

Save Money With Freezer

"Buy low and sell high..." That's a financial dictum on which many an American fortune has been made. It's as old as commerce itself and will be sound advice until the end of time.

You might not realize it, but in running your household you can apply this ancient rule with just as happy a result as the Wall Street banker.

Food buying is the greatest single expense in the average family's budget. If you save money on food through wise buying and storing, you are saving in the budget category where it counts most.

Buy in Quantity

By installing a food freezer in your home, you can capitalize on the "buy low—sell high" dictum. If you have a freezer, you can buy in quantity when the price of certain food is low and bring it to your table months later when the price is high. The price difference is money in your pocket.

Here is a "freezer calendar" worked out to guide freezer owners in realizing the greatest possible savings (along with convenience, of course) from their freezers:

Here's How To Get The Most From Freezers

Some women lose much of the convenience and some of the efficiency of a food freezer by failing to use it properly. Here is some advice on packaging food for the freezer:

1. Always choose cartons and wrappings that are moisture-proof and vapor-proof, easy to handle, seal and label. Materials should be flexible and strong enough to withstand handling at zero degrees.
2. Wrap all food tightly. "Freezer-burn," which appears as frost or grayish-white spots on frozen food, is caused by air pockets that are left between the product and the wrapping material. If containers are used, they should be filled to the recommended mark—usually 1/2 inch from the top for solids, one inch from the top for liquids.
3. For convenience each package should be labeled with the date of storage, kind of food and, when necessary, weight or quantity.
4. Use only table-ripe vegetables or fruits that are at the peak of maturity.
5. Fruit should be packaged in meal-size quantities, so there will be no left-overs. Defrosted frozen fruit loses its palatability if left standing several hours, and it should never be re-frozen. It is especially important for fruits to be packaged in containers that are leak-proof, firm, moisture- and vapor-proof.
6. Fruits that are to be used primarily for pies, jellies or preserves can be washed and frozen in dry packs without sugar or syrup. Fruits can also be frozen in a dry sugar pack or in a syrup pack.
7. Meats should be wrapped immediately after cutting, to prevent loss of juice and flavor.
8. When sheet material or plastic bags are used in packaging, use a box or pan as a form until the wrapped product is frozen solid. When the form is removed it leaves a regular-shaped and easily-stored package.
9. Keep small food packages in one large nylon bag. It makes them easier to find.
10. Freeze foods in meal-sized amounts to avoid de-frosting foods that cannot be re-frozen.

Dishwasher Trick For Extra Payoff

Users of dishwashers find their machines so efficient that they need to wash dishes only once or twice a day. But they have found that some dirty dishes stored in the washers might give trouble with stuck-on food like egg or cooked cereal.

Then an experienced user came up with a trick to beat the problem. When more dishes are loaded into the washer, turn the machine on for a minute or two without detergent. The dishes rinsed in this way were found to wash well when a load was accumulated and washed.

USE SPREADING

Business experts predict that within the next 10 years, more than seven million American homes will be equipped with automatic dishwashers.



THIS TYPE GIFT may well be a portable typewriter, or the same for her since they come in colors.



MAKE HER CHRISTMAS MERRY with many presents—for example, a big gift of a little fur and a little but mighty appreciated present of perfume or cosmetics. Christmas bells above is double as possible future demands. Your final selection may depend on where you want to install your heater.

Out-Of-Date Water Heaters Are Exasperating, Expensive

Here's a 30-second test to find out whether your home is supplied with an adequate amount of hot water:

Do you ever have to forego the pleasure of a shower when you want one?

Do you have to plan your household around your hot-water supply?

Do you sometimes have to postpone doing the dishes or the laundry because you lack hot water?

If your answer to any of these questions is "yes," then you have an outdated water heater. Putting up with it any longer will not only be aggravating, it's false economy. Overworking your heater takes years off its life. And it adds greatly to your operating costs.

Increasing use of home laundry and automatic dishwashing equipment has brought with it a need for larger size water heaters in most homes—and more important, a need for hotter water. These appliances do their best work with water at a temperature of from 144 to 160 degrees.

When you pick out a replacement for your old water heater, plan for the future as well as the present. A properly sized tank is one which is large enough to provide a margin of extra capacity to meet maximum current as well as possible future demands.

Your final selection may depend on where you want to install your heater. The housewife today is no longer limited to a big, white cylindrical water heater. Manufacturers have become color-conscious, even shape-conscious. In many lines, the customer can choose from a variety of trim colors to fit the decor of the kitchen, basement or utility room.

If you want the heater in the kitchen, you can get an attractive counter-top model. If you want it out of the way in some odd utility room corner, you can buy a square one.

Researcher found they got a cleaner wash if they used somewhat smaller loads than the manufacturer's rated capacity in all types of machines.

They recommend that you try to arrange to do one of your own washings in the type of machine you plan to buy.

Exactly needs vary from home to home, and a washer that would do an excellent job for one family may not fill the requirements of another. Be sure the one you select will meet all your needs.

Somewhat Smaller Loads Can Mean Cleaner Washes

Now You Can Do It Yourself

If your husband is not afraid of work—and is handy with tools—you may be able to get that dream kitchen for a lot less money than you'd think.

Today's emphasis on built-in stacks, and dozens of other shortcuts to "tomorrow's kitchen" is made to order for a man with "do-it-yourself" inclinations.

Some dealers have recognized that high costs of professional installation are a drawback to sales and have launched all-out campaigns to encourage homeowners to tackle installation themselves. Much of it can be done by non-professionals—at substantial savings.

But don't try any "do-it-yourself" electrical wiring, gas connections or plumbing. These are jobs for qualified experts. Many localities require that these specialists be licensed. Amateur work may jeopardize your insurance as well as create a fire or safety hazard.

What to Buy in the Spring

Although seasonal crop harvests vary with localities—in general, spring is the time to freeze and store pork, veal, broiling chickens, fish, asparagus, pineapple, some kinds of cherries, strawberries, rhubarb, peas, spinach and other greens, green beans, herbs.

What to Buy in the Summer

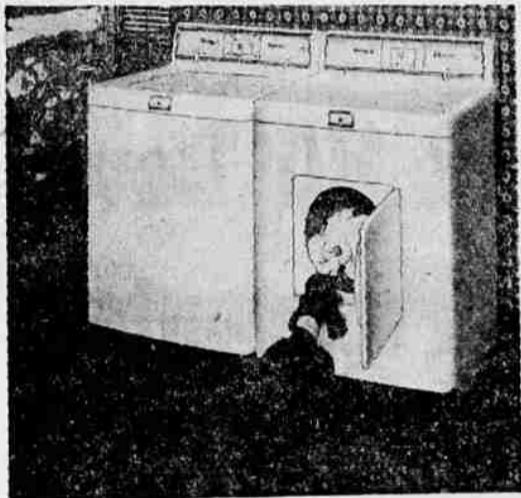
The summer months—late June, July, August—are ideal for freezing beef, frying chickens, fish, seasonal berries, sweet corn, lima or shell beans, broccoli, Brussels sprouts, cauliflower, apricots, some peaches, some greens and some tomatoes.

What to Buy in the Fall

Lamb, seasonal fish and game, stewing and roasting chickens, squash, pumpkin, late garden vegetables, peaches, pears and plums, apples, grapes and other fruits are usually most economical in September and October.

What to Buy in the Winter

November and December are ideal months for freezing pork, turkey, ducks, seasonal game, cranberries and late fruits. Beef, lamb, poultry, fish, and citrus fruits should have priority in January, February and early March.



WATCHDOG—While his mistress is away shopping, her inquisitive household friend keeps tab on her electric dryer which has just finished work on the wash load finished by its matching washer (left). Automatic from start to finish, the dryer has four temperatures, guide light control, selective timer to 60 minutes and automatic shutoff when the cabinet door is opened.



It won't be long now!

GET THIS GENUINE

American Flyer

ALL-ELECTRIC TRAIN

with your NEW automatic DRYER

This is a Factory-Sponsored pre-Christmas offer

Model 106 Electric Dryer

Value 189.95

"American Flyer" train

Value 74.15

Total Value 264.10

YOU PAY ONLY 212.00

YOU SAVE . . . 52.10

* Gas Dryer slightly higher.

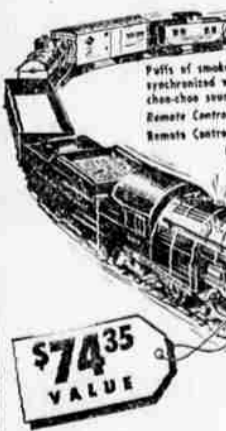
Terms can be arranged

as low as 2.25 per week



- CONDUCT HEAT for safe drying of all fabrics.
- DRUM STOPS when door is opened.
- W.A. DOOR LIFT TRAP for easy removal of lint.
- CONDITIONED AIR PRINCIPLE for extra-dry drying.
- 100 CU. FT. of air pass thru clothes every minute.

With the dryer season at its peak, and Christmas just around the corner, here is a factory-sponsored combination offer that nets you a big, fat saving at a most opportune time. The Dryer is a new full-featured Model that brings you the highest efficiency and built-in quality in the entire dryer industry. From an operation and service standpoint, there is no finer dryer on the market.



Puffs of smoke are synchronized with choo-choo sound. Remote Control Reversing Remote Control Whistle.



includes: Powerful Locomotive and Tender with piston action Refrigerator Car, Tank Car, Gondola and Caboose Cars have real knocking couplers 240 inches of track Train Set 55 watt transformer Remote Control Whistle

We have been allotted only a limited number of American Flyer trains and therefore urge that you act promptly. So hurry. Phone and ask us to set aside a train for you.

KIER-CROOCH Plumbing & Appliance Co.

Free Parking South Side of Building

528 S. E. Stephens

Phone OR 3-5377



PUTS FRESH FOODS

Up Where You Are!



UP HERE A BIG 9.1 REFRIGERATOR

FRESH FOODS AT WAIST-TO-SHOULDER HEIGHT! NO BENDING OR STOOPING! ALL SHELVES AND CRISPERS ROLL OUT!

HUGE 130 LB. FREEZER ROLLS OUT! DEFROSTS AUTOMATICALLY

Giant-size ZERO LOCKER gives easy access to frozen foods! Plenty of room for bulky items!

HERE'S TOMORROW'S REFRIGERATOR WITH

Specialized Storage Space!

ALL foods are at your fingertips in the stunning, new Crosley Duo Shelvador . . . the Freezer-Refrigerator both-in-one! New features include: Beverage Server which gives you ice water through the door! Three lift-out egg trays! Double-deck bottle bar with room for 14 quarts! Butter compartment. Roll-out shelves and crispers!

YOUR EXCLUSIVE CROSLY-BENDIX DEALER

HORN'S Appliance

424 South East Jackson Street

ORchard 3-5518



THIS CHRISTMAS GIVE HER A WHITE APPLIANCE

NEW CROSLY ELECTRIC RANGES

have TEL-A-SPEED controls. THERM-A-TOUCH units, and two big ovens, too . . . it's the new way to cook you will surely come to!

with FRY-R-BAKE UNIT

- It's an automatic French Fryer
- It's a thermostatically controlled oven
- It's a Deep-Wall Cooker
- It's even an extra surface unit
- It's an extra roaster right on top
- And there are many other uses!

USE OUR EASY PAY PLAN

THE NEW TWICE AS FAST AS ORDINARY DRYERS! BENDIX SUPER-FAST Automatic Dryer

SAFER THAN THE SUN . . . MANY TIMES FASTER!

The only dryer that can keep up with your washer! NO WET CLOTHES PILE UP!

Another Bendix Exclusive! SAFE FOR ALL FABRICS GAS OR ELECTRIC

BENDIX DRYES 2 LOADS in the time ordinary dryers handle 1 Load!

Hi-Airflow . . . Low-Heat dries even most delicate fabrics SAFELY . . . DOES NOT BAKE YOUR CLOTHES!

SUPER SUGGESTION

Give her a BENDIX DUO-MATIC . . . the Washer-Dryer all-in-one, the only washer that will dry clothes in the same machine.