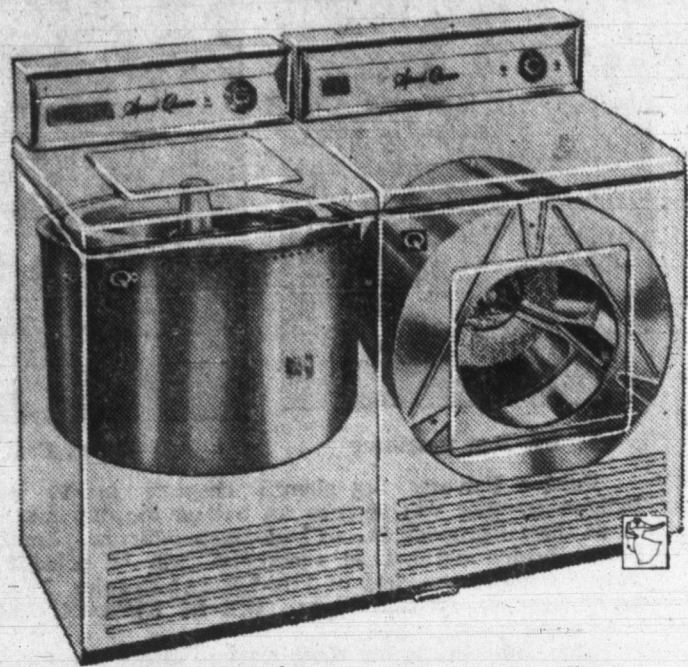


HABEGGER - SCHAFER'S

at the Decatur Youth & Community Center

Invites You To See Their Display of
"NEW TRENDS IN LAUNDRY"

March 10, 10 a.m. to 3 p.m.

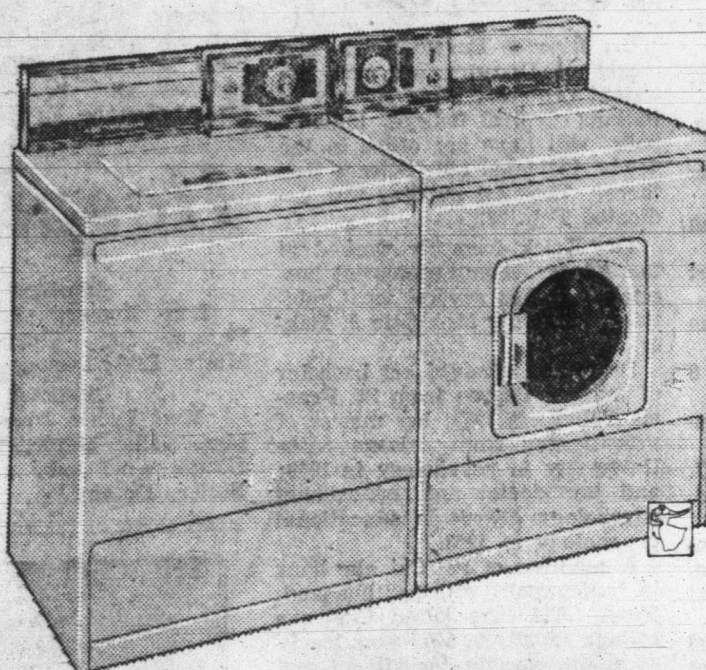
**HABEGGER - SCHAFER'S****SPEED QUEEN**

For easy, convenient home laundering . . . **SPEED QUEEN** Deluxe Automatic Washer with stainless steel tub offers pre-selection of temperatures, agitation and spin speed; two automatic cycles plus time cycle; bleach dispenser . . . and Deluxe Electric Dryer with lifetime stainless steel drum, in-a-door lint trap. Drum stops when door is opened, for added safety.



Free Parking For Customers
Schafer's Lot - N. First Street

"THE NEW TRENDS IN LAUNDRY" on Display, March 10, 10 a.m. - 3 p.m.
at the DECATUR YOUTH & COMMUNITY CENTER

**Whirlpool**

WHIRLPOOL big capacity Imperial Mark XII Washer has 10 automatic cycles, new Super Wash to "scrub" heavily-soiled fabrics . . . one touch of a button "tumble" washing to fabric. Matching electric Imperial Dryer has 2 speeds, 6 cycles, 5 heat selections, automatic dampener. Rust-resistant cabinets . . . Life-coat acrylic enamel on chemically treated steel.



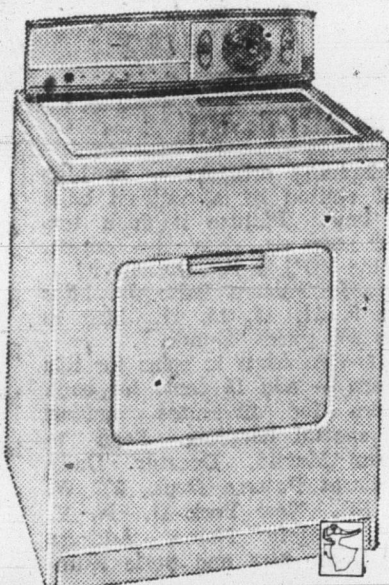
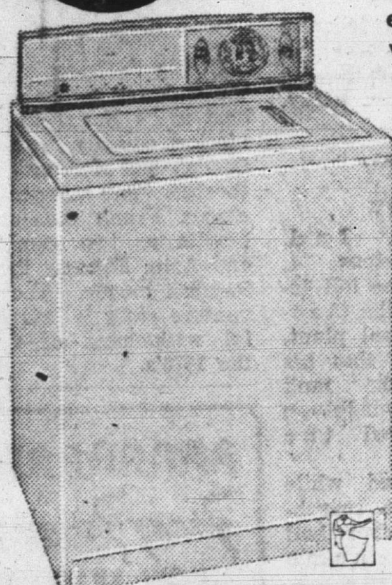
MYERS HOME & AUTO SUPPLY
ACROSS THE STREET - EAST OF THE COURTHOUSE



Invites You To See - "THE NEW TRENDS IN LAUNDRY"
at the Decatur Youth & Community Center, Mar. 10th-10 a.m.-3 p.m.

KENMORE WASHERS & DRYERS

SEARS Kenmore 70 Automatic Electric Washer with exclusive Roto-Swirl agitator for constant, thorough washing; no "lazy water" . . . deep-soil scrubber . . . exclusive self-cleaning lint filter . . . and Kenmore 70 Electric Dryers with unique "Soft-Heat" feature to dry any fabric just right every time . . . special air freshener . . . sprinkler ball to dampen clothes one hour or one week after drying. Lasting steel construction.

**SEARS, ROEBUCK & CO.**

239 North Second Street

Phone 3-3181

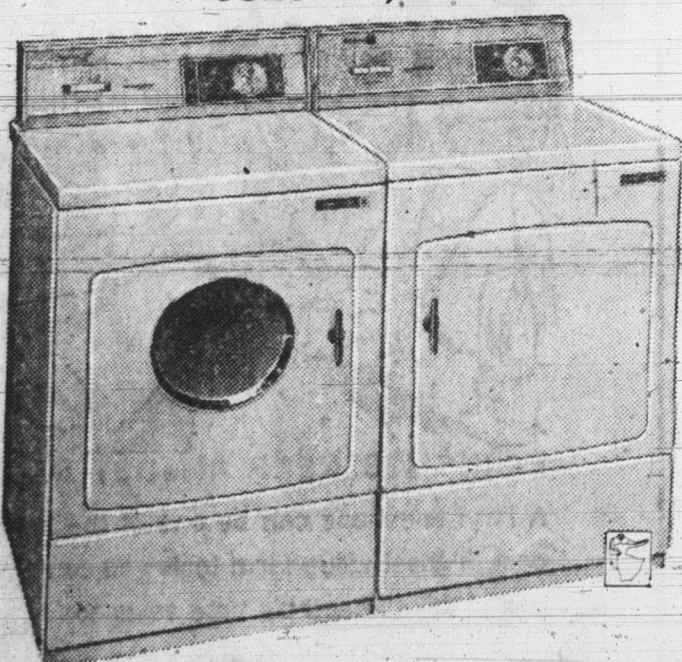
SEE THE

"NEW TRENDS IN LAUNDRY"

TUESDAY, MARCH 10th

DISPLAY AT THE
Decatur Youth & Community Center

10:00 a.m. to 3:00 p.m.

**Westinghouse**

WESTINGHOUSE Automatic Washers and Electric Clothes Dryers have new built-in look, thanks to straight-front design . . . new heavy-duty performance to handle big loads with ease, provide longer life. Washer has 4 automatic programs, 5-position water saver, multi-speed tumble action, 2 deep rinses. Dryer has 5 automatic programs, new air-flow system for safer, more effective drying. Ruggedly built in sturdy steel.



150 - 152 S. Second St.
Decatur, Indiana

SHEETS FURNITURE**Don't Be A Weather - Watching Washer Woman Any Longer**

By FRAN TROESCH

Your automatic washer doesn't like to wash nuts and bolts and bosun's whistles. It likes to wash clothes. It prefers soiled clothing to dirty clothing, but it rarely becomes temperamental about either if pockets and cuffs are emptied and heavy soil is rubbed with a liquid detergent or a cleaning solvent. Then just add hot water (a turn of the tap), flick a dial and you are well on your way to taking the hard work out of laundering.

If you are fortunate to have an automatic dryer, the damp clothes can be quickly transferred, another dial turned and the rest of your laundry chores are ended until you want to remove the fluffy, fragrant clothes from the dryer.

Choose Your Time

You can leave the machines humming about their work while you clean the hall closet. Or, if it suits you better, start the wash at midnight while you watch the late movies. Unless you are washing drip-dry clothing which should be removed to hangers at the end of the drying cycle, it isn't really necessary to give another thought to the clothing in the washer or dryer after the appropriate dials are set. It's true, of course, that there will be fewer wrinkles if laundry is removed from the dryer promptly.

It has been said that the automatic dryer provides the greatest improvement in the laundry techniques since the invention of the clothespin. The clothespin enabled housewives to keep their clothes from blowing away while the right amounts of breeze and sunshine fluffed the clothes and released wrinkles.

The difference between automatic and weather-watching laundering is that in the automatic machine clothing may be dried quickly and economically on every gray day of winter, in the bluster of spring, or at 4 p.m. on Thanksgiving Day.

Just like the clothespin, the automatic dryer holds the clothes while warm (or hot) air is wafted into the machine. A "perfect drying day" is further simulated by the gentle tumbling action of the machine. This tumbling does not wind-whip or weaken fabric or seams. There is no sun present in the dryer to fade colored clothes.

The automatic washer and dryer simply eliminate the weather-watch, and except for pick up and delivery to points of use in the home, take much of the leg work out of laundry time.

It is estimated that laundry for an average family of four persons would weigh in at about two tons each year, and require 40 miles of walking for outdoor dry-

ing. In an actual test 10 unhappy husbands toiled for nine consecutive hours using 14,000 clothespins, three miles of clothes line and 100 yards of the University of Detroit's football field just to hang out a one-year accumulation of laundry.

Time Saver

No take-down, clothespin storage or weather-watch time was included in the marathon. The simple pick-up, check, dial-setting, folding, and putaway operations required when automatic equipment is used obviously releases time for trips to the beach, or more esthetic pursuits.

Scientific snoopers have nosed out the fact that clothing properly washed and dried in automatic

equipment has a clean, fresh smell so pleasant that members of the weather-watch set are unable to support claims of important differences between dry-dried and clothes dried outdoors. In most metropolitan areas clothing dried outdoors has been dirtied by particles of smoke, chemicals, or road dust which are invisible, but nonetheless very frequently present in the air.

Saves Clothing Cost

There is another important plus for automatic laundering equipment. It can cut clothing costs in families with youngsters because it is possible to have smaller wardrobes per child. A disaster with a coat or play clothes can mean only an hour out of action for Junior and Junior can wear out his own clothes . . . not hand-me-downs.

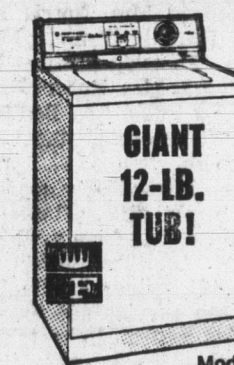
If an automatic washer and dryer could talk, it is quite likely its succinct and complete instruction to the homemaker would be, "please read the instruction manual that came with me."

SEE OUR DISPLAY AT THE
"NEW TRENDS IN LAUNDRY"
at DECATUR YOUTH AND COMMUNITY CENTER
TUESDAY, MARCH 10th-10 A. M. to 3 P. M.

BUY NOW!
NEW 1964 MODELS!
BIG SELECTION!

FRIGIDAIRE LAUNDRY WEEK SPECIALS!

This week only! This is our annual laundry sales campaign. And we're out to break all previous sales records. That means special values for you on new Frigidaire Washers and Dryers. Get in early for best selection!



Model
WCDA-64
4 colors or white

NEW! 1964 FRIGIDAIRE 2-SPEED WASHER

- Just-right washing care for regulars—and for delicates, Wash and Wears.
- Fresh running water rinses.
- Automatic lint disposal.
- Dry, dry spin!

AS LOW AS

\$210.00

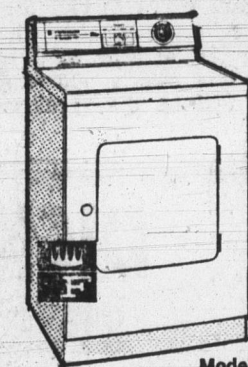
Exchange

EVERY FRIGIDAIRE WASHER GIVES YOU ACTION ZONE WASHING!

All clothes circulate under water—in the ACTION ZONE—where detergent, water and famous 3-Ring Agitator combine to get every piece clean!

NEW! 1964 FRIGIDAIRE FLOWING HEAT DRYER

- Dries your wash faster, safer than sunshine!
- New, Convenient Fabrics selector.
- Plus No-Stoop Lint Screen on door, Porcelain Enameled drum.



Model
DDA-64, electric
4 colors or white

LAUNDRY WEEK LOW PRICE!

AS LOW AS

\$155.00

Exchange

IT'S OUR BIGGEST
LAUNDRY EVENT
OF THE YEAR!

BE SMART!—BUY THE PAIR AND SAVE!**UHRICK BROS.**

130 W. Monroe St.

Decatur, Ind.

Steels Prove Valuable In Vital Parts

Automatic washers and dryers now perform more operations—better, faster and with less attention—than ever before. With durability and reliability also increased, there can be little doubt that the new appliances are the best values produced by the home laundry industry.

In one area alone—reliability—automatic washers have been improved 50 per cent in the past three years, as demonstrated by the reduction of service calls on washers while they are still in the warranty period.

One of the reasons why these appliances can be depended on for years of trouble-free service is that they are largely made of steel. Porcelain-enameled steel, for instance, helps washers and dryers keep their good looks over

their long lives. It resists scratching and is immune to most staining and discoloration. And, it wipes clean with a damp cloth. Stainless steel is used in trim, controls and in such places subject to heat and abrasion as washer tubs and dryer drums.

Before a manufacturer puts an appliance on sale it must pass a product reliability test that is far more severe than any it is likely to encounter in actual use. A typical 15-year extended life test assumes that a washer will be used 600 times a year for a total of 400 hours. This adds up to 6,000 hours over 15 years. In the test the washer is figured on being used 1½ times a week. Current surveys indicate that washers are used an average of 7 times a week.

Location Of Laundry Is Your Choice

Where do you want your home laundry?

At one time there was little choice. The drudgery, dampness and disorderliness of this once irksome chore banished it to the least habitable part of the house, the basement.

The compact, beautiful washers and dryers of today have released the laundry from its basement bondage to the point where statistics show that 58.3 per cent of the appliances are on the first floor now.

Here's a brief rundown on laundry locations for you to consider: Laundry area near the kitchen is popular. In older houses, those pointless butler pantries are ideal locations.

The kitchen is a location that ranks high in convenience. Washers and dryers blend perfectly with kitchen appliances and can offer added counter space.

The bathroom is another convenient location. Availability of plumbing connections keeps installation costs to a minimum.

Room adjacent to the bathroom is a good location particularly if

it affords space for ironing. The garage, or in mild climates the carport, is another location to consider.

The basement remains the best location in many homes. Dryers have made basements much more acceptable for two reasons: carrying heavy baskets of wet clothes to outdoor lines is eliminated as is the messy indoor hanging of clothes in stormy weather.

CUT HEAT WASTE

It's a waste of heat and money when hot water travels long distances. With an electric water heater you can avoid this because only flameless electricity lets you put your water heater where the hot water is used.

Because there's no flame, venting is not needed; you can install your heater at the point of greatest hot water use. Pick an out-of-the-way hiding place, like a closet or cabinet or leave it out in the open.

BOON TO BUDGETS

Flameless electric clothes dryers have a number of economical advantages to appeal to budget-conscious homemakers, 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.

EASY IRONING

Even though many garments today are made of fabrics that do not require ironing, it is surprising what a touch-up pressing will do to make them look their best.

ENJOY LIVING

Waltzing through washday the flameless way is one of the joys of total electric living. For home laundry or any other job, electricity is truly the "do everything" source of energy.

BETTER AT HOME

It is estimated that it costs 12 cents (or 46 per cent) a load more to wash clothes in a coin-operated laundry than at home.

IT'S AUTOMATIC

Nearly all manufacturers of automatic washers now have an automatic bleach dispenser on one or more models, according to the Chlorox Bureau of Bleaching Information.

TWO OUT OF THREE

Recent sales reports indicate that 2 out of 3 clothes dryers sold are flameless electric.

The new automatic electric steam-dry irons do the job easily. Many have special settings for synthetic and wash and wear fabrics. Higher settings take cottons, linens, silks and woolsens.