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A C H I E V E M E N T

ABC



A L T O R F E R B R O S . C O M P A N Y

INNUMERABLY more changes have taken place in the household during the last century than in the preceding fifty centuries.

The almost unbelievable, far-reaching advances the last century has brought about can be summed up in one word—Power! One by one the homely tasks that in the past depended on muscular effort, on the strong arm, have been speedily and efficiently mastered by the marvelous adaptability and unlimited power of electrical current.

Gone are the days of rubbing and scrubbing over a pitiless washboard. Today the electric washer speedily and efficiently cleans soiled clothes and linens and gives the modern housewife untold hours of extra time to be devoted to more worthwhile activities.

A C E N T U R Y O F P R O G R E S S

ABC



A L T O R F E R

B R O S .

C O M P A N Y

OUT of twenty-four years' experience, which produced the country's finest Washers and Ironers, Altorfer Bros. Company—creators—crown their long list of successful achievements with the modern World's Fair models. Products of one of the world's greatest institutions, ABC Washers and Ironers stride forward in swift seven league boots to go far past the old methods of washing and ironing. Years ahead in beauty and design . . . outstanding in value leadership . . . here indeed is a completely modern home laundry service.

WHETHER you want a large capacity family washer at a low price, a Spinner-dryer washer of latest design, a washer with extra convenience features—or a simple, speedy Ironer—whether you live in a suburban home, a city apartment or an outlying farm, one of these ABC models will exactly fit your purse and needs. Unfailing dependability . . . uninterrupted service . . . the joy of washing and ironing free of worry, free of “extras,” free of expense except the original purchase price—this is ABC's gift to you.

A C E N T U R Y

O F

P R O G R E S S . . .



A L T O R F E R

B R O S .

C O M P A N Y



ABC Spinner

WHEREVER this new ABC (1933 World's Fair) Spinner is shown, women say: "Why! This is the most wonderful washer I ever heard of!" A home laundry unit that does everything... washes... rinses... blues and damp dries. Your hands need never touch the clothes. You never lift a pail of dirty wash water. A modern washer for the smart housewife who wants to save money.

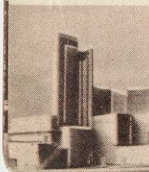
THIS moderately-priced ABC Washer embodies many extra convenience features and refinements. Washing compartment is of exclusive ABC design and is extra large in capacity. Wringer is designed for perfect safety. The famous French type agitator developed by ABC embodies a faster, safer and more thorough method of washing. All these features together put this ABC Washer in a class by itself.



ABC Model 44

A C E N T U R Y O F

P R O G R E S S . . .



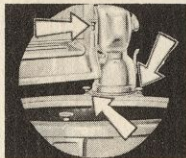
A L T O R F E R

B R O S .

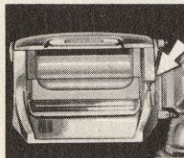
C O M P A N Y

ALL the words in the dictionary couldn't begin to describe the thrill you'll get, operating ABC Washer Model 66, with patented Fingertip Control. Never before has a washer been fabricated so good looking . . . so strong . . . so easy to operate . . . so safe . . . so different . . . so startlingly new in its conception of all that a washer should be . . . so revolutionary in design, construction and power. A washer most unusual in operation . . . equipped with a wringer that is extraordinary. A washer embodying many patented extra convenience features . . . marvelously new . . . entirely original . . . unduplicated in the slightest degree . . .

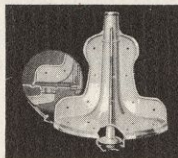
ABC Fingertip Control



ABC Porcelain Wringer



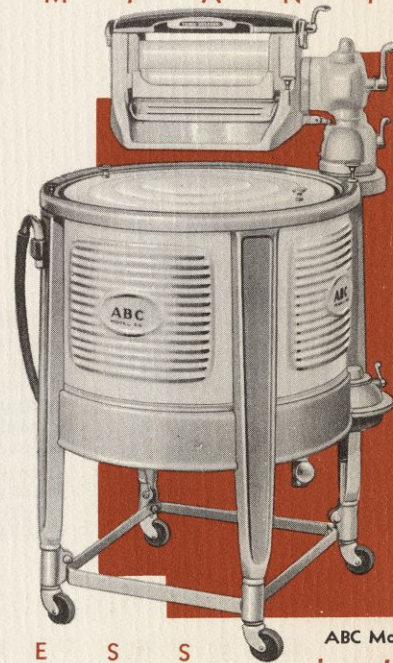
ABC French Agitator



New Idea in Tub Design



Women all over the country are talking about the new ABC Washer Model 66 . . . with patented Fingertip Control. Think of it . . . your fingertip governs the operation of both the wringer and agitator.



ABC Model 66

A C E N T U R Y O F

P R O G R E S S

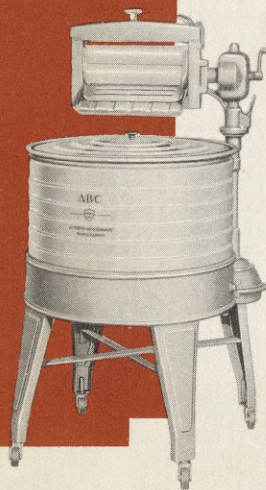


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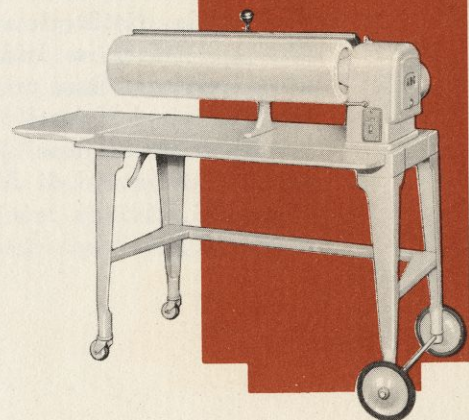
C O M P A N Y



ABC Model 16

THE ABC Imperial offers a means to those women who have wished to keep the family washing at home, for economic or sanitary reasons, to do so without undue wear and tear on their health and disposition. Here is a low priced ABC quality home laundry unit . . . not a miniature, cheap or inferior washer, but a full sized family capacity washer, available at the lowest price in ABC's 24-year history.

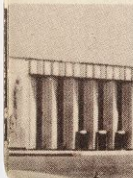
NOT only does the new ABC Ironer save you money . . . but ironing with an ABC is delightfully easy. Here, indeed, is a modern convenience for the housewife who likes plenty of crisp, clean linens; who wants to have Hubby's shirts looking "just so," yet who desires more time really to live. Women are simply amazed by its advanced efficiency, convenience and labor saving features.



ABC Ironer

A C E N T U R Y O F

P R O G R E S S



A L T O R F E R

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C O M P A N Y

ALTORFER BROS. COMPANY holds the enviable distinction of contributing to the Washing Machine Industry more worthwhile advancements than any other manufacturer in the Electrical Household Appliance field. This has been made possible through the facilities at the command of Altorfer Bros. Company: The ABC Plant is one of the largest and most modern of its kind in the industry.

ABC's research departments, its testing laboratories, its engineering facilities, its personnel of mechanical and inventive geniuses—all are factors contributing to the unique position enjoyed by Altorfer Bros. Company today. Twenty-four years of experience have brought Altorfer Bros. Company to the foreground with a reputation for maintaining the highest standards of quality and mechanical excellence.

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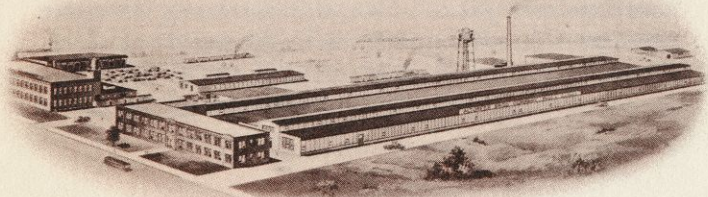
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ALTORFER BROS. COMPANY



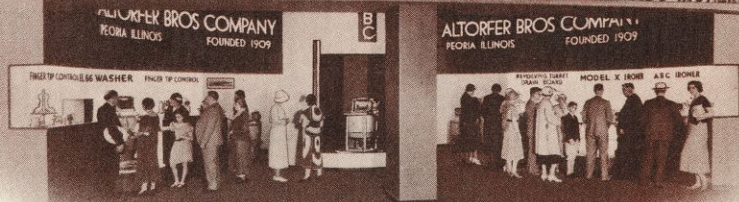
The Home of ALTORFER BROS. COMPANY Peoria, Ill.

(Manufacturers of ABC Washers and Ironers since 1909)

A CENTURY OF PROGRESS



ABC WASHERS ALTORFER BROS COMPANY ABC IRONERS



Booth 59 and 60 Electrical Building

The Home of the ABC exhibit at A Century of Progress

The Good Housekeeping-Stran-Steel House in the Housing Exhibit . . . A Century of Progress . . . is furnished with ABC laundry equipment exclusively . . . further recognition of ABC's leadership!

ABC



ABC Washers and Ironers have been tested, proved and accepted by the leading household research laboratories, and are endorsed by home economics experts everywhere.