

BUILT-IN EFFECT—Today's steel technology permits design and creativeness in kitchen design undreamed of a few years ago. Above is shown a working-level oven, side-by-side with the stove surface, both blending into the over-all kitchen decor.

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Sociologists Say Ultramodern Kitchens Show Change In People

There's adventure in your kitchen. There is beauty in the pictures you have been seeing of bright, ultramodern rooms filled with sleek, new, steel cabinets. There are new shapes and colors, fresh, glowing light, comfort and convenience.

But there is also a new America there, the sociologists tell us. Of course "sociologist" is just a fancy title for folks who are trying to find out what is happening to you and me and how we feel about it.

Color Becoming More
You have heard the Kitchen Call. But many people learn only gradually how wide is the door through which they are invited to step.

The experts tell us that these new kitchens are only outward signs of deep changes in people. Here are some of the things they say.

Beauty is being found in the things you use. An artist can put beauty in a painting or statue, but if you put it in the wrong place you can spoil it. The new kitchens are beautiful for you. You plan and develop an artistry you touch and use every day.

Color is more and more important. The psychologists—and that's just another fancy name for folks who find out how minds work—say color has much to do with how you feel. The wrong colors help start fights, make you discouraged, sad or bored.

Color use in the right place can calm nerves, promote good cheer, even make people like each other better. And well-placed color accents can give a lift to the spirit, an inner satisfaction that leads the way to happier lives.

Waste Motion Gone
The new kitchens reflect a new color sense among people who are building richer lives. Sometimes they use the new color in steel cabinets. Others prefer white enamel on their cabinets and use color in accessories and decorations.

Convenience is becoming increasingly important. America is learning that work done in a kitchen is just as much work as that done in a factory or an office.

Waste motion, annoying trouble with equipment, broken tools, poor surroundings are all being wiped out. The new kitchens reflect like those provided for people in commercial plants.

Comfort is vital. A number of surveys show that the kitchen is the family room. Wives and mothers no longer are separated from husbands and children while kitchen chores are done. The custom of eating in the kitchen is being revived.

All this is made possible by steel kitchen cabinets teamed

Most Cabinets Are Steel With Enamel

Steel with baked-on enamel for cabinets and appliances is the foundation for most modern kitchens. But you don't make a complicated work unit like a kitchen out of one material.

You'll find your new steel units will mix well with other materials you may need or want. But it is wise to plan ahead and get expert advice from your kitchen cabinet dealer.

What kind of work surfaces should you have? Stainless steel is fine for many of them, but you wouldn't want a cutting board, for example, made out of metal.

Hard maple counter tops are available for cutting surfaces. For others you might want formica or some other kind of plastic.

There are a number of such surfaces and the experts can advise you which to use, according to the layout of your kitchen.

They come in a wide variety of colors. And that's something else to watch. Mix or match them with other colors in your kitchen and with the colors you choose for your enameled cabinets.

You can also get counter tops of hard resilient materials according to your needs.

Glass is a substance that mixes well with steel. You can get cabinets with sliding glass doors or with steel doors having glass panels to show off your china or glassware.

with other new equipment for families which are learning new ways to work together.

Become Family Room
Architects are dealing with the trend. Some of them use "open planning" where kitchens are a part of other rooms in the house. This can be done because new steel kitchen cabinets are now available that look right in the new setting.

In other cases, the kitchens themselves are planned as important family gathering places as well as work rooms.

And behind the Kitchen Call is a board industrial and commercial setup. A large number of American industries have some of their best brains working on the problem of giving you the kind of kitchen you want and need.

Giant corporations and small manufacturing plants all over the country have a place in the picture. So do a large number of merchants in your town.

It is not one company or one merchant, it is America on the move.

Adventure?
You want a new and modern kitchen, but there is a nation moving behind you—a nation of people adventuring into better ways to live, a nation of merchants finding new ways to help their customers, a nation of manufacturers working to give you products to help you live, a nation of scientists, artists, architects, home economists with ideas for a developing, adventuring people.

Kitchen Planning Should Include Color Variety
New styling and colors in steel cabinets are giving a wide variety to possibilities for kitchen planning. Home decorators say the many colors and styles were first demanded by architects building homes with open planning where color and style was coordinated with other rooms of the house.

But some of the new types of cabinet are now being used in other kinds of homes. Sophisticated, period or traditional, you can get cabinets to fit your preference.

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Financial Experts Say New Kitchen Not Too Expensive

Do you think a new, modern kitchen will cost too much?

Some of the best financial brains in the world have studied that question. In many cases it costs more to keep an old wreck of a kitchen than to put in a new one, they say.

Here is the way they figure it: A modern steel kitchen is an investment you don't buy goods which you consume quickly and throw out. You improve your house. You add value to your home which can be greater than the sums of money you pay.

You can quickly check the facts with your bank, your loan company or your steel cabinet dealer. Men who knew finance respect the solid values behind permanent steel kitchens. They back that respect with hard cash in the form of loans.

Many Ways To Pay
You have a number of ways to pay for your new kitchen.

If you have extra cash, the experts will tell you that such a kitchen is a sound place to put it. If you need financing, the solid values will stand behind the advance, and you will pay it back on terms that will fit your monthly budget.

Some people prefer to get the money from a bank or loan company. They have experts to advise you how to handle the deal.

Your dealer, too, can arrange time payment plans. He can show you how steel kitchen values will remain after the payments are completed. They are a form of saving.

If you are building a new home, you can arrange to put the cost of a steel kitchen in the mortgage. The arrangement usually is called a "package" mortgage. But you pay over the entire term of the mortgage and usually there is no extra down payment for the steel kitchen.

Open End Mortgages
Home improvement loans for steel kitchens, usually may be paid over three years, although there may already be a mortgage on the home. Bands and steel cabinet dealers can give you the details.

There are also open-end mortgages. Under that plan you can add the steel kitchen costs to your current mortgage. There are two types. In one, the amount of the monthly payments is increased. In the other the payments remain the same.

Crew Finishes Work On Dead Indian Road

The Jackson county rock crusher crew has finished work in Dead Indian rd., and has moved rock crushing equipment to Mule Hill on the Applegate, according to Paul Rynning, county engineer.

Rynning said crews are rebuilding a small bridge on Taylor rd., over Griffin creek. The bridge suffered flood damage, but has also been deteriorating with age, he explained.

Crews are taking advantage of favorable weather for applying prime coating and dust oil on county roads. Rynning said the work was started a few weeks ago, but was interrupted by rain.

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FOOD DRAWERS—The convenience of having food ready-at-hand, made possible by sanitary, easy-to-clean steel drawers, is shown above.

Modern Kitchens Are Well-Telephoned

There are about 5,000,000 telephones in kitchens across the country — in keeping with the modern trend of the well-telephoned home.

From the homemaker's viewpoint, the kitchen is perhaps the most practical location of all for a telephone. For it's in the kitchen that the housewife spends most of her time.

A handy color telephone on the wall or on the service counter can save the home manager much time and many steps. With it she can do her marketing right from the kitchen, make appointments, and enjoy talking with friends — while she feeds the baby, or oversees dinner on the stove.

And, a phone in the kitchen ends those frantic dashes through the house to answer incoming calls.

Among the many labor-saving devices in the modern home, the kitchen telephone certainly is one of the important wife-savers of today.

Kitchen Planning Depends on Family

Planning for your kitchen depends on the habits of you and your family. It is sometimes hard to remember all the personal problems that should be considered in arranging a steel kitchen that will become a permanent part of your home.

Planning experts of one steel kitchen manufacturer have prepared a series of questions to jog your memory.

Here they are:
What is the size of your family?

Are you thinking in terms of a meal-getting kitchen, or one that also offers the space for family-centered living?

Do you frequently serve lunches or snacks?

Will more than one adult frequently help with meal preparation?

What are your entertaining habits?

How often do you shop for food?

Will "company" china and flatware be stored in your kitchen?

Will you have a conventional range or built-in units?

What small appliances will you use?

Will your future storage needs be changed?

What height is a comfortable reach for you?

What general kitchen plan do you favor — I-H-L-, or U-shape?

Will you have an automatic dishwasher? If not now, later?

Will your kitchen be the storage space for general household cleaning tools?

Do you contemplate a "home management" desk in your kitchen?

Steel Cabinets Should Have Place in Kitchen

Quarter-round steel cabinets can have an important place in kitchen planning. You can get them to match the height of other steel cabinets.

They are only one type of special purpose units available for developing the most modern kitchens.

Read and Use Classified Ads... Dead line for Sunday Classified is at noon Saturday

Combining Kitchen, Laundry, Saves Time

You can save steps and time if you combine your kitchen with your laundry. It lets you do two jobs at one time.

Space-saving steel cabinets and new appliances fit the combination into kitchens that are little more than average size. Steel is strong enough to permit heavy loads to be put into a few cabinets.

Decoration is seldom a problem. In a U or L shaped layout, base and wall cabinets can be extended in a continuous line from laundry to kitchen areas. In corridor kitchens, the laundry can be against one wall, the kitchen against the other.

Medford Youth Becomes Charter Member of PMA

Roger Huntemann, son Mr. and Mrs. Albert Huntemann, 2207 Capital ave., is a charter member of a newly installed chapter of Phi Mu Alpha, national professional music fraternity, at Willamette university.

The charter was granted with Province Governor George Broughton, professor of violin at University of Oregon, making the installation. Members from the University of Oregon chapter were in charge of the initiation.

Twenty-two students and two faculty members became charter members.

Other plans can be worked out to fit other kitchen sizes or shapes.

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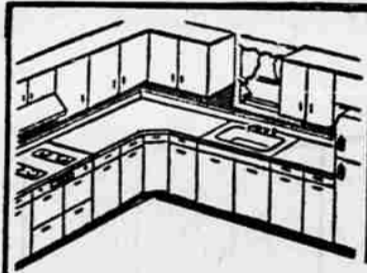


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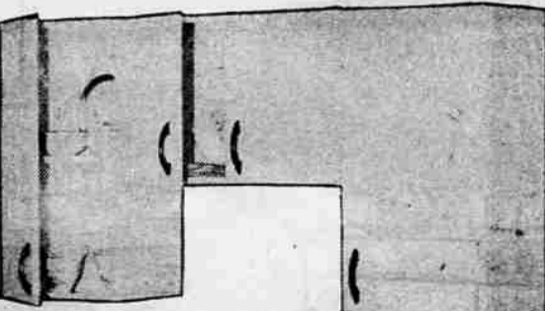
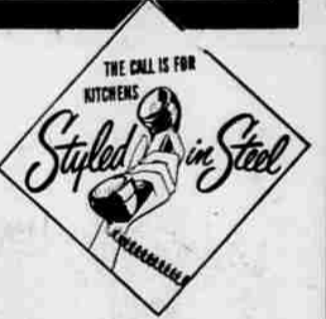
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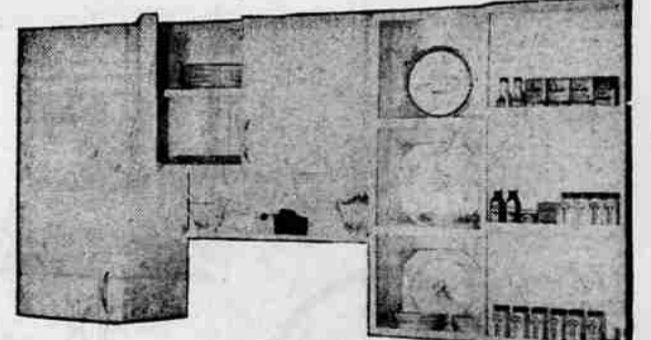
A Dream Kitchen Comes True

Gleaming, all steel cabinets for your dream kitchen at REMARKABLE CLOSE-OUT PRICES!

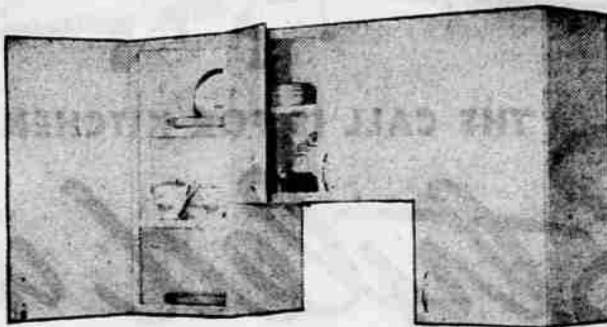
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Here is an inexpensive way to gain storage space over your range or refrigerator. 52" wide, 21" high, 12" deep, we're really lowering the boom on this one at **\$18⁸⁰**

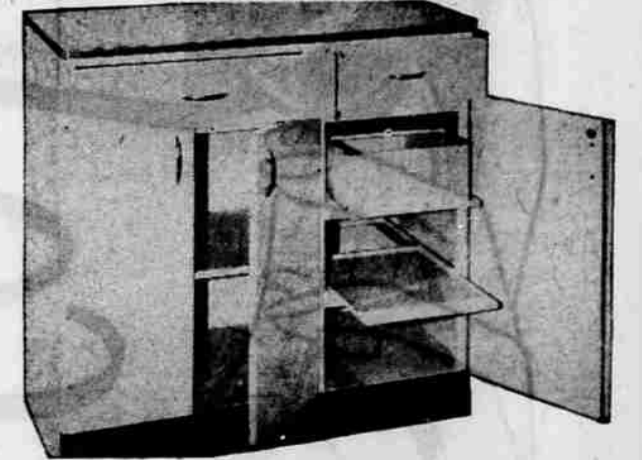


Wall cabinet ensemble, 4 piece group with Shelvador doors on all cabinets. 60" wide 12" deep - 30" high. Plenty of roomy shelves and an extra shelf under center cabinet. CLOSE-OUT **\$34⁸⁸**



Three piece group to be bought singly or together. Right or left cabinet 15" wide, 13" deep, 30" high. Center cabinet 24" wide, 13" deep, 18" high. CLOSE-OUT PRICE.

Left or Right **\$12⁸⁸** Center Cabinet **\$14⁸⁰**



Here is a cabinet to suit every need! Provides big work space above and lots of storage space below. 40" wide, 20" deep, 36" wide. Gray mother-of-pearl plastic top. CLOSE-OUT **\$66⁴⁰**

These are only a sample of the many sizes and types we are featuring in our close-out sale. We can help you plan the sizes you need for your kitchen. Don't wait . . . Come in NOW!

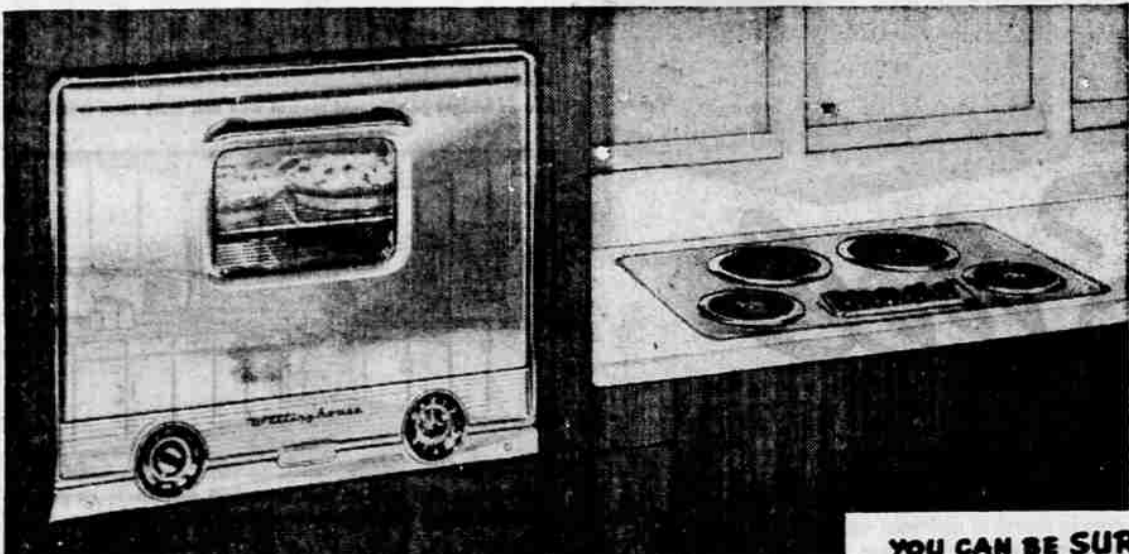
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