



Toast the way you want it

... with General Electric's truly automatic toaster

The automatic mechanism of this toaster is the simplest, most foolproof ever devised. No gaudy gadgets get in the way of its number-1 job: to give you toast the way you want it—every time.

Simply set the six-position control and press lightly on the lever. Before you know it, your toast pops up— piping hot and ready for spreading.

And it pops up extra-high. Small slices,

flat muffins, even frozen waffles all lift high within your easy reach. Result: no more burned fingertips.

Cleans in seconds! Simply snap out the crumb tray and give it a wipe. It's that easy.

See the General Electric Toaster at your dealer's now. Price: \$18.95.* General Electric Company, Portable Appliance Department, Bridgeport 2, Connecticut.

\$18⁹⁵*

* Manufacturer's recommended retail or Fair Trade price.



**Automatic
Toaster**



Progress Is Our Most Important Product

GENERAL  ELECTRIC



"But I don't like cauliflower. It gives me goose pimples, Mommie..."



"... I'm getting dizzy. All this food ... I'm going to get sick..."



"... Oh, oh! Here it comes... I see it. I'd better act good now."



"... Oh, boy! Shortcake! Why do they make me eat that food?"

Short Cut to the Shortcake

A THREE-YEAR-OLD at the table can cause a minor riot sometimes—particularly if there's an extra-special dessert in the offing. Somehow, says the young lady, the main course just loses all its appeal when there's strawberry shortcake to follow. Chicago photographer Carl Caruso recorded his daughter Jill's antics before shortcake one night, and here's the result. All it seems to prove is that you can lead a daughter to dinner, but you cannot make her eat!