



There are many reasons why every day more and more women reach for Revere Ware!

It is beautiful, designed for a lifetime of satisfactory service. The copper bottom of Revere Ware spreads heat more evenly, helps prevent hot spots and the burning of food, and Revere Ware is practically indestructible.

The Revere "Waterless Cooking Way" is simple, preserves precious vitamins and minerals, improves flavors while low heat cooking saves fuel, reduces food odors, keeps kitchens cooler.

Revere Ware is easy to keep clean. Remains bright and sparkling.

Welded handles eliminate rivets; leave insides of pans and covers smooth, sanitary, free of dirt-catching obstructions. Pistol grip handles are cool and comfortable.

With all these advantages in Revere Ware, how can you be satisfied with old fashioned cooking utensils? But beware of imitations. Look for the trade mark in the copper bottom. Revere Copper and Brass Incorporated, Rome Manufacturing Company Division, Rome, N. Y.

SEE REVERE'S "MEET THE PRESS" ON NBC TELEVISION EVERY SUNDAY

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for **Revere Ware**