

# Wash by Electricity—The Modern Way

## The Washer With Maximum Action



The APEX with its oscillating tub and "V"-shaped ridges throws the clothes through the water, and, in turn, the water through the clothes, 34 times to the minute. Here is maximum action without wadding, tearing or rubbing. Clothes are washed directly in the tub—no cylinder to lift out.

It has been left for the Apex to overcome every objection to the cabinet model Electric Washing Machine. This unique washer presents all of the protection and beauty of the enclosed type, while the sliding panels, which easily lift out, make the tub and all mechanical parts instantly accessible.

## The Apex is Washing Machine Perfection

**A Most Worthy and Acceptable Christmas Gift for the Mistress of a Modern Home**

Phone for name of your nearest Apex dealer, or ask for demonstration at

FRANK H. STEWART ELECTRIC CO.  
37 AND 39 N. 7TH STREET



## A Practical Gift LAUN-DRY-ETTE

**America's Foremost Washing Machine None to Compare Nothing Like It**

No wringer to tear, wrinkle or pull off buttons—but a centrifugal extractor that dries the clothes for the line in the same tub you've washed them in.

All copper and made for service. You should know the Laun-Dry-ETTE before buying an electric washing machine.

On demonstration and sale at our new Show Room.

We Wire Homes



J. F. Buchanan & Co. 1715 Chestnut St.

## Give a Blue Bird for Christmas

**I am going to sell 18 BlueBirds for**

**\$125.00**

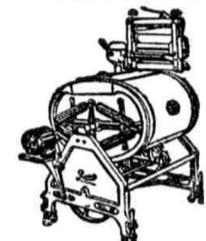
The Regular Price Is \$175.00

This is a most extraordinary opportunity for anybody who has felt the need of a BlueBird Electric Washer, or some one who is anxious to give a present this Christmas which will be most acceptable. Everybody knows how wonderful the famous BlueBird is—how it puts the clothes "on the line by nine"—and how superior it is in every way.

It will pay you to come to 4359 Frankford avenue from any distance. If you want me to reserve one for you, please telephone me—Bell or Keystone—and I will hold one for you until you can come up here. This price of \$125 is below my own cost, and is meant to reduce my stock before inventory. You can save \$50 by quick action. Call or phone Tomorrow, Sure! Save \$50 Now!

**Howard George** 4359 Frankford Ave.  
Telephone: Bell—Frankford 401, Keystone—East 85

## "Prima" Electric Washer



The Prima tub keeps the water hot three or four times longer than other washers.

SEE IT BEFORE YOU BUY  
Very Easy Terms  
The "Deft" and ten other Electric Cleaners

Deft Devices Company, Inc.  
1640 Market Street  
Phone—Spruce 5701

## A PRACTICAL GIFT!

**A Washing Machine is as Much Needed in Every Home as a Bathtub**

The family wash is a big problem today. When you can get rid of the work, the worry, the inconvenience, the fuss and muss; when you save time, health, clothes and labor with an Electric Washing Machine—doesn't that solve the problem perfectly?

Think of doing a day's work in an hour; of letting your children attend to the hardest

part of your laundering by simply placing your clothes in the machine.

All the work is done automatically.

The many thousands of washing machines in homes today are an unanswerable proof of their value to the housewife. It is only a question of time when every home will have this modern, labor-saving device.

Start the New Year Right

# PEARL BORAX SOAP CHIPS



One Package Will Do a Large Family Wash

PEARL BORAX SOAP CHIPS

Save This Panel. CASE IS RETURNABLE FOR REFUND OF 5 CENTS. SEE CASH-REFUND IN 15 MIN. AFTER CLOSING—SEE FOR DETAILS.  
GIFT DEPARTMENT, 1243-45 R. TOMPSON BLDG. PHILADELPHIA  
IT'S YOUNG'S IT'S SAFE

## THERE ARE THREE ELEMENTS IN WASHING:— WATER—SOAP—ACTION

Water softens the fabric of the garment. Water dissolves the soap and acts as a carrier for the soap particles in the solution. The action of the machine throws the soapy water (suds) back and forth through the pores of the fabric, and the dirt contained therein sticks to the soap and is carried off from the fabric. Rinse in clean water to prevent any particle of dirt from clinging to the fabric.

### The Modern Way to Wash

Fill machine about one-half with hot water, then add small amount of Pearl Borax Chips and run machine about one minute to thoroughly dissolve soap. Sort clothes in usual manner and fill machine with one class, and run for about ten minutes. Wring into clean rinse water, and wring from same to blue water, then wring to basket. Machine in the meantime is washing second tub of same class, using same solution. Change solution for each class or assortment of clothes.

### IF IT'S YOUNG'S IT'S SAFE

Note dirt in water as you drain washer—also note heavy body and abundance of suds—it is different from other soaps—due to the high quality of the materials used in Pearl Borax. It contains no rosin, naphtha, or injurious chemicals, and is guaranteed harmless to the finest fabrics. It is most economical, and is used in over 85% of the homes in Philadelphia.

Made in Philadelphia by

**CHAS. W. YOUNG & CO.**

Philadelphia manufactures more soap than any other city in the United States

## GAINADAY WASHER

A GIFT THAT PAYS FOR ITSELF

We will deliver your Gainaday as late as Christmas Eve. Then try it free before you decide to buy.

"Your Terms are Our Terms"  
Cash or Easy Payments  
Phone or Come in Today or Tomorrow  
Gainaday Electric Co.  
1336 Walnut St.  
Phone: Walnut 1871



Ask your neighborhood Electrical Dealer for a Demonstration of

## Blue Bird

ELECTRIC CLOTHES WASHER

—and Write us for The BlueBird Book

HERE is a dainty volume that'll tell you in delightful detail of all that BlueBird will mean to you. Just how it will relieve you of the drudgery of the "wash" that comes at least once a week in every household. How BlueBird will clean your clothes and your linens (as well as your heavy washable articles, like blankets and bath-tubs) cleaner than by any other known process, hand or machine. Not forgetting, either, how BlueBird will pay for itself in a very short time!

**\$7 DOWN**  
Balance in Small Monthly Payments

Wholesale Distributors  
Elliott-Lewis Electrical Co., Inc.  
1017-10-21 Race Street  
Philadelphia, Pa.

**SAVE \$5.00**

Cut out this Ad and we will accept it as \$5.00 on account of first payment on your

## ELECTRIC WASHER

With our compliments of the CHRISTMAS SEASON

## Whalen-Crosby

ELECTRIC COMPANY

140 N. 11TH STREET  
Walnut 1880, 1881, 1882.  
Hours: 10 and 21

Away With "Blue Monday"—See

## The Eden

ELECTRIC CLOTHES WASHER

Know how easy it is to have your clothes washed even cleaner than by the back-breaking, hand-rubbing method.

If you can't attend the demonstration in our store we can arrange

A Free Demonstration in Your Home!

Buy of Stern Pay as you Earn!

## STERN & CO.

712-714 MARKET STREET  
Largest Home Furnishing Store in America

# The Modern Soap for Modern Methods