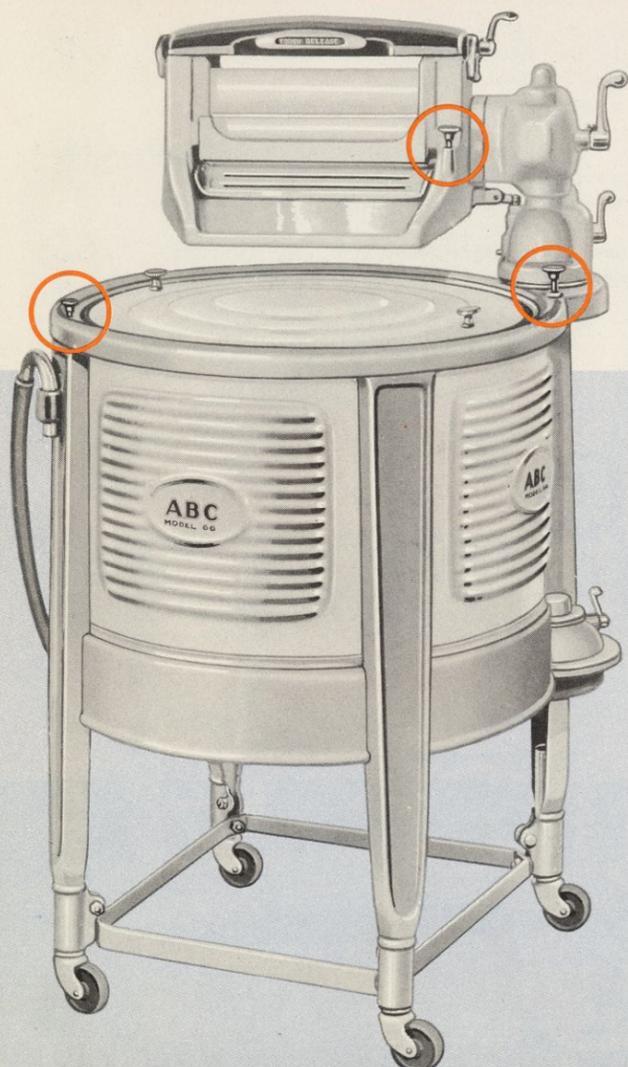
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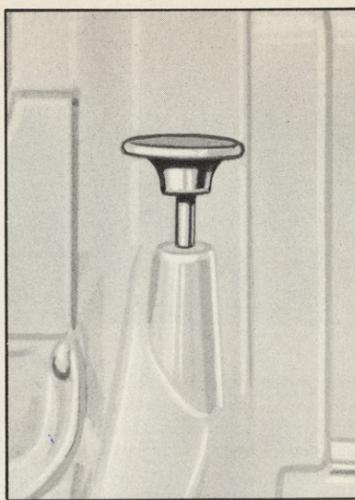
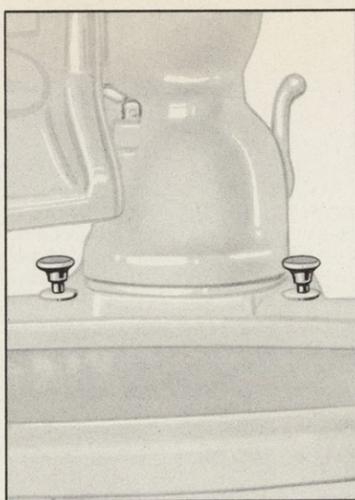
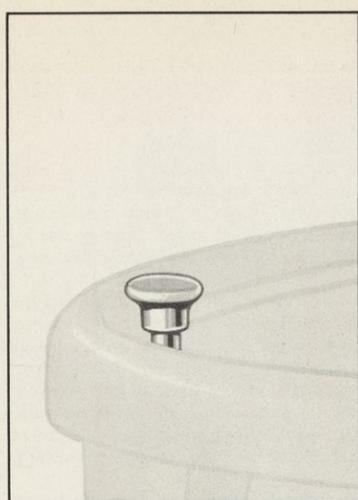


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ABC UNLIKE ANY OTHER WRINGER TYPE



No matter where you stand . . . front, sides or rear . . . there's a Fingertip Control within your instant reach.

This is the new ABC World's Fair Model 66—a washer unlike any other wringer-type washer on the market.

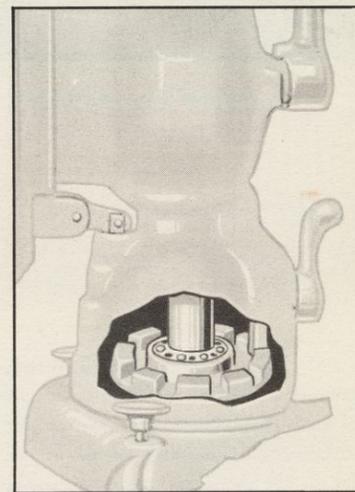
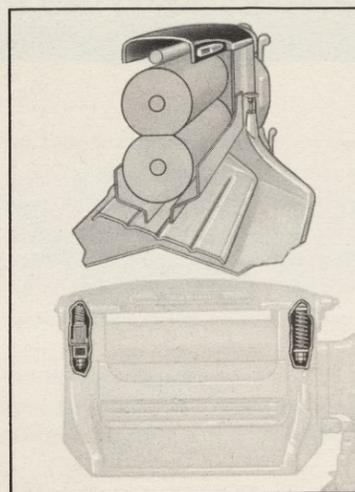
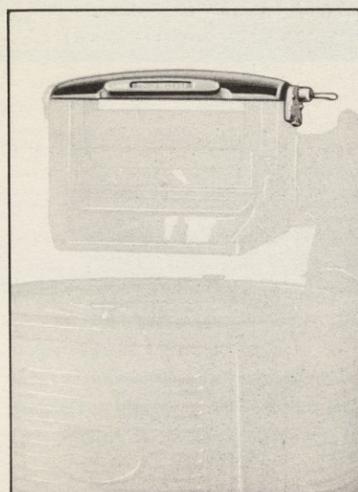
Here is the switch that controls the motor. Just a slight upward pull starts the motor—and a slight downward push stops it. Note the convenient location of this motor switch—right on top of the splash ring. Always handy, within quick reach. A safety and convenience feature that everybody has been wanting.

This is the Agitator Fingertip Control—no matter where you stand, front or rear, at all times you are in perfect control of the washer. The agitator starts and stops instantaneously at your will. All you need to do is just slightly press the control button with your finger—that's all there is to it. This is a patented, exclusive advantage that you will find only in washers of ABC manufacture—there's nothing like it on the market.

Now, let us look at the Fingertip Controls that operate the wringer. Here they are, located on either side within instant reach. Here again—your finger has complete control. The wringer starts and stops at your touch. For instance, when you are feeding the wringer, if you see a button out of place, or if the clothes should bunch, you merely touch the control, the wringer stops—you adjust the clothes, then merely touch the control and the wringer starts again. *Works just like a typewriter.*

IT'S THE WORLD'S MOST MODERN . . . ABSOLUTELY SAFE WASHER

CORRUGATED TUB GIVES REMARKABLE WASHING ACTION



The slightest pressure of your hand, finger, arm or elbow against the "Touch Release" bar instantaneously releases the wringer.

This safety release is another big ABC feature—just touch the "bar" and the wringer instantly releases. In another moment it can be easily reset by just pulling the resetting lever, and you can continue, without waste of time or energy.

Then, too, this wringer may be locked firmly and securely in 8 different positions. When you unlock the wringer to change position, the rolls automatically stop—thereby removing all danger to the operator . . . and here's still another worthwhile advantage—each time the

direction of the rolls is changed, the drainboard automatically changes its direction, too—that prevents soiled water from running into the "wringed" clothes or onto the floor. It's all so simple to do.

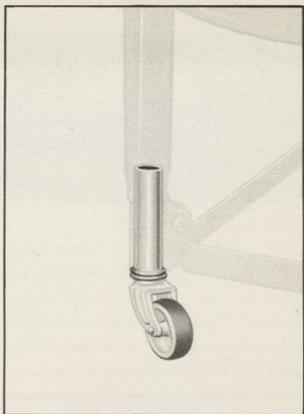
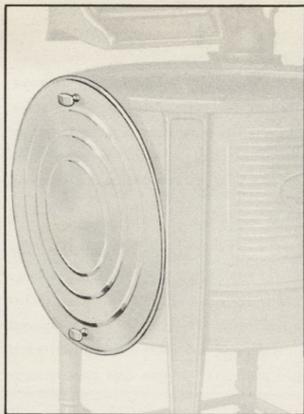
Now we come to these extra large semi-soft, balloon rolls. There are four equalizer springs, two at each end, that control the 600 lb. pressure so that it is equally and properly distributed. It is unnecessary to adjust tension by hand—it is done automatically.

You'll be interested in this feature also—this wringer requires no lubrication from one year's end to another. It has oilless bronze bearings. This is an advantage worth having.

Let us glance at the way the ABC is constructed "inside." This all porcelain, one-piece wringer swings on ball bearings—that's why it swings so easily into any position without effort on your part. The wringer is massive and strong, but its operation is easy because it is perfectly balanced.

ABC ADVANTAGES PATENTED, THAT'S WHY ONLY ABC HAS THEM

YOUR LITTLE FINGER INSTANTLY STARTS AND STOPS IT



Exclusive ABC French Type, Four-Wing Agitator
 . . . Washes thoroughly, yet gently . . . Entirely
 different in action . . . Another ABC Achievement

The agitator is designed so that the clothes are agitated at the top, as well as at the bottom of the tub. Perforations in the agitator allow the water to pass through and create a suction against the agitator blades, which draws the clothes into the agitator, grips them firmly but gently—then causes them to circulate downward, at the same time rubbing them. This overcomes the complaint that clothes at the bottom get the best

washing. Another important thing is that clothes cannot possibly wind around the ABC agitator.

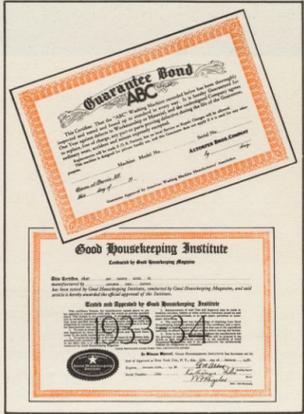
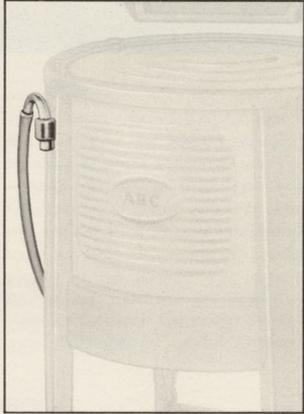
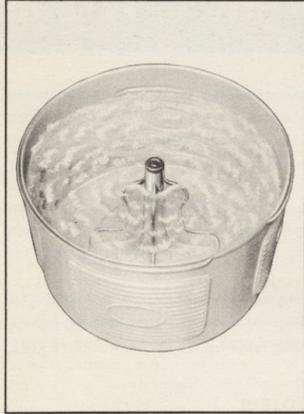
Now we come to still another convenience. This, like the many other conveniences incorporated in the new ABC World's Fair Washer, Model 66, is a great forward step. Instead of the lid being placed in some obscure corner it can now be suspended right on the side

of the tub. There's a convenient hook provided for it—it's out of the way, and yet always handy when you want it.

Then we come to the large noiseless, rubber tired casters. Each leg can be raised to a height of about 5½ inches to provide for any desired adjustment to fit perfectly your particular height, as well as the height of your stationary tubs or kitchen sink.

**ABC—CONVENIENT,
 EASY TO OPERATE,
 GOOD LOOKING,
 LONG LASTING.**

LARGEST CAPACITY WASHER . . . 8 DOUBLE SHEETS



This Corrugated Porcelain Washing Compartment gives remarkable and unusually thorough washing results—an exclusive ABC feature

The horizontal corrugations are pressed right into the sides of the tub. First, the agitator gives an "over and under" washing action, then as the clothes circulate around they are rubbed up and down against the corrugations in much the same fashion as clothes were washed on the old-fashioned washboard.

The tub is porcelain inside and out. Three distinct coats of porcelain are fused—one onto the other—right into the "Armco" metal—that's why ABC tubs wear and wear and wear. It's so

easy to clean—a damp cloth makes it "spick and span" in a minute's time.

Let us refer to the Automatic ABC Drain Pump. When your washing is finished, merely hook the ejector spout of this trouble-free pump over the edge of your stationary tubs or sink—then raise the simple control lever. The automatic pump then quickly and completely empties the water out of the washer tub. The tiresome job of lifting several pailfuls of water after each washing is eliminated.

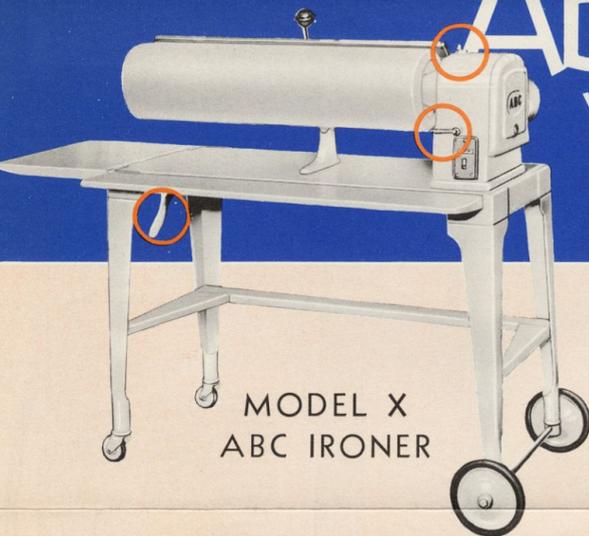
The ABC washer is backed up with an ABC Guarantee Bond—it is your assurance that it is made right and must work right. And, in addition, it carries the Good Housekeeping Institute Seal of Approval and, as well, the Underwriters Laboratories Seal of Approval.

Visitors at "A Century of Progress" told us time and again that their next washer would be an ABC—because it is so new, so different, so easy to operate—and because it is approved by authorities who know washing machines: assuring efficiency, greatest value and longest life.

**YOU SAW IT AT
 THE FAIR
 NOW TRY IT
 IN YOUR HOME**

REQUIRES NO LUBRICATION . . . HAS OILLESS BRONZE BEARINGS

**ABC NEW
 WORLD'S FAIR MODEL
 YOUR KNEE
 CONTROLS IT**



**MODEL X
 ABC IRONER**

Even if you have a modern washer like the ABC, your laundry work is only half done. There's still the ironing to do. With the ABC you can tirelessly iron sheets, dresses, shirts, ruffled curtains—everything—in half the time it takes with a hand iron.

- 1.** These 3 conveniently located levers do everything—a slight touch of your finger or a slight touch on the lower lever with your knee starts and stops it.
- 2.** Both your hands are free. The "shoe" takes the place of the hand iron. The "roll" takes the place of the ironing board.
- 3.** Just as the ABC Washer has done away with the "strong arm" method of washing, the ABC Ironer has eliminated the "strong arm" method of ironing.
- 4.** The initial cost of the ABC Ironer is small; it operates economically; irons everything perfectly—enables you to finish the whole ironing quickly, easily, without a bit of effort and do it while you are comfortably seated in a chair.

Heat, pressure, contact are the three essentials to good ironing. The ABC Ironer has them all—and—it's good looking, long lasting. Approved by Good Housekeeping Institute and leading domestic science laboratories.

Instead of having an aching back and tired feet from bending and standing over an ironing board, you'll actually enjoy ironing this modern way—it's so easy, so simple. Try it and see for yourself.

YOU NEEDN'T LEARN HOW TO IRON WITH THE ABC IRONER

TELL YOUR FRIENDS ABOUT THE ABC WASHERS AND ABC IRONERS YOU SAW AT THE WORLD'S FAIR



The ABC Spinner Washer. It washes, rinses, blues and damp dries—a complete home laundry unit. The aristocrat of centrifugal dryer type washers.

Patented Fingertip Control Washer. Operates like a typewriter. The newest and the most advanced principle in washers ever conceived. No other like it.

A moderately priced, extra large capacity washer that is sturdily built—attractive in appearance and has many features that housewives want.

A new standard capacity washer with the exclusive ABC Wringer. Like other ABC models it shows its quality, and will give real service year in—year out.

Here's a quality washer selling at the lowest price in ABC's history. You'll wonder how a washer so good can sell for so little.

Tell your friends about the new ABC World's Fair Model—or if you prefer, we'll be glad to send them literature. Not a folder like this—as this one goes exclusively to those of our friends who visited us at "A Century of Progress."

Would you mind jotting down the names of three acquaintances or relatives that may want to know about the ABC Fingertip Control Washer and the ABC Knee Control Ironer? In return for your kindness we'll send you a Courtesy Souvenir—free.

Please refer to the attached post card. Fill it out and mail it TO-DAY—we'll pay the postage—and—let us thank you, too, for stopping at our exhibit. Hope to see you again next year.

See you again
 next year at
 Booths 59-60
 Electrical Building

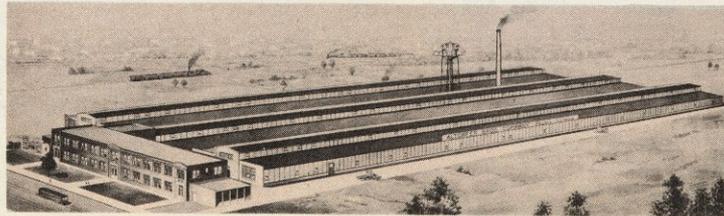
A Century of Progress

We'll be there . . .
 Same Building . . .
 Same Booths

ALTORFER BROS. COMPANY
 (EST. 1909) PEORIA, ILLINOIS, U. S. A.

EXCLUSIVE FEATURES MAKE ABC WORLD'S LEADER

SOLD IN EVERY STATE IN THE UNION
AND 46 FOREIGN COUNTRIES



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