



*It can happen
in Your Kitchen!*

Here's the Inside Story of the MODERN, ALL - ELECTRIC KITCHEN

THE MOVIE "IT HAPPENED IN THE KITCHEN" SHOWS:



HOW EASY IT IS TO **PLAN** AN ALL - ELECTRIC KITCHEN



HOW EASY IT IS TO **OWN** AN ALL - ELECTRIC KITCHEN



HOW WONDERFUL IT IS TO **HAVE** AN ALL - ELECTRIC KITCHEN

IT SHOWS HOW:

You can do the remodeling either as a complete job, or . . .
One step at a time—whichever your budget will permit.

LOOK INSIDE . . . FEAST YOUR EYES ON SOME TYPICAL SCENES FROM "IT HAPPENED IN THE KITCHEN". YOU'LL GET SOME IDEAS ON WHAT YOU CAN MAKE HAPPEN IN YOUR KITCHEN.





BEFORE

Mrs. Jones was a good homemaker, but her kitchen had her down. She kept it clean as a whistle, neat as a pin, but it looked as obsolete as it was. She worked all day and didn't get anywhere. Except for the modern refrigerator, her kitchen was without the many electrical servants that save work, time and money. There was no planning to save time, work and steps. Things were just stuck together haphazardly. No wonder she was tired of it all! But Mrs. Jones knew about modern kitchens and she finally got Mr. Jones to the point of doing something about the situation!



AFTER

You wouldn't know the old Jones kitchen now! Instead of being drab and uninteresting, it's beautiful and efficient. A place for everything, and everything in its place. The electric refrigerator right next to the entry door, where foods are delivered. The electric dishwasher only a step or two away. The electric range next in line, and directly adjoining the dining area. No more wasted time, effort or steps! No more drudgery. Meals almost cook themselves. In fact—they can cook themselves automatically while Mrs. Jones is out in the sunshine with the baby!



This U-shaped kitchen shows how efficiency and beauty can be combined in a planned, all-electric kitchen. Notice the corner shelves... the ample, well-lighted work surfaces, the convenient outlets for plugging in small appliances, the planning desk—and the ample storage space provided by the wall cabinets.



It doesn't take much space to make an all-electric kitchen—as demonstrated by this perfectly-planned, beautifully-decorated two-wall arrangement. These kitchens can be marvels of space-saving, through the use of such devices as the breakfast table that folds up into the wall when not in use. They are as practical as they are beautiful! And, of course, full use is made of the many electrical appliances that eliminate drudgery and make meal preparation a pleasure. A kitchen like this is enough to make any girl want to get married!

**THE KITCHEN
OF TOMORROW
CAN BE YOURS
TODAY!**



Here's a large kitchen beautiful enough to grace any home. An excellent example of the L-shaped plan, the three work centers are correctly located and interspaced by work surfaces of proper height. Everything for meal preparation is within easy reach. Note how perfectly the pine trim and beamed ceiling blend with the modern equipment. This kitchen demonstrates the extra-large amount of storage space that can be had in a modern planned kitchen when desired. This farm-wife's work is quickly done!



Cooking and baking are "easy as pie"—in a modern, all-electric kitchen. Everything is at your fingertips. The turn of a switch controls cooking and baking heat. Dishes, pans and pans practically wash themselves. There's always plenty of hot water. And the cost? Far less than you think!



This is neither a mansion nor a dining room—merely the dining in the new all-electric kitchen of the Jones family—featured in the new color motion picture "It Happened in the Kitchen". This movie shows how millions of American families can have it happen in their kitchens!

It can happen
in your kitchen!