

# Waltz through Washday ...with a Total Electric Laundry

## Laundry Appliances Now Are 'Custom Built' to Your Needs

By DOROTHY E. DEMMY

Today, laundering is a science. To care for the fabulous new fibers and finishes properly, it is necessary to apply various sciences and develop skill in problem solving.

Fortunately for American homemakers, the manufacturers of home laundry appliances have built the science and problem-solving ability into their new automatic washers and dryers.

If you stop to think a minute about the complexities in your own laundry hamper—the variety of fabrics and finishes, the degrees and types of soil your family picks up—you will be thankful that the manufacturers have taken this burden off your shoulders.

Following is a list of the features that give automatic washers and dryers their ability to work their wonders. Even if you are not considering a new washer or dryer, look over the list. If your present equipment is more than a few years old, you'll be surprised at how the new features increase versatility and labor-saving.

Remember, your own laundry hamper holds the answers. The kind of washer and dryer you need depends (logically enough) on the type of laundering you do and the size and age-grouping of your family.

Here are a few of the important keys to waltzing through your washer decision:

**One or more speeds?** If you do more than three or four loads a week, if you have a wide variety of fabrics, additional speeds are worth more than their slight additional cost. You get the vigorous action needed for heavier items, plus slower speeds for lighter things. This lets you do all your laundry automatically; no more handwashing.

**How many cycles?** This depends on the number of fabrics you frequently wash. If you do lots of synthetics and no-iron garments, insist on at least three cycles: regular, gentle and wash-and-wear. A good wash-and-wear cycle can save you hours at the ironing board.

**Variable water level?** This feature lets you match the quantity of water to the size and type of load.

**Water temperature control?** You can choose between hot (140-160°) for household whites, and warm or even cold wash and rinse temperatures which are important for synthetics and wash-and-wear.

**Special soaking feature?** By all means if there's a baby in the family. Many washers offer a manual soak or pre-soak setting for diapers and heavily-soiled garments. At least one has an automatic soak period which saves steps if your washer is in the basement.

**Automatic dispensers** are important also if your washer is many steps away. No need to dash downstairs to add bleach or rinse conditioner. The washer pours in the

additive at just the right time, automatically.

You'll find similar variables in the automatic dryers available. Among your choices will be:

**Wash-and-wear setting** provides an automatic cooling-down period that frequently completely eliminates ironing of wash-and-wear.

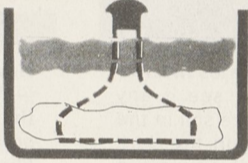
**Two-speed drying** gives flexibility if you like automatic laundering of girdles, pillows and other unusual items. It also gives extra-fast drying for heavy garments and household linens.

**Automatic dampeners** and/or damp-dry settings save time and assure smoother ironing.

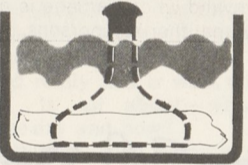
**Ultra-violet lamps** inside the dryer dry clothes "sunshine sweet."

In a sense, you can find a washer and dryer "custom built" to suit the size of your family and the types of laundering you do. Manufacturers have outdone themselves to make it easier than ever for you to Waltz Through Washday.

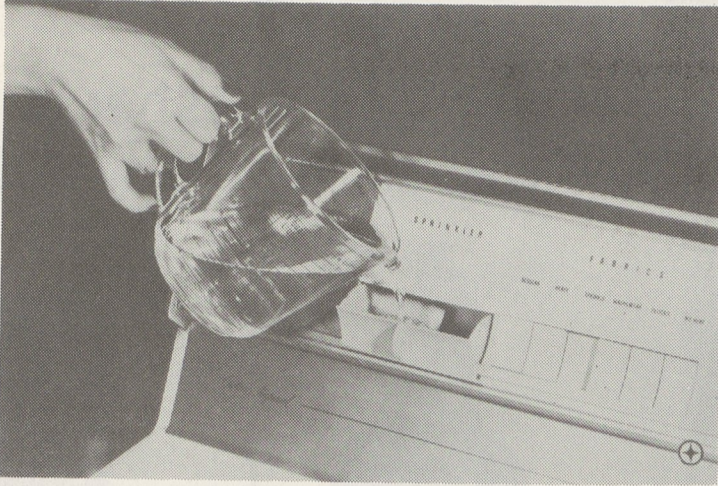
### Try this at home



Load 3 equal layers of colorfast wash. Start your cycle. Watch...



See how long it takes your washer to circulate the wash load.



IN ADDITION to cycles for wash-and-wear and no-heat tumbling, this Frigidaire dryer will also sprinkle clothes and get them ready for ironing automatically. Filling sprinkler is an easy operation.

## Inside Story on Frigidaire Dryers

Have you been on the outside looking in? Outside at the clothesline, that is, wishing you were in out of the weather and far away from heavy baskets of wet clothing? You may have guessed our answer to this common household problem, yet you may not have all the time-saving, worksaving, moneysaving facts about the inside story of drying. With an automatic electric clothes dryer you know you can forget the wearisome chore of pinning up and taking down endless rows of socks, shirts and sheets. No worries about rain, wind, upset laundry schedules, for you can dry the biggest wash loads in complete comfort, inside, anytime!

"On the day I first saw a load of my babies' diapers come out of an obliging neighbor's dryer—soft, fluffy and sweet-smelling—I decided I'd never be without one!"

That's what a pleased young homemaker told us recently, and no dryer enthusiast could have said it more convincingly. Mothers with growing families don't have to be told the wonders of an electric dryer. Many of them are able to pay for their dryer out of clothing and laundry bill savings, and are reassured that sanitary electric drying in the home can help safeguard family health.

The same electric dryer can mean just as much to working wives, bachelor gals (and guys!) and to older or retired folks, too. Safe, low-temperature electric drying delivers clothes that are virtually wrinkle-free and need less ironing. Clothes last longer and you actually need fewer changes.

Today's dryers are vastly improved over earlier models, more versatile and lower in price. New systems combine lower heat and greater air movement with tumbling action in smooth drums. Clothes don't get as hot, but dry faster in billows of warm, clean air.

Automatic timers and "sensing" devices prevent under-drying or harsh over-drying.

### TODAY'S DRYERS DO MORE

In many of today's dryers, you can automatically dampen already-dry articles that have been washed and laid away. Clothing just taken from storage can be tumbled to help dissipate moth-proofing odors. Pillows, blankets and bedding can be "air fluffed" and freshened in just a few minutes. Or you can gently warm baby's clothing before dressing him. And only automatic drying gives you the genuine convenience of nighttime laundering, or quick drying of rain-dampened clothes.

For years clothing whipping on a line has typified cleanliness and freshness but tests show that "it ain't necessarily so!" Dirt and dust, invisible to the eye, can lodge in freshly-washed articles, the sun can fade bright colors and the breezes loosen seams or fray delicate garments. Only your electric dryer assures you clothes that are dried as fresh, clean and color-bright as when they came from your washer.

According to make or model, modern automatic electric dryers operate on either 115- or 230-volt circuits, with some usable on both voltages. Many require no exhaust venting, a real convenience for apartment dwellers.

For the economy-minded family, it is important to know that an electric dryer costs the least to buy and has the fewest moving parts. It needs only an electrical hookup and may be installed anywhere. Dryer prices have actually dropped in recent years, with electric models leading the trend downward. Depending upon the features you want, prices range from about \$100 to \$300 or more.

## Dryer Makes All Laundry Days Sunny

The sun shines 365 days a year in a modern home laundry.

That's the safest, surest and most certain weather forecast you can find. Even in the tropics in the rainy season you could safely predict sunny weather in the modern laundry room.

The banishing of gray laundry days is the achievement of the modern automatic dryer. Come rain or shine, the dryer creates perfect weather conditions to allow you to choose your own laundering time—day or night. It not only frees you from weather worries, but dries 15 times faster than the clothesline method.

Home economists are puzzled by the fact that the automatic dryer seems to be our most "underappreciated" appliance. Statistically the gap between washers and dryers is huge. While about 96 per cent of our homes have washing machines, only about 21 per cent have automatic dryers. This gap of 75 per cent means that a staggering number of women need to be emancipated from the clothesline.

Just what does the modern automatic dryer do?

**Saves time**—some 300 hours or 37½ eight-hour days each year.

**Saves work**—without a dryer you will walk 40 miles with two tons of clothes annually.

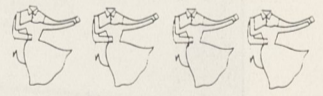
**Saves money**—surveys show that a family with a dryer spends about \$150 for clothing for three children annually as compared with \$312 for the family without a dryer.

**Saves clothes**—the gentle tumbling action of a dryer does not weaken fabrics and seams, and colors are never streaked or faded by the blazing sun.

**Saves weather watching**—a typical year in the Midwest will contain 98 rainy days; 72 freezing and snowy days; 120 sooty days; 89 windy days (over 12 m.p.h.) and only 75 sunny days.

**Saves ironing**—the fluffing action of the tumbler permits items like towels, corduroys, cotton knits and flannels to be folded and put away.

If you think an automatic dryer is a luxury, ask the woman who owns one. Once a woman escapes from washday haul 'n' hang, she never wants to go back.



### Frigidaire Features

## FAST FLOWING HEAT

It doesn't take an engineer to figure it out. When you put more heat and more air into the drying drum, clothes dry faster. In fact, on certain types of loads, the 1964 vented

- Stepped-up heat input
- All vented models except DDA-64

Dries 12-lb. wash loads! Frigidaire faster drying applies to even 12 lb. loads.

### Gentle as ever

Cooler temperatures. How's that? More heat! Faster drying! And cooler temperatures? That's right. The greater air velocity more than compensates for the greater heat input. So temperatures in the drum are in most instances actually lower than in the 1963's. Drying's gentle as ever.

No hot spots. Protective shielded guards clothes against direct heat radiation. Flowing Heat system spreads warm air evenly throughout drum. No hot spots. No cold spots, either.

### Quieter operation in 1964

In the '64's you've got a more quiet operation than you had in the 1963 models with such features as cushioned motor mounting.

## Electric Dryer Purchase Is Good Investment

Homemakers who buy an electric clothes dryer are making an investment—not an expenditure, according to the Live Better Electrically Program of Edison Electric Institute. When they invest in an electric dryer, they get a dependable appliance that is easy to install and doesn't need frequent repair or maintenance. As interest on their investment they get the added comfort and convenience that home appliances, like the electric clothes dryer, bring to families stepping up to the joy of total electric living.

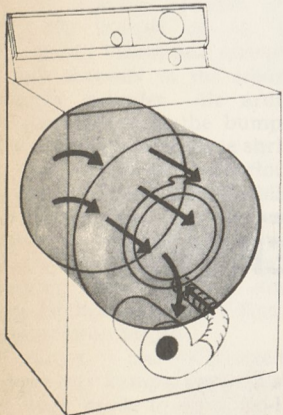
When investing in dryers, smart shoppers compare four basic costs—purchase price, installation cost of the appliance and any required flues or vents, operating costs and the cost of maintenance. That electric clothes dryers perform well in all four categories is demonstrated by the fact that two out of every three homemakers who bought clothes dryers this year chose electric ones.

The electric clothes dryer is one of the more than 166 electrical servants available in today's modern homes.



"WHERE DOES THE MOISTURE GO?"

No venting, no plumbing. It's condensed from the warm air by the highly efficient Frigidaire Filtrator. This advanced unit does its work without the aid of water cooling. There's no plumbing and no additions to the water bill. And, of course, no venting is required either. The Filtrator keeps even a small, closed room free of excessive moisture from the dryer.



(except DDA) models save a minute per pound over comparable '63's. Dries faster than ever!

- Increased flow of air