

SAMUEL SLOAN & CO.
67-69-71 EICHARGE ST.
ROCHESTER 14, N. Y.

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her proudest possession...



Photo shows Norge built-in electric range and oven.

HER **Beauty Queen** KITCHEN



recipe for better living. . .



Photo shows typical gas range and oven built in

MAKE YOUR KITCHEN THE BEST PLANNED ROOM IN YOUR HOME

Beauty must be combined with well planned work-saving facilities if your kitchen is to be practical.

No matter how many automatic appliances you depend upon, a well arranged kitchen can save hundreds of hours of work and miles of footsteps.

Your recipe for a modern kitchen should include . . . a full measure of color . . . well spiced with

style . . . a generous amount of comfort.

Yes, good planning can make your kitchen the most inspiring room in your home and, with the new Beauty Queen colors, the most beautiful.

Remember, too, nothing is more enduring, so easy to keep clean, as Beauty Queen's Bonderized all steel construction and baked enamel finish.

CUT DOWN KITCHEN FOOT STEPS



THE "U" SHAPED KITCHEN

Here, elegance and practicability have been combined in a kitchen to delight any home maker.

The food preparation center between the sink and combination refrigerator-freezer holds all the food, utensils, and cutlery needed to prepare meals with a minimum of effort and time. Note the maple top so useful for cutting, slicing and chopping all kinds of food. The automatic dishwasher, at the left, the sink, the garbage disposer form the clean-up center.





center of activities... your

Beauty Queen

sink cabinet

**FROM FOOD PREPARATION
... TO WASH UP**

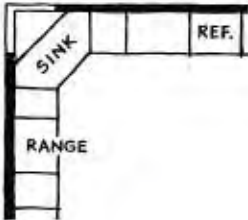
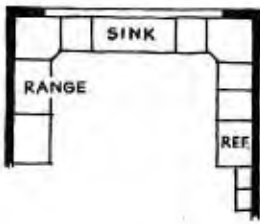


Here at the sink is where you spend more than half of your kitchen time so it's here that Beauty Queen's features really ease daily kitchen chores. The recessed front and toe-space let you get close to your work. Spacious storage space and convenient drawers keep your most-used supplies and utensils right at your finger-tips. Every imaginable accessory is available to simplify kitchen routine.

With a complete line of sizes and models of sink cabinets, there is a unit ideally suited for your kitchen arrangement. All have Beauty Queen's graceful years-ahead contour styling.

For quality construction features, Beauty Queen is the acknowledged leader by qualified experts.

So, for lifetime satisfaction, insist on genuine Beauty Queen quality, don't settle for less.



Beauty Queen matching base cabinets and unitized installation methods give your kitchen that luxurious custom "look" but only at a fraction of the cost.

Careful planning in the selection and arrangement of your base cabinets pays off 3 ways . . . you get plenty of counter-working area . . . ample storage for the hundreds of kitchen items . . . a kitchen that's easier to work in.

To really appreciate Beauty Queen's superior construction, you should make a "self-demonstration" . . . feel the silent, effortless glide of cabinet drawers. Examine the interior of the drawers . . . note the single piece rounded design, no corners to collect dust or food particles . . . note, too, they are deeper with more storage space. Try the doors, get their solid feeling . . . their easy-to-swing opening and closing action.

planning your counter space & storage for greater convenience





wall cabinet arrangement can provide a place for everything

Every inch of wall space can serve a useful purpose when you combine matching Beauty Queen wall cabinets to your exact measurements.

Beauty Queen's exclusive flush-front styling gives your kitchen a glamorous new look . . . and without protruding hinges or handles, cleaning is a whiz! The shelves on all wall cabinet models are instantly adjustable to suit your preference . . . no tools or complicated clips are needed.

All wall cabinets are 13" deep, heights of 12", 18" and 30" to meet various requirements, widths range from 12" to 54".

A revolving "Lazy-Susan" type corner wall and base cabinet makes use of corner space that ordinarily would be useless. There's full height utility and broom cabinets to store cleaning equipment or greater shelf space for canned goods and other items.



Beauty Queen FEATURES
 YOU'LL ENJOY AND APPRECIATE
 YEAR AFTER YEAR



Here's the deepest, single piece, rounded design drawer; there's no corners to clean.



Recessed handles are both practical and pleasing to the eye . . . clothing can't snag.



Neoprene tires on nylon rollers assure permanent quiet and easy operation of drawers.



Adjustable shelves add more convenience when planning for extra storage.



Beauty Queen's Bonderized steel and exclusive finishing methods assure a satin smooth surface that endures and endures.



Chrome finish end-caps lend a note of elegance to counter tops.

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NEW 1955

Beauty Queen

CABINET COLORS

Now you can select one of four beautiful soft pastel colors for your Beauty Queen kitchen.

Smart pink . . . cheerful yellow . . . restful green or sandstone, whatever your preference can be combined with either complimentary or contrasting colors to make your kitchen your most admired room.

These lovely new colors are practical, too.

From metal preparation, through the Bonderizing operation spray painting and final high temperature baking, accurate quality control never before possible is now achieved by the most modern system of finishing yet invented.



Long life G-E Monotops are the one piece durable plastic, Textolite, available for sink and base cabinets in red linen, yellow and charcoal medley.

A wipe of a damp cloth keeps clean their smart gleaming newness.

Special tops of other materials are available on special order.



CHARCOAL MEDLEY

Beauty Queen®

... the complete line for
any kitchen new or old!

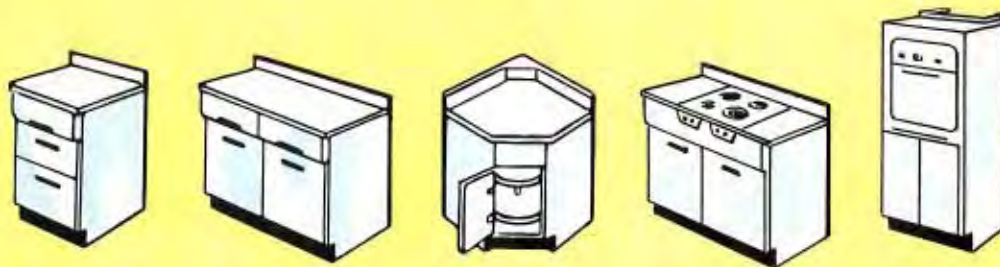
SINK CABINETS

72", 66", 60", 54", 42" long
to fit any size or shape of
kitchen. Models with double
and single bowls. Porcelain
enamel steel tops, or G-E
Monotops in 3 color
choices: red linen, yellow
or charcoal medley.



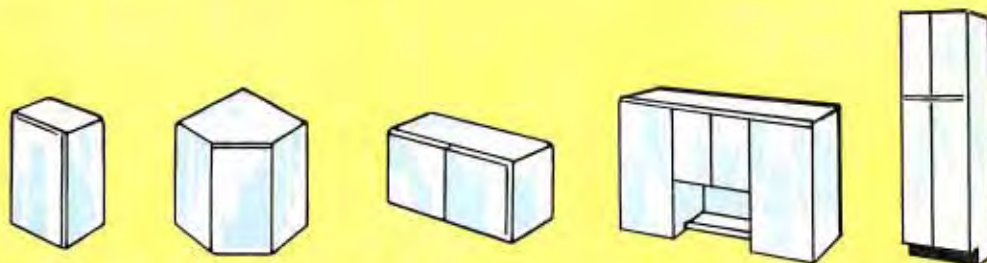
MATCHING BASE CABINETS

Styles and sizes from 9" to
36", lets you plan any
arrangement of drawer,
cupboard storage and
counter space. Cabinets
are finished with baked
Dulux enamel and counter
tops are genuine G-E plastic
Monotop or other specified
materials. Base end shelves
are available for extra
smartness.



WALL CABINETS

Storage space galore, made
available with matching
Styline wall cabinets.
Shelves are adjust-
able . . . no tools or clips
are needed. Matching
curved corner end shelves
add decorative smartness.
Special cabinets are included
in the line to house built-in
ovens, gas and electrical
burners.



TOLEDO DESK & FIXTURE CORP.

MAUMEE, OHIO



It's New!



PEARL GRAY

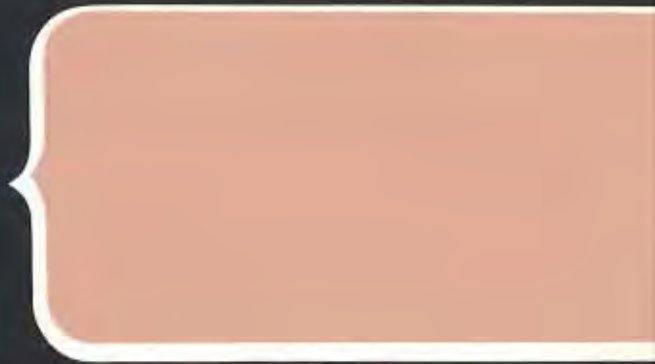
...the new trend in modern bathrooms

Briggs Beautyware has brought color to the bathroom . . . functional colors in plumbing fixtures to make the modern bathroom a room of sparkling beauty as well as one of comfort and efficiency. These soft, warm, glowing pastels make your decorator problems simplicity itself: they harmonize with any color scheme you have in mind; they blend smoothly into their surroundings.

BRIGGS

Beautyware

DECORATOR
COLORS



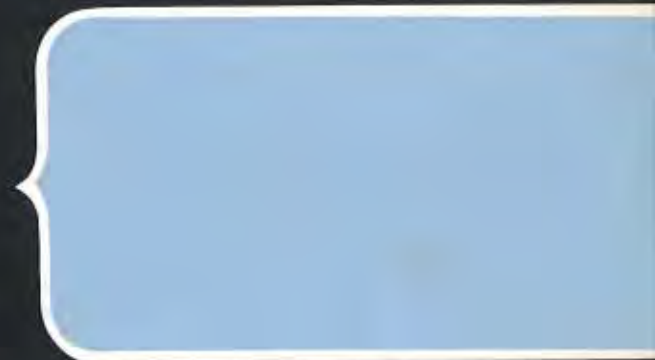
CORAL



SEA GREEN



SANDSTONE



SKY BLUE

BRIGGS *Beautyware* COLOR HARMONY CHART

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FIXTURE COLOR

WALLS

UPPER WALLS
AND CEILING

FLOOR

CURTAINS

ACCESSORIES

CORAL

LT. TURQUOISE
LT. CHARTREUSE
CHARCOAL

WHITE
LT. CHARTREUSE
GRAY

DARK TURQUOISE
DEEP GREEN
LIGHT GRAY

CERISE
WHITE WITH
CHARTREUSE
PINK

CERISE & WHITE
YELLOW AND
DARK GREEN
PINK

**SEA
GREEN**

IVORY
PEACH
LT. ROSE

LT. BLUE GREEN
FIXTURE GREEN
GRAY

FIXTURE GREEN
YELLOW
FIXTURE GREEN

IVORY
YELLOW
LT. YELLOW

PALE PINK
AQUAMARINE
DEEP RED VIOLET

**SAND
STONE**

PALE GREEN
SOFT CHARTREUSE
GREEN

DARK GREEN
LIGHT TAN
YELLOW

YELLOW
COPPER RED
YELLOW

YELLOW
COPPER RED
YELLOW

YELLOW
KELLY GREEN
PEACH

**SKY
BLUE**

DUSTY ROSE
IVORY
PALE LAVENDER

GRAY
FIXTURE BLUE
PALE YELLOW

DUSTY ROSE
IVORY
GRAY & RUBY RED

WHITE
FIXTURE BLUE
PALE YELLOW

DEEP ROSE
DEEP RED VIOLET
RUBY RED

WHITE

LT. BLUE
GREEN
WHITE

LT. YELLOW
LT. YELLOW
IVORY

YELLOW & WHITE
BLACK & YELLOW
GRAY

WHITE
GREEN
GOLDEN YELLOW

DEEP RED VIOLET
PEACH
COPPER RED

*It's SO simple to
achieve harmony
in your bathroom*

BRIGGS

Beautyware
COLORS

Briggs Beautyware colors were selected with a purpose: they must have the beauty and warmth to express the personality of the home-maker, and the appeal to lift the bathroom out of the hum-drum common-place. Of prime importance, they must be functional colors: that is, colors which harmonize easily and smoothly with their surroundings . . . soft pastels which blend perfectly into any decorative plan. They were selected with exhausting care after months and months of consultation with artists, color experts, interior decorators, designers, architects and builders. The valued opinions of thousands of home-makers went into the final decision. The color chart above doesn't begin to show the almost unlimited variety of decorative schemes possible with Briggs Beautyware colors. For further suggestions, ask your Briggs Beautyware dealer!

BRIGGS MANUFACTURING CO., 300 BUHL BLDG., DETROIT 26, MICHIGAN