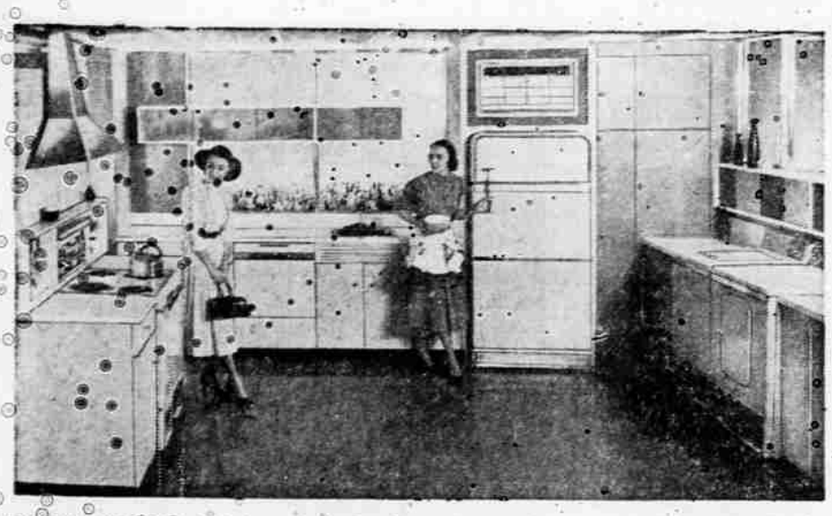


DREAM KITCHEN—This is a practical reality in the average American home. Electric appliances, finished here in fashionable pink, include a 30-inch electric range with French doors, mixing center, dishwasher and built-in refrigerator. Automatic washer and dryer are along the right wall. Kitchen decor in this case is off-white and gray.

Automatic Dishwasher Obvious Answer To Bothering Conscience

Hey Pop! This story is for you.

Do you feel a vague uneasiness every night, right after dinner and just when you settle down in an easy chair to read the paper?

Do you know why? Your conscience is bothering you.

Even though she never complains, you know your wife out there in the kitchen is dog tired.

Deep down in your heart you know you ought to be out there helping her. That's why you can't really enjoy taking it easy in a soft chair reading the paper.

The obvious answer is an automatic dishwasher.

Now before you can sell your wife on the idea there are important questions to answer. Just how much time will a dishwasher save? Will it get the dishes cleaner and more sanitary than hand washing? Does it step up water consumption?

Big Time Saver

You can tell her that these and a horde of other questions were answered by a study of hand versus automatic electric dishwashing methods known as the Ohio Study, made by the Ohio Agricultural Experiment Station, Wooster, Ohio, and sponsored by leading dishwasher manufacturers who are members of the Household Sink Units Section of the National Electrical Manufacturers Assn.

Most dramatic finding of the Ohio Study was that an automatic electric dishwasher cuts dishwashing time by about half —from about an hour and a quarter to an average of 35 minutes a day.

You might add that dishes washed in a dishwasher were found definitely to be more sanitary than those washed by hand, with a much lower bacteria count, indicating an important contribution to family health. This is because recommended water temperatures for household dishwashers are hotter than the hands can stand in the dishpan.

Another finding of the Ohio Study indicated that there is less dish breakage with an automatic electric dishwasher. As far as water consumption is concerned, it was found that about eight gallons a day are used in a dishwasher. This is less than needed to fill a deep sink.

Increased Capacity

As an added point, remind your wife that automatic electric dishwashers have come a long way to reach their present efficiency of action and attractive appearance.

As a clincher, tell your wife that today's dishwashers show increased capacity — many models will hold complete service for eight. Improved drain devices and automatic timers assure longer service and better operation. Modern automatic electric dishwashers take most dirty dishes without pre-rinsing, and with the use of the proper detergent will get dishes and table silver sparkling clean. These machines do pots and pans, too, with a minimum of preparation.

You can show her models to suit any need and colors and finishes to match any decor. Enlist the aid of a dealer to help your wife decide whether a combination dishwasher and sink, a built-in under-counter model, or one of the new free-standing types is best for your home.

And after the dishwasher she finally picks out is busily handling the after-dinner chores in your kitchen — and your wife is curled up on the living room sofa—you can read the sports news with an easy conscience.

Method Found To Remove Food From Dirty Dishes

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.

Appliances May Have Color on Inside

Whether or not you like color on the outside of your appliances, it seems possible that some of those you buy may not be white inside.

Some of the makers found costs mounting when they tried to match all the new outside colors inside their products. Last year they tried various ways of meeting the problem.

At least one manufacturer changed interior colors on both white and colored appliances. He thinks he has found a single interior color that goes well with both white and colored exteriors.

The idea has not moved far enough to establish a trend, but in the future there is a good chance the appliances you buy may have color inside whether they are white or colored outside.

TOP OF RANGE

Eighty per cent of all of cooking done today is on top of the range.

Buy Low, Sell High Practice Applies To Households

"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 house, 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.

What to Buy in 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 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, brussl sprouts, cauliflower, apricots, some peaches, some greens and some tomatoes.

What to Buy in 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 usualy most economical in September and October.

What to Buy in 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.

HERE'S SPACE SAVER

Completely automatic home laundry service can be provided in about 36 inches of wall space. The new two-in-one washer-and-gas-dryer unit requires only one yard along the wall, reports the Gas Appliance Manufacturers Association, and does all the work of a separate washer and dryer. The double-duty units are hailed as great savers of time and energy.

MORE than 90 million gas appliances valued at $16.4 billion are currently in use in the United States. Of this number, 71.5 million are served by utility gas and the remainder by LP or bottled gas. The 35 million gas-using families average almost three gas appliances apiece.

Modern Electric Refrigerators Have Many Conveniences

Modern electric refrigerators combine mechanical perfection with convenient, ample storage to give the housewife food preservation beyond her fondest hopes.

There's beauty, too, with attractive styles and colors to harmonize with any decor.

Every year, new features are added or old tried-and-true features rearranged to provide greater health and happiness for the whole family.

New designing has given the refrigerator greater flexibility as kitchen furniture. It can be free-standing, built-in or stack-on. It can, in short, be placed anywhere.

Many homemakers like their refrigerators set flush in the wall for a more spacious kitchen. Sectional models of refrigerator and freezer units may be placed side by side at counter level, mounted on top of each other or put beneath a work surface.

A combination refrigerator-freezer can provide adequate space for both refrigeration and frozen foods in the space formerly needed for the refrigerator alone. This is made possible by technological improvements, such as more effective insulation resulting in thinner cabinet walls.

Sizes Vary

Sizes range from small models for one or two persons to the huge installations for large families or people who live in the suburbs and don't shop too often.

Many manufacturers offer important features like automatic defrosting, choice of color and freezer compartment in the refrigerator. In most of them, too, you can usually find butter-keepers, egg racks, vegetable crisper, roll-out and swing-down baskets and shelves. The freezing unit may be in the bottom, to make more frequently used items easier to reach.

MAKE IT A WHITE CHRISTMAS

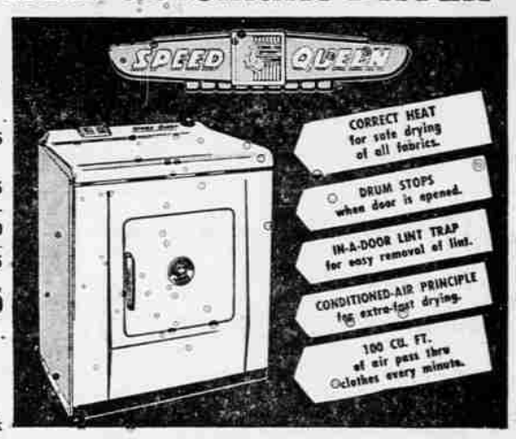
Give her a major appliance

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 $199.95
"American Flyer" train. Value $ 74.35
Total Value $274.30
YOU PAY ONLY $199.35
YOU SAVE $74.95
*Gas Dryer slightly higher

Terms can be Arranged as low as $2.30 per week



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.

$74.35 VALUE

TRAIN With WASHER Also

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.

American Flyer ALL-ELECTRIC "CHOO-CHOO" TRAIN includes:
Powerful Locomotive and Tender with piston action
Refrigerator Car, Tank Car, Gondola and Caboose
Cars have real knuckling couplers
260 inches of track
Trestle Set
50 watt transformer
Remote Control Billboard Whistle

COUEY'S APPLIANCE STORE
225 E. 6th St. Medford Phone 3-5433

Open Wednesday Nites Till 9 P.M.

FOR HER BIGGEST CHRISTMAS EVER...

Make it a White Christmas ...give her a Major Appliance

Message for Men Only!

You've got the greatest wife in the world . . . right? She's pretty, sweet, smart, loving, a good cook . . . right? So what are you going to give her for Christmas this year . . . to show her how much you appreciate her?

Some trifle she'll never notice? Something she'll have to exchange? A few leaves of folding money as impersonal as a government loan, and as cold as the guest room sheets?

No, man! Don't do it! Give her something special this year. Something she'll really go for in a big way. Give her a major appliance!

That's a gift she'll be glad to get . . . and one you'll be proud to give. For it saves her work, worry, steps and money. It gives her more leisure, more fun, the priceless gift of *extra* time!

So make it a white Christmas (or a bright one, if you'd rather; there are some beautiful colored appliances, now). Choose a washer, dryer, ironer, refrigerator, range, dishwasher, freezer, water heater or cabinet sink. Have it delivered to her by Christmas, with love, from you to her.

Go to your appliance dealer today . . . pick out a new way of life for your wife!

UNITED STATES STEEL

Only Steel can do so many jobs so well!