

New Washers and Dryers Let You Waltz Through Washday

New Concept of Drying Was Introduced By Norge

The very first day the Norge dryer was introduced to the American public a new concept of clothes drying was born. Once again let me briefly review the story of this wonderful appliance—a story that never grows old. In fact, with each new model and new creative engineering innovations the story gets better and better. The Norge dryer maintains superb basic superiority with added conveniences.

Here, at last, was a dryer that would dry all the fabrics in every wash. And best of all, it was safe for all washables.

With this new Norge gone were the fears of scorching or burning, gone were the fears of stale odors, gone were the fears of burning hands and arms on hot spots, or of fusing or melting the delicate new fibers. Gone was the distasteful idea that some garments, like the jeweled cashmere sweaters, the precious hand-knits, afghans, and knit blouses, the baby bonnets and other articles would still have to be blocked and dried the old-fashioned way.

As we told the story of this entirely new dryer the public listened and believed and they were installed in thousands of homes across the land.

Today the proof of our rightness is evident. Today Norge is one of the leading manufacturers of home dryers in the world. With this super dryer which, with all its other benefits, is practically service-free—only Norge offers a five-year warranty—and you can dry all your laundry.

Our loyal users write us constantly of the many plus benefits they derive from owning this appliance.

There's a reason for this unsolicited enthusiasm.

Norge, and only Norge, has true safe heat control and real safety for all fabrics. Do you realize that when you choose a heat setting, from "Superfast" through "wash and wear," through "medium"—even to air alone—when you set the control, you determine the amount of heat that goes in from outside the clothes cylinder?

It's like the new never-scorch "flame set" thermostatic control units on a modern range.

Never, never can the thermostat open on a low heat and throw in even a momentary blast of full heat to make a hot spot that might scorch a delicate garment or even melt a cobwebby nylon ruffle on a slip, or fuse a spot on a plastic shower curtain. No wonder Norge is a leader! Only Norge provides this safety automatically.

And that gentle heated air—so much of it—at just the temperature you choose—it, too, is introduced differently. In Norge there are no small suction fans inside the dryer. Norge has only one big twenty-one inch fan—away at the back of the clothes. The heater is outside the fan. Fresh, clean air is pulled in, waist high—not from the floor—and is gently heated and spread evenly by this big fan. The air is blown straight through the clothes. As the cylinder tumbles, the even diffusion of air in the cylinder lifts even the heaviest blanket. It is continually buoyed up on "air-jets"—gently tossed and spread by live air currents in the smooth, over-sized cylinder. Air around each piece prevents the bumping and pounding which cause shrinkage. Only in Norge do the clothes receive this diffused air jet tumbling. It is never necessary to buffer blankets or other delicate articles with dry bath towels to lessen the damaging drop on the drum. Norge clothes continually float in the cylinder on air jets.

Of course, no one but Norge has the three-way hamper door. It's the only door made to give "no-lift" drying from a top loading washer. Open to the "chute" position and guide each article in from the washer—so easy that it's recommended

by doctors for physically handicapped and for the woman with a heart condition.

And the stack and sort shelf for unloading! A customer writes: "I just draw up a chair and 'set' and fold my soft diapers and thank God for this little additional rest my Norge dryer gives me."

Of course, you can drop the shelf to the basket position for that increasingly rare load that is to be ironed later—and when you are ready to iron just put it back in the dryer and use the Norge "top sprinkler" for just-right, even dampness.

Yes, the hamper-door is more than a door. It's added ease in each position.

This is the one dryer that has everything and dries every washable fabric properly and safely. The nicest sunshine in the cleanest climate with the sweetest smelling zephyr breeze can't be any easier on all your laundry than this perfect dryer—this Norge that's ready at a touch—night or day, in hot weather or cold, in rain or snow.

Did you notice, we haven't said a word about those problem articles that do have to be washed but that most dryer manufacturers say: "Well, of course, there are a few things you'd better not put in the dryer."

NOT WITH NORGE. There are no problem fabrics. That's because only Norge has four ways to dry. And "four ways to dry" does not mean four heats. Every dryer on the market may have a number of heat settings from low or air only, to high, but only Norge has four WAYS to dry as well as varied heats.

Only in Norge can you stop all tumbling, take your choice of heats and dry quickly and safely your most precious jeweled cashmere sweaters, the fine organdy or wool baby bonnets, hand knit afghans, argyle hand knit socks—even those nylon stockings which most women have to drape on the shower rod—all these without tumbling. Only Norge dries these with no shrinkage or distortion.

And really this is what this little book is all about—what does Norge dry and how?

In the following pages of course you'll find pictures of our regular operation; but because our customers have been so pleased with the Norge perfection in drying, they not only dry all their clothes, but they also use the Norge dryer for all sorts of unusual plus benefits.

In gratitude they have shared their ingenious uses with us. We have letters from all over the United States with these "plus item" drying ideas.

So we thought we'd like to share some of these "plus" uses with you.

This is the answer to our question—"When is a dryer more than a dryer?"

The answer is... when it's a Norge!

Don't you agree?

GOOD WASHING PRACTICES

1. Use plenty of hot water—140°-150°.
2. Remove stains when fresh, before they become permanent.
3. Sort clothes according to soil, type of fabric, and color.
4. Follow washing directions implicitly for type of fabric and garment.
5. Follow manufacturer's directions for use of washer.
6. Use correct amount of washing product recommended for the machine, the soil, and fabric.



with a new automatic washer and dryer



NORGE automatic washer is designed to launder a handful or a basketful equally well.

Norge Lint Filter Agitator Gives Clean, Lint-free Clothes

Custom Lint Filter Agitator and Detergent Dispenser filters the water continuously as it washes and rinses to give you sparkling clean, lint-free clothes.

Loosened lint is deposited in a round non-clog filter—not recirculated through the clothes. In addition, overflow rinsing floats off soap and scum, and a built-in sediment ejector automatically removes sand and soil. Filter also serves as a detergent dispenser.

Washes safer with wave action—double 4-vane agitator provides maximum washability from top to bottom of tub. Soft-edge vanes turn, tumble, and flex clothes safely, gently without tangling or bunching.

Rinses 5 times in fresh water to insure complete removal of soap or detergent and soil. (1) Spray Rinse at end of wash water spin. (2) Surface Overflow Rinse. (3) Agitated Overflow Rinse. (4) Agitated Deep Wave Rinse. (5) Final Spray Rinse.

Safety Spin

When lid is lifted during the spin cycle, all washer action stops—an extra safety measure for your protection.

Extra Large Tub

Wider at top for easy loading and unloading. More room for clothes to turn and flex freely. Smooth porcelain tub.

Dispensomat

Automatically adds the right amount of liquid bleach to wash water at exactly the right time during the washing cycle. Just load the bin before washing starts.



The Right Washing Cycle For All Washables

Eight settings give you the perfect formula for washing all fabrics from the most fragile to the heaviest, including a special conditioning cycle for wash 'n' wear. A Fabric Formula Guide shows the proper settings. A simple pushbutton selection provides the right temperature for wash and rinse water and the right speed for wash and spin dry. Set the time control and your Norge takes over automatically.

Dryer Used By Handicapped

Did you know that the Norge dryer is recommended for the physically handicapped and those with arthritic or heart conditions?

You see, only Norge with its hamper door is made for "no lift" loading from washer to dryer.

Even the wheelchair woman can gently guide a large article from washer to dryer.

And how wonderful for the heart patient. When the dryer stops she has a chair handy. With no effort she sits and folds and stacks right on the Sort & Stack Shelf. This is not only ideal for the physically limited but busy young mothers are grateful for a few minutes sitting down—and even if baby creeps up there's no danger of burning tender little hands—it's never "hot"!

Dial Sunshine

If you have an electric washer, you know how much time and energy it saves. But washing clothes is only half your washday labor; the other half, according to the Live Better Electrically Program of the Edison Electric Institute, is drying them.

The flameless electric clothes dryer came on the market some time after the automatic electric washer was first merchandized. As a result the electric washer and dryer as a laundry duet have only begun to catch on in recent years.

Sales figures have long reflected women's conviction that an automatic washer is a household necessity. Studies have now proven that hanging clothes is as time and energy consuming as washing them by hand.

Studies have also indicated that clothes dried manually usually end up in as unpredictable a state as the weather. In many parts of the country, there is an average of only 56 days each year that are ideal for drying laundry outdoors. With an electric dryer the homemaker remains unperturbed by weather worries. Washing can be dried at any time—day or night, any season of the year.

Automatic electric clothes dryers have weather flexibility built in. They provide instant sunshine whenever you want it. Perfect drying conditions can be controlled and dialed on today's modern electric appliances.

The washing and drying process can also be combined in one single electric appliance, the automatic washer-dryer. This is valuable where the homemaker is faced with a shortage of space. This single piece of equipment can do the job of washing and drying and completely eliminates moving wet laundry to another appliance.

THESE 12 EASY STEPS will make **WASHDAY FUN** in your **MODERN LAUNDRY**

1 SORT CLOTHES

- Separate white and colorfast from non-fast colors.
- Separate regular, delicate fabrics.
- Separate light soil from heavy soil.
- Separate lint producers.
- Put small articles in mesh bag or pillowcase.

2 PREPARE CLOTHES for washing

- Make any necessary repairs.
- Close zippers, unbutton buttons.
- Remove non-washable trim and shoulder pads.
- Turn pockets inside out.
- Treat spots and stains.
- Treat extra-heavily soiled areas (collars, cuffs, etc.) with extra detergent brushed on or rubbed in.
- Unfold large items -- sheets, etc.
- Pre-wash or soak heavily soiled things, if necessary.

3 LOAD WASHER

- Put things in loosely and evenly.
- Don't overload.
- Wash a mixed load of small and large items.
- Add detergent and bleach, if desired -- MEASURE EXACTLY.

4 SELECT

Select proper wash cycle and start washer.

5 OTHER TREATMENT

Use fabric softener in final rinse. Do starching after wash is completed.

6 LOAD DRYER

Put damp wash in dryer loosely -- don't overload.

7 SELECT DRYING TIME

Select drying time and temperature and start dryer.

8 REMOVE

Remove things from dryer as soon as machine stops. Don't overdry.

9 FOLD

Fold things that won't be ironed and leave them on top of dryer to remove remaining moisture.

10 FOLD DAMP-DRY things to be ironed.

11 SIT DOWN AT IRONER

and be comfortable while you finish your laundering job.

12 USE HAND IRON For touch-up jobs

THEN - Clean up your equipment, put away the clean laundry - YOU'RE THROUGH!