

Ironers Can Save Lots Of Work

Would you like to sit down while you complete the family's weekly ironing in 15 minutes without lifting an iron the usual thousand times? Then of course you've asked Santa for an ironer.

And when you get it, there'll be no more aching backs, tired arms and cramped legs from standing hunched over an ironing board and walking up and down as you iron. One survey says a woman walks approximately five miles and lifts 3½ tons for each week's ironing.

Using an ironer is almost like taking a breather in the day's activities. You sit down comfortably, you play a pleasant little game that shows what an intelligent woman you are, and pretty soon the ironing's done.

About this intelligence angle. Operating an ironer for maximum results is not as intricate as working an equation in nuclear physics, nor probably as stimulating as a good game of bridge. But it is a challenge in a way, because—let's face it—a stupid woman would have a hard time doing it.

INTELLIGENCE NEEDED
Well, there are considerably more facets to using an ironer than playing the hand iron. With the latter you can plough on through thick or thin, and come wrinkle or pucker, the garment will eventually get by sheer force of manual pressure.

It's not like that with an ironer. Finesse and intelligence are needed to operate the controls and understand the most skillful way to get each piece ironed.

Not that it's an art you devote the best part of your life to learning. It's really quite simple—for an intelligent woman. If her appliance dealer isn't equipped to give her instruction on how to operate the ironer, she can learn it herself in a few sessions from a book of directions that comes with the machine.

A few rules, a basic understanding of how it runs, a little practice—and you'll be amazed how quickly and easily the entire family ironing gets done. You'll have more time for other things, and you'll be more rested to enjoy them.

NOT AUTOMATIC
The ironer is about the only one of the major appliances that isn't automatic. You can get a stove that will turn itself on when you want it to, cook the meal the way you want it and then turn itself off. The automatic washer and the clothes dryer don't need you to help them along. And you know how self-sufficient the refrigerator is.

In this ironing business though, until a robot comes along that will handle the pieces for you, you're going to have to do a little work yourself. Until that robot does come along, the ironer is the best thing you can have.

There are two kinds of ironers, cabinet and portable. The cabinet ironers cost more and require more space—but they have a lot of extra, convenient features.



IS HE MECHANICAL?—Ironers are one of the few modern appliances which are not automatic. You have to run them just like you run a sewing machine. But here's an idea. Is your husband mechanically minded? He might like to run a new machine. This picture of a man running one of them is printed to show that it is possible for a man to operate it.

The ironer works very much like a hand iron and ironing board. A heated metal plate called the "shoe" is your iron; a padded roll is the ironing board.

TWO METHODS
This kind of ironer is called a rotary ironer because the roll turns and the fabric is ironed as it is carried along between the shoe and the roll. At least one manufacturer makes a flatplate ironer, so called because it has a flat padded ironing surface and a flat shoe.

Portable ironers have neither table nor stand. If you get this kind, be sure to put it on a table that is the proper height for you to sit and iron with comfort.

Most cabinet ironers have two speeds. Thin fabrics can be ironed at a higher speed than heavy fabrics.

It takes about five minutes for the shoe to heat sufficiently. Then you're ready to iron. Of course, you've already learned to operate the controls: the speed regulator, thermostats for heat control, know-or-foot device for bringing the shoe against the roll.

EVERYTHING GOES
At first it's best to iron the flat pieces like towels and pillowcases. When you feel competent and easy doing this, try dresses and shirts as explained by a demonstrator or the instruction book. In no time at all you'll become skilled, and the ironing chore will go much faster than it did with the hand iron.

Your ironer has special features.

Your Tasks Are Easier Day By Day

Your White Christmas appliances can think. That may be a little startling until you stop to see that most of the newest household machines are automatic. That means they regulate themselves. They take note of what is going on, adjust themselves to it and give the orders for changing operations to meet it. That is a form of thinking in a very real sense.

The thinking parts of your new machines can be very important to you. For years you have used machines that did the work. But you had to operate them. The need for your attention could be an annoying part of housework. Even if the machine saved heavy labor, you could not do something else while you were operating it.

You may have seen news stories about automation in the factories. Those stories told about the use of machines to run other machines. It's an important development in industry. But it's equally important in the home.

YOU DECIDE
When you make it a White Christmas, it will be important to you to think about appearance. You must decide whether it takes on a rainbow tint with the use of colored appliances. That is an important decision. But it is even more important to learn how the appliances you buy "think."

Manufacturers have long been working to help you with the household job. Buried deep in most of the appliances you buy today are tiny thermostats and timing devices that call the signals.

Practically every household task is automated—water heating, cooking, room heating, clothes washing, garbage disposal, dish washing, refrigeration are on the growing list.

When you throw clothes into a washer, you set a dial, and the machine takes over. You no longer lug three tons of clothes a year out into the yard to dry. A machine does that, the little automatic devices seeing that it's done right.

There's another automatic control in the modern water heater which sees to it that hot water is there when you need it.

STUDIES VITAL
Machine controls are the product of a four-billion-dollar industry. Most of the big manufacturers in it do a lot of research to give you ever better regulation to take the uncertainty out of home jobs. One of the biggest controls companies has been working on cooking controls in a new million-dollar research center. With the new devices you trust even the most delicate cooking

problems to your stove. One such control will keep cooking temperatures at the right level. Your newest ranges can sense the heat of the food itself. When the new control operates, it refuses to permit bad cooking. In one drastic test, bacon was left frying in the pan for 18 hours. It did not burn or shrivel. With this control every coffee pot becomes an automatic coffee maker and every frying pan an automatic skillet.

AUTOMATIC COOKING

You know, of course, about other automatic cooking controls. You set a dial and put your food on the stove or in the oven. Then you go away to your job, your civic duties or other things. Hours later in the empty house, the stove turns itself on, cooks your food until it is done, turns itself off and keeps the food warm until the family is ready to eat it.

The dishes? You put those in a dishwasher which has other automatic controls. It goes through a complicated washing routine, rinses the dishes in water too hot for your hands and lets them drain dry in a jiffy.

So when you read stories in your newspaper about automation in the factories, you will know you have it in your own home or are planning to get it.

It not only keeps the water the right temperature in your washer, it empties and fills the machine at the proper time and keeps the machine moving at the proper speed.

You may have it in many other appliances in your home. It is not a dream for tomorrow; it is a fact for a White Christmas.

CHANGING HABITS
You may even have a heating and cooling system in one unit. When it's cold, you get heat. When it's hot, you get cool, humidity-controlled air.

This is a giant step beyond the machines that took the heavy labor out of housework. Machines that think, machines that regulate the living habits of America right in your own home.

New methods of refrigeration have changed shopping habits. New ideas in food preparation are changing eating habits. New controls are freeing minds for more important things.

Dryer Personalities Are Planned For You

Appliances have personalities. Take clothes dryers, for instance. Over here is a big, well-proportioned machine. It is set up to do one job and it knows it. Flashing signal lights tell about the action as it takes a full load of clothes and fluffs them to warm, smooth dryness.

Or look at this combination model. Watch the swift changes as it handles the sudsing slosh of a washing cycle and moves swiftly into rinsing. Then it changes again and functions as a dryer, acting with calm, stable accuracy.

Look again. Either machine may use the quiet warmth of gas or the precise utility of electric heat. Effective? Either type of machine or either method of heating does the job and does it well. But you will note the difference in personality.

If you were employing a maid or a butler, you would be on the lookout for personality traits. You would expect to find a person who could take his place in the routine of your household.

The same principle applies to the appliances you bring into your home. You set the tone of your house. The machines are there to do the work, just as the maid or the butler might do the work. But your preference rules on the personality of the machine just as it rules on the type of servant you might seek out.

There are many manufacturers and each has a number of models of most appliances. It is not accident that the same firm often makes both gas and electric machines to do the same job. The different sizes and differing equipment of models are carefully planned.

Here is where American business enterprise fits the personality of the machine to the differing temperaments of varied American families.

You want a machine that will do your work. That is the essential choice. After that, check with your dealer. See how different machines do the same job in different ways. Get one that fits your home.

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