

Movement Recorded In Figures

You don't measure a revolution in figures. Leisure, happiness, health, comfort and other intangibles don't lend themselves to that kind of thing. But the vast scope can be indicated by statistics.

The electric industry says it has sold 368 million home appliances in America since 1940. That is an average of about 8 for every home in the country.

In 1930 there were 19 different kinds of major electric appliances. By 1940 there were 36. Last year there were 54 and many more are on the drawings boards.

For a single year (1934) there were 2,023,200 gas ranges and 2,281,100 automatic gas water heaters sold in the United States. Almost 40 million of these two items alone have been sold since 1940.

MORE TO COME
Some of the appliances to which the figures refer were small and expendable. The average home probably does not have as many new machines as the totals would indicate because some have been thrown out and replaced.

But students of the markets believe that America has not yet begun to use home appliances. That does not mean the market is not booming. It is. Mr. and Mrs. America are getting new machines for home use at every turn. There are, however, very real indications that the future will see use of household machines that would amaze today's families.

For one thing, the electric utility industry says the wires in most of today's homes just won't take care of many more really big appliances. The figures show about 70 per cent will take a few small electric appliances besides lights and that's all.

EXPANSION EXPECTED
Couple that figure with the tremendous interest shown in displays and exhibits of new home equipment, and many salesmen predict a vastly expanded market once more families put in the wiring they need.

Market experts say that some of the most useful of the newer appliances have reached comparative new homes. Dishwashers, freezers, clothes dryers and ironers are in that category.

In another class are appliances which have been with us longer. Almost all families have some kind of a cooking range. Most have a supply of hot water. Refrigerators are nearly universal and a very large number of families have some type of washing machine.

DIFFERENCE IN KIND
For these items, a very large part of the sales are replacements. But improvements made in such machines in the past few years almost make the new ones different in kind rather than degree. Appliances are turning automatic.

There is a great difference between an appliance you have to run and one that operates automatically after it is turned on. Students of the situation say that there is a pent-up demand.

For example, many of the clothes-washer sales still are old-type machines which have to be operated. But the number of these is dropping and the trend seems to show that a short time hence, few families will accept anything but automatic machines.

One of their important jobs today is to develop the best possible programs to handle the new miracle fabrics. But that does not mean the laboratories do not continue to survey the whole washing cycle and plan to make every part of it better. Their improvements apply to the old as well as to the new fabrics.

Cleaning ranges regularly can extend their lifetime indefinitely. Make sure the gas burner jets are clean. The air-mixture valve must always be adjusted or you can't get the proper flame for efficient heating and cooking. Don't check it yourself, though — let an expert do it.



Model 3348
for a beautiful new 1956
Admiral
30" ELECTRIC RANGE
*Your old range may more than cover down payment.

NOW \$199.95 PAY ONLY \$19.95 Dn.
LUCAS FURNITURE
195 E. MAIN

Especially For Eggs!

If you are shopping for a refrigerator, you will find special facilities for storing eggs in virtually every brand of machine.

There is no agreement as to the best method. Sometimes you put them in and take them out one at a time. Sometimes you handle them in groups. Sometimes they are elaborately protected against inadvertent blows. In other cases they are placed where you can get them most easily.

However, the salesmen will all tell you that your eggs are important.

Have Wires Checked When You Boost Electrical Loads

Do you have power in your house to run that new appliance you planned for Christmas? Unless you've had your wiring worked over recently, the big chances are you do not, says the National Adequate Wiring Bureau.

It's no fun to plug in the exciting new gift only to find it won't work. It's even less fun to blow a fuse and have the Christmas tree lights go out.

Unless you know your wiring

many other electric things in modern houses.

If you've already had trouble with your electricity it is doubly certain you need a checkup before trying to use more.

Do your fuses blow? Do appliances heat up too slowly? Have you burned out motors? Do your TV pictures wince and lights dim when other appliances start? These are signs you may need better wiring, the bureau says.

Your electrician or the power company man should check on two things.

First, is there enough power coming into your house? The chances are there is not if you plan to get any of the big new appliances. The bureau says about

70 per cent of the homes have old-fashioned two-wire services. Such 30-ampere setups will handle your lights and a few small plug-in appliances for 120-volt circuits. None of the 240-volt appliances can be used.

More modern homes often have a three-wire, 60-ampere setup which the bureau calls minimum. This will handle lights, a number of 120-volt plug-ins and a couple of 240-volt appliances. But if you keep adding appliances, it is easy to get beyond the capacity of such installations.

The bureau urges appliance-minded families to have at least a 100-ampere service. This has the same three wires coming into the house. But they are bigger

wires. It costs a little more for wires and main panel. But you pay only for the electricity that you use and a slight increase in installation expense now will save you a big replacement bill later.

The second thing the electrician should check are the circuits inside the house that feed the outlets. You can have plenty of power coming into the house and still have trouble if you load too many things on one circuit.

If you have a 240-volt appliance you can't put it on a 120-volt circuit. And even some appliances that run on 120 volts must have separate circuits with nothing else on them.

MANY CIRCUITS
If you have a large number of

appliances, you may have as many as 12 or 14 circuits working off a basic 100-ampere service line.

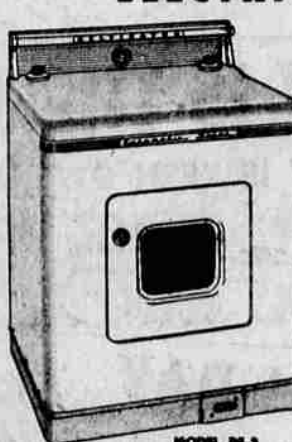
If you have one of the old 30-ampere service lines, you probably can have two 120-volt circuits at most.

The most important thing, says the bureau, is to get an adequate power line coming into your house.

The next problem is to install circuits to handle what you have in the house and what you are buying. In future years it will be fairly simple to add more circuits to take care of future purchases provided you have a service line that is big enough. The bureau suggests that the big service line be installed when you put in the big appliance.

WHEN THERE ARE BETTER
APPLIANCE VALUES
YOU WILL FIND THEM AT--

NEW KELVINATOR ELECTRIC DRYER



TAKES ALL YOUR
WEATHER WORRIES
OUT OF
WASHDAY!

With this beautiful new Kelvinator Electric Dryer, you can swiftly dry clothes regardless of weather. It's a perfect mate for the new 2-cycle totally automatic Kelvinator Washer. It has new beautiful, colorful styling. Exclusive full-width fluorescent flood light.

ONLY DRYER WITH ALL 3 SAFETY FEATURES.

★ SAFE TEMPERATURE

Your new Kelvinator safely dries all fabrics at safe temperature.

★ SAFE CYLINDER

The cylinder is smooth-as-glass porcelain... protects clothes.

★ SAFETY DOOR

When door is opened dryer stops automatically.

Come in today
for a Free
demonstration!

KELVINATOR SPECIAL

AUTOMATIC ELECTRIC DRYER

that has the exclusive safety features offered only by Kelvinator.

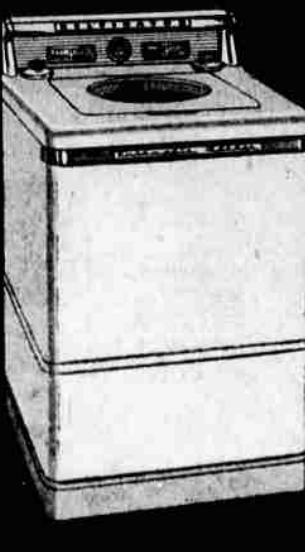
149.49

Low
Easy Terms



SEE KELVINATOR

GET OUT THE DIRT THAT OTHER
AUTOMATIC WASHERS MISS!



SEE-
SHAMPOO
WASHING
A Kelvinator exclusive — starts with half a tub of water and the full amount of soap.

SEE-
X-CENTRIC
AGITATION
Exclusive agitator action. One continuous massaging motion. Imitates hand washing.

SEE-
OVERFLOW
RINSING
Float dirt and soap over top of tub, never through clothes.

SEE 2 SEPARATE WASHING CYCLES!
One for FINE fabrics... One for REGULAR fabrics

DIAL Regular cycle for completely automatic washing of heavily-soiled clothes and full loads.

DIAL Fine Fabrics cycle for finest sheers, and small loads. It's so gentle you can wash anything that can be washed in soap and water... what's more it's done automatically and it...

SAVES 1/2 THE HOT WATER THE SOAP THE TIME

SAVE \$50
269.49

EASY MONTHLY
PAYMENTS

CHOOSE THE BEST! MONARCH-KELVINATOR MONTAG SNOWFLAKE SPECIALS

Fully Automatic
30-INCH
DELUXE

RANGE

169⁷⁹

Electric Clothes
DRYER

119⁷⁹

SAVE 40.00

4-BURNER
GAS RANGE

79⁷⁹

50 GALLON
TABLE TOP
WATER HEATER

LIFETIME GUARANTEE

SAVE 50.00

149⁷⁹

ELECTRIC HEATER
WITH FAN

11⁷⁹

Automatic
8-Cup

PERCOLATOR

14⁷⁹

STEAM OR DRY
IRON

11⁷⁹

LARGE SIZE
FOOD MIXER

REG. 39.95

29⁷⁹

WITH MEAT GRINDER

THOR GLADIRON
MANGLE

99⁷⁹

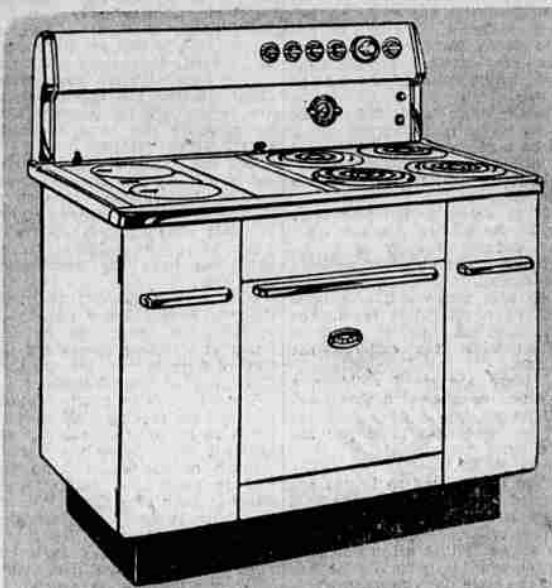
SAVE 30.00

DEEP FAT
FRYER

14⁷⁹

CIVIC DRAMA TICKETS ON SALE HERE—6.00

FURNITURE AND APPLIANCES



Eliminate **GUESSWORK**
with MONARCH'S
Controlled Heat Oven
ORIGINATED BY MONARCH

OVEN HEATS WITH WOOD,
WITH ELECTRICITY, OR
WITH BOTH

THERE IS A DIFFERENCE!

MONARCH
OUT COOKS THEM ALL!

Today's Biggest Water Heater feature...

Glass-lining
...prevents rust, corrosion, leaky tanks
...assures pure hot water *always*

FOR FOWLER HAS IT!...Glass-lining, the outstanding advancement in water heater engineering that assures pure hot water always and a longer lasting tank.

By bonding smooth, flawless porcelain to steel Fowler puts a glass-like, sanitary coating inside of every tank to prevent water from touching metal. This Fowler feature eliminates all danger of tank rust and corrosion.

Fowler measures up to all requirements for low-cost, automatic water heating service. See Fowler!

today's best buy...

FOWLER
Electric
WATER HEATER

15-YEAR GUARANTEE



BUDGET TERMS TO SUIT!

Corner Ninth and Klamath

Phone 4878

HAFTER FURNITURE