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**First Offered In 1940...Still Available 77 Years Later ... And Still Made in The USA!**



You are no doubt wondering what this antique hand soap dispenser has to do with an antique auto parts store...? Read on and you will wonder no more.

I have always been a detail guy and knew that the inside of my store would someday look just like those antique auto parts stores that were in business during the 1940's and 1950's. I have been in hundreds of older auto parts stores, car dealerships and repair garages in the past 40 plus years, so I knew the "look" I wanted.

I also knew it is the little things that matter, and one of the things I always saw in an older auto repair garage and car dealerships was some sort of hand cleaner dispenser. Most were made of sturdy cast aluminum and had clearly been mounted in the same location for years. Those hand cleaner dispensers had art deco styling which gave them character... and I knew if they were still on the wall after 20 plus years, they were built tuff.

I have tried to buy a few of those older style hand soap dispensers from garages and dealerships over the years with not much success. Most were still being used. I wanted one because it made little sense to me to have a store full of antique automotive advertising and related memorabilia ... and then have a modern plastic hand cleaner dispenser. It was just one of the details that was important to me. I wanted to keep everything in the same era.

Eventually... I picked up an original 1940's "Whisk" Brand hand cleaner dispenser in an antique store, put it away for safe keeping, then forgot I had it. It has been in storage for more than twenty years. Recently, while cleaning out a corner of the warehouse there it was, hidden in a cardboard box. The one good thing about the modern Internet is that it makes it easier to look up the history of things, something that was more difficult to do twenty years ago.

So I looked up my Whisk brand hand cleaner dispenser on the Internet and found out much to my surprise, that the Whisk company is still in business in 2017, and is still headquartered in Wentzville MO, so I immediately sent them pictures of my dispenser via email. A day later I got an email back with a phone number to call customer service at my earliest convenience.



Seems the pictures of my early Whisk hand soap dispenser caused quite a stir at the company. One employee had worked for the company for 35 years knew a little of the history. Between that and old company records we determined that my hand soap dispenser was designed in 1940 and was patented in 1949, the delay in the patenting was caused by the war. Because mine was cast aluminum with the "pat pending" on the lid, dates it to pre-1949.

Now we are getting somewhere. So my next question was..."do you have any of the leftover refills for my dispenser or anyway I can fill it and use it...?"

More good news....They STILL make a refill for my dispenser (the originals were a metal can, today they are cardboard)...AND...they still make that same 1940's design dispenser, (like mine) with a few very minor changes, and it is still made in Missouri along with the hand cleaner!

So I had to ask the 2017 cost of both, and then what a distributorship cost to sell their products, specifically that 1940's design hand soap dispenser and the refills...? A deal was struck... and that is how I got into the hand cleaner and dispenser business. So... if you want to hang up a real 1940's art deco design hand cleaner dispenser in you garage or shop instead of the cheap looking modern plastic dispenser give me a call.

I now have the original 1940's Whisk hand cleaner dispenser for sale (as shown in the picture) \$54.00 along with the 32 oz. refill for \$15.00. Adjusted for inflation that makes them slightly less than they cost in 1949 dollars. A best guess estimate from company records is that my original dispenser would have sold for \$6.50 in 1949 dollars which is equal to \$65.21 in 2016 dollars.

Oh, and the best part is the hand cleaner is the same formula from the early days (it works well) and is waterless so all you need to dry your hands is a shop towel. No water required.

Sometimes...the surprises in life are good!

Here is a side by side comparison of the 1949 Dispenser compared to the 2017 dispenser. Not much has changes in 77 years, which is a good thing!



**Here is a comparison of my 1948 Dispenser beside the 2017 edition.**



If you go to the "Parts" section of the website you can buy this setup today !

## OUR POLICY...

*Satisfaction Guaranteed on every Whisk transaction or money refunded..*

**SAFETY MEN AGREE** when using WHISK Dispensers there is no contamination from one employee to another.

Contains no caustic, grit, lye, alkali or other ingredients harmful to skin.

WHISK Dispensers are guaranteed forever. "No Charge"

WHISK PRODUCTS APPROVED BY UNITED STATES DEPARTMENT OF AGRICULTURE FOR USE IN FOOD PROCESSING PLANTS.



SAFELY SERVICING INDUSTRY FOR OVER 40 YEARS

WT-60

## For Mobile Installations SEE THIS CLIP



It locks the head of dispenser so that it is impossible for it to become dislodged when mounted either on a truck or in the plant. Prices are uniform in every state of the union. Available upon request. Write for form SP-274.

DISTRIBUTED BY

MANUFACTURED BY  
**WHISK** PRODUCTS DIVISION  
THE METALIFE CO.  
WENTZVILLE, MISSOURI 63385  
Telephone: 314 / 327-6261

# WHISK Talk

DOES IT COST?

THE ANSWER?

NO - IT PAYS

LEARN WHY ➔

For those



**Extra**

**Dirty**

**Hands**



U.S.D.A. APPROVED

## ON-THE-JOB CLEANING

WHISK cleans hands right on the job - not in the wash room. WHISK removes paint, grease, road tar, adhesives, printer's ink, Permatex, brake fluid, Skydrol, road oil, creosote, rubber cement, asphalt, chewing gum - and leaves the hands soft and smooth.

## TIME IS EXPENSIVE

What is your employee's time worth? Statistics give some very chilling estimates. For example - ten minutes wasted per day by only ten employees making \$6.00 per hour cost you \$2500.00 per year.

WE MAINTAIN - FOR EVERY DOLLAR YOU SPEND FOR WHISK WE SAVE YOU 200 DOLLARS WORTH OF TIME

You can start the WHISK money-saving habit on a small investment. Here for price of our Special Introductory Offer. Included in this are 24 pounds of WHISK YELLOW WATERLESS or WHISK WHITE WATER SOLUBLE Hand Cleaners and this new WHISK Dispenser with a Lifetime Guarantee - Perpetual Maintenance - No Charge.

WHISK WHITE water soluble for those who prefer rinsing their hands with water.

This amount of WHISK will quickly clean over 3000 pairs of hands and save over 200 lost man-hours in trips to the wash room - so that's why we say - - -

## WHISK DOESN'T COST - IT PAYS!



A WHISK EXCLUSIVE WHISK ZRO, an exclusive time tested formulation, is ideal for cold weather use - even down to ZERO - but is so versatile it is good - winter and summer.

The ZRO formulation costs 10% more than WHISK regular. This is a MUST for service trucks that operate in all kinds of weather. WHISK YELLOW (ammoniated) and WHISK ZRO are truly WATERLESS HAND CLEANERS.

WHISK ZRO is the PERFECT hand cleaner for all outside use, especially for workers on trucks belonging to ELECTRIC POWER and GAS Companies, PIPELINES and OIL FIELD maintenance.

## WHY WHISK DISPENSERS STRETCH YOUR HAND CLEANING DOLLAR

When the lid from a can of WHISK is removed, oxygen from the air comes in contact with the material. Immediately it starts to liquify and evaporate, which is a waste.

## STRETCH YOUR DOLLAR

Next objection - worker invariably dips out more than he needs - another waste. Still another - each time he inserts his hand a certain amount of grime stays in the can. By the time 2/3 of the material has been used, the remaining 1/3 is mostly a liquid mess of dirty material that is not usable, so the can with the remaining material goes into the trash can, and the workman draws a new can from stock.

WHISK Dispensers eliminate this waste because no air comes in contact with the material until it is ejected from the dispenser, and then in just the right amount. To receive the greatest benefits from your hand cleaner investment, equip your shop with WHISK Dispensers in convenient spots for on-the-job cleaning - no more waste of material or job-wasted time going to the wash room.

## WHISK DISPENSERS ARE PERMANENT OR PORTABLE

A precision made device that keeps WHISK sealed until you are ready to use it. Then an upward pull of the curved handle ejects an average of a 2" ribbon of WHISK on the "free" hand. The heat of the hands plus the oxygen in the air turns WHISK into a liquid that opens the pores of the skin, loosens and floods away the dirt and grime. After wiping off with cloth or paper towel the hands are so clean they do not leave finger prints even on coated paper stock.

QUICK AND EASY TO LOAD - JUST TEN SECONDS. PATENTED SLEEVE VALVE EMPTIES CAN TO A SINGLE CLEANING.



## WHISK LOTION SOAP

### NOW! A LUXURY LOTION SOAP AT A COMPETITIVE PRICE FOR THE WASHROOM

WHISK LOTION SOAP is a concentrated product, designed so that a little goes a long way with remarkable cleansing properties, which readily rinses from the hands with water, and leaves no after film.

WHISK LOTION SOAP is a heavy viscosity formulation. It will remove the heaviest soils. It is what we believe it to be, the gentlest most effective lotion soap in the market today. Also good for the office washrooms.

WHISK LOTION SOAP is an all-purpose formula to be used not only on the hands, face and body, but makes an excellent shampoo - as fine as you will find anywhere.

Our customers tell us that WHISK LOTION SOAP replaces granulated, liquid, and bar soaps, which, of course, reduces your soap inventory.

WHISK LOTION SOAP helps prevent chapping and cracking of the hands as it contains Isoclene and A-3 which helps fight skin problems.

WHISK LOTION SOAP is bio-degradable.



No. 77P Dispenser For Office Washrooms No. 77Q Dispenser For Industrial Office Washrooms



Install in factory showers & washrooms

U.S.A. APPROVED

No. 774 One Gallon Size For Industry

Here is an early Whisk brochure advertising the early PD-2 Dispenser.



Wouldn't it be cool to find one of these...?

From a humble beginning...

All WHISK products U.S.D.A. approved



ICEOLENE, The Extra Ingredients To Aid The Efforts In Maintaining The Natural Moisturizer Factors Of The Skin, Makes The Skin Feel Cool.



A-3, An Effective Free Additive, Mild Fungicidal And Bactericidal Preservative Used In The Finest Cosmetics And Chemical Specialties For Over 25 Years.



AMA, Whisk Hand Cleaner Was Accepted For Advertising In Today's Health Consumer Publication Of The American Medical Ass'n. As Early As 1954.

**WHISK - Where Quality Comes First!**

No quality control problems with WHISK  
AVAILABLE UPON REQUEST

- WHISK TOXICOLOGICAL AND SAFE HANDLING REPORT
- WHISK SCIENTIFIC ANALYSIS REPORT
- WHISK YELLOW HAND CLEANER SPECIFICATIONS
- WHISK WHITE HAND CLEANER SPECIFICATIONS
- WHISK LOTION SOAP SPECIFICATIONS
- WHISK MEDIC SOAP SPECIFICATIONS
- WHISK DISHWASHING DETERGENT SPECIFICATIONS

PARTIAL LIST OF WHISK USERS FOR OVER THIRTY FIVE YEARS:

Ford Motor Co.	Archer Daniels Midland	World Color Press	Courtauld's
General Motors Corp.	Post Cereals	Brown Printing	Lincoln St. Louis McNeil
Chrysler Corporation	Ralston Purina	Concordia Publ. Co.	I.B.M.
A. M. General		Foots & Davies	FMC Corporation
Arheuser-Busch, Inc.	Shell Oil Co.	Fulitzer Publishing Co.	NGPL Pipe Line
Adolph-Coors, Co.	Marathon Oil Co.	Sun Times	Michigan Wisconsin
Pabst Brewing Co.	Mobil Oil Co.	Minn. Star & Tribune	Mississippi River Fuel
Miller Brewing Co.	Clark Oil & Refining		Great Lakes Pipe Line
	Greenlee Industries	Union Electric	
Dow Chemical Co.	Warner Brake	Central Ill. Public Serv.	Stewart & Stevenson
Olin	Rockwell International	Illinois Power Co.	Halliburton
Borden Chemical Co.		Ohio Edison	Schlumberger
Mobay Chemical Co.	Atlantic Richfield	Georgia Power Co.	
E. I. Dupont	Texaco	Kansas City Power & Light	PAN AM
	Continental Oil Co.	Detroit Edison	Eastern Airlines
WABCO	Union Oil Co.		Continental Airlines
Caterpillar Tractor		St. Louis Ship	
	Inmont Corporation	Fluor Corp. Ltd.	Texas Gulf Sulphur, Inc.
Alton Packaging	Braznell Ink Co.		Lone Star Industries
Michigan Carton	New England Printing Ink	National Steel	
		American Steel Co.	Colonial Rubber Co.
Bemis Co. (all Branches)	Westinghouse	U. S. Steel	B. F. Goodrich
Boise Cascade	General Electric Co.		Kelly Springfield
	Borg Warner	Armco	Goodyear Tire
Carnation Milk	Milwaukee Electric Tool	NI Industries	Firestone
Staley Mfg.		St. Joe Lead	
The Nestle's Co.	Glidden Paint	Owens Illinois	Norfolk & Western
Quaker Oats Co.	P. D. George	Gardner Denver	Amtrak
Maxwell House	Mobile Paint Co.	Kaiser Aluminum	
Kellogg Industries			Nass

- WHISK - THE FINEST PRODUCT IN THE WATERLESS HAND CLEANER AND LOTION SOAP MARKET.
- WHISK - HAS PROVEN ITSELF THROUGHOUT INDUSTRY NATIONWIDE.
- SAVE TIME WITH WHISK.
- CLEAN HANDS ARE PROFIT PRODUCING TOOLS.
- WHISK USERS TELL US THEY FEEL THE QUALITY WHEN THEY USE WHISK.

BUY AMERICAN MADE GOODS