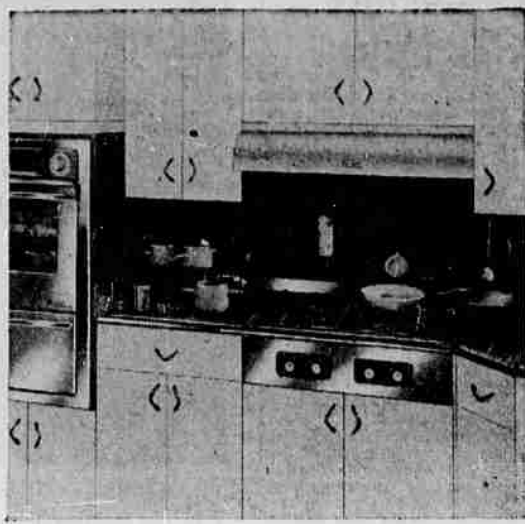




THAT IMPORTANT GIFT FOR A CHRISTMAS DEAR can be both fashion and budget wise, when the choice is a fabric coat with the look of fur. Here, a fingertip-length style with draped, barrel-cuffed sleeves, stand-up collar.



CABINET RANK — Here is how steel cabinets complement new built-in appliances and can add the "built-in" look without major structural changes in the kitchen itself.

## Top Of Range Controls Help Make Cook A Chef

The automatic thermostat controls which, years ago, turned baking into a dream, are now working similar magic on the top-of-the-range.

The automatic device, operating on the same principle as the familiar oven temperature control, is being used on surface cooking units of both gas and electric ranges. More than 40 different manufacturers now offer automatic surface unit or top burner controls on their ranges.

The beauty of this development is that it eliminates much of the guesswork involved in the preparation of meals. Instead of following directions like "bring to a boil, reduce heat and continue moderate cooking until done," the housewife with automatic controls simply puts the pan on the stove, twists a dial, and walks out of the kitchen.

**How It Works**  
Here's how it works: A "sensing" element has been added to the standard range top cooking unit. This element protrudes slightly above the center of the unit and is about an inch in diameter. This protruding portion "feels" the temperature of the saucepan, griddle or skillet resting on it. The element relays the temperature of the utensil to an automatic control which keeps the heat at full intensity, lowers it slightly, brings it back up, cuts it off almost completely — automatically does whatever is needed to maintain the temperature the housewife selected with the temperature control dial.

This scientifically accurate temperature control greatly lessens the possibility of burned, dried out or overcooked food, and practically eliminates the possibility of burned or scorched cooking vessels.

One of the side effects of the new control is that it converts any ordinary cooking vessel into an "automatic appliance." Your ordinary coffee percolator, placed on a cooking unit set at "low," will hold coffee at the correct serving temperature for hours. A frying

pan becomes a temperature-controlled skillet.

**Other Advantages**  
Here are some other advantages:  
Pot watching becomes a thing of the past. Once the control dial is set for the needed cooking temperature, you may forget it.

Frozen vegetables, frozen soups and "a la king" dishes are gently thawed, cooked, or reheated. Fresh vegetables cook with no attention from you. The low, low temperatures provided are perfect for fussy sauces and those delicate and easily scorched puddings, or for rewarming leftover mashed potatoes or holding them fluffy and light for as long as an hour.

Griddle cakes brown evenly batch after batch, without the old uncertain fumbling with the dial. The thermostat maintains perfect temperature.

**Provides Required Accuracy**  
Deep fat frying becomes no worry. The automatic heat control unit provides the heat flexibility and accuracy required. French-fried potatoes or doughnuts turn out a uniform golden brown.

Bacon can be fried to a perfect crispness with no danger of the fat overheating and smoking. It will stay that way for an hour to greet Sunday breakfast stragglers.

Pressure cooker foods can be held at the exact pressure required with no tiresome hand adjustments.

**BOOST RESALE VALUE**  
Although a home improvement project is most likely to be outlined with the family's own needs in mind, it also will affect the property's sale price should some change in plans put it on the market. Modern kitchens and laundries are proven sales makers for builders of new homes, points out the Gas Appliance Manufacturers Association, and are equally effective in boosting the value of older dwellings.

## Let's Turn The Holiday Into An Old Fashioned Christmas This Year

Let's make it an old-fashioned Christmas this year, one with the whole family sharing in the joy of the holiday season.

"Old-fashioned" doesn't mean "out of style." In fact, there has been a marked return in recent years to the traditional type of Christmas in which the family celebrates and worships together.

Whether it's gathering the evergreen tree from a forest or buying it at a store, whether it's planning a quiet but festive observance or entertaining the neighborhood — the family now enjoys doing it together more than ever.

**It's Living**  
And this tightening of family ties doesn't just occur any more with Christmas Eve and depart before New Year's. The Christmas spirit, more and more, is living the whole year around.

**Why?**  
It's a paradox of our times that automation — an unhome-like word if there ever was one — is putting fresh meaning into family life.

With push-button equipment taking over many of the jobs that used to make the homemaker a drudge, she is freed to make many more personal contributions to the family welfare.

But modern appliances have their greatest appeal in making the kitchen the most lived-in room in the house.

To modern home lovers, it's secondary that scientific advances have given them an almost unlimited staff of mechanical servants to do kitchen and laundry work efficiently and quickly with little human effort involved. What really matters to them is how the family is being reunited as perhaps never before.

**Family Room Is Back**  
In line with this recognized trend, house planning has brought back the "family room." It's either a part of the kitchen area or next to it, separated only by room dividers or cabinets.

Gone are the cold, clinical-looking kitchens in which the housewife stayed only long enough to get the work done — and practically nobody else ever entered. Now kitchens manned by silent, untiring appliances, are centers of family activity.

In many of the newest smaller homes being built, there are no dining rooms on the blueprints. Instead, big kitchens are dining rooms — and living rooms, too. Kitchens now include laundry, sewing center, hobby corner, workbench, children's play pen, food bar, breakfast nook — all blended into the decor and appliance layout with harmony and taste.

Again the kitchen is the heart of the home as it used to be in grandma's day, and on back in history. Home is where the hearth is, the modern American family is rediscovering.

So make it an old-fashioned — and new-fashioned — Christmas this year. Let the family have fun in the kitchen sharing the hundreds of happy things to do there.

The family can share, too, in its giving. The best things come in big packages — modern kitchen appli-

cances that make living happier for everyone.

**Investment in Happiness**  
They may arrive to the sound of sleighbells in the frosty, early morning air as Santa makes his rounds. Or the sound may be a truck's horn, as Santa's helper, your local appliance dealer, makes delivery. But in either case, the gift will make Christmas the gala occasion it should be.

When you unveil your new appliances this Yuletide, remember that they're more than just attractive, efficient work-savers. They're an investment in happiness for you and your whole family.

**WHAT THEY MEAN**  
"Ampere" or "amp" denotes capacity. "Watt" is the amount of energy used. "Volt" is the level of pressure — the higher the voltage number, the greater the pressure.

**WORK REDUCED**  
A gas dryer's damp-dry action cuts work by eliminating the need for sprinkling clothes before ironing.



LIGHT UP HIS CHRISTMAS with a sleekly styled lighter; this one has a handsome cross-hatch finish and easy-fuel swivel base.



FESTIVE HANKY makes a thoughtful "extra" gift, to tuck into a greeting card or stuff in a stocking.



ACCENT ON SPEED  
It's speed you want, gas range pot of coffee, in bringing water to manufacturers now offer high speed burners of up to 20,000 BTU's, making them the fastest find these high speed burners the best on the market. If you count ideal answer, the American Gas Association points out.



JUST DIAL IT — There's water as hot as you want it with a simple flick of the dial on your new gas water heater. It's right at home in the kitchen, too, alongside other good-looking home appliances.



TREND IN HI FI FOR MUSIC LOVERS is toward handsomer cabinet models which include radio, AM and FM, as well as, in the instrument shown above, a four speed record changer and also a high-fidelity tape recorder.

## Plan New Kitchen On Cabinet Sink

Focal unit for modern kitchen planning is the cabinet sink. Deluxe models, now within the range of all budgets, include many items of kitchen convenience.

Among them are: pull-out bread cutting board, towel holder, compartmented bread drawer, rinsing spray, and single handled faucet. Steel kitchen cabinet manufacturers offer this basic unit in easy matched colors.

### SURE BET

If there still remains a question in your mind about what a man really wants, you can't miss when you give him a gift certificate on his favorite men's wear, sports goods, shoe, hardware or hobby shop.

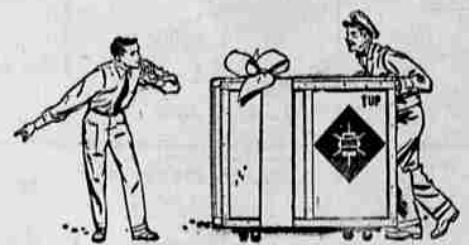
### THE "OLD SYSTEM"

Early air conditioning "systems" installed by ancient Egyptian pharaohs and Roman nobles consisted of using slaves to bring blocks of ice and snow from mountain ranges to be placed on palace roof-tops.



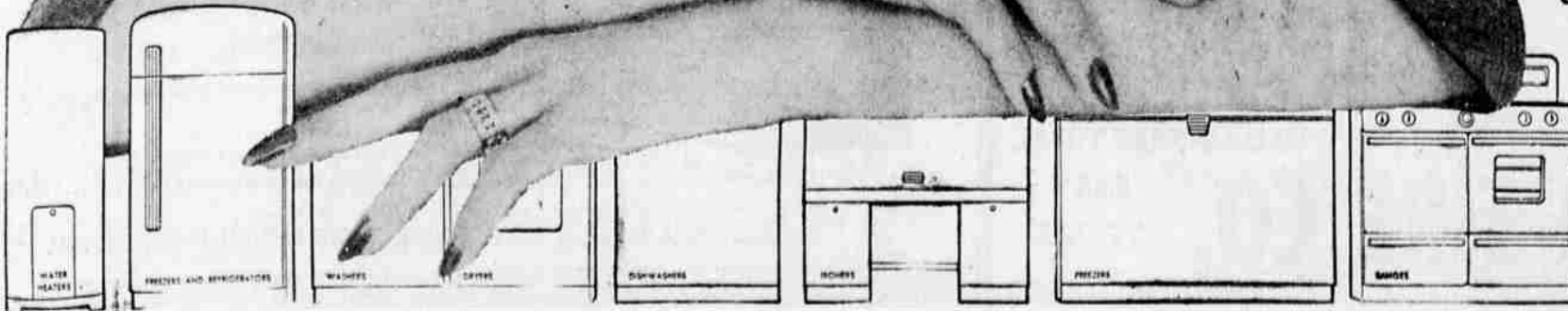
FOR HER BIGGEST CHRISTMAS EVER...

## Make it a White Christmas ...give her a Major Appliance



You've got the greatest wife in the world... right? She's pretty, sweet, smart, loving, a good cook... right? So what are you going to give her for Christmas this year... to show her how much you appreciate her? Some trifle she'll never notice? Something she'll have to exchange? A few leaves of folding money as impersonal as a government loan, and as cold as the guest room sheets? No, man! Don't do it! Give her something special this year. Something she'll really go for in a big way. Give her a major appliance! That's a gift she'll be glad to get... and one you'll be proud to give. For it saves her work, worry, steps and money. It gives her more leisure, more fun, the priceless gift of extra time! So make it a white Christmas (or a bright one, if you'd rather; there are some beautiful colored appliances, now). Choose a washer, dryer, ironer, refrigerator, range, dishwasher, freezer, water heater or cabinet sink. Have it delivered to her by Christmas, with love, from you to her. Go to your appliance dealer today... pick out a new way of life for your wife!

UNITED STATES STEEL



Only Steel can do so many jobs so well!