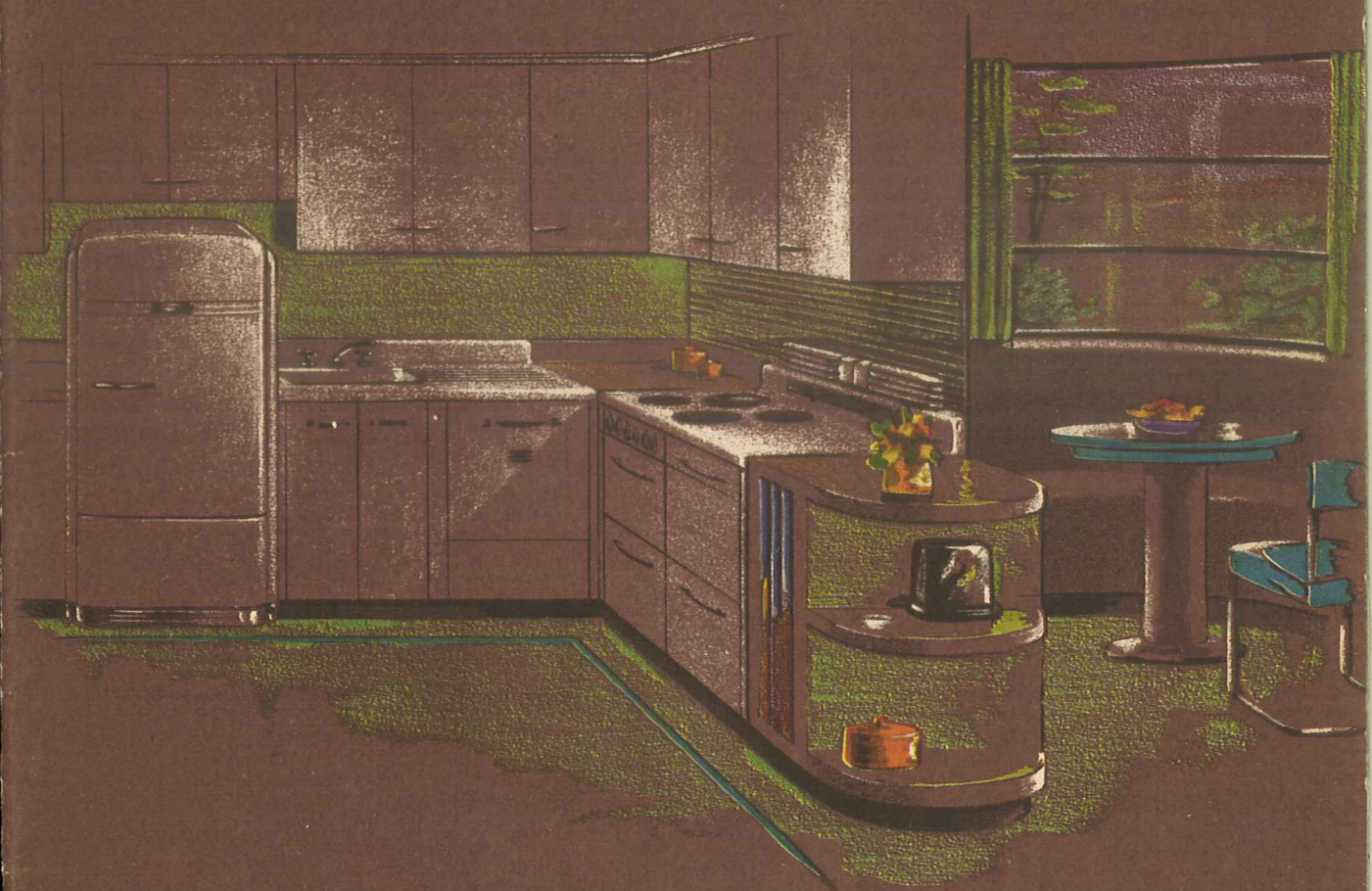


# Your Next Kitchen



— by **Hotpoint**



This painting "Thanksgiving—An Old American Institution," is from the H. J. Heinz Co. collection, and is reproduced through their courtesy.

# "The Good Old Days"

**S**TRANGE how the years seem to muffle the memory of faces and scenes and sounds . . . yet a shabby old room in some house you used to live in long ago can stand out in your mind as vividly as yesterday. . . . Just leaf through the pages of your own mental memory-book for a moment and see if it isn't—the *kitchen!* Next to the kitchen stove was a worn little rocker that creaked a lullaby when grandfather read to you at bedtime, remember? And will you ever forget the rows of gay geraniums and ripening tomatoes that lined the window sills . . . the oil lamp casting its comforting circle of light on the large, round table where the menfolks gathered after chores . . . or the spicy, heady aroma that scented the entire room when grandma was baking mince pie?

*These*, you will sigh, were the good old days—until, of course, you recall the endless inconvenience and uncertainty of the old-time wood-burning cookstove . . . the back-breaking toil of carrying water . . . the lack of proper refrigeration and a hundred other burdens replaced by conveniences we now take for granted.

While electricity has long since banished the endless, aging work of grandmother's day, it isn't at all necessary to let modern science strip the kitchen of its traditional old-fashioned, homespun appeal. For, after all, it's *still* the most lived-in room in your home—the place where you prepare a thousand meals a year . . . the first thought of perpetually hungry childhood . . . the inevitable spot where your guests often gather before the evening ends.

And so it is natural that your thoughts of the post-war home—and certainly day-dreaming could take no fonder form—center around the room that is the hub of modern living—the *kitchen*. Your next kitchen, you have undoubtedly decided, will combine all the latest in modern labor-saving convenience with all the quaint, completely livable charm of other days. And the more concrete your planning is today, the more nearly your next kitchen will approach this ideal!



# BASIC RULES

## *for Kitchen Planners*



**F**IRST, and foremost, that dream kitchen built by War Bond savings should be the kind of time-and-step saving room in which it will be a pleasure to work and live—a room that will be easy to keep clean and “keep up.”

**SECOND**, consider the size of your family, the amount of entertaining you do, as well as your income, whether you are building a new home or remodeling an existing home.

**THIRD**, you should be guided by your own personal taste when it comes to selecting colors and curtains and the general decorative scheme. Here is a room that is distinctly *yours*. Let it reflect your own

personality. And above all, make it a room of which you'll be proud—and your friends will admire.

**FOURTH**, follow these simple rules established by expert kitchen architects:

**A** Include counter-tops or working surfaces beside the sink, the range and the refrigerator.

**B** Place the sink between the range and refrigerator for maximum convenience.

**C** Include a food mixing center beside the refrigerator preferably, or beside the range.

**D** Store foods and equipment nearest the place they are used—within arm's reach whenever possible.



## THE MODERN ELECTRIC KITCHEN...by *"Centers"*

This planning guide points the way to better kitchen planning for you. Instead of isolated appliances set in a room Hotpoint engineers, architects, home economists and their staffs of experts have combined experience and skill to design kitchens around practical *work centers*.

The location and function of these "centers" is intended to save steps and simplify your work by keeping utensils, food and equipment grouped within each center. For example, the cooking center, of which the range is the main unit, provides space for cooking utensils, condiments and dishes within arms reach of the range. Many suggestions are offered to aid you in determining the number of centers, and the treatment of each, that you will want to plan for and include in your

*"Personalized"*  
ELECTRIC  
KITCHEN

# THE *Cooking Center*

Guide for storing utensils and supplies at the Cooking Center—with the accent on convenience!



## SAUCEPANS AND COVERS

LARGE KETTLES

STEAMER

DOUBLE-BOILER

COFFEE-MAKER

POT HOLDERS

## COOKING THERMOMETERS

FRYING PANS

ROASTING PANS

TEA-KETTLE

POTATO RICER

## LONG-HANDLED FORKS

LADLES

COOKING SPOONS

DRAINING SPOONS

SPATULAS

COFFEE      TEA

BREAKFAST CEREALS


PLATTERS      BOWLS

SERVING DISHES

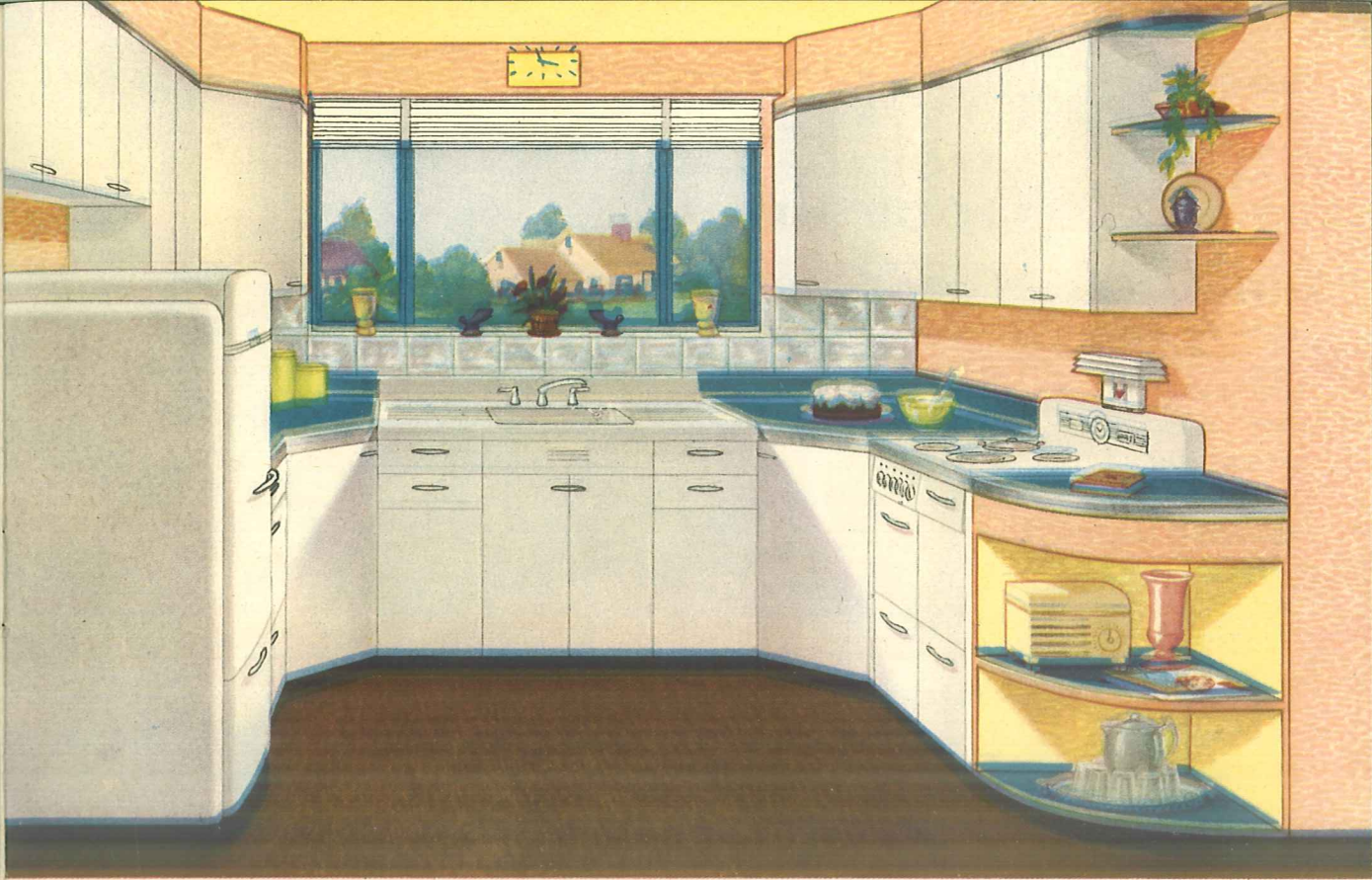
*On the Range*

TIMER - CLOCK

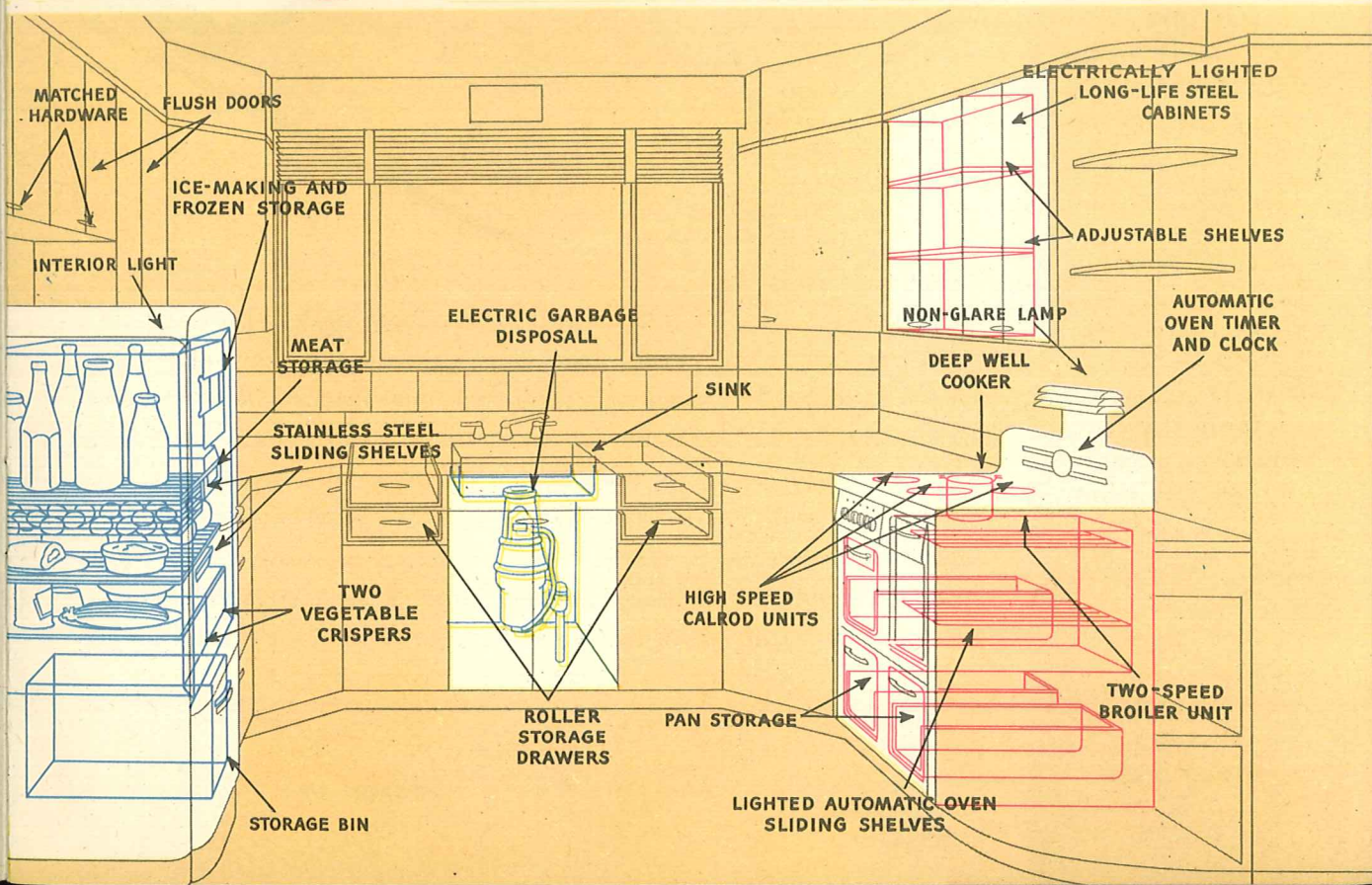
SALT & PEPPER



**T**HE CENTRAL unit of this center is the electric range, for quick, thrifty cooking. Since there's no combustion dirt, walls stay clean. And dependable automatic controls are important in producing good results. The range should be near the sink and refrigerator, to do away with needless cross-kitchen treks. And it should also be placed near the dining room door so hot foods are carried a short distance to the table, enabling you to serve them piping hot. Storage compartments in range and cupboards nearby provide places for cooking utensils and supplies used on the range, or during the preparation of meals. The Cooking Center is completed by a cabinet counter beside the range which serves as a handy place to dish up foods.



**THE BLUEBIRD KITCHEN** features compact efficiency. Note how the arrangement saves you steps and time. It is a joy in every way with its Hotpoint Electric Range, Refrigerator, Disposall, Cabinet Sink and electrically lighted Steel Cabinets.



Guide for storing utensils and supplies at the Storage and Food Mixing Center—for maximum convenience



## STORAGE AND FOOD MIXING

### *Center*

COVERED  
REFRIGERATOR DISHES

OILED SILK ZIPPER  
BAGS

FOOD CONTAINERS

SPICES SEASONINGS

FLOUR SUGAR

MIXING BOWLS

MEASURING CUPS

MEASURING SPOONS

PINT AND QUART  
MEASURES

ELECTRIC MIXER AND  
ATTACHMENTS

BREAD BOX

CHOPPING BOARD

GELATIN MOLDS

CASSEROLE AND  
CUSTARD CUPS

PIE, CAKE, BREAD AND  
MUFFIN PANS

COOKIE SHEETS

COOKIE CUTTERS

TRAYS SALAD BOWL

CAKE RACKS

FOOD GRINDER

EGG BEATER

FLAT WIRE BEATER

FORKS SPATULAS

BISCUIT CUTTER

VEGETABLE CUTTERS

BOTTLE OPENER AND  
CORK SCREW

SHEARS ROLLING PIN

PASTRY BAG

PASTRY BLENDER

WAXPAPER AND HOLDER

SKEWERS

CUTLERY (IN RACKS)

PARING KNIVES

UTILITY KNIFE

CHOPPING KNIFE

CARVING KNIFE

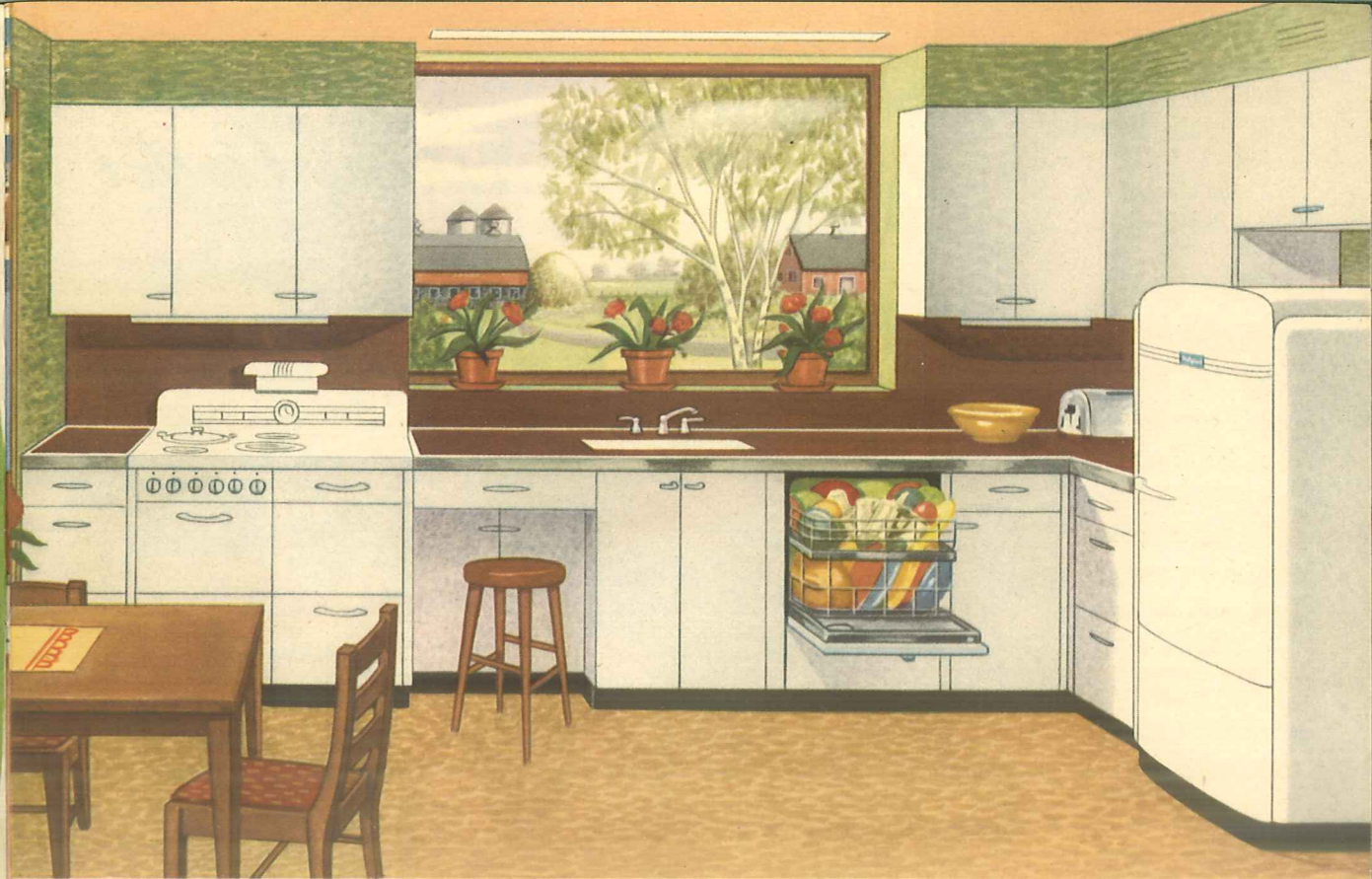
BREAD KNIFE

GRAPEFRUIT KNIFE

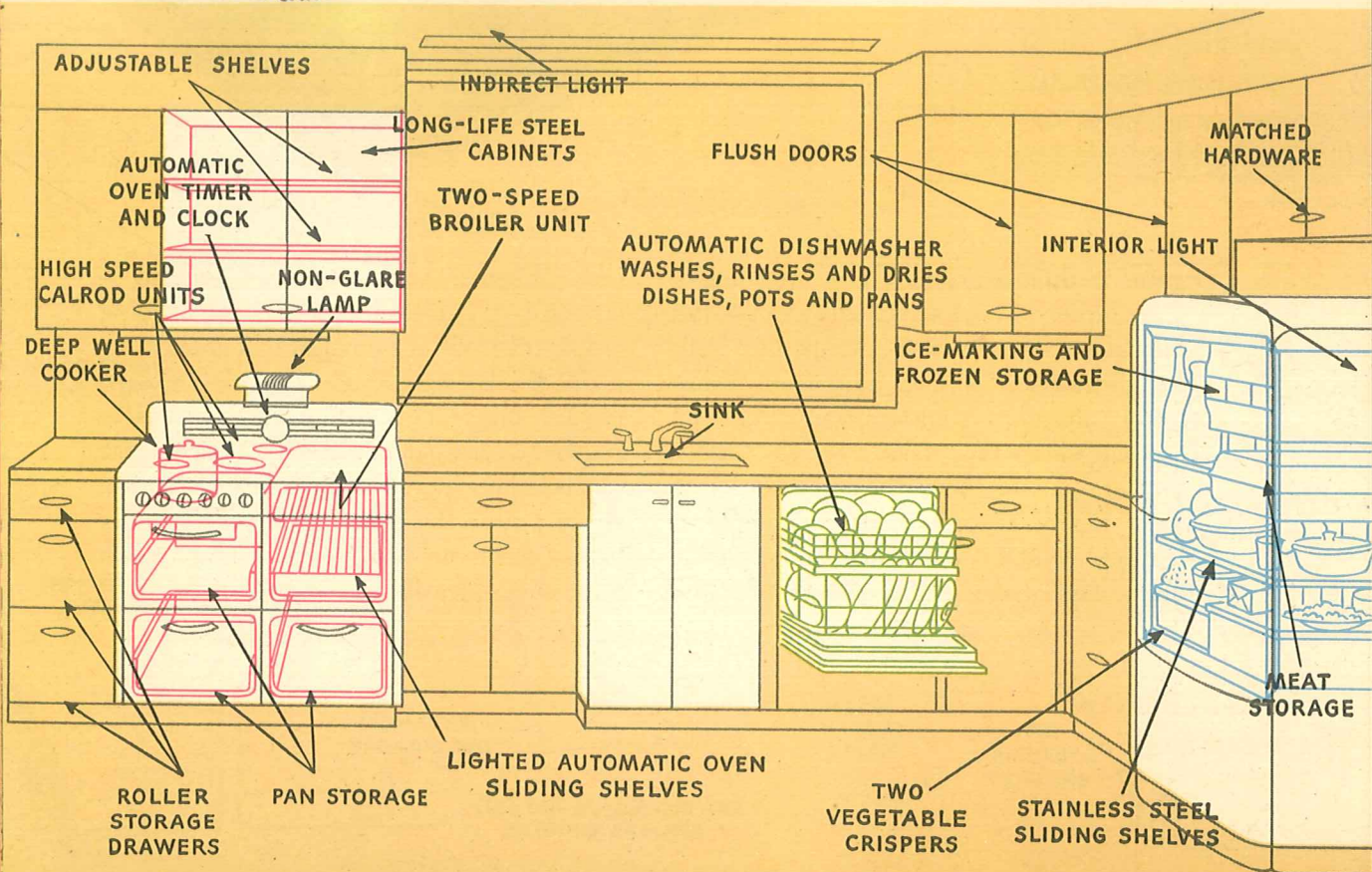


**T**HE ELECTRIC refrigerator—designed to keep foods fresh and provide fast, thrifty freezing, as well as convenient storage space—dominates this center. Ideally, it should be located near the outside door through which supplies are brought. The best place for the mixing center is adjacent to refrigerator, for the numerous supplies used in making cakes, pies, breads, casserole dishes, salads and desserts require refrigeration. A well planned storage and food mixing center has a refrigerator for perishables, cupboards next to it for staple foods and equipment used in preparing foods, and a counter for working space. Cupboards above the refrigerator can be used for canned foods.





**THE MEADOWLARK KITCHEN**, for farm homes, is convenient and roomy. Its cheerfulness and efficiency will delight you. Has Hotpoint Electric Range, Refrigerator, Dishwasher, Cabinet Sink and electrically lighted Steel Cabinets.



Guide for storing utensils  
and supplies at the Dish-  
washing Center—with  
the emphasis on  
convenience

★

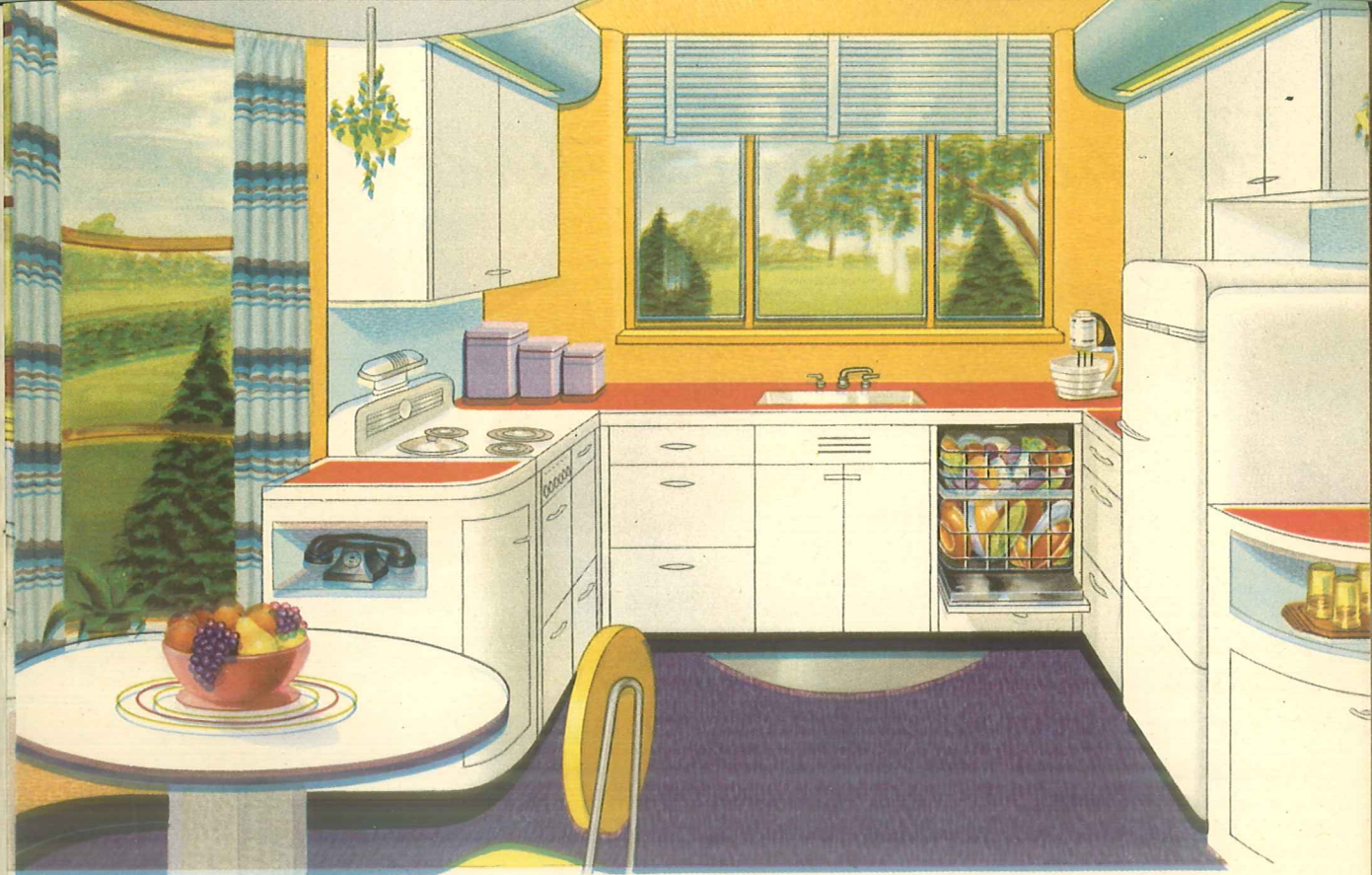
VENTILATED VEGETABLE BIN  
PAPER TOWEL RACK  
PAPER TOWELS  
CAN OPENER  
PARING KNIVES  
APPLE CORER  
PLATE SCRAPER  
VEGETABLE BRUSHES  
COLANDER STRAINERS  
FUNNELS  
DISH TOWELS  
DISH CLOTHS  
TOWEL RACK  
DISH PAN AND DISH DRAINER  
(if there's no Dishwasher)  
GARBAGE PAIL  
(if there's no Disposall)  
GARBAGE PAIL LINERS  
WASTE BASKET SOAP  
SCOURING MATERIALS  
WATER SOFTENER OR  
DISHWASHER DETERGENT

## THE *Dishwashing Center*

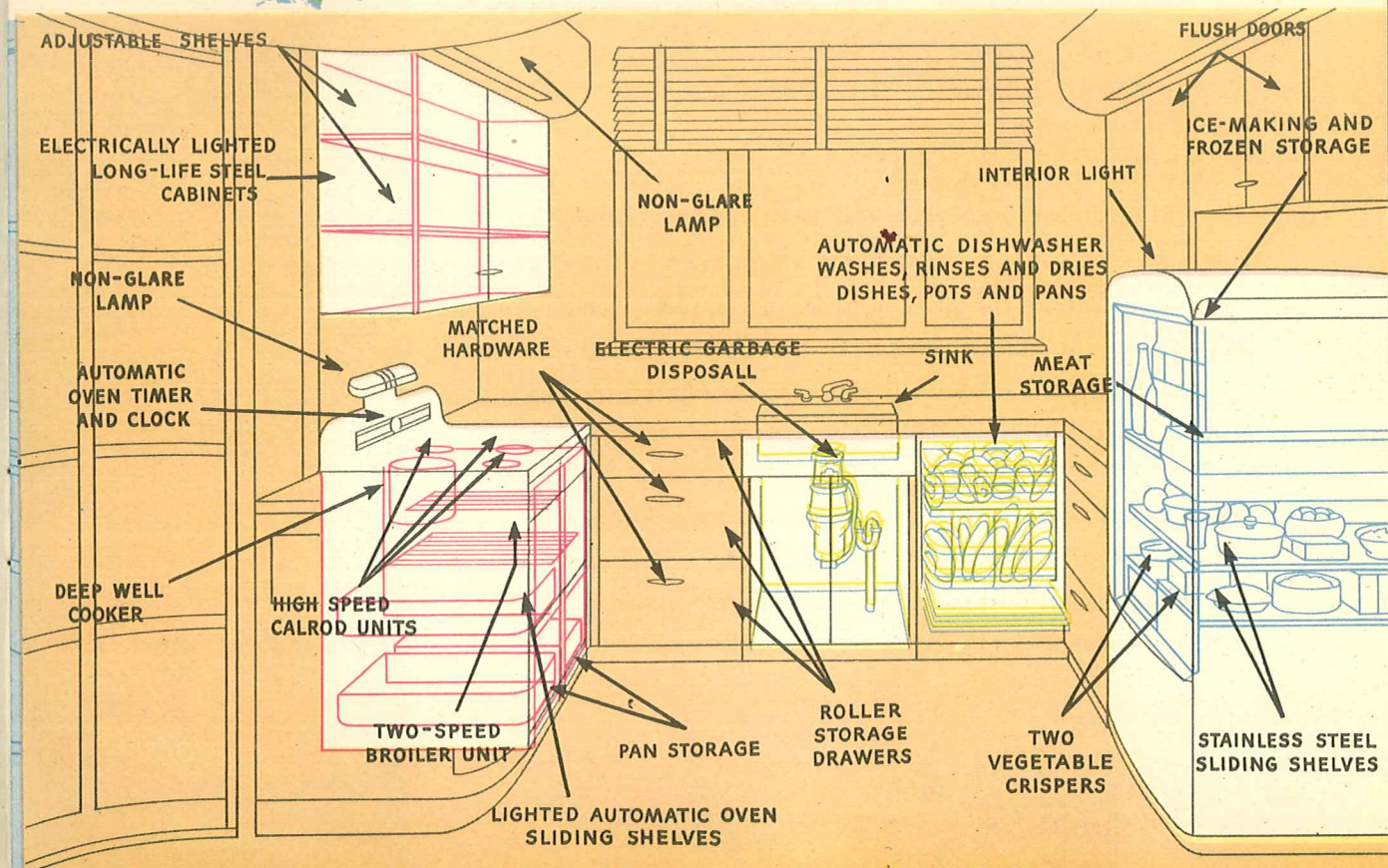


**T**HIS features the electric sink, including—  
according to your needs and income—the  
automatic dishwasher and garbage Disposall.  
The dishwasher washes and dries dishes  
speedily and does it automatically. And the  
Disposall whisks food waste away electrically  
. . . Here—at this center near the source of  
water, vegetables and fruits are prepared.  
Many people find it convenient to keep their  
“every day” dishes and glassware near the

sink. Whether your kitchen equipment is  
arranged in a U-shape, L-shape or an aisle  
shape, the work is simplified and speeded up  
if this Dishwashing Center is placed between  
the two other major centers. None of these  
centers is complete, without storage space  
so that equipment needed for each center can  
be kept near the point of use. Electrically  
lighted steel cabinets provide enough room  
for dishes, utensils and staple foods.

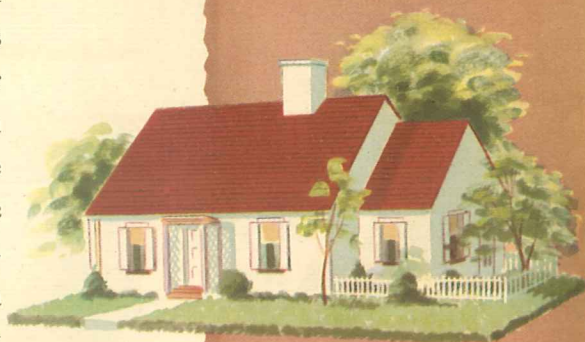


**THE SKYLARK KITCHEN** is for homes costing as little as \$6000. Cheery as its name and as efficient as it is beautiful. Completely electric with Hotpoint Range, Refrigerator, Dishwasher-Sink, Disposall, electrically lighted Steel Cabinets.



*For homes costing \$4,000. to \$6,000.*

WHEN you consider the great contribution which a Hotpoint Electric Kitchen makes to the *intrinsic* as well as the *re-sale* value of your home—and the amount of actual *living* done in such a room—you'll be amazed to realize how little it costs. In fact, the average Hotpoint Electric Kitchen costs no more than a popular-priced automobile. You can enjoy the many benefits of a modern electric kitchen for as low as ten percent of your entire home-building figure. There are many Hotpoint electric kitchens designed to fit homes for all income groups.



## *3 Easy Steps!*

**1** Save either through a payroll plan or your own family budget system. Or perhaps your Bond-buying has been earmarked for an Electric Kitchen in "V" days.

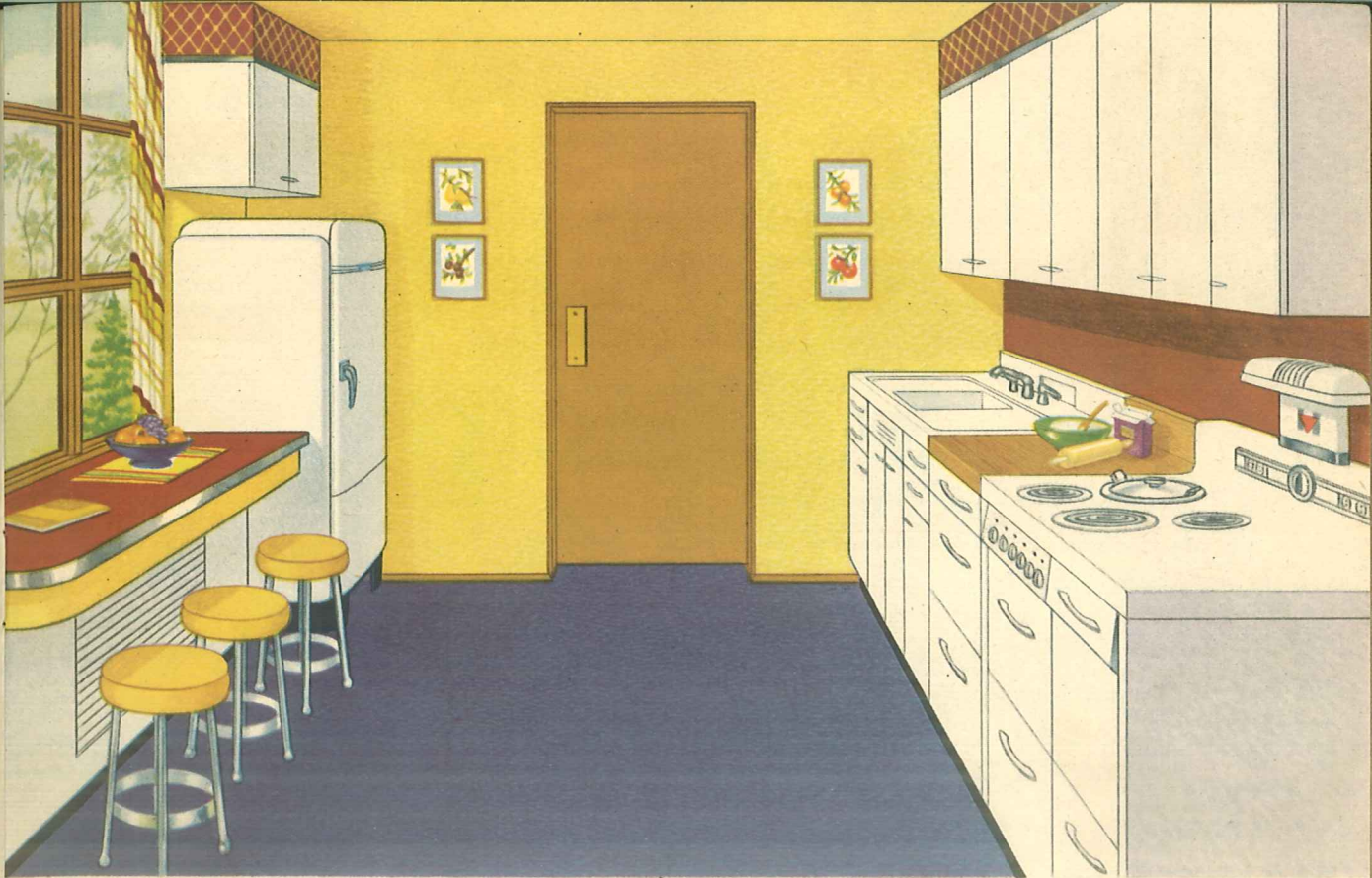
**2** Then you start planning the actual arrangement, appearance and organization of your new or remodeled kitchen. You clip ideas and suggestions—accumulate a storehouse of valuable information. Whether you plan to install a complete electric kitchen all at once, or build it a unit at a time, send for the Hotpoint personalized plan for your dream kitchen offered in the back of this booklet!

**3** As a result of good planning, your dream kitchen can soon become a reality! You'll enjoy all the miracles of the new electrical age in a room that simplifies the most tiresome and tedious household chores.

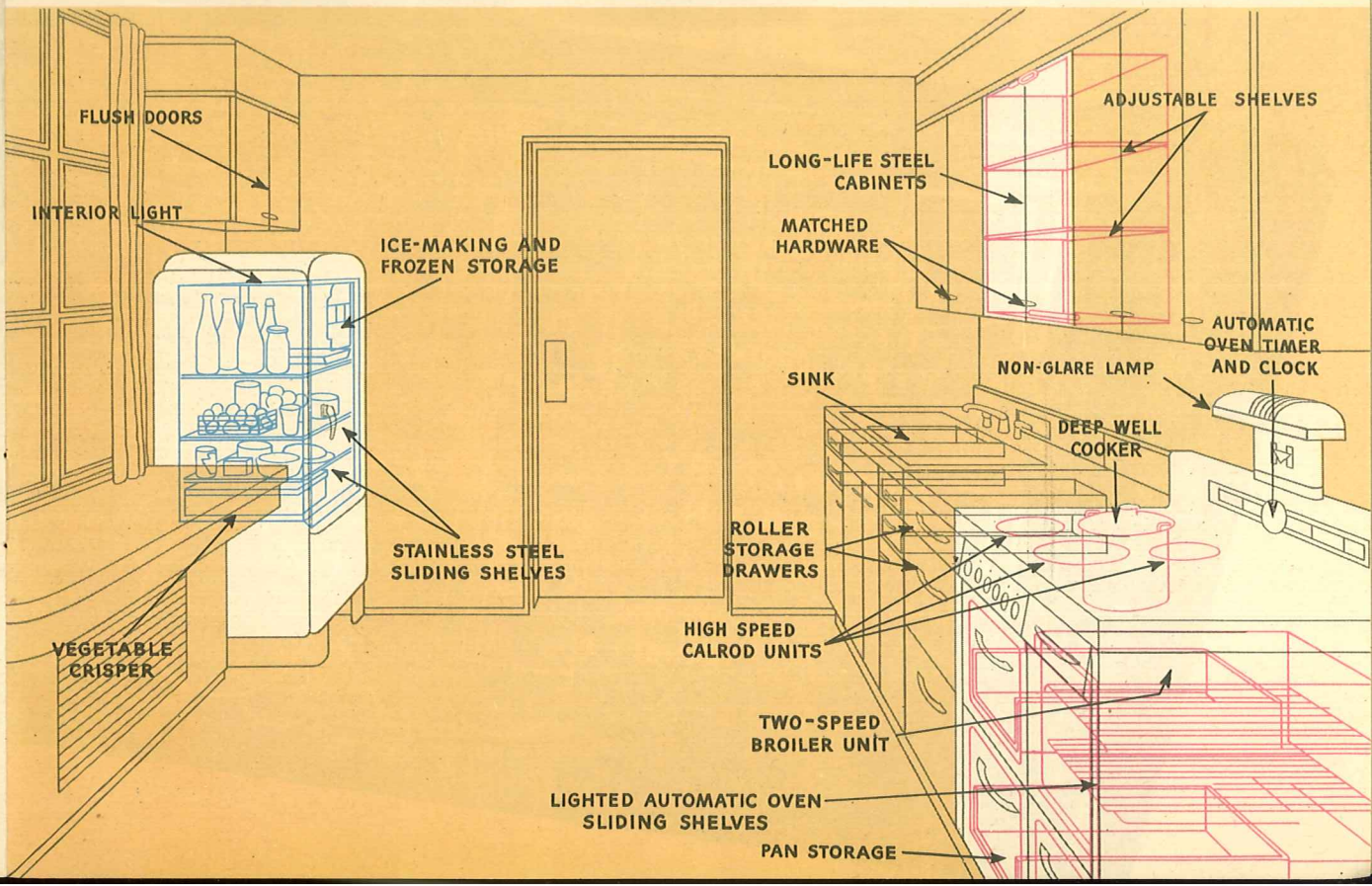
*-Plan*

*-Save*

*-Enjoy*



**THE AMERICAN EAGLE KITCHEN**, is simple in layout. Homey, pleasant and a honey for easy work. Compact and efficient with Hotpoint Electric Range, Refrigerator, Cabinet Sink and convenient electrically lighted Steel Cabinets.





**T**HERE ARE, in addition, other units which your kitchen might include. Perhaps you'd find it convenient to have a *Cleaning Center*—a closet sufficiently large

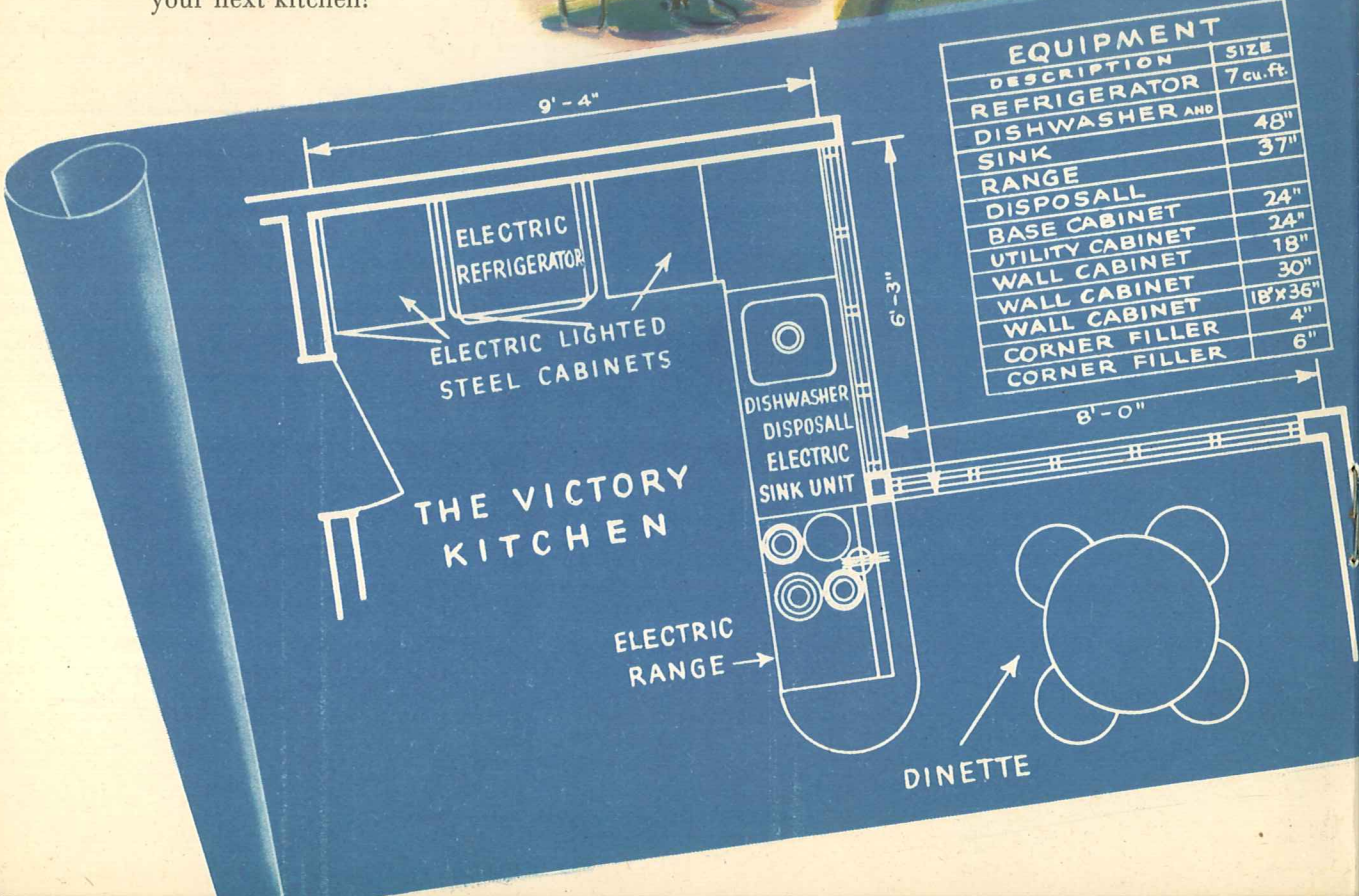
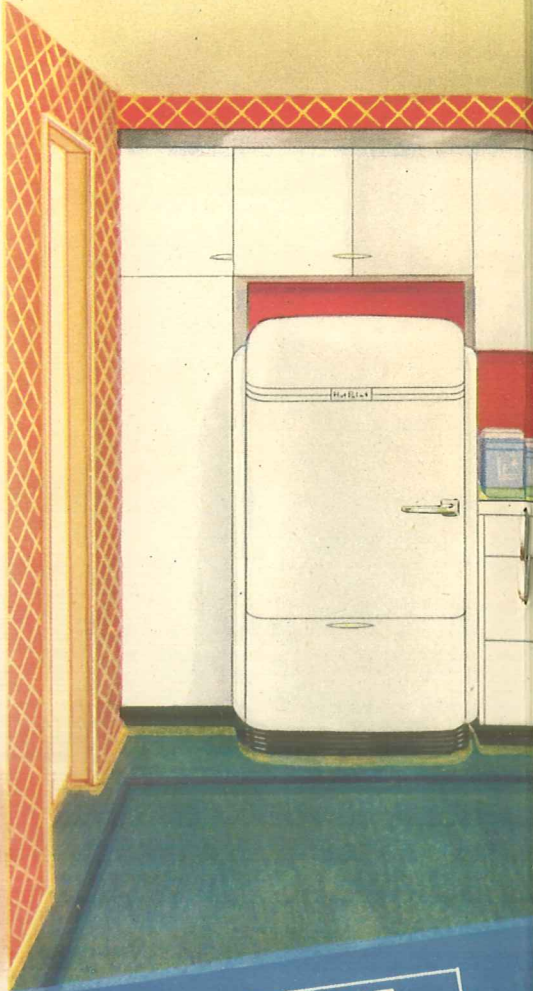
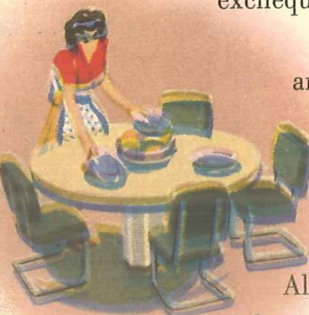
to store mops, brooms, cleaners and polishes . . .

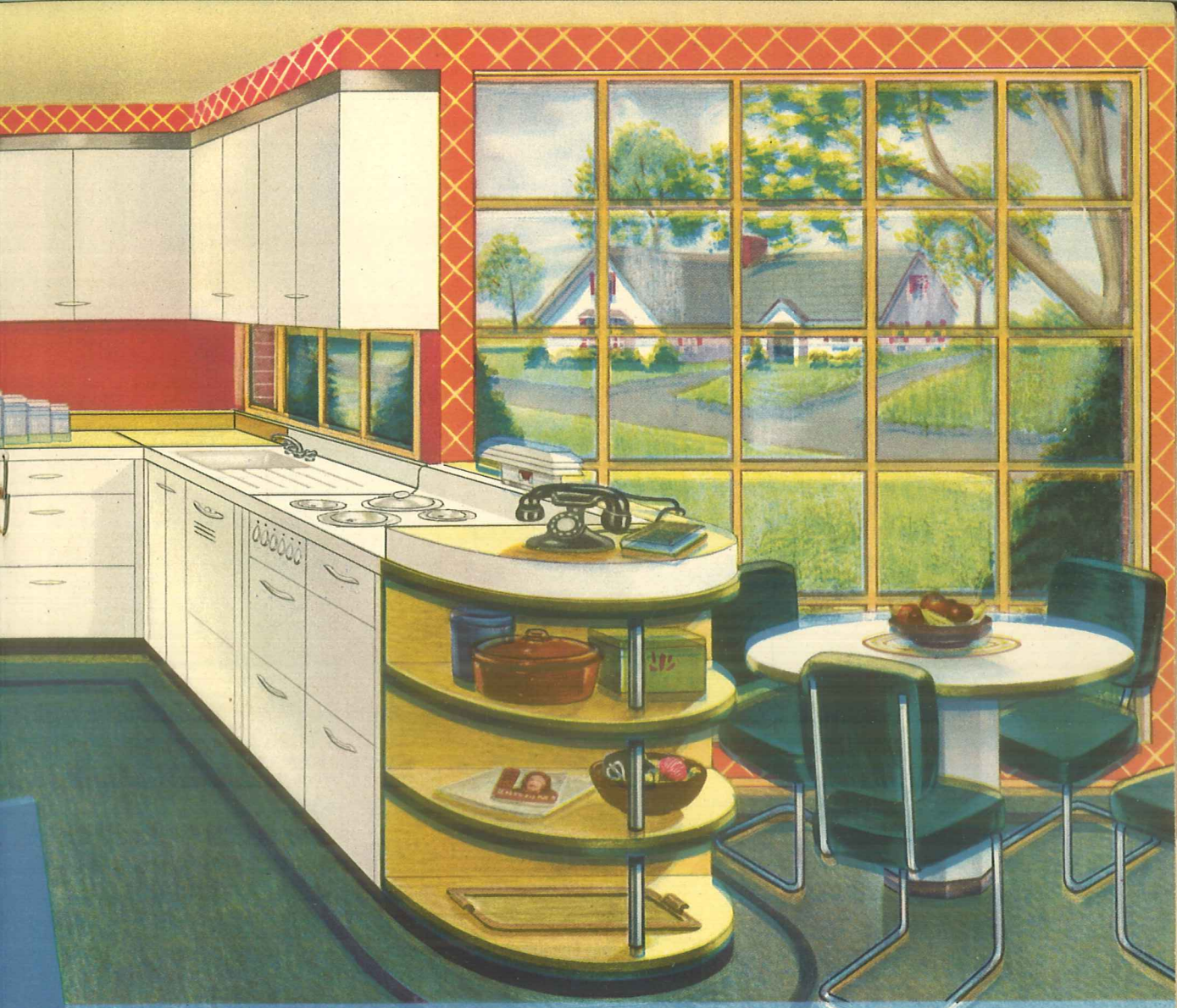
If there are young children in the family—or you do considerable informal entertaining—you might want an *Eating Center* where lunches and snacks can be conveniently served. Or maybe you are the family

exchequer—the orderly type of woman—who wants an *Office Center* where recipes are kept, menus planned and bills paid.

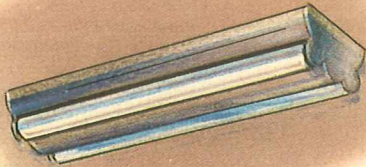
Automatic clothes washers make it possible to have *Laundry Centers* adjacent to the kitchens of some homes . . .

All these things should be considered when you are making the plans for your next kitchen!





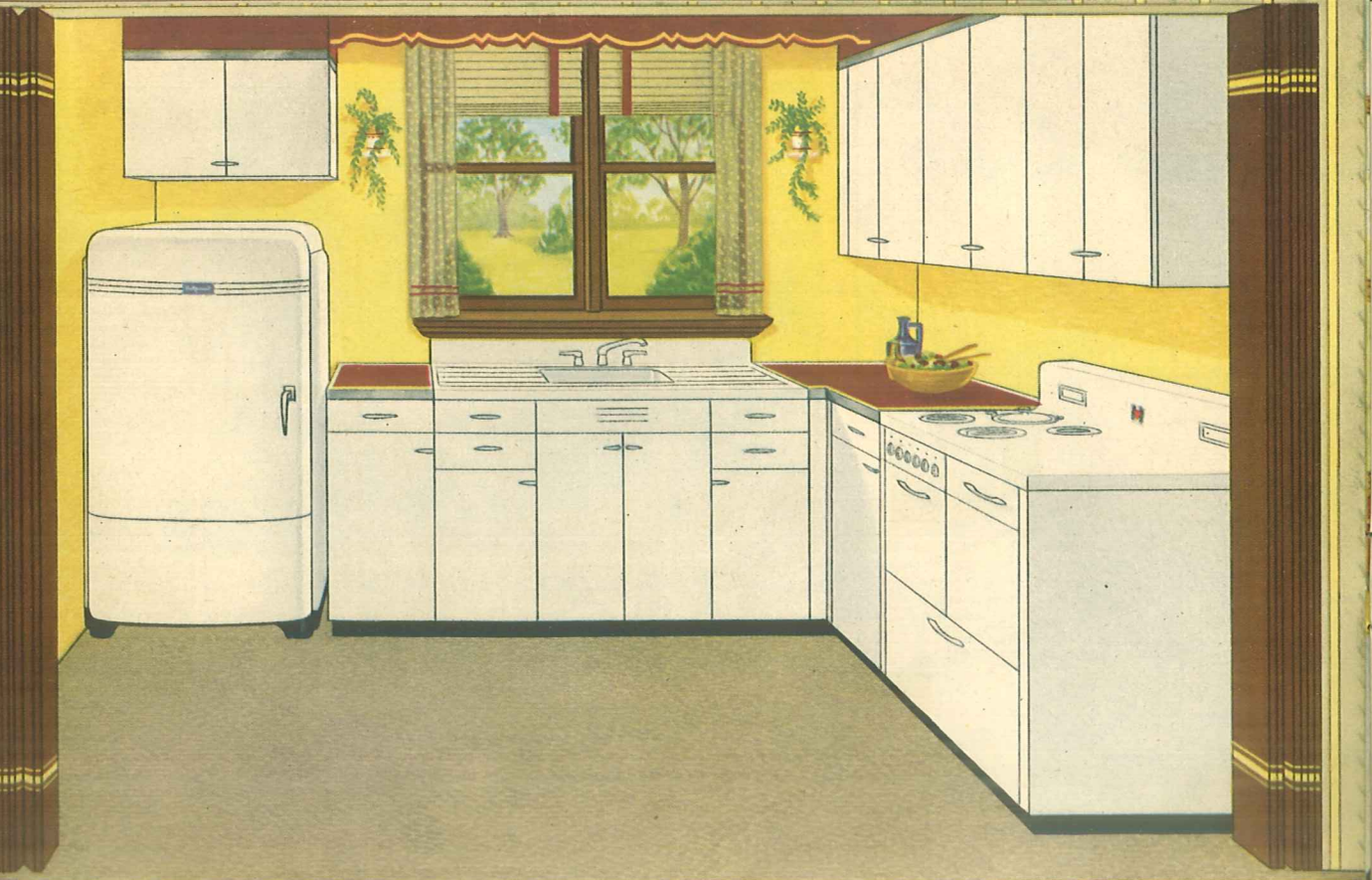
## *New Light on an Old Subject*



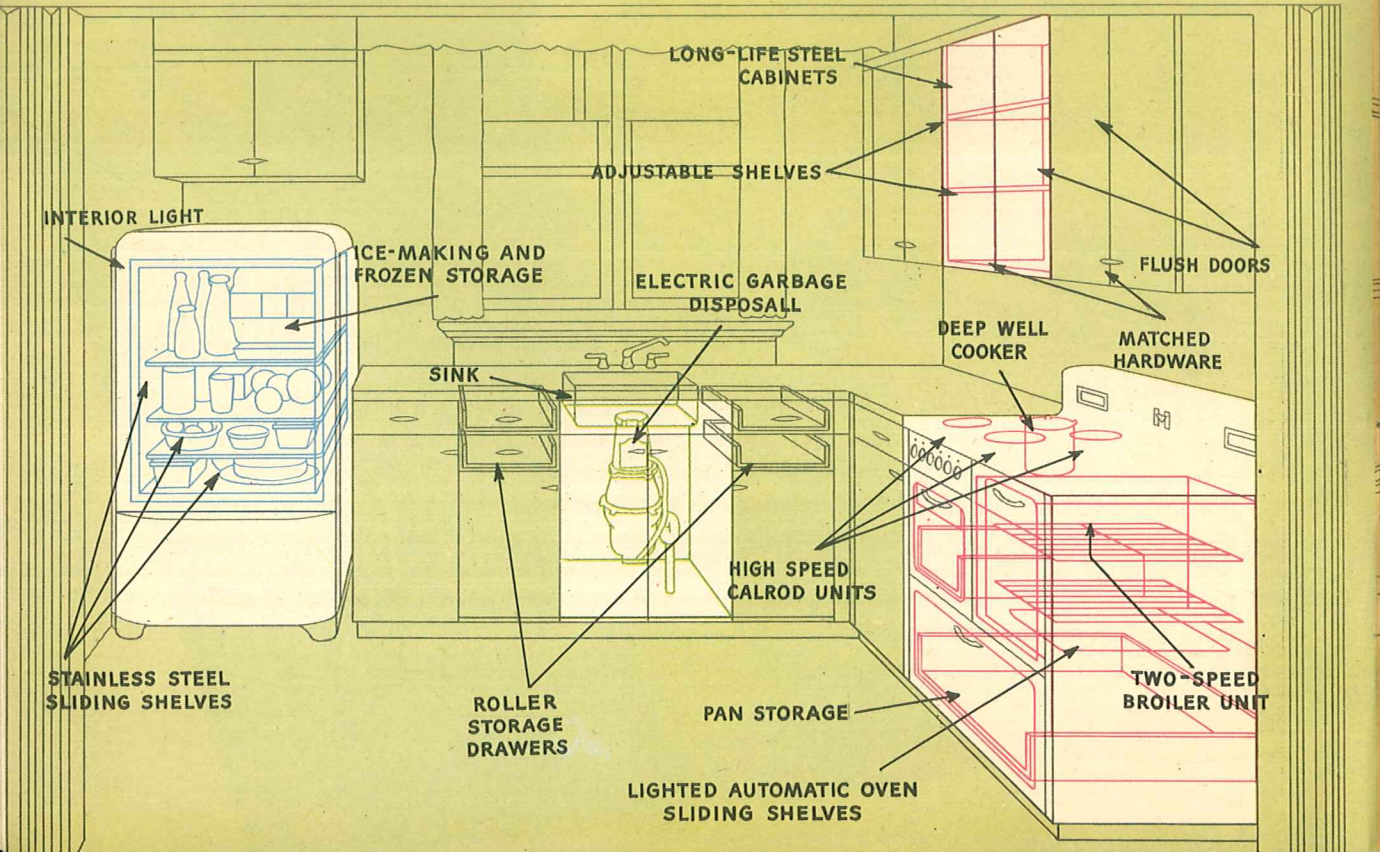
Psychologists don't have to tell us that the right colors and lighting arrangements can have a marked effect on our spirits. A colorful kitchen with an abundance of natural light is a cheerful room.

It is often advisable to place a window over the sink so that you can enjoy a view of the outdoors (or keep a parental eye turned on the youngsters).

In addition to a center lighting fixture, it is also desirable to have adequate lighting at the sink and the storage and food mixing center. The electric range is lighted by a non-glare lamp, and the oven is illuminated when the door is opened. Steel cabinets equipped with indirect lighting are desirable. The electric refrigerator has an automatic interior light which flashes on when the door is opened. Kitchens have passed beyond "the Dark Ages—to an era of light!"



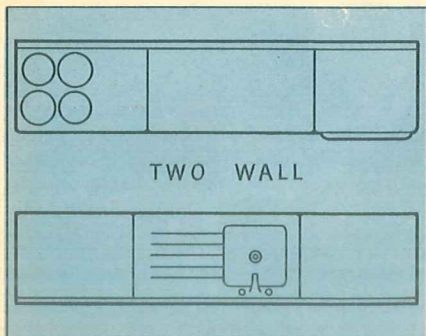
**THE DANDELION KITCHEN** is a little beauty—and how it saves steps and minutes when they count most! Convenient and complete with Hotpoint Electric Range, Refrigerator, Disposall, Cabinet Sink and handy electrically lighted Steel Cabinets.



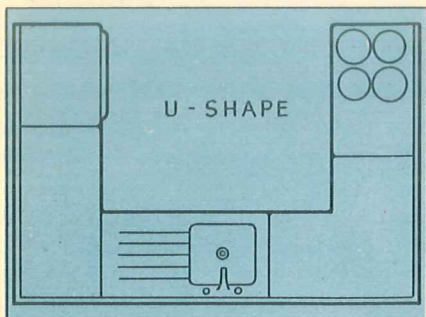


# *Any Shape!.. Every Size!*

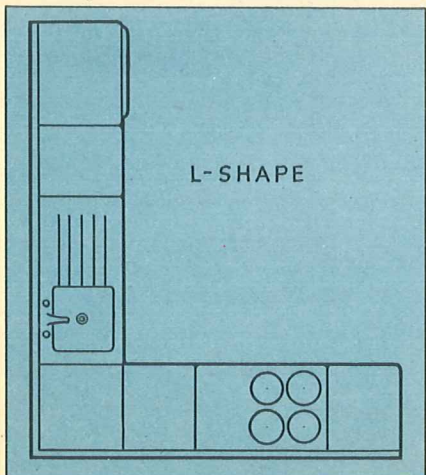
*for Cabin, Bungalow, Apartment or Mansion*



APPROPRIATE for cabins, bungalows or apartments is the TWO-WALL kitchen—exactly what the name implies! The three main work centers are arranged in convenient assembly-like fashion along two walls—with the refrigerator nearest the entry door and the range close to the dining room.

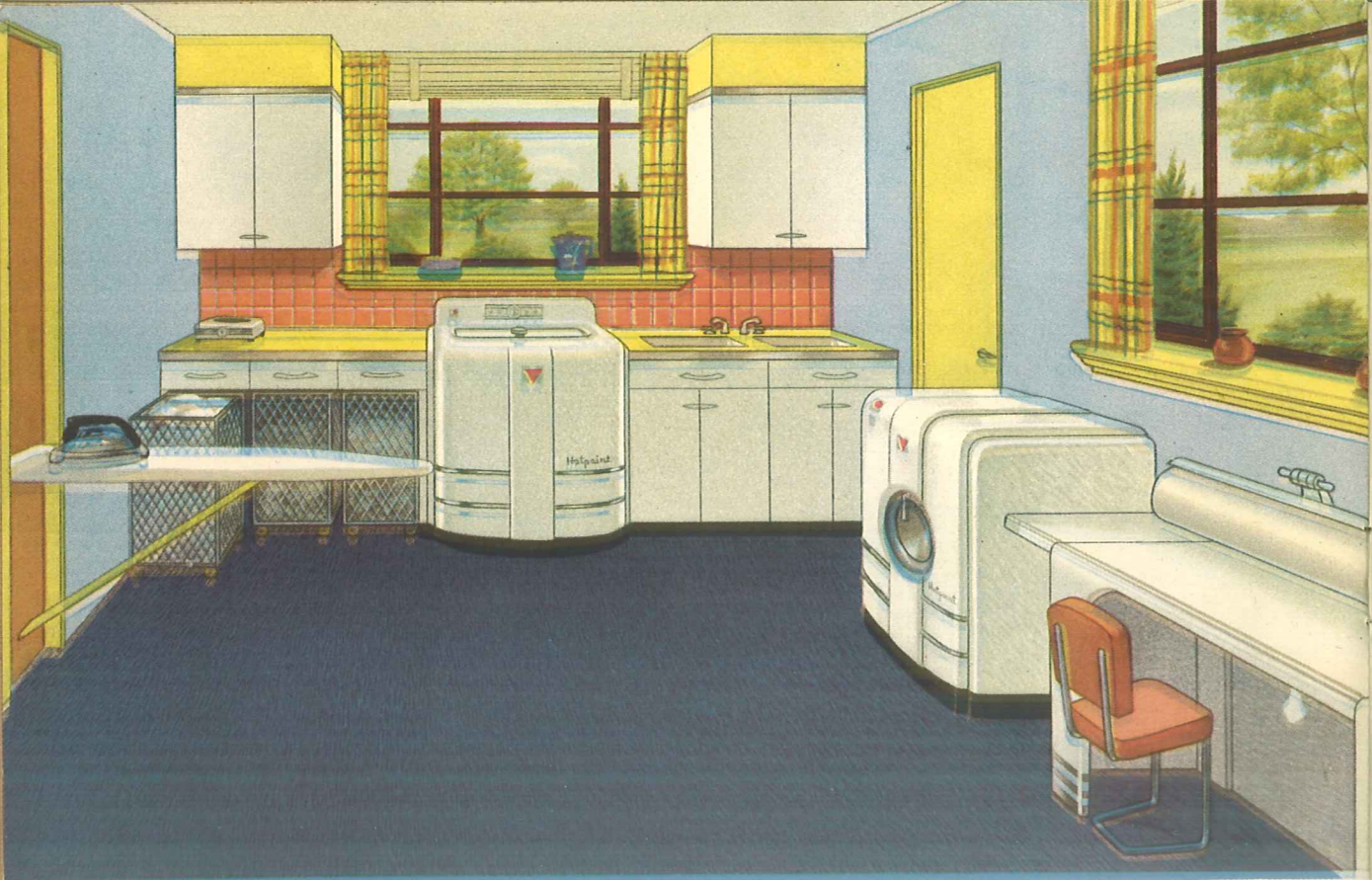


THE U-SHAPE kitchen is ideal for larger homes and lends itself well to plans which include breakfast rooms, office centers and extra cabinet space. Here, as in the two-wall kitchen, appliances are arranged for maximum convenience and efficiency.

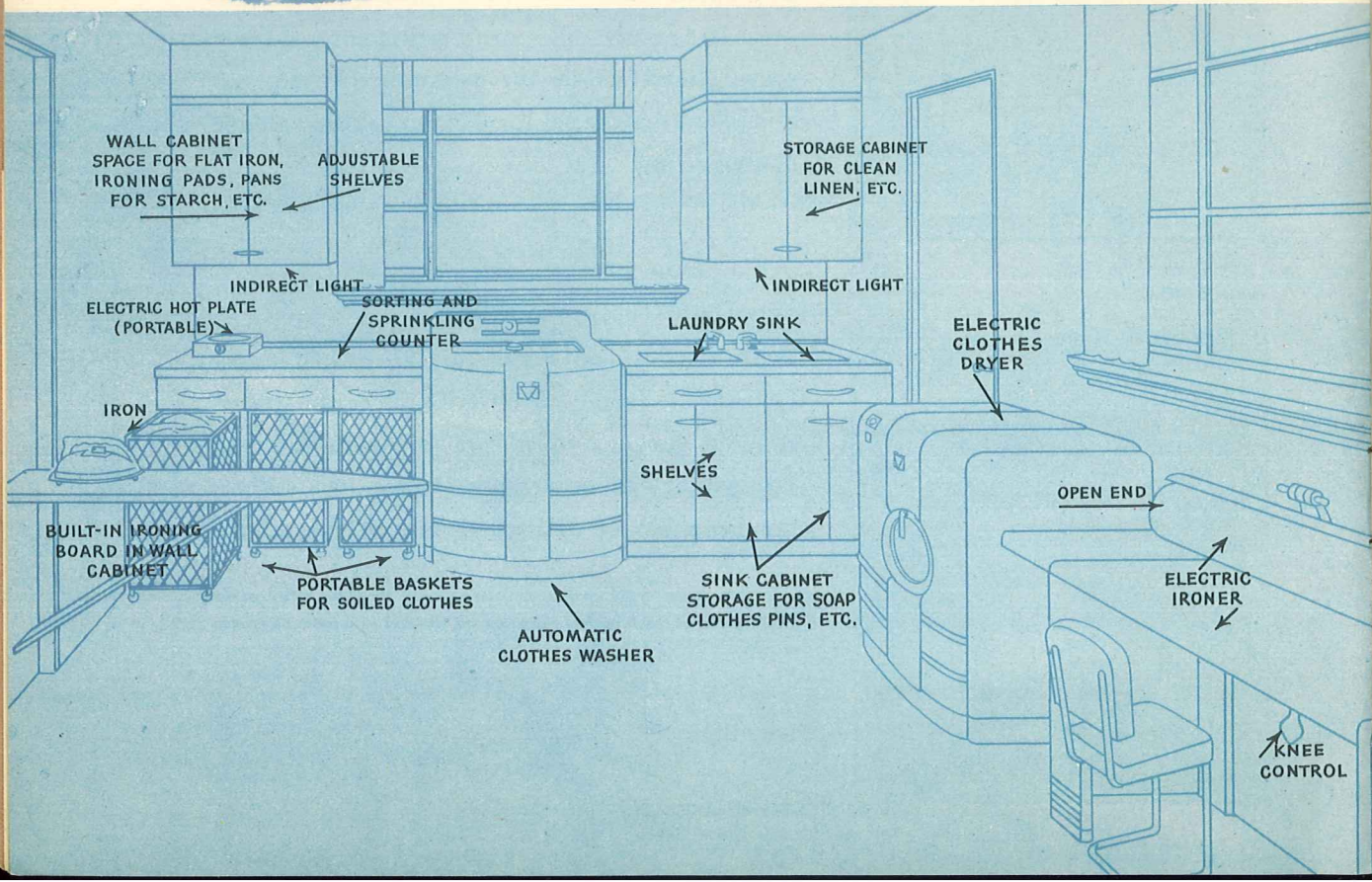


WHEN ONLY two adjoining walls are available, the L-SHAPE kitchen is in order! This plan is often suitable for a medium-size or large kitchen. Equipment can be arranged along two walls—luncheon bar or desk along one of the others.

*Sometimes doors break continuous wall spaces—however, with careful planning one of these kitchen plans can be adopted to a room any shape or size.*

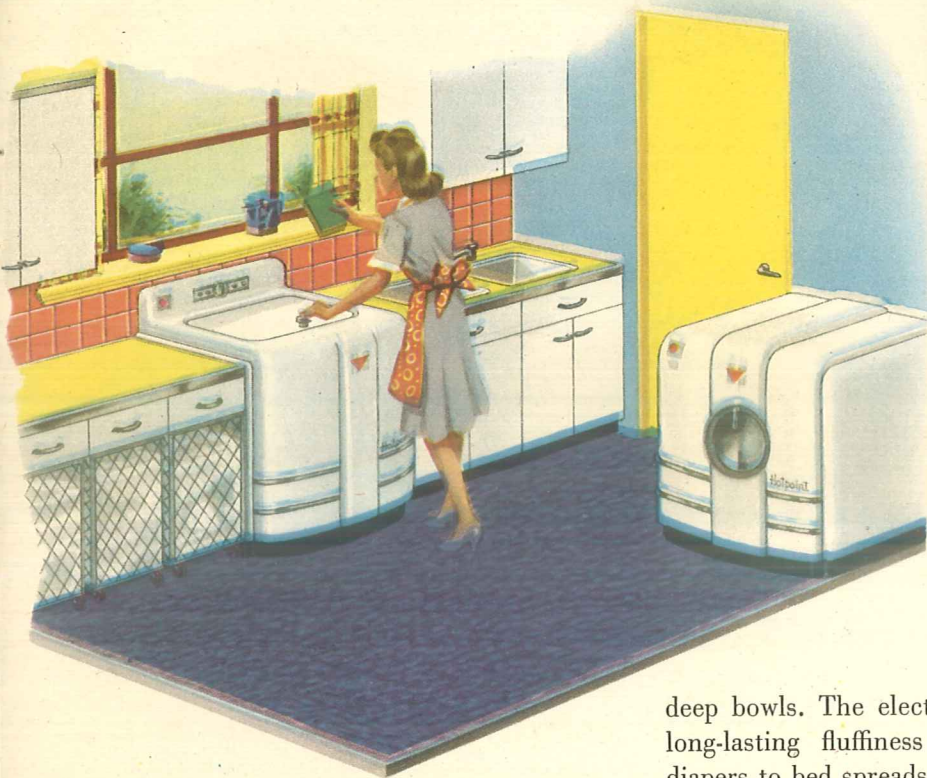


Step into the electric laundry of tomorrow—a room designed for outstanding convenience and hospital-like cleanliness. Hotpoint Automatic Washer, Table-top Ironer and Electric Clothes Dryer are arranged to eliminate unnecessary steps and motions.



THE MODERN HOME WILL HAVE

ITS OWN *Laundry Center*



**I**F EVER a room was designed to fulfill a housewife's dream of a modern laundry, it's the new Laundry Center! Major inconveniences as well as minor irritations that once gave "Blue Monday" its bad domestic reputation have been done away with!

A built-in ironing board folds into a wall cabinet when not in use, and the ironing cord has a coil spring to prevent curling. There's a special sorting and sprinkling table right next to the *automatic* clothes washer. Starch-making facilities are also available. Clothes baskets are portable—and laundry sink has

deep bowls. The electric dryer gives a soft, long-lasting fluffiness to everything from diapers to bed spreads. A cabinet-type ironer, at which you may sit down while you iron in cool comfort, is also provided.

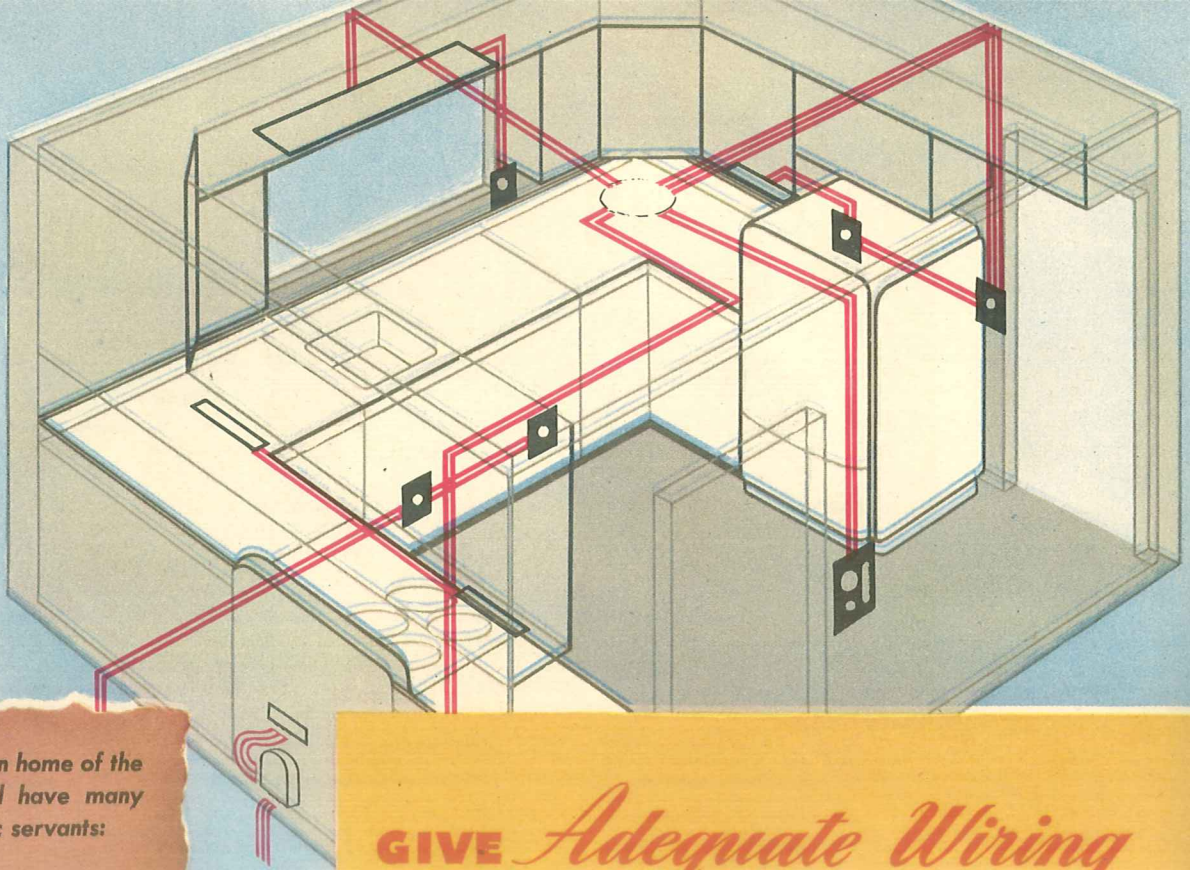
These are only a few typical advantages of the new Laundry Center you'll want to have in your plans for tomorrow's home . . .

With modern laundry appliances, washing is not the damp, dripping job of former years—so the laundry need not be relegated to the basement. A first floor Laundry Center can be step-saving, light and airy. The room can be planned as one of many uses—a sewing and mending center, a study spot for youngsters, a play place for children on rainy days.

Guide for storing supplies in the Laundry Center—with convenience the keynote

★

- SOAPS—OF VARIOUS TYPES
- WATER SOFTENERS
- STARCH      BLUING
- SPOT REMOVAL SUPPLIES  
(Ammonia, peroxide, bleach,  
carbon tetrachloride)
- MENDING SUPPLIES
- MEASURING CUPS }  
MIXING BOWL      } FOR STARCH  
WOODEN SPOON    } MAKING
- TURKISH TOWELS
- RUBBER SHEET
- SPRINKLING BOTTLE
- HANGERS FOR IRONED  
GARMENTS
- BEESWAX      SPONGE
- PINS (IN PINCUSHION)
- PRESSING CLOTHS



The modern home of the future will have many electric servants:

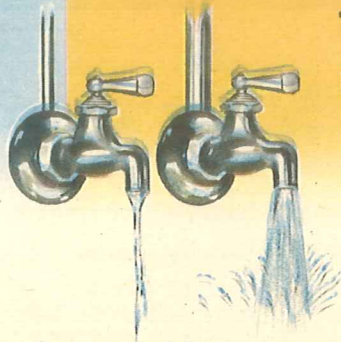


- MIXERS AND BLENDERS
- TOASTERS
- WAFFLE BAKERS
- GRILLS
- EGG COOKERS
- CASSEROLES
- ROASTERS
- FANS
- ROOM COOLERS AND VENTILATORS
- RADIOS AND TELEVISION SETS
- CLEANERS CLOCKS
- WAXERS LAMPS
- RANGES
- REFRIGERATORS
- DISHWASHERS
- GARBAGE DISPOSALS
- WASHERS
- IRONS IRONERS
- CLOTHES DRYERS
- WATER HEATERS

and many other electric appliances yet to come.

## GIVE Adequate Wiring

THE PLACE IT SHOULD HAVE IN YOUR HOME



Inadequate wiring in your home restricts the amount of electrical power available—just as small water pipes are incapable of delivering anything but a slight, inadequate stream of water.

**I**N THE NEW era of electrical living, your home will be as out-moded as Noah's Ark if adequate wiring is not provided to take care of new electric appliances and conveniences.

So in your plans for building or

remodeling, provide enough electric circuits to furnish the electrical energy you will need, also ample appliance outlets in your kitchen and other rooms, and handy switches just inside each door.

Adequate wiring will eliminate the inconvenience of blown fuses, dimming of lights and slowing down of heating appliances due to overloaded circuits. Plenty of outlets for lamps will facilitate attractive furniture arrangements. Appliances such as irons and toasters will heat rapidly...your home will be *comfortable, convenient and enjoyable.*



# Electrical Living

## ... THE PROMISE OF THE FUTURE

**ELECTRICITY** has woven itself so inseparably into our lives that its miracles are taken for granted. Its sleepless power leaps to our fingertips to perform tasks which only yesterday etched youthful faces and lovely hands with the indelible lines of toil and fatigue. Its tireless energy takes the place of yesterday's human effort. Today, women are awakening to electricity—preserver of youth, giver of freedom.

**HAPPINESS** in her home is the goal of every wife and mother. She ever strives toward harmony, cleanliness, and charm. Eager to save her household funds and to accomplish more with less expended effort, womankind gratefully turns task after task over to electricity, her obedient and faithful servant, and quickly adapts herself to a richer, happier life—the **NEW ELECTRIC WAY!**



# Hotpoint

## Electric Appliances

ELECTRIC  
DISHWASHER  
SINK



ELECTRIC  
REFRIGERATOR

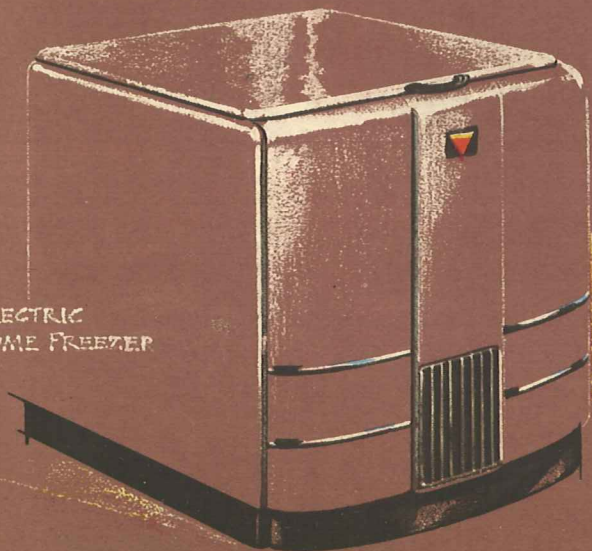


ELECTRIC  
WRINGER-TYPE  
WASHER



ELECTRIC  
GARBAGE  
DISPOSAL

ELECTRIC  
HOME FREEZER



ELECTRIC  
CLOTHES  
DRYER

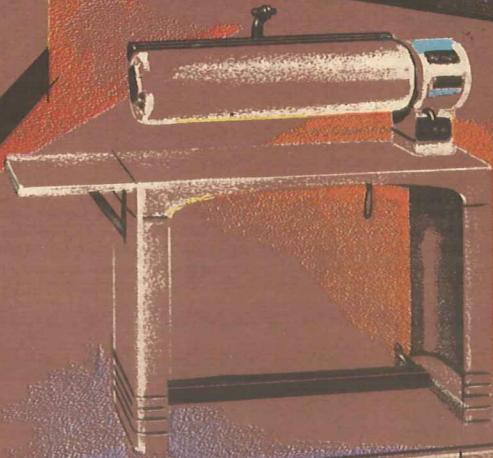




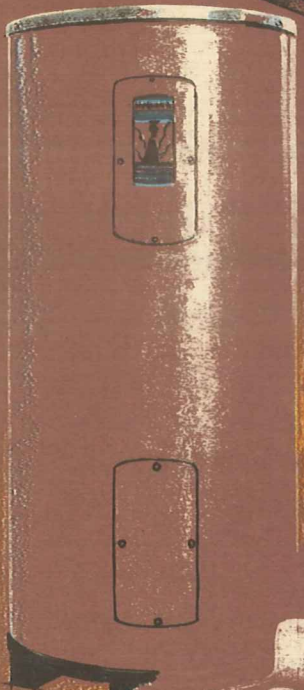
ELECTRIC RANGE



CABINET SINK



ELECTRIC IRONER



ELECTRIC WATER HEATER



ALL STEEL CABINETS



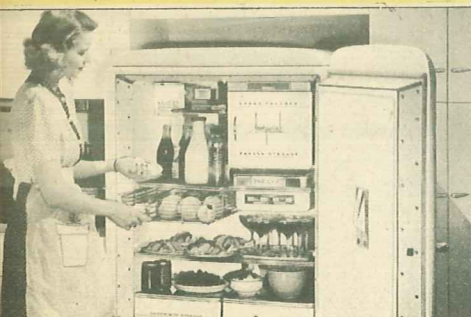
AUTOMATIC ELECTRIC WASHER

# A **MUST** for Modern Kitchens

↓ **HOTPOINT ELECTRIC RANGE**—Cooking is clean—pots, pans and walls stay free from smudge! Dependable controls preside over oven cooking—measured heat preserves precious vitamins and minerals!



↓ **HOTPOINT ELECTRIC REFRIGERATOR**—Foods retain their crispness and freshness! No worrying about food spoilage! Hotpoint refrigerator provides fast, economical and dependable refrigeration.



↓ **HOTPOINT ELECTRIC SINK**—You can keep your hands out of dish water by letting the Hotpoint electric dishwasher do the work. With a Disposall you flush food waste away electrically.



↓ **HOTPOINT STEEL CABINETS**—Hotpoint Steel Cabinets are available in many sizes, and can be grouped to fit any kitchen space. They have electric lights built in and many convenient storage features.



**B**UILDING a new home without including a Hotpoint Electric Kitchen is like putting an antimacassar on a modern chrome chair! Nothing outdates your home more than a kitchen which is out of step with the times. And yet, nothing enhances the intrinsic value of your home more concretely than up-to-the-minute equipment in that most-lived-in of all rooms—your kitchen. Best of all—a Hotpoint Electric Kitchen costs so little . . . Figure as low as ten percent of your entire home-building estimate and you will find a Hotpoint Electric Kitchen to fit your budget.

If you are remodeling, a new Hotpoint Electric Kitchen is equally practical. For it is easy to install in your present home! Kitchens have been designed for installation in every type of home—cabin, bungalow, apartment or mansion—for every income group.

If yours is a problem of adding new convenience and more livability to an existing kitchen, consider first, the possibility of rearranging the present equipment for greater usefulness. Then—for smoother working—organize your kitchen on the “Work Center” idea, as suggested in this booklet. Beyond that, plan ahead for the “dream” kitchen—electric, of course. Since Hotpoint Electric Kitchens actually include several “Work Centers,” it is entirely practical, when remodeling an existing kitchen, to install the essential centers one at a time.





## *When Kitchen Planners*

## *Need Advice!*

**P**LANNING a new kitchen is *not* like buying a new hat! A kitchen isn't something you dash out to get on the spur of the moment, just because you need (as you afterward rationalize to the family bill-payer) "a little lift"! A kitchen is a *long-term investment* which directly affects the health and happiness of you and *your entire family!* And there are many things to consider.

Studying the elements of kitchen planning for the purpose of serving you has been a career with Hotpoint architects and home economists. They know such things as the best colors for a north kitchen with one small window—how to plan a practical kitchen for a family with three children under six years of age—where to place cabinets for a woman who entertains extensively—how to select appliances for a large farm kitchen serving dozens of harvest hands.

This highly practical, truly expert advice

is *yours for only \$3.00!* You simply fill out the enclosed form, taking care to answer *all* the questions. Our kitchen planning experts will study your problems from every angle and send you a personalized floor plan for your own kitchen—*whether you are building a new home or remodeling your present kitchen!*

**FREE FLOOR PLANS** If you are interested in one of the kitchens shown in this booklet, you may send for a *free blueprint of the floor plan for the kitchen you like best.*

*Request for either the personalized planning service or a free blueprint should be sent to the*  
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