

Out of Bondage

An Announcement of the Greatest Importance!

Every woman—every husband—every householder in Canada—should read this message!

IN announcing that the Canadian-Made BlueBird Electric Clothes Washer is "on the market" ready for delivery and use, we are privileged to make a revolutionary statement.

The BlueBird Electric Clothes Washer is not simply a piece of machinery—it is an institution—an appliance that frees womankind from her most disagreeable, distasteful and unhealthy task—that of doing the "family wash" by the rub board method.

Old Time Washing Methods Are Brutal

TO men, who only know in an indistinct sort of way that the washing "gets done each week somehow or other," this may not seem like a revolutionary accomplishment. But to the women, who each week of their lives must face the family washing, it is an announcement of transcending importance. Washing by the old method is brutally hard work. It requires greater physical effort than most women are capable of. It takes the bloom from rosy cheeks. It leaves in its wake unhappiness, raw nerves, and, in many cases, permanent physical troubles.

BlueBird Stands for Happiness

THAT is what we mean when we say BlueBird is not simply "a piece of machinery".

BlueBird radiates Happiness in every home it enters—BlueBird stands for happiness in homework!

In the designing and building of the Canadian-Made BlueBird Electric Clothes Washer, we recognize the requirements of only one person—the woman in the home. The BlueBird is built to render her a lifetime of faithful service. Every day of every year it is at her command—capable, efficient, quickly accomplishing the most distasteful of all household duties.

An All-Canadian Product

THE Canadian-Made BlueBird Electric Clothes Washer and Wringer is not simply "assembled" or "painted," but made in Canada. Every piece of material in it is Canadian. The workmen are skilled and experienced Canadian mechanics. In BlueBird, Quality is predominant, from the enamel on the cabinet to the smallest bolt used in it. In point of construction, the BlueBird is today the finest washing machine manufactured, not in Canada alone, but in any country! It is over-strong. The frame is built like a bridge. The tub in which the clothes are washed is made of copper, indestructible and rust-

less. The wringer is all-steel and adjustable to every necessary position, and for all fabrics of every weight and thickness. The motor that drives the washer and the wringer is the finest motor ever fitted to a device of this kind. In appearance, the BlueBird Washer is graceful and attractive and is finished in pure white enamel, trimmed in grey—instantly rubbed clean. The cost of operation is negligible—a few cents per week. It operates simply by attaching to any electric light socket.

Frail or Heavy Fabrics Perfectly Washed

THE Canadian-Made BlueBird Electric Clothes Washer is a machine of supreme efficiency. It operates on the oscillating principle, which, by continually forcing the water through and through fabrics, washes them CLEAN without injury, wear or damage to even the frailest garments or the heaviest blankets. The BlueBird operates absolutely without human effort. The clothes are simply placed in the tub, the power turned on, and in fifteen minutes you return to find them spotlessly clean. The same motor that drives the washer drives the wringer, simultaneously if desired. That is the modern and efficient way to wash.

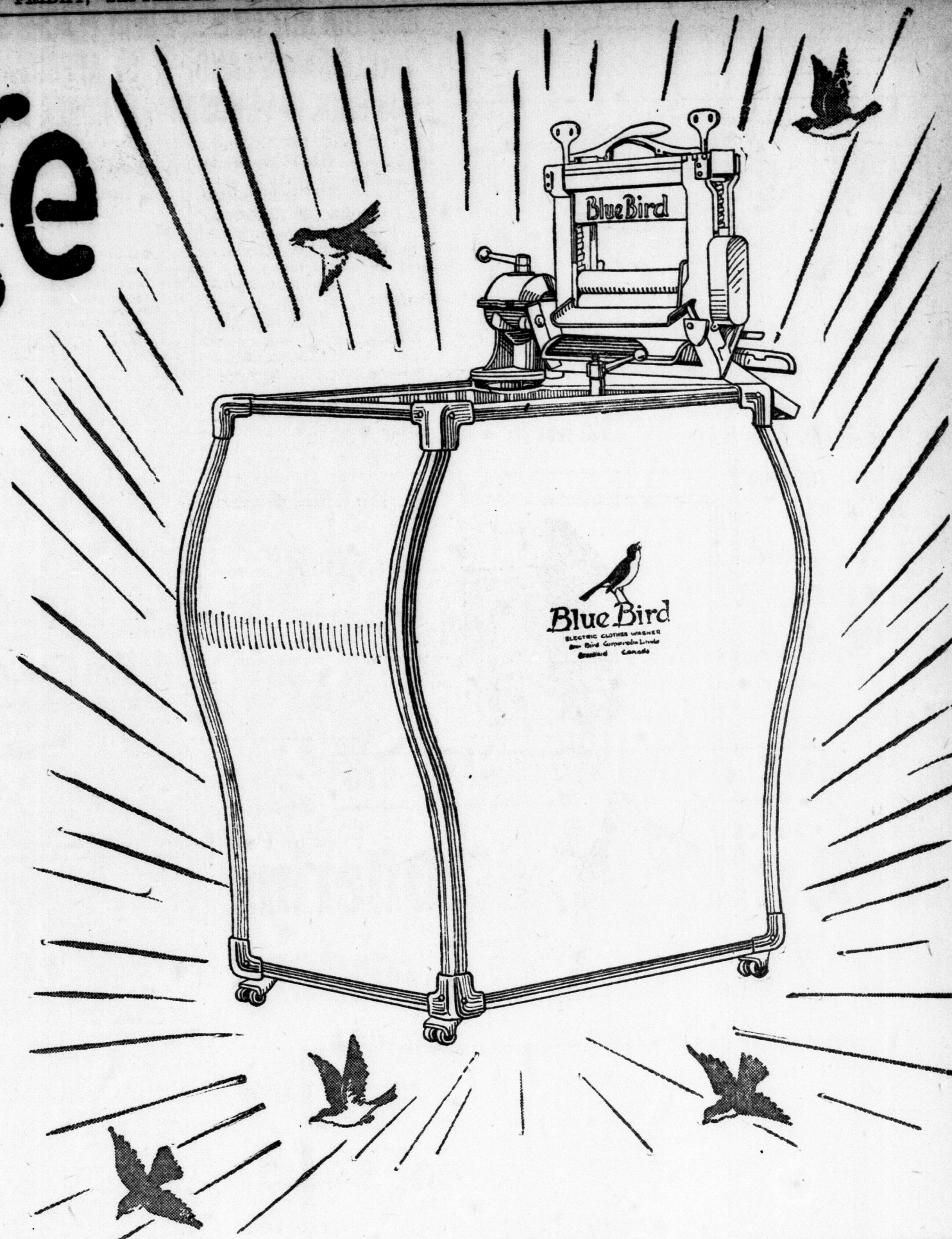
Indispensable in Every Home

THE BlueBird Washer must not be considered as something "it would be nice to have." The BlueBird is indispensable in every Canadian home. Women must no longer be subjected to the drudgery and misery that washing meant under the old-time method.

Economy demands that clothes be no longer pulled and torn and worn to shreds in one-fifth of their normal life.

That is What We Mean by "Out of Bondage"

CLEAN clothes in abundance without effort are demanded by the high standards of Canadian life. So the woman who possesses a BlueBird Washer owns not simply "a piece of machinery". BlueBird is happiness and freedom and emancipation from an antiquated, harmful and extravagant system which has held womankind in bondage since the dawn of history.



Specifications of the Canadian-Made BlueBird Electric Clothes Washer:

CABINET	White, Grey trim. Has table top, waist high. Working parts enclosed. Safety for children. Attractive appearance. Graceful design. Enamel finish—easily kept clean.	MECHANISM	Simplest design, few moving parts.
TUB	Heavy copper, extra large rocking type, tinned inside and perfectly smooth.	WRINGER	All metal, enamelled grey, rigid, cannot warp. Adjustable. Approved safety release. Full 12 in. width—extra wide.
ACTION	Oscillating principle—quickest, smoothest, no vibration, simple control—locks on centre when not in operation.	ROLLS	Finest quality—highest grade Sumatra rubber—made by Goodyear, Toronto.
FRAME	Strongest, most heavily constructed frame—built like a bridge. Mounted on four double wheel roller bearing casters, easy to move.	DRAIN	Operated from top of washer.
		MOTOR	Strong. Dependable. Easily cleaned. Water proof. Ample power. Specially designed and built for Canadian BlueBird by Canadian Westinghouse Co.

Leading Dealers Sell BlueBird

The BlueBird Electric Clothes Washer and Wringer will be sold by all leading

Household Electric Appliance Shops
Furniture Dealers Hardware Dealers Electrical Shops
on a Standard List Price.

The BlueBird marks the store in which it is sold as the leading Household Appliance Dealer in every district.

IT may be that your dealer has not as yet stocked BlueBird Washers. If he has, he will be glad to show and demonstrate them. If you find that he has not—write us for a copy of a booklet "Out of Bondage". It shows in a most interesting way how the washing problem is a problem no longer.

The BlueBird will be demonstrated at Toronto, London and Ottawa Exhibitions and will well repay a visit

BlueBird Corporation, Limited, Brantford, Canada



The Canadian-Made
Blue Bird
ELECTRIC CLOTHES WASHER

Be sure to write for booklet "Out of Bondage"—It carries a message of vital interest to every Canadian housewife

If your dealer has not yet received his stock of BlueBird Electric Washing Machines, it will pay you to wait. For you buy a washing machine for a lifetime, and you would be disappointed in a substitute.

The BlueBird factory has the largest production in the British Empire, but we cannot supply sufficient machines for everybody at once. Wait for the BLUEBIRD.