

LET THE ZENITH BE YOUR LAUNDRESS

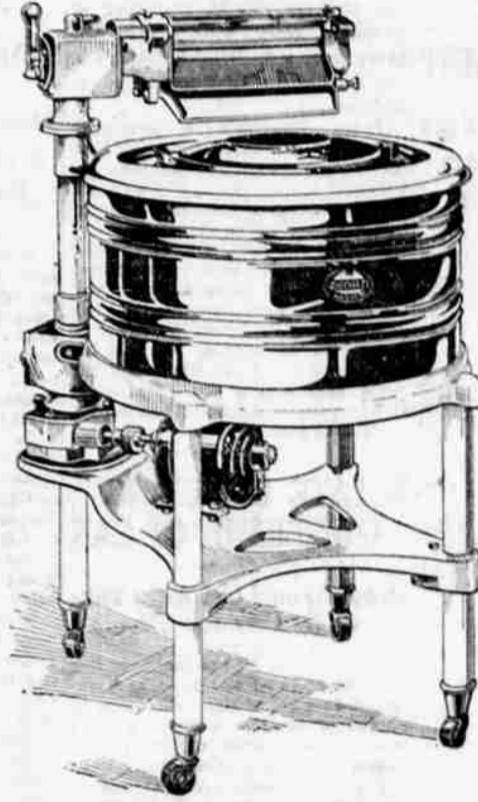
LOW FIRST COST
LOW OPERATION COST
LOW UPKEEP COST

A Free Demonstration In Your Home.
No Obligation.

If You Were Designing a Washer How Would You Want It Made?

IF YOU WERE DESIGNING A WASHER—

Would it have a number of operating levers which might confuse you,
OR
Would it be designed so that the wringer could be entirely controlled by a SINGLE LEVER?
Would it roll and bunch the clothes together so that you would have to untangle them in the hot water before putting them through the wringer,
OR
Would each individual piece lift out LOOSE and FREE by itself?
Would it have a deep tub so that you had to reach far down to get the clothes out, with your back uncomfortably bent in an awkward position, and with your head near the wringer,
OR
Would the bottom be high so that you could get at the clothes easily WITHOUT STOOPING?
Would the washing principle be such that you had to leave your clothes in the Washer a long time, to wear by rubbing against each other and the sides of the machine, and to drag out your wash day,
OR
Would it have a new and more efficient way of washing that would be easy on the clothes and wash quickly so that they would be clean as soon as the previous lot was rinsed and blued?
Would you be satisfied with a machine that could only wash the easy part and leave the really hard work—the soiled and heavy pieces, to be done the old way on the rub board,
OR
Would your ideal Washing Machine wash all your clothes perfectly clean in a short length of time so that your wash board never need be used again?
Would it have heavy parts to lift out and would it be awkward to clean,
OR
Would it be practically self cleaning?
Would it have a number of places to oil, inconveniently located,
OR
Would there be only a few places, easily gotten at?
Would it simply be a repetition of old ideas,
OR
Would you give it the benefit of the great development and progress that has taken place along mechanical lines, so that it would save your CLOTHES, your TIME, and most of all, YOURSELF?
YOUR ideal washer would naturally be more efficient, better made, and more convenient than any you have ever seen.
The Zenith, you will find, has ALL these good points that you desire in your ideal washer.
THE ZENITH WINS BY COMPARISON:



The Incomparable
Zenith Washer

Eight Reasons Why You Should Buy a Zenith

1. A single lever controls all operations of the wringer.
2. When you release the safety both rolls stop dead and open wide.
3. The clothes are always opened out free and clear for wringing.
4. It is easy to reach the bottom of the tub without bending over.
5. The Zenith washing principle is the secret of quick, clean washing.
6. Motor and all moving parts are completely enclosed on the Cabinet Type.
7. There is nothing heavy to lift out and clean.
8. The Zenith is easily and quickly oiled.

Always Demand Mechanical Perfection and Actual Money Value in a Washer

Only One Control Lever

A single lever locks it in any one of its five positions, as well as starts, stops and reverses the rolls. It is impossible to start the rolls until the wringer is locked in desired position. The locking is automatic and is an exclusive feature of the Zenith. There is absolutely no chance to do the wrong thing.

Both Rolls Stop

The instant the release is operated both rolls stop dead and open wide. This is another exclusive patented feature of the Zenith. It makes the machine absolutely safe no matter what happens. The wringer rolls are of the new semi-soft rubber, which saves the buttons. They are twelve inches long and 1 1/4 inches in diameter.

Clothes Are Never Tangled

In the Zenith Washer clothes never become rolled or wadded together. The Zenith way of washing is such that the clothes are constantly opened out, giving the soapy water the best possible opportunity of

repeatedly passing through the fabric. This is the reason the Zenith washes so quickly and is so easy on the clothes, and also the reason the clothes never need to be untangled before wringing.

No Bending Over

It is never necessary to bend over in an awkward position or to get the head near the wringer to reach the clothes. The tub is conveniently high, and is shallow with a large top opening. In the Cabinet Type it is made from a solid piece of copper, plated with tin, which is especially easy to keep clean. It has no corners in which dirt can collect.

Why the Zenith Washes So Clean and Quickly

The Zenith will wash an average tubful of clothes in four or five minutes, and get them absolutely clean, so that it is not necessary to rub the dirty spots on the wash board. This is because the Zenith washing method is fundamentally correct and the most efficient way of washing clothes. Clothes are not cleaned by

rubbing, but by repeatedly passing a great amount of water through the fabric. This is done on a wash board if it is properly used, but the friction of rubbing on the wash board as all prolonged friction does, wears out the clothes very rapidly.

The patent aluminum cone prevents the clothes from coming together in the center and makes it impossible for them to bunch and tangle. It keeps them loose and free, making it easy for the suds to pass through the fabric and cleaning more thoroughly and quickly than by any other method of washing.

The clothes are handled by the aluminum agitator equipped with patented flexible rubber hands. These rubber hands gently push the clothes back and forth through the suds at a scientifically figured speed. At the end of each stroke the rubber hands bend so as to relieve the clothes and machinery from all strains and shock.

No Moving Parts Exposed

There are no moving parts exposed where your clothes can catch and become soiled or torn. The cabinet construction not only affords protection

but gives a neat and convenient place to put away things that you like to keep right with the machine.

Construction and Finish

The Zenith washer is beautiful and artistic in appearance with carefully studied lines. The tub is bright copper, the rest of the machine is enameled an attractive gray. The strong rugged appearance of the machine exactly indicates the way it is made all through. The motor is full 1/2-horsepower, large enough to carry the load of both wringing and washing, without strain. Big 2 1/2-inch rust-proof casters make the machine easy to move.

Practically Self Cleansing

The drain is so arranged that the tub practically cleans itself. The tub is very easy to wipe out with a cloth after washing.

Easily Oiled

There are only four places on a Zenith which require oiling. They are located in a convenient and accessible place, where a drop or two of oil will keep the machine running smoothly.

BIG WASHING DEMONSTRATION

On Street SATURDAY EVENING, 7:30 O'Clock

STOP AND SEE
THE ZENITH WASHER
IN ACTION.

ON WALL STREET
in front of

"A FAST WASHER
IS A CLEAN WASHER, AND IT
SAVES WEAR ON CLOTHES"

DOUTHIT ELECTRIC CO.

BEND SALES HEADQUARTERS

The Zenith Saves Time

The reason the Zenith will wash clothes in one-fourth of the time usually taken is because its washing principle is correct and more efficient. It is not rubbing clothes that cleans them, but keeping them apart, loose and free, and then forcing the largest possible volume of soapy water through the fabric. The patented cone in the Zenith washer keeps the clothes from bunching together in the center and the soft rubber hands of the agitator force the water through the clothes. The action is as gentle as that of trained human hands. Yet it is very rapid. The Zenith will handle four times as many clothes in an hour, as an ordinary washer.

When buying a washing machine, make comparisons and see that you get one which you may be sure will come up to your own and your husband's expectations. It's a good idea to have him or some other good mechanic look the machine over to be sure it is so well made that it will last and not give out some day when you are in the midst of a big washing.

The Zenith Saves Clothes

The Zenith will wash an ordinary tubful of clothes in from four to five minutes, or the grimest dirt caked overalls in eight to ten minutes. Why do you want a washer that will wash in four minutes? Because a fast washer means a clean washer. Because you save the clothes by saving the wear in the tub. The quicker the clothes come out of the washer, the less they will be worn by rubbing against each other and the metal parts of the machine, and the less they will deteriorate from the prolonged effects of soapy water. You can prove that this is an actual saving by comparing the amount of lint in the water which is drained off from the Zenith and from any other washer. The Zenith washes the daintiest laces gently and safely.