The Corning Department Store Program
FIRST HALF 1981

WHAT'S NEW:

- A new microwave set (opposite) which contains three of the most popular items in our microwave repertoire.

- The Snack-4-It set: Four square dishes with the same appealing little rounded handles as our Grab-It™ bowls. Useful and handsome and wanted (boy, did we research this item!). Page 4.

- There are two Rangetoppers™ sets whose introduction is timed to coincide with the national introduction of this cook's dream of a line. Page 11.

WHAT'S ON SPECIAL:

- The White-topped Store 'N' See set—the darling of every style of kitchen from Provincial to High Tech—is specially priced. Page 8.

- The five Culinaria™ pieces shown on page 12 are beautiful to look at—and beautifully priced.

WHAT'S NEW AND ON SPECIAL:

- The dynamic (if small-scale) duo of the CORNING WARE® 1½-pint covered-lipped pan and 6½-inch Menu-ette pan are a new combination and offered at a special price. Called the Du-ette, it's on page 8.

- Our lustrous white pie keeper and CORNING WARE pie plate is being introduced at a special price. It's special all right. Just ask anyone who’s tried to take a pie on a picnic. Page 8.

As we say—you’re not an ordinary store, and this isn’t an ordinary line.

On the cover: We did it with mirrors. You are looking at our new Snack-4-It plate (one of a set of four), the pie plate and keeper, and the 1½-quart Rangetoppers™ saucepan. The eggs are optional.
To a new microwave owner it soon becomes apparent that there are specialized items that one needs—to take full advantage of micro-cookery.

That's where our new Microwave Set comes in . . .
The MW-1268 Set has the three pieces people need (and they are among the best sellers in the microwave line). The MR-1 microwave rack turns any shallow pan into a roaster or bacon cooker or sandwich heater. Use it in regular ovens too, for small roasts or what-have-you. It's all glass-ceramic; broiler-proof and easy-to-clean.

The MW-2 browning grill does the searing and browning most microwave ovens can't do alone. It's the special coating under the dish that attracts the microwave energy when preheated empty. Its surface gets super-hot so food placed on it really sizzles! A must for hamburgers, sausage, chicken, etc.

The M-68 1-qt. Cook 'N' Pour is the handiest pan. Measurements on the inside simplify sauce making—or just plain water heating. The pan works on ordinary ranges too. It's extra-ordinary and so is the set.

FACT: Microwave ovens are selling better than ever. The MW-1268 Set: Accessories After the Fact
Introducing the P-1854 CORNING WARE® Snack-4-It Set

Corning's got a handle on the way people are eating today.

We've flattened the Grab-It™ bowl and gone square. Why? Elementary. We've had such a success with our oven and microwave and dishwasher-proof bowl to hold liquid-y things we knew a companion piece—a plate—was just what the sales charts ordered.

Gaze into our picture (best done after lunch to insure concentration). See? The 4-piece Snack-4-It set is perfect for sandwiches, salads, desserts and individual oven casseroles.

Imagine being able to broil a toasted cheese sandwich in the same dish in which it is served! Not only is hot food served hot (and kept hot longer) but there's less to clean up too.

Anyone—especially the hundreds of thousands of Grab-It bowl owners—can use one or more Snack-4-It sets. So feature them adjacent to your Grab-It display. You'll probably sell more of both. Feature that!
The Grab-it™ (top right), Sidekick (top left) and Casser-ette (bottom) dishes now have baskets. It’s fitting!

Nothing’s hotter than our three CORNING WARE single-serving dishes—especially when they’re fresh from the microwave or oven. Problem was, what to serve them on? Problem’s solved with the addition of the three baskets made just for these products. In fact, they look so good people will probably serve cold food in them!

Terrific as they are for single servings of casseroles, soup, stew, vegetables, snacks and what-have-you, they make great little servers for hors d’oeuvres hot from the oven. Great for hot gravies or for condiments or sauces.

The Casser-ette comes with basket and glass cover. The Grab-it and Sidekick come with the basket. (Plastic and glass covers for the Grab-it, and plastic snap-on covers for the Casser-ette are available separately.)

Each CORNING WARE Cook ‘N’ Carry product comes in its own full-color, litho label box. Check the order form now.
**Perfect Companions for Rangetoppers™ Cookware**

A total look, perfect for any kitchen: Just White casseroles and bakeware for regular and microwave ovens plus a great teapot.

**Here's the complete Just White line pictured above.**

A. A-3-W 3-Qt. Covered Casserole.


C. P-100-W 6-pc. Menu-ette Set (6½", 1-Pt., 1½-Pt. pans).


E. A-1-W 1-Qt. Covered Casserole shown with the A-1-T Wooden Trivet, which also fits the 1½-Qt. Casserole.

F. P-309-W 9" Pie Plate.


H. P-104-W 6-Cup Teapot. Shown with the P-100-T Wooden Trivet which also fits the Menu-ette pieces and the 1- and 1½-Qt. Rangetoppers™ saucepans.

I. A-21-W Open Roaster 12¾" x 10¼".
Four Sets—Four Great Gifts!


2. The A-500-W-N Chef Master Set. Everything one needs to start cooking except the food! Contains five covered casseroles: The 1-, 2-, 3- and 5-quart sizes plus the 2½-quart shallow casserole. It’s the casserole set to end all sets: impressive and so useful.


4. The 6-pc. Microwave Menu-ette Set MW-100. As handy a trio as you’ll find in any kitchen. The special coating on the 6½” covered Menu-ette brownie makes it ideal for hamburgers and such. The 1- and 1½-pt. covered Menu-ette pans are for top of stove, regular oven, or microwave.

Turn the page for Just White Specials.
Three very special products (two of them new) at very special prices for first half '81.

A. The 7075 four-piece Store 'N' See Set belongs in every kitchen because it goes with every kitchen. Clear sides let the cook check the flour, sugar, coffee, tea bags, etc. inventory while the white lids (with tight fitting gaskets) blend with any decor. Now at special savings.

B. New P-309-WC Pie Plate with Keeper. This new opaque white pie keeper is a perfect companion to the shiny Just White pie plate which comes with it. Our research tells us consumers will love it at regular prices. You can now introduce it at a special low price. That's a priceless opportunity.

C. New P-839-W Du-ette Set features a 1½-pint lipped pan and a 6½-inch Menu-ette pan, both with covers. These are the perfect, single-serving, microwave or rangetop pans. A special value for a limited time only.

Special Savings:
Check the Price List/Order Form (No. CO-67) for the limited-time prices on these three items.
Bringing a sense of order to the tabletop has never been easier.

Corning looked at tabletops and found chaos. A chipped creamer here, a too-small sugar there and a forlorn salt and pepper. Nothing matched. Nothing added color or complemented the dinnerware. Not any more.

The TableSetters Condiment Set comes in the five basic pieces every tablesetter needs: salt and pepper, sugar and creamer, and an all-purpose shaker dispenser suitable for powdered sugar, grated cheese or seasoned salt.

The clear glass containers let you see what you have. You never salt with the pepper or forget to refill the sugar.

We picked three of the most popular colors used in today's decor and dinnerware for the plastic tops and handle: a soft, almond beige (great with the natural colors so prevalent now) plus a clear, sunny yellow and a fresh spring green.

The set is in a beautiful box that clearly displays its contents. 'Twill be a great gift item and a great impulse item for self-purchase. We can all use a little more order in our lives. So order!
The CORNING WARE® cookware specially designed for rangetop cooking.

There are lots of pans that work pretty well on rangetops. That's why it took us 15 years to develop top-of-stove cookware good enough to bear the CORNING WARE label. We needed time to find out what cooks liked and disliked about what they were using. And time to develop the product and test what we developed—in the lab, in our own test kitchen, in the kitchens of hundreds of our "test families" and in opinion tests conducted with thousands of consumers. Now it's ready for your customers.

With metal bottoms insuring uniform surface cooking temperatures, food cooks so well. Soak stubborn soil, then whisk it off with a plastic mesh pad. And you know when it's clean because you can see it's clean. Dishwasher safe, of course.
We put the metal where you need it—not where you taste it. That aluminum bottom is bonded to the pure white glass-ceramic pan to quickly distribute the heat. You save energy too. Use slightly lower temperatures to cook and finish cooking or keep food warm using retained heat.

You get the same even browning as cast iron with none of the latter's drawbacks. Our tiny pancakes are smooth and uniformly brown. The iron's pancakes are browned evenly but splotchy due to the uneven pan surface. Which pancake do you think is the more tender?

Each pan does double duty. For instance, start an omelet on the stove top, sprinkle with cheese and brown under the broiler. The handle is part of the glass-ceramic pan so it's oven- and broiler-proof. Strong, too. And it can't loosen.

There are two Rangetoppers sets available.

The N-340-W set contains 1½ and 2½-quart saucepans, a 5-quart saucepot and a 10-inch skillet. There are three covers included. The large cover fits either the saucepot or skillet.

The N-350-W set contains the 1½ and 2½-quart saucepans plus the 10-inch skillet—and each comes with a cover.

And a Rangetoppers set is a cook's best friend.

Natural food colors and flavors are retained and food odors and flavors can be rinsed away. That's because food only contacts the inert, glass-ceramic material.

More good news about the Rangetoppers™ Line

Consumers tell us Rangetoppers will make great gifts.

Rangetop cookware never was considered a big gift item. Not until now, that is. Our surveys tell us consumers will buy Rangetoppers for gifts.

In fact, Rangetopper pans came out an overall first in the gift and self-purchase category over all premium metal cookware. Great open stock items because consumers tell us (overwhelmingly) they want top-of-stove cookware to match their CORNING WARE® casseroles. And 61,000,000 U.S. homes have CORNING WARE casseroles.
Five favorites from the Culinaria™ collection now at reduced prices.

Here are the favorite Culinaria shapes in heat-resistant glass. Perfect for a regular oven or in a microwave. These classically shaped bakeware items are now available at reduced prices. Check the order form #(CO-67).

The items available include:

A. The 11¾ X 4¼-inch (2-qt.) small Oval Roaster from France. (D-304)

B. The French 12-inch Fluted Dish (D-404) for pies, quiche or hors d’oeuvre.

C. The Fluted Mold (D-406) which holds 1½-qt.


E. And the small Rectangular Baking Dish (D-412) which measures 9½ X 7½-inches (1 qt.)

What class! What prices!
PYREX® Bowl 'n Basket

Popular, versatile, practical.

Seems like "basket-mania" is upon us. Especially when a basket comes along with a liner which makes it do double duty. We've seen many baskets for shallow casseroles but this one holds a bowl—a big bowl. So a party-giver can complete the natural look down to the salad—or soup—or what-have-you!

Our bowl holds 4-quarts. Enough for a big crowd. And it's not your ordinary salad bowl. It's a PYREX bowl which means it's at home in the oven. Use it for a big macaroni and cheese or baked vegetable casserole. Do a vertical Mous-saka (no, it's not a dance) or warm it in the oven and serve spaghetti in it.

As our pictures show, your customers can use basket or bowl separately (the latter is great for bread making). Now it's your turn to show it—The Bowl 'n Basket. Then watch it move out, smartly. Check the order form.
PYREX® Baker In A Hammock

A fresh look for today's casual living and dining.

Rich hardwood, the gleam of PYREX brand clear-glass bakeware, and the surprise of crisp, snap-on washable canvas: That's the story of our Baker In A Hammock. It's an inspired combination, too, judging from its success in the stores to date. That's not surprising, when you consider how people entertain today. It's easy, make-ahead buffet dishes rather than the 8-course meals of yesteryear. And our large three-quart dish really fills the bill.

The hammocks come in colors to complement today's dinnerware and table linen. Wonderful for dining out—on the terrace, deck or by the barbecue. Rustic yet refined. These colorful hammocks hold our ever-popular No. 233 oblong baking dish, and this 3-quart dish holds it all. The dish holds a composed salad, hors d'oeuvres, baked beans and franks—or what-have-you. Ideal for things like lasagne or birthday cakes. The hammock lets whatever you make glide from oven or microwave to the table in style. Brighten the buffets all over your town and feature the Baker In A Hammock along with the Party Servers you'll find on the next two pages. Beautiful!
An inspired combination: PYREX® Fireside bakeware plus the warmth of natural wood.

Funny how some terrific cooks can turn out a triumphant meal but can't figure out how to serve it forth to family or guests. Corning's solved all that with the Party Server I and II. And with a look that's right in tune with today's casual entertaining style.

- Bake food right in the PYREX Fireside dishes—then pop them into the wood serving cradle and take them to the table.

Easy to carry. And because the dishes are suspended there's no need for hot pads or trivets.

- Use them for breakfast, lunch, dinner, buffets, snacks or cocktail tidbits.
- Use the cutting boards or PYREX ware separately.

Party Server I, No. 2221-F.

Contains a 1½-qt. Fireside loaf dish and 8" square Fireside baking dish, a hardwood cutting board plus the wood cradle.

Use either the loaf pan or the cutting board in the cradle. The main course could go in the square dish with a vegetable or starch in the loaf dish. Bread on the board.

*Patent Pending
Party Server II

Party Server II, No. 2131-F.
Contains two 1½-qt. Fireside loaf dishes, a hardwood cutting board plus the wood serving cradle.
Use the cutting board between the two dishes to separate hot and cold food or use it on one side.

Recipe Booklet Included.
There are great food ideas—with recipes for complete meals—packed with each Party Server.

*Serving Suggestions Galore.*
Our pictures give you some idea of the versatility of each Party Server. However, on each package a total of five full-color photographs will show suggested uses.

*Makes a Great Gift.*
There’s nothing like a product that combines beauty and practicality. And there’s nothing like the Party Server. For brides. For bachelors. For anyone who needs to cope with the problem of serving food attractively. And that’s practically anyone!
Bake 'N' Carry

Now it's a snap to keep food warm ... or cold ... and carry it, too!

We found a way to beat the energy crisis in the kitchen. The idea, of course, is to keep hot food hot and cold food cold while it's on its way to a neighbor's, a picnic or simply on a buffet table.

Our quilted, easy-care fabric "cozies" insulate the PYREX casseroles most attractively, too. The calico-printed blue cover snaps over the clear, covered 2-quart casserole. The other multi-colored fabric has a design motif which is echoed in white on the sunny yellow 2½-quart casserole. Both covers unsnap and lie flat for storage. But with a product this useful who'll store it away?

Great gift items because they're priced right and attractively packaged in full-color litho labeled boxes.
Fireside Bakers In A Basket

Rustic Slipcovers for the 9½” Flavor Saver Pie Plate, the 3-quart oblong baking dish and the 2-quart knob covered casserole.

Imagine a buffet table with a salad, a casserole and a luscious pie all decked out in Fireside bakeware plus rustic basket. It's a perfect complement for today's natural look in furnishing as well as entertaining. Now, with the addition of the pie plate, your customers can bring the total Fireside-plus-basket look to their table.

Of course it's that old PYREX® ware magic under the beautiful new color, the same bakeware that cooks have been relying on for generations.

But we've styled it differently because entertaining isn't the 7-course dinner. It's more like lasagne, moussaka, seafood casserole, chili, or tamale pie. Fireside in a Basket is the ideal answer for this casual, unhassled way of cooking and dining.

Incidentally, the baskets are perfect for bringing the bakeware to the table or for holding fruit, bread, or what-have-you without the glass inserts.

It's an idea that's certain to catch on.
Makes every cake a special-occasion cake.

Everyone knows about decorated birthday cakes but what happens when someone gets promoted, passes a driver's test or simply hits the winning run in the Little League game? These, too, call for a celebration and a cake.

Corning makes it easy to create a special-occasion cake without creating a special occasion in the kitchen. Use your own special recipe or even a mix.

Our 10⅛-inch round, fluted dish, in sparkling PYREX® brand clear glass, comes with the kit. And, to personalize each cake there is a decorating tube complete with four special tips. All you need to create a work of original art. Naturally, there are recipes and easy-to-follow, fully illustrated instructions. It's really inspirational.

This is another great gift idea from Corning in a beautiful, full-color package that's almost irresistible when displayed. Which pretty much describes the cakes you'll make!
The 49ers inspired Corning’s newest kit.

When people say “there’s something about San Francisco . . .” one of the things they’re thinking about has got to be the bread. The distinctive tang and crisp, crusty goodness of sourdough bread just can’t be beat. But it can be duplicated, right in everyone’s own kitchen, thanks to Corning’s newest kit.

The Sourdough Kit contains a PYREX® brand clear-glass loaf dish (for a beautifully crusted loaf), a large 1½-quart (1.5 L) storage vessel with snap-on plastic cover to hold the sourdough starter, a unique Clinitemp™ sourdough bread-making thermometer plus a complete, easy-to-follow instruction booklet which also contains recipes for sourdough bread, rolls, pancakes, even pretzels.

Beautifully illustrated package projects the goodness that sourdough baking can produce. And that includes sales for you!
Quiche—as easy as pie.

Now anyone can easily master Quiche Lorraine, Greek spinach quiche, a ham and asparagus or seafood quiche, French apple tart, and many other main course or dessert quiches. All these recipes are in a booklet that comes with the kit. The PYREX® dishes permit the heat to penetrate the dish bottoms. The result is a crisp crust without prebaking.

This is the kit that never rests because the quiche dishes hold hors d'oeuvres for serving or chops for baking. Apple pie, chicken pie, or flan, too!

It's handsomely packaged and makes a great gift.
The hit of this kit is the unique collar.

You wonder why no one thought of it before! The plastic collar fits the top of the 1-qt. Soufflé Dish. The cold soufflé (or mousse) mixture is poured into the dish to the top of the collar. Chill, then remove the collar for garnishing and serving. The effect is of a risen soufflé. Remarkably easy. And the soufflé alone is terrific for hot soufflés. The recipe book has all the mysteries explained. Another great idea, another great gift.