

### Make Her Day Merry, Give Her A Dishwasher

Hey Pop! This story is for you. Do you feel a vague uneasiness every night, right after dinner and just when you settle down in an easy chair to read the paper? Do you know why? Your conscience is bothering you. Even though she never complains, you know your wife out there in the kitchen is dog tired. Deep down in your heart you know you ought to be out there helping her. That's why you can't really enjoy taking it easy in a soft chair reading the paper. The obvious answer is an automatic dishwasher. Now before you can sell your wife on the idea there are important questions to answer. Just how much time will a dishwasher save? Will it get the dishes cleaner and more sanitary than hand washing? Does it step up water consumption?

**Big Time Saver**  
You can tell her that these and a horde of other questions were answered by a study of hand versus automatic electric dishwashing methods known as the Ohio Study, made by the Ohio Agricultural Experiment Station, Wooster, Ohio, and sponsored by leading dishwasher manufacturers who are members of the Household Sink Units Section of the National Electrical Manufacturers Assn. Most dramatic finding of the Ohio Study was that an automatic electric dishwasher cuts dishwashing time by about half — from about an hour and a quarter to an average of 35 minutes a day. You might add that dishes washed in a dishwasher were found definitely to be more sanitary than those washed by hand, with a much lower bacteria count, indicating an important contribution to family health. This is because recommended water temperatures for household dishwashers are hotter than the hands can stand in the dishpan.

Another finding of the Ohio Study indicated that there is less dish breakage with an automatic electric dishwasher. As far as water consumption is concerned, it was found that about eight gallons a day are used in a dishwasher. This is less than needed to fill a deep sink.

**Increased Capacity**  
As an added point, remind your wife that automatic electric dishwashers have come a long way to reach their present efficiency of action and attractive appearance. As a clincher, tell your wife that today's dishwashers show increased capacity — many models will hold complete service for eight. Improved drain devices and automatic timers assure longer service and better operation. Modern automatic electric dishwashers take most dirty dishes without pre-rinsing, and with the use of the proper detergent will get dishes and table silver sparkling clean. These machines do pots and pans, too, with a minimum of preparation.

You can show her models to suit any need and colors and finishes to match any decor. Enlist the aid of a dealer — a combination dishwasher and sink, a built-in under-counter model, or one of the new free-standing types is best for your home. And after the dishwasher she finally picks out is busily handling the after-dinner chores in your kitchen — and your wife is curled up on the living room sofa — you can read the sports news with an easy conscience.

**GIVE GLAMOUR**  
Especially glamorous gifts this Christmas are housecoats and robes in such newly opulent fabrics as rich brocades, satins and other "evening" materials.



**MOST WELCOME** — A gaily ribboned mobile dishwasher under your Christmas tree means a year-round holiday from laborious dishwashing chores. Since it's portable, it saves installation bill and can be rolled around the room like a serving cart to pick up dirty dishes.

### Color Brightens Kitchens Now

Since the housewife spends more time in the kitchen than anywhere else in the house during the day, it should not only reflect her personality, but it should be a bright and pleasing place in which to work. This can best be achieved by the judicious use of color for the background and for equipment, appliances and accessories. Today, when the home owner is planning a new kitchen, colored appliances to match or contrast with the walls, cabinets and other fixtures are given the greatest consideration. In some instances, manufacturers are matching the colors of their appliances with the colors of other equipment, although standardization has not yet reached the ideal stage. Much more has to be done to bring about coordinated colors for the kitchen in the appliance industry.

**Coordinating Colors**  
One solution for the housewife with a color-matching problem might be for her to sand the appliance or appliances in question and apply a special enamel finish coat in the color of her choice. According to the president of a large paint company, his firm has an excellent product, a triple-duty enamel, for this purpose. It can



be sprayed on or applied with a brush. Another method of providing coordinated colors in the kitchen was evolved by a leading New York home furnishing store, when they were commissioned to do over many large apartments and homes after World War II. The firm did over the kitchens with coordinated colors from the appliances right down to the pots and pans. To accomplish this coordinated color program in all its perfection and detail, they sent appliances to automobile painting shops to be sprayed with synthetic enamel in the exact colors they wanted to complement the kitchen colors.

It might well be asked what items are most likely to be difficult to get in a matching kitchen. Actually, nothing is hard to get today in matching colors. Paint manufacturers are producing as many as 1400 different colors, so appealing color schemes can easily be selected. Many manufacturers of paints, floor coverings and draperies are offering complete customized kitchen color plans free.

**Wide Color Choice**  
As to the choice of proper color for the kitchen, there is a wide variety of choice today, depending largely on personal preference. Many people, who are not housewives, seem to think that cool colors belong in the kitchen because psychologically they seem right. This does not always work out in practice. Surveys have indicated that women like bright cheerful color in the kitchen, with yellow and turquoise ranking particularly high. The colors should be functional and provide a happy, cheerful atmosphere.

### Design Appliance Layout Before You Start To Buy

You have picked the appliances you are going to get this Christmas. You know what you need, how the machines work and you have arranged to fit them into the routine of your home. But have you planned the layout of your kitchen and laundry? A poor floor plan can destroy much of the value of the best appliances.

If you are moving into a new home or are doing a remodeling job on your kitchen, you probably have professional help. Architects usually work out floor plans, and remodeling of old kitchens often is handled by professional kitchen planners.

**Dealer Has Plan Books**  
But this is your kitchen. It should fit your family. And if you can have only one or two major appliances this year, you will want to plan ahead. What other appliances will you have in future years? Where will you put them, and how will they fit in with what you have? You will see kitchens in other homes and pictures in your newspaper and other publications. Your dealer will have booklets on kitchen planning.

You have heard that some kitchens are so badly planned that a housewife spends much of her time walking back and forth across them. You can check a plan by thinking of a simple task like making a cup of tea. You take the teapot from the shelf. How far do you walk to put water in it? Now, how far is it to the stove? To the place where the tea is stored? To the teacups? To the place where you drink it?

**Subject to Variation**  
You can ask the same question about other routines. Usually kitchen planners think of the kitchen as a group of centers. There should be centers for mixing, cooking, serving and cleanup. These can be combined or varied in a number of ways. Kitchen plans usually are thought of as being in the shape of a U or an L. There are also I or straight-line kitchens. And many modern kitchens save steps by putting some appliances, work surfaces and storage cabinets in an island or a peninsula.

Are you getting some of the new automatic appliances? If so, you will be the boss of a worker and more of an executive. You will need a

desk or table as a planning center. Many homemakers find such a center useful even with the older type of appliances.

How tall is the person who is going to do most of the work in this kitchen? Most counterheight appliances and counters are 36 inches high. That is standard, but people are not of standard height. If the homemaker is very tall or very short, can you arrange to have these surfaces lowered into the floor slightly or raised on solid bases?

Have you work surfaces where you need them, or do you have to carry things across the room to use them?

**How About Shelves?**  
How about shelves? You will find that there are spaces under low shelves and above high shelves that you can't see without stooping over or climbing up on something. These difficult-to-see spots will differ for people of different heights.

How high can you reach, comfortably? This, too, will make a difference as to where things are stored.

Little things can sometimes make a big difference. For example, do you have a rack at your eye level which will hold an open cookbook or a recipe card?

How about cabinets in corners? Have you planned revolving shelves in such hard-to-reach places? Is space lacking for a work surface where one is needed? How about a board which you can pull out or fold up or down?

Are you right- or left-handed? Most right handers like to work from right to left? Does the work in your kitchen flow that way?

**Get Professional Advice**  
You will find many kitchen plans. You will want to choose one that fits your home and the work habits of your family.

In the same way, you can make your laundry job easier with a little planning in advance. Here the sorting, washing, rinsing, drying cycles are important. But these will vary according to the type of appliances you have to work with.

Experts will advise you to get professional planning help if you can, but see to it that your kitchen and laundry fit your family.



**DREAM KITCHEN** — This is a practical reality in the average American home. Electric appliances, finished here in fashionable pink, include a 30-inch electric range with French doors, mixing center, dishwasher and built-in refrigerator. Automatic washer and dryer are along the right wall. Kitchen decor in this case is off-white and gray.



**PRACTICAL BEAUTY** — The latest appliance styles — built-ins, counter-top units, and steel cabinets — make this kitchen an eye-catching blend of the modern and traditional.

WATCH WARDS for Extras!



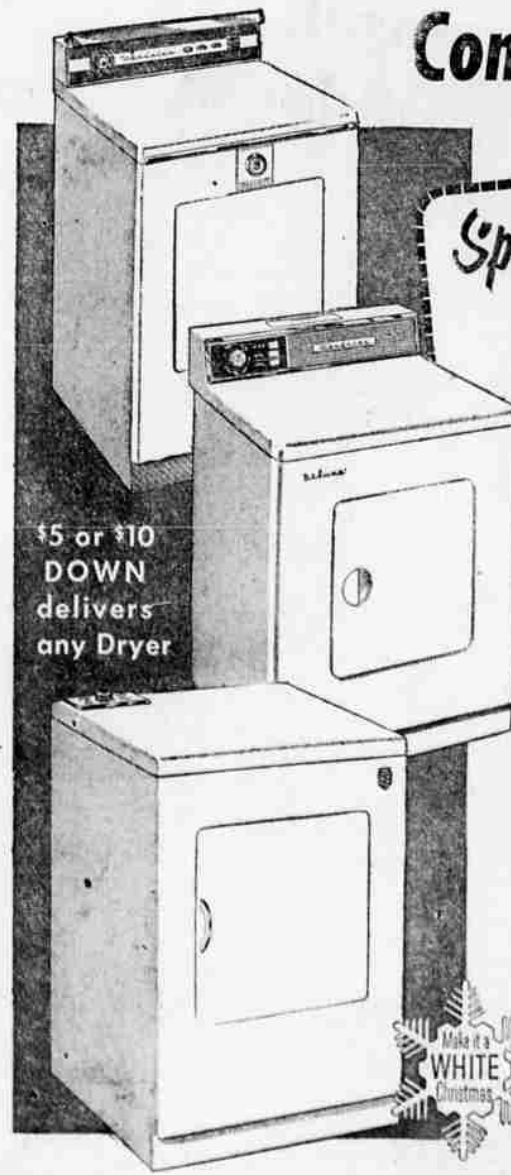
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