

New Appliances Can Bring Gift Of 'Automation' Into Home For This Christmas

Santa will trade his sleigh for a truck at many American homes this Christmas. His bulky load of machinery — appliances — requires modern transport.

He will bring a white Christmas because 9 out of 10 of these gifts will be finished in white enamel. But sometimes the white Christmas will turn out to be a rainbow because the trend is toward colored equipment. Even when white is the choice, accessories in kitchen, bathroom and home laundry take on bright colors to strike gay notes.

Americans often choose the festive Christmas season for the new appliances. In doing so, they extend the relaxed gaiety symbolized by the new touches of color. Manufacturers, dealers and professors of home economics see changed attitudes as a reflection of a profound change in American life.

The United States has long been known as the land where gadgets rule, where even the housework is done by machinery. But the experts say a new revolution is upon us. This time it is not only new machines, but new kinds of machines.

"Automation" is a word for the factory based on processes where machines are used to direct other machines. People who are saying "Merry Christmas" with appliances often do not know they are buying machines to run other machines. Instead, they say, "It runs itself, doesn't it?"

Automation In Home

The fact is they are getting automation in their homes.

A woman puts a dinner in the oven or on the burner of her range, turns a dial and goes out of the house. She may have a job. She may be doing civic work, playing with her children in the park or attending a movie. She leaves a cold stove behind her.

An hour or four hours later, the stove turns itself on. It cooks the dinner, all the time regulating the heat to just the right temperature. When the dinner is done, the stove

turns itself off, but keeps the dinner warm.

The family comes home. The dinner is put on the table and eaten.

Two dishes? They are put in the dishwasher, which conducts an elaborate sequence of washing operations and turns itself off. Rinsed with water too hot for use in hand washing, the dishes drain dry almost at once and usually sit in washer until needed for another meal.

No Longer Fantasy

This is not fantasy. These are things that happen in thousands of American homes every day. This Christmas will see them moving into many more.

Similar processes are found in clothes washers and dryers. Automatic water heaters are more common every year. Freezers and refrigerators are new machines with new automatic regulation. In some cases, change is in its early stages.

Bankers who are just as hard headed as they ever were, point out that appliances are good hard goods not likely to melt away. That's why many of them are prepared to help with loans for the purchase of new major appliances in time for Christmas.

For generations, changes in American living habits have started in cities and moved slowly out into the country. The reverse seems to be true of the new revolution. The Gas Appliance Manufacturer's Association observes that there are eight million bottled gas installations in American homes, mostly, of course, in rural areas beyond the gas lines. That's an increase of 30 per cent in two years. It says its own surveys indicate rural homes are modernizing faster than city homes.

Available on Farms

Meanwhile power lines have reached more than 90 per cent of American farms. There is every indication that power is getting into farm homes as fast as into barns.

And since heavy farm machines need big power, adequate wiring is more apt to be available on farms. Home freezers started in rural communities to help preserve home-produced food. Only recently have manufacturers bid heavily for the city market with matching upright freezers and refrigerators.

Dealers complain they can't get dishwashers into some big city homes because city codes and union rules change too slowly to prevent installation costs that are too high. But they have been selling them in the country and the small towns. And now manufacturers are offering free-standing dishwashers that don't need to be installed.

Santa Has Big Load

It is such data that home economists cite when they say the new appliances mean a new revolution in American living. The old tradition that home machines are a substitute for servants takes on a new meaning when the machines come complete with other machines to run them.

Santa has quite a load on that truck of his.



REFRIGERATOR FREEZER COMBINATIONS are smartly styled to do double duty in the modern home. Also feature such conveniences as double depth dairy bars.



NEWEST THING IN REFRIGERATORS, which would make grand gifting indeed, are models which hang from the wall, leaving room for workspace underneath. By General Electric.



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MOST WANTED OF MAJOR APPLIANCES, and understandably so, is the electric dishwasher, now available in mobile form for roll-around and plug in use. Considered by most housewives the most desirable of all possible gifts. Above a General Electric.

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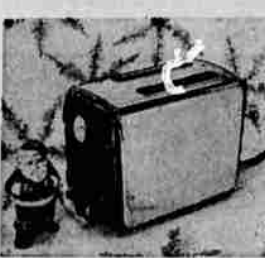
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Brilliant New Records Will Make Happy Holiday Gifting

A star bright collection of new and unusual records including platters that will bring pleasure to not only the confirmed lovers of music, but to sport fans, children and even travelers, is ready for Christmas gifting.

Whether musical tastes run to Bartok and Brahms or to Brubeck and Dorsey, the choice is wide, with some special things such as Columbia's "Happy Holiday" (songs by Paul Weston and Jo Stafford) to complement the atmosphere of Christmas morn.

The latest of musical comedies are represented by original cast recordings of the newer hits such as "Damn Yankees" and "Silk Stockings."

In Operatic Realm

In the realm of opera, cherished by the devotees of the classical, such stars as Eleanor Steber, Richard Tucker and Rise Stevens, will bring "Faust," "La Boheme," or the English version of "Cost Fan Tutte" into the living room.

London Records have just issued a new recording of "Don Giovanni" and the "Marriage of Figaro" with complete vocal score included, to delight the ardent.

For Sports Fans Too

For travelers, a new R.C.A. Victor release entitled "Paris Left Bank" brings left-bank night clubs back to life, and "Fiesta" will take them again to the bull fights of Spain.

Sports fans come in for a handsome measure of attention from the record world. There is an "audio scrap book" called "The Greatest Moments in Sports" starring all time favorites—Babe Ruth, Jack Dempsey, Knute Rockne and Joe Lewis—whose voices are recorded at the moment of their greatest triumphs.

For an unusual addition to the collector's library, and of special interest to students of American History, is an album entitled "The Confederacy," containing a collection of Civil War songs accompanied by old photos.

Hi-fi devotees will find that symphonic recordings are better than ever. The Brahms "Pavane," with Bruno Walter conducting the Philharmonic Symphony Orchestra of New York, with eleven of the master's greatest works, would be a dream-gift come true.

Jazz's devotees will have the perfect present, if you give them a record by Perez Prado, the "Tico-Tico Suite" (it's Afro-Cuban) backed by a musical tribute to six all-time greats of jazz. This side includes "St. James Infirmary," "In the Mood," and "Jumpin' at the Woodside."

FOR THE BRIDE Breakfast sets of table and chairs are good gift choices especially for the newlyweds.

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