



WASHING IS FUN - As she easily transfers the clothes from washer to dryer, your wife will always remember the long steps up from the basement to the backyard, and the hanging of the heavy clothes on dreary days. Every washday, she'll thank you for her White Christmas.

Adjustment of water temperature for personal use or for a variety of household chores is as simple as a twist of the dial on your automatic gas water heater.

Hot Water Heater Important to Get Adequate Supply

How about giving your wife plenty of hot water for Christmas? Today's homemaker likes to be in hot water. As a matter of fact, lack of an adequate supply of hot water spells nothing but trouble for the modern housewife.

That's because more and more, appliances depend on a good supply of hot water to produce their full labor-saving potential. Consider the automatic dishwasher which requires water of 160 to 180 degrees to deliver all the benefits it can provide.

Water that hot is needed not only to get food soil off the dishes but to kill any bacteria or germs which may be present on the dishes.

Ever-Ready Supply
To provide an adequate and ever-ready supply of water as hot as this you can choose between a wide variety of modern electric water heaters.

Among the most popular are the so-called "quick recovery" heaters. This is the engineer's way of describing a rather small unit which has tremendous capacity because it heats more water as quickly

Leisure Packages Available in Form Of Big Appliances

How big a package does leisure time come in?

And where can you buy it? There's not a husband alive who wouldn't like the answers to those questions—for leisure time is obviously the best gift he could possibly give his wife for Christmas.

Actually, the answers are surprisingly simple. That's because today's labor-saving appliances are also time-savers. Thus, the lucky lady who receives a major appliance from her family as a Christmas present is getting more than simply a machine which will make her work easier—she is, in effect, receiving a "package" of leisure time. These extra moments will come to her every day of the year and they are hers to do with just as she wants.

No husband will be surprised, of course, if his wife devotes most of those new found leisure moments to the family as well as herself. That's one beauty of an appliance as a Christmas present—the family reaps the indirect benefits even as mother herself gets the real use out of it.

The woman who owns a modern home freezer, for example, will find that precious moments just before meal time can now be spent with her family and guests. Delicacies prepared long in ad-

vanced merely have to be removed from the freezer and popped in the oven.

And if she owns a modern range with the latest in automatic controls she'll have just that much more time in which to relax before the meal is ready for the table.

Or, if the Christmas gift comes in the form of a dishwasher, the family will be able to relax together after the meal while the machine takes over the clean-up chore which once made mother an exile in the kitchen.

Meal times, however, are not the only hours of the day

Desserts Made in Freezer Possible

A whole new world of desserts is possible with a home freezer. Here's a unique suggestion for "snowmen" by Jean Shaw of Sears, Roebuck and company's home service department.

Buy one quart of vanilla ice cream. Scoop a large ball of ice cream for the bottom, a smaller one for the top. A marshmallow makes a fine head. Raisins, cloves or cinnamon candies produce features. For a top hat use a maraschino cherry.

Now, parade currants down

PACKAGED KITCHENS

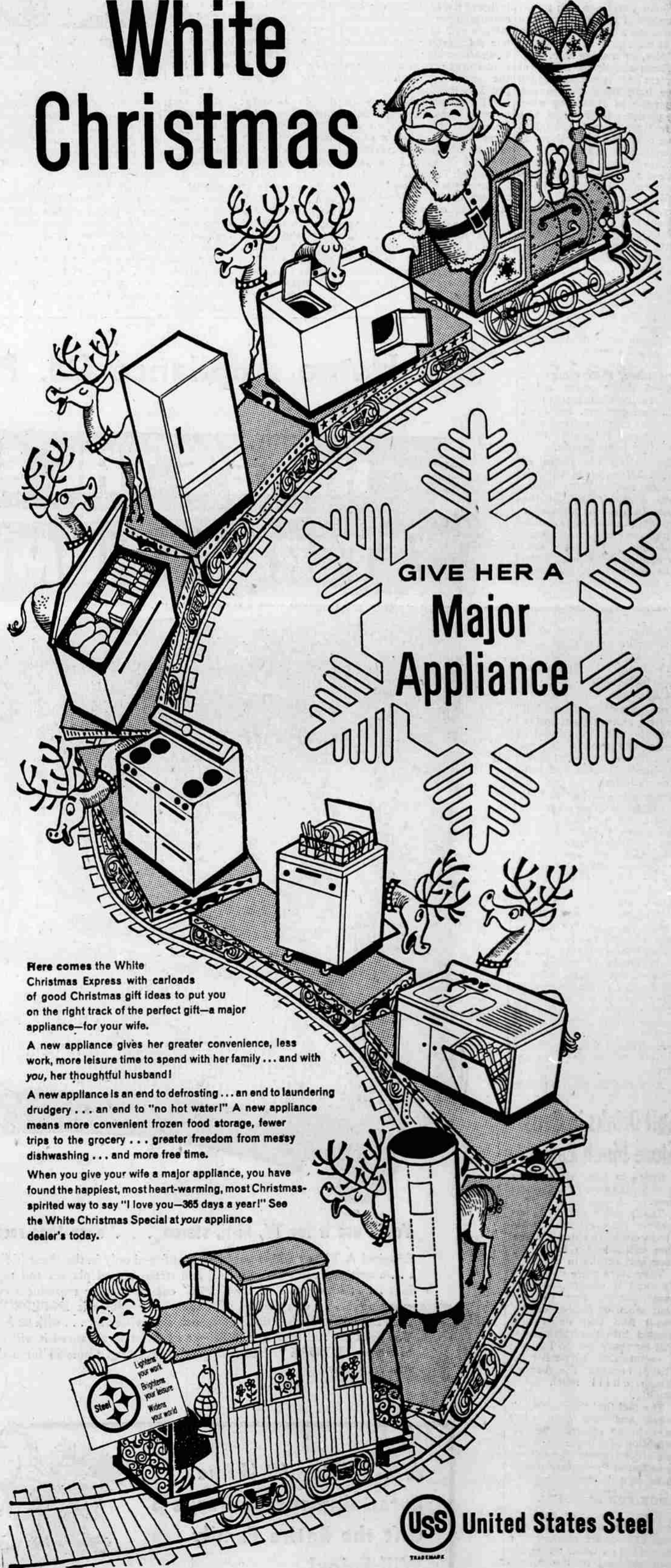
More and more manufacturers are turning out pre-assembled packaged kitchens which combine several appliances within one framework. These units, customarily range between seven and nine feet in length and are easily adaptable to the use of the modern homemaker who has limited space.

the front of the snowman for buttons and insert penny lollipops for arms. Harden snowmen in freezer, then wrap in a cellophane bag and return to freezer until ready to serve. Use within two weeks. Makes four snowmen.



GIVE HER A MAJOR APPLIANCE

MAKE IT A White Christmas



GIVE HER A Major Appliance

Here comes the White Christmas Express with carloads of good Christmas gift ideas to put you on the right track of the perfect gift—a major appliance—for your wife.

A new appliance gives her greater convenience, less work, more leisure time to spend with her family... and with you, her thoughtful husband!

A new appliance is an end to defrosting... an end to laundering drudgery... an end to "no hot water!" A new appliance means more convenient frozen food storage, fewer trips to the grocery... greater freedom from messy dishwashing... and more free time.

When you give your wife a major appliance, you have found the happiest, most heart-warming, most Christmas-spirited way to say "I love you—365 days a year!" See the White Christmas Special at your appliance dealer's today.

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349.95 QUALITY

AUTOMATIC IMPERIAL DRYER 249⁹⁵

IMPERIAL GAS DRYER 289⁹⁵

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Lint is forced through perforated lint vane as it sweeps through water. Lint goes down the drain, needs no cleaning.

Automatic Cycle Control

The most advanced automatic control, yet the simplest to operate of any washer on the market today! Push the button for the fabric to be washed, set washing time, everything else is automatic.

- * Laboratory tests prove clothes wash up to 25% cleaner than ever before.
- * Full 11-lb. capacity! Extra economical on soap and water! 4 complete rinses.
- * Variable speed rotating agitator! Automatic fabric conditioner-dispenser.
- * Fully automatic dryer, no overdrying, no shrinking, no guesswork.
- * Low drying temperatures protect your clothes! New sanitizing ozone bulb.

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- NOTHING TO BUY!
- Get entry blanks from the appliance dept. of your nearest Wards store.
- Contest closes December 24!