

Modern Appliances Make White Christmas A Merry One

Provide Holiday Focus, Help Everyone Enjoy Gala Family Yuletide

Fun for everyone. That's what a White Christmas will mean in your house this year. Gleaming new major appliances do more than just perform practical functions around your house to free Mom from her workday chores. They also provide a welcome springboard for joyous pastimes for the whole family. For one thing, they can lead Dad to new hobbies and interests. Believe it or not, most men like to putter around the kitchen. Why not let him? Now, what with the early-does-it features of modern ranges, he can cook and bake to his heart's content. He may start bragging that he's as good a cook as you are, but let him believe it. Actually, he can't help but turn out delicious dishes with the help of the newest temperature guides, timers, thermostats, automatic controls and all the other functional features found on today's kitchen ranges—whether they are built-in or free standing. They can make a good cook into a master chef in no more time than it takes to have a new range installed.

to your gift giving this Christmas that will be a lot of fun for the whole family. Everyone can get together about a week before Christmas and "cook up" a few gifts. This is meant literally, because your range and freezer can be used to help prepare a few extra gifts for some friends who may drop in unannounced. No pushing through large department store crowds for these gifts, either. The only crowded place will be the oven and the top of your range as you bake delicious pies, cakes, candies, and other delicacies. You will have a lot of fun just deciding what flavor pie to bake in case Aunt Minnie drops in for a Yule visit; or whether to put a peach or pineapple filling in the cake. Of course, the whole family can work together at helping Mom prepare these practical gifts. Then there's no better place to hide your gifts than the freezer—and not because there's no room left in the closets, but because the freezer will keep your gift food items as fresh as the day you baked them.

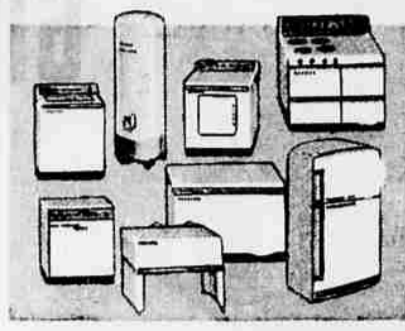


Miniature Laundry Basket and note says "Freeze it gift for Christmas." Small skillet wrapped like a gift with note telling about gift or new range. Toy refrigerator-bank available in toy department tells its own story. Glamour box of gaily wrapped bath salts announces gift of hot water heater. Toy washing machine can be disguised as a lack in the box to symbolize gift. Travel iron dressed like a bird announces gift of new automatic ironer. Hand lotion signifies that a dishwasher will give you all the heavy work.

how to wrap a major appliance

Appliances pictured to the right are among the most wanted presents-for-good-wives that a husband can select. They make housework easier, save time, steps and energy. They are real oh-ah-ah presents that will give service all year long.

It's hard to make such gifts a real surprise. Yet this can be done, if you order the big gift for delivery after Christmas and put a symbol under the tree, as pictured above. How to do it? See the accompanying article.



From designs by Dennison Mfg. Co. — as featured in Dell's "1000 Ideas for Christmas."

Appliance Gifts Can Be Given As Surprise

It's easy to let Mom know that you've gotten her a new major appliance for Christmas — even though she doesn't find it under the tree on Christmas morning. Since an appliance is rather bulky, it can't easily be brought into the house and hidden away for the big surprise. But, by appropriately wrapping another little gift, either to resemble the appliance that you have bought, or related to it in some way, she will quickly get the point. Here are some gift ideas and details on how to wrap them for each appliance:

- Range** What looks like a gay mandolin is really a tiny frying pan in which Mother can melt butter on her new range. Wrap the pan in bright green gift paper with handle uncovered. Draw white threads from the handle over the center, which is gold notarial seal, and trim with white ribbons.
- Refrigerator** A curled fringe of white crepe paper forms the snowy beard the mustache and the fluffy tip on the red crepe paper cap placed on a small toy refrigerator. Blue natal seals make the eyes, with nose and mouth of red gummed paper. These trimmings make both a jaunty Santa and a novel preview of a wonderful gift to come.
- Washing Machine** A toy washing machine plus a ping-pong ball make a jolly jack-in-the-box. Wrap all but the top of the machine in red, green and white striped paper. Punch a small hole in the ping-pong ball and tuck in one end of a coiled piped cleaner and attach to washer. Add stars and red signal dots for eyes and mouth, and a cone shaped cap of striped paper.
- Freezer** A gift of freezer wrap, useful in a new freezer, can take on a penguin look. Wrap the box in white crepe paper. A Christmas tree ball, covered with black crepe paper, is placed on top for the head, and matching crepe around the three sides of the box become the jacket. Yellow gummed paper forms the webbed feet and beak.
- Dryer** For a basket surprise gather bright red cellophane around a tiny basket, like one used in the laundry room, that is filled with hankies for Mom. Tie with gay green ribbon and a bunch of shiny gold beads. The hankies can be

Freezer Solves Unexpected Gift Problems

How often have you had an unexpected guest drop in during the Christmas holiday for whom you hadn't prepared any gift? Or maybe it was someone you overlooked on your Christmas list. Whatever the reason, it always results in hurrying and scurrying through the gifts you received and can't use or your own dresser drawers to find something — just anything — to give to your guest. You can prepare yourself for some fun at the same time. Your freezer will do the trick for you. When you have some spare time a week or two before Christmas, you can prepare tea rings, homemade rolls, special loaves of nut bread, plum puddings and a wide variety of other special foods. Just wrap them for freezing and store in your freezer. That's one place that will keep what you baked as fresh as the day you made them.

You can gift-wrap each item separately, using a wide variety of freezer papers and containers, and attractive cellophane, foil and plastic. This sure makes for easy and quick gift giving. If you devote one section of your freezer for these gifts, you can save the wrapping until you're ready to give it away. But if you spread the packages throughout the general food area of your freezer, it's best to wrap the packages first so they can be easily identified. The variety of gifts that you



Freezer party — The hostess can have as much fun as anyone at her Christmas party if she plans her menu ahead, does her preparing in advance, and stores her food in her freezer. The freezer will take good care of her food and have it ready and delicious at party-time without fuss.

Servants In Home Being Replaced

By the end of this decade, the household servant is likely to be a thing of the past in this country. Domestic employees are being replaced by major appliance automation. According to figures cited by the Gas Appliance Manufacturers Association, there were 420,119 domestics employed in 1950; only 226,781 in 1940, and only 140,296 by 1950. The 1950 figure averages out to a little more than three domestics per 100 dwellings. Modern kitchens with thermostatically controlled and easy-to-clean ranges and other appliances have cut the need for domestic help. American women still have household help, but it's tending away from the human.

Fun With Safety

Even the children can have fun in the kitchen and be as safe as if they were in their own playrooms. Electronic ovens, for example, provide cooking safety never before known. The inside of the oven never gets hot, and as soon as the door of the oven is opened, all the power is automatically turned off. Now the kids can help mommy prepare the Christmas dinner—or any other meal. For while she is stuffing the turkey, the little lady of the house can be baking her own special cake in the electronic oven. Cooking this fast, modern way, that cake will be done by the time the bird is ready for roasting.

The children can also begin to learn the art of cooking at an earlier age, because they don't have to be watched when they are using an electronic oven. And letting them do such "grown up" activities all alone, will make it a lot easier to call on them when mother needs some help around the house.

The youngsters will also delight at seeing their fuzzy toys "take a bath" in your new washing machine. They'll just thrill as the little pink elephants and brown doggies go tumbling across the window as they are being dried. Laundry equipment takes care of cloth story books, too.

New Dimension
A new dimension can be added

For Joyous Yule

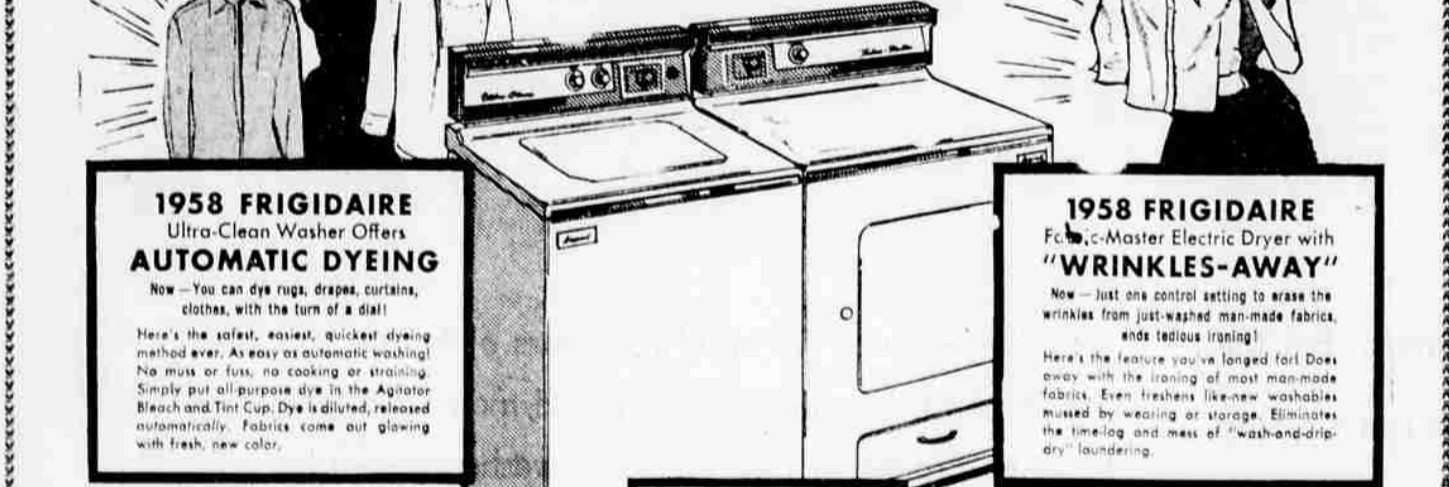
These frozen gifts can be given the same wrapping treatment with pretty papers and fancy ribbons as the hankies and perfumes. Just make sure that the item is properly freezer-wrapped before you dress it up with the holiday wrapping. And if Aunt Minnie doesn't come, you will be able to take out the pie a few weeks after Christmas and serve it at the family dinner. Delicious as ever. Since Christmas comes but once a year, make certain that you insure a joyous one by making it a White Christmas.



THE GIFT SHE WANTS MOST!...

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1958 FRIGIDAIRE Ultra-Clean Washer Offers AUTOMATIC DYEING
Now — You can dye rugs, drapes, curtains, clothes, with the turn of a dial!
Here's the safest, easiest, quickest dyeing method ever. As easy as automatic washing. No mists or fumes, no cooking or straining. Simply put all-purpose dye in the Agitator Bleach and Tint Cup. Dye is diluted, released automatically. Fabrics come out glowing with fresh, new color.

1958 FRIGIDAIRE Fabric-Master Electric Dryer with "WRINKLES-AWAY"
Now — Just one control setting to erase the wrinkles from just-washed man-made fabrics, and tedious ironing!
Here's the feature you've longed for! Does away with the ironing of most man-made fabrics. Even freshens like-new washables mused by wearing or storage. Eliminates the time-lag and mess of "wash-and-drip-dry" laundering.

RATED No. 1 for Cleanest Clothes • Lint Removal • Driest Spin by America's leading Independent Testing Organization
* EXCLUSIVE 3-RING AGITATOR gets clothes up to 50% cleaner, removes more lint—by actual test!
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* WASHES ALL FABRICS—Offers selection of wash and rinse temperature.

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* TEMPERATURE SELECTOR for both "normal" and "delicate" fabrics.
* FREE-WAY AIR FLOW with Lint Trap.
* 120, 240 volt operation.

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MAKE IT A WHITE CHRISTMAS ... GIVE HER A MAJOR APPLIANCE



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