



1. Begin by ironing the sleeves from the top of the cuff.



2. Each of the cuffs should then be ironed.



3. The back is next, the ironer handling its full width.



4. After the collar, the shirt is ironed across the front.

Call Modern Ironer Great

The originator of the proverb, "hard work never hurt anybody," could not have been the one who did the family ironing by hand. Anyone who had this chore to perform knows what a "back-breaker" it literally is, and there are scientific studies to support this belief.

No wonder the arrival of automatic ironers was hailed by housewives everywhere as a "great emancipator."

Consider the time saving. Where ironing by hand requires hours to do, you can do shirts with an automatic ironer at the rate of one in four minutes.

And while the woman who does the ironing for a family of four by hand does four tons of lifting

a week — just in picking up the iron — doing the job with an automatic ironer is effortless. You sit while the appliance does the work.

No more tired arms, aching back, or abdominal and leg strain. Your clothes are neat, fresh, machine-perfect; your sheets have a wonderful silky finish.

You'll be proud of your work. You'll feel refreshed at the end of your ironing — no more look or feel of drudgery.

The hours you formerly spent at the ironing board you now will be able to enjoy doing so many of the things you wanted to do "if only I didn't have this ironing."

Automatic ironers come in several styles. Cabinet type units, which have white enamel finish, have lap panels to support dampened articles before they go through the roll, and one or two extension shelves for stacking folded items after finishing. Some have height casters that can be adjusted to the height of the user.

A console designed ironer comes in steel or wood finishes. There are portable models, which can be rolled into storage spots when not in use, and table top models.

Whatever the type, the automatic ironer spells freedom.

How Much Can You Spend On Monthly Payment Plans?

By OTTO C. LORENZ, Associate Editor, THE AMERICAN BANKER

Installment buying has made it possible for every family to have the appliances it needs — when it needs them.

There is little reason to wait until all the cash is available before buying the appliances you need, because with a new baby in the house, for example, certain appliances are necessary — and right away. A washer and a dryer, it is known, are invaluable for a new mother who is taking on the additional work of a baby and needs all the extra time and energy she can get.

She can have those appliances now by purchasing on the installment plan. Then she can have the use of the work-saving servants when she needs their help the most.

If you're wondering how installment credit buying affects the saving habit, a special study of consumer installment credit made at President Eisenhower's request

for the Federal Reserve Board reports that "Consumers' desire to save and the importance they attached to the accumulation of savings were not impaired by their extensive use of installment buying."

Even if you have cash on hand, there may still be good reason to buy on installment. For, if you retain your full savings and go into debt to buy an appliance, the pressure of paying the installments will prevent the frittering away of income on unnecessary items.

There is no formula for determining how much of a family's income can be spent on monthly payment plans. However, two years ago a family with two children and \$5,000 annual income spent about \$18 a month on monthly payment plans. This figure out to be about 12.7 per cent of the take home pay.

But the amount that can be spent each month is an individual family matter, and should be figured out with care. For instance some families in that same income bracket were committed to as much as \$75 a month on monthly payments for cars, refrigerators, washing machines, household appliances and home improvements.

Checking revealed that they met their payments promptly and didn't get into trouble — chiefly because some one made the food and clothing dollars do a really fine job.

They had steaks and roasts occasionally, but mostly other good and less expensive meats that "home ec" classes had taught would go a long way and still keep everybody happy. Washing machines and refrigerators had been bought and paid for on the installment plan long ago — and what a saving in laundry bills and food conservation that was, now that the machines were fully paid for!

Economists say that payments on installment debt amounted to 12.7 per cent of disposable income in 1955.

Laundry No Problem For Smart St. Nicks

So your wife has just gone out to do some Christmas shopping and she left you with the family wash? That's no problem at all.

Here are a few tips on doing the laundry the way your wife does it.

First, sort the laundry into piles of white, colored and man-made fiber garments (your Dacron slacks, for instance). The manufacturer's label should tell you the construction of the garment.

Set aside the clothing that has dark colors that are apt to fade. Give these a separate wash, for they might fade or spot other garments. Brush the sand, grass and dirt that may have accumulated out of the trouser pockets and cuffs, and apply some detergent directly to all badly soiled or grease stained areas. Close the zippers on all the clothes.

First Things First

Wash the white clothes first, and keep the water hot. White clothes of natural fibers can stand the hottest water.

For bleaching, follow directions on the package to obtain the proper amount. Add the bleach to the water and allow the machine to agitate for a full minute.

Use a measuring cup and follow the directions on the box or bottle when adding detergent. Remember that too many suds cut down the washing action.

When loading the machine, place about nine pounds of clothes in the machine (if the washer is standard size), or load the machine until the loosely folded clothes come within two inches of the tip of the agitator basket.

Large pieces should be mixed with smaller items, rather than be washed together.

After the white things are washed, the light colored items have their turn. If your machine is equipped with a suds-saving device you can use the same water, or if fresh water is drawn, turn the water temperature down to "warm."

The next load will contain more heavily soiled cottons. Use clean, hot water.

When you do the synthetic fibers, if you have an automatic machine, set the wash temperature at "cold" and the agitation and spin speeds at "slow" or "synthetic fabrics setting. Separate colors. Put clothes in washer and let it run its complete cycle.

Follow Directions

Follow directions on starch package as to amount. Pour the starch in the machine and let it mix with the water before putting in the clothes. After the load is removed, wipe the agitator basket with a clean cloth to remove excess starch.

As each load of clothes comes from the automatic washer load it into the dryer. For loads of heavy sheets and pillow cases, set the dryer temperature on "high" with the time at 35 to 45 minutes, depending on the size of the load.

Cotton sport shirts and children's play clothes should be dried at "medium" settings, with a time of 15 to 25 minutes. For synthetics, set the dryer temperature on "low" and the time control dial at from five to 10 minutes.

If the load is small, use the minimum amount of time, and if you're in doubt about the time setting, use a shorter, rather than a longer, period of time. Clothes that stay in the dryer too long have a stiff, scratchy feel when first taken out. "Overdrying" destroys the natural moisture present in all fabrics and, besides spoiling the appearance and feel of the fabric, hastens deterioration.

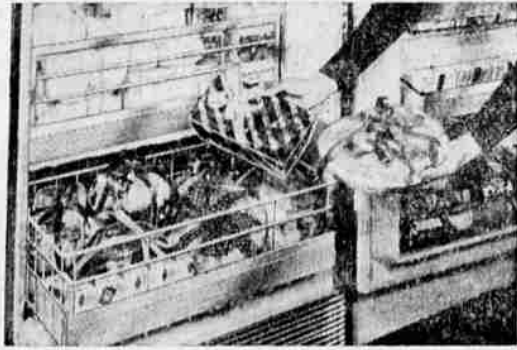
Handle with Care

Synthetic fabrics require special handling. If washed in cold water and dried in the proper amount of time they will require a minimum, if any, ironing. Too much heat, either in the washer or dryer, causes wrinkles to set. Washing in cold water with the proper amount of agitation followed by low dryer heat or warm sunshine, causes wrinkles to pop out and leave clothes looking fresh.

That's it, mister. Really nothing to it, is there? What's that? You say if everything's that simple, you'll offer to take care of the house and let your wife go to work. Good deal.

LABEL FREEZER PACKS

When wrapping food for storage in a freezer label each package with the date of storage, kind of food and, when necessary, weight or quantity.



Your roll out gift tray — You're never caught without any gifts for that unexpected visitor when you prepare cakes, cookies, pies, candies, etc., ahead of time and store them in your freezer. After wrapping them for the freezer, you can add gaily colored gift wrapping. They're always handy — and always fresh.



Surprise, Mommy, surprise: It sure is a surprise when Mommy comes into the kitchen to find her new automatic washer and dryer. And there will be many more surprises when she starts to use her new appliances. There is no garment, whether it's made of the usual natural fibers or the new synthetic materials, that can't be washed and dried in today's automatic washer and dryer.

Modern Home-Maker Sends Santa Letter Asking For Special Gifts

Dear Santa: I'm asking for the most precious gift of all. Freedom from routine household chores so that I'll have more time to spend with my family.

That's the Christmas Blessing that will make my husband happier; that will make my children more cheerful; that will enable me to spend more time with my family.

I want a new refrigerator that takes care of itself so I won't have the time-consuming mess of defrosting.

I want the freezer on the bottom so I won't have to bend to reach everyday things... a freezer with plenty of storage space so that I can shop every once in a

while instead of almost every day. With a new range, food will taste just right, whether I cook on top or in the oven. My children say I'm the best cook in the world and I want them to go on saying it!

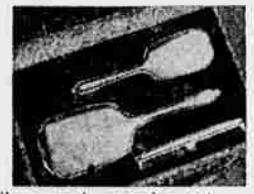
Food can never burn, it will always be the right temperature when I serve it, and I won't have to worry about being home on time to cook dinner, because it starts and finishes its work automatically.

One of the new completely automatic washing machines will handle all of the laundry from Dad's workclothes to my lingerie. And, with an automatic dryer, I won't get tired doing heavy lifting. I'll have less clothes to iron and even more free time.

Perfect for my ideal laundry would be an automatic ironer so that I could finish what needs ironing without any trouble.

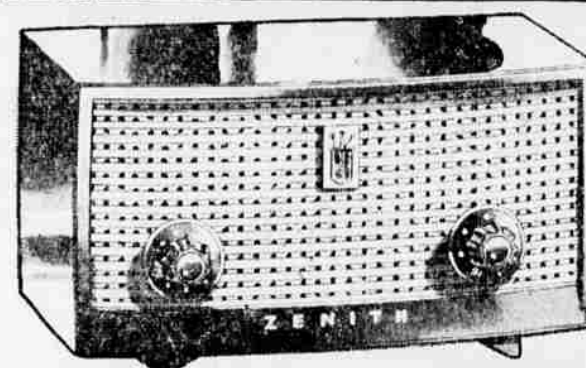
All of us would be happier with an automatic dishwasher! And, there would be no complaints from Dad or the children when they're asked to help with the dishes.

Santa, I can't think of finer Christmas presents, and that goes for every wife and mother in the U.S.A. So thank you in advance for a Christmas I'll never forget! Mrs. Homemaker



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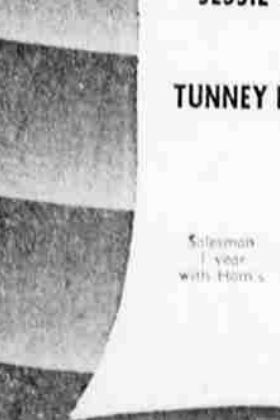
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