

ALL EYES will be on this new MONEL METAL GAS KITCHEN

Come in and see it in our Highland Park office

● You have heard of modern kitchens and of the latest devices for perfect kitchen efficiency. In our Highland Park store such a kitchen "comes to life." Here you see a modern kitchen as it would appear in your own home. There is a real thrill in store for you when you see it—for it is the "dream kitchen" every woman hopes some day to have for her own.

In this model modern kitchen is a Monel Metal top Magic Chef gas range, the newest vogue in cooking appliances. It has beauty, distinction, and convenience features that make cooking completely automatic. It not only has a Monel Metal top but a Monel Metal burner pan and broiler pan grid.

There also is an Electrolux, the air-cooled gas refrigerator that provides silent, dependable, automatic refrigeration for foods, quick freezing of ice cubes and easy chilling of desserts and salads.

The sink is of Monel Metal—acid resisting, rust proof, durable. All working surfaces, too, are covered with Monel Metal. Even the kitchen table, with its striking modern design, has a Monel Metal top—and Monel Metal is so easily cleaned.

Baked enamel metal cabinets for dishes and food storage are of new, improved design. The doors are insulated to deaden the sound of opening and closing. Adjustable shelves make it easy to re-arrange the interior of the cabinets to meet individual needs.

On the floor is Sealex floor-covering—easy to walk on—easy to clean. All exposed portions of the kitchen walls are covered with Sealex wall-covering... carrying out a novel new idea.

In every detail, you will find this kitchen represents the modern mode, reproduced in a manner that will fit the average budget. Nothing has been omitted—no effort has been spared—to make it a kitchen that fulfills every expectation of beauty and usefulness. The kitchen is open for inspection daily. You are welcome at any time to come in and see it.

Use our Complete Kitchen Planning Service

● You can remodel your kitchen on a new, convenient plan. We supply complete drawings for modernization and an estimate of the cost, without obligation to you. The plan includes installation of a gas range and gas refrigerator... Monel Metal sink and working surfaces... wall cabinets... Sealex floor and wall coverings. Every detail is supervised carefully by our own representative. Whether complete modernization of your kitchen is desired at once... or over an extended period during which equipment is added gradually... make use of this new service. An inquiry will bring you complete particulars.

NORTH SHORE GAS COMPANY
Highland Park, Ill.

Monel All-Gas Kitchen Is Now Open At The Gas Company Office

What is a modern kitchen? Residents of Highland Park can discover the answer by visiting the beautiful new Monel Metal, all-gas kitchen now open for inspection in the local store of the North Shore Gas Company.

This kitchen is a careful reproduction of a modern kitchen as it might appear in any home. Each of the many appliances with which it is furnished is in actual operation, making the kitchen a true-to-life display that will be found interesting, novel and educational.

Many astonishing changes have taken place in the home kitchen. Contrasted with kitchens of the old-fashioned type, in which little thought was given to beauty and efficient arrangement and design of each appliance, the new kitchen as shown in the North Shore Gas Company store incorporates exceptional charm and convenience.

A number of surprises are in store for those who visit this modern room for home culinary activities. One of them will be the Monel Metal Top Magic Chef gas range, a cooking appliance styled in the modern manner, with features that permit complete automatic cooking.

Another highly important part of the model gas kitchen is an Electrolux—the air-cooled, automatic gas refrigerator. The Electrolux is the automatic refrigerator that uses no machinery to produce cold and costs least to use.

The sink in the gas kitchen is of Monel Metal. Sinks of this famous metal are gaining popularity steadily because their use helps reduce dish breakage, and for durability and sheer beauty they are unequalled. The Monel Metal sink is built into cabinets fitted in below it. Reaching out on either side of the sink are Monel Metal working surfaces, giving ample space for all food preparation operations. A new type kitchen table is shown on the top of which Monel Metal also is used.

Storage cabinets are conveniently located and there is plentiful drawer space below the sink and working ledges. The cabinets are enameled metal and of an improved design. To deaden the sound of opening and closing the cabinet doors, a layer of insulation is inserted in the doors. The cabinets also have adjustable shelves.

A note of unusual comfort and beauty is introduced into this kitchen with the use of Sealex floor-covering. This material is easy to walk on and may be cleaned readily. Exposed portions of the kitchen walls are finished in Sealex wall-covering.

When you see this kitchen you can visualize one like it in your own home. You will see why recent innovations are making it possible to transform a formerly uninteresting room that can be equal in charm and comfort to any room in the home.

RUST-PROOF Monel Metal

STORAGE TANKS give clean hot water

Here's a brand new automatic gas water heater with exclusive features that assure years of economical, efficient operation. The new "Whitehead" Heater will give all the clean, rust-free hot water you want... not only when new but also through years and years to come. For this new heater has a storage tank of long-lasting Monel Metal.

NO HEAT-WASTING RUST DEPOSITS

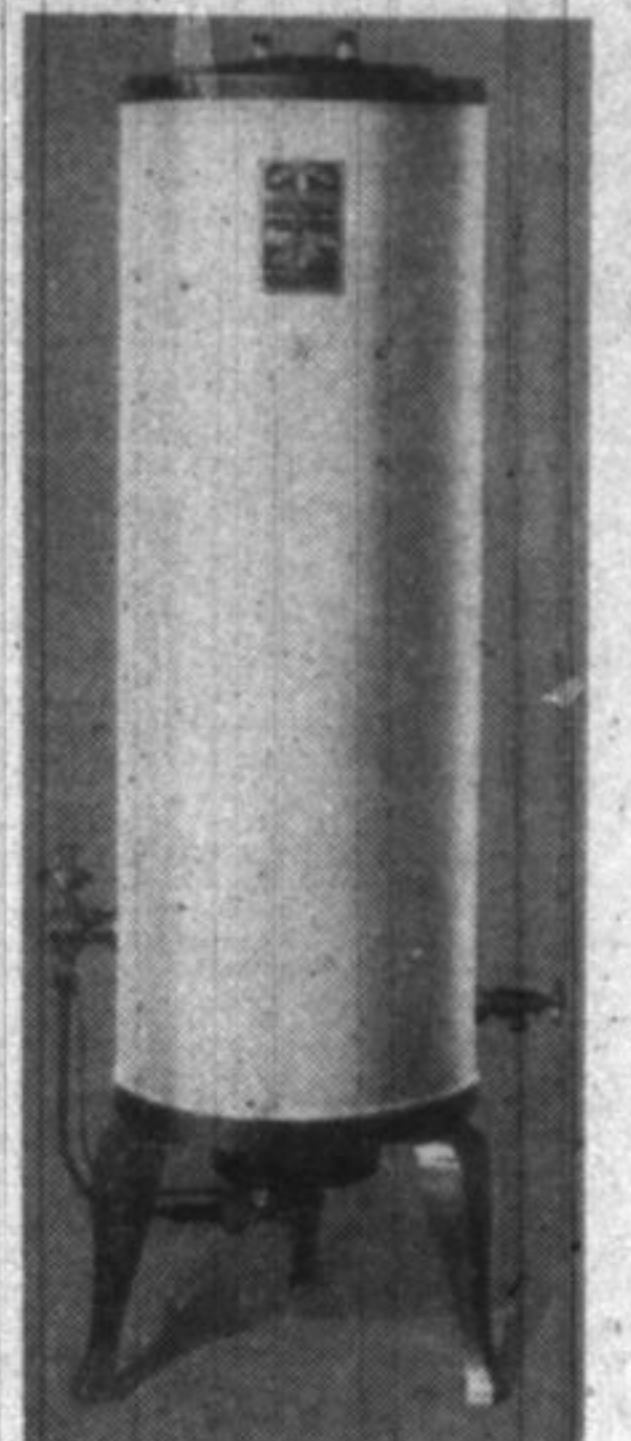
When rust forms on the inside of a heater tank, gas is wasted. It takes more gas to heat rust than to heat water. With a Monel Metal storage tank, you have no rust or corrosion problem, Monel Metal is solid all through, with no coating to corrode or wear away.

20-YEAR GUARANTEE

Because of the great strength and toughness of Monel Metal, "Whitehead" Heaters are tested to 400 lbs. pressure which is 25%-50% more than any other heater on the market. The "Whitehead" Heater therefore gives you safety and a 20-year guarantee in writing.

WE RECOMMEND MONEL METAL

As a result of years of experience with Monel Metal in many different kinds of service, we know Monel Metal storage tanks are a big step forward in water heater construction. Heaters with Monel Metal tanks cost no more than heaters with tanks of less durable materials. Before buying any water heater, investigate the "Whitehead"—the heater with a Monel Metal tank.



Specifications
WHITEHEAD
Automatic Storage Water Heater
Monel Metal Tank
Safety Pilot
Snap Action Thermostat
Heavy Copper Heating Coil
Non-backfire Burner
Heavily Insulated
All parts exposed to water made of materials that cannot rust
Heater and All Safety Devices Approved by American Gas Association
Manufactured by
Whitehead Metal Products Co.,
of New York, Inc.
364 Hudson Street
New York, N.Y.

See your plumber or the
NORTH SHORE GAS CO.

HOMEMAKERS!... read here to learn why this can be

\$10 ALLOWANCE
on your own cook stove
NO DOWN PAYMENT
with trade-in
12 months for balance

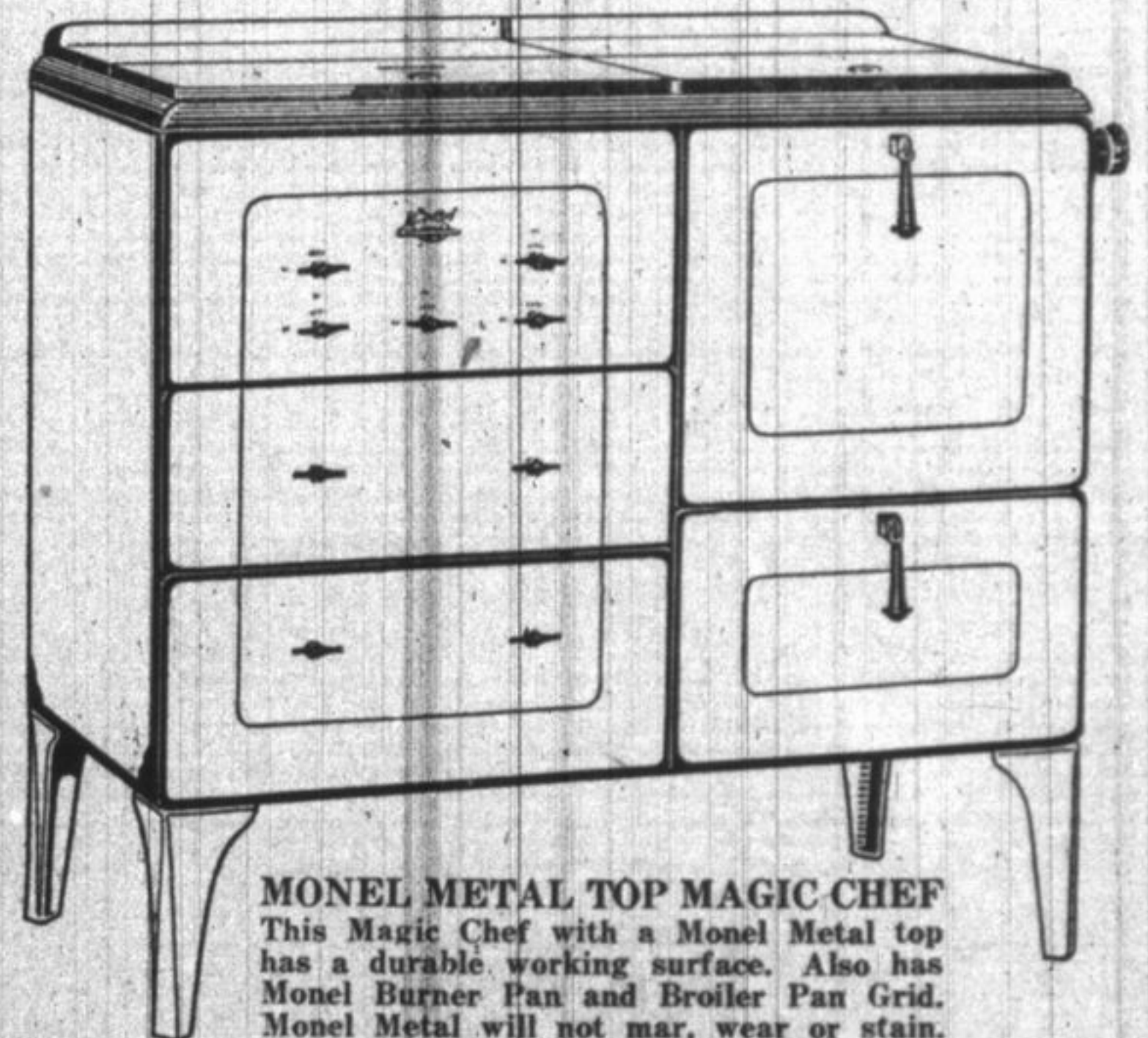
Why put up with your old cook stove any longer? Change now to cooking that relieves you of drudgery—that helps you economize—that introduces new convenience to your kitchen.

During September a \$10.00 allowance will be made on your present cooking appliance. This is a saving for you! If you trade in your old cook stove, no down payment is required. The gas range you select will be installed now—and you pay later, as you use it. Convenient monthly payments make it easy to own the model you want.

Come in—or telephone—for complete facts.

See Our Complete Display

YOUR OPPORTUNITY TO SECURE A GENUINE MAGIC CHEF



MONEL METAL TOP MAGIC CHEF
This Magic Chef with a Monel Metal top has a durable working surface. Also has Monel Burner Pan and Broiler Pan Grid. Monel Metal will not mar, wear or stain. See it now in our display.



Artyle Magic Chef (series 500) is shown above. Finish is Old Ivory and Storm-blue. Has striking charm—and all advantages that have made Magic Chef famous.



MAGIC CHEF features include:

New style top burners that spread heat evenly and won't clog. Automatic top burner lighter that lights burners instantly. High sanitary burner tray that fits around burners and protects them from boil-overs and splattering fats. Lorain Red Wheel oven heat regulator that holds oven heat to temperature required by any recipe. Unique broiler pan that prevents burning or smoking. Fully insulated oven that holds heat inside. Smooth, sanitary oven linings, fully enameled, easy to clean. Ample cooking and baking capacity. All porcelain enamel finish. All steel construction. Every model moderately priced.

NORTH SHORE GAS COMPANY