

Your Electric Water Heater Works Hard



GOOD FOR MOM AND THE WHOLE FAMILY are the time and effort saving attributes of modern appliances such as this mobile electric dish washer, which eliminates after meal drudgery. That is why appliances make such good Christmas gifts.

Next to the housewife, the hardest-working occupant of any home is the water heater. Day and night it labors away, producing hot water for hundreds of personal and household uses. If you have one of the new electric water heaters, you're in luck. It has complete thermal insulation—top, bottom and sides. This reduces operation costs and avoids heating up the area in which it is installed. And you can install your water heater anywhere because there is no flue or vent connection needed. A counter-high model can be placed right next to the dishwasher, sink or clothes washer where much hot water is used. This is a practical spot for the heater, incidentally, because the water will stay hotter if it doesn't have to travel so far through the pipes to get where it's going.

Electric water heaters are available with quick recovery heating units. These supply hot water after draw-off at a faster rate and so provide increased hot water service from the same size tank. For best results to fit your needs, consult your local utility or electrical contractor.

In addition to their dependability and thrift, electric water heaters are now shaped to fit in with washers and dryers in laundry rooms or in the kitchen. They match in color and in height, providing extra counter space. And no housewife ever has too much of that.

The water heater, which most people have taken for granted until their shower water suddenly turned ice cold, is perhaps the most important appliance in your home. For many a family, the best White Christmas gift it could give itself would be an electric water heater.

BIG REPLACEMENT MARKET

In 1955, 70 to 75 per cent of one billion dollars worth of refrigeration sales was in replacement of old units—indicating there is a substantial number of homes in need of new refrigerators.



ASCENDING POPULARITY OF PORTABLE TV sets offers the opportunity as shown here, for an individualized gift to everyone in the family this year. Left to right, with nine inches and 17 inches screens. Available in colors.



CAN I STIR, MOM?—Children are as fascinated by the revolutionary electronic oven as their mothers. Incredibly speedy—a cake bakes in six minutes—the oven heats only the food itself. The door and sides, even the utensils, stay cool.

Home Laundry Moves Upstairs

Is your home laundry where you want it to be?

A majority of laundries today are still in the basement, but the trend is toward the combined kitchen-laundry in new or remodeled homes.

With modern appliances, cooking and laundry can be done at the same time and in the same room while the lady of the house is busy at still other tasks.

The new matched washers and dryers placed side by side give added counter top working space in the kitchen. And the colors can match the other appliances, carrying out your decorating scheme to the letter.

Beauty and Efficiency

Now that water heaters are coming in new shapes and matching colors, the laundry center as part of the kitchen can be a definite addition beauty-wise, as well as for efficiency. It's a good idea to have the water heater close to machines using the hottest water to prevent loss of heat as the water travels.

If you're planning a new kitchen, it's easy to work in your laundry. If you're remodeling an old kitchen, you may have a space problem. The new washer-dryer combinations are a big help for cramped quarters.

It pays to spend time thinking of just where you want your laundry. You can lose the time and energy the machines save you if they're installed without a thought to the convenience of the arrangement. Keep in mind that the ideal home laundry should be divided into four work centers:

There Are Four

1. Preparation center: Basic equipment here should include a sorting table, mending basket, soaking sink and benches.
2. Washing center: Be sure this is near a source of plenty of hot water. Wash tubs, washing machine, soaps and detergents, bluing and starch are essential.
3. Drying center: The automatic dryer eliminates the need for outdoor and indoor drying space.
4. Ironing center: Plan this area so you can be seated while ironing, to eliminate fatigue. An automatic ironer saves time and labor.

Even Pop Can Iron His Shirt

Many housewives are so bedazzled by the automatic efficiency of the sparkling washer and dryer in their laundryroom they have forgotten that ironing plays a big part in gracious living.

Who can deny that a bed made with freshly ironed sheets has a look of luxury obtained in no other way? How much prouder do you feel when your guest towels have the crispness only ironing can give them?

You may be surprised to know that these symbols of a truly distinguished home can be obtained without a return to the drudgery that once was associated with them. A homemaker who is determined to retain graciousness while protecting her own precious time can find the answer she searches for in an automatic ironer.

With an ironer, she can enjoy smooth linens and towels throughout the house with only a few minutes of extra work. These are flatwork items, which even a beginner can do quickly and perfectly on an ironer.

It is important to remember that flatwork can represent 70 per cent of a load of ironing in the average home.

For those who are willing to acquire a new skill, there is the further reward of being able to give all the family's clothing a professional finish with a minimum of work.

The most popular ironer is the cabinet style, with clean-looking white enamel finish. Some have height casters adjustable to the height of the user. It is easy as pie to tilt back the hinged cover and swing out the ironing unit from its storage space.

Cabinet-style ironers have lap panels to support dampened articles before they go through the roll and one or two extension shelves for stacking folded items after finishing.

Also on the market is an ironer adaptable for use anywhere in the home. Of console design, this model comes in red mahogany or limed oak and has graceful wrought-iron legs.

Portable models, which can be



TO WIN WITH A TIE at Christmas, take a look at the smart new versions of the ever-popular diagonal stripes: wide and narrow, many combined with dot and scroll patterns.



LIGHT UP the Christmas of a smoker with a matched set of sleek cigarette case and lighter patterned in horizontal stripes, with provision for initialing.

rolled into storage spots when not in use, and table models also are available. Table models take little storage space, but must be carried and lifted to the table where they are to be used.



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ALL-AUTOMATIC—With a new electric range, you don't have to keep opening the oven door to check temperatures. An automatic electric meat thermometer records temperature of meat, turns off the oven and turns on signal light when the roast is ready. With this range, homemaker may bake and broil at same time.



HUSBAND-PROOF—It's Christmas Eve and all through the house not a creature is stirring but this husband, trying out the new ironer he bought for his wife. He just wanted to make sure his gift would be the best. (P.S. When he finished ironing this shirt, he was convinced.)

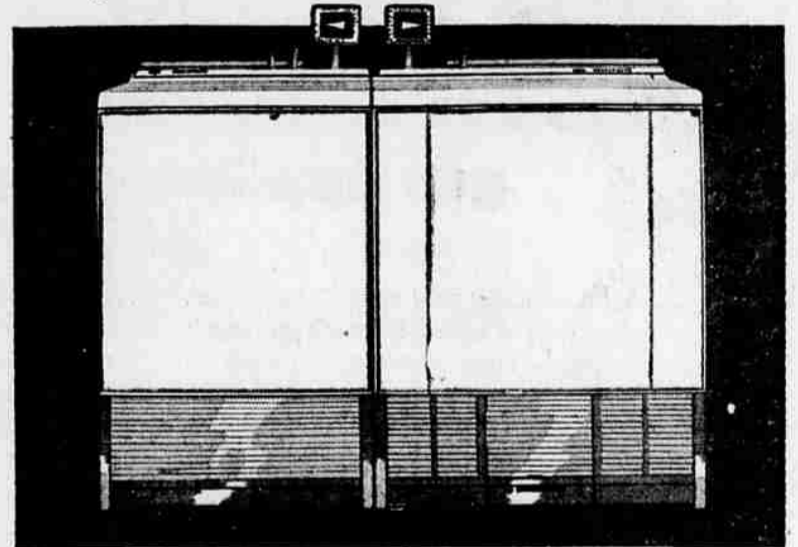


A NEW DIMENSION IS ADDED TO THE MEMORIES of Christmas when the peak moment is captured and held in life like manner on color stereo slides which may be made as easily as any snapshot. That's what Daddy is preparing to do above, as Mother hands Junior a surprise package.

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