

It Is A Good Washday When Appliances Help

Washday! Is that a bad word for you? When you get the new home-laundry appliances, you will find it need not be. In fact, there may not be any washday. You may find it easier to push the button and let your new automatic washer turn out clean clothes any time you have a load for it.

Meanwhile, many families are planning home - laundry centers that make a mockery of the old unpleasant places where clothes were scrubbed until they were clean.

You can put them almost any place. They fit nicely into the kitchen if you have enough room. You might close in that little porch and place the laundry there. Even bathrooms can be used for the purpose. Some of the new equipment is small enough to fit into a small space.

Many modern laundries are in the basement, right where so many of the old ones were found. You might not recognize the new ones if you are used to the old.

COLOR POSSIBLE

Whether you use white or colored appliances, they can be colorful places. Walls, ceilings, floors, woodwork, curtains, are all spots where bright splashes of color can be used.

On the other hand, there is no reason why a white laundry should not be a pleasant place. They are so pleasant that modern home-makers frequently combine them with other rooms.

If you decide to put your laundry in the kitchen you can combine cooking activity with the push-button operations of washing and drying. Another combination which also works well is a laundry and a recreation room. You can turn out batches of clean clothes while the children are playing.

If there are small children, a play pen or a crib in that room will permit you to keep your eye on the youngsters while you are washing.

TV IS HELP

Some of the modern homes are planned with a television set which is on a turntable so that it can be viewed from more than one place. If that arrangement is not possible in your home, you may be able to afford an extra set for laundry and-or kitchen.

Usually you can have a radio and other aids to comfort.

Major comfort for you, however, can be gained by planning a room in which it is a pleasure to work. First item on that program is the proper selection of the appliances themselves. You will want one of the new automatic washers. At least one type of these can also be used as a dryer. Automatic drying of clothes is also something that you will want to adopt. Get the kind of equipment that fits your wishes.

Also, when you get your new cooking equipment, you may wish to move the turntable over to the laundry. You no longer need a stove there to boil your clothes. That process virtually disappeared with the mechanical washer. Now the automatic washer, often operating in conjunction with an automatic water heater, takes care of water-heating processes.

HAVE A SNACK

But while the automatic equipment is taking care of the washing and drying, it's pleasant to cook yourself up a pot of coffee or a snack. And if the children are playing nearby, you can get lunch for them as well as yourself while the washing is going on.

The experts who advise the Woman's Home Companion on home appliances also point out that floor coverings, lighting and the material you use for table tops are all important in making

washing time pleasant as well as easy.

If you have your laundry in your basement, it probably has a concrete floor. Many of the new floor coverings are appropriate for this kind of surface. You can make that drab floor a colorful asset to the laundry.

HAVE GOOD LIGHTS

Light that reveals the details of a room may not have been much of an asset in old and drab laundries. But if you have dressed your room up, why not get enough light so you can see it?—the experts ask. Sure, you can get along with lights that focus on the work areas. But here you are making a new kind of life. Learn to see it and enjoy it!

Your laundry work surfaces can be just as important as those in your kitchen. There are a number of hard finishes which are appropriate to the laundry. Look them up.

And planning ahead is just as important when you plan a new laundry as in a kitchen. If you are trying to fit it into a small space the size of the appliances will be important. If you have not had your wiring checked, it will be a good idea to find out if changes are needed. How about your water pressure? Consult your dealer about whether the appliance you are buying will fill properly with the pressure you have available.

PLAN THAT SPACE

You can plan out your laundry space just as you did with your kitchen. Make scale drawings of the space and cardboard cutouts to scale showing the appliances. Then move the cutouts around until you have the arrangement you want.

Of course you won't put your dryer a long distance from your washer, but there will be less worry at planning time about the flow of work in your laundry than there was in your kitchen.

You can devote much of your planning to making this room a little to let your automatic, mechanical servants do the work.

Much of the change you will find in your new laundry originates in your own mind. You can have a turntable device that make the work easier, but if you still approach washday as a bad word you may not feel it is easier. Your own attitude is crucial.

You push the button. After that the machine is supposed to take over. As a matter of physical reality it will take over. It will do the work. But it is entirely possible for you to do the work a second time in your own mind.

If you are thinking about that heavy load of wet clothes sloshing around in the soapuds and remembering the days when you had to handle them, you will be doing that work again in a very real sense.

TAKE IT EASY

There is a mental attitude that goes with modern living and the new automatic machines. You just push the button and then go on to other things. Play with your children. Read a magazine or a book.

If you have made that laundry room a pleasant place, there is no reason your friends should not visit you there. Have a good chat while the machine works.

In the event you have put your laundry in your kitchen or near it, there is no reason, you should not plan a sumptuous new dish that will be a triumph when the Mister comes home.

And here again, it is your brain work that plans the dish. But you put it in or on that new automatic range and let the range work.

Modern pots and pans are often designed so that they will be decorative assets when hung in plain sight.



COLORFUL—Bright tints have taken the place of the traditional white in this kitchen. It is the warm center of family activities. Junior knows where the cookies are kept, and Sis has confidence that there is room for her doll dishes in the washer. Mother has an efficient, well-planned room in which to do her work.

Dishwasher Helps Keep You Well

Laboratory tests show that bacterial count was smaller on the dishes washed in a mechanical washer than those washed by hand. One public health service test showed that mechanically washed dishes.

A test at Michigan State College showed that diseases could be carried from one person to another by germs left on dishes. But the conclusion of the professors was that mechanical dishwashing can virtually eliminate the health hazard.

Still another test used ultra-violet light and a fluorescent dye. This method showed up particles remaining on the dishes too small to be noticed by other means. There were fewer particles on dishes that had gone through good mechanical washers than on those that had been hand-washed.

HEAT IMPORTANT

Experts say one of the big reasons of the mechanical washers is the fact they can operate with hotter water.

Human beings just can't put their hands into water as hot as the dishwashers use — not unless they go to the hospital afterward. Not only does the hot water remove the dirt, especially grease, faster, it actually kills germs. It is the same action used when milk is pasteurized.

The United States Army has a rule that dishes shall not be wiped in its messes. The wiping of dishes is a fine method of spreading germs, tests show. The Army keeps its men healthier than most civilian groups and the ban against wiping of dishes is just one of the precautions it uses.

You can dry your dishes by hand without wiping by careful use of very hot rinse water. But mechanical dishwashers do the job automatically and regulate the temperature of the water precisely.

Perhaps the health aspect of

changing to a mechanical washing is largely a hidden asset, however. Freedom from the boredom of dishwashing was the thing most women liked when they made the change in one survey conducted in Ohio by the National Electrical Manufacturers' Association.

They commented on the drudgery which they had associated with the hand job.

Associated with the drudgery was the question of lost time. When they should have been doing things for their families and for the community, that long, boring job of getting the dishes out of the way stood as a barrier to worthwhile activity.

ENTERTAINING EASIER

In addition almost all of the women who took part in this survey said they felt much happier about their entertaining when they used dishwashing machines. There was no immediate need to "get the dishes out of the way," they said.

They found no difficulty in changing over to the new method. But some of them suggested that a new user of a machine should experiment a bit until she found her own individual method of handling the chore in the new way.

Every woman who took part commented on how much easier it was to keep the kitchen neat. The soiled dishes could be tucked out of sight in the dishwasher until a full load was accumulated.

Most of them used their new machines only twice a day, doing breakfast and luncheon dishes in one load and doing dinner dishes separately.

Of course they found they used far fewer tea towels and pointed out that their machine saved them the time and trouble of washing, ironing and storing the towels.

Most of them were delighted to find their children took a keen interest in the machines. The youngsters liked to help with the

The Choice Of Colors Is Up To You

When you get your White Christmas, it may turn out to be a rainbow.

The White Christmas of Operation Snowflake derives its snowy color from the gleaming enamel on home appliances that families all over the country are buying and planning to buy. But your wishes rule in color as in other things. Colored appliances are ready for you if you want them.

Also there are appliances to fit the kind of house you have or the kind you want to create. You may find space for them on the second floor, the first floor or in the basement.

The colored appliances come in about 100 different shades, usually at no extra cost. About one family in ten chooses color. Merchants have found that women who seek color usually are veteran housekeepers more than 35 years old or young brides. They believe the older women have become tired of the white kitchens they have had all their lives and the brides are rebelling against childhood kitchens.

WANT WHITE

But many other customers still demand white appliances—and get them. That does not mean they must have white kitchens. Decorations in many colorful accents blend effectively with white enamel and frequently are used to lend a brighter touch to the kitchens. Your own choice rules in many other ways.

Most women prefer to put the laundry on the first floor. In many of the new homes, large kitchens permit washers and dryers to be built in under the counters. Washing and cooking can go on at the same time. In older homes, back porches, pantries and even breakfast rooms are being converted into laundries.

Other laundries are found in the basement. Sometimes they are complete with television set, and the old stove is moved down when the new one is installed. Coffee and soup can be heated for lunch and eaten on the work table.

WANDERING

In other homes, the wandering laundry is sometimes found on the second floor. Most of the laundry originates there. Sheets, soiled clothing and other linen is popped into the washer to be washed and dried when a load accumulates.

There are appliances for every type of installation. The built-ins are one kind that are growing in popularity. Owens, broilers, freezers, even the ironing board are parts of the wall or recessed into storage cabinets.

efficiency installations with appropriate appliances.

RIGHT ONE

But home-planning experts warn that your choice should be made only after considering what different types of appliances were made to do. The manufacturers and your dealer have detailed information on performance and understand what types of equipment will work best in various locations.

Even in the matter of color, the experts have learned from experience that some color schemes look gay and attractive, but owners tire of them. It's exhausting to be surrounded by too many colors in a "busy" pattern, they say. The wrong color accent can become a jarring note.

And your whole appliance experience can be happier if you let the dealer and the manufacturer help you find just the appliance designed to work best in the place you want to use it.

Many Stores Prepared For White Christmas

Where do you buy your White Christmas appliances?

One survey of places that sold freezers shows the wide variety. They were available from department stores, furniture stores, farm-implement stores, appliance stores, utilities, hardware stores, plumbing establishments, lumberyards, auto dealers, builders and jewelry stores.

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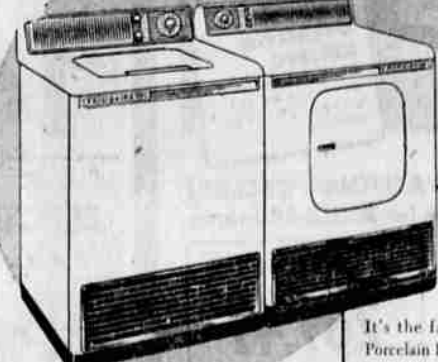
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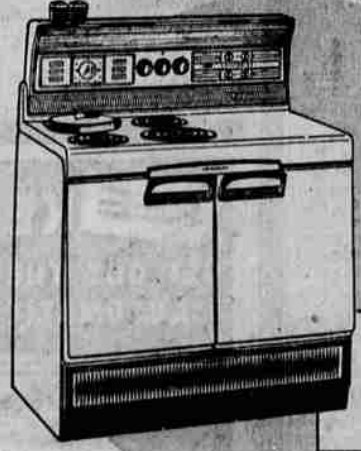
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