

--New Appliances

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automatically in the oven or on the surface. Automatic spatter-free broiling is another convenience idea.

EASILY MOUNTED

One new built-in range, only 30 inches wide and complete with four surface cooking units and spacious undercounter oven, can be installed quickly and inexpensively. It can be mounted in any 33-inch cabinet or suspended from a 30-inch countertop opening between two base cabinets.

Refinements in frostless freezing systems, unique new cabinet design and a stepup in usable food storage capacity are highlighted in the refrigerators. Frost-Proof freezing systems of advanced design are incorporated in five of 14 models with capacities ranging from about 9 1/2 to 15 cubic feet.

Every 1962 Frigidaire refrigerator will hold at least 54 and some models up to 152 pounds of frozen food. Storage facilities have been scientifically designed. The company's home economics department used more than 450 different cartons, bottles and other containers of every size and description from all parts of the country to assure dependable, functional storage.

Food freezers, some with Frost-Proof freezing systems, are available in cabinets of upright or chest-type design.

NEW STYLING

Styling for the 1962 appliances is well ordered and uncluttered. The sculptured sheer look when merged with handsome trim presents jewel-like overtones in the appliances. Frigidaire's colors for 1962 are copper, pink, yellow and

turquoise.

Lehman says that the frequency of service of Frigidaire products has been steadily declining over the years, and for good reason. He points out that not only is each appliance tested and checked from the engineering design and development state right on through production, but every part of each component is tortured for prolonged periods to determine life expectancy under the most adverse operating conditions. He said that this exhaustive test and check technique holds true for the smallest hair spring or the largest cabinet.

For example, electric range heating units are torture-tested for 3,500 hours of continuous on-off operation, simulating 15 years of ordinary home use.

STAND HARD WEAR

Just to check the oven heating performance of one new range, a single test conducted by the company's home economics department, resulted in baking enough cake layers which, if stacked, would reach as high as a six-story building.

Refrigerator doors are opened and banged shut 700,000 times, simulating 20 years of use in the average home. Food freezers and refrigerators "sweat it out" in hot rooms where temperatures soar up to 110 degrees.

The refrigeration compressor for food freezers, refrigerators and air conditioners is machined more precisely than a fine watch, then inspected piece by piece with instruments capable of measuring to an accuracy of five millionths of an inch. Some of the electro-limit gages are so sensitive they will measure the infi-

nite expansion of metal caused by "heat" from the beam of a flashlight held two feet away.

Proud as the American housewife is of her automatic ovens, dishwashers, blenders, and heaters—national surveys show that many kitchens lack the basic tools! Only one homemaker in four has a set of divided meas-

uring cups or a slicer for preparing vegetables and salads. Less than a third of the nation's kitchens have tongs. And, when these fundamental tools are in evidence, they are often obsolete by today's culinary standards.

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Your car. Is it safe? Do windshield wipers work properly and wipe cleanly? The North Carolina Department of Motor Vehicles says check your car—check accidents.

Life saving on our highways depends to a extent on how well each individual driver obeys the rules of safe driving. It's just that simple says the North Carolina Department of Motor Vehicles.

Most Kitchens Lack Modern Basic Tools

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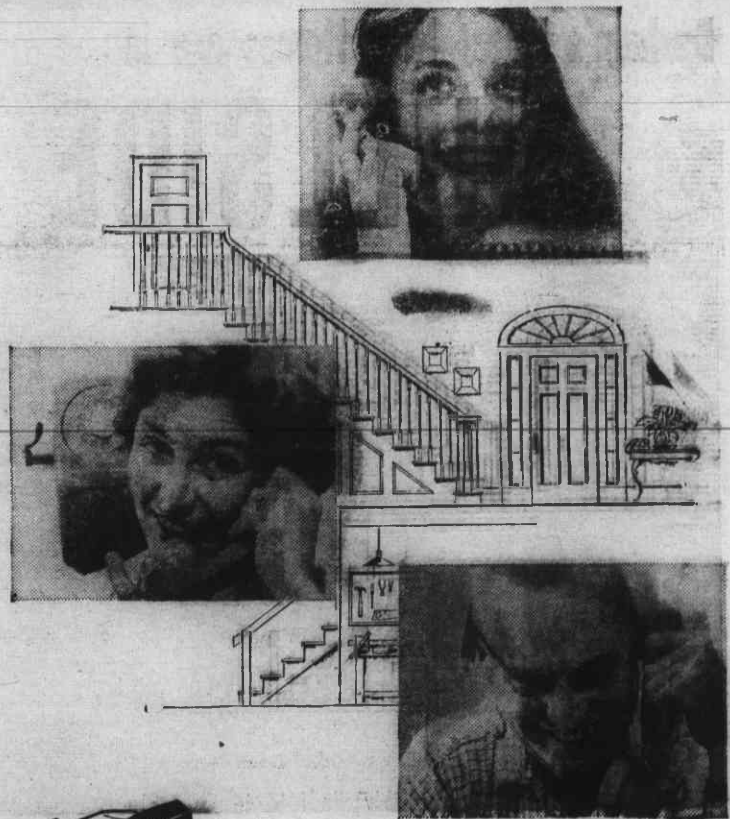
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