

Here's Why Appliances In Demand

Here are facts and figures which explain why the demand for major appliances in America is climbing higher and higher every year:

AUTOMATIC WASHERS
A survey conducted by a manufacturer's home economics laboratory showed that a family wash of five eight-pound loads can be done by an operator of average skill in 27 minutes of the operator's time — 5.4 minutes per load. This is only 10 per cent of the energy and 15 per cent of the time required by other home laundry methods. The tests also indicated that home-washed linens and clothing last from 33 1/3 per cent to 100 per cent longer than those commercially laundered.

AUTOMATIC DRYERS
The same survey showed that use of a dryer saves a total of three hours per week formerly spent in hanging, sprinkling and ironing clothes. It also eliminates labor involved in carrying 90 and 120 pounds of clothes to and from the clothes-line. Dryer-dried clothes and household linens also last longer than those line-dried with better retention of fabric color and texture, less loss of tensile strength. With drying time shortened and drying made independent of weather, fewer clothes and linens are required.

AUTOMATIC DISHWASHERS
The research showed that for the average family, about five minutes are required to prepare dishes and load a dishwasher, compared with 35 minutes needed to scrape, rinse, dry and put away dishes when the work is done by hand. Breakage of china and glassware is reduced. Use of dishcloths and dish towels is almost eliminated.

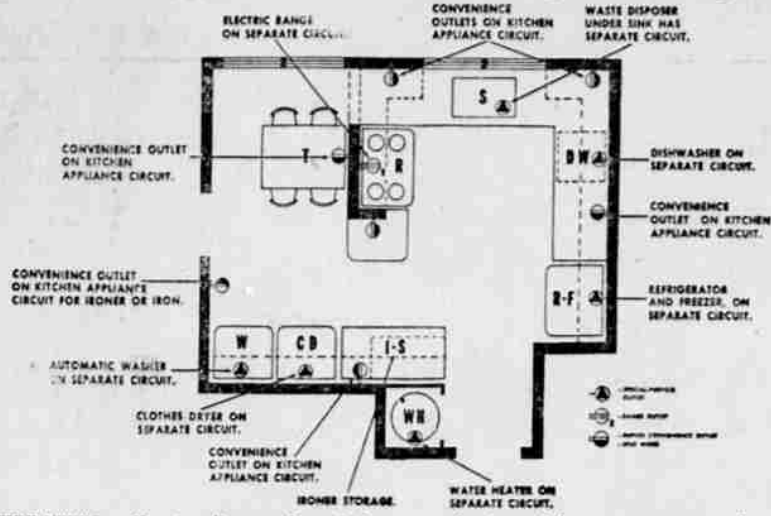
HOME FREEZERS
The company's studies indicated that food preservation by freezers requires only half as much time as canning. Time and energy are saved by fewer shopping trips. Foods can be cooked and frozen when time is available. With both fresh and cooked frozen foods on hand, meals can be prepared quickly and easily. Money can be saved by buying food in quantities, taking advantage of sales and of low seasonal prices. Food preparation costs and food wastes are reduced by wise use of plan-overs and left-overs.

HERE'S SPACE SAVER
Completely automatic home laundry service can be provided in about 36 inches of wall space. The new two-in-one washer-and-dryer unit requires only one yard along the wall, reports the Gas Appliance Manufacturers Association, and does all the work of a separate washer and dryer. The double-duty units are hailed as great savers of time and energy.

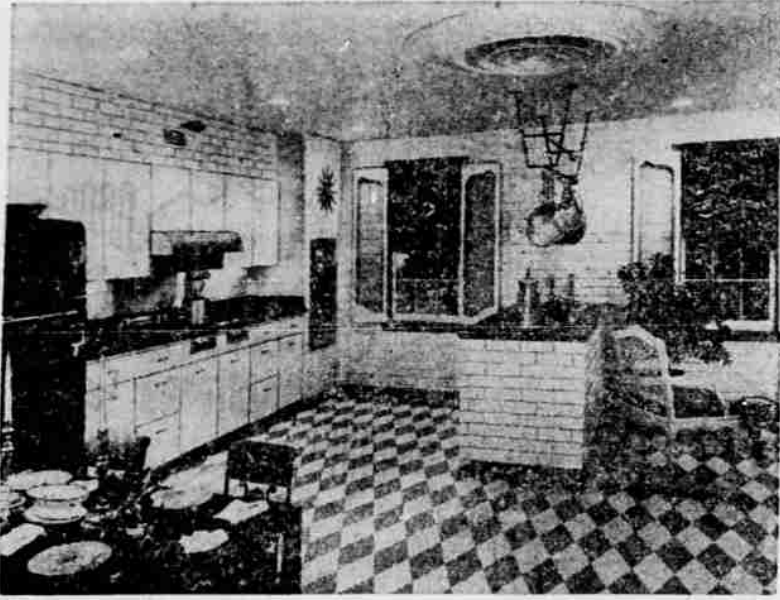
EASY FOR HANDICAPPED
Homemakers with physical handicaps are able to use automatic washers effectively and with comparative safety.



Your Appliances Will Need Adequate Wiring



WIRE NEEDS — Here is a diagram of a typical modern home, with adequate wiring for all facilities in the kitchen and laundry areas and breakfast room, recommended by the National Adequate Wiring Bureau. By referring to it, you will see what is needed to operate your appliances. It is a good idea to get a Housepower rating on your home from an electrical contractor or a representative of your light and power company before adding electrical appliances.



FEELING LUXURIOUS? Then here's the kitchen for you. It's a French Provincial all-gas kitchen, with steel cabinets, wall oven and plenty of space for gracious, homey living.

Today, Steel Cabinets Come Tailored To Fit Your Kitchen

Thanks to the wide variety of sizes and styles now available in standard and special-purpose steel cabinets, remodeling an old kitchen or planning one for a new home is both simple and fun.

Today's steel kitchen can be tailored perfectly to room size requirements, yet provide the advantage of economy because of mass production.

To get some idea of the variety possible, consider these specialty units:

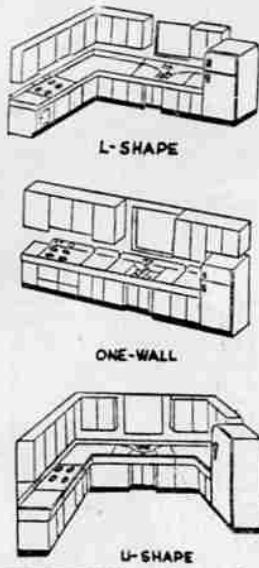
Snack bars that serve as handy dining and work surfaces. Handsome divider cabinets, with door openings on both sides, which can be used to separate the food-preparation center from a dining or laundry area. These units supply compact storage room for supplies, which can be reached from either area.

Special steel units to house waist-high ovens and provide storage space underneath.

Curved door and rounded steel shelf units which can be fitted at the ends of rows of standard base and wall cabinets to ease walk through passageways and add a clean decorative line to the kitchen.

All of these precision built cabinets help stylize the steel kitchen. Each unit, regardless of its design, blends with all others of the same make. This means that the multipurpose kitchen, though made up of two or three centers for cooking, laundry, dining or other activities, can be fashioned into one coordinated work saver with a custom-tailored appearance.

Remember when planning for base and wall cabinets that the right height depends upon both the job to be done and your height.



ELEMENTARY — Here are three of the basic types of kitchen arrangements. Work progresses naturally from left to right, saving steps and energy. There is also the two-wall plan, with sink and refrigerator on opposite walls and the refrigerator on either side, depending on space.

NO PLACE FOR MISTAKES

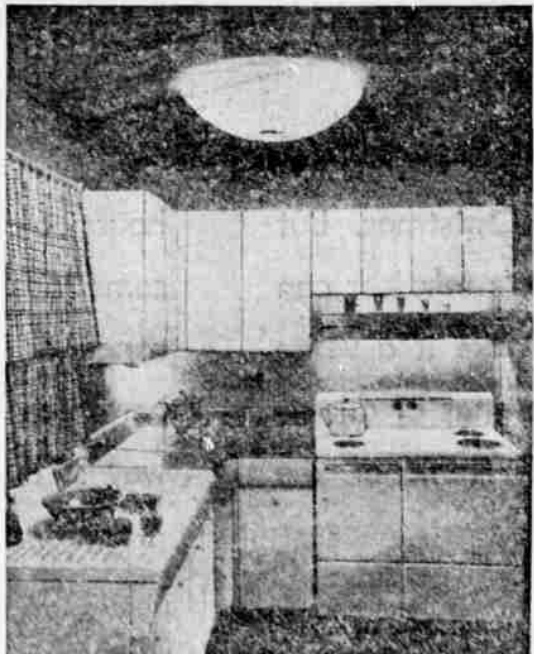
An expert's advice in any kitchen improvement is desirable, and especially when a built-in range is considered, states the Gas Appliance Manufacturers Association.

SAVE YOUR ENERGY

Since studies have shown that it requires 8 per cent more energy to stand than to sit, the wise home maker does as much of her work in a sitting position as is possible.



HOME FOR CHRISTMAS — The whole family shares in the Yuletide spirit as it gathers around the table for Christmas dinner. The big moment comes when Grandmother makes her entrance with the turkey, roasted to a turn. Now it's up to Grandpop to rise to the occasion and do his best job of carving.



LIGHT-CONDITIONED — Here is a kitchen with the right kind of light provided where it is needed. The recessed ceiling fixture has been replaced by a plastic diffuser containing three 75-watt bulbs. It has been moved closer to the sink. The wall bracket over the stove shields a 25-watt fluorescent tube. The countertop gets its illumination from two 60-watt shield incandescent bulbs.

Here's What To Do When Power Fails

What happens to a freezer full of precious food when the electric power goes off?

Cornell University specialists say there is little chance of frozen food thawing in the first 48 hours of power interruption, if the freezer is not opened.

They do, however, advise checking the food after 24 hours to make sure it is still frozen hard and has no sign of moisture.

To prevent thawing during prolonged power failure, place dry ice in the center of each compartment.



COSTUME JEWELRY is a gift choice dear to every feminine heart.

UL Label Means Safety For Your Whole Family

When the homemaker receives her White Christmas gift of an electric kitchen appliance, she should look to make sure a "UL" label is attached.

These two initials stand for Underwriters' Laboratories, Inc. And the label means the product is as reasonably safe as science and engineering skill can make it.

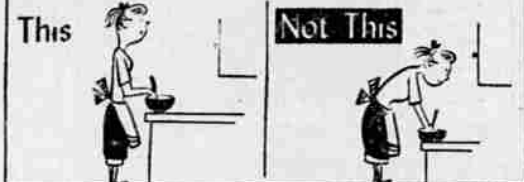
To win the label, an appliance has to pass a series of exacting tests. The Laboratories want to make sure the appliance can be operated safely, that it won't create a fire hazard or electric shock hazard.

Manufacturers of portable appliances furnish them with Underwriters' "Flag Labeled" cord sets and power supply cords. A small blue or green paper label on the cord signifies that the cord, connecting devices and their assembly, complies with "UL" safety requirements.

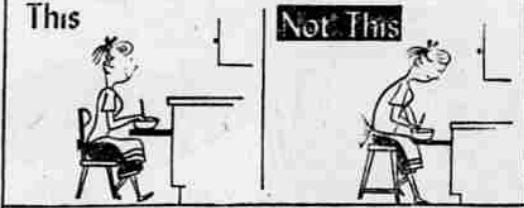
Established more than 60 years ago, the Laboratories are non-profit and sponsored by the National Board of Fire Underwriters. It is your assurance of safety for your whole family.



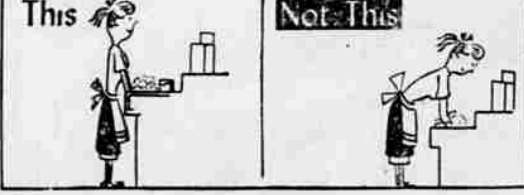
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