

WHAT WILL YOU DO TODAY?

by Mary Carlson

If you are a Model A era housewife, and today is Monday, then your schedule may look like this - says the January 1930 issue of *Fashion Service Woman's Institute* magazine,

6:30 to 7:00 AM	Rise and dress
7:00 to 7:30 AM	Get breakfast
7:30 to 8:00 AM	Serve breakfast
8:00 to 9:00 AM	Clean kitchen
9:00 to 9:30 AM	Make beds
9:30 to 10:30 AM	Clean lower rooms
10:30 to 11:00 AM	Start luncheon
11:00 to noon	Start dinner and complete luncheon
12:00 to 12:30 PM	Serve luncheon
12:30 to 1:30 PM	Clean kitchen
1:30 to 2:30 PM	Plan next day's meals
2:30 to 3:30 PM	Prepare clothing for washing
3:30 to 5:00 PM	Recreation period
5:00 to 6:00 PM	Prepare dinner
6:00 to 7:00 PM	Serve dinner
7:00 to 7:30 PM	Clean kitchen

Housedresses of the period are usually made of cotton and will have some sort of pretty trim or feature, so that the housewife can feel attractive while she carries out her daily chores.

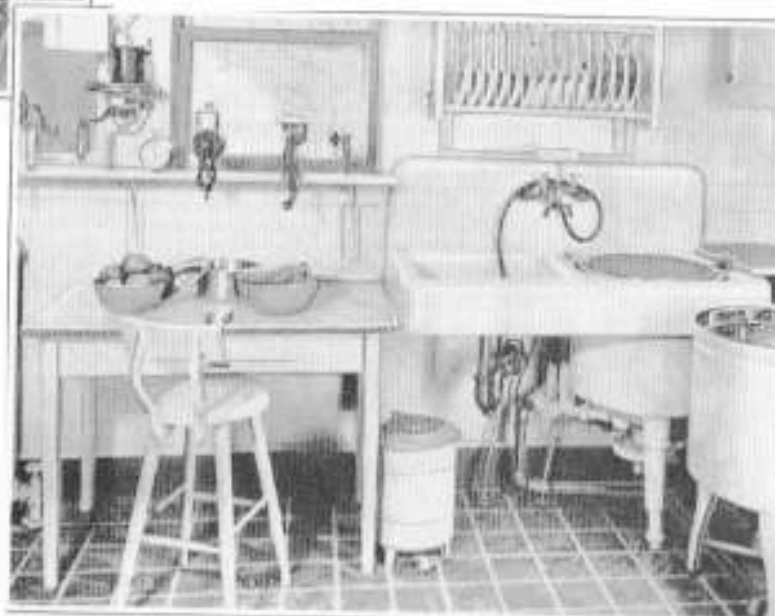


1929 Women's Daytime Dress McCall 4903 Size 40

Should you wish to reproduce an era housedress, you may obtain a pattern by ordering through the MAFCA website. The one pictured here is in the Pattern Project catalog.

http://www.mafca.com/patterns/patterns_womens_d_home.html

The list of chores looks daunting and repetitive. However, there are some labor saving devices available to the Model A era woman. In magazines of the period, you will see ads and articles about oil ranges, automatic water heaters, ironing machines, dishwashers and effective soaps. If you work outside the home, you will have to budget your time more skilfully than the woman who is at home all day. Realize that you will have to lower your standards and/or have help and/or eliminate some tasks altogether. After all, you only have a limited amount of strength and energy.



The top photo is of a convenient home-made dishwashing arrangement. Note in the lower photo that there is a built in dishwasher in the right side basin of the double sink. A second dishwasher is in front of the sink. This is taken from the January 1929 issue of *Modern Priscilla* magazine.

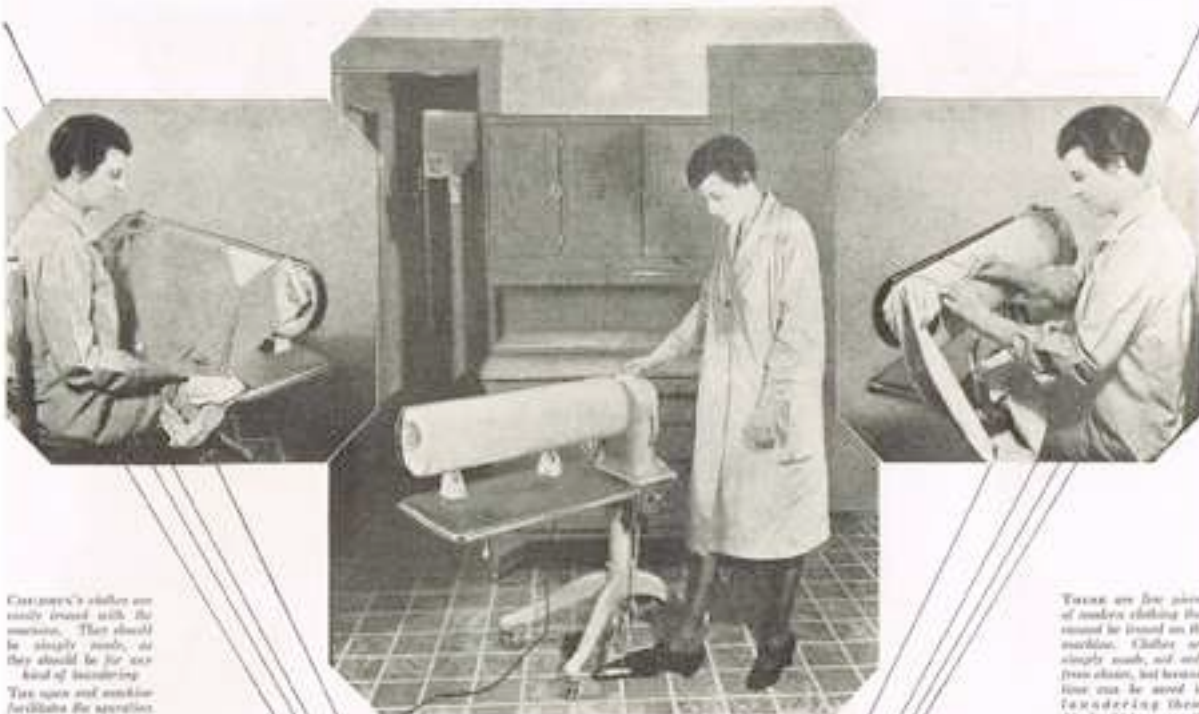


ONE STOVE with 4 BLESSINGS

The advertised features of this stove are that: it is quick to start and quick to cook because it gives intense heat; it is economical as it uses kerosene [coal oil]; it is a modern labor saving device which is easy to light; and it provides you with a cool kitchen in the summer time, as the heat is focused right on the bottom of the cooking vessel.

To complete your modern kitchen, you should have a Florence Automatic Water Heater. It gives you the joy of constant hot water without work or even thought. It is operated under thermostatic control, with a pilot light. Again, it uses kerosene, which costs just a few cents a day.





Customers' clothes are easily ironed with the machine. They should be simply ready, as they should be for every kind of ironing.

The open end machine facilitates the operation of ironing. A small machine is desirable when it has to be used in the kitchen.

There are few pieces of modern clothing that cannot be ironed on the machine. Clothes are simply made, and only from cotton, but because iron can be used in ironing them, Mrs. Kim's shirts are easily ironed on the ironer and with perfect satisfaction.

Her Ironing Day Resembles Play

The article in the July 1928 issue of *Modern Priscilla* magazine comments on ironing at home.

Some highlights and suggestions are:

- Sheets and towels that are air-dried often have sufficient moisture to iron without dampening.
- Knitted undergarments do not need ironing.
- Silks should never be sprinkled with water. They should be ironed on the wrong side when almost dry.
- The same is true for woolsens.
- There are two sizes of ironing machines on the market –the smaller one has a 27 to 31 inch padded roll and is capable of handling all the large pieces in an average wash. If you have a home without electricity, there are gas heated machines available. You can use the machine to iron dresses, waists, underwear, shirts etc. With a little practice, every single article in the wash can be ironed very nicely on this machine.
- Turn on the heat 10 – 15 minutes before beginning to iron [gas machines heat up faster] and then start ironing towels, underclothes and nightwear. After that, proceed with the shirts, dresses etc.

When you are doing the laundry, you want to be sure to use the best soaps. Some of the most advertised ones are *Ivory Soap* and *Fels-Naptha*. For doing the dishes and saving your hands, use *Super Suds* and *Ivory Flakes*. Try them all and see which you like the best!

Don't let it loaf between washdays

It's well-established reputation for doing whatever conditions Super Fels-Naptha is.

Use Naptha to remarkably good in general clean thorough cleanliness. For dirt to dirt, washwater, at the children's clothes, and too keep that get dirt out with your effort.

Help of two active cleaners working together and plenty of suds, it's natural for the soap Naptha you have in the line because you can smell the naptha in Fels-Naptha.

So, when you get Fels-Naptha to work, you get plenty of naptha to do more the dirt with the rich suds and wash it away.

That's why with Fels-Naptha, usually great things get quickly done quickly, especially — windows, sparkling clean — floors and linoleum take on that well-washed look — linoleum, marble and tile look shining, clean — all your work for you, thanks to the golden soap and naptha combination.

So please don't think of Fels-Naptha only in terms of a clean, non-scrubbing work. Remember, that for general cleaning, non-scrubbing use, the price of Fels-Naptha is, in your opinion, the Fels-Naptha soap — and don't let it loaf between washdays!

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FELS-NAPHTHA

GOLDEN BAR WITH THE CLEAN NAPHTHA ODORE

She will tell you why this care makes silk stockings look better and wear longer...

You probably wash your stockings shortly after every wearing. (At least, you should!) Doesn't this frequent washing of delicate silks flats simply try for nothing?

The next time you buy silk stockings, ask the saleswoman how to wash them to get the longest wear. She will mention two important precautions—'Lukewarm water' and then—'Ivory Soap.' (In the finer department stores of 35 leading cities, 9 out of 10 salespeople advise only Ivory for silk stockings.)

Why salespeople advise Ivory

"The wrong soap will often fade, stretch, or weaken stockings. But you can wash any stockings well if you use lukewarm water and the right soap. Ivory Soap or Ivory Flakes is best—Ivory is pure."—*Leading New York Store*

"We never recommend anything but Ivory—other soaps are likely to cut the silk."—*Flora Specialty Shop*

"Ivory is the best thing to use for silk stockings.—See for the color and how for the silk."—*Chicago Department Store*

Ask the saleswoman yourself. Whether you live in the East or New York or in the West or San Francisco, you will find Ivory overwhelmingly the best choice among these experts in leading stores. And you will never hear an adverse criticism about Ivory... indeed you will hear: "It is mild," "It is pure," "It is safe."

And, of course, this is quite natural... a soap that is safe for a baby's skin is certain to be equally safe for fine silks and woolsens.

FREE! A safe book, "The Golden Treasury—how to clean and care," gives specific directions for washing silks, woolsens, muslin. Simply send a post card to Wool-Fax's Green, Dept. VP-42, Racine, Wisconsin, Ohio.

IVORY SOAP

A novel investigation shows that 99% of all soap is the best soap of all leading soap makers only Ivory for silk stockings.

KIND TO EVERYTHING BUT YOURS. 60447... 50 BIDE

Fels-Naptha is advertised as being remarkably good for general cleaning. It can be used for cleaning woodwork, windows, floors, linoleum, bathtubs and tile, as well as clothing.

Ivory Soap is advertised as the best thing to use for silk stockings.



Remember: all work and no play makes for a dull girl. The magazine article recognizes that in order to have a balanced life, the housewife must make time for relaxation and pleasure. So, be sure to take some time for your church, club, civic, school and social affairs. And whatever you do, don't forget your other personal activities such as visiting, reading, sewing and self-improvement.

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