PYREX WARE

AND Mrs. America
Corning means research in glass
RE 8 RAND

CONSUMER PRODUCTS

DIVISION, CORNING GLASS WORKS, CORNING, NEW YORK

PYREX BRAND

Ovenware

Flameware
"KNOW-HOWS" WIN SALES

"Winning sales"—that's what makes a winning you. Those "lost sales" put nothing in your sales book—and they do take up your valuable time... Don't let them get you down, though, because you can win them. Here's how—(and these figures come from the Bureau of foreign and Domestic Commerce which make a study of "lost sales in thousands of stores).

OUT OF EVERY 100 "LOST SALES", MANY COULD HAVE BEEN SAVED

A BETTER KNOWLEDGE OF THE MERCHANDISE—
would have saved 25 "Actual Sales"

ATTENTION AND COURTESY TO CUSTOMERS—
would have saved 24 "Actual Sales"

REALIZING THE CUSTOMER'S NEEDS AND LIKES—
would have saved 26 "Actual Sales"

WATCHING OUT FOR ERRORS, ETC.—
would have saved 16 "Actual Sales"

SHELVES KEPT FULL OF MERCHANDISE—
would have saved 9 "Actual Sales"

Here you have it - NOW IT'S UP TO YOU!

KNOW YOUR PYREX WARE

KNOW YOUR CUSTOMERS

If you would like another copy of this booklet— write to Corning Glass Works, Corning, New York and ask for — "You, PYREX Ware and Mrs. America."
STACKED UP,
IT AMOUNTS TO THIS

"Know-How's" Win Sales ........................................ Page 4
You Can Tell Mrs. America .................................. Page 6
Mrs. America, PYREX WARE and You .................. Page 7
Now—What About the PYREX Family .................. Page 8
People Are Talking ............................................ Page 10
Gossip—and More Gossip .................................. Page 12
What You Should Know About Mrs. America .......... Page 14
What Makes Women Buy? .................................. Page 16
How to Keep the PYREX Family Well and Happy .... Page 17
Beauty Treatment for the PYREX family ............. Page 18
Be a "Show Off" ............................................. Page 21
They’re Related—Pocketbooks, Related Selling and You Page 22
You Can Sell Two Where One Sold Before ............ Page 23
Two-Timers—Plus—PYREX WARE Has Many Uses .. Page 26
Goodbye For Now! — Tomorrow Is Another Day ....... Page 31
YOU CAN TELL MRS. AMERICA THAT PYREX WARE--

"MAKES FINE GIFTS"

"SPARKLES ON THE DINNER TABLE"

"WASHES CLEAN IN A JIFFY"

"IS EASY TO HANDLE"

"ALWAYS LOOKS LIKE NEW"

"SAVES LOTS OF TIME"

"HAS MANY USES"

"HAS GOOD HANDLES"

"KEEPS FOOD STEAMING HOT"

"BAKES FOOD GOLDEN BROWN"

"INEXPENSIVE"

"SHOWS WHAT'S COOKING"

"NEVER TASTES OF THE PAN"

"COOKS QUICKLY IN THE OVEN"

"NEVER PERMANENTLY STAINS OR GROWS SHABBY"

WHAT'S IN A NAME? PYREX is a registered trade mark and indicates manufacture by CORNING GLASS WORKS, Corning, New York.

"There's Only One PYREX Ware — Made Only By Corning Glass Works"
HELLO, Mrs. America! Have you met the latest additions to the PYREX Ware Family? May I introduce you?—thus you speak to Mrs. America as she stops to glance at PYREX Ware.

Perhaps Mrs. America is—“Oh, just looking, thank you.” (Or maybe she is “over-looking”.) You are the one who sees her when she approaches the PYREX Ware Counter. Ask her if she has seen the new two-quart PYREX Flameware Saucepan or “those good-looking PYREX Custard Cups and Deep Pie Dishes” . . . or the PYREX Color Bowls—and does she know these can be used to bake in as well as for salads and for mixing batters? Have PYREX Ware handy so she can reach out and touch it herself—let her feel its smooth surface. Let her try the handles and covers on the different dishes.

She may have PYREX Ware at home—nine women out of ten have at least one PYREX dish. But—Mrs. America wants to keep up-to-date and will be delighted to have you show her “WHAT’S NEW”. Tell her about the PYREX dishes you have at home and how much you enjoy using them yourself.

Ah, Mrs. America is asking questions. You begin to realize she is becoming more eager for you to go on with your tales of how PYREX Ware can help her—for instance, tell her, as she holds a Pie Plate in her hand: “You can look right through the glass and see how fast the pie is baking—it’s PYREX Ware, Mrs. America!”
NOW... WHAT ABOUT THE PYREX FAMILY?

THE PYREX FAMILY TREE

There are two main branches on the PYREX Family Tree

PYREX OVENWARE

Branded by its trademark.

Ovenware is used in the oven, but not on direct heat. It’s used in the refrigerator, too.

FLAMEWARE

Branded by its trademark.

This Top-of-Stove ware can be used over direct heat, and of course may go into the oven or the refrigerator.

WHICH IS WHICH?

THESE ARE PYREX OVENWARE

Casseroles and their Covers
Pie Plates
Utility Dishes
Mixing Bowls—both transparent and Color Bowls
Cake Dishes
Refrigerator Dishes—both transparent and colored
Hostess Bowls, Casseroles and Ramekins in color

Open Bakers or Pudding Dishes
Custard Cups
Loaf Pans
Measuring Cups
Individual Deep Pie Dishes
Funnels
Nursing Bottles

THESE ARE PYREX FLAMEWARE

Percolators
Saucepans

Double Boilers
Teapots

WE HAVE THE PYREX FAMILY NUMBERED, TOO

Not only is there a name for each piece, but there’s a number for double identification! The numbers are marked on every PYREX dish. Generally, the easiest way to locate the number is to pick up the dish and look into it, and there in the bottom of the PYREX dish, near the trademark, is its number.

The numbers of the flat covers for casseroles are usually on the handles, and the knobbed covers have their numbers on the outer edges. It’s that easy!
PEOPLE ARE TALKING

Gossip overheard at PYREX Ware Counters
and it's the kind of gossip that sells PYREX Ware

SAUCEPAN SIDELIGHTS

"I'm so glad to get a two-quart PYREX Saucepan. It's such a good size for my family."

"I used to be afraid to make dumplings, it was like cooking in the dark! But now it's easy. I use my PYREX Saucepan so I can watch them cooking and tell when the liquid is getting low."

"I cook meat pie in my PYREX Saucepan. When I put the biscuits on, I take off the handle and put the dish right in the oven. My folks like me to bring it straight to the table."

"My cupboard is so small. But I boil, bake and serve in my PYREX Saucepan. That makes it my three-in-one dish."

PERCOLATOR PRAISE

"I cooked whole ears of corn today in my PYREX Percolator. Taste of coffee? Oh, no! Flavors don't stick to PYREX Ware."

"Grand for lemonade. The cover keeps the big ice cubes from making a splash on the table."

"My children just love to use the PYREX Percolator for pouring milk."

"Soup in a percolator? Sure, in PYREX Brand glass. Even the onion odor doesn't cling."

"We like iced coffee in the summer. I make it in my PYREX Percolator and serve it from the Percolator, too. Ed likes that idea—he helps wash dishes at night."

"Sonny had a couple of young friends in last night. They made cocoa in the PYREX Percolator. He likes pouring it from the Percolator at the table."

"There's Only One PYREX Ware — Made Only By Corning Glass Works"
"HOSTESS SET" HAPPENINGS

"Last night we had chili. I heated it in the oven in my PYREX Hostess Bowl and served it in the little ramekins. Everybody admired my matching dishes."

"When Jack carried the chicken pie to the table for me Sunday he said it looked like a picture. I baked it in my PYREX Hostess Bowl."

"I like my PYREX Hostess Casserole for storing food. It's large and the cover fits tight."

"I gave Grandma a PYREX Hostess Set for her birthday. Remember how badly she felt when her old soup tureen was broken? Now she uses the Hostess Bowl and serves the soup in the little ramekins at the table."

DOUBLE BOILER DOINGS

"There's no guesswork about my PYREX Double Boiler. I can see if the water is low."

"I use both parts of my PYREX Double Boiler for saucepans. It gives me extra dishes."

"The PYREX cover fits the bottom part of the Double Boiler, too."

"Makes a marvelous 'new baby' gift. So clean for formulas and cereals."

"A good shape for mixing cream sauces, or for beating seven-minute icing with an electric beater."

TEAPOT TOPICS

"I boil water for tea in my PYREX Teapot. It saves using an extra dish."

"My PYREX Teapot looks lovely with my best china."

REFRIGERATOR DISH REMARKS

"I just love my little PYREX Refrigerator Dishes for leftovers! They stack so they don't take up much room in my refrigerator."

"My blue PYREX Refrigerator Dish is just right for storing a pound of butter."

"Do you bake in your PYREX Refrigerator Dishes? I do. Today I made a meat loaf for Jim and me in the loaf pan size. I served relishes in the little dishes."
GOSSIP — AND MORE GOSSIP HEARD AT THE PYREX WARE COUNTER

YOU'VE HEARD WHAT THEY SAY ABOUT PYREX FLAMEWARE. KEEP LISTENING — THIS TIME FOR PYREX OVENWARE!

PIE PLATE PATTER
"My lemon and rhubarb pies never taste of the pan—I make them in PYREX Ware."
"You can look through the PYREX Pie Plate and see how the crust is browning. No more burned pie crusts!"
"My folks like their apple pie hot so I take it right to the table from the oven in my PYREX Pie Plate."
"A pie shell browns beautifully and keeps its shape when baked between two PYREX Pie plates of the same size."

CAKE DISH CUNNING
"Very nice for two-layer cakes and simply gorgeous for three-layer cakes."
"Such nice handles on PYREX Cake Dishes!"

MIXING BOWL MAGIC
"They're heat resistant—you can bake in them."
"Hot water won't break them—convenient at canning time."
"Rounded inside for quick mixing."
"Use with electric mixers."
"Easier for beginners."
"The PYREX Color Bowls make such a cheerful spot in my kitchen."

LOAF PAN LINGO
"Don't you just love raisin bread baked in the PYREX Loaf Pan?"
"My kid sister is only eleven, but she's smart at cooking. She just 'has-to-have' PYREX Loaf Pans to bake her bread."
"This Loaf Pan holds a lot because it's deep. Takes up so little room in the oven."

Page 12
OVEN ROASTER REPORTS

"It's big enough for a four or five-pound chicken or roast."

"When I make meat pie in my PYREX Oven Roaster, I bake scalloped tomatoes in the cover at the same time."

USEFUL UTILITY DISHES

"We like lots of brown crusty top on macaroni and cheese, so the PYREX Utility Dish just suits us."

"I took my chocolate cake to the church supper right in the PYREX Utility Dish."

"Your biscuits will keep hot if you bake them in the PYREX Utility Dish and take the dish and all to the table."

CUSTARD CUPS AND DEEP PIE DISHES

"They're wonderful for warming up baby's food. Just set the PYREX dishes in a pan of hot water."

"My little girl just loves this dish! I use it at almost all her meals."

"Yes, you can freeze desserts in these Individual PYREX Dishes in the freezing compartment of your refrigerator."

"For dyeing Easter eggs, I use PYREX Custard Cups because the dye doesn't stain the glass."

CASSEROLE COOKERY

"Large families like the three-quart PYREX Casserole for scalloped meats and vegetables. Small families use it as a roaster."

"To save minerals, I bake whole tomatoes—and onions and carrots, too—in my PYREX Casserole. Of course, I dot them with butter and season with salt and pepper."

"Fruit cake can be baked and stored in a PYREX Casserole. Cake and casserole make a nice holiday or bridal gift."

MATCHLESS MEASURING CUPS

"Won't break when boiling liquids are poured into them. Handles don't get too hot to hold."

"These red marks—they are wonderful! No squinting necessary."

"Quart size fits electric mixers."

"This one-quart Measure is perfect for preparing baby's formula."

"I use my one-quart Measure for making mayonnaise."
AND NOW THAT YOU'VE HEARD SOME COMMENTS ABOUT PYREX WARE, WHAT SHOULD YOU KNOW ABOUT MRS. AMERICA?

1. Mrs. America likes to save her energy for things other than cooking and washing dishes.

HOW CAN PYREX WARE HELP HER?

1. LIKE THIS

Food can be cooked, served and stored in either PYREX Ovenware or PYREX Flameware. It’s fun to be able to watch the food cook, too, and only one dish to wash rather than three! How nice!

2. Mrs. America likes more leisure time to enjoy her family and friends.

HOW CAN PYREX WARE HELP HER?

2. VERY EASILY

Prepare meals in advance and store them in the refrigerator. Food bakes nearly one-third faster in PYREX Ware than in shiny metal, and can be served in the same PYREX dish. So “getting” lunch or dinner “at the last minute” can be done!

3. Mrs. America likes to cook when the results are pleasing to herself and her family.

HOW CAN PYREX WARE HELP HER?

3. MOST CLEVERLY

Remember? She can see the food cook. “Seeing is believing”, you know — therefore, when the food is done, she “believes” it. Boiling dry? No danger!

Foods like fluffy soufflés need not be moved to another dish. So — they stay “fluffed-up” — texture perfect!

“There’s Only One PYREX Ware — Made Only By Corning Glass Works”
4. Mrs. America likes attractive and easy-to-clean dishes.

5. Mrs. America's home rarely has enough storage space.

6. Mrs. America likes to buy a familiar brand.

7. Mrs. America likes to save money without sacrificing quality.

8. Mrs. America likes to share her housekeeping helps with her friends.

HOW CAN PYREX WARE HELP HER?

4. WITH A SPARKLE
No need to scrub fingers to the bone! Like windows, you can tell when PYREX Ware is clean. How wonderful it looks—always like new, even after many years' service. There are no odors or flavors of other foods, either, as PYREX dishes are non-porous. (So boil soup in the PYREX Percolator—it's most handy!)

HOW CAN PYREX WARE HELP HER?

5. IN A "BIG" WAY
PYREX dishes have multiple uses. Fewer dishes mean—that's right—less storage space! And they stack well together, too!

HOW CAN PYREX WARE HELP HER?

6. "P-W-M-F-P"
—yes, "PYREX Ware Means Fine Performance". PYREX Ware's proven performance, too, is a family by-word to nearly everyone.

HOW CAN PYREX WARE HELP HER?

7. BY BEING "PENNYWISE"
In the first place, PYREX Ovenware and PYREX Flameware are inexpensive to buy. They heat rapidly—take less fuel and save precious time!

HOW CAN PYREX WARE HELP HER?

8. IT'S WELL REMEMBERED
"Buy PYREX Ware for that new bride," speaks Mrs. America's mind, as she remembers how expertly PYREX Ovenware and PYREX Flameware have served her. Use it for other gift occasions, too.
WHAT MAKES WOMEN BUY PYREX WARE?

Knocking at Mrs. America's kitchen door and asking this question—"Why did you buy the PYREX Ovenware you have in your home?" Corning Glass Works found that —

OUT OF EVERY 100 WOMEN WHO ANSWERED OUR QUESTION

72 women said: "Cleanliness."
67 women said: "It's durable."
49 women said: "Transparency—you can look through it,"
40 women said: "The price is reasonable."
31 women said: "I trust the brand name—PYREX Ware."
18 women said: "I know Corning Glass Works makes good glass."

You see? That is why! Of course, there were other reasons given; but, from the above, you can get the general idea.

Now! Here's your chance to turn PYREX Ware "radio announcer" to Mrs. America. Make it convincing—like this.

STATION M-E BROADCASTING, YOU'LL LIKE PYREX WARE, MRS. AMERICA BECAUSE - IT'S CLEAN, IT'S DURABLE, IT'S TRANSPARENT, IT'S REASONABLE IN PRICE, IT'S MADE BY A REPUTABLE MANUFACTURER WHO STANDS BACK OF HIS PRODUCT!
HOW TO KEEP THE PYREX FAMILY
WELL AND HAPPY

While PYREX Ware will stand considerable abuse, it is not unbreakable. There are limits of rough handling—beyond these limits there is danger of damage to the dish.

HOT-AS-HOT DISHES SHOULD AVOID WET SURFACES

Heating or cooling PYREX Ware too quickly in one spot shortens the life of the dish. Therefore, don’t set hot PYREX dishes on wet surfaces—the spot of water cools the dish so rapidly in one place that breakage may occur.

Handle hot PYREX dishes with a dry cloth.

THIS IS TOO SUDDEN

Allow hot dishes to cool before adding water. PYREX Ware can stand the hottest oven temperatures but the suddenly-added water cools the dish too quickly in one spot. In using PYREX Flameware, remove the Saucepan, for instance, from the heat and cool before adding liquid—as in making gravy. Even boiling water is not as hot as the heated PYREX dish.

GREASING HELPS

Grease baking dishes before using. Complete greasing lessens dish-scrubbing. If a PYREX Baking Dish is filled very full so there is even a possibility of its boiling over, handles and rims should be greased, too.

EMPTY PAN, KEEP AWAY FROM MY FLAME!

Don’t put an empty PYREX Flameware dish over the direct heat on top of the range. Always put liquid, fat or food in first!

A-T-T-E-N-T-I-O-N PLEEZ!

Avoid boiling dry or allowing foods to burn on or stick to the dish.

A LITTLE GOES A LONG WAYS

Use low to moderate direct heat with PYREX Flameware. Foods cook quickly in PYREX Ware, so high gas flames or high electric heat are unnecessary.

WHAT, NEVER? NO, NEVER!

Never use PYREX Ware for deep fat frying. It’s not that the hot grease will break the PYREX dish. But if, in one of those “one-chances-out-of-a-million”, the dish is broken, then the fat would catch fire. So to be on the SAFE side we say:

NEVER USE PYREX WARE FOR DEEP FAT FRYING!
BEAUTY TREATMENT FOR
THE PYREX FAMILY

THOSE BROWN STAINS

Overcooking always means hard dishwashing. But accidents will happen! Johnnie cuts his finger or the phone rings—and the beans cook merrily on. So, the dish gets too brown.

Here's a simple way to get the brown stains off PYREX Ware: Soak the PYREX dish in warm water to which baking soda has been added (3 tablespoons of baking soda to 1 quart of water).

SAVING THE SURFACE

The PYREX Family will always have the smooth, "skin you love to touch" surface if you treat it right. Don't ever use any kind of scratchy cleansers!

BEGINNING TO SEE WHITE SPOTS?

In some localities hard water leaves a whitish mineral deposit on dishes. Avoid this by washing the PYREX Double Boiler bottom, for instance, with soap and hot water after each use. Stubborn mineral deposits may be removed by filling the PYREX Flameware dish half full of water, adding two tablespoons of vinegar and boiling a few minutes. Then wash in hot soapy water.

BROKEN PARTS—BUT NOT BROKEN HEARTS

If the basket of your PYREX Percolator gets broken, you don't have to buy a whole new percolator. Just buy a new basket. Parts for other Pyrex dishes are also available—for double boilers, teapots, saucepans, covers for casseroles, etc.

"There's Only One PYREX Ware — Made Only By Corning Glass Works"
BUT SERIOUSLY...

What? Your customer has broken a PYREX Dish? Be of good heart, for here comes the Corning Glass Works Replacement Policy to your aid. It goes like this:

**PYREX OVENWARE** — Any dish or glass part of PYREX Brand Ovenware which breaks from oven heat within *two years* from date of purchase, when used according to instructions, may be replaced by any dealer in PYREX Brand Ware in exchange for the broken pieces.

**PYREX FLAMEWARE** — Any glass part of a PYREX Flameware Dish which breaks from heat or refrigerator cold within *two years* from date of purchase, when used according to instructions, may be replaced by any dealer in PYREX Brand Ware in exchange for the broken pieces.

**MARKS ON PYREX WARE**

*(Speaking of the PYREX Family—shouldn't we have called them BIRTHMARKS?)*

Some day, perhaps, Mrs. America may ask you about “those wavy marks” on PYREX Ware. Maybe she’ll say “They’re cracks”. “Oh, my no!”—you’ll answer. She may also add—“And every dish has them—some have more and some less, but they’re there!”

Why? Because, before it becomes a dish, that Casserole, for instance, was just a gob of hot glass. When cool metal shears—that is they are cooler than the glass—cut away the Casserole “gob” from the rest of the molten glass, wavy lines are formed. In other words, the shears “leave their mark”. These wavy marks are a part of each piece of PYREX Ware and in no way affect its quality. Simple, isn’t it—when you know?
OR DOES SHE HAVE AN ELECTRIC RANGE?

"I followed all the directions so carefully—but yesterday my PYREX Saucepan broke on top of my electric range!"—wails Mrs. America. Ah! You say to yourself—she said "electric range". So you ask her when her electric range was made. If she says it is a 1940, or later model, tell her she must use a wire grid between the PYREX Flameware dish and the coils on her range. (Also applies to replaced units on old range.)

Our Laboratory tests here at the Corning Glass Works show that on these new model electric ranges, the wire grid increases the usefulness of the PYREX Flameware to Mrs. America. Also—and this is important—she must use a wire grid on her new model electric range in order to be able to take advantage of our replacement policy.

By the way, these wire grids are furnished to Mrs. America free-of-charge. All she has to do is to put her name and address on the postage-free card which accompanies every PYREX Flameware dish. (Be sure she writes her name and address on the card. We have had a good many cards returned to us with no name or address.)

And here are the Flameware members of the PYREX Family which need a Wire Grid to rest on when they are used on top of an electric range:

- Saucepans
- Percolator
- Teapot
- Double Boiler

BE SURE TO FILL OUT THE CARD FOR YOUR FREE WIRE GRID!
BE A "SHOW-OFF"

Talking about "just looking", keep your PYREX Ware display so Mrs. America won't "just overlook" it.

First—Have your PYREX Ware sparkling. Dust it daily and polish off any fingerprints.

Next—Use a Mass Display by making piles of baking dishes, saucepans and other items.

Then—Make an Island Display and give Mrs. America a chance to walk all around and get a good look at everything. PYREX Ware loves to sell itself.

Also—Use Colorful Advertising Displays to attract attention to your PYREX Ware.

Remember—Display sets of PYREX Ware. Sets for brides, shower gifts, sets for large families and small families, sets for Mother's Day.

And—Arrange together those pieces that "go together". As a hint, Mixing Bowls with Measuring Cups and Cake Dishes with Double Boilers (to make frosting).

Helpful Girl—Sell Parts. Mrs. America is often so pleased at being able to replace a broken part of a familiar dish that she is in an excellent mood to buy more PYREX Ware.
WHO'S RELATED?

THE WHOLE PYREX FAMILY...

EACH PYREX DISH TO EVERY OTHER PYREX DISH
AND ALL OF THEM TO YOUR POCKETBOOK

RELATED SELLING

Some folks call it "Suggestive Selling"—and it can make your pocketbook fatter and your customers happier. For RELATED SELLING isn't just an effort to increase your sales; it's a service you can give your customer. You can help Mrs. America to buy what she needs but has "just overlooked".

Members of the PYREX Family get along well together—they cooperate in the kitchen work. So... if it's mixing bowls Mrs. America is buying, suggest measuring cups to measure the ingredients that will be stirred in the mixing bowls. When she buys a cake dish, she'll need measuring cups and mixing bowls. Watch the sales increase when you suggest purchases.

The next few pages can be your guide... and help you... and help Mrs. America!

"There's Only One PYREX Ware — Made Only By Corning Glass Works"
YOU CAN SELL TWO PYREX WARE ITEMS WHERE ONE SOLD BEFORE

(Yes, you can. Try for a week and you’ll be convinced.)

WHEN MRS. AMERICA BUYS PYREX BOWLS—either the No. 95 or the No. 400 Color Bowl Set

You Can Suggest

Round or Square Cake Dishes
or suggest
Loaf Pans for loaf cake, meat loaf, etc.
or suggest
Pie Plates for pies, rolls, corn bread
or suggest
Measuring Cups to measure ingredients for breads, salads, custards, muffins.

WHEN MRS. AMERICA BUYS OVEN ROASTERS

You Can Suggest

Custard Cups for baking desserts in oven at same time
or suggest
Pie Plates or Cake Dishes

WHEN MRS. AMERICA BUYS CASSEROLES

You Can Suggest

Measuring Cups to measure ingredients used in casserole dishes.
or suggest
Utility Dishes to bake cakes or hot breads or rolls
SELL TWO WHERE ONE SOLD BEFORE . . . TRY FOR A WEEK —
YOU’LL BE CONVINCED —

WHEN MRS. AMERICA BUYS
PIE PLATES

You Can Suggest

- Bowls for mixing pie crust, beating egg whites for meringue, mixing dry ingredients for cream filling for pies
  - or suggest
  No. 18 Measuring Cup for measuring fat, flour and sugar for pies.
  - or suggest
  No. 508 Measure for measuring liquids for pie fillings
  - or suggest
  No. 532 Measure to mix filling for custard and pumpkin pie.
  - or suggest
  Double Boiler to make cream fillings for pies.

WHEN MRS. AMERICA BUYS
ROUND OR SQUARE CAKE DISHES
UTILITY DISHES
LOAF PANS

You Can Suggest

- Mixing Bowls for mixing breads, cakes, meat loaves, desserts
  - or suggest
- Measuring Cups to measure ingredients for those foods
  - or suggest
- Saucepans for cake fillings and icings
  - or suggest
- Double Boilers for frostings and fillings

WHEN MRS. AMERICA BUYS
SAUCEPANS

You Can Suggest

- Measuring Cups to measure ingredients for cooking vegetables, sauces
  - or suggest
- Mixing Bowls for washing and preparing fruits and vegetables.
SELL TWO WHERE ONE SOLD BEFORE ... TRY FOR A WEEK—
YOU’LL BE CONVINCED—

WHEN MRS. AMERICA BUYS
DOUBLE BOILERS

You can suggest
Measuring Cups for preparing custards, sauces, cereals and puddings

Or suggest
Custard Cups for serving puddings

WHEN MRS. AMERICA BUYS
TEAPOTS

You can suggest
Pint or Quart Measure to measure water for tea or milk for cocoa

WHEN MRS. AMERICA BUYS
PERCOLATORS

You can suggest
Pint or Quart Measure to measure water for coffee, tea or fruit drink

WHEN MRS. AMERICA BUYS
A HOSTESS CASSEROLE

You can suggest
A set of four, six or eight ramekins for a matching set.

WHEN MRS. AMERICA BUYS
CUSTARD CUPS

You can suggest
Pint or Quart Measure for mixing and pouring popovers, muffins and custards

Or suggest
Double Boilers for making boiled custards and puddings

Or suggest
Saucepans for making puddings

COVERS

When Mrs. America buys PYREX Casserole No. 624 or No. 684, suggest Cake Dish No. 221, for the casserole covers fit this, too, making a small casserole of the cake dish.

The utility covers of PYREX Casseroles No. 682, No. 683 and No. 684 can be used as pie plates, too.

The covers of PYREX Refrigerator Dishes are nice for hot dish tiles.

The cover of the PYREX Roaster doubles as a separate baking dish.
IF PYREX Dishes could talk—what tales they could tell. All about the "two-timers".. plus. How Percolator is supposed to "go steady" (so to speak) with coffee. But, on the side, Percolator "steps out" with soup—takes lemonade out to supper on the porch—"cooks up dates" with corn-on-the-cob. But Mrs. America enjoys having dishes that are such "good mixers," dishes with many "talents."

Mrs. America will be glad to hear about the many "talents" of PYREX dishes. There are dozens of uses for each dish but here are some of the foods that have already been tried in PYREX dishes in the CORNING GLASS WORKS Test Kitchen. So read on and when Mrs. America asks: "What's it for?", you can tell her "what's cooking."

---

**PERCOLATOR**

Coffee

Milk Pitcher

Lemonade

Water Pitcher

Tea

Cooking tall vegetables such as corn-on-the-cob
broccoli and whole stalks of asparagus

**SAUCEPANS**

Vegetables — potatoes, carrots, cauliflower

Fruits — for apple sauce, rhubarb

Stews

Puddings — chocolate, butterscotch

Sauces

Dumplings

Frozen fruits and vegetables

"There's Only One PYREX Ware — Made Only By Corning Glass Works"
<table>
<thead>
<tr>
<th><strong>PYREX WARE HAS MANY USES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOSTESS BOWLS, CASSEROLES AND RAMEKINS IN COLOR</strong></td>
</tr>
<tr>
<td><strong>Bowl to heat chili in oven</strong></td>
</tr>
<tr>
<td><strong>Ramekins for serving</strong></td>
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<tr>
<td><strong>Bowl as soup tureen</strong></td>
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<td><strong>Ramekins for serving</strong></td>
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<tr>
<td><strong>Bowl for making meat pie</strong></td>
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<tr>
<td><strong>Ramekins for serving salads</strong></td>
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<tr>
<td><strong>Bowl for holding popcorn</strong></td>
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<tr>
<td><strong>Ramekins for individual servings</strong></td>
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<tr>
<td><strong>Bowl for Salads or Fruit</strong></td>
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<table>
<thead>
<tr>
<th><strong>DOUBLE BOILERS</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Cereals—oatmeal, rice, cornmeal</strong></td>
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<tr>
<td><strong>Cocoa</strong></td>
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<tr>
<td><strong>Cream Sauce</strong></td>
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<tr>
<td><strong>Welsh Rarebit</strong></td>
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<tr>
<td><strong>Boiled Icing</strong></td>
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<tr>
<td><strong>Boiled custard</strong></td>
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<tr>
<td><strong>Puddings</strong></td>
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<table>
<thead>
<tr>
<th><strong>TEAPOT</strong></th>
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<tbody>
<tr>
<td><strong>Heating water for tea</strong></td>
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<tr>
<td><strong>Brewing and serving tea</strong></td>
</tr>
<tr>
<td><strong>Serving fruit juices</strong></td>
</tr>
<tr>
<td><strong>Making and serving cocoa</strong></td>
</tr>
<tr>
<td><strong>Heating and serving soups</strong></td>
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<tr>
<th><strong>REFRIGERATOR DISHES</strong></th>
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<tbody>
<tr>
<td><strong>For baking</strong></td>
</tr>
<tr>
<td><strong>The large dish</strong></td>
</tr>
<tr>
<td><strong>for baking small cakes as small casserole</strong></td>
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<tr>
<td><strong>The loaf-size dish</strong></td>
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<tr>
<td><strong>just holds pound of butter bakes little meat loaf or small loaf of nut bread.</strong></td>
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<tr>
<td><strong>For storing</strong></td>
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<tr>
<td><strong>The small dishes</strong></td>
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<tr>
<td><strong>for storing and re-heating left-overs</strong></td>
</tr>
<tr>
<td><strong>for serving relishes</strong></td>
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<tr>
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<td><strong>for baking individual puddings.</strong></td>
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</table>
PYREX WARE HAS MANY USES

OVEN ROASTER

Oven stews and one-dish meals
Holds 4 or 6-pound roast or chicken

Use bottom for meat pie or as open roaster
Cover for scalloped vegetables

CAKE DISHES

Layer cakes
Upside-down cakes
Coffee cake
Sweet rolls

Biscuits
Cornbread
Small roasts
Baking vegetables

MEASURES

One-Cup dry
For measuring sugar, flour

Pint and Quart sizes
Baby feeding formulas
Canning, preserving and jelly making
Breadmaking, Salad dressings
Measuring and mixing popovers, waffles, pancakes
Eggs Whipping cream
Whipping potatoes

One-Cup overflowing
For measuring hot or cold liquids

LOAF PANS

Yeast bread
Raisin and nut breads

Meat loaf
Frozen salads and desserts

UTILITY DISHES

Baked vegetables
Scalloped dishes—tomatoes, potatoes, oysters, salmon, Roasts
Gelatin
For serving salads
Gingerbread Shortcake
Rolls Cornbread
PYREX WARE HAS MANY USES

CASSEROLES

Meat pies  Baked chowders
Scalloped dishes  Refrigerator storage to keep foods moist
Baked Beans  Baking fruit cakes
Roasts

"FLAVOR-SAVER" PIE PLATES

Juicy fruit pies  Gingerbread
Salads  Upside-down cake
Stuffed vegetables or chops  Cobblers
Scalloped vegetables or meats  Coffee cake
Macaroni and cheese  Cornbread
Shortcakes  Rolls
Rice puddings  Baking powder biscuits

STANDARD PIE PLATES

Pies (all kinds)  Corn bread
Coffee cake  Baking powder biscuits
Rolls

CUSTARD CUPS

Baking rolls, muffins, popovers, cupcakes  Stewed fruits
Baking and serving custards, puddings  Individual salads
Frozen desserts  For storing small amounts of left-overs
PYREX WARE HAS MANY USES

**BOWL SETS**

Mixing:
- Batters, doughs, pastry, salads

Preparation:
- Washing and cleaning fruits and vegetables

Baking:
- Beans, cake, scalloped dishes

Serving:
- Salads, casserole dishes
- Fruits and nuts

Small Bowls:
- Celery hearts, radishes
- Storage for left overs
- Gravy—sauce
- Beating a few eggs, mayonnaise or icing

**DEEP PIE DISHES**

Individual deep dish pies
- Baked apple
- Souffle
- Individual chicken, fish or meat pies
- Individual salad or scalloped vegetable or meat

Child's service dishes
- Cereal bowl
- For serving sauces, jams, mayonnaise or relishes
- For serving soups, chowders and oyster stews

**FUNNEL**

Filling baby bottles

Transferring liquids to smaller bottles

Canning

**NURSING BOTTLES**

Two sizes—The 8-ounce for the formula.

The 4-ounce for water and orange juice.

"There's Only One PYREX WARE—Made Only By Corning Glass Works"
Goodbye for now!

TOMORROW IS ANOTHER DAY!

Are you still with us? At last, you can sneak a look at the clock—Heavens! The working day is over! You sink in your chair (for the first time all day). Hopefully you glance at your PYREX Family. You think of all those PYREX dishes which have gone from your capable hands to Mrs. America. Then you add up your sales for the day. Wonderful!

Don't you feel a little smug at the good job you've done this day? The PYREX Family and you have given Mrs. America many thoughts of "Happy household days ahead!"

You can go on without us now—our job is done—it's you who will carry on from here. So—we'll wish you good luck, success and happiness, and, making our final bow, we'll draw the curtain on a day well spent with you, PYREX Ware and Mrs. America.

TOMORROW - I'LL HAVE A PYREX WARE WINDOW DISPLAY - AND AN ISLAND DISPLAY - OH BOY! MORE LIGHT ON THE COUNTER - MORE SPARKLE TO PYREX WARE

HAPPY DAY!