

**WOMAN'S TOUCH** - Even the most glamorous kitchen requires a woman's touch, and the touch that your White Christmas kitchen must have, is the touch of your wife herself. She has one big advantage over all the professional experts. She knows her own family's needs. Obviously she

can't replace the architect or the kitchen specialist, but only she can tell them of her basic requirements. They can then proceed from her plan, to provide glamor, convenience and efficiency in just the proportions she wants.

## Mill Provides Continuous Sheet Material for Modern Kitchens

Hidden away in the back of the house, the old-fashioned kitchen was a gloomy place of drudgery for most women. By contrast, today's kitchen is likely to be a showplace. Batteries of gleaming appliances make it one of the most attractive and exciting rooms in the house, and have done almost as much to emancipate women as the right to vote.

Of course, the "good old days" boasted their appliances too. Powered by elbow grease, they were crude and heavy affairs, often hammered out by the local blacksmith. It was almost as much effort to use them as to get along without them.

Today's lightweight, high-speed appliances owe their existence both to the wonder of electricity and to a machine most people have never heard of, much less seen—the continuous sheet mill. Developed by the American steel industry during the 1920's, the continuous sheet mill spews out a ribbon of steel faster than a mile a minute. And much of this ribbon will end up in the kitchens of America in the form of appliances.

**Triumph of Economics**  
Before this mill was developed, sheet steel production was a slow, expensive process. Available only in limited lengths and widths, the sheets were hard to fabricate. Smooth curves and rounded corners were virtually impos-

sible as corners had to be riveted or welded. Substitute materials like wood were too bulky, and just not rugged enough to stand up to high speed manufacture and a lifetime of trouble-free operation. It's no exaggeration to say that modern appliances would be virtually impossible without the continuous sheet mill.

If that seems a little extreme consider this: Modern appliances are as much a triumph of economics as of mechanics. Remember when they called the automobile "a rich man's toy?" It was the same situation.

Appliances (like automobiles) must be produced in high volume: costs go down as production goes up. And high-volume production means that appliances can be held at a price you and I can afford. Without mass production, only a few of the very rich could afford the things we all take for granted.

And modern mass production would be impossible without the low-cost high-quality steel produced by the continuous sheet mill. These virtually endless ribbons of steel can be formed, stamped, assembled and painted with a speed that's hard to believe even after you've seen it done.

Sheet steel is by no means the only way in which the steel industry helps lighten the nation's housekeeping labors. A typical kitchen might contain virtually every steel mill product with the exception of railroad tracks. In weight, steel in a kitchen can easily run over 1000 pounds.

A standard refrigerator uses almost 180 lbs. of various forms of steel. And much of it is pretty special stuff. Gleaming stainless steel—the "jewelry" of the industry—is a commonplace; electrical motors are virtual "time capsules" of electrical and metallurgical science. The special electrical sheets used in motors are very expensive, but

worth every penny as far as the motor makers are concerned.

**Remarkable Improvements**  
There's a whole story in the special cold-rolled sheets used for porcelain enameled surfaces. These sheets—"enameling iron" to the men who make them—are among the most carefully made of steel mill products. And improvements in them as well as in the enamels have been remarkable. Like so many steel advances, they may "look the same," but the locked-in improvements become apparent during their long life and high-quality performance.

In the parlor, it is considered impolite to talk about how much things cost. But in the nation's steel mills, most is a vital topic of conversation. It is theoretically possible to build at least some appliances without using a pound of steel—but you wouldn't like the results. The substitute products would be impossibly bulky, for one thing, and the performance highly questionable. But the biggest drawback would be price. There are materials which can substitute for iron and steel in some jobs

—but they usually cost many times as much.

But how can you compute the price of drudgery? How can you figure the dollars and cents value of a washing machine compared to hours over a scrubbing board? And the great value of today's appliances is the way they free the housewife to become a real homemaker and not a kitchen slave. In 1940, washing machines were just coming into their own, while dryers were a new innovation. Today, washer-dryer combinations are commonplace, and dishwashers are becoming equally usual.

All of these advances, and the new machines just around the corner, have been based on the assumption that enough steel, of the right kind, and at a suitable price, would be available. The steel industry has spent literally billions of dollars in the last decade to fulfill all three conditions. In addition millions have been spent to develop new steels, and unrelenting efforts exerted to hold down costs before that purring machine in the kitchen could even be considered.

## Survey Shows Most Bankers Help Good Customers in Loans

By OTTO LORENZ, Associate Editor, The American Banker  
A recent national survey of 100 leading bankers undertaken by the American Banker revealed the faith these responsible men of business have in their borrowers.

One hundred per cent of them said they are ready and willing to help good customers during periods of uncertainty such as reduced income, temporary layoff and unemployment.

Here are some typical comments gathered from bankers around the United States:

From Detroit, where layoffs and unemployment were probably more frequent than anywhere else, one of the nation's naturally are sympathetic to cooperative borrowers, particularly if delinquency is caused by unemployment. "We have been through prolonged periods of unemployment in the past, and while delinquency has risen sharply during those periods, losses were kept to a minimum as we nursed our good borrowers over the bad spots."

A well-known banker in Kalamazoo, Mich., states: "We will extend every consideration to those borrowers who have had a reasonably good record. We'll refinance the loan, extend it or, if necessary, even charge it off and allow the customer to pay as he can."

The same consideration extends to Texas where the consensus of opinions from bankers was that they weathered recessions, strikes, and even a depression and had always met their customers as individuals and handled each loan with patience and understanding. Throughout the Southwest and over to the Pacific coast, the same thought prevailed.

**THE UNDERWORLD**  
Springfield, Mass.—UPI—Judith Barden, 19, reported to police that her wallet, containing \$21, was stolen from her handbag while she was in the grandstand watching a night baseball game here. She said the bag was lying beside her when someone apparently swiped the wallet by reaching up from beneath the stands.

**GEOGRAPHY LESSON**  
Alanta—UPI—Why geographers in Georgia talk to themselves: Monroe is the county seat of Walton county, but the county seat of Monroe county is Forsyth. Forsyth's county seat is Cumming. Then there's Jackson, the county seat of Butts county, but the county seat of Jackson county is Jefferson. Jefferson county is Louisville, for a county seat. The county of Bibb county is Macon. Macon county is Oglethorpe for a county seat, and Oglethorpe county has Lexington for a county seat.

**WATER EVERYWHERE**  
White Plains, N. Y.—UPI—On the day Westchester County opened its new public swimming pool here, it rained . . . of course.

**NO ARGUMENT**  
Washington—UPI—A U. S. Office of Education bulletin recently advised that "the place to study high school mathematics is in high school."

vailed. The bankers would continue their long-standing policy of fair consideration to borrowers.

From Nashua, N. H., came this welcome comment: "This bank is very much aware of the fact that if a man has trouble, he is still the same man of whom we thought of pretty highly when we made him the loan."

**Florida Bankers**  
Down in Florida, bankers believe that a liberal extension and renewal policy, properly applied, will reduce losses and create good-will among deserving customers.

"Tough tactics," says an Orlando financier, "are a poor substitute for intelligent collection policies."

And similar, heartening voices were heard clear through the farming areas of the country and across the northwestern states as well.

There is no reason to let lack of cash and fear of the future stop or delay you from buying that appliance you have in mind. Go see your banker. It will be worth it.

### CRIME WAVE

Haverhill, Mass.—UPI—The police blotter in Haverhill, recently reported the following wild incidents, all in one day: One four-year-old boy bit another; a six-year-old boy stuck a garden hose in somebody's window; a woman complained that her neighbor was swearing at her. Haverhill is a quiet town.

### TIME STANDS STILL

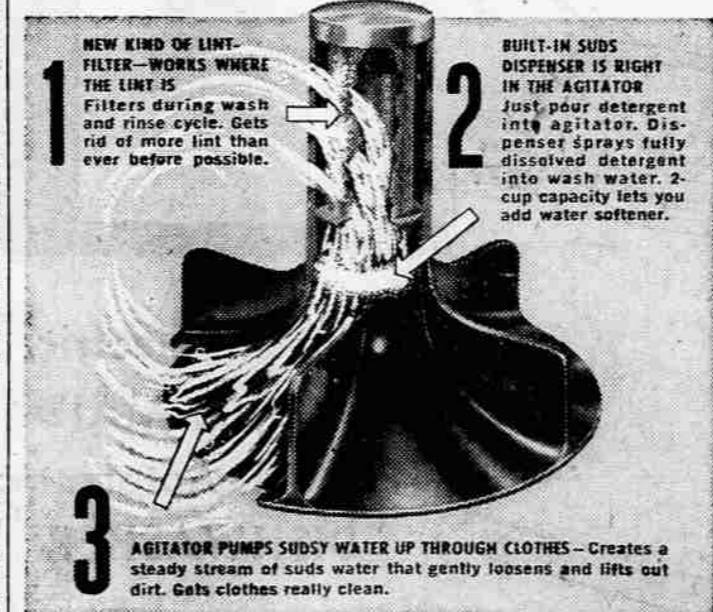
Scituate, Mass.—UPI—"Instead of the intoxicating dance, with profanity and scenes of dissipation and ruin, all frequently combined, we should have the public library, the lyceum, industry, enterprise and virtue."

That's not a report on the latest doings of teen-age rock 'n' rollers. It's the Scituate school report for exactly 100 years ago.

### EASY DOES IT

Nashville, Tenn.—UPI—Maggie Gibbs and her mother went to the movies while Maggie's father went hunting for possum. On their way back from the show, mother and daughter found a possum lying on the street and took it home. Maggie's father came home empty-handed.

## NEW! EXCLUSIVE! MAYTAG LINT-FILTER AGITATOR



**1 NEW KIND OF LINT-FILTER—WORKS WHERE THE LINT IS**  
Filters during wash and rinse cycle. Gets rid of more lint than ever before possible.

**2 BUILT-IN SUDS DISPENSER IS RIGHT IN THE AGITATOR**  
Just pour detergent into agitator. Dispenser sprays fully dissolved detergent into wash water. 2-cup capacity lets you add water softener.

**3 AGITATOR PUMPS SUDSY WATER UP THROUGH CLOTHES**  
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**Make it a WHITE Christmas!**

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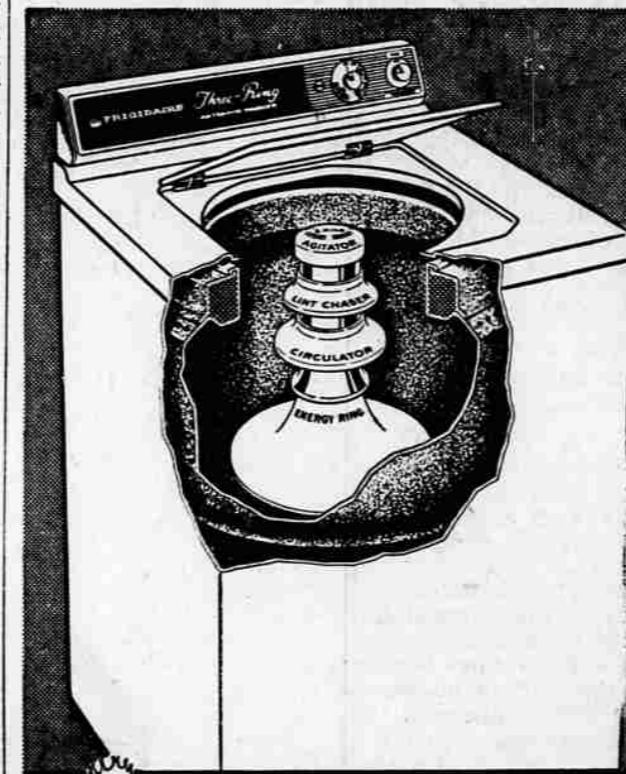
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Waterpower pumps suds through every piece, every fold, over every fiber!

**NO LINT TO EMPTY... EVER!**  
It's pumped away—automatically!

Proved Best by U. S. Testing Co., Inc.—for cleanest clothes; driest spin; least lint formed and best lint removal. Based on identical tests under controlled laboratory conditions of six leading automatic washers. Reports 40095, 40096, A, dated May 6 and June 11, 1958.



**White Christmas HEADQUARTERS**

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