

1963 Automatic Washers Take Drudgery Out Of Laundry Day

When Monday rolls around, or what ever other day or days are chosen to do the family laundry, the little aggravations can sometimes be the most bothersome.

Home Laundry Has Glamour

In addition to offering the most efficient laundry equipment electric appliances have streamlined the laundry center in new homes today. The area that was once associated with the most laborious "work load" in the home has taken on new duties and a lot more glamour than it could ever have dreamed of possessing in the past.

According to the Live Better Electrically Program of the Edison Electric Institute, the laundry room has taken on an extra dimension and become a home planning center. LBE has found that the electric washer and dryer laundry duet are high on the list of "most desired" features of the total electric Gold Medallion Home.

Homemakers, Live Better Electrically points out, have paper work, just as their husbands do . . . meal-planning, budget-figuring, activity scheduling. In addition to her washer and electric clothes dryer today's homemaker has made her laundry center a secluded, well planned home office where more than her washday chores can be carried on.

The ease with which electric appliances can be installed can add to the beauty of this "in-the-home" office. The electric washer and dryer are unobtrusive, her long-life, electric water heater can be tucked away in a corner, or under a counter. Once installed it performs its duties silently and automatically for many years to come.

Today's electric appliances are the office equipment of a well-run home. On her utility desk in the laundry room the homemaker can add a sewing machine, her own extension phone, spool chest and recipe file as well as other types of working references.

On her closed circuit monitor network she can keep in touch with other members of the family—via voice intercom. Her ironing board pops out from the wall and unfolds from its own cabinet.

Electric heating and air conditioning keep this center in the total electric home ideally comfortable from floor to ceiling, as well as dust, odor, and draft-free.

For the "new look" on laundries see the home planning center in many of today's Gold Medallion homes.

The Terrific, Timesaving New Washers and Dryers

When you're shopping for a washer, dryer, or combination, you should, as with anything else, concentrate on value.

What is value? The total of price, quality, durability, utility, service, and satisfaction. How do you find value? The best way is to approach dealers with an open mind, a willingness to look at many different models. Listen to a full presentation of the features and the jobs the equipment is intended to do. Consider quality, durability, utility, service, and satisfaction in terms of your needs. Then balance these answers against the price. You can see that price, then, is only one of a number of considerations.

Washers

The fully automatic requires only one setting of the controls at the beginning, then no further attention. Some top model washers do all the washables—delicate lingerie as well as work clothes. Wide range of automatic features eliminates any need for washbowl washing.

A semiautomatic performs all the filling, washing, rinsing, and water extraction without your having to remove the wash load, but does require additional control adjustments after the original setting. You have the choice of front loading with tumbler action or top loading with center post agitator.

Spinner or wringer type washers, in which clothes are washed in one container and removed to another for rinsing and water extraction, require complete manual control. All spinner and wringer type washers are loaded from the top and have a center post agitator to provide the washing action.

Wash load capacities vary from

9 to 14 pounds depending on the model.

It may take several loads to do the wash of a large family, heavy workclothes have to be pre-soaked before they're washed, the lint filter must be cleaned, and personal attention is necessary to add the bleach and rinse additives at just the right time.

The idea of an automatic washer that can take care of these problems by itself is no longer a dream of the future, it's at hand right now. This new appliance features two speeds and nine washing cycles, including a pre-wash and cold water spin, to get heavy clothing really clean and wash any fabric safely.

This speedy pre-wash has been found superior to overnight soaking. Due to the fact that detergent will only hold dirt for so long, during a long soaking period the soap may re-deposit grime on the soaking clothing, making them even harder to get clean.

An automatic self cleaning lint filter traps all lint that passes through, then by reversing the water flow, flushes itself clean.

Called the "Lady Kenmore 800", the large capacity, new machine will permit washing up to 12 pounds of clothing at a time, and an automatic dispenser will add bleach and a rinse additive at just the right time. All that is necessary is the push of a button and the turn of a dial, and the wash is done.

The Lady Kenmore 800 automatic washer is available exclusively at Sears, Roebuck and Co.

The Romans Had A Way With Water

Did you know that, more than two thousand years ago, the Romans were noted for the elaborate hot running water systems in their town houses and country villas?

Water was piped in through terra cotta tubes to a stone holding basin in the floor, beneath which slaves kept great fires burning. From the basin heated water blown through stone troughs to the baths and sometimes to the kitchens. Obviously, only the very wealthy could afford the slaves and the vast quantities of fuel.

The most modern way to heat water, and one that's within easy, economical reach of every family, is with an automatic electric water heater. Water should be 150 degrees hot for truly effective laundering and sanitary dishwashing, and



Just push a button, turn a dial and up to 12 pounds of washday problems are gone. Automatic dispensers in this 1963 Lady Kenmore "800" washer add bleach and rinse additives at just the right time, and a self-cleaning lint filter never needs attention. Lady Kenmore washers are available exclusively at Sears, Roebuck and Co.

Automatic Dryer Receives Instructions From Clothes

While most women prefer an automatic dryer to hauling their wash outdoors, a few laundry fundamentalists still believe that a machine just can't do as gentle a job as the good old sun and a warm breeze.

One recently introduced automatic dryer should do a great deal to help convince these steadfast ladies that there's a better way than depending on the weather.

The new dryer employs an exclusive "soft Heat" process that dries clothing more gently and fluffier than ever before. The heat input of the dryer is determined by the moisture in the clothes.

As the load becomes more dry, the amount of heat is decreased, and when the laundry is completely dry, the machine automatically shuts off.

Called the "Lady Kenmore 800", this dryer also features a "damp dry" setting that will stop the machine automatically when the clothes are just right for easy ironing. An "air only" setting is also

An All-Electric Trio Plays Liltin' Washday Waltz

Today's busy homemaker doesn't need a full symphony orchestra for her "waltz through washday." A modern three-piece combo—a total electric one—will do the job, according to the Live Better Electrically Program of Edison Electric Institute.

The automatic electric washday combo features three allstars—the efficient water heater, the automatic washer and the better-than-sunshine clothes dryer.

There's no match for the playing of the automatic electric water heater; it's the unsung star of the total electric laundry trio. And you can always depend on it to start off the washday waltz with plenty of hot notes . . . and hot water, too.

Then the automatic electric washer takes over and plays its washday waltz with a gentle tempo that is easy on the clothes and the lady of the house, too. Gone is the back-breaking rub-a-dub-dub rhythm of the old fashioned washdays.

When the automatic electric dryer plays its solo, Mrs. Homemaker can forget all about the old style "Lambeth Walk" down the clothesline in all kinds of weather. Instead, she can do a fast and pleasant "two-step" as she transfers the clean clothes from her washer to the "instant sunshine" of the modern electric dryer.

And because the laundry trio performs without flame and needs no special flues or vents, the homemaker can hold her washday waltz in a convenient part of the house . . . in the kitchen, near the bathroom or in a special utility room.

And after Mrs. Homemaker finishes her "waltz through washday" the easy automatic electric way, her clothes and linens will be fresh and spotless and so will she. And she'll have enough energy left to "waltz" through the rest of the day's activities and to switch to a quick fox trot with her husband in the evening.

Dryers Antiquate Clothespins

The modern electric clothes dryer is making an antique out of your clothespins, according to the Live Better Electrically Program of the Edison Electric Institute. Whether wood, plastic or spring-back the clothespin is fast becoming passe because hanging up clothes is a time-consuming task.

An Ohio State University study found that an automatic clothes dryer can save 3 hours each week. The University found that it takes 28 times as long to hang up an 8 pound load of clothes as it does to transfer it from your electric washer to your electric dryer. This amounts to a whopping total of twenty 8-hour working days per year.

The university found, too, that it takes 10 times more energy to hang a load of clothes than it does to put it into your electric dryer. Add to all this the bending, stooping and stretching your electric dryer eliminates. It takes 625 steps to hang an 8-pound clothes load which, with frequent clothes loads, can add up to a lot of mileage monthly. Electric drying, however, is "two-step drying."

Because an automatic electric clothes dryer can be installed just about anywhere, most owners put it next to their automatic electric washer. The two steps from washer to dryer makes your electric clothes dryer the "shortest clothesline" in the world.

The days of billowing clothes lines, waiting for the sun to shine and all the other uncertainties of drying clothes manually are becoming things of the past. As a result, in an age when people make all types of collections, the collecting of old clothespins may well be a hobby of the future.

incorporated for heatless fluffing of pillows or delicate clothing.

To make loading and unloading easier, the pull-down Load-A-Door covers the full width of the cabinet, providing a handy work shelf. A single dial control on the back panel gives a choice of an automatic or timed "soft heat" setting which takes the "guesswork" out of drying.

The "Lady Kenmore 800" Soft Heat dryer is available in both gas and electric models exclusively at Sears, Roebuck and Co.



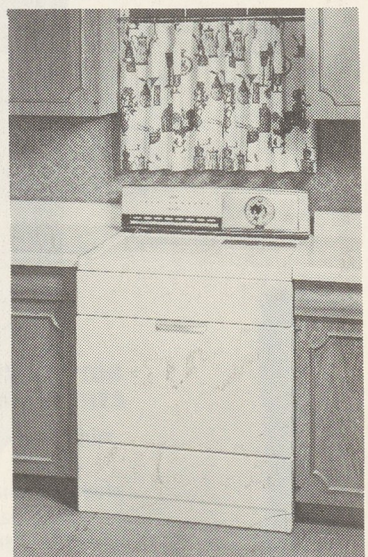
waltz through washday with a new automatic washer and dryer

BOON TO BUDGETS

Automatic electric clothes dryers have a number of economical advantages to appeal to budget-conscious home-makers, according to the Live Better Electrically Program of the Edison Electric Institute.

The simple mechanical design of the electric clothes dryer lowers purchase, installation and maintenance costs.

Only one part provides the heating element in an electric clothes dryer whereas about 15 additional parts are required in competitive products. Simplicity of design enables the dryer to be installed anywhere.



A moisture sensor in this 1963 Lady Kenmore dryer controls the drying heat. As your laundry becomes more dry, heat input is reduced, and when the clothes are completely dry the unit automatically shuts off. Available exclusively at Sears, Roebuck and Co.

without air intake or exhaust. All moisture collected in the condenser type is pumped down the drain. This, of course, requires plumbing.

Check for these features

Automatic cycles (de-luxe model) — dryer shuts off when clothes are dry, or timed cycle—user sets length of drying time.

Choice of one or two drying speeds.

Safety switch—all operation stops when door is opened, will not begin again until door is closed and start switch is pressed.

Readily accessible lint trap.

De-wrinkling cycle for synthetic fiber garments.

Choice of several heat settings, plus a noheat setting for fluffing.

Washer-dryer Combination

First it washes clothes, then it dries them—automatically, with one setting of the controls. A space-saver and a timesaver. These units can be operated as a washer only or a dryer only.

Check for these features

Soak cycle.

Bleach and rinse additive dispensers.

Choice of air-flow or condenser drying.

Damp-dry setting.

Always buy a known brand, with a sound warranty, from a reliable dealer who displays a representative line of washers and dryers and gives good service.

TWO OUT OF THREE

Recent sales reports indicate that two out of three clothes dryers sold are electric.