

Lighten, Brighten Her Life with Gift of Washday Sunshine

Turn Gray Days Into Gay Days



WASHING IS FUN WITH THE NEW HOME LAUNDRY—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.

The sun shines 365 days a year in a modern home laundry. That's the safest, surest and most certain weather forecast you can find. Even in the tropics in the rainy season you could safely predict sunny weather in the modern electric laundry room.

One reason, of course, is that modern appliances like the automatic washer and dryer have liberated washday from the weather outside. Grandmother, of course, just had to wait for a good "drying day". And even then, some of the good drying days were so hot that she could take little enjoyment from the prospect of standing over boiling wash tubs.

Today's housewife, of course, need never move outside of her laundry room and the whole process of modern laundering is so easy and carefree that the lady of the house couldn't care less about what the weather outside is like.

But freedom from worry about the weather is only one reason for the "sunny" disposition of women who have a modern electric laundry in their home. Actually, laundry day is always "fair" for them because all the "clouds" that once hung over washday have been dissipated by today's labor saving appliances, new achievements in soil-resistant and

care-free fabrics, and spectacular advances in soaps, detergents, bleaches and starches.

Consider for a moment the changes which electrical appliances have made in washday. Can you remember the hand scrubbing, the boiling of clothes,

Soft Drinks In Cans Can Save Holiday Space

Space in your refrigerator is at a premium at Christmas time. That's why smart homemakers do everything possible to conserve storage space. One valuable tip is to buy your soft drinks in cans.

They store much more easily—and if unexpected company arrives and depletes your stock of the canned drinks, you'll find that extra cans popped into the refrigerator will be ready for drinking in a remarkably short time. That's because the canned drinks chill much more quickly.

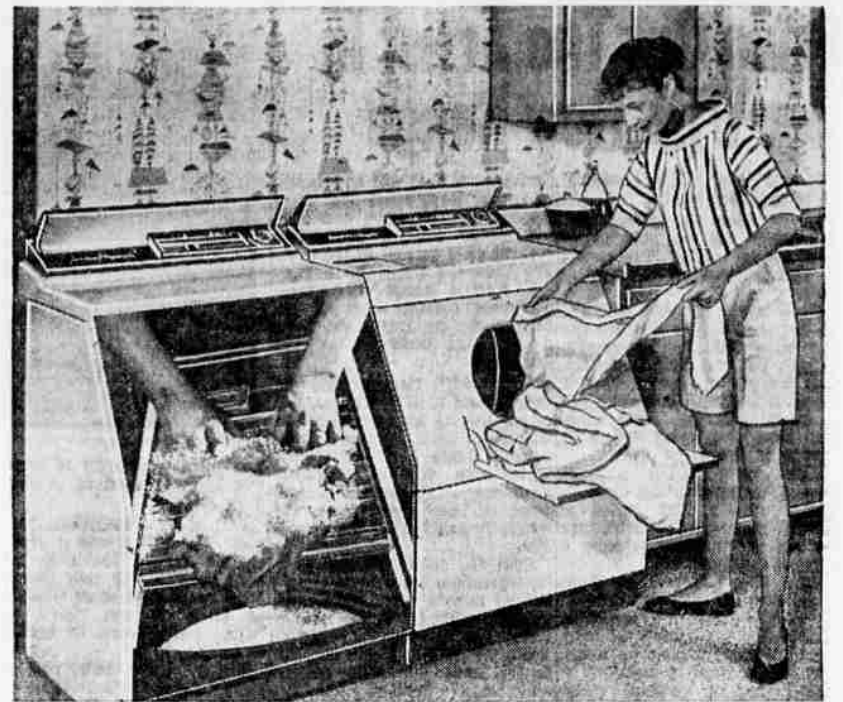
The fact that the cans won't break and that they don't have to be returned for redemption of a deposit are just two other reasons why women have found the canned drinks to be so convenient.

the transferring of heavy wet laundry from one tub to another? With today's washers the housewife need do nothing but set the controls and turn the machine on. From that point an array of mechanical brains and capable electrical servants take over and do the washing.

And years ago, after the clothes had been washed, they had to be loaded in a basket, the basket carried upstairs and the heavy, cumbersome laundry hung on the line. Then you worried about the weather, smoke, wind-blown dirt—and a dozen other potential catastrophes. In today's laundry the damp-dry clothes are moved from the washer to the neighboring dryer, a switch is turned on and all drying headaches have been taken care of.

Finally, the clothes must be ironed. That once could mean but one thing—exhausting hours standing over an ironing board. But modern ironers have taken the physical work out of ironing while at the same time drastically reducing the time needed for this operation.

Is it so surprising then that women who own modern laundries have a sunny disposition when it comes to washday. For them it's obvious that in their laundries, at least, the sun really does shine 365 days a year.



LIKE HIDDEN HANDS, YET MUCH GENTLER, the modern washer takes the heaviest burden of housekeeping from the shoulders of a woman, while its teammate, the automatic dryer, completes the home laundry task regardless of outside weather conditions, at her convenience.

Take Away Clothesline; Replace It With A Dryer

You can make Mom's Christmas merrier with a little give and take.

You can give her comfort and leisure and take away days of toil and drudgery. Or, getting down to specifics, you can give her a gas clothes dryer and take away her washline.

The Gas Appliance Manufacturers Association points out that using a dryer saves the home laundress more than 30 days of hard labor a year. Scientific tests conducted at Ohio State University have shown that loading a dryer and folding the items requires only one-sixth the time needed for the washline routine.

What's more the number of steps required for carrying, hanging and folding an eight-pound load was reduced from 625 to combination

practically none when the dryer was used.

The researchers drew some interesting conclusions. They said, for example, "besides the favorable features already cited the use of a dryer can reduce the number of clothing items needed particularly for infants and growing children since drying is no problem."

The researchers also said, "from our experience with this and other studies we sincerely believe that no other household appliance can contribute more to time and energy management in the home. If for financial reasons, we had to choose between an automatic washer and no dryer or a wringer washer and a dryer, our choice would be the latter."



9TH & PINE

PHONE TU 4-3188



FREE! \$5 to \$20 in Merchandise

Buy any of these appliances, and get those needed Christmas gifts Free. Your choice of any merchandise in the store! This offer ends Monday!



SYMBOL OF CIVILIZED LIVING and its benefits is the modern gas water heater, which serves as a source of cleanliness, convenience and comfort for every member of the family, by providing plenty of hot water, automatically, at any time.

Water Heater, Gift She Will Appreciate

A dishwasher's best friend is a water heater.

It makes no difference whether the dishwasher is of the human variety or the automatic mechanical type. Both types take a beating during the holiday season, and both types are all but useless when the hot water supply runs out.

There's really no good reason for the "no-hot-water" lament in this day and age, says the Gas Appliance Manufacturers Association, since today's gas water heaters can keep any family supplied with enough hot water—automatically.

GAMA points out that more than two and a half million families solved the hot water problem with a new gas heater this year, and that just as many will do the same in 1959. There's no dip in water heater sales, GAMA says. The demand for more hot water continues to mount because of larger families, multiple bathrooms, automatic washers and dishwashers, not to mention increasing awareness of the importance of personal and

household cleanliness in terms of social standing and health protection.

The householder currently suffering from hot water anemia can solve the problem rather easily. In many communities the gas company offers a deferred payment plan to finance a water heater—equal to the family's needs. In rural areas many LP-Gas dealers have similar plans. And of course, water heaters qualify for financing under FHA Title I loans and under other home modernization finance plans.

Your gas company or a qualified plumbing contractor can guide you in selecting a water heater of adequate capacity for your home and family, GAMA advises.

HER LEISURE!

What will the woman do with her leisure time? There are as many answers to that as there are women. But it's a sure bet that sooner or later the family itself will benefit in one way or another. That's why, when you give your wife a modern appliance, you're giving the rest of the family a gift, too.

DO SPECIAL COOKING

Special controls, griddles, reticulate ovens and other features of the new gas ranges now perform special cooking functions that once required many auxiliary appliances.

SIGNATURE all fabric Automatic Washer



\$15
Free in merchandise

Rotating agitator washes clothes more gently and cleaner. You use 1/2 the soap and hot water needed by centerpost washers.

159⁹⁵

\$5 DOWN \$5 a month

TWIN ELECTRIC DRYER



\$10
Free in merchandise

119⁹⁵

Exclusive flow-through system dries clothes faster and more economically.



SIGNATURE 6-tool canister cleaner

39⁹⁵
9/10 H.P. motor sucks up deep down dirt. Disposable dust bags. 14 down



desk sewing machine guaranteed for 20 yrs.

139⁹⁵
Features include drop feed and bobbin winder. Choice of finish. 15 down



\$20
Free in merchandise

AIRLINE deluxe 21" console TV

with new tube saver... plus fringe area power

239⁹⁵

compare at \$279.95

\$10 DOWN \$11 a month

Deluxe twin-speaker TV has convenient swivelbase, removable safety glass, finger-tip front controls. Tube saver adds to set life. Mahogany finish. Blond finish—\$10 more.



\$15
Free in merchandise

AIRLINE 17 in. portable TV

with fringe area power

154⁹⁵

\$5 DOWN \$5 a month

Slim portable weighs just 33-lbs. Automatic gain control keeps picture steady. White and gray cabinet.

*Overall diagonal

\$5 or \$10 down delivers any major appliance

NO MONTHLY PAYMENTS 'TIL FEB. '59



SIGNATURE 36" gas range has 20" oven

229⁹⁵
Oven lights automatically. Aluminum griddle converts to 5th burner. 10 down



36-in. electric range has spacious 20" oven

229⁹⁵
Clock starts, turns off oven automatically. Burners have 7 cooking heats. 10 down

--- OPEN FRIDAY NIGHT TILL 9 P.M. ---