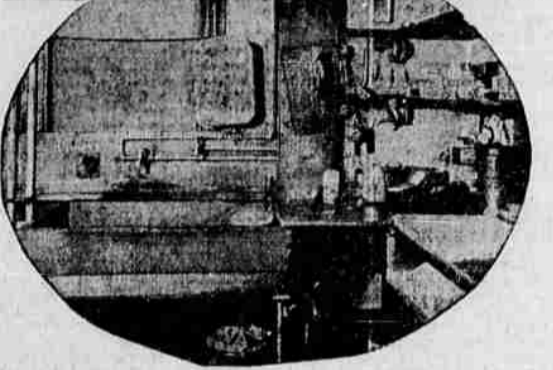


Chicago World's Fair "Talking Kitchen" Shown at Bean's This Week

QUE KITCHEN PLAY WILL BE ENDED TUESDAY

"Talking Kitchen" is being in-
displayed at C. D. Bean, Inc., in
to greet the public tonight
lock. For the remainder of
during the day and from 7
m. visitors will be enter-
this unique feature from
ral Electric "House of Mag-
pearance in Medford of the
Kitchen marks its third
in the western states out-
an Diego, Cal., where it was
entirely exhibited. Originally
displayed at the Century of
exposition in Chicago.
ices which will speak for
and demonstrate their
include a newest type
metal cabinet style sink
built-in dishwasher and a
top refrigerator. Each of
a General Electric product.
a truck load of equipment
nam Greene, an electrical en-
survival with the Talking
ers of this novel General
demonstrator have fashioned
of one of the units in a
time selected from a large
of entries. This is used as
background for the Talk-
ing equipment. It consists
automatic and continuous
action presentation of six
half minutes featuring the
electric kitchen and each of
major appliances talks in
person and at the same
simultaneously demonstrates its
quality and utility fea-
may be started by the push
on or may be arranged so
operate continuously with a
intermission.

Kitchen Modernization Important



GENERAL ELECTRIC PRODUCTS CONTEST

ing General Electric's "New
home idea, a contest was
with architects from many
peting in the event which
discover the perfect "Home
Fifty-four prizes aggregat-
000 were offered and with
ive more than 9000 com-
made entries. When the
udging arrived, more than
ings had been submitted.
t number ever entered in
ectural competition.
wings on cards 30 inches
es, if they had been placed
ide, would stretch out to
tely one mile. Judging in-
eaching contest was in
a jury of eleven members,
hem outstanding architects
ver the United States.
of the drawings indicated
ortant trends, and it was
that the designers almost
had worked out an in-
ch was livable rather than
a house that would be
nd appropriate for the lot
it stands. The houses were
designed as places to live
ot just to look at; these
arly represented the Amer-
of living. The special char-
of "New American" de-

Bedrooms in the home are more
used than the kitchen, at least as far
as the housewife is concerned. A fed-
eral housing loan could not be put
to a better use than the moderniza-
tion of the kitchen — making it a
place where the housewife will enjoy
her work, surrounded by labor-saving
conveniences, and a colorful, cheery
atmosphere. To complete the mod-
ern kitchen, there should be ample

built-in cabinets and bins; shiny pots
and pans and plenty of useful house-
wares. Electrical servants, too, have
an important place in the kitchen of
today—the electric range is indispen-
sable; the dish-washer, refrigerator,
washing machine, ironer and count-
less appliances go to make up a kitchen
that will lighten the hours of labor
for housewives and make these fewer
hours of work more pleasant.

PLANS OF MODEL HOMES FEATURED BY BEAN'S STORE

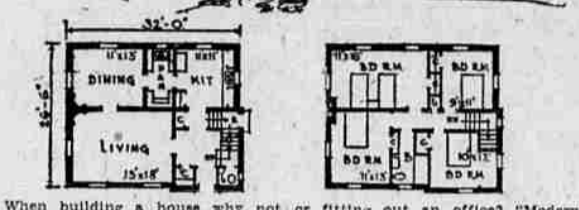
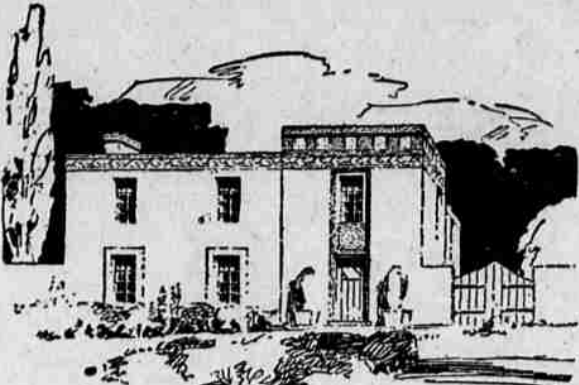
A booklet showing comprehensive
plans for the "New American" home
copied from those submitted by 2040
architects in a recent contest has
been published by the General Elec-
tric company. These interesting
drawings may be inspected at C.
D. Bean Incorporated on East Main
street, according to an announce-
ment today by C. D. Bean.

Many of these plans for ideal
American homes are being used by
leading magazines to give families
ideas for building new houses and
for remodeling old structures. There
are livable models for every need
ranging from small houses for mod-
erate sized families and large, pre-
tententious buildings for people of ex-
tensive incomes.
The home building program in-
cluded in General Electric's graphic
exposition explains the plan to the
public utility companies, contractors,
builders, banks and all cooperating
agencies. The minimum objective of
General Electric is to "have one
house built for every 100,000 of pop-
ulation and they expect that upward
of 2,000 will be built. They will be
demonstration houses only and 5,000
has been set as the maximum limit.
The simultaneous opening of these
houses all over the country will
focus the attention of the public
on all that is new and best in
homes. The extent to which modern
living has become electrical living
will be particularly apparent.

Radicalism Seen As Health Factor

LOS ANGELES, Oct. 14. — (UP) —
The "red menace" officially became a
disease tonight, when Dr. Walter M.
Dickie, state health chief, announced
health officers would have to study
community health problems from the
point of view of "increasing trends
of radicalism, because these factors,
heretofore considered unimportant,
have become of prime importance in
maintenance of community health."

"Modern" Home Can Be Beautiful May Be Efficient Without Being Severe



When building a house why not or fitting out an office? "Modern" be as sensible as in choosing a car architecture can be beautiful and

simple without being garish.
Much of the expense in building
homes to the old conventional pat-
terns comes from the construction of
irregular walls, laying of unnecessary
rafters, and tacking-on of gables and
peaked roofs, which results also in a
large area of dead space.

The efficiency of a modern home
can be achieved without severity of
lines, as is shown in this home, the
exterior of which is relieved by a
slight wall recession to the left of
the entrance bay and the terra cot-
ta tile decoration in the Spanish
manner.

The walls are of buff-toned on-
crete, which can be cast in wooden
forms, with the tile of warm colors
and conservative modernistic pat-
terns.

The house is rectangular, permit-
ting a logical and simple arrange-
ment of rooms. The entrance hall
serves also as a stair hall with a
small lavatory on the first landing.
The living room is to the left of the
entrance hall with a fireplace at the
far end giving depth and warmth to
the room. The dining room and
kitchen at the rear of the first floor
are connected with a small butler's
pantry.

Four bedrooms and a bathroom
separate from all occupy the second
floor.

The cost of building this residence
would vary from \$8,000 in the south
and west to about \$10,000 in New
England and the middle Atlantic sea-
board states.

AIR MAIL SHOWS GROWTH ON COAST

Medford citizens and those of other
Pacific coast states are exchanging
a steadily increasing amount of air-
mail letters, with approximately 11-
200,700 such missives having been
flown over the coastwise airway in
the last six months. It was reported
today by L. C. Devaney, field man-
ager of United Air Lines here.

Devaney declared that still further
increases are expected as a result of
United's faster airmail-passenger
schedules which became effective Oc-
tober 1, with introduction of 1935-
type twin-engine Boeing transports
on the company's Vancouver-Medford-
San Diego route. These planes are
19 miles an hour faster than trans-
ports previously used on the airway.

On the entire nationwide network
of United Air Lines, planes are carry-
ing an average of 458,000 pieces of
mail daily, a record high, with 1298
tons of mail having been flown dur-
ing the past six months for a gain of
approximately 40 per cent over the
volume of 1934, according to advices
received here. Approximately 45 per
cent of the nation's airmail is being
carried by United.

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STARTLING DEMONSTRATION

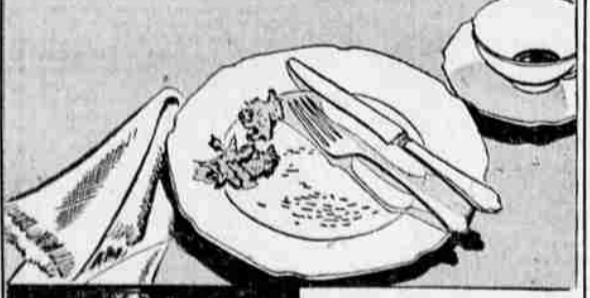
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