The AMERICAN HOME for March

25¢

ALL THE HOME SERVICE YOU EXPECT

—but with that "New Look". . . LIKE IT?

If you're dreaming about modern, but living with traditional, why not do a little redecorating to make your dreams come true? The room below was changed from a conventional interior into this delightful modern living room. Redecorating began with a new floor of Armstrong's Embossed Inlaid Linoleum, Style No. 6280. A wall of fluted glass made a hallway at the old entrance, a new front was added to the fireplace, and the windows were remodeled. If you would like a free list of room furnishings and floor plans, just write us.

We had to buy a house we didn't want

THERE wasn't a house in town to rent. "I guess there's nothing to do but buy," Norm said glumly. "That house of Jim Dale's is for sale. At least it's well built and . . ."

I couldn't hide my disappointment. For six years we'd planned on a really modern house.

"I know your heart is set on modern," he sympathized. "Maybe we could remodel and . . ."

I shook my head, remembering Mary Dale's living room—nice, but so conventional.

"What makes a house modern?" he asked.

"Oh, Norm, don't you remember Alice's house—those big windows, that wonderful fireplace, those linoleum floors . . . ?"

"Don't see why we couldn't get those things," Norm said. "Saw some of that same Armstrong's Linoleum in Pearson's. We could even use Alice's idea to make sort of an entrance hall of fluted glass."

I still wasn't sure, even when I went down with Norm to sign the agreement of sale.

Later, we stopped at Pearson's to see about the linoleum floors. "Sure, you can make that house modern," Mr. Pearson said. "Maybe Sarah Small, our store decorator, can help you. 'Most all the people who like modern come here for Armstrong's Linoleum, so Sarah gets in on a lot of those jobs."

Sarah was wonderful. Putting the banister poles from floor to ceiling was her inspiration.

The other evening a strange woman phoned. She had learned that we had Armstrong's Linoleum in every room. Would I recommend it for a very modern home she was planning? Of course! How can you have a modern home without Armstrong Floors?

Send for new decorating book. "Ideas for Every Room," a new full-color book by Hazel Dell Brown, famous decorator, brings you dozens of helpful suggestions for decorating new homes and remodeling old ones. For your copy of this beautiful new book, send 10¢ (outside U.S.A., 40¢) to Armstrong Cork Company, Floor Division, 4803 Pine Street, Lancaster, Pennsylvania.

ARMSTRONG'S LINOLEUM FLOORS

for every room (A) *in the house*

MADE BY THE MAKERS OF ARMSTRONG'S QUAKER RUGS, ARMSTRONG'S ASPHALT TILE, AND ARMSTRONG'S LINOWALL®

What does it take to be a "Model" Mother?

**What Betty Brookfield has—
two adorable youngsters, a lovely figure—
and look at that smile!**

ANY WOMAN would look good in a $475 designer original? Probably. And many women have lovely children? True . . .

Ah, but how many women have a smile as sparkling as Betty Brookfield's?

Kansas City's finest shops think so much of hazel-eyed Betty and her dazzling smile that they call on her constantly to grace their most important fashion shows.

Do you wonder, then, that this "model" mother takes no chances with her smile? Or that she's taught 6-year-old Karen to safeguard *her* smile, too, by following this famous dental routine: *Regular brushing with Ipana Tooth Paste, then gentle gum massage.*

That's the routine of so many successful models. Get started towards a "model" smile yourself--get a tube of Ipana today.

New note in Fashion. Filmy, feathery lace cascades from head to hem in this dramatic gown Betty models for Harzfeld's. *Always* in fashion, highlighting any costume, is a brilliant smile like Betty's—a smile she guards with Ipana Tooth Paste. And how right she is! Because dentists themselves recommend and use Ipana 2 to 1 over any other tooth paste, a recent national survey shows.

"Diaper Dan" (that's what Mr. Brookfield calls his year-old son) asks you to excuse his back. But how else can he admire Mommy's and Karen's gorgeous smiles? Mommy knows that firm, healthy gums are important to sparkling teeth—sees to it that her family gets *Ipana* care.

Follow your dentist's advice about gum massage. Correct massage is so important to the health of your gums and the beauty of your smile that 9 out of 10 dentists recommend it regularly or in special cases, according to a recently completed national survey! *Help your dentist guard your smile of beauty.*

In their Country Club District home, Karen shows how well she's learned proper care of teeth and gums, stressed in thousands of classrooms. If *your* gums flash a warning tinge of "pink," *see your dentist.* Let *him* decide whether yours is a case for "the helpful stimulation of Ipana and gentle massage."

IPANA TOOTH PASTE

Products of Bristol-Myers

for your Smile of Beauty

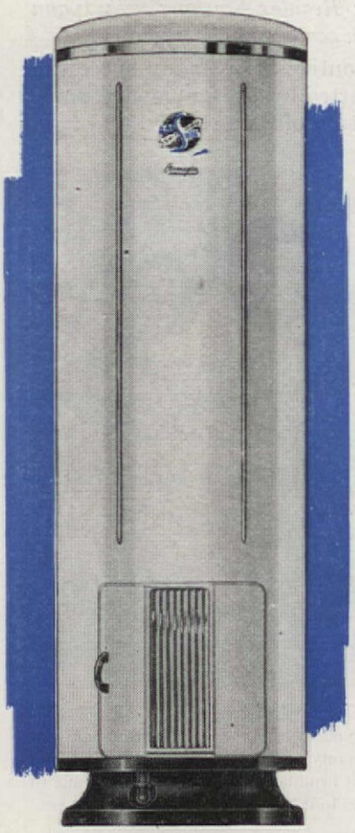
P.S. For correct brushing, use the DOUBLE DUTY Tooth Brush with the *twist* in the handle. 1,000 dentists helped design it!

This NEW DISCOVERY gives you

Hot Water "Packaged-in-Glass"

FOR EVERY HOME USE you can have cleaner, *purer* hot water . . . heated and stored in a water heater that's sanitary as a clean drinking glass!

No Rusting—No Corroding



"Packaged-in-glass" hot water is a remarkable development in automatic water heating, based on years of research by A. O. Smith scientists. Water is actually "packaged" in a tank of *glass-fused-to-steel*.

Sparkling blue and mirror-smooth, it CANNOT rust or corrode . . . under *any* water condition.

This unique tank does away with tank rust that ruins your laundry . . . corrosion dirt that stains water and fixtures. You have a constant supply of water that is always ready, always hot, always *clean*.

This is just one of a dozen advantages built into the *Permaglas* Water Heater. Connections and controls are concealed. The exterior is smooth white enamel-baked-on-steel. Heating units are the most economical devised.

See *all* the features of this truly modern water heater at leading public utilities, merchant plumbers, and better appliance dealers. Or write the nearest office below for complete information. Gas or electric.

Guaranteed by Good Housekeeping

Permaglas

TRADE MARK REG U S PAT OFF

WATER HEATERS

A. O. SMITH Corporation • New York 17 • Atlanta 3 • Chicago 4 • Houston 2
Seattle 1 • Los Angeles 14 • International Division: Milwaukee 1
Licensee in Canada: John Inglis Co., Limited

Manufacturers also of better zinc-lined *Duraclad* and *Milwaukee* Water Heaters

In this Issue

March, 1948 **Vol. XXXIX, No. 4**

Cover photograph by Nowell Ward See page 27

Arts and Crafts

The Most Fascinating Hobby in the World . . . . . Maude Gallman Brown 52
Rug Patterns 52, 53, 54, 55, 56, 57

Children

Johnny's a Tattle Tale . . . . Marjorie Page, Ph.D. as told to Luby Pollack 99
Do You Have a Special Appeal for Babies? . . . . . G. G. Wetherill, M.D. 103
Watching Your Child's Hearing . . . . . Samuel R. Berenberg, M.D. 104

Decorating

Old Rockingham's Got Her . . . . . Lynn and Gray Poole 18
We Were Forced into Learning . . . . . Kathryn E. James 20
Two Makes One . . . . . Ruth W. Lee 40
House of a Hundred Candles . . . . . Caroline Hartley 44
Who Said Never Mix Them? 50
We Prefer Blondes . . . . . Robert Wortham 58
Looking for a Useful "Hall Piece"? 60
New Life for Aging Arms . . . . . Sally Buckley 63
Solution for Non-Existent Bedroom 64
Modern Topping . . . . . Ethel McCall Head 66

Gardening

This Fruit Garden Won't Wash Downhill 22
Life with a Left-Handed Trowel . . . . . Jean McCaleb 84
Commentator Beatty Recharges Batteries that Power Nerve-Wracking Job . . . . . E. L. D. Seymour 89
A Garden Is for Sixty, Too . . . . . Amy M. Ryan 93
Long-Range Planning . . . . . Hester Fairfield 96

Homes and Maintenance

Have You a Dated Bungalow that Resists the "New Look"?
Home of Mr. and Mrs. Robert F. Scully . . . . . Jane Stoddard Scully 25
All Hundred and Sixty at Non-Profit
Home of Mr. and Mrs. Edward G. Thomas 27
Home of Mr. and Mrs. James A. McKinney 28
Home of Mr. and Mrs. Robert C. Burgess 28
Home of Mr. and Mrs. A. W. Hill 29
And Just a Few Miles South, Another Fine Home Development
Home of Mr. and Mrs. Maynard Jackson 30
Home of Mr. and Mrs. DeWitt S. Stillman 31
Home of Mr. and Mrs. C. E. Blomgren 31
Beauty Treatment Starts New Trend
Home of Mr. and Mrs. Edward Shadd . . . . . William J. Hennessey 32
Blueprints for Modern Living 37, 38
Two Makes One . . . . . Ruth W. Lee 40
Modern Topping . . . . . Ethel McCall Head 66
The American Home Planning Primer . . . . . Kenneth Duncan 68
Open and Shut Case 76
He Couldn't Sell It for $50—Home of Joseph Pinchbeck . . . . . Fred Gund 79

Food, Parties, Housekeeping

Sure-Fire Fun . . . . . Nellie M. Marsh 108
Exactly Enough! . . . . . Esther Foley 111
Menus 113
Soup for Lunch 114
Recipes 114, 116, 118
Creole Kitchen . . . . . Virginia M. Cooper 115
Penny Pretty Meals . . . . . Marie Peters 117
Mad Tea Party . . . . . Mary Axford Nash and Gertrude Brassard 120
Revision with Vision . . . . . Edith Ramsay 124
This Month's American Home Kitchens
The Shadd Kitchen 127
The James Kitchen 128
Who Told You Homemaking Isn't a Career? . . . . . Ruth McKitrick Holland 130
Oh, My Aching Back! . . . . . Blanche N. Nelson 135
With a Big Stick . . . . . De Nyse Conover 137
Look . . . It's New! 139

Inspirational

Books 10
Neighbors . . . . . J. Martin Young 12
This One's on the House . . . . . Charlotte Kessler 17
Back to 1710 . . . . . L. D. Burgweger 82

MRS. JEAN AUSTIN, EDITOR

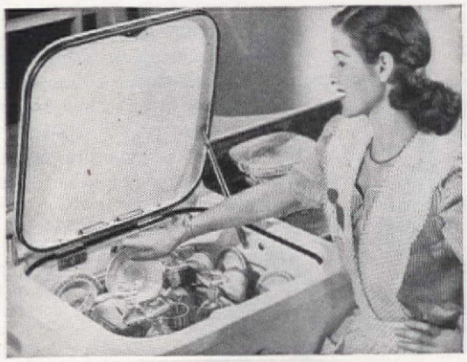
MARION M. MAYER, Managing Editor
E. L. D. SEYMOUR, Horticultural Editor
WILLIAM J. HENNESSEY, Architectural and Building Research Editor
MARY E. MONZE, Decoration Editor
JAMES M. WILEY, Home Furnishings Editor
EDITH RAMSAY, Home Equipment Editor
ESTHER FOLEY, Food and Nutrition Editor
GERTRUDE BRASSARD, Party Editor
RUTH DAVIS, Feature Editor
WILLIAM H. GROVE, Art Editor
VELMA LUND, Arts and Crafts Editor
RUTH W. LEE, Midwestern Correspondent
KAY CAMPBELL, Western Correspondent

THE AMERICAN HOME, March, 1948. Vol. XXXIX, No. 4. Published monthly by The American Home Magazine Corporation, 444 Madison Ave., New York, N. Y. W. H. Eaton, President-Treasurer; Jean Austin, Vice-President-Secretary. Executive, Editorial and Advertising headquarters, 444 Madison Avenue, New York 22. Subscription Department, 55 Fifth Avenue, N. Y. 3.

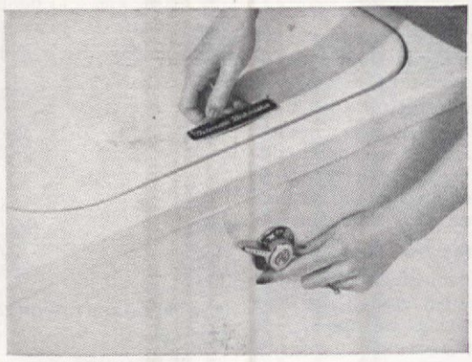
Copyright, 1948, by The American Home Magazine Corporation. All rights reserved.

Title registered in U. S. Patent Office. Subscription price in United States and Canada $2.50 a year; two years, $4.00; three years, $5.00. Foreign postage, $1.00 per year extra. Entered as second class matter December 31, 1935, at the post office at New York, N. Y., under act of Congress March 3, 1879.

• ***Wonderful General Electric Dishwasher takes all the work out of dishwashing! Washes dishes sparkling clean — automatically. They dry in their own heat.***



1 A day's dishes done like magic! The new General Electric Dishwasher will wash a whole day's dishes for a family of four at one time. Separate racks hold china, glassware, silver safely. Washes pots and pans, too!



2. No more rough, red hands! You never touch dishwater. Just turn the switch and the Dishwasher takes over—does the whole job *automatically*—washing and rinsing dishes in water hotter than your hands could stand.

3. Gives you new hours of freedom! You're no longer a slave to a dishpan. All by itself, the Dishwasher hygienically cleans and rinses each piece *cleaner than you could do it by hand*. Safely, too—for only the water moves.

4. No dishes to wipe—ever again! After dishes are washed and rinsed, the cover opens automatically, and both dishes and Dishwasher dry in their own heat. Gleaming, sparkling clean dishes are ready to be put away.

• • •

NOTE: The Dishwasher is available either in a complete sink, or as a separate individual appliance for installation in your new or present kitchen. General Electric Company, Bridgeport 2, Conn.

FOR THE COMPLETE TABLE-TO-SHELF DISH JOB

AUTOMATIC DISHWASHERS

GENERAL ELECTRIC

How we retired with $200 a Month

We'd never be out here in California today, financially independent, if it hadn't been for what happened back in Scarsdale, the night of September 10, 1926. How do I remember the date? It was my fortieth birthday and Nell had gotten tickets for "Countess Maritza" to celebrate. While she was dressing that night I sat in the living room, looking through a magazine.

I suppose any man feels kind of serious when he hits forty. *Someday* we wanted, Nell and I, to really enjoy life. Move out where it was summer all year, in southern California. Grow flowers and soak up the sun. Have time for living. But how could we?

We hadn't saved much. And I realized that a half of my working years had gone. I had a good job and a fair salary. But we found it hard to bank anything. So I began to wonder—must I always live on a treadmill, like so many others?

As I turned the pages, an ad caught my eye and I started to read it. Oddly, the ad seemed meant for me. There *was*, it said, a way for a man to retire on an income—without ever being rich. It was called the Phoenix Mutual Retirement Income Plan. With it, I could arrange to get a guaranteed income of $200 a month beginning when I reached 60. And it wasn't just an income for myself alone. The Plan actually provided an income as long as either Nell or I lived.

Just as I finished, Nell came rushing downstairs in a hurry as usual. But I stopped long enough to tear out the coupon at the bottom of the ad. I stuck it in an envelope and dropped it in the mail on our way to the show.

Well, that was back in *1926*. A few years later, the stock market crashed and the depression came along. Then the war. Many times I was thankful that I had my Phoenix Mutual Plan.

Well, a while back my sixtieth birthday arrived—and was *that* a celebration! I was all set to retire. And it wasn't long before my first Phoenix Mutual check for $200 came in. So we sold the Scarsdale house and headed for California.

We're in a beautiful spot here, just right for us. And every month, right on the dot, the postman hands us another check. Security? Why, we have more than lots of rich people. Our income is *guaranteed for life!*

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of $100 to $200 a month, or even more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge a booklet which tells about Phoenix Mutual Retirement Plans and how to qualify for them. Similar plans are available for women. Don't delay. Send for your copy now.

ESTABLISHED 1851

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
716 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet describing Retirement Income Plans for women.

Name_____

Date of Birth_____

Business Address_____

Home Address_____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
716 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet showing how to get a guaranteed income for life.

Name_____

Date of Birth_____

Business Address_____

Home Address_____

COPYRIGHT 1948, BY PHOENIX MUTUAL LIFE INSURANCE COMPANY

contributors

• • • **HELEN K. THOMPSON** enjoys the designing and making of hooked rugs. After an education emphasizing arts and sciences, music, philosophy, and psychology, she took an active interest in social reforms. In recent years, she has spent her time making individualized designs for hooked rugs. Leading a full life, she is surrounded by four grandchildren.

• • • **RUTH McKITRICK HOLLAND** was born in Des Moines, went to school in Los Angeles, did secretarial work in La Jolla and, since marrying a chemist ten years ago, has lived in the San Francisco area. Her life is full of interests which her husband shares: children (two boys and a girl), photography, a workshop, camping, gardening and books. She makes her AMERICAN HOME debut with the homemaking article, page 130.

• • • **ROBERT WORTHAM** is thirty years old and "married to a Brooklyn girl with scarlet tresses". They have a new home in Sierra Madre, two children—"one of each", and a Scottie. His hobbies include photography, furniture refinishing, sketching in pastels, woodworking and the reproduction of antiques in miniature. He writes fiction and nonfiction—"We Prefer Blondes", and at present he's going to school under the GI Bill.

Frank Gardina

• • • **GRAY and LYNN POOLE** are the husband-and-wife team who wrote "Old Rockingham's Got Her . . .". Gray Poole was graduated from Girls Latin School, Baltimore, spent three years at Johns Hopkins University, majoring in the Romance Languages and English. She has been a reporter and feature writer on newspapers in Baltimore and Santa Ana, Acting Director of Publicity for the Pasadena Institute of Art, and a fashion copywriter for a Baltimore department store. As a free-lance writer, she has contributed to several newspapers and national magazines. Lynn Poole received his A.B. and M.A. degrees from Western Reserve University where he majored in art education and aesthetics. He went to Europe in 1939 to study art education on a Rockefeller Fellowship Grant. He was on the Educational Staff of the Cleveland Museum of Art for three years, then with the Activated Educational Division at Walters Art Gallery in Baltimore. After four years with the Army Air Force doing Public Relations work, he accepted his present position as Director of the Activated Department of Public Relations for Johns Hopkins University. A recently completed book on School Museums was the result of five years of research. He is a member of many national associations in his field, and a contributor to many art journals, newspapers, and national magazines.

• • • **HESTER FAIRFIELD'S** home, for the past ten years, has been in a California walnut grove. She was born and brought up in a big city, but it is the experiences of these later years which have inspired her stories, articles, and poetry. "Long-Range Planning", her first venture in relating the experiences of others, was accomplished with keen interest.

• • • **CHARLOTTE KESSLER** was born in Missouri and "because I was quite young at the time, I might say that my mother migrated me to Kansas." She is an accountant for the Santa Fe Railway and an amateur camera fan. She found her family of three photogenic kittens and their mother on her doorstep. She doesn't say where she got her sense of humor, but it is delightfully evident in, "This One's on the House" on page 17.

NOW EVERY HOME CAN HAVE LUXURY HEATING . . .

with the TRANE Convector-radiator

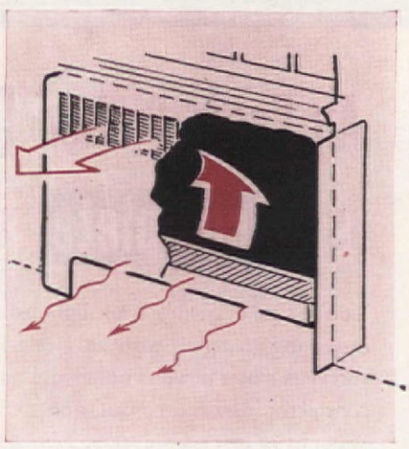
HERE IS DELIGHTFUL COMFORT—PLUS REAL BEAUTY—AT A BUDGET PRICE

For years, those who could afford the finest in heating have enjoyed the delightful comfort of custom-built Trane Convector-radiators. Now even the most modest home can share in this pleasure. New production methods and quantity manufacture make Trane Convector-radiator systems available at a cost *less* than any other hot water or steam heating system.

The introduction of the Trane Convector-radiator foretold the end of the old-fashioned radiator. Here is a system that combines the natural warmth of convected heat with just a touch of sun-like radiant heat. Added to that is all the decorative freedom of concealed heating plus an ease and speed of control and response that far surpasses other heating methods.

HOW TRANE CONVECTOR-RADIATORS FUNCTION

Inside the cabinet of the Trane Convector-radiator is a light-weight aluminum and copper heating element. This modern element heats volumes of air quickly and gently, causing it to flow from the unit, eliminating cold spots around windows and circulating throughout the room. To the snug, cozy feeling resulting from this warmed air in motion is added just the right amount of radiant heat. Trane Convector-radiators may be individually regulated at the touch of a finger. No other heating system gives you this ideal combination of perfect heating, fast response, and proved fuel economy—and no other heating device so effectively releases heat at the exact point where heat is needed most.



NOW YOU CAN HAVE THIS IDEAL HEATING

With Trane Convector-radiators you have every advantage you want from heating—yet installation is simple, automatic control is exact, and decoration is easy. For more information about the new Trane Convector-radiators, and where they may be secured, send a post card to The Trane Company, for Booklet A5, "How to Live in June All Winter."

TRANE

Convector-radiators

THE TRANE COMPANY • LACROSSE, WISCONSIN
TRANE COMPANY OF CANADA, LTD., TORONTO

Manufacturers of the World's Largest Line of Heating, Ventilating and Air Conditioning Systems

TRANE Convector-radiators—Designed for Beauty—Engineered for Efficiency

BEAUTY

Trane Convector-radiators can be recessed to occupy almost no floor space, and their clean flat surfaces may be painted to harmonize with any interior.

CLEANLINESS

The clean, healthful heat from Trane Convector-radiators banishes that stuffy, "dried-up" feeling. The sleek units have no hiding places for dust, nor can they bring in outside dirt.

SAFETY

The smooth rounded corners of Trane Convector-radiators have no sharp edges. The gentle radiant and convected heat can't harm fine furniture or draperies.

LONG LIFE

The sturdy steel cabinets of Trane Convector-radiators are designed to resist even willful abuse. The "lifetime" metal heating elements give years of care-free service.

An Eagle-Picher Certified Job is a complete insulation job

You're sure of getting thorough installation, *plus* highest quality insulating material, with an Eagle-Picher Certified Job. (1) A survey is made of your home and an estimate is given. (2) Our contractor installs fireproof, non-settling, super-efficient Mineral Wool in *all* insulatable areas. *Thickness of insulation, areas to be insulated and quality of workmanship* are all governed by Eagle-Picher's rigid, factory-engineered specifications. (3) You get a signed Certificate — confirmation of a *complete* insulation job. (4) To make sure that specifications are followed, follow-up checks are made of typical Certified Jobs in each contractor's territory.

That's why a Certified Job gives you maximum fuel savings in winter, maximum summer comfort, and all the benefits of *complete* insulation.

● *For summer comfort, ask about the Eagle-Picher Air Changer*

EAGLE EP PICHER

The Eagle-Picher Company, Dept. AH-38, Cincinnati (1), Ohio
Gentlemen: Without obligating me, please send particulars about an Eagle-Picher Certified Insulation Job. (Please check only one.)

☐ For present home ☐ For future home
☐ Students: Check for special information
☐ Please send me information on the Air Changer

Name_____

Address_____ Zone_____

City_____ County_____ State_____

letters

"Our November copy of THE AMERICAN HOME arrived between snowstorms today. So far, I have read only through 'Let's Get Down to Brass Tacks' by Louisa Randall Church. Her pithy, straightforward remarks are admirable. . . . In one general respect, there seems area for disagreement. To make 'good' more attractive to youth than 'bad'—as she concluded, is worthy. Nevertheless, the motives and methods in attaining that thing provide our downfall. Most of us agree on no step-by-step motivation, or even incentives, and not at all on method. . . . Many of us are now wondering if the home, the church, and the school must put a mite more emphasis on *something to do; something to teach; something to believe; something to be responsible for; something we must do whether we like it or not.* . . . Children have a duty to the home and to the school. If they grow up in a drawing-room atmosphere of 'I can talk about neuroses in front of my children at will' —well, we are inviting trouble. . . . This is not to beg the question. Miss Church is right. But so many of our people do not draw a line between what is a matter for the psychologist of the child . . . and what is a matter for the psychologist of the mother or father. Or, better still: what may be a matter for the old-fashioned spank of the hand! . . . *We teachers need to teach something.* Parents need to *teach something.* If we teach something, if we make our children feel they belong . . . then we have some foundation for non-neurotic living. . . ."

—LINDELL BAGLEY, *Alaska Native Service Teacher, Noorvik, Alaska*

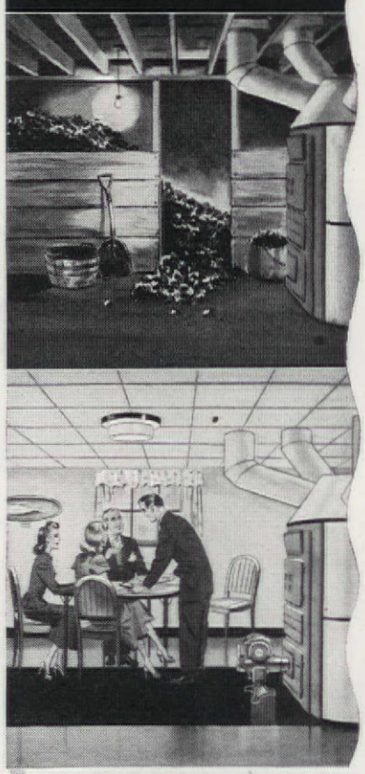
"Since I have been married only seven years, perhaps I have no right to criticize Marjorie Blair ('I'm an Awful Housekeeper', THE AMERICAN HOME, October, 1947), but I maintain that a person can be a good housekeeper . . . and still have time for the joys of living. . . . I had the good fortune to marry a man who insists upon a neat house. I'll admit it was difficult at first . . . but I discovered that by disciplining myself a little I could do all the things I like to do and still have a clean home."

—CHARLOTTE BENTLEY

"I don't know when I have felt as good after reading an article as I do after reading 'I'm an Awful Housekeeper' . . . I have read all kinds of articles by efficiency experts and resolved then and there to follow their advice, but nothing ever works. My dishes wait while we take a short ride at night or friends drop in to chat. . . . Thanks Marjorie Blair for the lift I received from knowing there are other 'awful housekeepers', too."

—MRS. FRANK A. GRUBB

Imagine— Company in the coal bin!



THE Nu-Way TO ADD A NEW ROOM IN YOUR HOME!

Space now devoted to the coal bin becomes a useable part of your home—game room, hobby shop, or just extra space—when you convert to oil heat the Nu-Way. Best of all, you get the comfort and convenience that goes with automatic oil heating. It's economical, too! Only Nu-Way offers patented positive air control for greater economy—quieter operation. Nine other big features for comfort, convenience and efficiency. Nu-Way Oil Burners for conversion are sold through your local heating contractor.

CONVERT WITH A

Nu-Way OIL BURNER

"Automatic Oil Heat Exclusively Since 1921"

NU-WAY CORPORATION
ROCK ISLAND, ILLINOIS

1. **"We've got lots** of hot water on tap—*all* the time—since Dad bought a new General Electric Automatic Electric Water Heater. With so much hot water to keep me clean, no wonder I pass Mom's inspection!"

2. **"I selected** our new General Electric Automatic Electric Water Heater because it's dependable—and economical. It's designed and built to give low-cost service for years, and it certainly costs less than our old heater."

"There's always loads of HOT WATER at my house."

3. **"Now I never have** to give hot water a thought! We always have all we need, 24 hours a day! And I don't have to keep dashing to check the flame... or bother with fuel. And with our General Electric Water Heater, I'm not worried about flames or fumes."

*Trade-mark Reg. U. S. Pat. Off.

Facts about the new General Electric Automatic Electric Water Heater...

THE G-E Automatic Electric Water Heater, with the special Calrod* heat-wrap units, gives you the utmost in water heater efficiency.

Standing and table-top models—capacities from 15 to 82 gallons—are easily installed in kitchen, closet, cellar, or bathroom. No flues or chimney needed.

Noninflammable Fiberglas insulation completely surrounds the tank with an average thickness of three inches, to keep heat in the tank.

Gleaming white enamel finish—gives appliances sparkling beauty—and is rust-resistant.

Approved by Underwriters' Laboratories. Backed by General Electric's engineering knowledge ... many years' experience in building water heaters.

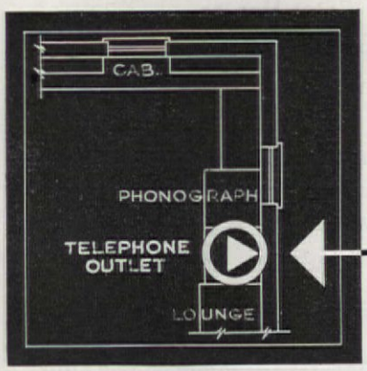
Your General Electric retailer can tell you the perfect size for your family's needs. See him now. General Electric Company, Bridgeport 2, Conn.

A size to fit your family's needs.

AUTOMATIC ELECTRIC
WATER HEATERS

GENERAL ELECTRIC

LITTLE COST!
LOTS OF CONVENIENCE!



You'll want concealed telephone wires in that home you're going to build. And you can be sure of having them hidden within the walls — not exposed on lovely woodwork — if you arrange for telephone outlets *before* you build. Just mark them on your plans and call them to the attention of your architect or builder.

While the house is under construction, conduit can be placed within the walls to carry wires to convenient outlet locations. It's an easy, inexpensive job. But it will mean a lot in living comfort. For more details about this important feature, call your Bell Telephone Business Office and ask for "Architects and Builders Service."

BELL TELEPHONE SYSTEM

books

Rugmaking Craft by Edith Louise Allen. (The Manual Arts Press.) Price, $2.00 . . . The condensed text of this pocket-sized book, lavishly illustrated with photographs and diagrams, covers every phase of rugmaking: amount of materials required, equipment, finishing, blocking, pressing and sizing. Types of rugs are: braided, crocheted, knitted, sewed surface material on base, embroidered, needle tufted, hooked, wheel rug made on a hoop, and loom woven. From The Hobby Book Mart.

Braided Rugs for the Perfectionist by Dorothy Altpeter with Corinne Anderson and Margaret Thostessen. Price, $1.00 (Paper cover) . . . Each

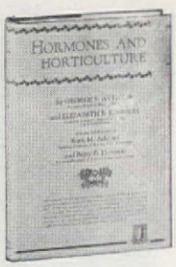
step in the making of braided rugs is thoroughly explained and illustrated. The author, herself a perfectionist, shows both right and wrong ways, making it easier to understand the correct methods. Some interesting titles are, "Tearing," "Cutting," "Hemming strips into tubes," "Measuring Material," "Interweaving".

The Standard Book of Sewing by Drucella Lowrie. (Halcyon House.) Price, $2.00 . . . This complete book on sewing is an excellent home guide. It has chapters on the equipment needed, elementary stitches, patterns, fabrics, dressmaking, dress decoration, sewing for children, simple

tailoring, restyling, and sewing for the home. A chapter on miscellaneous sewing tells how to make a patchwork quilt, braided and crocheted rugs, stuffed toys, doll clothes, and how to use up odds and ends of materials. Book is helpfully illustrated.

Gardeners who use, or think of using, any of the new chemical or hormone growth-regulators (now obtainable in great variety) to kill weeds, to stimulate rooting, seed-germination, or fruit-setting, to retard or hasten ripening or leaf-fall, etc., without some basic knowledge of what they are doing and using, are deliberately rushing in where, as yet, scientists themselves are treading slowly and cautiously. They should, therefore, at the very least, follow *to the letter* the manufacturer's instructions that accompany each product. Better still, they should read carefully and thoroughly a good, modern, authoritative, disinterested text. Fortunately, two new books offer just that. Dealing with the same subject, and based largely upon the same experimental records and observations, they naturally have points in common. Both are recommended, the first especially for the beginner; the second for more advanced students:

Growth Regulators, by John W. Mitchell and Paul C. Marth. (Univ. of Chicago Press). Price $2.50. . . A 128-page "practical handbook" by two members of the U. S. Bureau of Plant Industry, describing concisely, simply, and with a minimum of technical language, recommended practices in Weed Control, Vegetative Propagation and Transplanting, Growth Prevention in Stored Plant Material, Fruit-drop Prevention, Fruit Ripening, Fruit-set Stimulation, etc. Lists of commercial preparations and manufacturers' names are included.



Hormones and Horticulture, by George S. Avery, Jr. (director of the Brooklyn Botanic Garden) and Elizabeth B. Johnson, plus a number of collaborating scientists. (McGraw-Hill Co.). Price $4.50. . . Rightly called "a significant contribution to botanical and horticultural science," it covers in 326 pages, clearly and comprehensively, "the use of chemicals involving hormones in the control of plant growth." In addition to the scholarly text and numerous illustrations, it includes 114 pages of tables of detailed practices and plant responses, an exhaustive bibliography for each chapter, a seven-page author index, and a ten-page subject index.

Sorry, we cannot purchase these books for you. They may be obtained through your book store.

"You could have knocked me over with a magnolia blossom!"

Ever since we were married, Jim's Aunt Sue-Belle has been begging us to come to New Orleans for Mardi Gras. This year, we made it. Such fun—from topping off dinner with *Café brulôt* at Antoine's, to all the parties and parades!

After dancing till dawn, I was happy to fall into bed. Next afternoon, Aunt Sue-Belle asked how I slept. "It was a *treat!*" I sighed. "Those luscious percale sheets—wish I could afford to sleep in such luxury *all* the time!"

"Well, honey, and why not?" Aunt Sue-Belle asked. "Those magnolia-petal beauties are *Cannon* Percale Sheets—the best little old value ever. They don't cost very much more than heavy-duty muslins. And they just wear and *wear!*"

Later, when we were helping each other dress, Aunt Sue-Belle told me more. "Those Cannon Percales, now—they're so fine and light weight they're easier for bedmaking and laundering. You remember 'em when you go to buy!" I twinkled. "Honey chile," I said, "that'll be *soon!*"

TRADE MARK CANNON

Cannon Percale Sheets

COPR. 1948 CANNON MILLS, INC.

Cannon Towels . . . Stockings . . . Blankets ★ Cannon Mills, Inc., New York 13, N. Y.

Bake Serve and Store in the same Pyrex dish!

SQUARE CAKE DISH
only 50¢

Watch this new Pyrex Square Cake Dish go straight from oven to table to refrigerator—and back. See how Pyrex Ware saves valuable leftovers, protects food flavor, saves dishwashing! Get two or three for layer cakes. 8½" square, 50¢ each.

THERE'S ONLY ONE PYREX WARE

AND IT'S MADE BY

CORNING GLASS WORKS

PYREX
OVENWARE
CORNING GLASS WORKS
CORNING, N. Y. U. S. A.

T.M. REG. PYREX MADE IN U.S.A.

"PYREX" is a Reg. T. M. of Corning Glass Works in the United States and in Canada of Corning Glass Works of Canada, Ltd.

neighbors

It's not that the Carnegie Library in Homestead, Pennsylvania, is so noisy with teen-agers cutting a rug that you can't possibly think. No, nothing like that. Order still reigns in the institution, which is run in a modern manner, but lovers of jive have discovered a new interest in books which chases the jive-bug away, for the moment at least. Miss Catherine Butler, the attractive head librarian, has proved to the kids-about-town that no matter what their interests—marbles, kites, or dolls—the library has books to lend that will increase their knowledge and appreciation of their specialties.

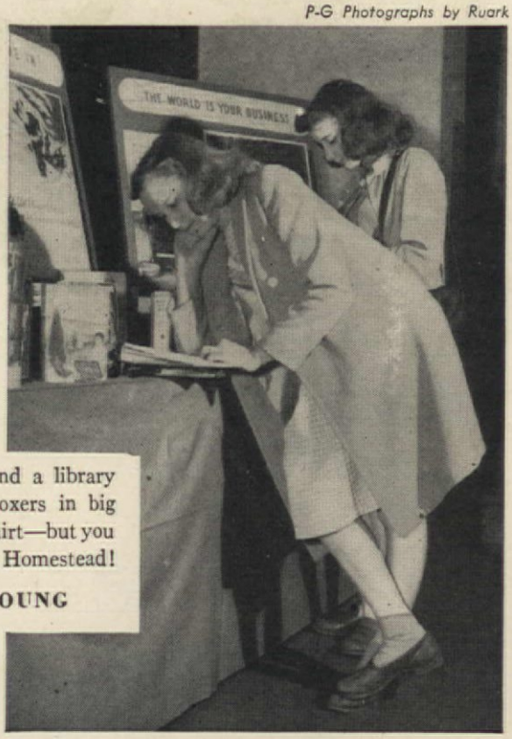
During Book Week, held during October, a starry-eyed teenager came into the library thrilled at having found her life's ambition. Acting! And she wanted books on the subject.

What would a good many librarians have said to that? "Humph! The stage and books don't mix." But not Miss Butler or any of the staff, for it is their job to give the teenagers, or any other agers, all the information they want when they want it. The staff piled books and pamphlets on the young girl's outstretched arms and sent her home confident that she would some day have a star on her dressing-room door and an "Oscar" on the mantelpiece in her home.

To answer all the questions asked by teenagers and their younger brothers and sisters, you'd have to be a combination of the "Information Please" experts and the "Quiz Kids." Even then, you'd need the books in the Homestead Library to fall back on.

Some of the more usual questions asked are: "How did Socrates die?" "When were glass windows first used in houses?" "How do you go about building a canoe?" Then, there are

P-G Photographs by Ruark



You don't usually find a library filled with bobby-soxers in big brother's long-tailed shirt—but you will, most any day, in Homestead!

J. MARTIN YOUNG

✓ Check the heating

How will it perform in zero weather? Will it burn fuel economically? Will it bring cozy comfort to *every* room? Now is the time to check. If it's American-Standard, you're sure of the finest—in winter air conditioning, warm air heating or radiator heating—and for coal, gas or oil. So look for the American-Standard Mark of Merit.

Left—Empire Gas Boiler; and Budget Gas-Fired Water Heater

A home is judged by these two features

✓ Check the plumbing

Are the plumbing fixtures smartly styled? Are they designed for convenience, easy cleaning, sanitation? One sure guide to the finest is the name American-Standard. This famous name represents a complete line of plumbing fixtures for every home need. American-Standard Plumbing Fixtures are the best, yet they cost no more.

Right—Master Pembroke Bath, Comrade Lavatory, Compact Water Closet, Sunrad Radiator

LOOK FOR THIS AMERICAN-STANDARD HEATING · PLUMBING MARK OF MERIT

WRITE FOR OUR NEW HOME BOOK. *It fully describes American-Standard products which are sold through selected Wholesale Distributors to your Heating and Plumbing Contractor. Convenient time payments for remodeling. For your copy of the book, write to* **American Radiator & Standard Sanitary Corp.,** *Dept. A83, Pittsburgh 30, Pa.*

AMERICAN-Standard

First in Heating and Plumbing

Easy Recipes

They're wonderful so many ways!

When the budget says be careful, and your family wants the best, count on big golden canned cling peaches from California's sun-drenched valleys. These luscious beauties, with their deep rich color, orchard-fresh flavor, and smooth firm texture are as economical as they are versatile! Use them in salads, desserts, as garnishes for meat-loaf! Remember! Both kinds, slices or halves, come in a variety of syrups and sizes to suit any purpose, any purse. Just make sure the label says "clings"!

Quick Peach Desserts

Colorful and thrifty... with canned cling peaches from California

Wonderful No-work Dessert, shown above. Luscious cling peach halves right from the can... and wedges of brown bread. Fluffy cream cheese topping made by blending cheese with a little peach syrup.

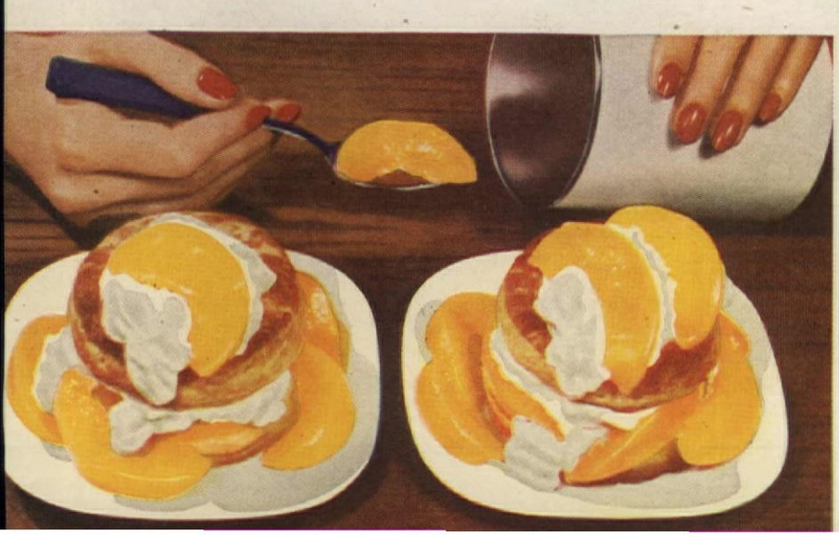
Short Cut to Shortcake, shown below. Bake biscuit dough in rounds 3 inches across. Split and cover lower half with dainty sun-sweetened canned cling peach slices and whipped cream. Replace tops and cover with more peaches, more whipped cream.

Copyright 1948, Cling Peach Advisory Board

Check the label—Choose your favorite brand of

Canned Cling Peaches from California

Canned Halves · Canned Slices · Canned Fruit Cocktail - in tin or glass



neighbors

some youngsters out to "stump the experts." Recently, a little girl rushed in through the door, passed the gay Christmas tree, and stopped at the holly-trimmed desk. "I want a book on Boo-Boo," she said. "He was a great guy." The librarians went into a huddle and, after much thought and questioning discovered she wanted the poem *Abou Ben Adhem.*

Andrew Carnegie gave the library to Homestead in 1898, and a million-dollar endowment was split between this library and two others. However, the money just didn't seem to last forever, and that which was originally earning eight per cent interest was eventually bringing in only two-and-one-half per cent. So far as the library was concerned, this meant a big falling-off in purchases of books.

Books in the children's and teenagers' departments are as restless as their readers. There may be a "retired" book on adult shelves, but not on those patronized by the youngsters. Consequently, each book has a life expectancy of approximately three years—if it's extremely rugged!

Some five years ago, the Friends of the Library Organization was founded by a group of women who appreciated books and wanted the community to have a library packed with worth-while reading matter. (At that time, the people of Homestead had to travel to Pittsburgh for their books as the Homestead Library had few new books, fewer patrons, and plenty of quiet.) These women gathered their friends together and between them guaranteed enough money to bring the Pittsburgh Children's Theatre to the auditorium to put on a group of plays. The money earned by the plays went to book publishers for volumes to be placed on long-empty library shelves, and soon there were many new, lively jackets announcing lots of adventure and pleasure to be had just for the reading.

The Friends of the Library soon formulated their objectives and principles: a library is actually a business; information given out must be as accurate as a merchant's scales; a library needs a business and publicity manager; if it is to be of real use to the community, it must begin with the children and serve them as they grow up. (When the Homestead Library first opened, there was no children's or teen-age department, but a few years later money was gathered to start a section for youngsters.)

"It is very important for the library to have an active organization behind it," Miss Butler stresses. "One person is of little value alone, and more friends are needed each year!"

To raise money, children's plays have now been presented for several years. A season ticket for the series of four plays costs students a dollar, and the money, after deduction of expenses, is turned over to the library. There is "Standing Room Only" in the auditorium on Saturday afternoons when the theatre is in operation, and each of the thousand seats is occupied by a wide-eyed, excited youngster. Plays which evoke enthusiastic applause include: *Alice Through the Looking-Glass, Huckleberry Finn,* and *Treasure Island.*

During "Know Your Library Project," the staff instructs all fourth-grade students in the use of the library. At the end of each instruction period, a book is assigned to fourth-grade teachers for reading to the children. Pupils then write an essay on the book, and the writer of the best essay in each class receives an autographed copy of the book.

Recently, the teenagers reaped special benefits. About $1,500 was spent on books, which means that approximately a thousand volumes were placed on the shelves to bring the "Young Moderns" section up-to-date. Since no teenager who thinks Romeo is a drip is going to spend a glorious afternoon browsing among dusty tomes, the library made an effort to purchase interesting and attractive books, packed with adventure and real-life experiences. The teenagers themselves, selected from schools in each of the five districts served by the library, sorted the books into special categories. Popular-song titles were used as titles for displays. Volumes of adventure and discovery were stacked under *Don't Fence Me In,* and *It Could Happen to You* advertised books about teenagers who later carved out names for themselves in various special fields.

To start off the activities of "Book Week," men's service clubs held a joint dinner, which they called "Library Night." Businessmen announced the project by decorating show windows with book displays, including houses made of book covers.

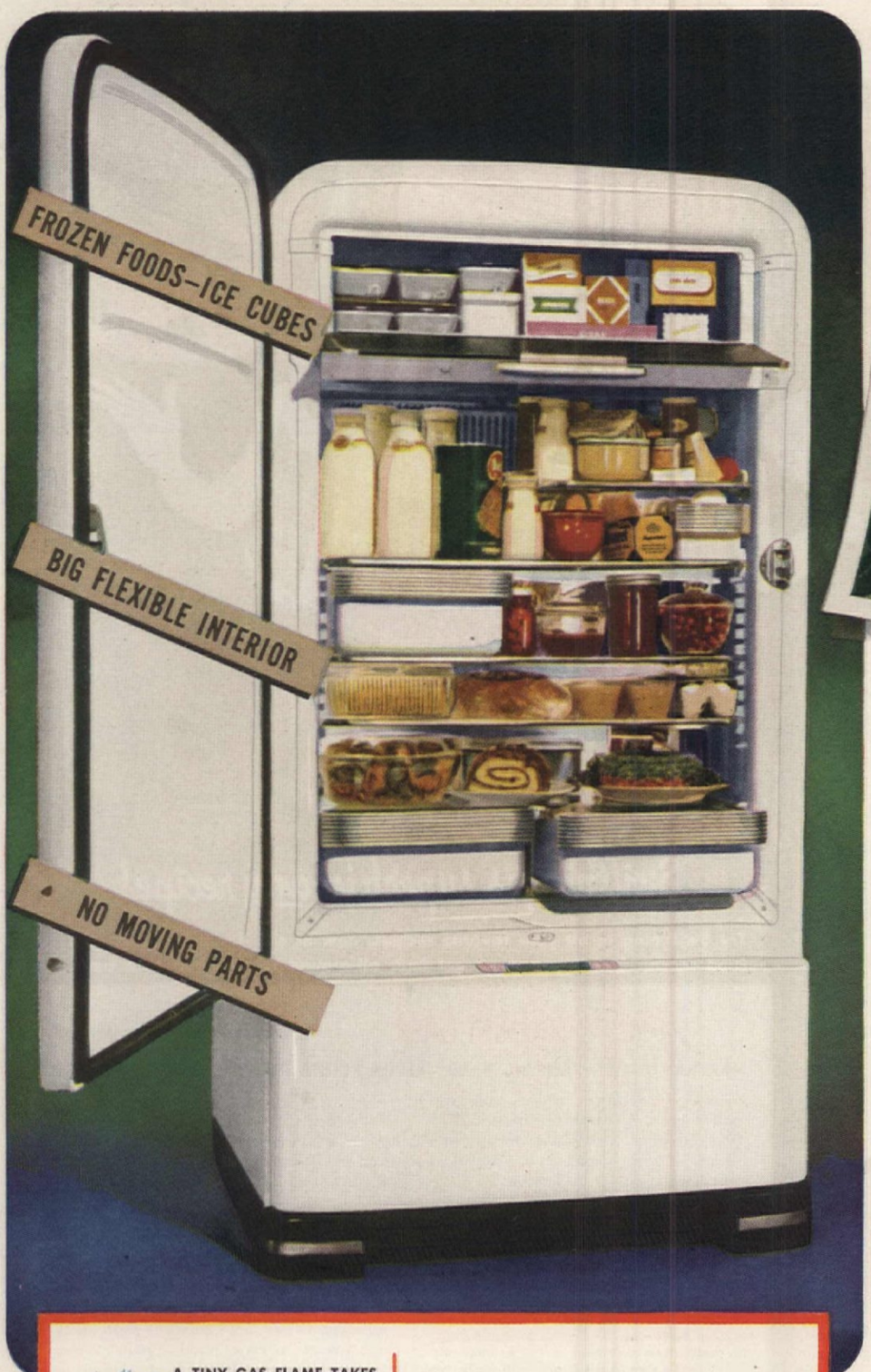
Teenagers presented a show at each of the local schools, the program consisting of a movie entitled *It's All Yours* and a book talk in the school library. A pamphlet with the title "Read Today, Star Tomorrow" was given to each student. Editors of school newspapers co-operated to see that Book Week was given plenty of space and, in this way, pupils were invited to take an active part in the teen-age project.

Local and Pittsburgh newspapers ran stories on teen-age activity at the library, and Miss Butler gave a fifteen-minute talk on the radio.

When the events of Book Week were over, a young glamor girl came to Miss Butler in the library and asked for an extra copy of "Read Today, Star Tomorrow," which had been read by over 3,600 pupils. "Book Week was fun, wasn't it?" she said. "I mean it was simply super, simply too terrifically inspiring. Now I think it's fun to read!"

Stays Silent–Lasts Longer!

(no moving parts in the freezing system)



Our family wanted a long-lasting refrigerator... and every food-keeping convenience, too. We got both in our new Servel.

With four children, we've lots of things to buy. So we wanted a refrigerator that wouldn't wear out quickly and need replacing. Friends showed us their wonderful Servel—18 years old and still no noise or trouble. Then we saw the Servel's new conveniences . . . and it was Servel for us, too."

More than 2,000,000 owners know the Gas Refrigerator stays silent, lasts longer because it hasn't a single moving part in its freezing system. A tiny gas flame does the work. Says Mrs. Fred E. Johnston of Dallas, Texas, "We enjoy showing off our Servel. It's 20 years old, and still seems good as new."

CHECK FOR YOURSELF

- ✓ A big frozen food compartment
- ✓ Plenty of ice cubes—trigger-release trays
- ✓ Moist and dry cold for fresh foods
- ✓ Convenient meat storage tray
- ✓ Two dew-action vegetable fresheners
- ✓ Flexible interior—clear-across shelves

See the new Servels at your Gas Company or neighborhood dealer. (For farm and country homes, Servel runs on Bottled Gas—Tank Gas—Kerosene.) Write today for free illustrated folder. Servel, Inc., Evansville 20, Ind., or if you live in Canada, Servel (Canada), Ltd., 548 King St., W., Toronto 1, Ont.

STAYS SILENT . . . LASTS LONGER

Servel

The GAS Refrigerator

OUT-PERFORMS ALL OTHER SHORTENINGS!

Here is a wholly new kind of shortening... so different, so superior it works kitchen miracles. Actually, Swift'ning provides a combination of important advantages you get in no other shortening.*

ONLY IN SWIFT'NING—THIS SPECIAL "QUICK-MIX" INGREDIENT FOR CAKES! Whether you prefer conventional recipes or the new, speedier mixing methods, you'll be *thrilled* with your Swift'ning cakes. For delicate, snowy-white Swift'ning contains an exclusive "quick-mix" ingredient that makes it supremely blendable. You'll agree—*and so will your family*—Swift'ning cakes are gorgeous!

FLAKIER PIES THAN WITH ANY OTHER TYPE SHORTENING! If pies and biscuits and shortcakes are favorites at your house, do try Swift'ning. Tests prove Swift'ning makes them tenderer, extra flaky.

HIGHLY DIGESTIBLE! EXTRA NUTRITIOUS! No other type of shortening is more digestible than Swift'ning. And it contains a combination of important nutritional essentials not supplied by shortenings of other types. *Do* try Swift'ning. You'll love it!

Swift'ning is superb in any recipe!

Try Swift'ning in all your favorite recipes, new or old. Try it for cakes, pies, fried foods. See if you don't get finer all-around results than ever before.

DAISY DREAM CAKE

Mixing time: 4 minutes

MARTHA LOGAN'S "HELPING HAND" RECIPE POINTS THE WAY TO SURE SUCCESS

Even if you've never made a cake, you'll make a beauty with this recipe and *Swift'ning*. Helping hands warn where there's a chance of a mistake. *Swift'ning* insures light, moist, tender perfection.

Preparation: ☛ *Have all ingredients at room temperature.* Preheat oven and set at 375°F. Line bottoms of two 8-inch square (or 9-inch round) layer cake pans with waxed paper.

Ingredients: (Use standard, level measures)

- ½ cup Swift'ning
- 2 cups sifted cake flour
  Be sure to sift flour
  ☛ *before measuring.*
  Spoon lightly into cup
- 1¼ cups sugar
- 3 tsp. baking powder (4 if tartrate type)
- 1 tsp. salt
- ¾ cup milk
- 1 tsp. vanilla
- 2 eggs

Step 1: Put Swift'ning in mixing bowl. Sift in flour, sugar, baking powder and salt. Add milk and vanilla. Beat for 2 minutes—by hand, using about 150 strokes per minute; or at medium speed of electric mixer. ☛ *Keep scraping batter off sides and bottom of mixer bowl with rubber scraper.* After 2 minutes, scrape beaters or spoon and mixing bowl thoroughly.

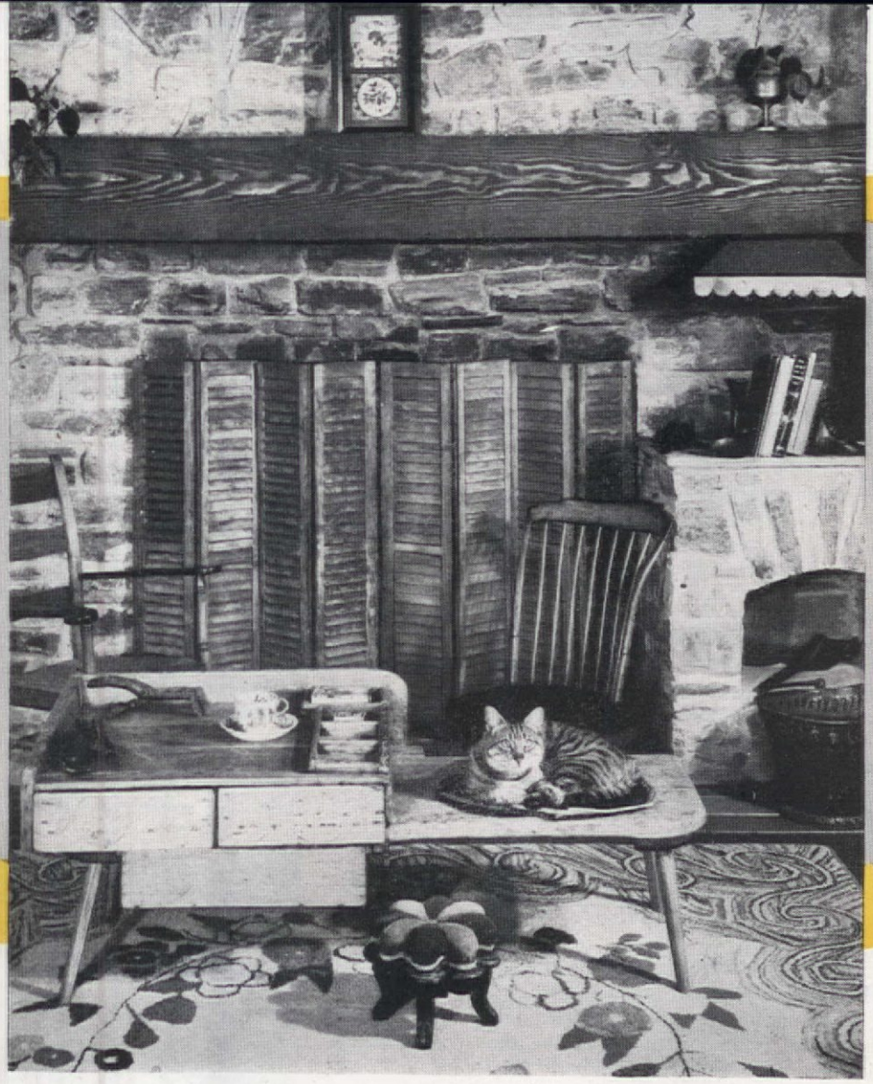
Step 2: Add the unbeaten eggs. Beat 1 minute. Scrape beaters and bowl thoroughly. Continue beating 1 minute. Pour equal amounts of batter into prepared cake pans. Bake about 30 minutes. *When cake is done it will spring back quickly when pressed by the finger.* Cool on cake rack 5 minutes; loosen sides carefully with spatula, invert on rack, remove pans. When thoroughly cool, fill and frost. Decorate with whole blanched almonds, tips dipped in melted chocolate.

Mocha Frosting: Put ¼ cup Swift'ning into mixing bowl. Sift in 3½ cups confectioner's sugar, ⅛ teaspoon salt, and 2 tablespoons cocoa. Add an egg and ¼ cup strong black coffee (cold). Beat until thoroughly blended and fluffy.

Pure, tasteless Swift'ning comes in 3-lb. and 1-lb. tins, and 1-lb. cartons. Keeps without refrigeration.

*Swift'ning is the trade-mark for Swift & Company's new, improved Bland Lard.

This one's on the house...



Perhaps the trouble with me is that my memory is too good. I can remember when a man with a thousand dollars in his pocket was fawned upon by real-estate agents. I can remember when a newly married couple, in order to rent a house, did not have to sign a contract pledging their first ten children to be apprenticed to the landlord for five years' free labor. I can remember when anyone wishing to rent an apartment paid as much rent money as the old purse could stand (with a little something left over), instead of begging lunch and cigarette money back from the landlady. I have vague memories, too, of houses built so well that when one wanted insulation blown in the walls, snow fences were not needed to keep it from drifting across the room. And I remember the time when wall dispensers of Mother Sill's Seasick Remedy were not standard equipment for houses with floors of green lumber which start undulating at the first dewfall. Memory has a way of playing tricks—dirty tricks, this time.

Through the years, my mind had developed a good-sized compartment labeled "House Plans", which contained pictures of exteriors, interiors, a color scheme for this room or that, a furniture arrangement I particularly liked, countless floor plans, notes of mistakes in construction which my friends had made and which I wished to avoid when I "talked turkey" with the contractor. All these things, and more, had been filed away in that mental pigeonhole—things to mull over, dream over, drool over. But an eviction notice, a real-estate agent, and pht-t-t! These things were so much water over the dam. To begin with, I had fully made up my mind that my castle would have an ultra-modern living room, a room so ultra-ultra that a rumpus room would be a requisite as a place in which to let down one's hair and, unorthodox though it might be, my idea was to design a fireplace, then decide about the other three walls. A fireplace on the north wall, um-m-m, good! And what about my room's north wall? It has a "pianner window"! Perhaps this is not the correct name for it, but that is mild compared to what I have called it. Builders used to put them in houses even though the owners couldn't play "Peter, Peter, Pumpkin Eater," with Rachmaninoff filling in the bass. Such windows let in about as much light as the Count of Monte Cristo had in his cell, and are placed at approximately the same height as any dungeon's grating. That height is a decided inconvenience, especially when I want to spy on my neighbors to the north and have to lose time racing to a window in another room that isn't quite so high.

Let's move on to the dining room—just four walls with an archway and some windows. The walls are much too intimate with each other. Had they kept their distance, my furniture would not have had to be placed inside with a shoehorn. As it is, the narrow confines make all my dinner guests "top-drawer". If they don't practically sit on the top drawers of the buffet and cabinet, they don't sit. I might as well make a little pin money whittling mahogany figurines out of the twenty-inch auxiliary leaf for the table for all the use it is to me. Certainly, with the extra leaf installed, there is no room at the table for the hostess, let alone for any guests—unless they are built like the walking skeleton of the circus.

There is a hall in my little house that, if the floor is well waxed and one's feet are pointed in the right direction, will take a person in one easy slide into the den, the bedroom, the bath, the kitchen or the dining room. A shoe salesman once told me that it was simply marvelous what arches could do for a person. That lad didn't know the half of it. The builder of this house slung an archway in the south end of the hall, and abracadabra, there was the breakfast nook. His imagination stopped there, however, and to all appearances it remains just the south end of the hall.

Zipping around the corner, we find the most vital part of the house, the kitchen. My kitchen came equipped with the usual cabinets above and below. The doors of the cabinets seem to take a fiendish glee in trying to knock my kneecaps askew. The dish cabinets enter into the fun by swinging their doors open just in time to conk me on the noggin when I come up from a stooping position. Ah, those kitchens of my dreams, those color pictures in the magazines—this one as boldly painted as a Van Gogh, that one as restrained as a Watteau, another seemingly as modernistic as if Picasso had helped design it. And

Not much sympathy is expected from my old maid's tale of woe but if you care to join me at the wailing wall, I shall be happy to make room for you

CHARLOTTE KESSLER

what did I get? One with the severity of a Grant Wood! It is barely possible that a linoleum manufacturer would get a kick out of having a picture taken of my kitchen just to illustrate what his product could do to improve it. And just between you and me and the back gate, my sink is no lady. Every so often she burps, but definitely, and I could add, unashamedly, too.

I suppose any room with at least two vacant walls would satisfy my desires so far as a den is concerned—two vacant walls providing space for bookcases and a place to hang my photographic endeavors. I have found that etchings are not the only bait used to lure unsuspecting people into strange places. An amateur photographer dearly loves to tack up a row of good, bad and indifferent prints, then invite a layman in to look them over. There is nothing sweeter than the "Oh's" and "Ah's" of a friend who still regards photography as black magic. The den, therefore, is a highly satisfactory room.

This is not a scientific article, but did you know that it is entirely possible for a person to hop, skip, jump, walk, or run with only three toes on each foot? If ever you have a bedroom in which the pieces of furniture are in such close juxtaposition that there is but little intimation of a passageway, you will discover that the big and little toes on each pedal extremity are only impedimenta. It is fun, after making tracks to turn off the alarm clock, to turn on the light to see if a couple of toes are lying around loose.

Comes now the last and, I'm afraid, the least, the room of the "bawth". The bathroom in this house is an affront to all the thoughts of glamor any female ever had. A bathroom should be a place of gleaming porcelain in some pastel shade, with walls, floors, and towels in contrasting colors, the whole expressing cleanliness in shades harmonious—a room in which a woman can feel, when she steps out of the tub, like Aphrodite rising from the sea. But what chance have I to assume any shred of glamor when I look at that tub and it glares right back at me, its four feet digging into the linoleum, daring me to indulge in even the mildest flight of imagination as to my personal charms and beauty? To my tub and to me, a bath is a quick dunking, and the sooner we are free of each other, the better we like it.

When I first moved into the house, I was sure that I must be going into a decline. I felt well, ate well, slept well, but my color was terrible. I might go so far as to say it was really horrifying, especially in the early morning when shock resistance is at its nadir. Before too long, I realized that my reflection in the medicine cabinet's mirror was allergic to the yellow-green color of the walls. It was a great relief to know that my poor state of health wasn't even skin-deep, that the house would not soon become a part of my estate.

As I sit here writing this, I can feel the silent reproaches of the whole house, for the wall behind me is reading over my shoulder and apprising other parts of the building of my cutting, jeering remarks. If I but stop to listen, I can hear their disapproval being expressed in snaps and crackles—that language peculiar to houses.

Their reproaches make me a little ashamed, and I realize that the roof over my head is my own; the walls protect me from the wintry winds; the basement will hold a darkroom built to specifications; my yard has ample space for gardening; there is no landlord to say to me yea or nay; my attic is large enough to hold all kinds of junk; if I want to sling a bit of paint around, I can do so without consulting anyone but myself. So what am I beefing about? Come on, friends, let's say good-by to this wailing wall. After all, your house and my house are in America!

A fan's present started a collection of 300!

F. M. Demarest

● At right of picture frame is a foot warmer, to be filled with hot water and placed in bed. Impressions are supposed to fit chilled feet

Sylvan Green

● Plaster figure, left, in picture above, is *not* Rockingham but a Gay 90's belle sent by an admirer of Miss Kay. Very real figure at right is Miss Kay arranging flowers in real Rockingham bowl which she sometimes uses for tossing green salads. Spittoon, a gift from a fan, started her collecting Rockingham

LYNN AND GRAY POOLE

A fan of Beatrice Kay, an avid collector of her records, once sent her a present through the mails—a handsome pottery spittoon.

"Whether he thought I should have it to inspire me to sing more songs of the Gay Nineties, or whether he thought it would bring back memories of my past, I'll never know," Miss Kay laughed.

What did happen was that a cousin in the antiques business indentified the deep-yellow and brown shadings of the lowly spittoon as a piece of Rockingham pottery, an 18th and 19th century ware. Then and there Miss Kay decided that Rockingham was just right for her home, an 18th century farm in New Jersey. In the past seven years she has collected nearly three hundred pieces.

First made in England in 1796 on the estate of Charles, Marquis of Rockingham, and under his personal direction, the simple yellow pottery was covered with a dark-brown glaze. Mottling was achieved by spattering the glaze before it was fired. Occasional pieces of the ware are lightly touched with a green which is handsome with the more usual browns and beiges.

In 1841 the British technique was used for the first time in this country in East Liverpool, Ohio. Shortly after, Rockingham ware was being made in Pittsburgh, Baltimore, Peoria, Boston, and Bennington.

Some confusion exists among both collectors and dealers about the ware itself and the names of some of the pieces. Much of the skillfully mottled Rockingham came from Bennington, Vermont, but the ware should not be called by the town name, but should be called Bennington-Rockingham. Rockingham is the name of the ware itself; Bennington is one of the places in which it was made.

Curtain tiebacks of Rockingham ware are often called doorstops by the untutored. Tall Rockingham bottles in the shape of a full figure of a man, swathed in a cape, are often referred to as Bishop's bottles. Actually, the piece is a coachman's bottle, and the hat topping the figure is in the style of the 19th century coachman.

Miss Kay has two foot warmers which were filled with boiling water

OLD ROCKINGHAM'S *got her . . .*

Thousands collect Beatrice Kay's Gay Nineties records . . . Beatrice collects not platters but plates

● Object in center picture, often called doorknob or doorstop, but is actually a curtain tieback. The tiny house, at lower left, is really a bank for coins

in winter and put into cold beds. They are shaped with an indentation for each foot, yet these foot warmers are often misidentified as flasks.

Another mistake made by collectors of Rockingham ware is that of crediting "Rebecca at the Well" teapots to Bennington potters. The mold, one of the most familiar of Rockingham ware, has a scene on each side of the Biblical Rebecca drawing water from a well. There is no evidence that a teapot of this design ever was made in Bennington. This design probably was made in Baltimore and East Liverpool.

Although Miss Kay's cream pitcher, in the shape of a cow, is not Bennington, she likes it for its beauty. Bennington potters made cow creamers, but never signed them. Their creamers can be identified as Bennington-made Rockingham by a practiced eye: the nostrils will be crescent-shaped, the eyes will be clear and sharp, the folds of skin softly modeled under the chin, and the mottling smooth in its transitions. If a creamer passes these tests, it is likely it was made in Bennington. Miss Kay's cream pitcher does not check in every detail, but it is a good piece of Rockingham.

"Origin is not important to me," said Miss Kay, "as long as an article is a beautiful piece of Rockingham—and I have use for it."

Bibliography:
A.B.C. of Bennington Pottery Wares by John Spargo; *Marks and Monograms* by Chaffers; *Pottery in the United States* by H. E. Stiles; *Pottery and Porcelains*, Vol. II by Warren Cox

● Cloaked figure with hat is coachman bottle, often mistakenly named "bishop's bottle". Books are flasks, used to hold spirits

● Barrel-shaped object with covered lid was identified as a tobacco jar. Pitcher now used for pancake batter

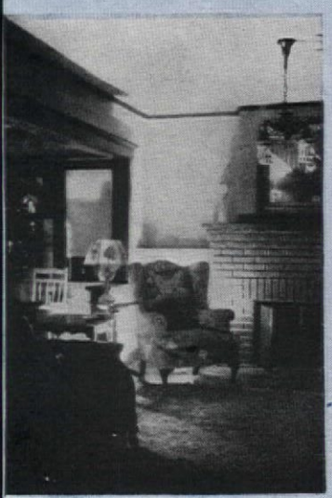
● Pair of Rockingham candlesticks with fine mottling are only two of Miss Kay's large collection. Spattered bowl has flattened sides and closely crimped edges

● The cow is a usable cream pitcher. Bennington-Rockingham cow creamers have crescent nostrils and well-modeled skin folds. This is not Bennington

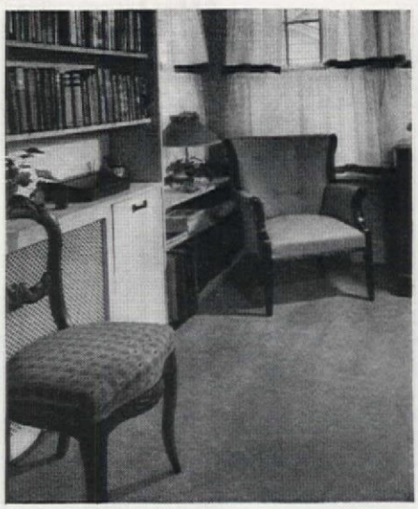
WE WERE *forced* INTO LEARNING

KATHRYN E. JAMES

It was do it ourselves or go without. My husband learned woodworking and masonry. I became accomplished with the needle and paintbrush. Our reward—what you see here



Wide opening yawned between living room and dining room, destroying wall space. Mantel was of heavy brick, too high, too ugly. A pair of louvered shutters was installed in the double door (top picture, facing page) to cut down opening. Horizontal line of new mantel helps widen room



● 8' x 11' sunroom opening off dining room was reconverted into library. Bob James made fold-away desk which lifts from bookshelf. A long, rugged sawbuck table can be seen in the entrance hall

Photographs by F. M. Demarest

Neither fish nor fowl—an apt appellation for our house as it appeared when we bought it a year ago last October! It is one of many such houses, built about 25 years ago, which have few of the conveniences of today's new homes and none of the charm of a really old house.

Conveniences, my hat! Not only was the plumbing and wiring of the simple "hung onto the wall" variety, but there was scarcely a wall space in the living room wide enough to take a single picture.

I stood in the entrance hall that October and surveyed my living room. Dead ahead was the grim, oversized brick fireplace. To the right was a triple group of windows, spoiling that wall. To the left was a huge double opening into the dining room, spoiling *that* wall. The yawning double door opening into the entrance hall where I stood certainly ruined *that* wall!

Our assets were these: A house of basically sound construction and no personality, and a burning desire to do something with it. Period!

We had very little money for improvements after our purchase, and bids for carpentering and decorating indicated clearly that any changes would have to be accomplished by ourselves. My husband never had worked with wood before, and my sole accomplishment with a needle and thread had been the replacement of buttons! Determination achieved minor miracles.

Bob removed three layers of brick from the top of the fireplace, filled in red brick at the opening with cement, extended the mantel the entire width of the room, and then paneled the whole wall. Together we repainted the remaining living-room wall space a bright dark green.

An illusion of more wall space, which helped considerably in placing the furniture, was gained by the use of louvered shutter screens at the large openings into both dining room and entrance hall.

These three major changes, more than anything, helped to restyle the living room. The rest was a matter—not easy by any means—of bright-colored slip covers, curtains, wood pieces and, of course, attractive accessories.

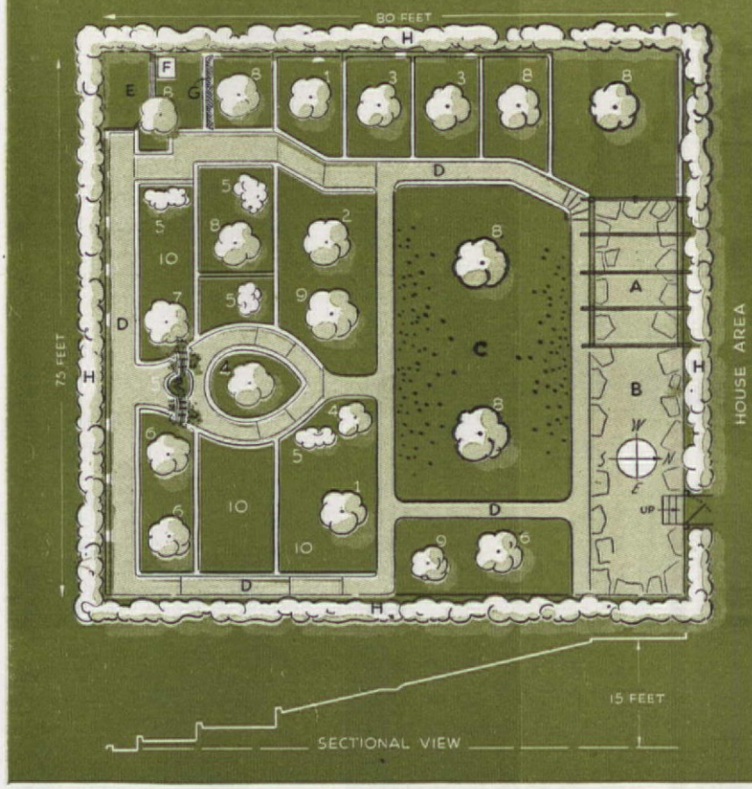
Grandmother made the round braided rug for me when I was in college. Later, when Bob and I married, my mother enlarged it to fit a room in our first house. I have just added a foot to its radius so that it is large enough for the new room. I am unusually fond of it, for it represents the handwork of three generations of my family.

The "labor" we expended on our snug little home may not entitle us to pay union dues, but we are both a great deal handier with hammer and needle since we were forced into learning!

This Fruit Garden *Won't Wash Downhill*

Photographs by
Robert C. Cleveland

Two years ago a weedy, ugly sidehill. Today, seen from the glass-walled terrace, a garden of figs, lemons, grapes, and other fruits lures the eye out to the blue Pacific beyond. In this setting live the Oscar A. Mullers



This plan of Mr. Muller's 75' by 80' garden shows it about as it is seen in the large picture opposite. Here is key to plants, etc.

A—Glass-enclosed patio, open beams above
B—Concrete-and-flagstone terrace
C—Lawn *D—Walks*
E—Compost heap
F—Incinerator
G—Lath screen on concrete base
H—Eugenia hedge around garden as windbreak
1—Almond *2—Apricot*
3—Avocado *4—Fig*
5—Grape *6—Grapefruit*
7—Lemon *8—Orange*
9—Peach *10—Tomatoes*

● Mr. Muller sprays his trees regularly, but no longer with poison sprays. Lots of cow manure, followed by two years of compost mulching, has built up a deep, rich soil

● A level, enclosed, terraced area for each tree is his solution of the problem of a sloping plot and the threat of soil erosion

● Proper pruning of grapes is especially important in California's genial climate

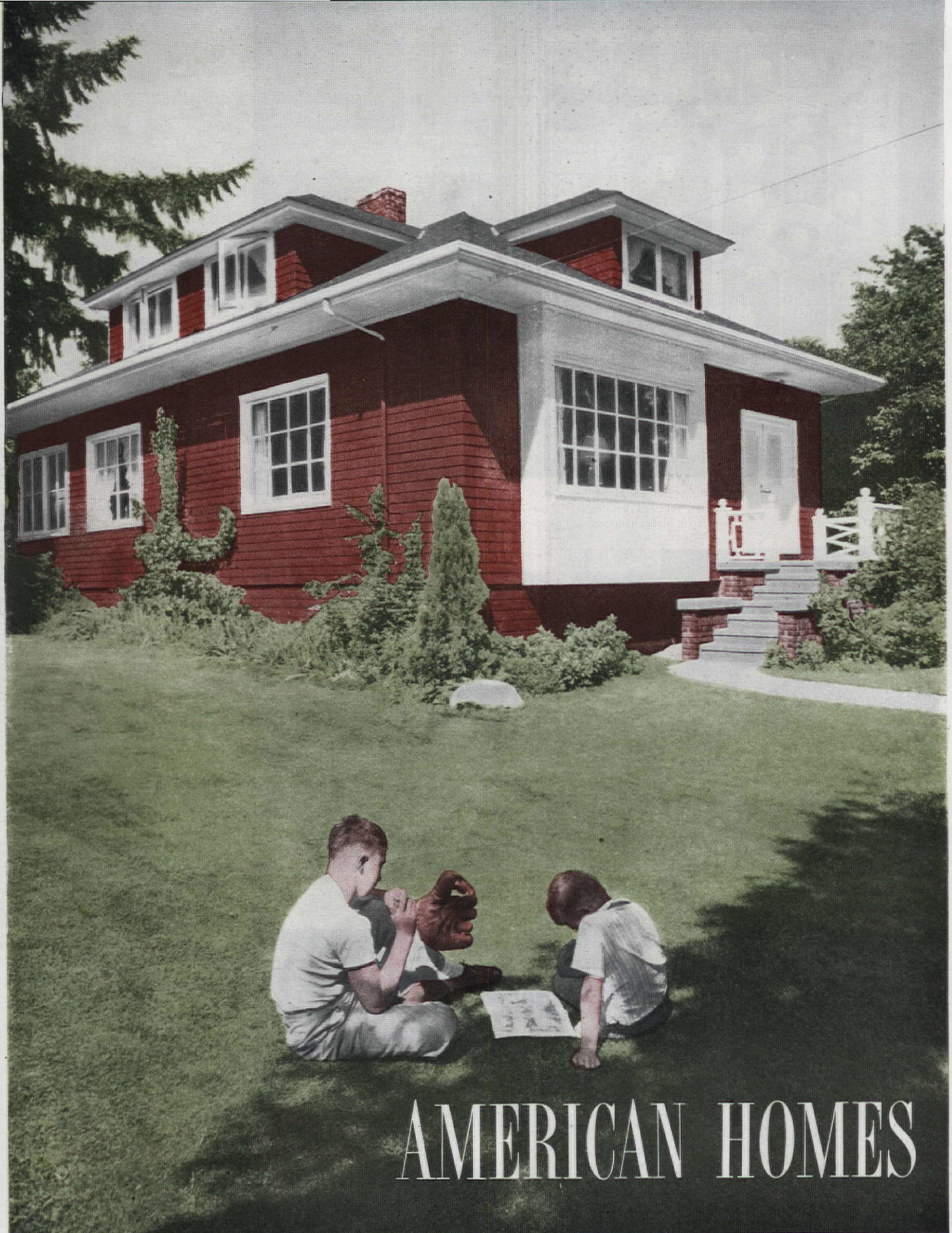
Two years ago, Mr. and Mrs. Oscar A. Muller bought a home in the Santa Monica Mountains. It overlooks the Pacific—and feels the full force of the winds off the ocean. The rear garden space, 75 by 80 ft., besides being weedy and ugly, fell off about 15 ft. from front to back, and was subject to erosion if carelessly handled. But it hasn't been; and today it consists of a fruit garden of 25 trees and vines, three beds of tomatoes, a lawn and, at the summit, a terrace with a wonderful view.

Mr. Muller's interest in gardening is obvious. But as chief tooling inspector for the Douglas Aircraft Co., he has also applied his knowledge of construction and engineering. He enclosed the western end of the terrace on three sides with plate glass, in a framework of 2 x 8″ redwood timbers, leaving the top open. This gives complete protection from the wind without interrupting the view. Below the terrace retaining wall, concrete walks surround the grass plot and lead to the bottom of the garden. Down each side he built retaining walls that give each tree its own level, terraced plot, thus preventing erosion and greatly simplifying the cultivation and watering of the plants. Working on week ends and holidays, without help, he mixed and laid about 43 tons of concrete, and installed, underground, some 840 ft. of water pipe.

The soil around the trees is kept well mulched with rich compost (applied twice a year), and requires only occasional weeding and cultivating. Mr. Muller considers his compost heap the secret of his productive garden. Well screened in the extreme southwest corner of the plot, it receives all lawn and hedge clippings, weeds, rakings, and the household garbage which is sprinkled with lime to prevent odors. Watered weekly in dry weather, the heap rapidly turns into rich, black humus which he takes from the bottom of the pile as needed.

Systematic spraying is done as a sanitary and precautionary measure, and a careful pruning program aims at keeping the plants a convenient size and in proper relation to their surroundings. Wider spacing than in a commercial orchard makes them easier to care for and lessens the chance of pests and diseases getting a foothold. The fruits include Black Turkish figs, Thompson grapefruit, Thompson Seedless and Concord grapes, and Meyer lemons. The hedge is of the vigorous, handsome eugenia.

Now here is an example of the investing of what may look like a good deal of work and expense in the beginnings of a garden on the theory that such a course will reduce future upkeep, and give proportionately greater returns. It looks to us as though the theory was working out.



AMERICAN HOMES

in Washington, Illinois, Connecticut and New York

HAVE YOU A DATED BUNGALOW THAT RESISTS THE "NEW LOOK"?

Certainly it wasn't for a dated, dreary little bungalow we'd shopped four years . . . but it's in a good neighborhood, structurally sound, and even attractive

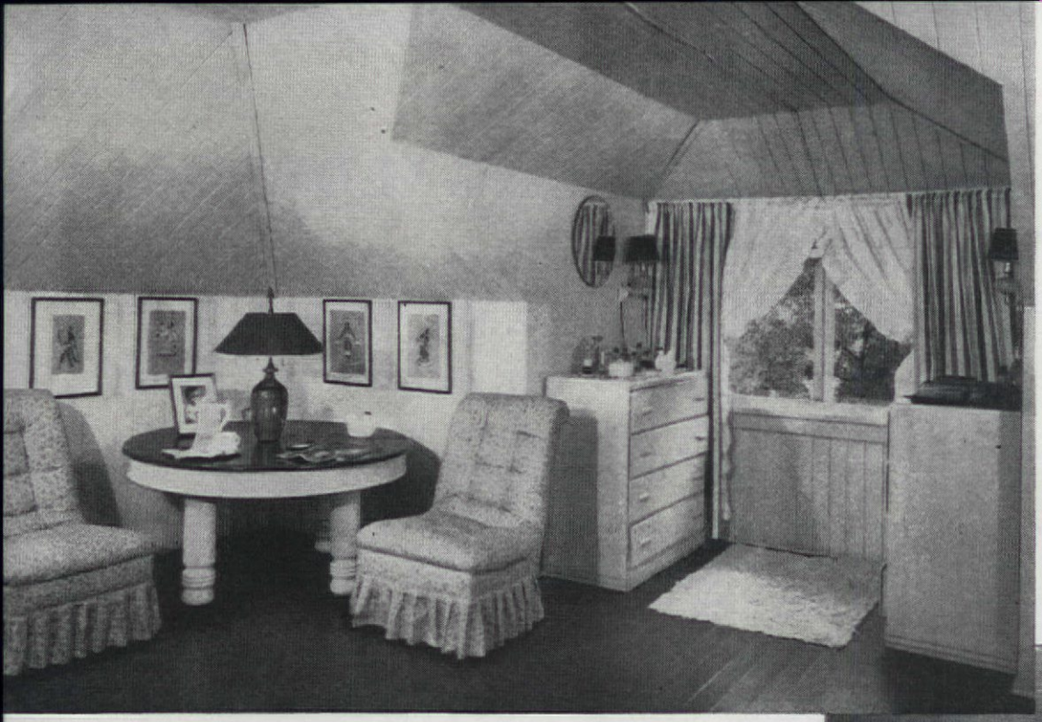
Jane Stoddard Scully

In the beginning, we really wanted a neighborhood, not a house. Any house would do. Yet for four years we shopped hopelessly. We saw many, many houses, but our particular house had to have possibilities! That is, we wanted a fling at remodeling. To us, it was the surest way of discovering the home we wanted. A few well-intentioned friends advised us that when the "right" house came along we'd know it at first glance. Though we scoffed, it actually happened!

The house was dark and gloomy, both inside and out, and almost hidden in a veritable forest. Something inside us said, "This is it"—but with one reservation. We were determined that a good contractor must first look it over to find whether it was structurally sound. With this doubt satisfied, we bought and started to take stock of our prize. The following were its good points: excellent construction, a good, dry basement, fine heating system, comfortable arrangement of rooms, a level lot with a wonderful background of tall trees and, above all, the section of Seattle in which we really wanted to live. There were drawbacks, too. Let's be fair and list them. The house was strictly '08 in architectural style which wasn't good; the windows were old-fashioned without being quaint; all woodwork was dark in tone which, combined with the tan plastered walls of living room and entrance hall, gave a pretty somber look to the interiors. Both ceilings and windows on the second floor were too low for comfort, and the largest bedroom, in the attic, was certainly gloomy.

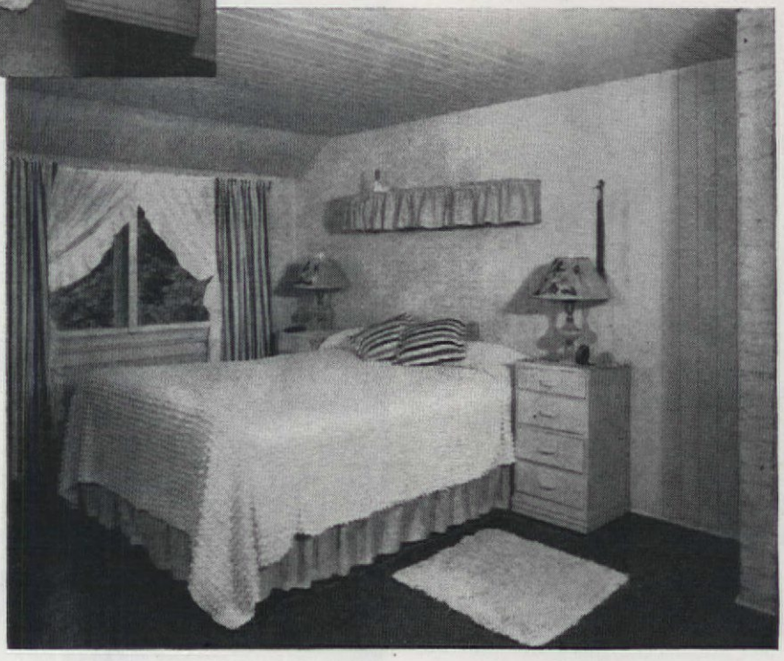
First of all, we had to remove some of the trees to let some light fall onto the house. Needless to say, all windows were changed, and our pride and joy, a huge bay window, was added to the front. Well, just look at our present exterior, and you can decide just what was and wasn't there when we bought the house. A coat of barn-red

TURN TO PAGE 37 FOR FLOOR PLANS



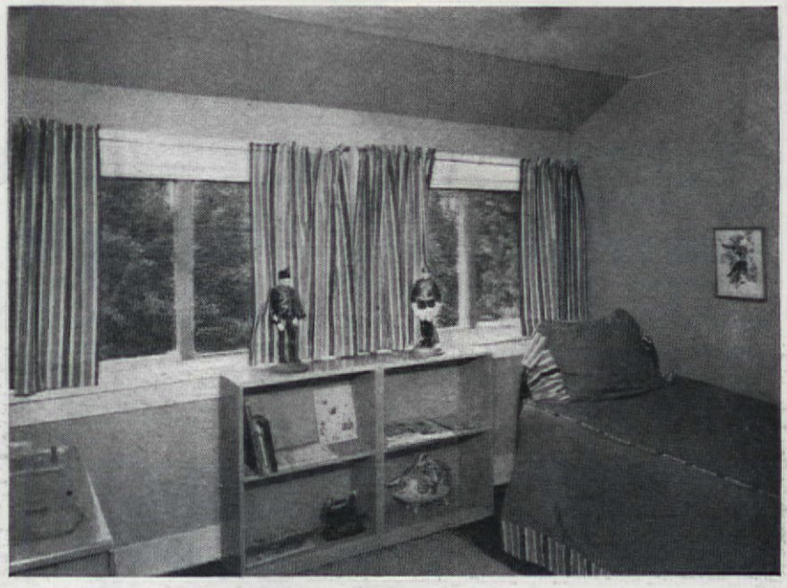
Pink-and-white striped paper, washable blue rug, white furniture plus sheer curtains give pleasant airiness to nursery

P. A. Dearborn



Our master bedroom is lush with color . . . old grooved boards, painted white, give it country look. Red floor together with red, yellow, green and white draperies complement yellow chairs

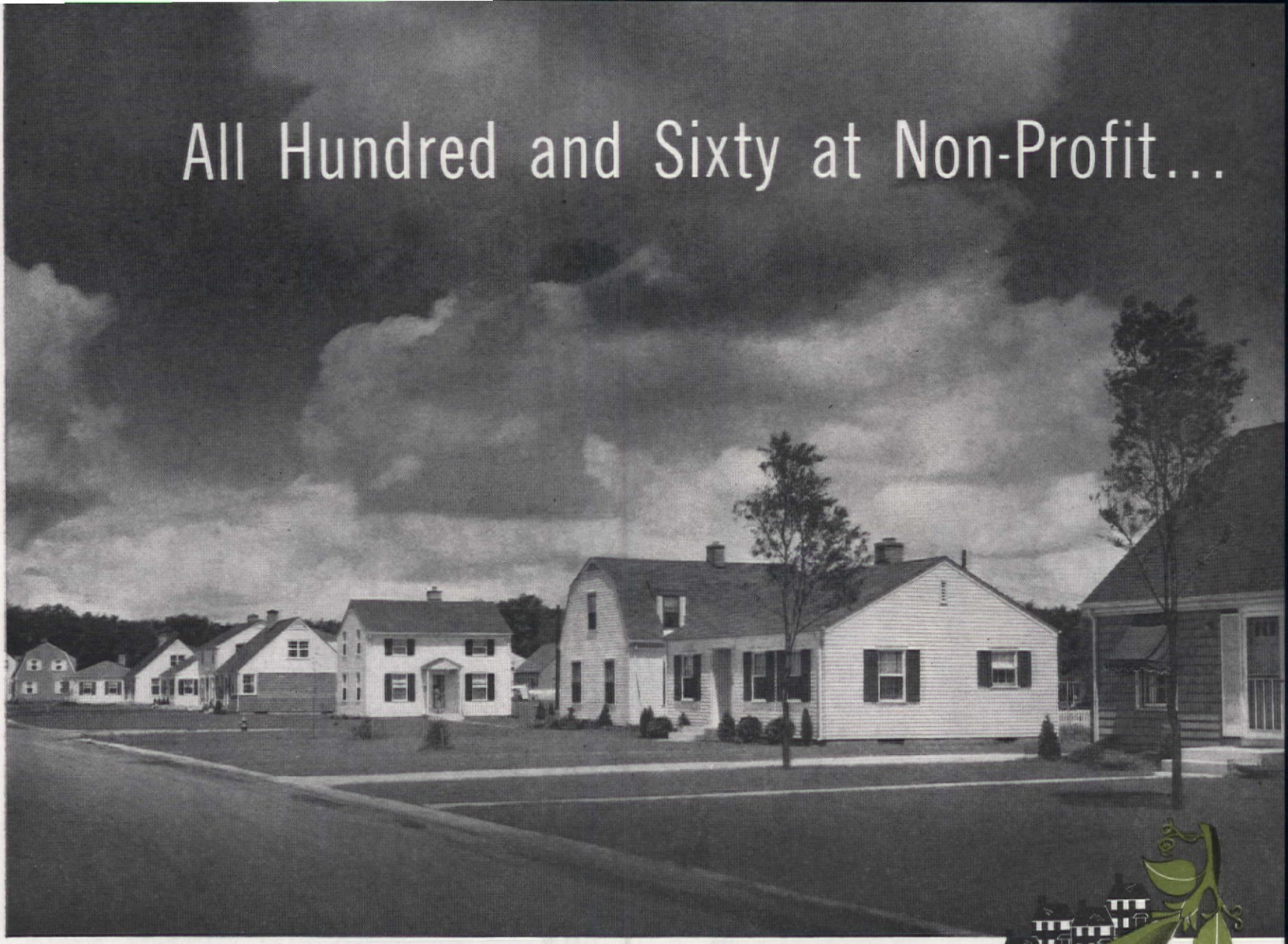
Storage shelves in breakfast room are painted blue against white woodwork. Blue-and-white patterned wallpaper and checkered curtains lend crisp informality. Red chairs are sprightly accent



Boy's room designed to take rough use. Walls solid green (not a pastel), draw curtains of rose, green, bright blue and white stripe. Rose sailcloth on bed stands up remarkably well

paint plus white trim did wonders, not only to the house but to our spirits as well. Tackling the interiors was actually a major operation, but I enjoyed every minute. It brought out the latent decorator in me. Walls were made smooth, and the living room dressed up with dark green and accented by bone-white trim. Between the entrance hall and living room, seven old exterior window shutters, tall and narrow, made an excellent screen. These were painted a fuchsia tone and serve as excellent background for yellow chairs and brass lamp. Floor-to-ceiling bookcases were placed on either side of the new bay window and, to make a rather ugly projecting fireplace recede, it was painted the same flat finish of the walls. The dining room is bright with yellow Williamsburg paper and white woodwork. This is perfect with our mahogany furniture, white organdy curtains, and dark broadloom rug. Our kitchen has periwinkle-blue walls and ceiling above a white dado. Blue-and-white checkered pull curtains frame the windows and, as a complement to the blues, very old blue Willow platters were hung high on the walls.

All Hundred and Sixty at Non-Profit...



Just Like Peas in a Pod?

Nonsense!

The scene above happens to be in St. Charles, Illinois. It might just as well be in Hempstead, Long Island, or in Westwood, California, for it is a new American street, one of the thousands being built throughout the length and breadth of this land. It is, in reality, a street of mass-produced houses, but no one would dare accuse it of monotony. Only seven basic house plans were used . . . each house shown is a variation on these simple basic themes. Perhaps they're a bit new looking, and the planting right now is almost nonexistent, but give them time! Never underestimate the power of Mr. and Mrs. Young America. In short order, they'll each and every one of them bear the unmistakable imprint of its owner. For though we are a country of mass producers, we are also a country of individualists. Because these homes are well planned and placed attractively on their small but quite adequate plots, and because Americans most certainly have a green-thumb monopoly, we predict that in just a few years such streets will bear the same charm, and become even more typical of our country, than their illustrious forbears in Salem and Concord. Perhaps these are fighting words, but we sincerely believe them.

The houses above and on the following pages were born of necessity and the thoughtfulness of a local business leader. The late C. T. McNéill, together with managers from eight other St. Charles industries, realized too well the hazards of their local housing shortage. Under his expert guidance, and with co-operative financing, a plan came into being whereby houses could be built and sold to employees at no profit. Architects and builders were given their customary fees but, with these exceptions, new owners

● Large, many-paned window in the Cape Cod home of Mr. and Mrs. Edward G. Thomas is thoroughly in the modern manner, and proves a happy companion for the authentic Colonial doorway. Geraniums and petunias are color accents against white clapboards

The McKinney home recalls low-eaved ranch houses of our Southwest. Latticed end pieces help support heavy roof overhang. Clapboards are white, shutters rust red

One of several Weyerhaeuser stock designs used was for A. W. Hill home. Door to left allows living room to run full width across front. Walls are white, shutters dark green. Flagstone coping frames house

Classic recessed entrance of Burgess home recalls Greek Revival ancestry. Lines have classic simplicity. Shutters are black, the clapboards white, and roof slate colored

Here is the home of Mr. and Mrs. James A. McKinney...

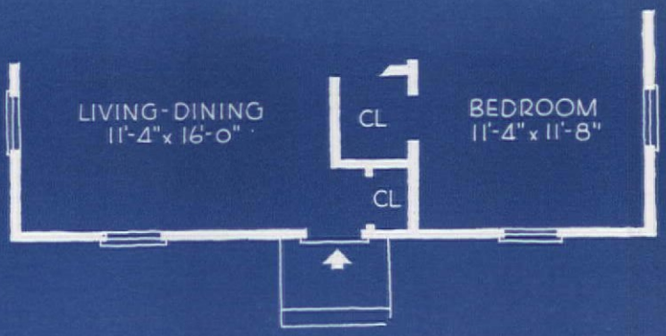
Data: Ruth W. Lee
Photographs: Nowell Ward

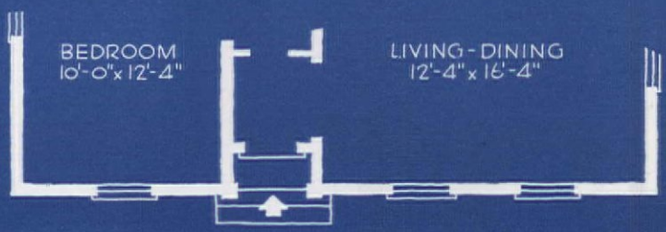
bought their homes at cost. The well-known architectural firm of Frazier and Raftery was engaged and the seven basic floor plans decided on. As we can readily see, the variations on these plans are many and interesting. Because of their experience, the architects are able to add little subtleties and differences of textures and color so often found only in custom-built houses. With one exception, the basic schemes called for all rooms on one floor. This plan is in keeping with the times. If she wants to clean rooms efficiently, young Mrs. America doesn't want stair climbing added to her other household chores. With one exception, too, the houses follow the Early American or Cape Cod pattern. Just as native, the ranch house exception is actually an offshoot of our early heritage. Designs were staggered so that no two houses of the same type would be adjacent.

More than sixty houses have been built and sold. Many more are in the process of erection. They will sell for prices ranging from $9,000 to $13,000. Each and every one is of wood construction and includes a completely equipped kitchen. Since they are all variations on a tried and true architectural scheme, we may be certain that such houses will age well, blend more and more beautifully into their plots, and add both beauty and stature to the future American scene.

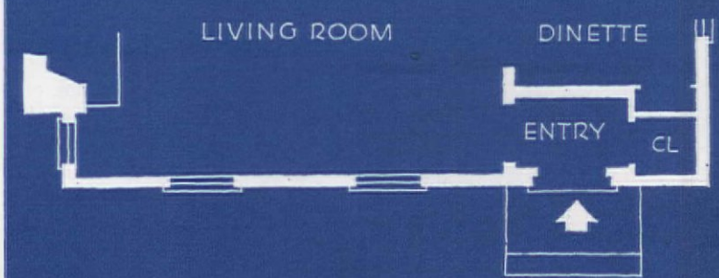
...the home of Mr. and Mrs. Robert C. Burgess

How different these development houses are from the monstrosities erected after the first world war. Let's hope that others will be inspired by the work of Mr. McNeill and his associates for, under such guidance, our future housing program is off to a safe, sure start

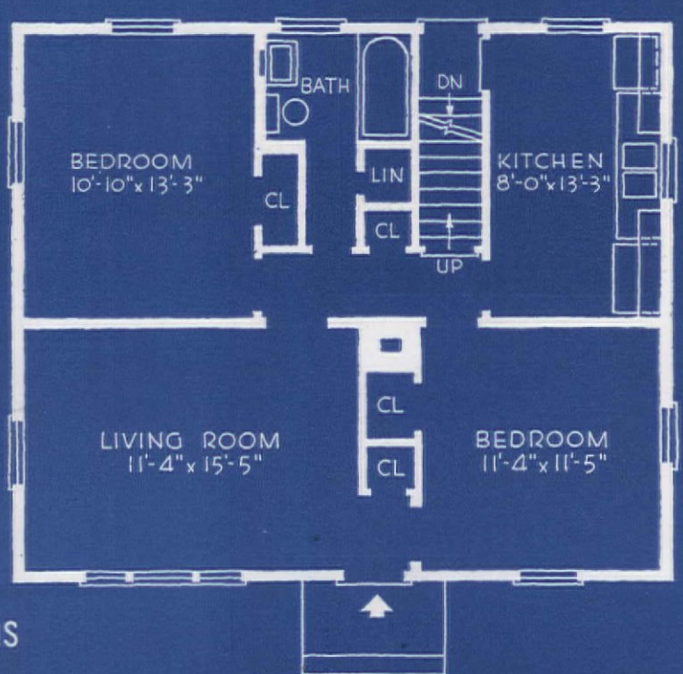




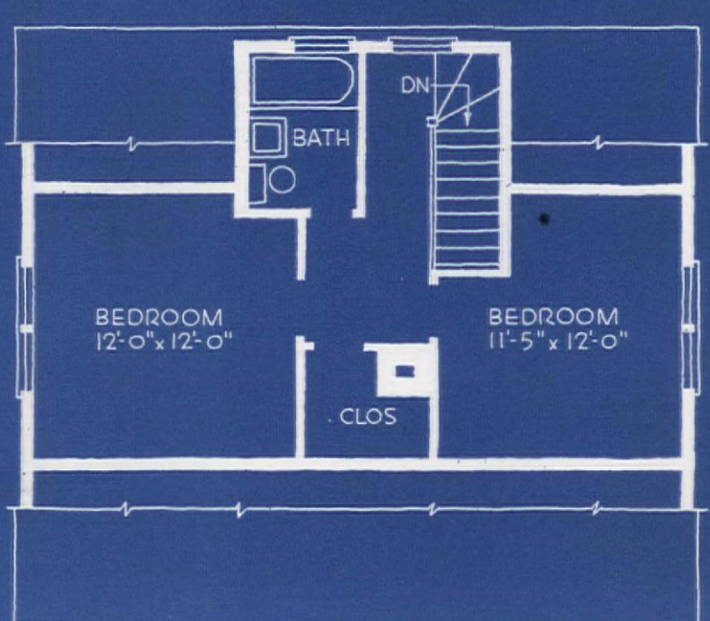
The home of Mr. and Mrs. A. W. Hill . . .



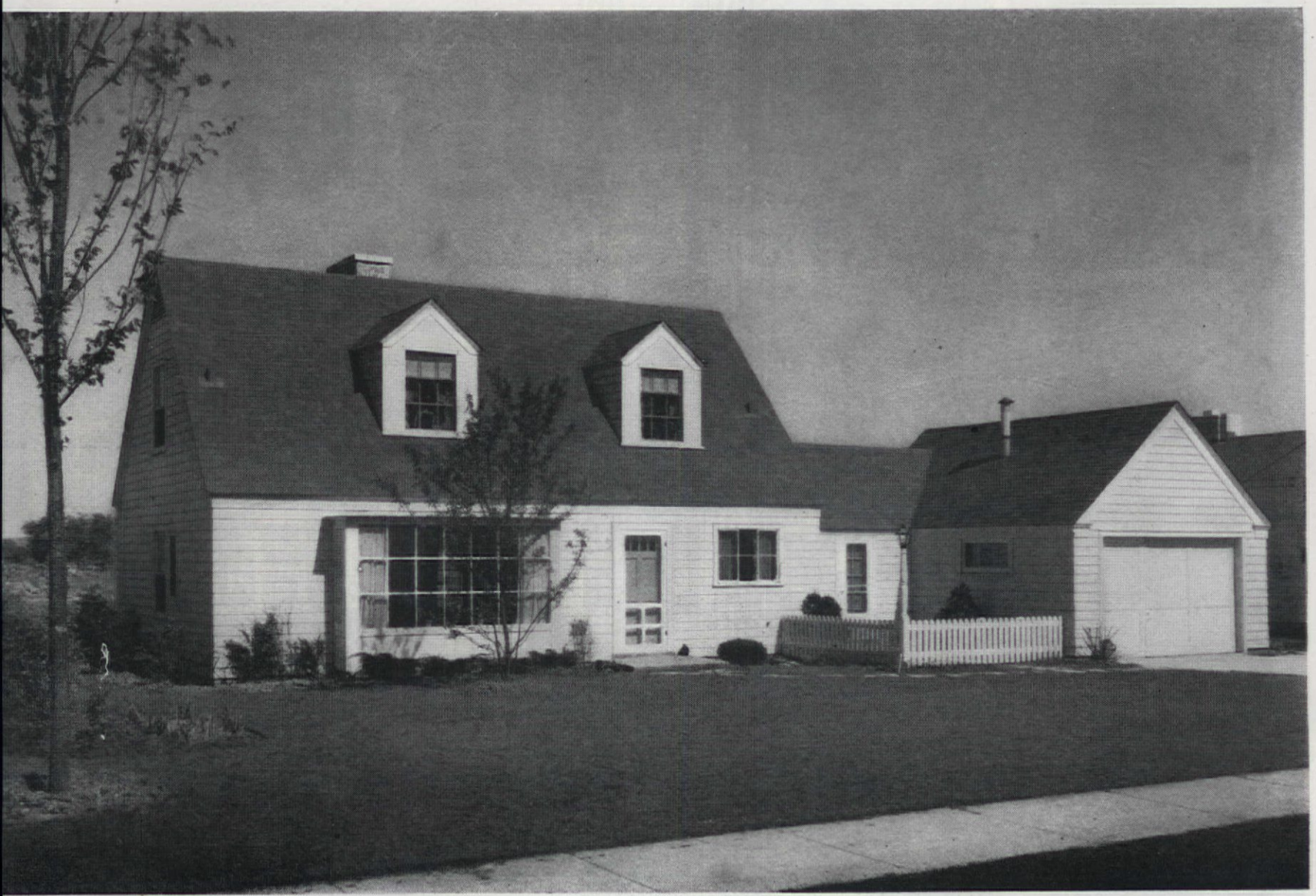
Three front wall variations of basic floor plan



. . . and the home of Mr. and Mrs. Edward G. Thomas



. . . AND JUST A FEW MILES SOUTH.



This is the home of Mr. and Mrs. Maynard Jackson . . .

C. E. Blomgren Jr., conscientious and public-spirited builder, is erecting good houses—well designed and built, a nucleus for charming, new neighborhood

•

We really had a field day in our search for good developers' houses in Illinois! The homes built at St. Charles were an adequate reward, giving us hope that the future of America's houses was in capable hands. But we had counted without our old friend C. E. Blomgren, Jr., of Northfield. In the past we've shown many of his attractive designs and should have realized that, with building conditions once more on the upswing, this enterprising builder would not be caught napping. Three of his recent designs are shown on these two pages. They are larger than those at St. Charles but, from experience, Mr. Blomgren knows that there are still families needing plenty of elbowroom, families with more than one child. That is his public, and he serves it well.

These three houses, built within a stone's throw of one another, are his latest designs. They show the same feeling for line, the same sensitive use of materials, the same well-organized planning as before. In the popular, modern tradition, they, too, are one-story houses, though one has rooms under its steeply pitched roof. In each case the garage, ever a difficult problem for the designer, is well integrated into the design proper. Entrances are inconspicuous but nicely placed so as not to detract from the other well-disciplined details.

Like its two other companions, the home of Mr. and Mrs. Maynard Jackson finds its inspiration in early Cape Cod motifs. It is low of eave, with dormers well spotted in a green asphalt-tile roof. An extremely large picture window on the front elevation looking, for all the world like an oversized bay, is actually one wall of a bedroom. In this house the garage is connected to the main house by means of a utility room extension of the kitchen. Master bedroom, living room, and screened porch are placed at the rear for privacy.

For the exterior walls of the DeWitt S. Stillman house, Mr. Blomgren selected a combination of white-painted brick and clapboard. From the street this particular house has a most deceptive appearance. Its gabled end makes it much smaller looking than it actually is. A circular louver in the gable together with dark-green shutters and a green asphalt roof add an informal look to the street elevation. Here, too, kitchen and utility room flow into the workroom adjacent to the garage.

For his own house, the builder added a formal touch to the street wall in the form of three flat wood arches which give a temple-like appearance to one gable. This house is much more severe in design than its companions, relying for effect on its simple good lines. The clapboard walls are gray with white trim and louvered shutters. The roof is of green asphalt tile. Like the Jackson house, this building runs parallel to the street, placing all master rooms at the rear. Here is the only house in the group with three bedrooms. Its kitchen, workroom, and garage are well integrated into the general plan with a minimum of waste space. Continuous circulation has been provided everywhere, making it possible to go from living room through screened porch to workroom and garage. In the latter area, extra storage space has been added by means of a hanging closet at the rear end. All the bedrooms have cross ventilation and two well-located closets. Here, too, one of the bedroom walls is made of glass.

ANOTHER FINE HOME DEVELOPMENT

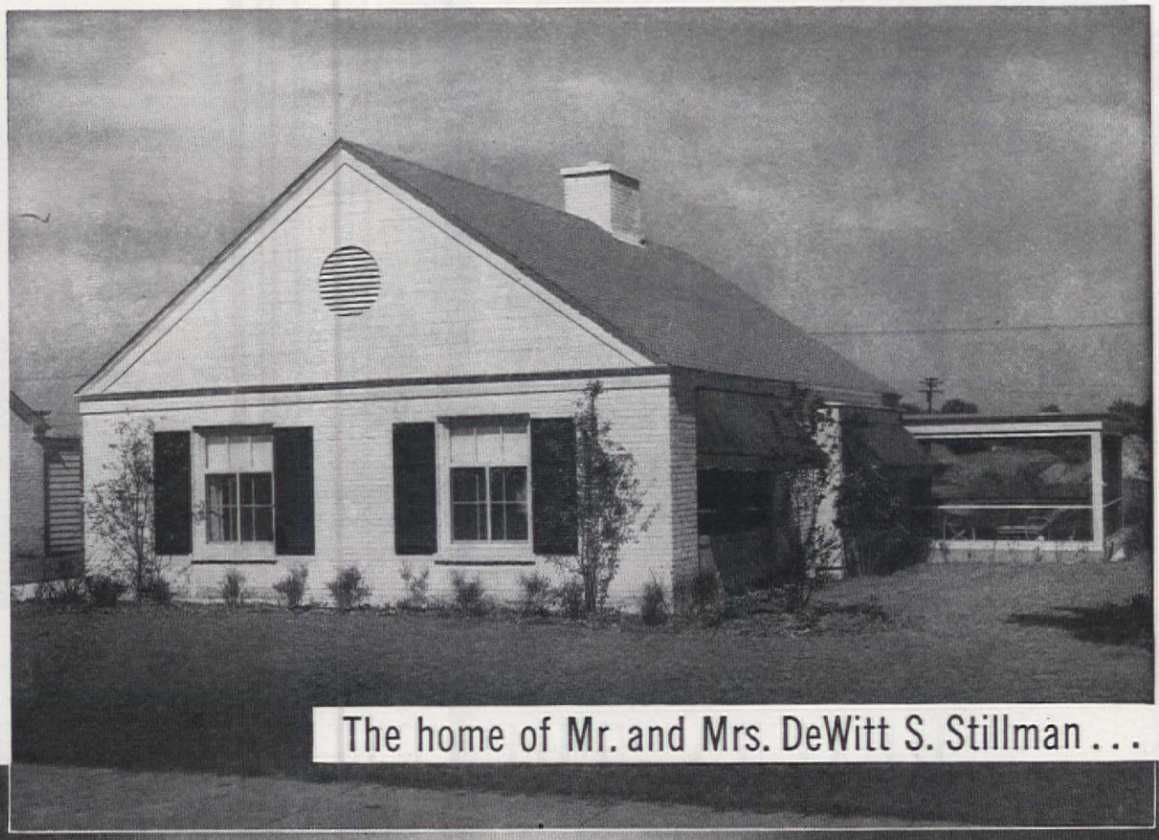
Small Cape Cod street elevation of Stillman home belies amount of compact living within its combination white-painted brick and clapboard walls

Quaint service yard with picket fence vies with the enormous picture window, set in white shingle walls, as main focal point on street side

Large living room and screened porch of Mr. Blomgren's own gray clapboard house are located at the rear for more privacy. Bedroom wing, at left, with flat arches, includes three rooms plus bath

FLOOR PLANS ON PAGE 38

Data from Ruth W. Lee
Photographs by Nowell Ward



The home of Mr. and Mrs. DeWitt S. Stillman . . .

. . . and the home of Mr. and Mrs. C. E. Blomgren, Jr.

Old farmhouses around Fayetteville, New York, are at a premium since the Shadds performed modern miracles on sad, unimaginative house bought in postwar desperation

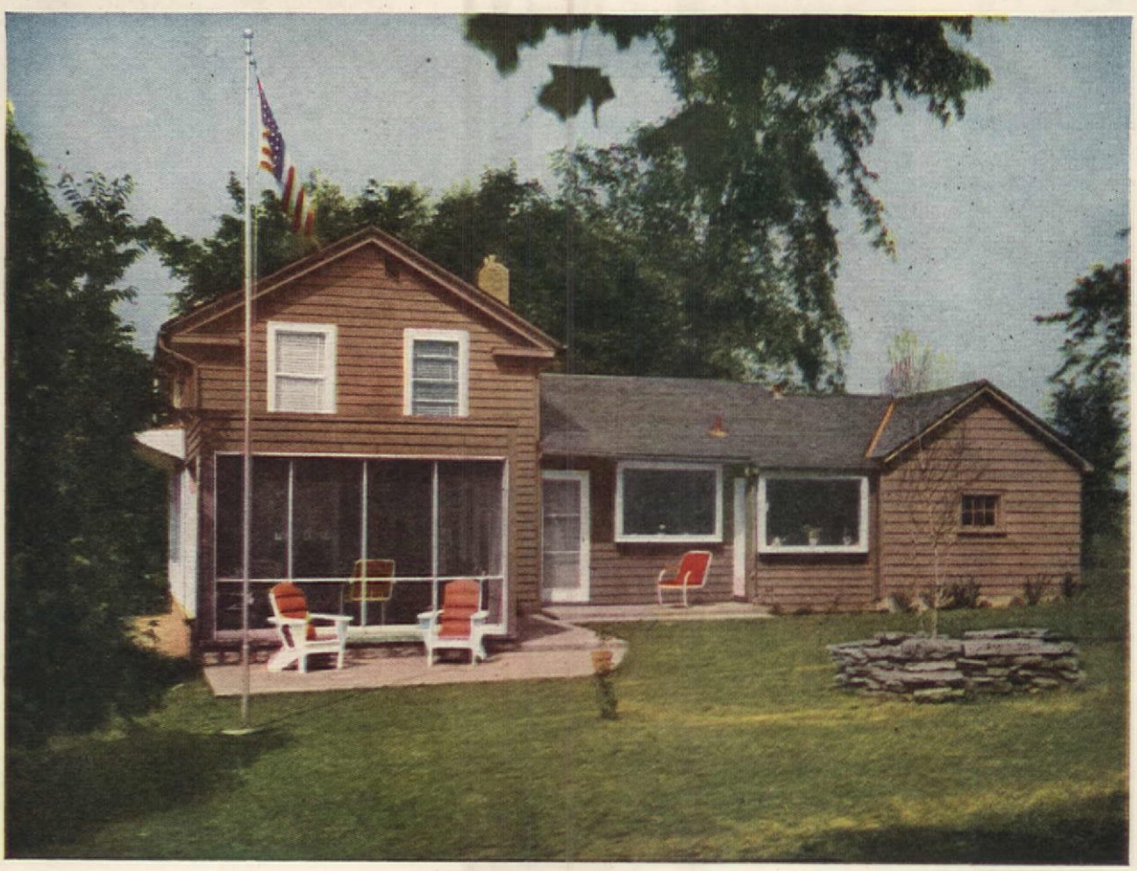
BEAUTY TREATMENT STARTS TREND

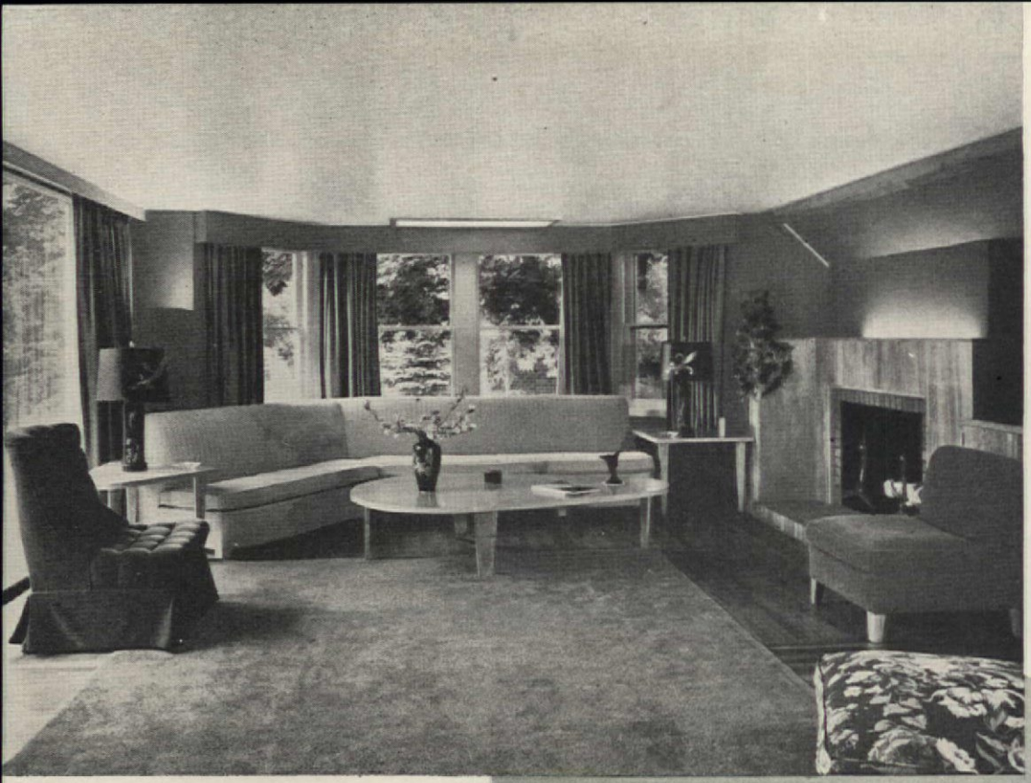
W. J. Hennessey

Photographs by Gilbert Ask

Like so many young couples during the early days of our postwar housing shortage, the Edward Shadds learned a bitter truth—good modern houses were not to be had for love or money. Mileage on their old family car was mounting at a surprising rate when they decided to abandon the quest for a new home and concentrate on what was available, be it decrepit and plain. Anything, so long as it provided a roof over their heads. Willard Smith, a designer friend, was most helpful in checking over old farmhouses and, in the fateful year 1943, they became the not-so-proud owners of the unimaginative structure shown above.

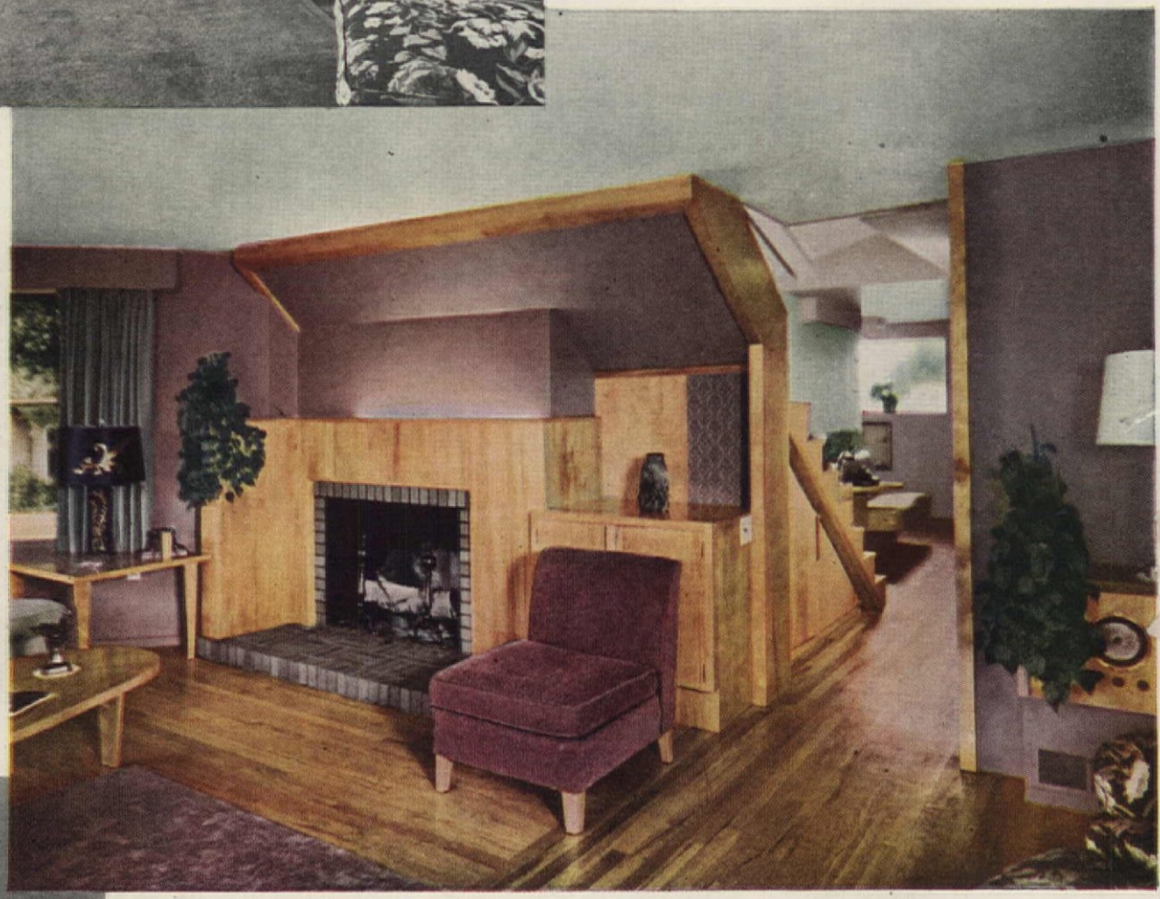
It took two years to really get the house into its present shape—embodiment of everything the Shadd family had actually wanted in a home from the start. They were among those thousands of up-and-coming young folks who like and want modern but, at the same time, admire the mellowness and softness of old things. To keep a certain nostalgic flavor.

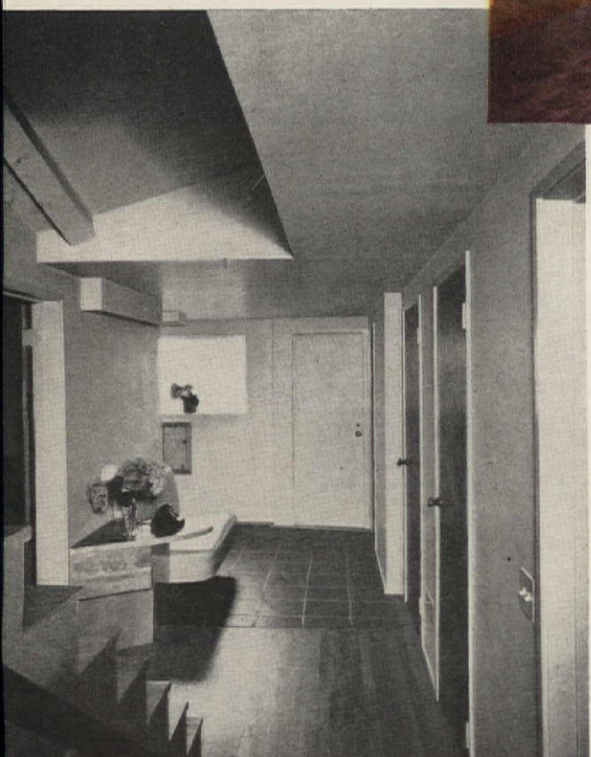




Living room has double-glazed window walls on three sides, silhouetting upholstered pieces and other owner-designed furniture

Willard Smith, designer





Simplicity is keynote of renovated fireplace, with its wide frame of birch in natural finish. Raised hearth and concealed lighting add right touch of drama

Confused appearance, caused by too many openings in stair hall, eliminated by use of identical flush-panel doors and simple, unornamented moldings and trim

not one bit of the original planting was disturbed; hence, the house fits snugly into its site.

The living room was formerly several rooms, and the monolithic plaster ceiling is the result of an ingenious suspended truss in the attic. Old timbers were used, wherever possible, in all rooms, but made to fit into the positive contemporary design. Natural birch plywood acts as background for most of the interior walls and blends nicely with the specially made furniture, handiwork of the furniture-designing owner. Plum is the predominating color in the first-floor master rooms. An unusual note is struck in the front-hall treatment with its railless, open stairway. There's a built-in desk and bench at the foot of these stairs where a convenient telephone saves Mrs. Shadd many unnecessary steps during the course of a day's household routine. Another unique feature of the house is discovered when inspecting the basement heating equipment. Two small furnaces, in tandem, have been used. In mild weather only one is put into operation. The personalized kitchen is described in full detail on page 127.

HERE'S THE NEWEST WAY TO GET AN EXTRA BEDROOM!

Overcrowded? Be sure to see Simmons' beautiful new space-saving Hide-A-Bed* sofa!

Here's *important* news—if you need extra sleeping space in your overcrowded home!

Beautiful new styles of Simmons' famous space-saving Hide-A-Beds, and other Simmons double-duty furniture, are now being shown at leading furniture and department stores.

And the Hide-A-Bed is the sofa bed *you* want, if you want the *very finest!* Here's why:

Hide-A-Bed is the *only* sofa bed that offers you the comfort of a genuine Simmons innerspring mattress. A full-size mattress! 54 inches wide! Not just a skimpy, make-shift, ordinary sofa mattress!

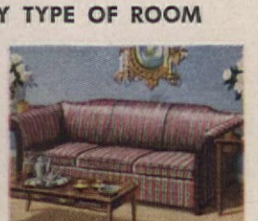
It's the *only* sofa bed with an *all-steel* tubular frame—light but sturdy! The *only* sofa bed with a folding mechanism so *scientifically counterbalanced* it almost seems to open and close itself at your direction!

And, as you can see, Hide-A-Bed tailoring and upholstering is so superb, there's no trace of the big bed inside. It's a handsome living room sofa you'll be proud to own. $189.50 to $279.50 depending upon fabric selected. Slightly higher west of Rockies.

P. S. National Sleep Show, March 1 to 20.

A STYLE FOR EVERY TYPE OF ROOM

LAWSON



TUXEDO

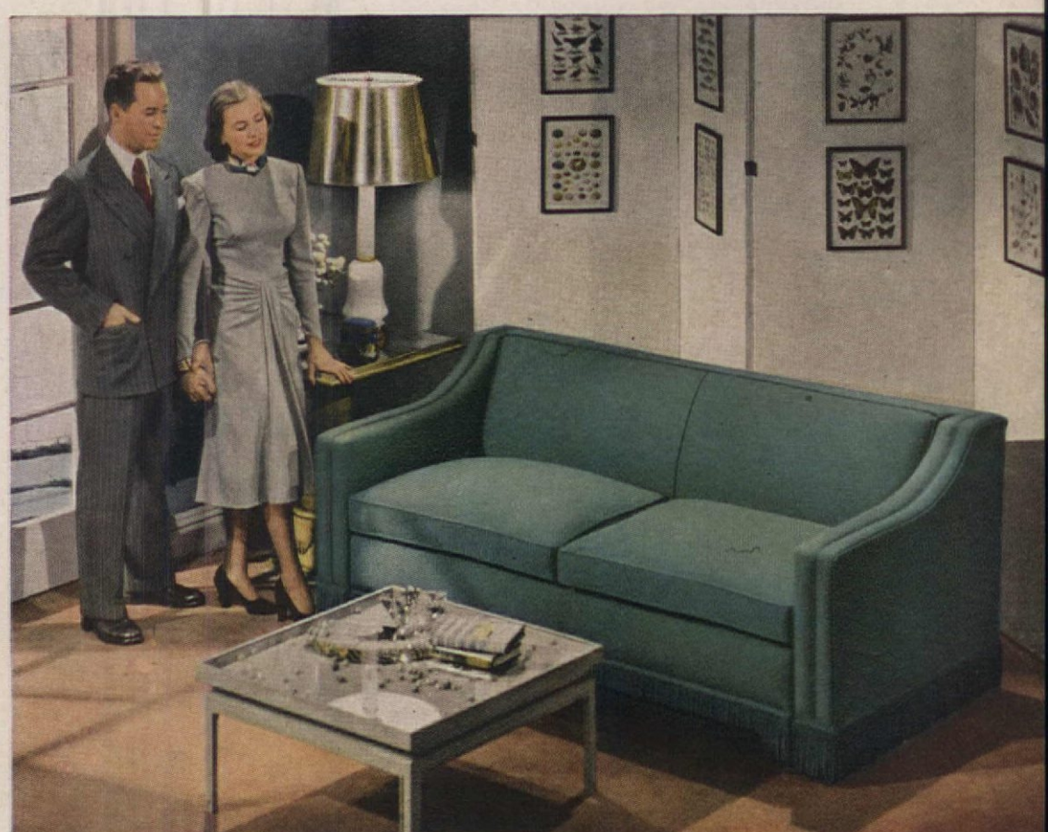
Simmons Duplex Sofa Bed (S842)—another smart version of a space-saving double bed.

Only SIMMONS makes HIDE-A-BED

Other Simmons quality products: the famous Beautyrest Mattress, World's *Only* Electronic Blanket, Deepsleep Mattress, Ace Spring, Babybeauty Crib Mattress

*TRADE-MARK REG. U. S. PATENT OFFICE

©1948, SIMMONS CO., MDSE. MART, CHICAGO 54, ILL.



BY DAY

Your Hide-A-Bed is a luxuriously comfortable sofa, upholstered in rich and durable new fabrics, including Turquoise shown above. Look at the beautiful lines of this Mayfair Hide-A-Bed. Isn't it a sofa you'd be proud to have in your living room?

BY NIGHT

See what a *big* double bed your Hide-A-Bed makes! Opens or closes so simply, too. Mattress folds easily. Housekeeping hint: You can even leave your sheets and blankets on—fold away your Hide-A-Bed already made up!

If you would like a floor plan of this kitchen, we will gladly send you one. Write for Floor Plan K-1.

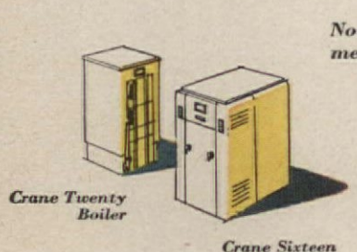
The kitchen is no longer just a place to work—it's a place to enjoy life. Big windows bring the outdoors indoors. Adjoining patios or breezeways open up new vistas of luxurious living. And, of course, the modern kitchen must be equipped with the latest in appliances.

Take the sink, for instance. Here is the Crane Sunnyday with two drainboards and a deep basin. Its gleaming porcelain surface is acid-resisting—easy to clean. *Dial-ese* faucets open and close at a finger's touch. A retractable hose spray that reaches every corner of the sink top is ideal for preparing vegetables and washing dishes.

But the Sunnyday is only one of the wide range of sinks in the Crane line—sinks to suit every need—to fit every budget. And, of course, the Crane line also includes plumbing fixtures for the bathroom and laundry, and heating for every type of home system.

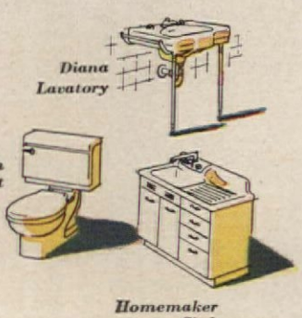
See your Crane Dealer. He will gladly help you select equipment to meet your needs, and his skilled installation will assure you comfort and convenience.

Now available—an informative booklet on Crane bathroom and kitchen equipment to meet every home budget. Also a booklet to aid in selecting heating systems. Write for them if you are interested.



Crane Twenty Boiler

Crane Sixteen Boiler



Diana Lavatory

Criterion Toilet

Homemaker Sink

CRANE

CRANE CO., 836 S. MICHIGAN AVENUE, CHICAGO 5, ILLINOIS

Plumbing and Heating • Valves • Fittings • Pipe

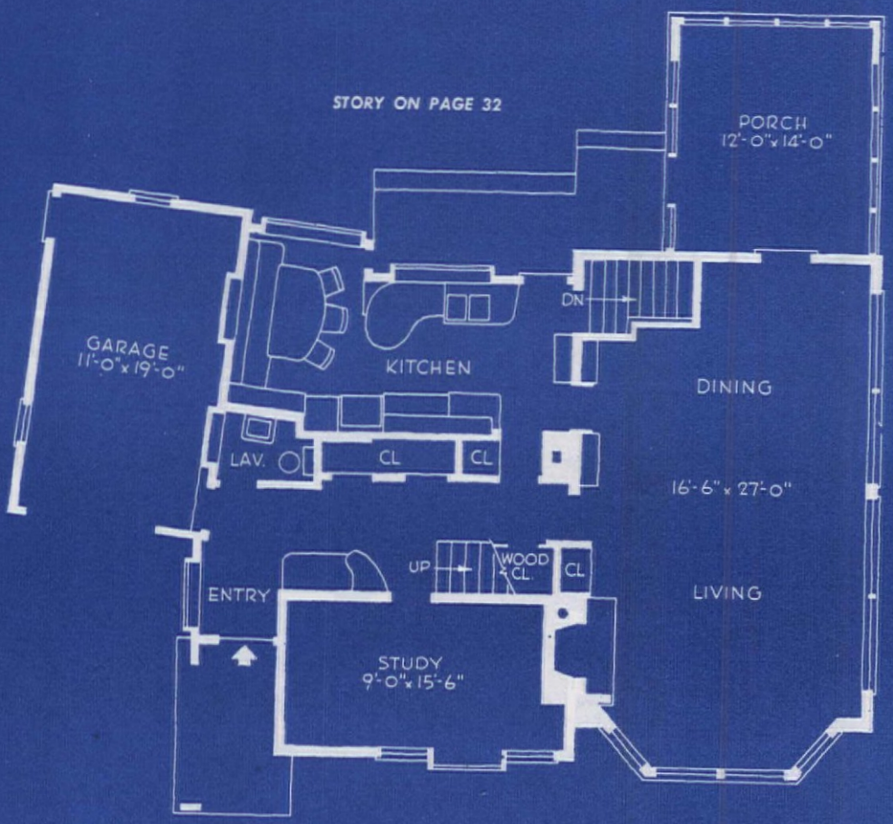
NATION-WIDE DISTRIBUTION THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING DEALERS

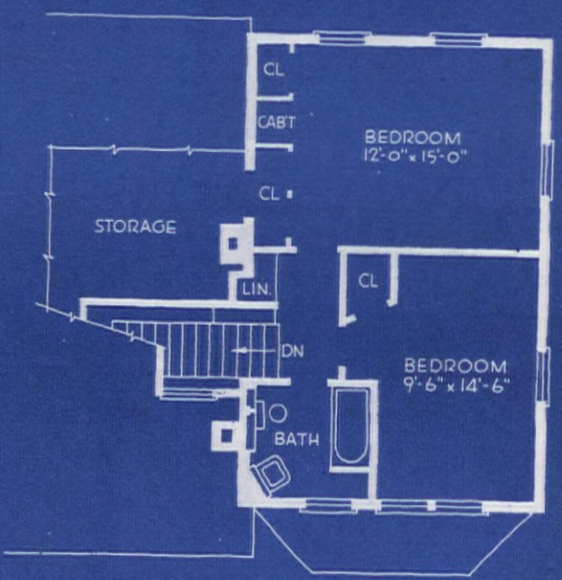
Blueprints for Modern Living

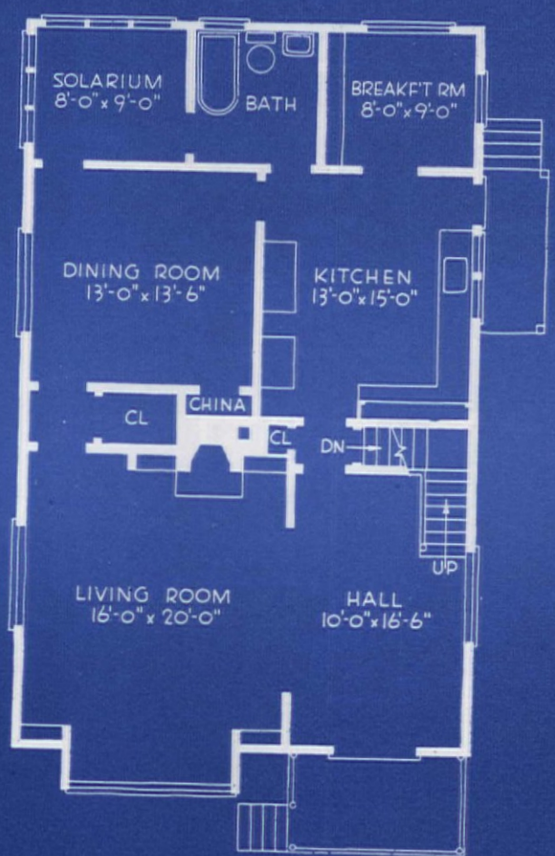
New York

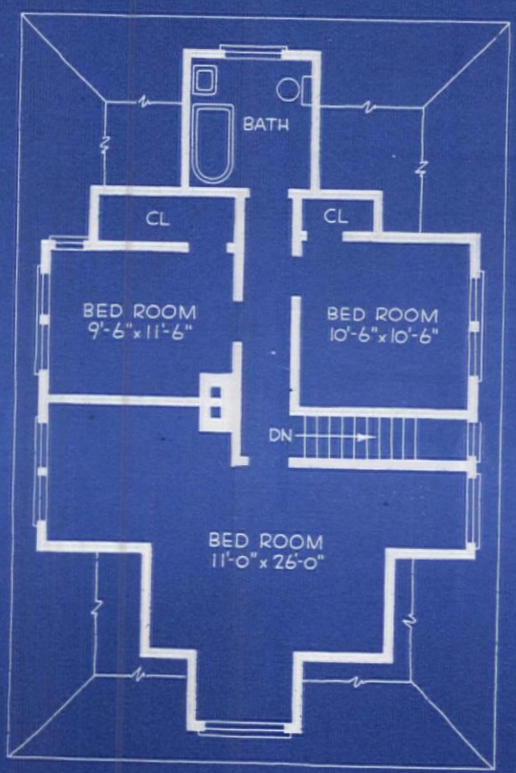
Renovated farmhouse of
Mr. and Mrs. Edward Shadd
Fayetteville
Willard B. Smith Jr., designer

STORY ON PAGE 32







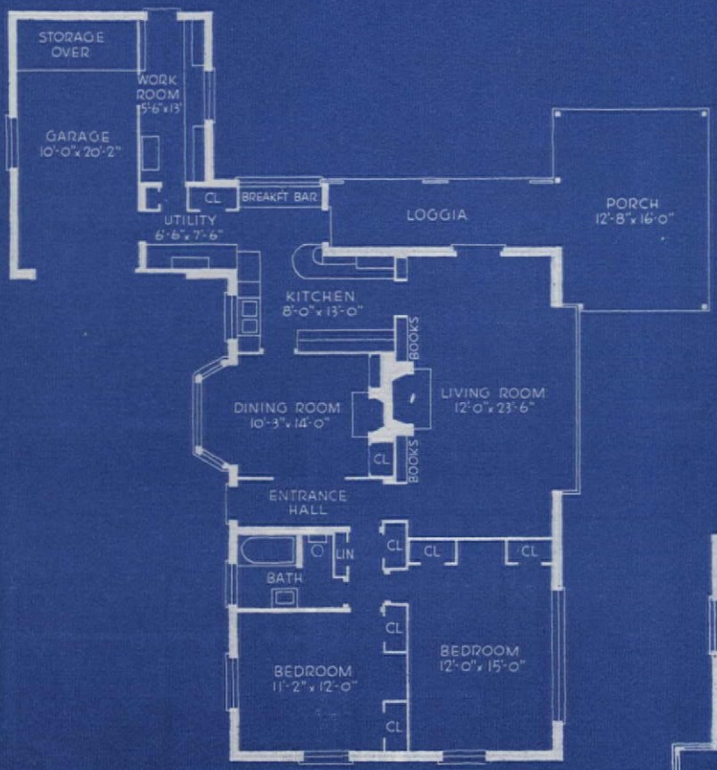


Washington

Renovated home of
Mr. and Mrs. Robert F. Scully
Seattle
Philip A. Moore, architect

STORY ON PAGE 25

Plans for this month's American Homes

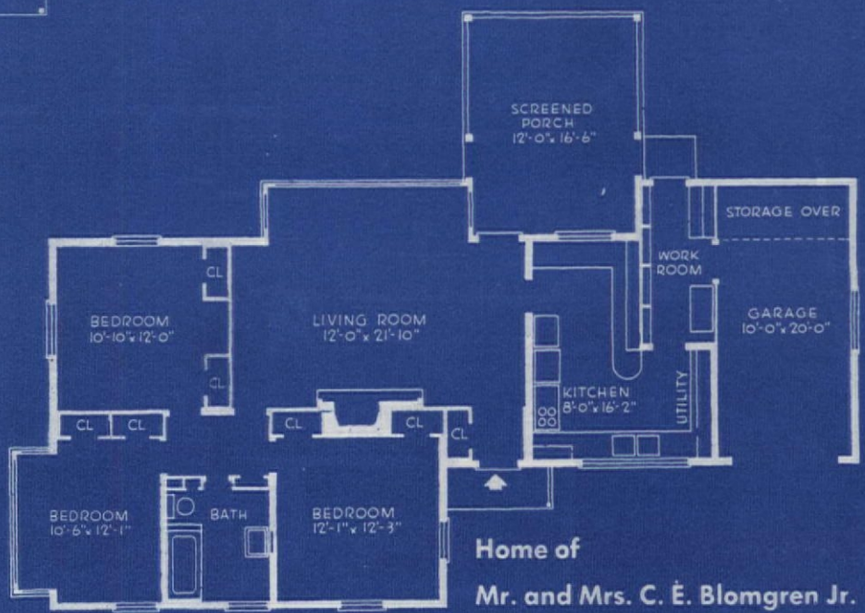


Home of Mr. and Mrs. DeWitt S. Stillman

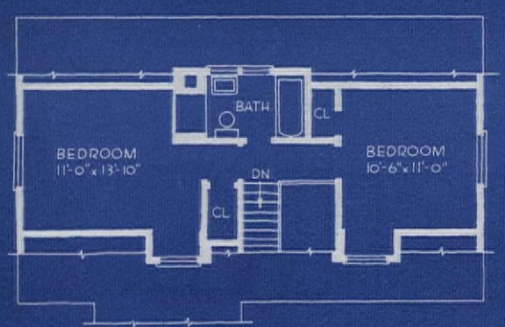
Illinois

Three houses designed and erected by C. E. Blomgren Jr., Northfield

STORY ON PAGE 30



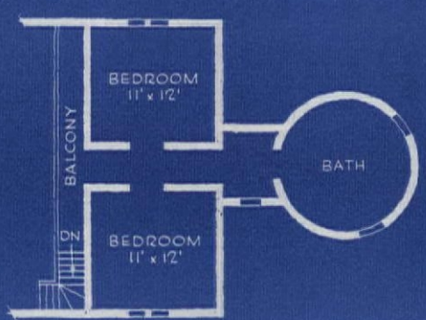
Home of Mr. and Mrs. C. E. Blomgren Jr.

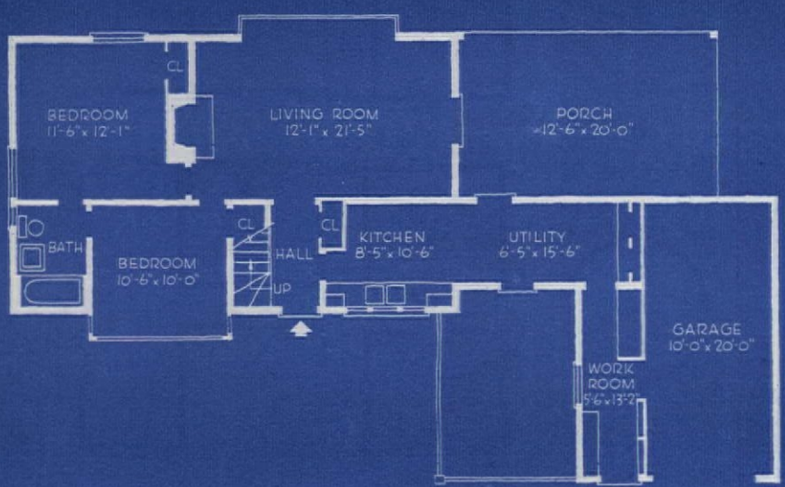


Connecticut

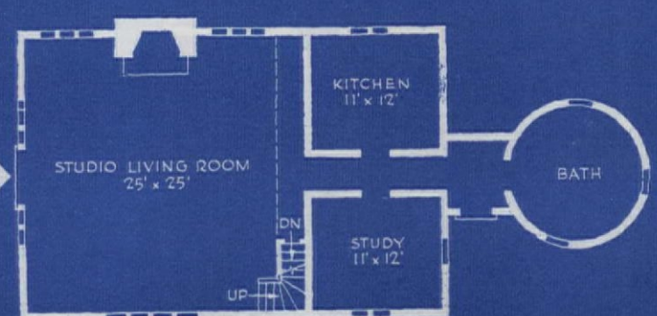
Renovated barn-silo of Joseph Pinchbeck Ridgefield owner-designer

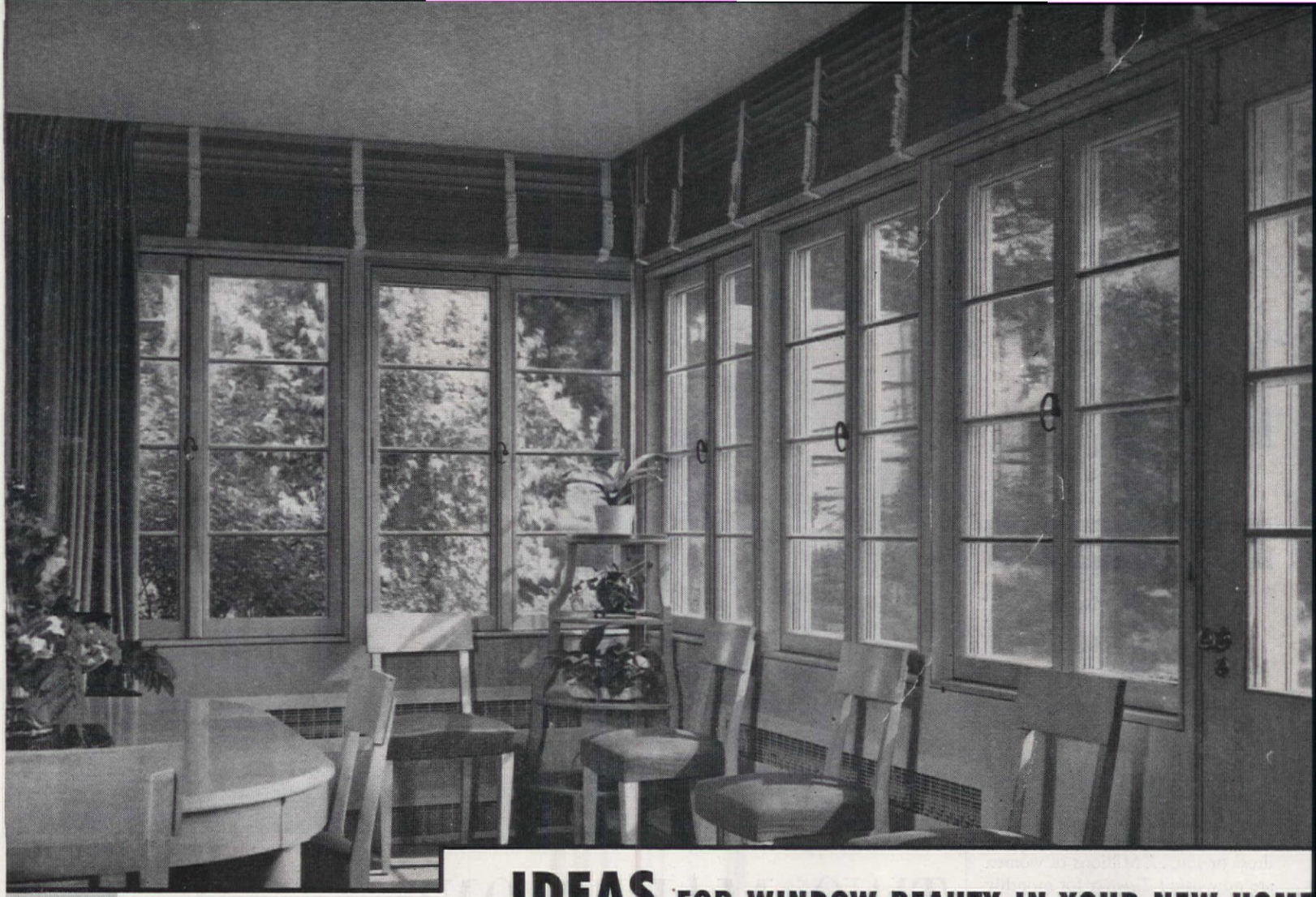
STORY ON PAGE 79





Home of Mr. and Mrs. Maynard Jackson





IDEAS FOR WINDOW BEAUTY IN YOUR NEW HOME

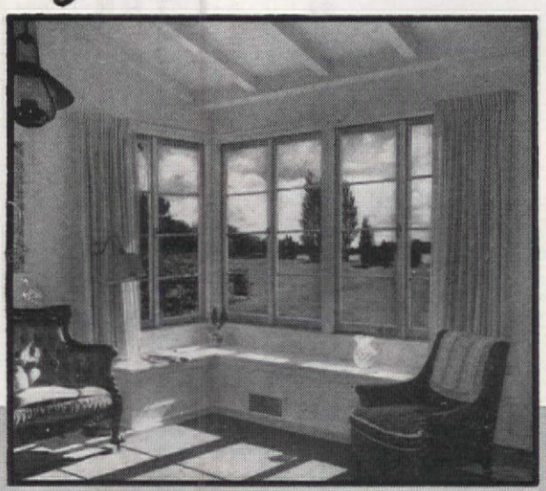
Today you can plan your windows as you like them . . . in broad, sunny walls, cozy bays, view-framing picture windows, or in space-saving corner arrangements. All these things are possible because of Andersen WINDOWALLS . . . those complete wood window units that can be combined in a thousand different ways to serve simultaneously as windows and as walls.

So as you plan, have plenty of ideas to draw from . . . write Andersen today for full information.

ANDERSEN

Windowalls

TRADEMARK OF ANDERSEN CORPORATION



Mail This Today
For Free WINDOWALL Ideas

Andersen Corporation,
Bayport, Minn.

Dept. AH 38

Name .....

Address .....

City ..... Zone. ....

State .....

the youthful

SILHOUETTE

No bulges

No ridges

Not even a wrinkle

Not only slimness, but *smoothness*, helps a woman's figure to look young. And she cannot count on a smooth silhouette if bulges or edgelines show themselves under her dress or suit.... Millions of women are now using *Tampax* for monthly sanitary purposes, and this form of protection *cannot* cause any outward unevenness because it is worn *internally*.

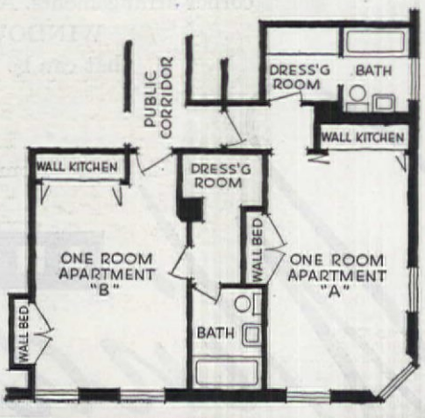
Don't let your standards down on "those wretched days" of the month. Tampax is another word for neatness. It's small, dainty--only 1/15 the bulk of the other kind. Whole month's average needs slip right into your purse. No belts or pins to bother with — just Tampax itself, pure surgical cotton contained in slim dainty applicator.

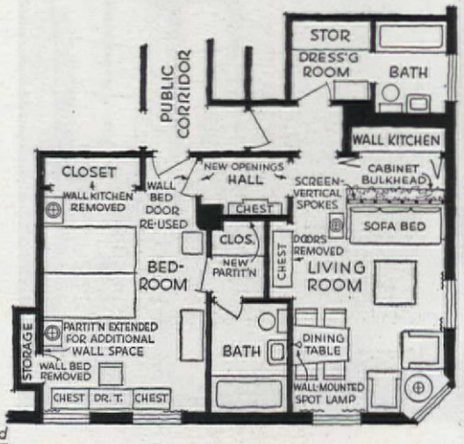
Invented by a doctor for use among women generally, Tampax is sold at drug stores and notion counters in 3 absorbency-sizes: Regular, Super, Junior. Its design is based on the well-known medical principle of internal absorption and its wide acceptance is proof of the willingness of American women to try new methods and accept modern ideas. Tampax Incorporated, Palmer, Mass.

Accepted for Advertising by the Journal of the American Medical Association

TWO MAKES ONE

Ruth W. Lee

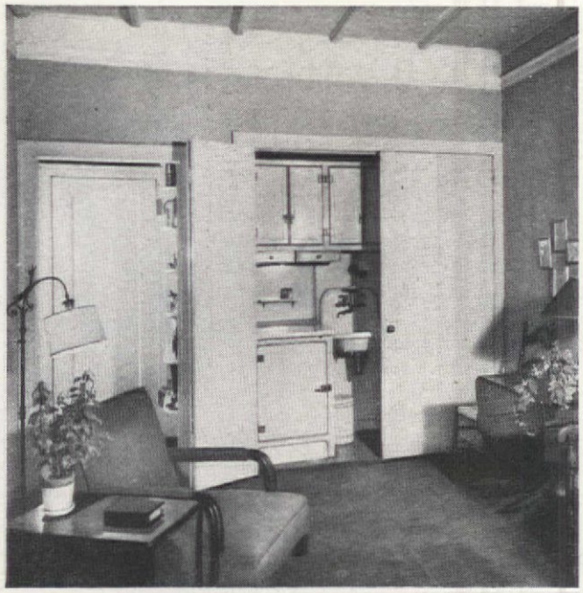




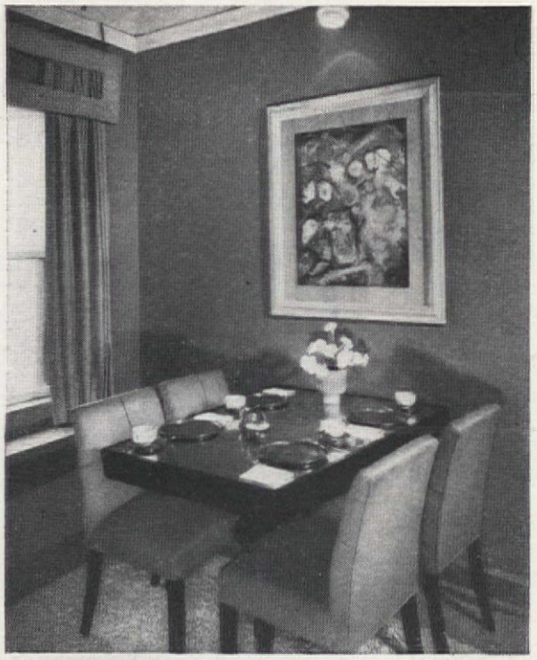
Nowell Ward

Like thousands of others, William Wachsman shed his uniform and came back to Chicago to start apartment hunting. At the end of his long search, the only abode offered him was in a typical apartment hotel which boasted one- and two-room furnished apartments. The two-room apartments had negligible closet space and a bedroom barely large enough to hold a bed. Imaginatively, the Wachsmans rented two adjoining one-room apartments. Immediately, they began remodeling them into a two-room home—thus, a designer-veteran licked the housing problem.

The new home has the advantages of an adequate bedroom, two baths, and ample storage space. In the first apartment, they removed the in-a-door bed and doors. This space is now used for bookshelves and, beneath them, a cabinet for



This typical one-room furnished apartment became the smart living-dining portion of the Wachsmans' new home. Here Pullman kitchen was camouflaged with philodendron vines; kitchen of adjoining room removed to make wardrobe closets



The Karpen Pil-O-Rest

A MATTRESS OF INCOMPARABLE QUALITY

MADE WITH THE SKILL OF FINE FURNITURE CRAFTSMANSHIP

WITH THESE EXCLUSIVE Pil-O-Rest* FEATURES!

- Channeled pillow attached top and bottom to a completed inner-spring mattress.
- Channeled pillows are 100% staple cotton filled and constructed to prevent shifting of the cotton.
- Box Spring has 72 coil springs mounted on hard wood frame, and hand-tied 8 ways. Upholstered to match mattress.

KARPEN PIL-O-REST MATTRESS $69.50 KARPEN BOX SPRING TO MATCH $59.50 Other KARPEN Guaranteed Mattresses Available from $39.50

Slight variations in prices due to difference in cost of freight

KARPEN Guaranteed MATTRESS

WRITE FOR NAME OF YOUR NEAREST KARPEN DEALER

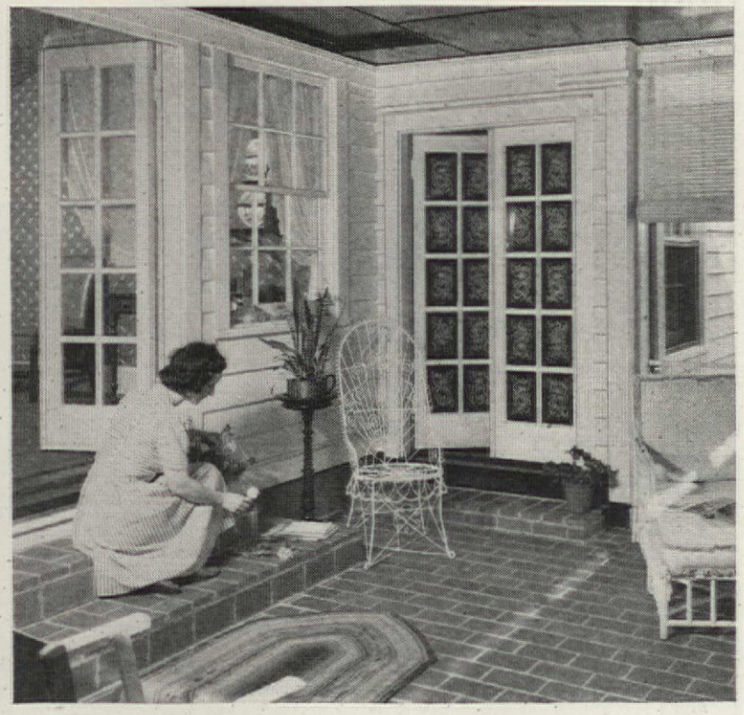
PAINSTAKING CARE IN MANUFACTURE FOR RESTFUL, HEALTHFUL SLEEP . . . AND LONG YEARS OF SATISFACTORY SERVICE

It's good morning every morning when you've enjoyed the most restful night's sleep you've ever known—on a Karpen Pil-O-Rest. Exclusive, sleep-inducing features such as tuftless construction and attached, channeled pillow top help your body relax, keep you comfortable in every position. Karpen quality and workmanship mean extra years of good sleeping.

*Reg. U. S. Pat. Off.

S. KARPEN & BROS. Chicago • Los Angeles New York • Dyersburg Lexington • San Francisco

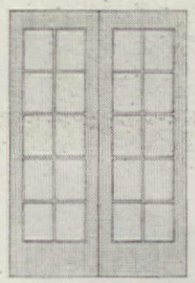
Manufacturers of Karpen Guaranteed Furniture, Mattresses and Transportation Seating



plan now . . .

for *Genial living*

. . . WITH THIS HELPFUL IDEA BOOK



French doors of Ponderosa Pine add grace to modern living because they combine the light-transmitting quality of windows with the utility of doors. You can have the right door or window for every purpose if you choose stock designs of Ponderosa Pine—made up in styles to suit every need and preference. Yet large-scale production keeps Ponderosa Pine doors and windows moderate in cost.

FRIENDLINESS—cheer—geniality! Who doesn't want all these qualities in his home? Choosing the right doors and windows is important here. Note in the photograph, for example, how the Ponderosa Pine window and French door grouping welcomes the eye . . . "opens up" the house and enhances its comfort!

Ponderosa Pine—used either for windows or interior doors—is a *friendly* wood. It is warm to the touch, not cold or chilly. Its smooth grain sands to a satin texture. It takes the finish of your choice. It holds nails or screws firmly—keeps its beauty through long years of use.

"Today's Idea House"—32-page fully illustrated booklet—is crammed with photographs and examples, showing how to add the right touches to make your home distinctive. It's a mine of practical information, too, on planning better closets—getting more privacy—saving fuel costs—increasing convenience. Send only 10¢ for your copy of "Today's Idea House."

FOR FRIENDLY LIVING

Ponderosa Pine

WOODWORK

Ponderosa Pine Woodwork
Dept. RA3, 111 West Washington Street
Chicago 2, Illinois

Please send me a copy of "Today's Idea House." I enclose 10 cents. (*Please Print*)

Name .....

Address .....

City ..... *Zone* .... *State* .....

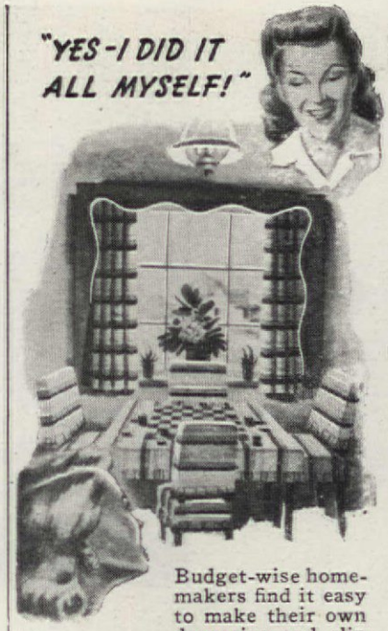
radio-record player and record albums. For this, Mr. Wachsman redesigned an old, secondhand chest, covering the front panels with brown-and-white cowhide and lacquering the top and legs in matching dark brown.

A narrow bulkhead case was built in combination with a trellis of woven sash cord, entwined with philodendron vines, that has a multiple purpose. The trellis screens the Pullman kitchen from the living room and the case section, divided into two parts, provides a setting for the sofa-bed. The lower part receives and conceals that part of the box spring and mattress not needed when the sofa is adjusted to the proper seating depth. The upper section of the case has sliding glass doors which open into the kitchen, providing ample storage space for glassware. The case has a marlite top which makes a fine working surface.

The sofa-bed in the living room is covered in Chinese red and can pinch-hit as a guest bed. At one side there's a leather-topped table and a green column lamp. In front of the sofa is an overscaled, square cocktail table of white-rubbed black oak with a glass top—a William Wachsman design.

Living-room walls are painted an elephant gray. Draperies are of celadon-green raw silk with tailored, buckle-shaped cornices covered in the same fabric. The rug, lighter than the walls, is gray, shaggy cotton. In the front window is a round, bleached, modern table and companion lounge chairs covered in the same green fabric as the draperies. Against the opposite wall is a rhomboid-shaped dining table designed by Mr. Wachsman. It is in black lacquer, with a glass top of crackled gold on a black underlay, and conserves space handsomely. The four side chairs are covered in a Chinese red to match the sofa-bed. Over this dining unit is a modern still-life, framed in white—one that reflects all of the room colors.

The Wachsmans' goal being a comfortable and livable home, they used every available bit of space, consistently, to the best possible advantage. Their next job was the conversion of the adjoining one-room apartment into a bedroom. Again, by removing the in-a-door bed and, this time, only one door, they were able to achieve, at one wall, space large enough to accommodate a twin-headboard bed, plus an ample closet. The headboard is dramatically framed in a tailored cantonnière of gaily colored plaid—Chinese red, blue, white and yellow. A diaphanous yellow straw-cloth panel forms a backdrop for the blue-tufted headboard. The upper portion of the two bedspreads is in a matching blue; the skirt is in the plaid of cantonnière and valances. By using one long valance over the front windows and curtaining the entire window wall with the yellow straw-cloth, the room scheme is happily unified. Here walls have been painted soft blue-gray with a matching gray cotton rug to tie in with the living-room scheme.



Budget-wise homemakers find it easy to make their own draperies and slip covers from the colorful new Fincastle Fabrics for 1948. Send for "Interiors Beautiful" — full of helpful hints on home decoration. Enclose 10¢ in stamps or coin to 1320 McHenry St., Louisville.

Fincastle FABRICS
REG. U. S. PAT. OFF.
LOUISVILLE TEXTILES, INC., LOUISVILLE, KENTUCKY.

ALWAYS AT YOUR SERVICE
. . . NEVER IN YOUR SIGHT

OPERATING BALANCE CONCEALED IN SASH

WINDOWS NEVER STICK
NEVER RATTLE . . NEVER BANG!

Every window opens wide at your finger's touch with the "Grand Rapids Invizible" Sash Balance. Completely invisible, they have no tapes, no cables, no exposed tubes, nothing to catch dirt or paint. Tested for lifetime service in the laboratory . . . proved in thousands of homes, they're preferred for double-hung windows of every type. They're easy to install . . . cost less!

CONSULT YOUR ARCHITECT, BUILDER OR DEALER

WRITE for completely illustrated consumer folder (C7S)

GRAND RAPIDS Invizible SASH BALANCE

Quality Leaders in Sash Hardware for 50 Years

GRAND RAPIDS HARDWARE CO.
GRAND RAPIDS 2, MICHIGAN

Choose Heywood-Wakefield Modern to assure that "nice-to-live-with" look for bedroom, living room, dining room.

HEYWOOD-WAKEFIELD
EST. 1826
REG. U. S. PAT. OFF.

modern

"Home-Planned" furniture with down-to-earth ideas

HERE'S modern to make you say, "I've found it!" when you go shopping with a dream in your heart! Choose it in sunny "Wheat" or mellow "Champagne" finish. Choose it because it's flexible and functional. You'll *love* living with it because Heywood-Wakefield craftsmen have given it such grace and charm—to go with the staunch American hardwoods and honest craftsmanship for which these New England furniture makers have been noted for generations.

"Home-planned" design—as Heywood-Wakefield does it—means your home will continue to grow in harmony as you add new pieces or room groupings to keep pace with your family's growing needs. See Heywood-Wakefield Modern soon—it is proudly displayed by better furniture and department stores everywhere.

do you have decorating problems?

"New uses of color, or often, a new rug or carpet alone can make a world of difference in your home!" says Clara Dudley, Alexander Smith's decorating consultant. Her fascinating, 24-page book is crowded with new ideas for living room, bedroom, dining room and hall. It's exciting, complete, FREE! *Write Clara Dudley, Dept. AH-2, 285 Fifth Avenue, New York 16, N. Y.*

Alexander Smith

Floor-Plan Rugs
Broadloom Carpets

COPR. 1948, ALEXANDER SMITH & SONS CARPET CO.

HOUSE OF A HUNDRED CANDLES

Caroline Hartley

Here is a house that fools you. The high-flung, raftered ceilings, the great expanse of space in the living room, the grand scale of the bedroom, all have the air and the proportions of a great house.

In truth, there are only a living room, one bedroom, a bath, a kitchen and an entrance hall in this moderate-sized house. As few rooms, really, as you would expect to find in a city apartment—but the key to its comfort and charm lies in the generous dimensions of these few rooms.

Mr. and Mrs. Robert Bolling like room for comfortable living. In their particular case, they felt that the sacrifice of a dining room and a second bedroom were worth while because of the added area they were able to append to their living room and to their master bedroom.

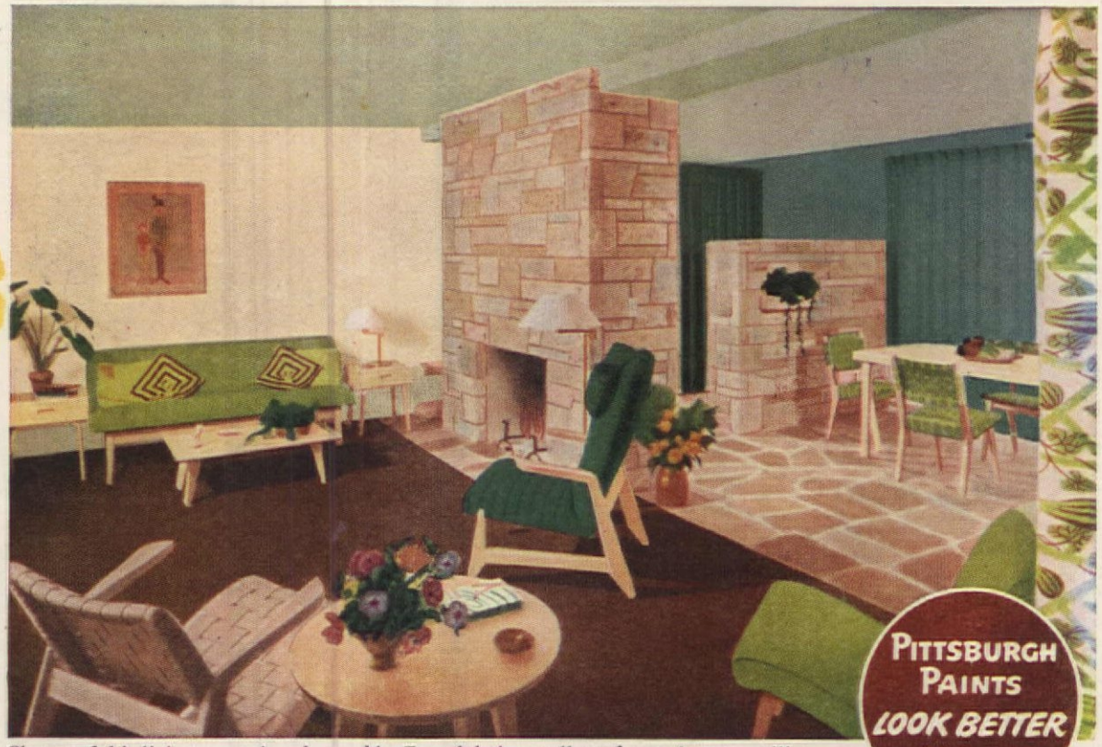
Forty people can be entertained in the living room upon occasion. They have the luxury of great space and long vistas, the result of sound planning, yet there is no more roof area than a conventional house.

The long, unbroken view from the bedroom hall through the entrance hall to the far end of the living room, at the left, is an indication of this feeling of great spaciousness.

The entrance hall has double doors at front and back, opening into gardens. The louvered doors open into the high-ceilinged living room which has taken its jewellike colors from the handsome rug. A cascade of crystal and candles drips from the center beam, bits of Venetian glass and old goblets strike glints throughout the room. The blue ceiling caps the room

Photographs by Eleanor Taylor Moore

Take guesswork out of home decoration . . . Choose the right colors the modern, scientific way



Charm of this living room is enhanced by French beige walls and pastel green ceiling.

PITTSBURGH PAINTS LOOK BETTER LONGER

Paint Thrilling New Beauty Into Your Rooms ...With Pittsburgh COLOR DYNAMICS!

Warm color highlights the features of this home by Theodore Lamb, architect.

MAKE every room in your home glow with new life and beauty by using Pittsburgh COLOR DYNAMICS.

● **With this scientific system** you can select the right colors for every room in keeping with its exposure, location and use. COLOR DYNAMICS also utilizes the influence which the *energy in color* exerts upon people.

● **With COLOR DYNAMICS** you can make rooms more friendly and enjoyable to live in—rooms that rest and relax you, perk up your spirits, actually add to the comfort and well-being of your family.

● **Just as COLOR DYNAMICS** brings out the best in every room, Pittsburgh Paints make its benefits last longer. Sun-Proof House Paints retain their gleaming brightness for a long, long time. Oil-base Wallhide covers nearly every wall surface thoroughly with one coat. Florhide adds colorful beauty to wood or cement floors. Waterspar Enamel gives sparkle to woodwork and furniture.

This spring—take the guesswork out of your home decoration by painting *right* with COLOR DYNAMICS and painting *best* with Pittsburgh Paints that *look better longer.*

Free Booklet on Color Dynamics

Ask your Pittsburgh dealer or store for a FREE copy of our new booklet, "Color Dynamics for the Home." Or send this coupon.

Pittsburgh Plate Glass Co., Paint Div., Department AH-38, Pittsburgh 22, Pa.

Please send me a FREE copy of your new Booklet, "*Color Dynamics for the Home*"

*Name*_____

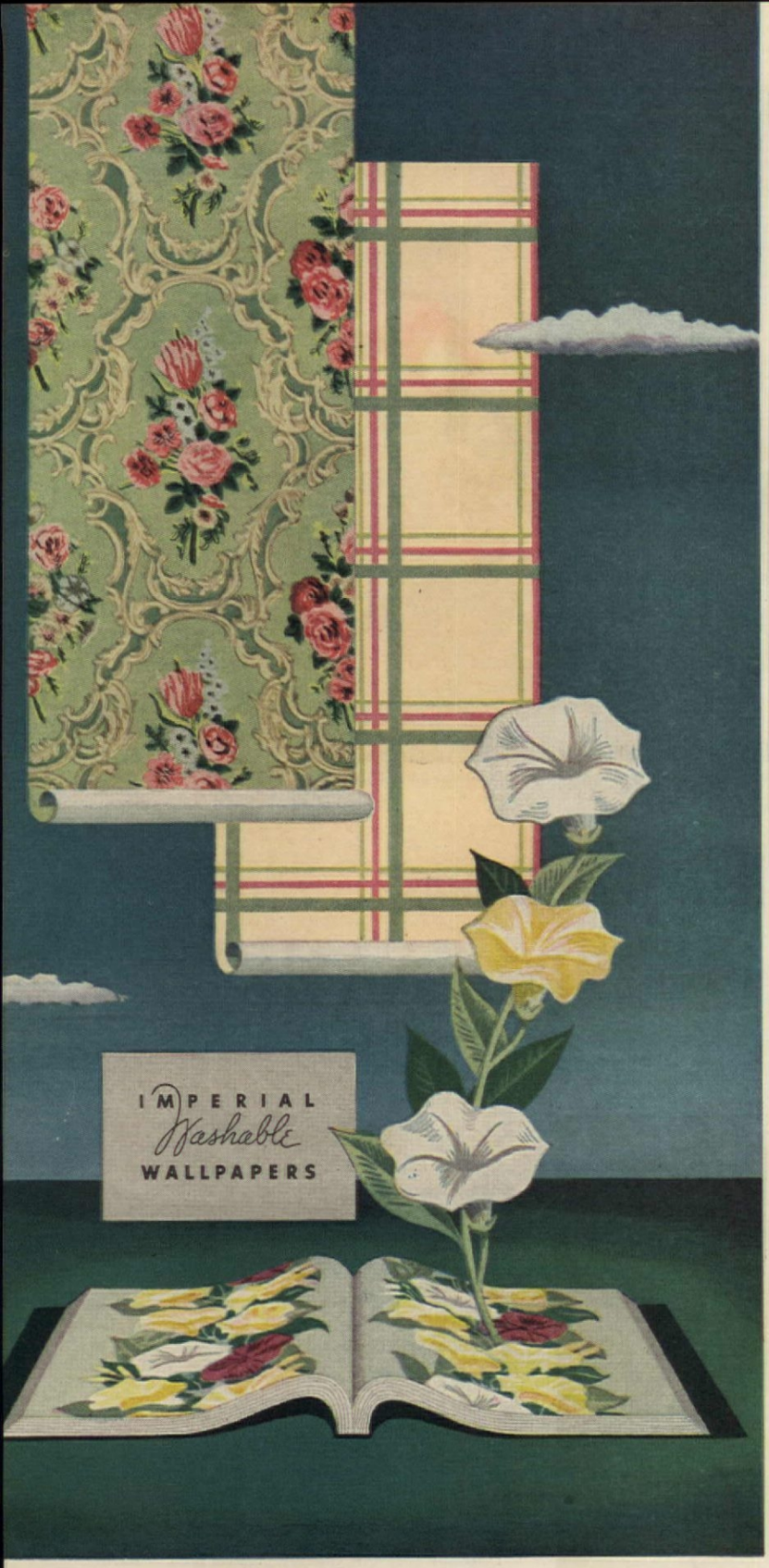
*Street*_____

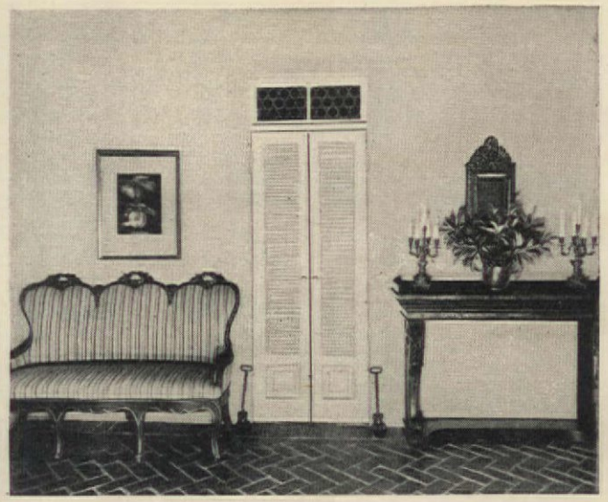
*City*_____ *State*_____

PITTSBURGH PAINTS

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY





The sofa, above, in brick-paved entrance hall is one of a pair of Florentine pieces which flank the front door. The console is an old one, has its share of candles in the bronze holders. Transoms are made of bottle glass

Furniture in living room embraces many old pieces from England and the south of Europe. Cabinet at far end of room is filled with collection of old-world wine goblets and bits of blown, red Venetian glass. Shutters fold at windows

Re-awaken Beauty IN YOUR HOME WITH IMPERIAL WASHABLE WALLPAPERS

Charming room-realities stem from ideas inspired by smartly different Imperial *Washable* Wallpapers. Each is "Color-Locked"—guaranteed for 3 years to withstand room exposure without fading and to clean satisfactorily in accordance with instructions in every roll.

Fair prices, established by Imperial, are plainly shown on all papers in sample books. Look for the silver label that says *the finest in wallpaper.*

For room schemes...rules for color...and inspiring ways to use wallpaper...send 25¢ for Jean McLain's "Color Harmonizer," Imperial Paper and Color Corporation, Department A-47, Glens Falls, N. Y.

above white walls, defines and accents the space. The feeling of warmth and sunshine is due to the predominance of yellow in the rug, and the color is repeated in lamp shades and upholstery on a chaise longue.

A baroque gilt mirror above the large fireplace reflects the glitter of the crystal chandelier, hung from the great hand-hewn center beam. The mirror, too, has its own candle cups at the base. Candles are placed on the old square piano, on consoles, on other pieces of furniture which were gathered throughout Europe and the Americas. On winter evenings when the Bollings have coffee by the fireplace, the room is often lit only by candlelight.

The bedroom is masculine in size, comfort and scale of furniture, but feminine in coloring. The curtains are of claret taffeta hung over folding shutters, and match the fine old claret-pink Bohemian glass hanging lamps suspended from center of the room. The great Victorian bed of carved walnut is a massive monument to comfort. The material of the spread is old green velvet, which is also used to cover the couch beside the corner fireplace. Near the window is a sizable writing table with its candlesticks—an incentive to the lost art of letter writing, and a convenient place to put a breakfast tray. A yellow ceiling relieves the austerity of plain white walls.

This handsome floor hasn't been washed in 17 years!

Living room in Evanston, Illinois

The Secret: it's dry cleaned with polishing wax in liquid form!

Smile a while with Fibber McGee and Molly, Tuesday nights—NBC

Many housewives think they *have* to wash wood floors to clean them... not realizing that scrubbing warps wood surfaces, raises the grain of the wood, leaves floors dull and shabby.

But with Johnson's Liquid Cleaning and Polishing Wax, you can end tiresome floor scrubbing forever! A special cleaning ingredient in Johnson's Liquid Wax does the "washing" for you ... saves both you and your floors. Liquid Wax *dry* cleans without ever using water—and the wax gives your floors a shine that grows richer, more mellow with age.

Three or four times a year, just do this:

1. SPREAD a little Liquid Wax over a small floor area... rub lightly to loosen dirt and grime. (Notice how easily, quickly and thinly Liquid Wax spreads ... how easy it is to control.) Next, let wax dry for 30 minutes.

2. POLISH with dry cloth or easy-to-use electric floor polisher for a smooth, mellow luster. An occasional dusting keeps your waxed floors shining-clean ... protected against wear, dirt and moisture. Throw away your scrubbing brush...order Johnson's Liquid Cleaning and Polishing Wax today!

BRING OUT THE BEAUTY OF THE HOME

...with **JOHNSON'S** Liquid Cleaning and Polishing Wax, Paste Wax, Cream Wax, Self Polishing Glo-Coat, Carnu for cars

© S. C. Johnson & Son, Inc., Racine, Wis., 1948 "Johnson's" is a registered trademark

Let's go shopping with

STYRON

DOW'S FAMOUS PLASTIC

Follow the trail of color through the stores and you'll find a wealth of new products achieving unprecedented beauty—and old products made finer—with Styron (Dow Polystyrene). Their brilliant, colorful surfaces attract the eye—and despite its light weight, Styron is amazingly durable. That's why Styron is chosen by leading manufacturers for an abundance of colorful new aids to finer living. And that's why Dow has instituted this "Shopping Service"—to help *you* recognize Styron in important new products, and make its beauty and serviceability your own.

COAT BY MONTESANO & PINUZAN
HAT BY JOHN FREDERICS

A DOUBLE LIFE is destined for these colorful Styron bowls—right on the table—or in the refrigerator. By Tupper Corporation.

KEEP IT UNDER COVER—yet plainly visible—in this transparent Styron Re-Fresher Box. It's suitable for cookies or doughnuts—for Styron holds the goodness in, yet imparts no taste or odor to edibles. By W. & A. Co., affiliated with Ruzak Industries.

CUTTING, SLICING, PARING are no longer chores in food preparation when the right knife is conveniently at hand. This set of seven, with colorful, light weight handles of Styron, won't chip or peel, and they are shaped for ease in grasping. By Lanfare Molded Products for the Clyde Casting Co.

EGG-CESSORY of colorful Styron is a new type egg cup so practical you'll wonder why it hasn't been thought of before! It can't tip over, thanks to its special saucer base that serves also to catch drippings and hold the shells. By American Injection Molders, Inc.

Guaranteed by Good Housekeeping

Dept. HW-4, PLASTICS DIVISION
THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN

MADE OF STYRON DOW

The hall which divides the bedroom from the living room is paved with waxed brick. In summer the doors at each end are often left open to the gardens and tubs of trees are brought inside to flank the inner doors. A supper table can be set up here in the hall to catch the breeze which wafts through.

The kitchen and breakfast room are cheery and comfortable. The ceiling slopes quite low here, and there is a padded bench tucked beneath the window and a long sawbuck table drawn up to it.

The floor is of tile, pleasant underfoot and easy to care for. In one corner a high fireplace has been constructed of old bricks; a small hood of shining copper controls hickory smoke, and the height of the shelf is convenient for broiling and cooking. Here indeed is an idea worth noting for your own outdoor grill.

Pots of copper lined with tin—and they are used—sit upon the fireplace shelf and march around the high gallery, which is fixed above it. The burnished copper has great charm against the old bricks.

Many small touches add considerably to the charm of the whole: an old scuttle to hold wood for the fire; an old clock above the grill; an oil lamp on the wall by the door; a blue-and-white plate from Spain, believed to have come from Granada, which hangs above the banquette.

Set on a hillside covered with fruit trees and ivy, the house is reached by rambling brick steps. A wide, covered porch and a balcony off the bedroom share a superb view of the San Fernando valley which lies just below.

Bedroom conforms to both masculine and feminine tastes. Oversized bed is Victorian, of carved walnut, with elaborate fretwork surmounting headboard. High, round window is distracting, serves little purpose

Kitchen is coziest corner in house. Fireplace grill is set high at sensible point for work, with ledge for pots. Idea is worth noting for outdoor barbecues. Plate at right of door is thought to be from Granada. Good accessories: copper pans, willowware, candlesticks

Is your first interest color and pattern? Your taste tells you what your home needs—the perfect color, the superbly right pattern to set a mood of graciousness and hospitality. Find *just the right rug* at your Bigelow dealer's—where there's a *wide choice!*

Rainbows of rich colors—scores of magnificent patterns and textures to choose from! SHOWN: Bigelow's incomparable Sonata 2103-9165, a turf-deep Lokweave carpet, a Bigelow exclusive. Can be seamed invisibly. Around $16.50* a sq. yd.

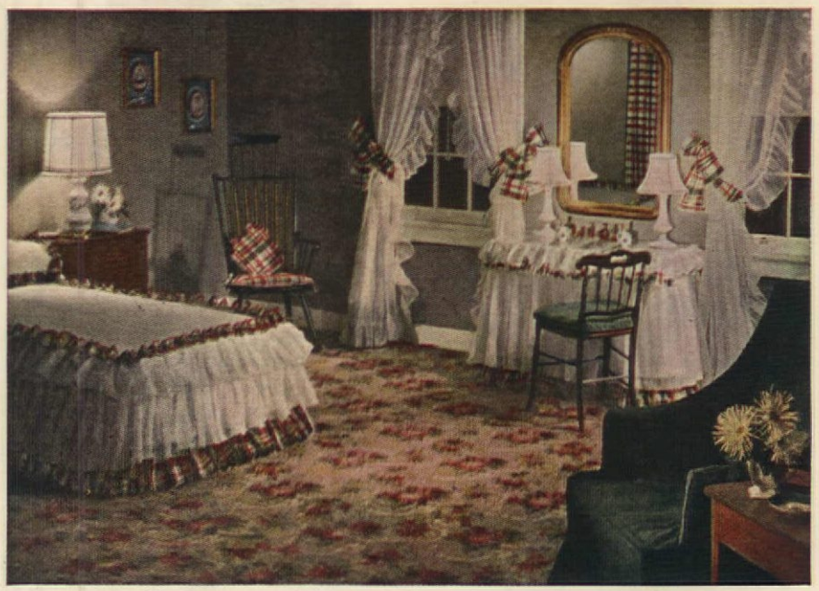
BIGELOW WEAVERS

Want wide choice? Just-right price? Superb wear-value?

Go where rugs wear the Bigelow name!

Is wear a big consideration in your family? Get wear-plus, with a Bigelow Rug! Each is made of "lively" wool, that keeps its spring, gives longer wear and lasting good looks. The experience of millions of women proves that you can expect *many, many years* of service and beauty from your Bigelow Rug! SHOWN: Bigelow's dramatic Sovereign 10408, a modern carved-effect Axminster carpet in self-color. Around $10.50* a sq. yd.

**Slightly higher west of Rockies*



Do you have just so much money to spend? Whatever you've set aside for the rug of your dreams, you'll find a perfect choice at your price-level. *Every* Bigelow Rug is a Best Buy! In each—a balanced blend of finest wools, for extra richness, wear. Quality controls watch every step of manufacture . . . *assure* you a better rug. SHOWN: Bigelow's Fervak 9339, a lovely floral Axminster carpet: around $6.75* a sq. yd.

LIVELY WOOL SPRINGS BACK UNDERFOOT

Bigelow rugs and carpets

Beauty you can see . . . quality you can trust . . . since 1825

"I'm doubly proud of my new bathroom since I paired-up these exciting new wall and floor tiles!"

MURA-TEX* for WALLS

FLEXACHROME* for FLOORS

Bathroom fixtures by Crane Company

Look what you can do for a bathroom with *new* Flexachrome and Mura-Tex! These finer *plastic* tiles for floors and walls make bathrooms more attractive, extra colorful—and easier than ever to keep clean!

Flexachrome and Mura-Tex are individual tiles, hand-set in patterns and designs you personally select or create. They're ready for your inspection now in an amazing array of rich, *companion* colors! Yes, *companion* colors—that permit you to choose floor and wall combinations expressly designed to be used together. Then—to make this room distinctively yours, a unique insert as illustrated (design it yourself if you like), will provide that final, *custom* touch.

More good news! You don't have to pamper Flexachrome and Mura-Tex! Moisture and dampness do not affect them. They're so tough the most active family imaginable isn't likely to ever wear them out. And you'll just breeze through daily bathroom chores—for it's no trick at all to keep Flexachrome floors and Mura-Tex walls gleaming bright.

Want to be *doubly* proud of *your* new bathroom? Then you'll want to know more about these new plastic tiles. ***Send now for free booklet in color. Write The Tile-Tex Company, Inc., 1236 McKinley Street, Chicago Heights, Ill.***

*Registered Trademark of The Tile-Tex Company, Inc.

THE NEWEST TREND IN FLOOR AND WALL SURFACES

made by Tile-Tex pioneer maker of asphalt tile flooring

Who said NEVER MIX THEM?

Mrs. Hartley G. Dewey of Beverly Hills mixes antique and modern accessories, treasure and bauble, with a bold, skilled hand, a photographer's eye for composition. Her contempt for conventionality mates a modern carved drawing, old flintlock rifle, jelly molds, photograph of a tombstone

George de Gennaro

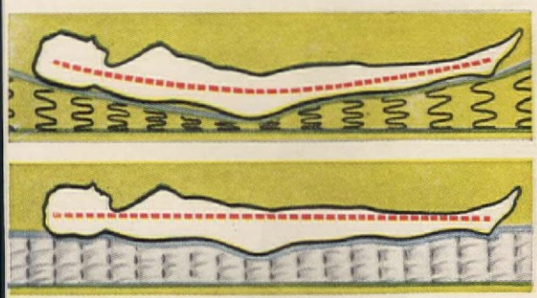
Sleep snug and warm under the new light-as-a-feather Simmons Electronic Blanket (shown above), only $44.50 plus excise tax.

THAT'S RIGHT! BEAUTYREST'S "LUXURY COMFORT" COSTS LITTLE MORE THAN A PENNY A NIGHT!

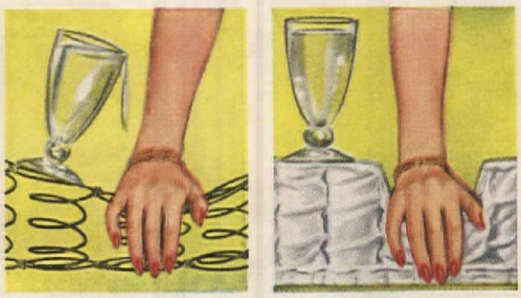
1. Think of actually having the comfort of the *one* and *only* Beautyrest Mattress all to yourself!

A deep and luxurious mattress! A mattress that's *designed* to relax every weary bone, every tired muscle in your body. A mattress that blissfully eases you into sound, refreshing sleep night after night after night!

And all it costs—*even today*—is only about 1½¢ a night! Think of it! Only 1½¢ a night for *Beautyrest* comfort, *Beautyrest* quality! Why buy another mattress that offers you *less* for your money today? Ask for, insist on your Beautyrest!



2. Compare! Above, see how an *ordinary* innerspring mattress can sag beneath you, make *hollows* that rob you of rest. But, below, see how Beautyrest's 837 coil springs "*give*" only in *the right places*. Offer *firmer*, more *natural* support to your back!



3. Example! Left, see how wired-together springs in *ordinary* mattresses *sag down together under pressure*, in water glass test. But, right, see how Beautyrest's *individually pocketed* springs act *without sagging together!*

4. In special "torture tests" made in the United States Testing Co., Inc., laboratories, Beautyrest lasted *far longer* than any other mattress tested! Isn't this *proof* your Beautyrest is a *much better buy?*

• • •

Prewar quality! Your Beautyrest has pre-built borders, no-sag edges, eight side ventilators to help keep interior fresh, Simmons tailoring throughout! No wonder it needs turning only 4 or 5 times a year!

• • •

Amazing new Simmons Electronic Blanket takes the place of *two* or *three* ordinary blankets, even in *coldest* weather! Keeps you blissfully cozy all night long—through the miracle of *electronics!* So light. So gently warm. So safe it's even washable! Fits single or double beds. Choice of five lovely pastel shades. At better furniture and department stores, $44.50, plus tax. Get yours today!

Only SIMMONS makes BEAUTYREST*

Other Simmons Quality Products: The world's *only* Electronic Blanket, Famous Deepsleep Mattress, Ace Spring, Babybeauty Crib Mattress, Hide-A-Bed Sofa

*TRADE-MARK REG. U. S. PAT. OFF.
©1948 SIMMONS CO., MDSE. MART, CHICAGO, ILL.

AMERICAN HOME PATTERN No. A-972, 15¢

AMERICAN HOME PATTERN No. A-973, 65¢

Designed by Mary L. Holden

AMERICAN HOME PATTERN No. A-974, 55¢

Designed by Mary L. Holden

F. M. Demarest

AMERICAN HOME PATTERN No. A-976, 65¢

Designed by Helen K. Thompson

AMERICAN HOME PATTERN No. A-975, 65¢

Designed by Helen K. Thompson

YOU WILL FIND COMPLETE DESCRIPTIONS ON PAGE 57, AND AN ORDER FORM ON 138

AMERICAN HOME PATTERN No. A-977, 15¢

The history of hooked rugs is both long and distinguished, predating the introduction of commercial dyes, when our pioneer grandmothers used bark from various trees to obtain the much-desired bit of color. Certainly, these fine old rugs are prized heirlooms, but succeeding generations have contributed much to the hooked rug story. Rugmaking is a realization of the rag to riches story!

AMERICAN HOME PATTERN No. A-978, 15¢

AMERICAN HOME PATTERN No. A-979, 20¢
Designed by Helen K. Thompson

AMERICAN HOME PATTERN No. A-514, 20¢
Rug from Wilma Harrell. Photograph by Lester Harrell

The MOST fascinating hobby in the world

MAUDE GALLMAN BROWN

As hooked rugs represent much patient labor, the pattern for the rug is of first importance. While a good composition can be spoiled with bad colors and poor workmanship, a poor design can never be redeemed with pretty colors and careful work. Foremost in the ranks of modern ruggers and hooked rug designers, Mrs. Francis C. Holden of Shreveport, Louisiana, happily combines both training and talent, for she is an artist first, and secondly, a rug designer. Under the tutelage of her artist-teacher mother, she began her study of art at the age of five, and this training is at once discernible in the balance and rhythm of her beautiful compositions. Her method of blending colors is attested by the national recognition accorded her designs. Note the two circular rugs, American Home Pattern A-973 and A-974 on page 52, designed by Mrs. Holden—how beautifully plotted they are for color and design. By following the patterns of accomplished rug designers, anyone can become as skillful at rug hooking as he or she chooses. No talent or training is required of the beginner; but to be graduated into the ranks of the skilled, experimentation, practice, and study of design are definite requisites. However, even if one's rugs do not take prizes, such as Mrs. Holden's have, they will add touches of color and design that will make any room more attractive.

The bone and sinew of the rug is burlap. It is

MERSMAN TABLES - are the "COSTUME JEWELRY" of the HOME

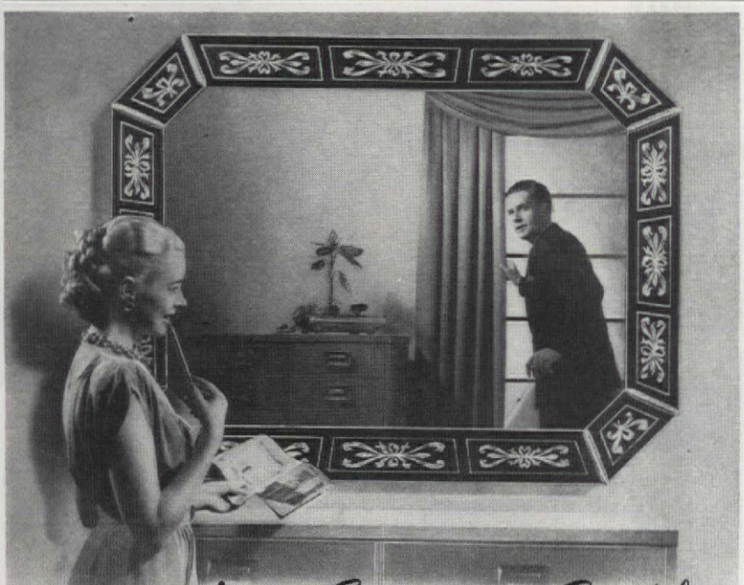
The same exciting touch of beauty that jeweled accessories give your ensemble is graciously revealed in the decorative charm Mersman tables add to your home. Mersman tables are authentically styled, quality crafted . . . yet priced reasonably. See the special Mersman groupings at good stores.

The Mersman Bros. Corporation, Celina, Ohio
"the biggest name in tables"

MERSMAN TABLES

© 1948 The Mersman Bros. Corp.

Jewelry by Coro

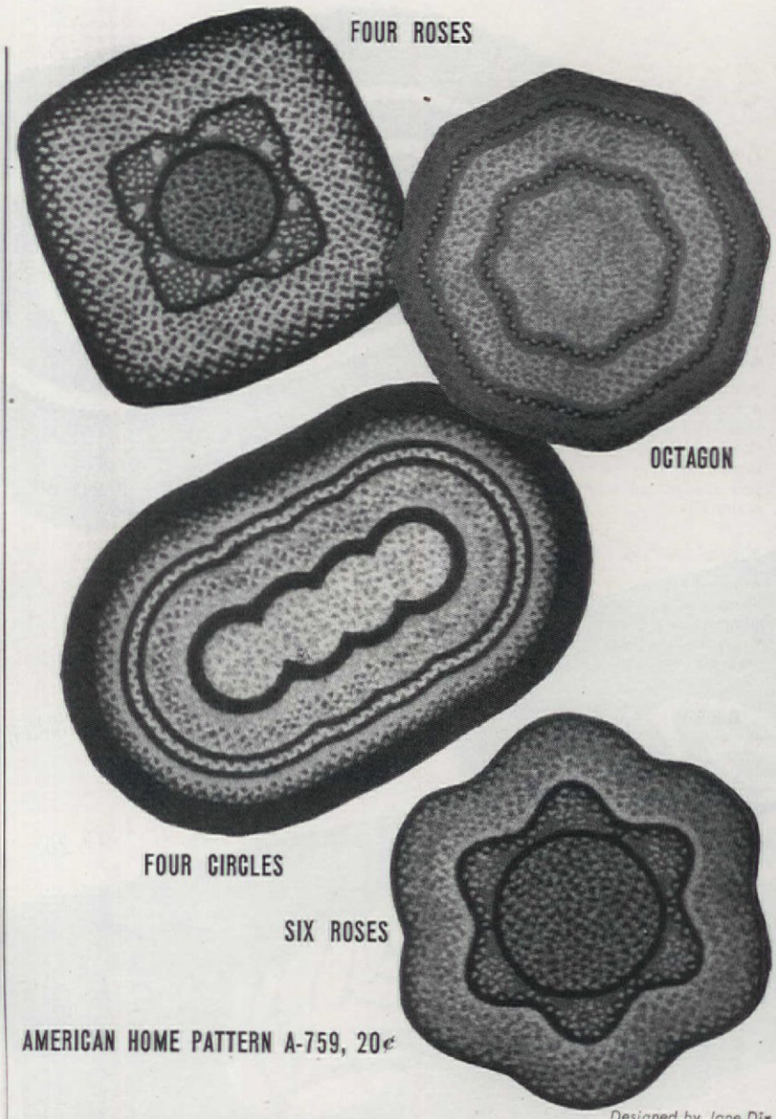


to Mirror Springtime Sparkle

For startling beauty and smart sophistication, hang a genuine Nurre Plate Glass Mirror over your "Mr. and Mrs." chests. Mail the coupon for the FREE booklet, "How Famous Decorators Would Use Mirrors in Your Home." Then see the many lovely Nurre mirrors at your dealer's.

Living Genuine NURRE Mirrors Pictures

THE NURRE COMPANIES, INC., Dept. AH, Bloomington, Ind.
Please send me FREE mirror book.
Name.....
Address.....
City.....State.....



AMERICAN HOME PATTERN A-759, 20¢

Designed by Jane Dix

Clever braiding, distribution and bunching of color strands, plaits many new designs for modern and traditional rugs

important that this be strong and free from flaws or broken strands. It is best to use a well-tapered, slender hook-rug needle so the burlap will not spread while hooking. Soon after buying your pattern, sew binding tape to the burlap, leaving the other edge loose until the rug has been completed. The back of the rug need not be padded, as all free ends are on the right side and there is no danger of the rug raveling.

Many ruggers do not use a frame, preferring instead, to drape the rug across lap, card table or low slipper chair. Frames are not adaptable to sociability, especially with groups who enjoy working at their hobbies while visiting. Frequent checking must be made, however, to see that the worked part of the rug does not cup. Many types of frames are available for those who want them, and some come in small sizes, especially for the small rug, that can be conveniently carried about in one's car without dismantling frame.

The material used for hooking is, of course, another important item to consider. All-wool fabrics are best for wear and lasting beauty. Camel's-hair velour is first choice for this purpose because it cuts into narrow strips without fraying, is easily handled, and works up rapidly. Flannels and similar materials of 100% wool are also used with excellent results. Choice of material is a matter of individual taste and expediency. It is not necessary to buy all material used in a rug if you have any discarded garments that can be cut up for this purpose. If light colored, you have the material for a dozen shades of color. Material should be clean, fast-colored and free from frayed or broken strands, to insure a lasting rug. Other sources of fabrics, which should not be overlooked, are thrift shops, secondhand stores, and mill-end dealers. When the weave of a blanket is fine enough, it can be used to make a border. A single blanket is sufficient for bordering a 3′ x 6′ rug. Not all blankets have to be dyed. A darker strip of checked or figured material, worked into a plain border, is particularly attractive.

The more shades of color in a rug, the longer you will like it. Too much of one shade is monotonous to work with, and to live with. There

SAVE WORK!

Buying Silver When you buy silver, be sure it comes in a chest, bag or roll bearing the label Pacific Silver Cloth. The finest cases are made with Pacific Silver Cloth for the finest silver. Pacific Silver Cloth actually prevents tarnish with lifetime effectiveness. Pacific Silver Cloth saves you a lifetime of unnecessary polishing.

Entertaining You don't have to polish silver next time you have guests. Just keep your silver in a Pacific Silver Cloth case. Look for the label and avoid imitations. Pacific Silver Cloth keeps your silver bright without tarnishing. It saves time and work whether you use silver every day or only occasionally.

Vacationing Enjoy your vacation with the knowledge you won't have to polish your silverware when you return home. Also, if you have silver in a summer home keep it bright while not in use. Pacific Silver Cloth makes such polishing unnecessary.

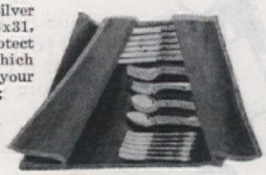
BEST BY TEST

This is what happened to two gleaming new spoons in a tarnish test* conducted by the United States Testing Co., Inc. Only Spoon A, protected by Pacific Silver Cloth retained its original sparkle! Spoon B, though wrapped in "anti-tarnish" cloth, did tarnish as shown. (*Test 70448, March 6, 1946. Photos absolutely unretouched.)

6 YEAR-ROUND WORK SAVERS

CHESTS A variety of chests is available in all sizes, finishes and prices at your leading jewelry and department stores. They come in various wood finishes and simulated ivory.

WRAPS One or two Pacific Silver Wraps, size 18x31, are ideal to protect silverware which you keep in your buffet drawer; or use them to make your own bags and rolls. Price $1.10.



BAGS Pacific Silver Cloth bags are available at leading stores for every size and kind of hollow ware.

ROLLS When buying a silver place setting, be sure to ask for Pacific Silver Cloth roll to protect it from tarnish.

Pacific Silver Cloth is also available in PACKETS and YARD GOODS.

SILVER **PACIFIC** CLOTH

ACTUALLY PREVENTS TARNISH!

If you can't find chests, bags, rolls, wraps made with Pacific Silver Cloth, write for name of nearest dealer.

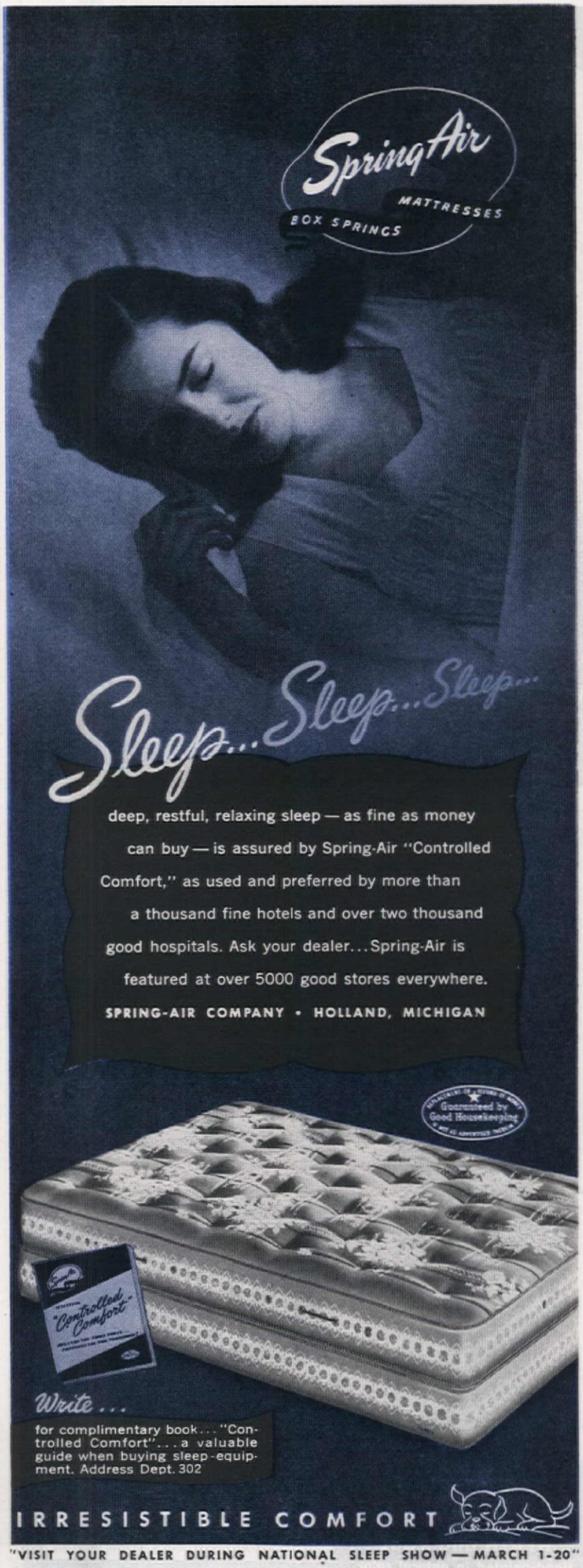
PACIFIC MILLS, DEPT. D3, 214 CHURCH STREET, NEW YORK 13

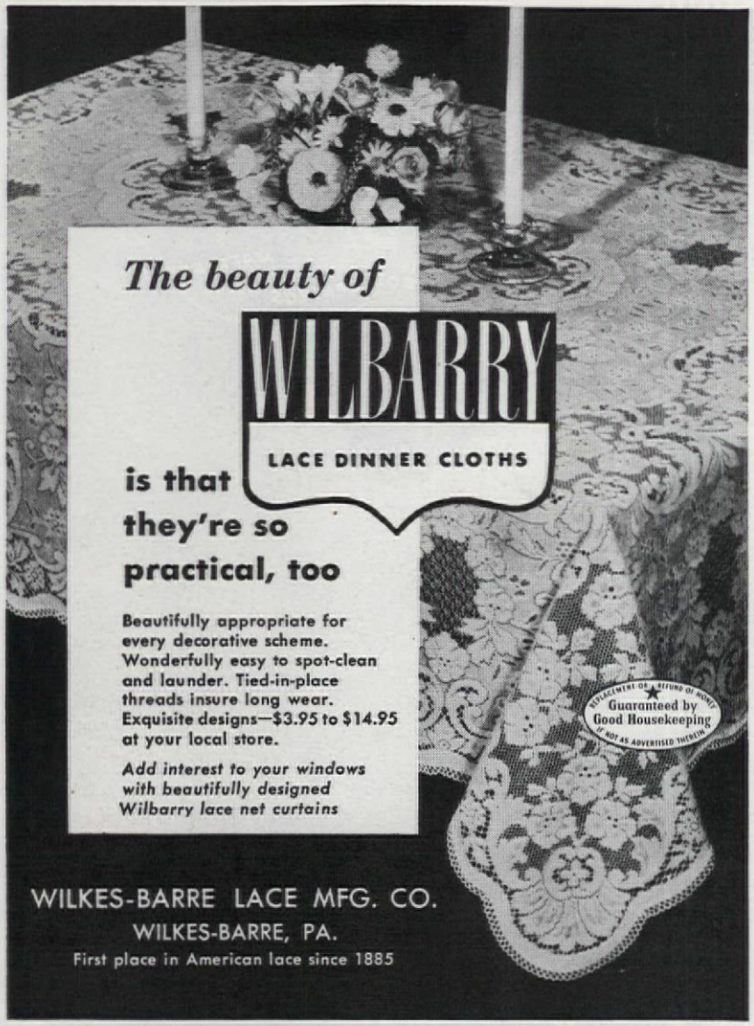
is as much pleasure in dyeing one's own materials, as there is in the actual hooking. Home-dyeing makes the total cost of the rug considerably less, too. Commercial dyes come in lovely colors, and varied effects can be achieved by mixing the different colors, or by dyeing over an original color. It is not essential that material be dyed smoothly. If it dyes in spots, don't be discouraged, as the difference will show to advantage in your rug. In deciding upon the color for flowers, it is important to bear in mind the need for four or five shades of a color to give realism to the finished work.

Here are some helpful hints on dyeing. Since floral designs have a variety of leaves, stems and buds, you will want more shades of green than of any other color. Place tan, gray, and blue materials in a solution of green dye, which will give you varying shades of that color. Remove from dye bath quickly for light shades, leaving the material in the solution a little longer each time for every darker shade of green. A pinch of yellow dye added to this solution will give mustard green.

Shades of pink and rose can be secured by combining old rose and henna. Use the same method of getting various shades, as suggested for greens. For shades of orchid, combine purple and garnet. Dip blues in garnet or yellow for another hue. Purple and henna combined will produce a lovely shade of lavender-rose. Vary the proportions of each color, alternately, to produce a wide range of shades. In dyeing yellow, it is best to use gold dye, as the solution can be weakened for light tones and used full strength for darker ones. Yellow and gold mixed make a pretty color, as does a pinch of henna added to yellow. You can get a pretty blue by adding a little garnet to blue dye. Tomato bisque is obtained by combining three parts old rose with one part garnet. It is always a good idea to experiment first with swatches of your own fabrics and dyes before giving larger pieces their dye bath.

Hooking, itself, is as simple as embroidery, possibly simpler. One works from the center of the pattern out, as it is easier to handle. Cut a strip of material about one-fourth inch wide (if thin material, three-eighths of an inch). Hold material between thumb and fourth finger of the left hand, and place same on the underside of the pattern. Hold the needle with the thumb and fourth finger of the right hand. Insert the hook between the meshes of burlap and pull the end of material through about a quarter of an inch. Skip one or two meshes and repeat, leaving the loops the same height. When the piece of material is used up, bring the end to the right side of the pattern and snip off even with the loops. When working with very soft material, it may be necessary to skip only one mesh between hooks, while heavier material will necessitate skipping





At Ease in Bedroom or Sewing Corner

A COLONIAL SLIPPER ROCKER of solid Honduras mahogany will fill a proud place in your home. Hand made by BIGGS' skilled craftsmen who have captured all the quality and grace of the original antique, this chair requires only 1½ yards to cover. In muslin, 65.00.

Write for fabric samples.

SINCE 1890 MAKERS OF ONLY THE VERY FINEST FURNITURE

BIGGS
RICHMOND 19, VA.

SHOW ROOMS IN ATLANTA, GA., BALTIMORE, MD., WASHINGTON, D. C.

THE FINE ENGLISH DINNERWARE

Spode
HEATH and ROSE

Even though you may not be able to buy your complete service of Spode dinnerware now, this is the time to select your pattern. To help you choose, write for Booklet 19 today.

Wholesale Distributors
COPELAND & THOMPSON, INC.
206 FIFTH AVENUE, NEW YORK 10, N.Y.

HEATH and ROSE
Hand-painted in natural color

two or even three meshes. If the worked design shows a tendency to cup, leave more space between each loop. If you get a loop too high, it can always be snipped down to match the rest, since all ends are pulled through to right side of pattern.

Working from the center, complete the floral design, then fill in the background. Next, work the flowers in the corners, or across the end, then fill in the border. Work as close to the selvage and hemmed ends as possible. Next, pull the unfinished edges to the underside and tack the loose edge of the binding tape.

When mother was a girl, it was an accepted practice to outline the flowers in the design with the lightest shade of color, then fill in with the darker shades. Ruggers now follow nature's pattern of intermingling light with shadows. In making flowers, such as roses, outline the skeleton first, then work toward outer edge of petals from skeleton. Never outline petals or work around them, but work out, blending colors as in painting.

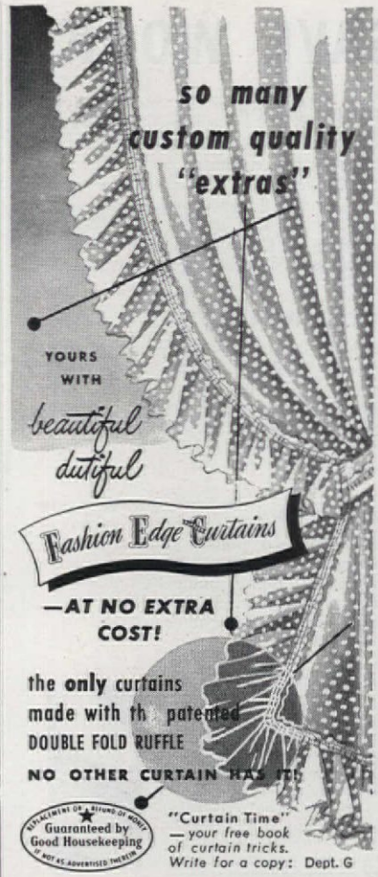
• • •

Braided rugs, too, are a rags-to-riches story. Many women never have touched a hand to burlap and hooking needle, preferring to use the contents of their rag bags in making better and more beautifully designed braided rugs. The work of assorting materials, dyeing, and cutting are much the same but, from here on, the work differs as much as do the rugs themselves. Unlike intricately patterned hooked rugs of innumerable shadings, braided rugs usually receive greatest tribute when subtly blended into the furnishings. By dyeing rags to look somewhat faded, and blending all colors with care, a new rug can have that old look from the start, yet have perfect wearing qualities.

One need no longer think of braided rugs as belonging strictly to the Colonial home. One of the rugs in **American Home Pattern A-760, 20¢** (not illustrated), affords the woman of modern taste the enjoyment of making a real contribution to her home. Take the breakfast nook as a good example: strong accent on one vivid color, used sparingly, makes the room smart, cool, and restful. Try a rug woven in fat braids of either bright red, green or blue, and pick up this same color in heavily woven table mats for a stunning effect.

No one need bemoan the fact that hobbies are limited because apparently so few are geared to modern tastes. Thanks to the clever designers who specialize in crochet patterns, their new rugs hold a proud place with all other rug classifications. If one's favorite pastime is crocheting, rug yarns, crochet hook and pattern are all one needs to begin this interesting pick-up work. Modern tufted rugs and old-fashioned rag rugs are miracles of the crochet hook. Yarns are ready for use, colors are fast and come in numerous pleasing shades.

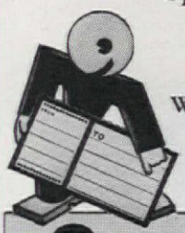
See Book Review, on page 10, of this issue for publications on rugmaking.



FASHION CURTAIN CO. • MEMPHIS, TENN.

HANDY HELPER'S
JINGLE QUIZ № 13

What keeps the name of addressee Upon a package so that he Will get it surely; quickly, too? What tells him that it came from you?



Dennison
ADDRESS LABELS
At Stationery Departments Everywhere

HEMSTITCHER

Hemstitch on any sewing machine with this handy attachment. Does two piece, criss-cross, inlaid, circular and hemstitching for pleats; also tucking, smocking and picoting. Makes rugs, comforters, slippers, etc. out of any material. Easy directions included.

Both for $1.00

BUTTON HOLER

Makes button holes on your sewing machine instead of by hand. Also darns stockings, sews buttons, zippers; and can be used for quilting. Sews in any direction — front, back or sideways.

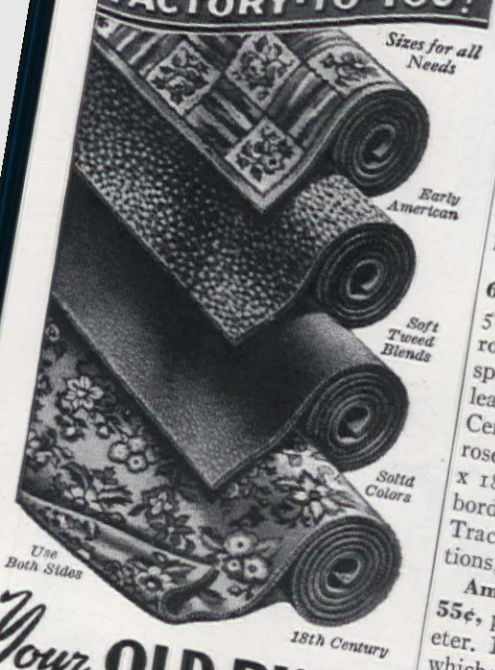
SEND NO MONEY — Merely send your name, address and pay postman $1.00 plus postage on arrival. Or, send $1.00 with order, and we mail attachments postage paid. You risk nothing. Satisfaction guaranteed or your money back.

LELANE CO. Dept. AH-38 Box 571 Kansas City 10, Mo.

Wanted
BROKEN JEWELRY
All kinds. Highest cash prices for jewelry, rings, spectacles, gold teeth, diamonds, broken and usable watches, sterling, etc. Prompt remittances. Satisfaction guaranteed.
WRITE FOR FREE SHIPPING CONTAINER
LOWE'S Dept. AH, Holland Bldg., St. Louis, Mo.

RUG "MAGIC" by OLSON

FACTORY-TO-YOU!



Your OLD RUGS CARPETS, CLOTHING Save up to ½

LEARN HOW Olson works "Rug Magic" with the valuable wools, etc., in discarded materials.

IT'S ALL SO EASY! Our big Free catalog tells how your bundle of material is picked up at your door and shipped at our expense to the Olson Factory, where.. **By the Famous Olson Process** we shred, merge, reclaim materials of all kinds, then bleach, card, spin, dye and weave lovely, new

BROADLOOM RUGS

... deep-textured rugs that are Seamless and *Reversible* for the double wear and luxury. Sizes for all needs up to 16 ft. wide, any length, in:

Solid Colors — 18th Century — Texture
Two-tone — Early American — Leaf
Tweed Blends — Oriental Designs — Ovals

Our 74th Year. We guarantee to satisfy or pay for your materials. Over 2 million customers. We do not employ agents or sell through stores.

Chicago
New York
San Francisco

FREE RUG BOOK

Write for beautiful *Olson Rug Catalog and Decorating Guide* in full colors — 26 model rooms — full information

MAIL COUPON OR ¢ POST CARD TO-DAY

OLSON RUG CO. A-54, CHICAGO 41

Please mail Olson Catalog Free to:—

Name_____

Address_____

Town_____ State_____

© ORC 1948

Following are descriptions for all rugs illustrated on pages 52, 53, and 54.

American Home Pattern A-514, 20¢, page 53. Detailed instructions for making small, oval braided rug, 28″ x 38″, large oval rug 8′ x 9′, round rug, 36″ in diameter.

American Home Pattern A-759, 20¢, page 54. Four braided scatter rugs; Four Roses, Octagon, Four Circles, and Six Roses. Unusual distribution and segregation of colors bring out each beautiful design. Complete instructions for all four rugs.

American Home Pattern A-972, 15¢, page 52. 31½″ wide x 46″ long, crocheted with strands of colored cotton woven through stitches and tied into fringe, making an unusual Scotch-plaid pattern.

American Home Pattern A-973, 65¢, page 52. "Minnesota Dell" about 5′ diameter. Center motif, three large roses, buds, purple morning-glories, sprays of bluebells and varicolored leaves, delicately shaded on beige. Center motif is 27″ x 30″. Each large rose around outside border is 8″ wide x 18″ long. Ribbon and 5″ scalloped border are worked in shades of blue. Tracings, hooking and dyeing instructions, and color chart included.

American Home Pattern A-974, 55¢, page 52. "Poppy" is 3′ in diameter. It has an 11″ black border in which poppies are worked in six shades of red. Each poppy, about 4″ square, is encircled by a large leaf worked in five tones of green. Center, in two tones of gray, measures 14½″ x 12″. Hooking and dyeing directions, with tracings and color chart.

American Home Pattern A-975, 65¢, page 52, is colorful in stylized flowers on black background. A large center grouping forms the main motif, with border flowers that can be placed to make the rug wider, or regulation scatter width. It is also very pretty as a hall runner. Hooking and dyeing instructions, color chart, tracings, and complete details for making. Excellent style and color note for modern room.

American Home Pattern A-976, 65¢, page 52. Stylized flowers and birds on a black background make an interesting pattern for hall runner or large scatter rug. The design can be placed to make the rug long or short. Hooking and dyeing instructions, color chart, tracings, and full details.

American Home Pattern A-977, 15¢, page 53. Crocheted oval scatter rug, 36″ long x 21″ wide, worked with rug yarn in firm, knobby stitch. Full instructions for making rug and fringe.

American Home Pattern A-978, 15¢, page 53. Modern-styled crocheted rug, 30″ wide x 52″ long, is made of rug yarn, in attractive stitch with looped design. A rug of any desired size may be made of these 9″ blocks sewed together.

American Home Pattern A-979, 20¢, page 53. "Snow-on-the-mountain" is an attractive, all-modern design. Leaf motif is well suited to a continuous border for a round or oval rug. Both rugs are charmingly stylized for modern rooms. Tracings, color chart, hooking and dyeing instructions.

This is music as you've dreamed it could be!

YOU GENTLY PRESS THE KEYS of the Hammond Organ and enter a world of your own.

You're into the stuff of dreams now, threading your way along enchanting avenues charted by Bach or Brahms, by Gershwin or Carmichael.

Here are mellow woodwinds, bright brasses, tender strings . . . all yours to command. Here is the glorious range of tone and depth of expression that only a great organ can give you.

You can range at will from a mere whisper to full voice. You can play a single piece a thousand different ways. And it's all so easy! If you can play even simple music on the piano, you can play the Hammond Organ.

The Hammond Organ has been bringing enjoyment to thousands of homes for many years. It fits almost any room, because it is hardly larger than a spinet piano. It produces all its tones electrically —and it's the only organ in the world that never needs tuning.

See, hear and play this remarkable instrument at your dealer's. Then you will know why the Hammond Organ is the world's most widely used complete organ, used and acclaimed by the most eminent musicians of our time.

For the name of your nearest Hammond Organ dealer—and further information about this complete organ that costs no more than a fine piano—mail the coupon today.

HAMMOND ORGAN

MUSIC'S MOST GLORIOUS VOICE

Hammond Instrument Company
4206 W. Diversey Ave., Chicago 39, Ill.
Without obligation, send full details about all models of the Hammond Organ to:

Name .....

Address .....

City .....

P.O. Zone State .....

©1948

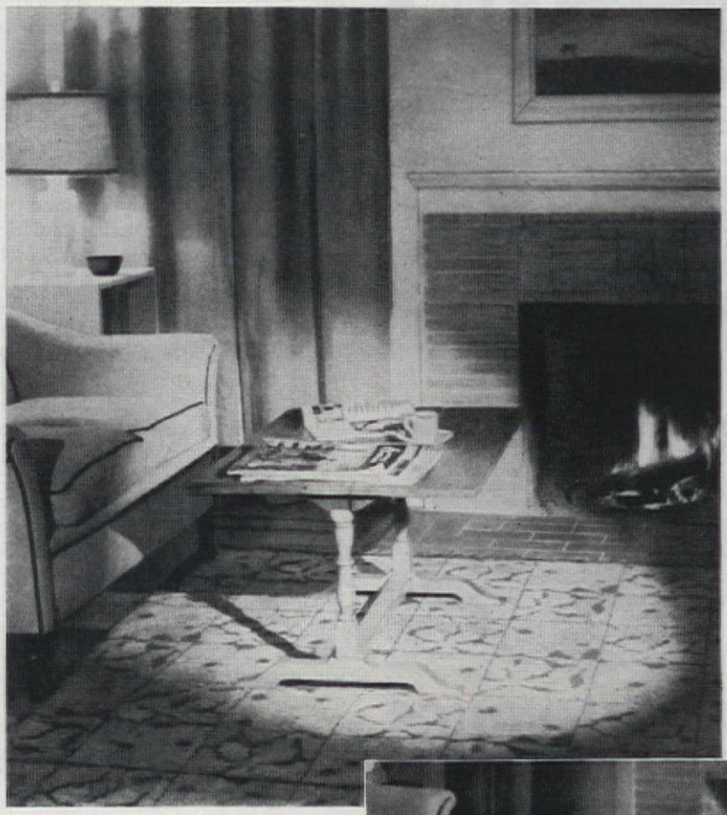
Style Leader

Chosen by More of America's Fine Homes than any other Brand

UNITED WALLPAPER

Guaranteed
WASHABLE
FADEPROOF
WALL-TESTED
STYLE-TESTED
—AS MARKED

WE *prefer* BLONDES



Just follow the rules as set down here and presto, your home, too, can be filled with glamorous bleached blondes

ROBERT WORTHAM

Our furniture refinishing is on a co-operative basis. I do all the dirty work of sanding and surface-stripping the furniture, and my dear wife, bless her, co-operates by letting me!

She relegates the writer to the more menial jobs, while she holds professorial sway over the bleaching tasks. She feels that the writer is eminently qualified for these stripping jobs because he hasn't been bending over a hot stove all day, that icky, gooey stuff is hard on fingernails, and . . . and . . . well, you see what I mean.

For surface stripping you need several grades of sandpaper, paint remover, putty knife, paintbrushes, steel wool, a wire brush, some old newspapers. Set up shop in an open area because paint remover is highly inflammable.

Flow on the remover, let it get tacky, then remove with putty knife (see directions on facing page). For legs and carvings, dip a toothbrush or suede brush into the remover and scrub away. The paint remover may leave traces of wax; go over the piece with naphtha or cleaning solvent.

Ordinary household bleach (Clorox, Purex, Hypro, etc.) is preferred by my better half, the bleacher. Brushed on full strength, they produce a fine honey-blonde color in three hours or more. Oxalic acid crystals and acetic acid are also good furniture bleaches.

Most varnishes and lacquers will darken the bleached wood. Our method is to use white shellac as a finisher. It may show water spots, so after it is dry you may apply a coat of clear (not orange) varnish. To give furniture a glossy finish, rub with rottenstone and oil, wax, and rub, rub, rub!

for windows you'll look at ...as well as thru!

Beacon-Net Curtains will captivate you . . . and your guests. They're lacy and airy . . . windblown loveliness. Their fresh spring colors are charming . . . their textures and patterns are unusual. And they wash to perfection . . . each tubbing restores their beauty. Look for the Beacon-Nets label.

From $1.95 a pair . . . at fine stores everywhere . . . or write Beacon Looms, Inc., 261 Fifth Ave., New York

Guaranteed by Good Housekeeping

beacon-nets®
washable curtains

FOR EVERY ROOM IN THE HOME

K-VENIENCES

give you

beautiful, modern closets that hold twice as much—

without structural changes

K-VENIENCES are quickly and easily installed with only a screwdriver!

Double closet capacity, keep everything within easy reach!

Save pressing bills, keep skirts and trousers looking like new!

Fit any size, shape or type of closet . . . make special closets more practical and convenient!

K-VENIENCES beautify your closet . . . are fashioned in gleaming streamlined chrome.

No other home improvement gives so much satisfaction for so little cost! Now is the time to make the most of your closets. Equip them with efficient, value-proved K-VENIENCES. At leading department and hardware stores.

for you! Send 10c for "How to Make the Most of Your Closets" by famous authority Helen Koues, and a FREE copy of colorful new booklet of closet ideas and equipment. Write today.

KNAPE & VOGT MANUFACTURING CO.

DEPT. A38 GRAND RAPIDS, MICH.

Flow on paint remover, let set, remove gummy mass with a putty knife. For carvings use a brush. Clean off wax with naphtha

Undiluted laundry bleach does job in 3 hours. 2 oz. oxalic acid crystals (drugstore) in 1 pt. water also good furniture bleach

Sand after bleaching. Finish with white shellac and clear varnish. Rub with rottenstone and crude oil, apply block wax and rub well

window with modern overtones

PHOTOGRAPH: MAYNARD L. PARKER

Beauty treatment for a long window is provided by Venetian blinds, choice of Barker Bros., Los Angeles decorators. The blinds fit perfectly into the modern decorating scheme, keyed by the round couch in the foreground.

How to judge quality when you buy Venetian Blinds

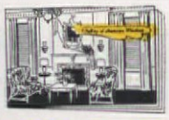
You have probably already made up your mind to buy steel Venetian blinds for your home. You want the beauty, flexibility, and inherent strength of steel. And if you want top quality and long life in Venetian blinds, here's what you should know:

Top-quality steel blinds are *galvanized* and *bonderized*. This is very important. It preserves the beauty and long life of the baked enameled finish.

You can easily identify steel blinds of this top quality by looking for the yellow-and-black seal with the flower on the window sill (below). This seal is your assurance of long life and lasting beauty in steel Venetian blinds.

Galvanized, bonderized steel Venetian blinds with the yellow-and-black seal are available at leading stores and Venetian blind dealers.

This advertisement is printed by Acme Steel Company, Chicago, to encourage quality labeling for consumer protection.



"A GALLERY OF AMERICAN WINDOWS"—send for this new booklet of ideas from leading stores and decorators for beautiful windows in your home.

Acme Steel Company, Dept. AH-38
2844 Archer Avenue
Chicago 8, Illinois

Please send me a copy of "A Gallery of American Windows." I enclose 10¢ to cover cost of handling.

Name.....

Address.....

City.....State.....

Look for this seal of quality when you buy Venetian blinds.

For a Lifetime of Playtimes

● Be sure of a handsome setting *always* for bridge—own a Durham table and chairs. Steel frames, with smooth enamel finish, are sturdy and long lasting. Choose a color in beautiful, durable *Duralyn* upholstery to match your decorative scheme.

Sold in Leading Furniture and Department Stores

Folding all-steel frame card tables as low as $3.95

The DURHAM LINE

DURHAM MANUFACTURING CORPORATION
MUNCIE, INDIANA, U. S. A.

SEND FOR ENLARGED NEW FREE CATALOG

All of the many Graf-Craft reproduction and original designs in settees, chairs, tables, urns, novelties now are shown in a handsome illustrated catalogue just out. Write for your copy today.

THE GRAF STUDIOS

GET READY NOW to "dress up" Lawn, Garden, Patio settings for the bright new outdoor season just ahead . . . with

Charming, Distinctive, Useful Long-Lasting

Graf-Craft METAL FURNITURE

CAST IRON—CAST ALUMINUM

Showing here (at left) Popular No. 9-A OVAL

GRAPE SETTEE

39½" long
29½" high

FREIGHT PREPAID

IRON—PAINTED	$30.80
IRON—UNPAINTED	28.80
ALUMINUM—PAINTED	32.40
ALUMINUM—UNPAINTED	30.50

(Slightly Higher in Far West)

BOX 111-AM
WILMINGTON, OHIO

LASTING BEAUTY

Mirrors double the beauty of attractive outside and interior views, bringing the outdoors into your house and repeating the colors of room decorations.

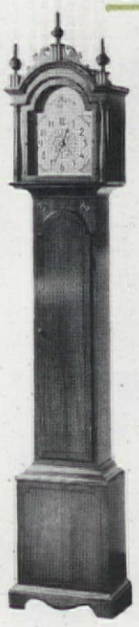
Send today for our folder, "How to Lend Personality to your Walls with Mirrors."

Donnelly-Kelley Glass Company, Holland, Michigan

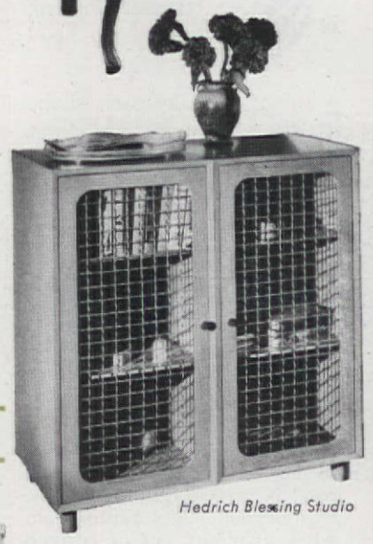
Paul Davis

1
2

Looking for

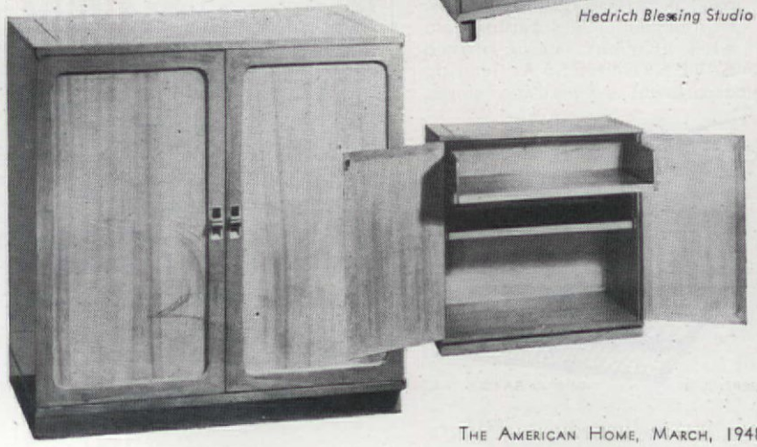


3
4



Hedrich Blessing Studio

5
6

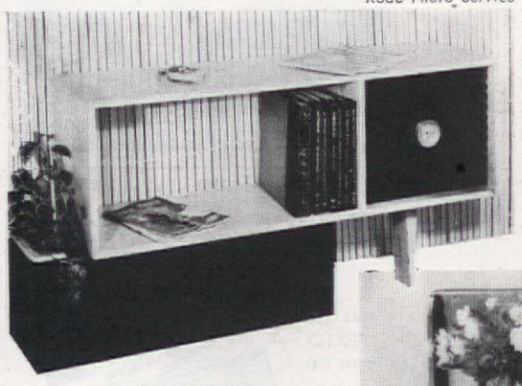


7
8

a USEFUL "Hall Piece" ?

Your hall "console table" is not paying it's way in either looks or performance. Here is distinguished as well as useful hall furniture

Rode Photo Service

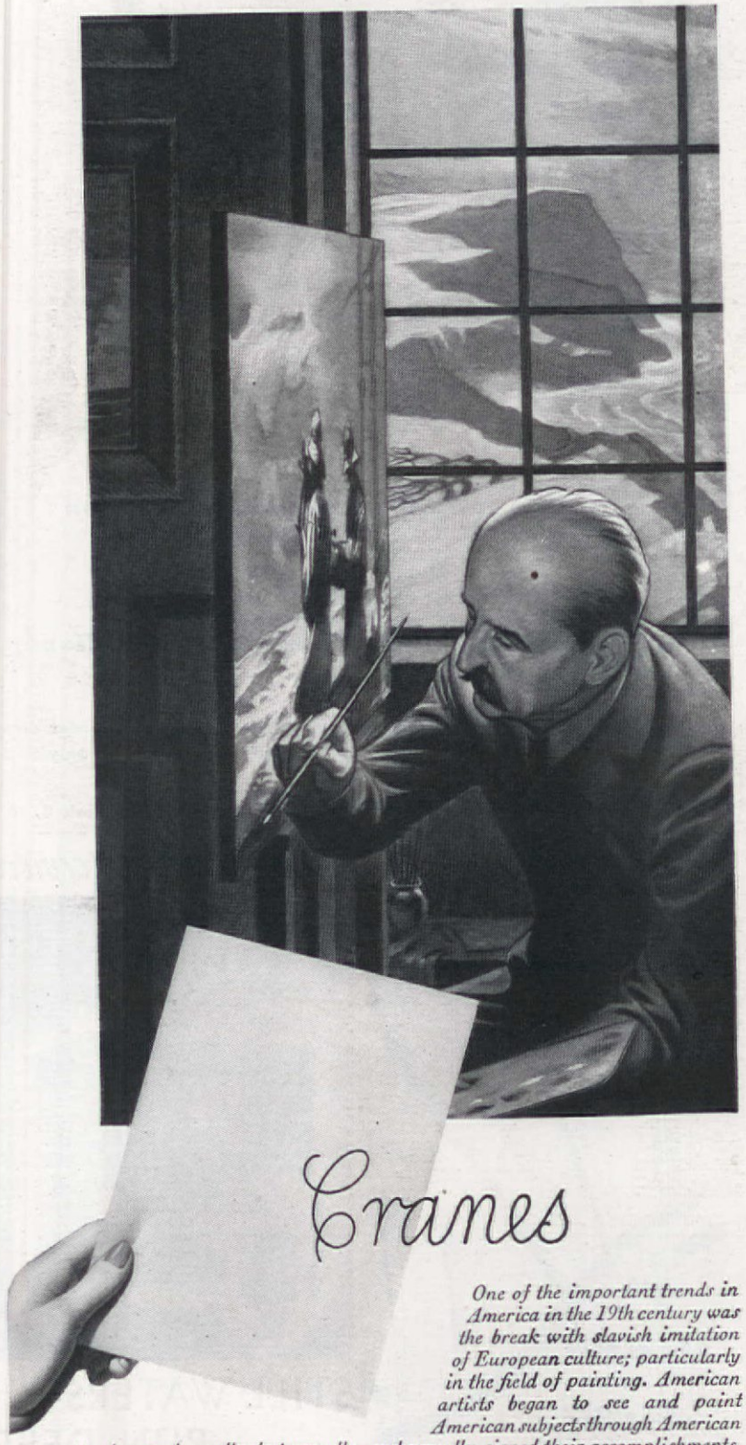


9
10

Look up from your easy chair, look out into your hall—if you have a hall—and what do you see there? The old library table with a dreary runner down the middle, a hold-over from the 1920's, maybe? Or a half-round console table that wouldn't fit anywhere else; big enough to hold the phone but very little else?

The entrance hall or stair hall to your house is the first greeting to a new guest arriving at your house for the first time. It is like the first handshake that

Crane's.....the Mark of excellence in fine papers



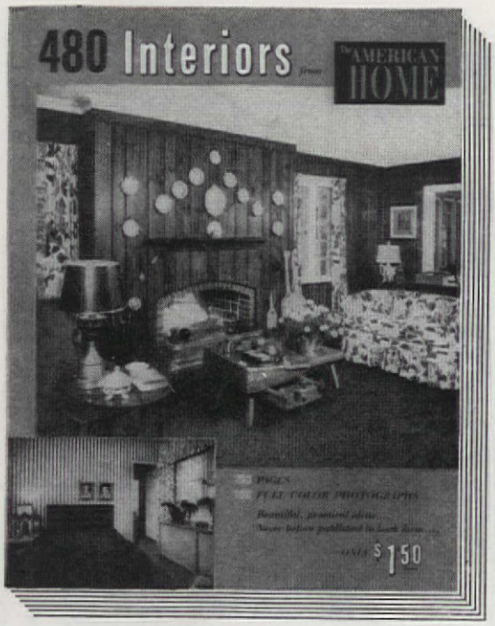
Cranes

One of the important trends in America in the 19th century was the break with slavish imitation of European culture; particularly in the field of painting. American artists began to see and paint American subjects through American eyes; not only unashamedly, but proudly, and proudly signed their accomplishments.

The signature of the artist, the name of the manufacturer, the watermark of the paper-maker—all are expressions of pride. And pride of creating, making, producing is the beginning of excellence. Ours is expressed in the watermark of Crane that is an integral part of every sheet of paper we make. It is your assurance that you are getting paper of the highest quality—made from cotton and linen fibres only—the most enduring materials from which paper can be made. We suggest you look for the Crane mark when you buy paper for business, personal or social needs.

CRANE'S FINE PAPERS

MADE IN DALTON, MASSACHUSETTS, SINCE 1801



233 pages
. . . several hundred illustrations, with 102 in four color

Here is the biggest and best book on Home Decoration we have ever published. Compiled and Edited by the Decorating Staff of the American Home

Your newsdealer has it, or you may order direct postpaid anywhere in the United States for only $1.50

THE AMERICAN HOME, 55 Fifth Avenue, New York 3, N.Y.

welcomes a new friend. Often it sets the first impression, good or bad and, if it is a bad impression, it may take a lot of doing in your other rooms to overcome that first bad taste.

Instead of using just any old left-over piece of furniture why not consider objectively the choice of a single good piece, selected especially for your hall? Here are ten handsome pieces that should start you thinking in the right direction. Any one of these useful pieces may set the theme for your entire house.

1. A simple Colonial cabinet from the Heywood-Wakefield Company, made of sturdy birch, finished in a pale maple color. The drawer could hold telephone books, pads, pencils; the bottom cabinet could double as storage for rubbers, if you haven't a hall coat closet.

2. A stately grandfather clock to provide a timepiece at the nerve center of traffic in your house. From Colonial Manufacturing Company, Zeeland, Michigan.

3. A pretty occasional chair to perch on while you remove rubbers, to sit on while you telephone. The seat is well sprung, the back is lower than usual. From Colonial Manufacturing Company, Zeeland, Michigan.

4. A charming Victorian commode. It is made of solid cherry. Height 24 inches, top 22 by 14 inches. The price is $26.45, which includes shipment to your nearest freight office. From Carl Forslund, Fulton Street East, Grand Rapids 2, Michigan.

5. A modern piece that is actually made of two sections. It is part of the Mengel Module group. Two cabinets are bolted together to form a double-doored case. Metal grille in doors. Approximate price, $103.

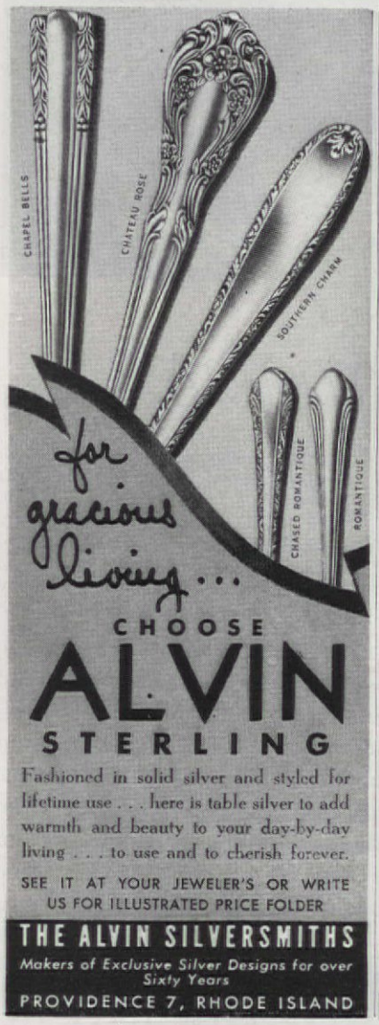
6. This cabinet from the new Drexel Precedent line of furniture has smooth, unadorned panel doors. Clean hardware and tawny wood finish make it an excellent modern choice.

7. The Paramount Furniture Co. of Warren, Pa., makes this handsome piece which they call a server. We recommend it for use in a hall, or anywhere in the house. The wood is a combination of mahogany and cherry. Retails around $73.50.

8. A small mahogany chest of three drawers from the Drexel Furniture Company. Front is slightly bowed. It is their No. 3555 Bachelor Chest.

9. A modern cabinet designed to hold record albums. Natural ash with ebony-finished birch plywood. Hand-made pottery planter. From Tappan-Keal Co., Los Angeles. Price around $55.

10. Called a water bench by its designer, Bevelacqua, this cabinet is a copy of an old dry sink. Good storage space, hand-rubbed finish. From Bucks County Provincial Furniture.



A Colonial Masterpiece

STILL WATERS . . . RUN DEEP

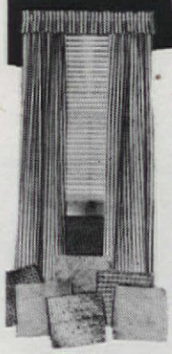
Utmost purity of line . . . simple perfection of proportion and detail . . . herein is the character of this bow-front Chippendale chest. Built for future generations by Colonial's craftsmen, of genuine mahogany. The top is finest hand-tooled leather. Colonial Manufacturing Co., 100 Colonial Avenue, Zeeland, Michigan.

NEW BOOKLET

Colonial hall clocks and heirloom furniture in word and picture, with interesting data on furniture styles —preservation of finishes, leather, etc. Send 10c to cover mailing.

COLONIAL *Heirloom* REPRODUCTIONS
Ageless Artistry in Mahogany

26 DRAPERY AND SLIPCOVER FABRIC SAMPLES FREE!



Yes, you get 26 generous samples of beautiful Itasca fabrics absolutely *free!*...a wide selection of novelty weaves in the newest designs,...in Ratines, Homespuns, Basketweaves, and Woven Stripes. Itasca materials are the smart and economical answer to your Slipcover and Drapery needs. Whether you make your own or have them made for you, you can save $ $ $ by selecting the quality fabrics that you want from these lovely samples...

Save ½ OR MORE
BUY DIRECT FROM THE MILL

Itasca's low prices are possible because you buy direct from the mill at factory prices. Add new beauty and charm to your home . . . send today for your 26 free samples of Itasca materials. See them! . . . Feel them! . . . Price them! . . . And see for yourself how you, too, can save up to 50% on your materials for Draperies, Slipcovers, and dozens of other items.

ITASCA WEAVERS GUILD • DEPT. B-19 ITASCA TEXAS

THE WARFIELD TABLE
BY Brandt
AMERICA'S MOST USEFUL TABLE

BRANDT CABINET WORKS INC • HAGERSTOWN, MD.

What to Give . . . MOTHER, WIFE, SISTER, AUNT
Here's your answer: *Mother's Own*

A perfect Gift — Dainty lady's size household tools stylishly finished in Blue & Ivory and Gift-packed in Blue & Silver container. 10 items. If unable to procure locally, your cash-with-order will have Continental U.S.A. delivery arranged here. **$8.95** ($9.45 West)

THE PECK, STOW & WILCOX CO.
Southington, Connecticut

Sensational! DRY Window Cleaner! Use no water, no messy liquids. Chemically Treated. Simply glide over windows; leaves glass sparkling clear. No heating water, no heavy buckets to carry. No rags, powders, sponges, chamois. No mess or muss. No red chapped hands. Dust, dirt, grime, fog disappear like magic. *Take orders from friends! Earn money!*

SAMPLES FOR TRIAL Sample offer sent immediately to all who send name at once. A penny postal will do. SEND NO MONEY—*just your name.* **KRISTEE CO., 1333 Bar St. AKRON, OHIO**

No starching
No pin stretching
Easy ironing

SABEL CURTAINS offer so much more than charming window flattery! They're specially processed to retain brand-new freshness through countless washings. They launder in a twinkling and a light ironing renews them magically without starching or pin stretching fuss and bother. Trimly tailored or femininely beruffled styles, fashioned of the finer quality fabric so very typical of Sabel. Kendall Mills, Division of the Kendall Company, Walpole, Massachusetts.

Sabel CURTAINS

NEW LIFE FOR *aging* ARMS

SALLY BULKLEY

Attention! Inspect arms! Reports of fading and fraying? Then definitely, it *is* time to rearm. Did you know that by restoring the covering on just the arms of your furniture you can postpone an entire reupholstery job for many a moon?

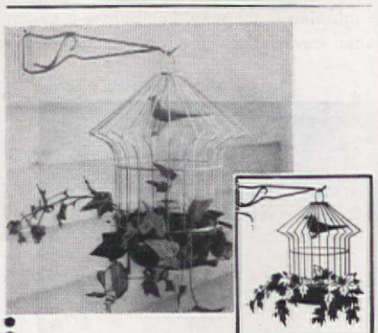
"Indeed!" you exclaim, "and where do I get the matching material?"

Well, you're probably sitting on it right now. You'll find it if you remove the cover on the cushion of the chair or sofa, and rip off the bottom section. Fill the gap with plain fabric, sew up the cushion, and you're ready for rearming.

First, experiment with the salvaged material until you discover the best arrangement possible, being sure to match stripes and to center designs properly. Cut to fit, allowing a good half-inch all round for turning under.

How to put it on? Of course, each piece of furniture is an individual problem. For example, the broad arms of the sofa may be successfully rejuvenated by catch-stitching the covering material into place, except under the curving arms where sewing is difficult. Common pins will do the trick here, and won't show.

For a chair with shaped arms, a combination of tacks and sewing and a few pins are needed to attach the fresh surface. First, begin by laying the *right side* of the material down across the seat cushion. Tack or sew one edge of cloth along the inner edge of the arm, using small upholstery tacks. Now, bring the material up over the arm, hiding the tacks. Pull taut. Fit to curves by making small pleats and catch-stitch into position. To fasten the outer edge, pull material under outer edge of arm, secure with tacks which have small heads. If the front edge is not tight enough, then use a few of these small-head tacks next to the wood frame.



A GRAND EASTER OR MOTHER'S DAY GIFT

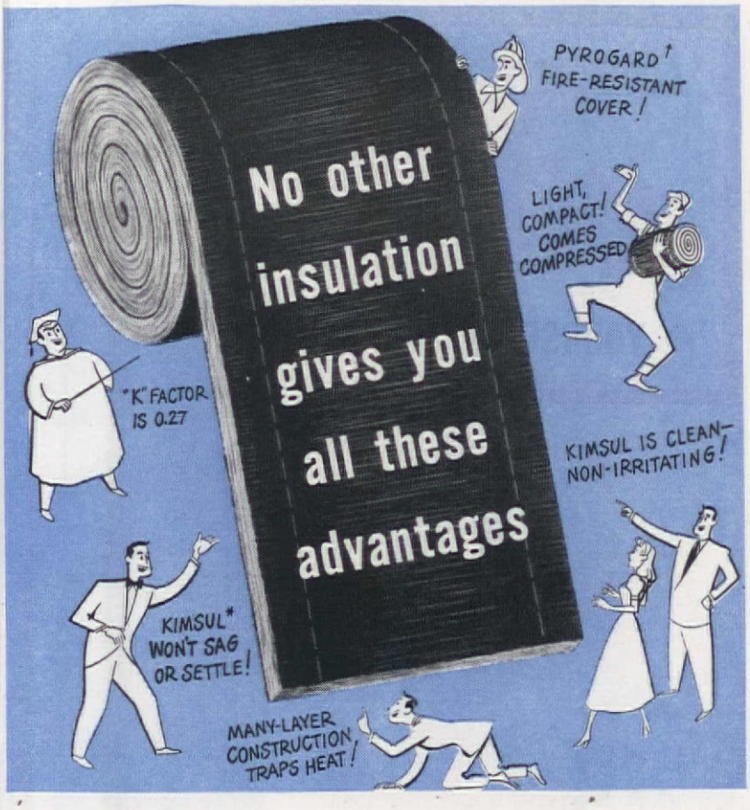
Plants like to grow in the gleaming white enameled cage. 12" tall, complete with red or white removable clay pot, and a lifelike plastic canary swinging on his perch. At better stores everywhere, or we'll ship promptly by prepaid parcel post. (No C.O.D., please.) With table stand (photo) $2.75. With wall bracket (sketch) $2.25. Post Paid East of Mississippi. Elsewhere add 25¢.

THE ANDREW B. HENDRYX COMPANY
85 Audubon Street, New Haven 11, Conn.

SELL 50 for $1.00 NAME IMPRINTED STATIONERY

FREE SAMPLES

31 new greeting card boxes. Profits to 100% Bonus. Write today for FREE Name Imprinted and Floral Stationery samples. FREE 32-page catalog and feature All Occasion Samples ON APPROVAL. *Special Offers.* Start at once.
NEW ENGLAND ART PUBLISHERS
North Abington 107, Mass.



Scientific heat-saving for comfort

When you insulate with KIMSUL*, you insulate with confidence. For KIMSUL is the *many-layer* blanket composed of millions of trapped-air cells that check heat loss. Designed scientifically to give complete, uniform coverage over every square inch of insulated area. No heat-leaking thin spots.

Resistance to fire and flame

The entire KIMSUL blanket – including the exclusive PYROGARD† cover—is resistant to fire and flame. You find this feature in no other batt or blanket insulation on the market! Buy *many-layer* KIMSUL from your lumber or building supply dealer. Specify it in your new-home plans.

CHECK THESE 12 ADVANTAGES

1. High insulating efficiency.
2. Many-layer stitched construction.
3. Packaged in easily-handled, small size rolls; compressed to 1/5th installed length. Anyone can apply it.
4. Fits standard stud and rafter widths — extra wide to provide fully insulated fastening edges.
5. Clean, non-irritating — non-sifting — no sharp particles.
6. Lasting protection. Won't sag or settle.
7. Resists fire, moisture, fungi, vermin; is termite-proof.
8. Flexible — fits odd-shaped recesses and tucks around obstructions.
9. Cut strips caulk around windows and doors.
10. Light in weight.
11. Low in cost.
12. Only KIMSUL has the PYROGARD fire-resistant cover.

*T. M. Reg. U. S. and Can. Pat. Off.
†Trademark

KIMSUL INSULATION
A PRODUCT OF Kimberly Clark RESEARCH

Free book on fuel-saving insulation

KIMBERLY-CLARK CORPORATION
KIMSUL Division, Neenah, Wisconsin
Please send the FREE BOOKLET, "How to Put Your Home in the Comfort Zone".
I am interested in insulation for: AH348
☐ My present home ☐ The home I plan to build
Name.....
Address.....
City, Zone, State.....

COVER IT WITH
COLOR
YOURSELF!

Anyone can use this ONE-COAT
SHERWIN-WILLIAMS
ENAMELOID

It's fun . . . amazing to see the way Enameloid brushes years away—makes old furniture, woodwork, walls, sparkle anew! And it's so easy to use Enameloid. One coat covers—leaves no brush marks! Dries quickly to a gleaming, wear-resistant finish. You'll agree . . . Enameloid works decorating miracles.

SHERWIN-WILLIAMS PAINTS

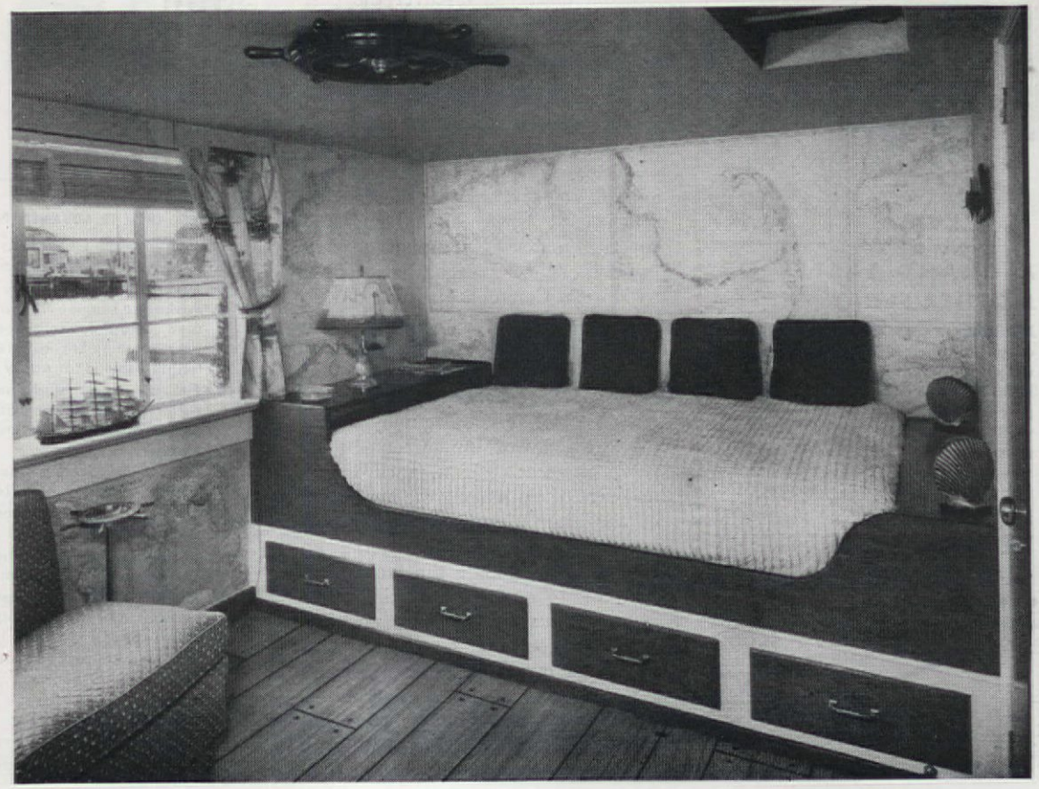
Solution FOR NON-EXISTENT BEDROOM

Max Tatch

● Double bunks in Nina Zwebell's Hollywood home can sleep relatives and guests during holidays, smack not at all of a bedroom. Walls are paneled in knotty Western Pine boards

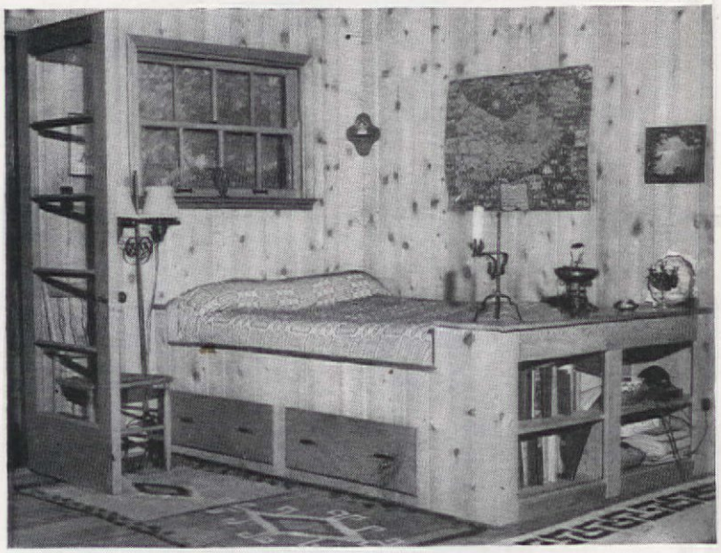
● Bunk bed in home of Guy Lombardo has shipshape frame of rich, glowing mahogany. Lombardo, a champion speedboat racer, covers the walls with navigation charts

Emelie Danielson



● Three built-in solutions: simply-made bunk beneath terrace window has plaid permanent mattress cover, pillows. The virile knotty pine bed, with bookcase as footboard, has two drawers with generous storage space in base. Upper and lower berths provide housing for a pair of rambunctious boys who love records, drums

Max Tatch



It's a Warm Winter Morning

You start the day in comfort with Iron Fireman heating

BEFORE you get up, a steady flow of mellow warmth fills your home, keeps the house comfortably warm all day—never gets too hot or too cold—and then steps down to night temperature automatically.

What a head start for a good day! How satisfying for the stay-at-home! What peace of mind for those away at work to know that the home is comfortable and the family free from furnace drudgery!

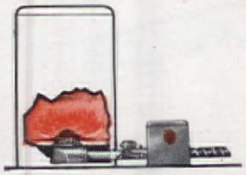
Whether you prefer coal, oil or gas, Iron Fireman is ready with the exact equipment needed to bring winter comfort into your home. An Iron Fireman stoker, oil or gas burner will modernize your present heating plant.

If you need a new furnace or boiler or are building a new home, you will be interested in the self-firing furnaces and boilers, with built-in Iron Fireman firing units. All are equipped with precision automatic controls, designed and built by Iron Fireman expressly for its own products. Fuel economy and thorough dependability are assured by Iron Fireman's quarter-century experience in automatic heating.

Write now for free 16 page booklet "Carefree, Dependable Warmth." Address Iron Fireman Mfg. Company, 3204 W. 106th St., Cleveland, Ohio. Other plants in Portland, Oregon; Toronto, Canada. Dealers everywhere.

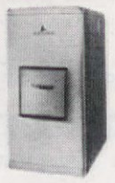
IRON FIREMAN

AUTOMATIC HEATING WITH COAL, OIL OR GAS

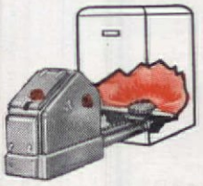


Coal-Flow stoker feeds direct from bin to fire. No hopper. No coal handling. Modernizes boilers and furnaces.

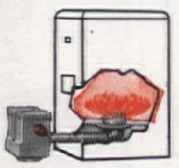
Radiant Gas Furnace with exclusive radiant heating element gives *plus* comfort, with low gas consumption and quiet, service-free operation.



Automatic furnaces and boilers have built-in Coal-Flow stoker or Vortex oil burner. Firing units interchangeable.

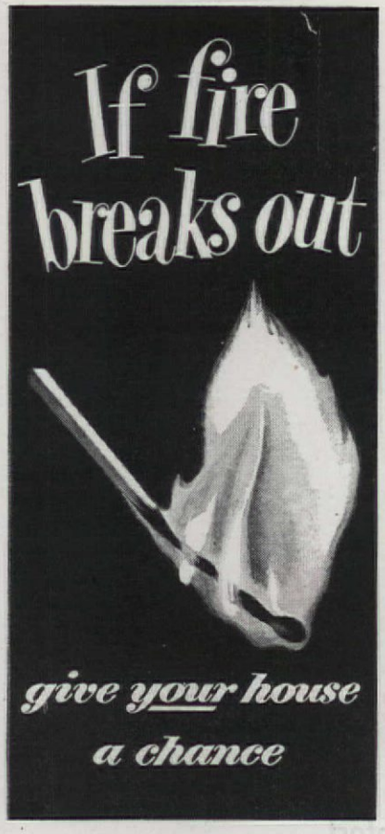


Hopper model stoker. Automatically fires furnace or boiler, reduces fuel bills. Gives years of dependable service.



Vortex oil burner's unique bowl-shaped flame produces new heating efficiency in furnaces and boilers, saves oil.

Radiant Gas Burner has new, exclusive heating element. Specially efficient in systems originally coal-fired.



...insist on Fire-proof Rockwool Insulation

Baldwin-Hill Rockwool insulation is built-in protection against the spread of fire. It gives you a chance to save your family and your valuables—gives firemen a chance to save the house.

Those hollow stud spaces in your sidewalls make a perfect flue for fire to spread. But, *Rockwool stops fire* wherever it lies against attic rafters and wall studs. No wonder we say investigate B-H Rockwool insulation *first!* And insist on fire-protection that is *permanent.*

Best of all, this is just one of the plus-values you get with Baldwin-Hill *black* Rockwool. These mineral fibres cannot rot or decay. They are water-repellent and totally unattractive to rodents or insects. Only an all-mineral insulation *—installed by experienced applicators—* can give you *all* these advantages.

Send for Free Booklet

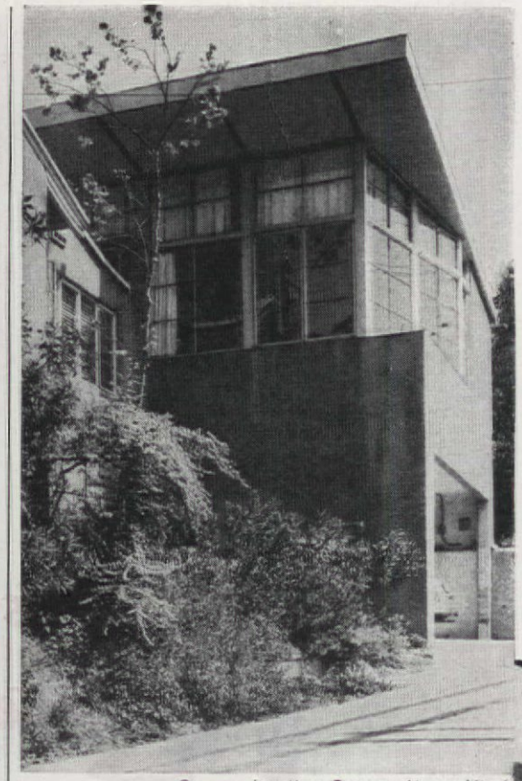
We'd like to send you an illustrated guide book on home insulation and let you decide which is the best material for your home. The coupon brings your copy.

BLACK ROCKWOOL
Baldwin-Hill
HOME INSULATION

BALDWIN-HILL CO.,
594 Breunig Ave.,
Trenton, N. J.

We now
☐ Own our home
☐ Plan to build

NAME.....
ADDRESS.....
CITY AND STATE.....
OCCUPATION.....



Garage alteration: Gregory Ain, architect

MODERN *Topping*

ETHEL McCALL HEAD

Since elastic is not one of our structural building materials, houses just don't stretch to fit the growing of a family. Like Mr. and Mrs. Henry Mayers of Los Angeles, California, whose fast-growing daughters and their many friends made entertaining at home a complicated and cumbersome affair, most homeowners look desperately for a solution to this problem of dual hospitality. Fortunately, in this case, a two-car garage offered just the right answer. Situated at the turn of a road and on a slight incline, building a room atop this garage had several advantages. It not only made access from the house easy and direct, but offered an excellent opportunity for building an adjacent terrace complete with barbecue. When not used by the young set, Mr. Mayers also finds it a quiet haven for getting that extra office work done. A bath adjacent to the new living room allows for great flexibility since, coupled with a number of spacious wardrobes, it allows overnight guests to be put up without any fuss.

At one end of the room—that entered from the old house—there's a fireplace with Heatilator to make the place snug and warm during chill winter evenings. At the other end, there's a spacious built-in couch, which serves as guest bed, a whole wall of bookcases, ample desk space, plus cabinets for either busy father or studying girls. A small hall leads to bath and wardrobes. Part of the room has a shed roof of Weldwood, painted cream-white, with set-in lighting troughs. Clerestory windows allow a clear view of the swaying treetops, while a bank of windows at the north leads to the attractive terrace.

Plywood was used for cabinetwork and walls, and gives the room a pleasant, woody feeling. The room is carpeted throughout; furniture is of stick reed, simple in design, while a large blond coffee table adds a most modern touch. Draperies throughout are of cream-colored cotton. Though the rest of their house is traditional, the Mayerses feel that their garage room indicates that they are keeping abreast of the times. Their friends, both old and young, completely agree with them.

Photographs by Bob Cleveland

You turn it HOT 1000 times a month—

Do You ALWAYS get Hot Water?

TODAY, you want *hot* water the instant you turn the tap marked "HOT". . . ALL the hot water you want and WHENEVER you want it!

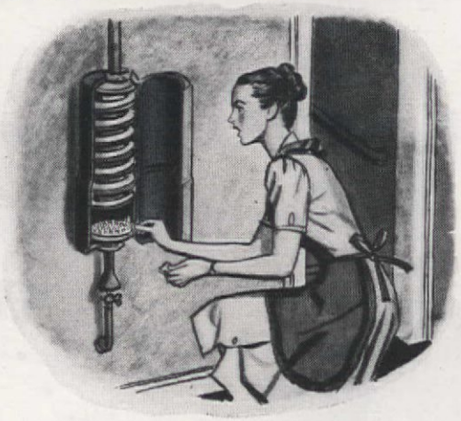
Automatic heating. Economical operation. No waiting periods. Plenty, but PLENTY of hot water! These are the things you want . . . these are the things you *get*—when you install a gleaming, new RHEEM water heater.

It's a constant reservoir of *hot* water in a single, compact unit!

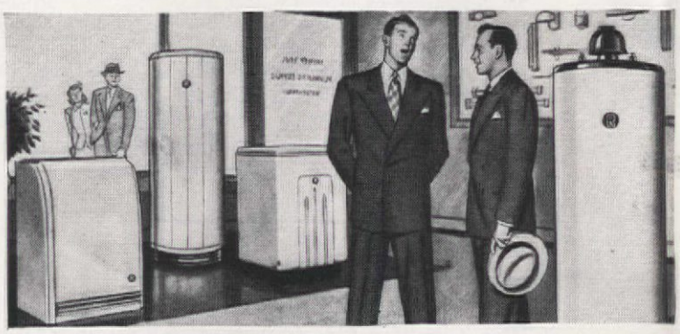
And there are thousands of satisfied owners, because RHEEM is America's biggest manufacturer of water heaters. Ask your plumbing dealer to help you select the right model RHEEM for your home.

You turn the tap marked "HOT"—and if hubby's taking a shower, *you* don't get water for dishes. But with RHEEM, you ALWAYS have hot water no matter how many taps are in use! Model 30-30 heats *42* gallons an hour—enough for plenty of hot baths!

Late for the office and no hot water? Very bad for your temper and worse for the 36,000 square inches of face you have to shave each year. With a RHEEM in the house you just turn the tap, any time, and get all the thermostatically controlled hot water you want!



Time for Junior's bath? And your umpteenth trip down cellar. Why?... when with an *automatic* RHEEM there's no waiting for hot water—no worry when you're away from home! It shuts itself on and off—keeps plenty of hot water always on tap!



Rheem automatic water heaters, 20 to 100 gallon capacity for any type of gas, including liquid petroleum gas—also models for electricity and oil. All have the patented Rheem-processed tank, which keeps water clean and fresh—guards against rust and leaks. Gas models approved by American Gas Association.

RHEEM

WATER HEATERS • SOFT WATER APPLIANCES

HOME HEATING APPLIANCES

COOLING APPLIANCES

Rheem R

11 Plants in U.S.A.—Also Sydney, Melbourne, Brisbane, Rio de Janeiro and Singapore.

Inquiries invited from Retailers.

Rheem Manufacturing Company
Department R-31
570 Lexington Avenue
New York 22, N. Y.

Please send me today your attractive FREE brochure describing Rheem Automatic Water Heaters.

Name_____

Address_____

City_____

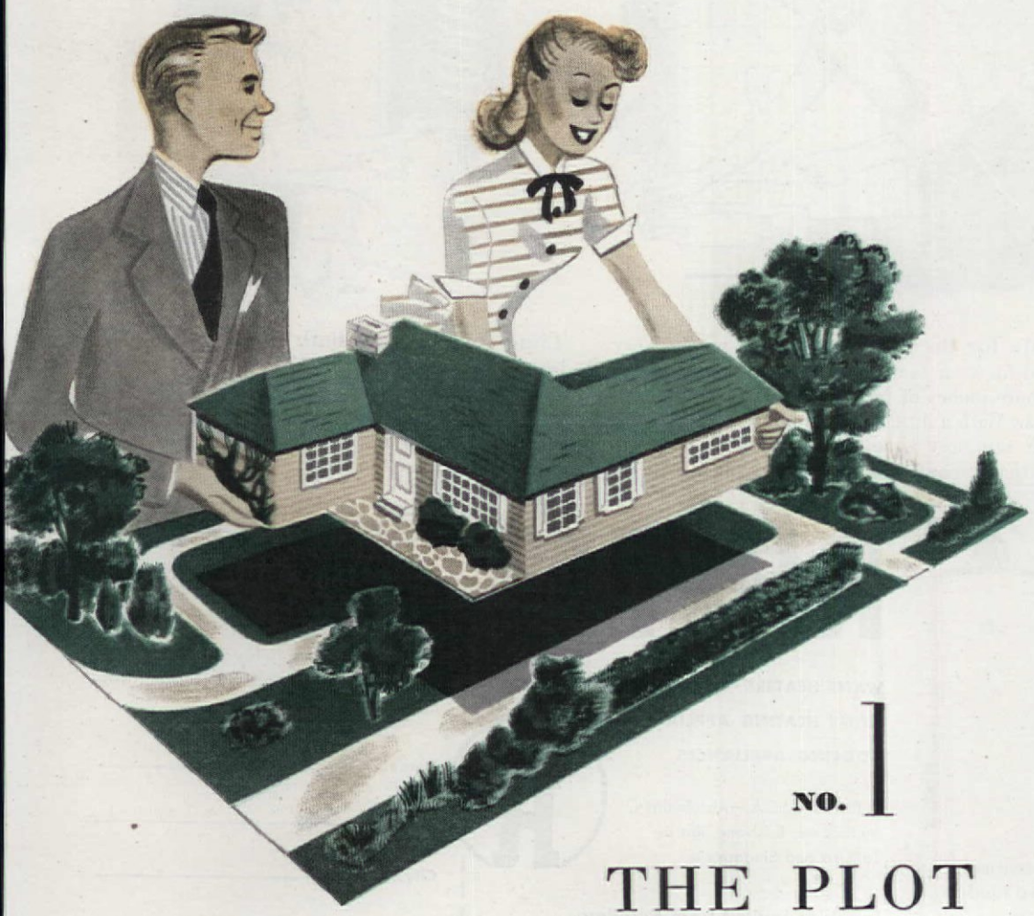
State_____

Dream homes are not dream castles—sometime, sooner or later, you'll be called upon to make important decisions, sign important documents. Be prepared.

This homeowner's guide—the first of a series—will insure your getting exactly what you want

Kenneth Duncan

AMERICAN HOME *planning* PRIMER



NO. 1 THE PLOT

WHAT IS THE "IDEAL" LOT SIZE?

Roughly ¼ acre, 100 x 100 feet, or 100 x 150 feet gives you plenty of room for house, lawn, flower garden, vegetable garden, outdoor fireplace and a few fruit trees. It is the ideal to shoot at. Frequently, it must be modified by pocketbook and neighborhood limitations. The modern trend is toward larger plots—better to have plenty of space than too little.

IS A PLOT 25 FEET WIDE BIG ENOUGH?

No. The 25-foot city lot came into being before the days of sidewalks, and before virtually every family owned its own car. A driveway takes up 10 feet of the front footage. It is just about impossible to fit a house on the remaining 15 feet. The 25-foot lot is definitely limited to party-wall row houses. 50 feet is really the practical minimum. Attractive houses have been built on such lots, but only after careful planning. For best results, the garage should be attached to the house and, where the contours allow, it is best located under the house itself. A lot less than 75 feet wide restricts one to a compact house. A rambling Cape Cod cottage may be placed on such a lot if it is put sideways. Remember, a narrow lot results in less privacy, air, and sunshine.

A lot should be 100 feet deep or more. A plot is usually deeper than its width (unless the width is at least 100 feet) in order to provide space for a front yard and important living space at the rear.

WHAT ARE THE POSSIBILITIES OF IRREGULAR-SHAPED LOTS?

Often, more square footage is required if your lot is very irregular in shape. One smart way to approach such a problem is to draw the outlines of such a plot, cut out to scale the house plan you wish to build, and then move this template around the lot to see just where it can best be built, taking into account trees and local setback requirements. "Backage" is less valuable than "frontage", so a pie-shaped plot with the apex on the street is sometimes a good buy.

WHAT IS THE ADVANTAGE, IF ANY, OF A CORNER PLOT?

The house may face either street, and you may select the street you choose to live on. However, the advantage of a corner plot is not as great in residential as in business property, particularly if you have a good-sized plot. But access to a side street may make possible a shorter drive to garage, placed at side of the house,

It's "Third Dimension Beauty"...

It's Full-formed Sculpture...

It's Wallace Sterling...

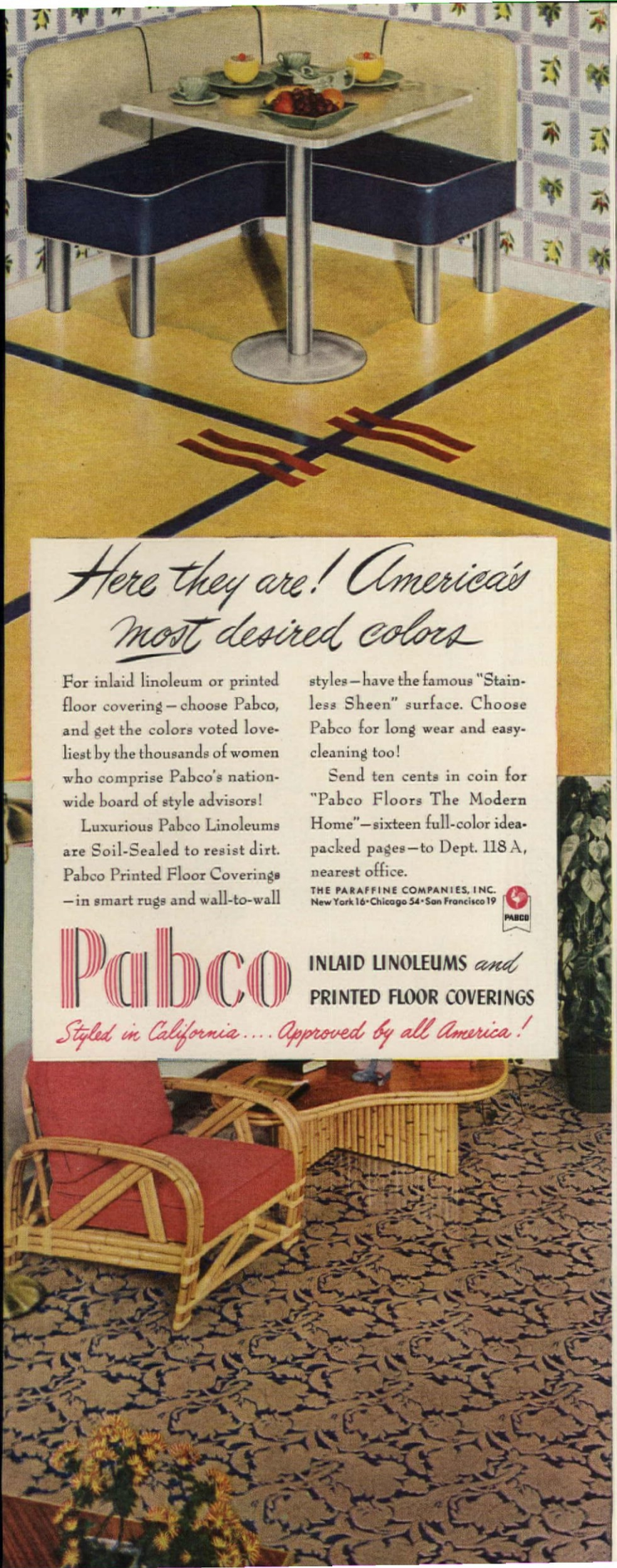
ROSE POINT . . . the bridal veil of queens . . . reveals in gossamer lacework the full-formed beauty of a rose. This artistic achievement of a fully sculptured flower is captured forever in ROSE POINT silver by Wallace . . . the only sterling with "Third Dimension Beauty." Other "Third Dimension Beauty" designs include Grand Colonial, Stradivari, Sir Christopher, Grande Baroque. Six-piece place settings from $27 to $35, according to pattern.

Send 25¢ for the book, "Beauty Moods in Silver," by William S. Warren, designer of Wallace's "Third Dimension Beauty" patterns. We will also include booklet, "Daily Pleasure in Sterling," which contains ideas on entertaining, and table settings arranged by noted magazine editors. Address Dept. A-1, Wallace Silversmiths, Wallingford, Conn.

WALLACE STERLING

COPYRIGHT 1948

Wallace Silversmiths, Wallingford, Conn. • Since 1835 • Wallace Silversmiths, Toronto, Canada



with a consequent saving in lawn or garden space. There is less privacy for your "back" yard on a corner plot, more sidewalk to keep up (maintenance of sidewalks in most cases is a property owner's responsibility); in northern localities, there's bound to be more snow to shovel in wintertime, and more traffic, with its noise, dust, and hazards.

WHAT IS A ZONING ORDINANCE?

A law, usually local, which restricts the use to which an owner may put his property. It seeks to direct and influence town and city growth; to maintain the character of existing neighborhoods. Zoning establishes minimum plot sizes, restricts business and industry to certain limited areas, and does many other things to protect the majority from the ill-advised action of a single property owner.

One of the principal reasons neighborhoods deteriorate is lack of such zoning ordinances and restrictions. It is a pitiable sight to view the remains of former attractive residential streets, with their recent rows of shoddy little tin-fronted and neon-lighted shops and taverns. Be certain of protection.

WHAT ARE DEED RESTRICTIONS?

Restrictions are conditions and limi-'tations, written into a deed by a seller, which restrict the uses to which the buyer (and the buyer's successors) may put the property. They are usually imposed by the developer of a subdivision to guide its growth. The custom of imposing restrictions is a very old one that antedates the development of town and city zoning. Where there is sound zoning, the need for privately imposed restrictions is greatly lessened.

WHICH TAKES PRECEDENCE, ZONING ORDINANCE OR DEED RESTRICTIONS?

The zoning ordinance. Deed restrictions may further limit property use but cannot permit a more liberal use than authorized by zoning. For instance, deed restrictions may prohibit a store in an area where zoning permits business, but deed restrictions cannot permit business in an area where it is prohibited by zoning.

SHOULD I HAVE MY LOT SURVEYED?

Absolutely. It costs only a few dollars, and gives you a true picture of your plot on paper. The survey actually marks out the plot with corner stakes, stones, or other permanent markers. By all means insist upon permanent markers. Wooden stakes get pulled out and lost. A survey is of permanent value, and the ground markers should be permanent, too. When you rent or sell, you should be able to point out the *exact* boundaries to your prospect. Frequently, owners' ideas of boundary lines are very hazy. The survey may save you disputes with neighbors, lawsuits, and much worry and loss. It will indicate where you may landscape without inadvertently making a present of a bed of roses to your neighbor; and it shows you exactly where a boundary fence or hedge should go.

An encroachment is any "improvement" that improperly projects from one plot and infringes on the next. Fences and landscaping are most common encroachments. Sometimes parts of buildings, such as porches or overhanging eaves, cause encroachment. Any encroachment will be indicated by a proper survey.

ARE ZONING ORDINANCES AND DEED RESTRICTIONS LEGALLY ENFORCEABLE AGAINST THE PROPERTY OWNER?

They certainly are. Years ago, when downtown Chicago was a rambling village, a piece of land was sold with a restriction that a ten-foot right of way would always be kept open so that the seller would be able to get his family cow from pasture to barn. The seller, the barn, and the cow are all gone—but not forgotten—for when a skyscraper was planned some years ago for this site, it was necessary to leave a ten-foot passage through the building for dear bossy.

BEFORE TAKING TITLE, SHOULD I HAVE TITLE SEARCHED?

By all means. It is wise to have the title searched regardless of the value of the property. You might build a $10,000 house on an $800 lot, and your entire investment would be seriously undermined if there were any flaw in the title to the $800 land.

Searches are made by title and mortgage companies and by many attorneys who specialize in this work. Any attorney will arrange a title search for you, even if he does not, himself, make the search. A lady frantically searching for a place in Florida last winter had a cottage offered her at a reasonable price. She took title immediately. Next day she became a bit piqued when asked how she had had the title searched so quickly. In surprise she replied, "Oh, I had no search made. I know that Mr. Jones (the seller) and he's an honest, upright man." This is a common failing among many home buyers. Social contacts do not always make for good business relationship. Business is business and so should be consummated as such. That attractive partner at tea may have very strange ethics where business is involved. Remember, business is business.

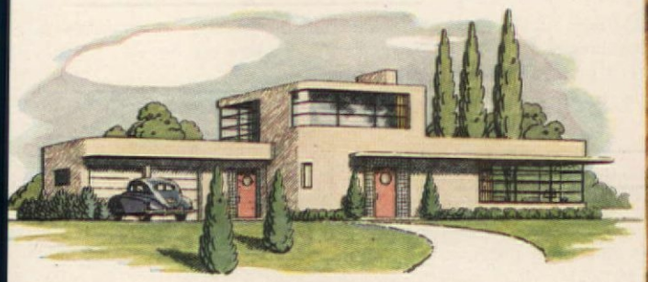
Most title faults are caused not by dishonesty, but by ignorance, care-

AT HOME WITH THE

Graceful Past...

...OR THE

Practical Present



...here's the new Functional Furniture

HERE'S the grace and charm of period style blended with the adaptability that modern living demands.

First of all, this Transitional Mahogany group has rich, finely figured mahogany veneers and delicately wrought, satin-finished hardware.

And from a practical standpoint, the clean, straight-line, *functional design* gives you furniture that fits. You can combine pieces to fit your wall space with almost custom-made precision. You can combine them to get extra drawers, or extra shelves. And you can change the combinations any time you feel the urge.

"Functional design?" Yes. You see, this Transitional Group consists of a dozen super-arrange-able units. And do we mean *super-arrange-able!* Units designed so that many of them combine. Three or four together can look like just the single piece you need.

This is *all-room* furniture, too. Use it in hall, living room, or dinette . . . as well as in your bedroom. You'll find many chances to express your *personal* taste in bookcases, buffets, commodes and the like.

And every piece is *Permanized**. That's Mengel's exclusive scientific method of furniture construction. No matter what the climate . . . hot or cold, damp or dry . . . the joints and veneers in your Mengel *Permanized* Furniture will never come apart.

So look for the Mengel Man trademark. You'll find it on the furniture you prefer, at a price you can easily afford.

Permanized MENGEL *Furniture*

MARY ADAM says: "You'll love my new booklet, 'Let's Plan a Bedroom Around You.' It shows the entire Mengel Line, contains many suggestions on furniture care, and it's chock-full of ideas for *your* bedroom. Mail the coupon and 10¢ for your copy."

MARY ADAM
The Mengel Company, Dept. 160
Louisville 1, Kentucky

Enclosed is 10¢. Please send me your new booklet, "Let's Plan a Bedroom Around You."

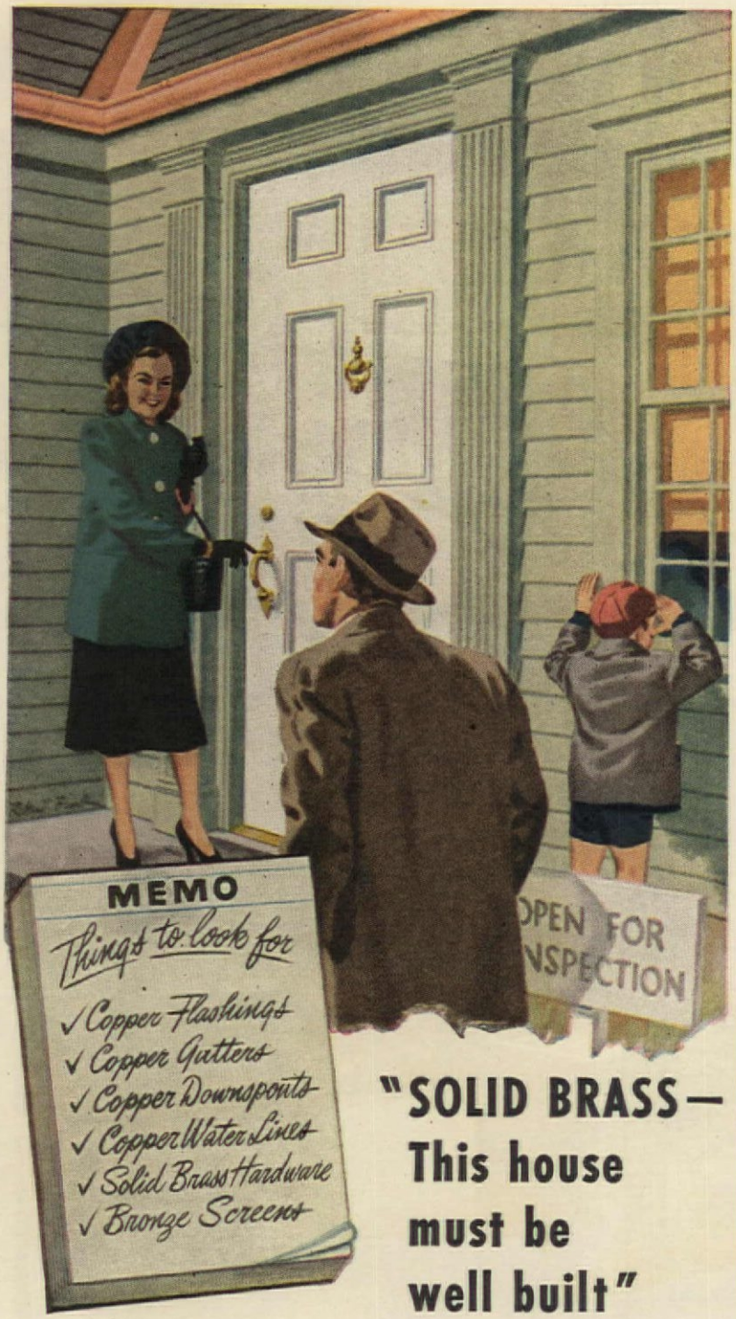
Name_____

Street_____

City_____

*Reg. U.S. Pat. Off.

Copyright 1948, The Mengel Company



"SOLID BRASS— This house must be well built"

THE genial glow and friendly "feel" of a solid brass door handle mean even more than "Welcome" on the mat. It's a promise that here indeed may be the sort of house you're looking for.

Here you can expect copper valleys and chimney flashings, gutters and downspouts, copper tubes for hot and cold water lines, bronze screens for the windows, and, of course, solid brass hardware.

And where you find these non-rust metals, chances are the rest of the house is equally well built with high quality materials. Truly, such a house will be a joy to live in . . . and, over the years, will cost you much less to maintain!

Worth remembering, too, is the name Anaconda, your assurance of highest quality in copper, brass and bronze. Write for free booklet "How to Protect Your Home Against Rust."

THE AMERICAN BRASS COMPANY

General Offices: Waterbury 88, Conn.

Subsidiary of Anaconda Copper Mining Company

In Canada: ANACONDA AMERICAN BRASS LTD., *New Toronto, Ont.*

ANACONDA

Anaconda Copper & Brass

FOR LONGER SERVICE . . . LOWER UPKEEP

lessness, and neglect. Honesty of intention has nothing to do with them. Most are technical matters of law, not always susceptible to common-sense reasoning. Titles should *always* be passed on and approved by experts.

BEFORE I BUY A PLOT SHOULD I GET A COPY OF THE ZONING ORDINANCE? SHOULD I READ FINE PRINT RESTRICTIONS IN THE DEED?

By all means. Ask the Town Clerk for a copy of the zoning ordinance. Read it carefully to see what uses are permitted in zone.

Read every word. Remember Amos and Andy's discussion of the insurance policy? Amos's shrewd comment was, "The big print gives it to you, but the small print takes it away." It is important that you read and understand every condition of your deed, regarding both present occupancy and possible future sale of the property. If puzzled, consult a lawyer.

ARE PREVIOUS RESTRICTIONS IMPOSED BY DEED ENFORCEABLE AGAINST ME, EVEN IF NOT SET FORTH IN FULL IN MY DEED?

Yes. Sometimes restrictions "run with the land" forever. More commonly they expire at a given date. It all depends on how they were originally imposed. In any event, *they affect the land* regardless of changes of ownership. Your lawyer, and the title search, will clarify the situation for you and save future expense.

WHAT ARE "REQUIRED SET-BACKS"?

Zoning ordinances and deed restrictions usually provide that *no* house, yours or your neighbors', may be nearer to property line than some specific distance, which may vary but is usually from 20 to 30 feet.

SHOULD MY PLOT BE ENTIRELY LEVEL?

Not necessarily. A level plot means that all of the area is usable and that you can place the house where you will, consistent with required setbacks, location of trees, and proper orientation of the house. Some variation in levels frequently makes for added interest and attractiveness, but beware of contours that are too steep. A hillside lot frequently has advantages. Usually it is dry. Frequently, it has a better view and more breeze. If the slope is very steep, it probably will require a specially designed house to fit well.

A low, valley lot is less desirable now than in the days before central heat, when locations sheltered from the winds of winter were preferred. Low, sheltered spots may be damp and warm. Cattails, skunk cabbage, and jack-in-the-pulpit growing on the lot indicate that at certain times it is apt to be covered with water.

A plot that is raised several feet above street level is frequently an advantage. You will very likely have no drainage difficulties; and may have a better view and more breezes. Perhaps you will be able to place the garage under the house and have a short, inexpensive driveway.

With a plot lower than the street you are apt to have trouble with surface water during heavy rains. Heavy surface-water flow may cause erosion of lawns and flower beds even if you can maintain a dry cellar. Perhaps, also, you might have difficulty in connecting the street sewer because the house might be lower than the elevation of the sewer.

WHAT ARE "REQUIRED SIDE YARDS"?

Zoning and restrictions usually provide that no house may be built nearer to the boundary between your lot and your neighbors than a specified number of feet. Usually, the required side yard is not less than 5 feet. Also, usually, the total of *both* of your side yards is greater, not less than 15 feet. In other words, one may be 5 and the other 10 or more, or one may be 7 and the other 8 plus feet.

WHEN IS THE BEST TIME TO INSPECT PLOT? SHOULD I BEWARE OF A "FILLED" PLOT?

When conditions are at their worst —for instance, after an especially heavy three-day rain, such an inspection will show how rapidly surface water leaves *your* site. This is an *important* factor to *you*. In the cold, unflattering light of winter is another excellent time to inspect. Foliage can cover a multitude of sins of view and may hide that unsightly neighbor.

Filled plots require a careful check. The chances are it was probably swampy before filling. It may contain old car bodies, tin cans and burnt garbage. Fill may settle and your newly built house may settle with it.

WHAT MAKES SO MANY CELLARS WET?

Either a permanent high underground water level or a failure of surface water to drain away from the house. High underground water level can and should be ascertained in advance. Have a test boring made or dig a hole down to the bottom of the proposed cellar-floor level. Water will flow into either the boring or the trench up to its underground level. Often a wet basement can be avoided by placing your house high on the lot's slope. The flow of water can be

Give your home a *Color Lift*...

JOAN BENNETT* — noted for her keen appreciation of the smart "modern note" is an enthusiastic advocate of Charm Tred Cotton Rugs for that added color lift for any home.

*Starring in "Secret Beyond the Door" a Universal International Release.

CHARM TRED

"Rugged Twist"

COTTON RUGS

Bring new charm to your home with the appealing, informal, rough texture, the deep luxurious pile, the new warm lovely colors of this latest Charm Tred cotton rug creation—"Rugged Twist." Add that smart "modern touch" to living room, bedroom, den, hall or bathroom. And Charm Tred "Rugged Twist" rugs are surprisingly low in first cost, too! Can be easily laundered. Available at leading department, floor covering and furniture stores everywhere in ten recommended "interior decorator" shades of Rose, Green, Blue, Beige, Ivory, Gold, Chartreuse, Red, Snow White and Slate. Sizes include 2′x3′, 2′x4′, 3′x4½′, 4′x6′, 6′x9′, 9′x12′. Prices from $4.95 to $99.50.

Other Charm Tred Cotton Rug Styles include: "Ruff Cord," "Box Weave," "Loop tex," "Madeira" and "Fiesta." Be sure to insist on genuine Charm Tred. Look for the label!

CHARM TRED MILLS

NEW YORK CHICAGO LOS ANGELES

RUSCO ALL METAL Venetian AWNINGS

THEY GO UP ONCE...NEVER HAVE TO BE TAKEN DOWN, STORED, REPAIRED OR RECOVERED . . . *and* THEY'RE ADJUSTABLE, FROM INSIDE, TO GIVE YOU EFFECTIVE LIGHT CONTROL, VENTILATION AND VISIBILITY.

Rusco Awnings give you freedom from all the disadvantages of conventional awnings . . . give you undreamed-of service and benefits in winter as well as summer. ● They never become drab or faded . . . specially formulated baked-on finish, available in many beautiful colors, resists sun and weather . . . remains bright and colorful. ● They will beautify your home . . . permanently. ● Sturdy metal construction assures years of stormproof, windproof and fireproof service. *Send coupon for colorfully illustrated booklet.*

. . . Fingertip control assures the exact degree of light or shade you want. In summer, keep sun's rays and heat out, yet enjoy pleasant flow of fresh air. In winter, keep out glare of snow, keep snow, ice and blasts of cold wind away from windows.

"Always one step ahead of the weather" with RUSCO

©TFCRC

The F. C. Russell Company

AWNING DIVISION
6402-A Herman Avenue
Cleveland 2, Ohio

Gentlemen:
Please send me illustrated booklet about Rusco Awnings and name of nearest distributor.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE...

☐ I own my home ☐ I plan to build

☐ *Valuable franchise territories available to responsible distributors*

broken, too, by proper grading after a house is built. In any case, a wet lot will mean a complete waterproofing job. You can dig a hole yourself or ask the town engineer to have a boring made. First, get the owner's permission if you have not already bought. Otherwise, he's sure to object.

WHAT MAY ROCK OUT-CROPPINGS INDICATE?

That there is ledge rock near the surface. The Bible says, "Build your house upon a rock," so isn't rock an advantage? Not under today's conditions. Rock within 2 or 3 feet of the surface may add greatly to the cost of excavating and to the cost of the trenches to connect your house with water, gas, and sewer. Bad rock conditions may add literally thousands of dollars to the cost of a house. If in any doubt, make a few test borings.

ARE TREES VALUABLE ASSETS ON A PLOT? AND HOW MUCH IS A VIEW ACTUALLY WORTH?

Trees are very definite assets *if* they are located near the plot edges so that they will not have to be cut down to make room for the house. A good view frequently adds to the value of a plot. But be sure that the view will not be cut off by future building. If your property is barren of trees, or if, in the process of building, any trees have been uprooted or destroyed, call in a landscape architect at the beginning and get his advice about getting an ideal planting scheme.

WHAT IS THE AVERAGE STREET WIDTH?

Fifty feet or more. Fifty feet is general in residential neighborhoods, although some main avenues with much traffic may be wider. Most towns now refuse to accept as public streets anything less than 50 feet in width. Local conditions may vary.

There is a disadvantage in buying a plot on a narrower street. The street probably is not publicly owned, and the chances are that the town will refuse to accept it.

There may be very real disadvantages to plots on a privately owned street. Someone must maintain a street if it is to continue to give you safe, convenient access to your home. Developers may keep streets in good condition until their land is all sold. But what happens after that is a matter of vital concern to the residents. Publicly owned streets are the only ones on which you can be reasonably sure of maintenance, public utilities, ash, garbage, and snow removal.

The best type of paving for a street depends on the neighborhood and the traffic. Concrete and bituminous-bound macadam are good, the latter being preferred for suburban neighborhoods. Old-fashioned water-bound macadam without special top covering will not stand up under automobile usage, no matter how installed.

The paving does not cover the entire 50 feet of street width. A pavement 50 feet wide would look silly in a residential area. Paving 20 feet wide is perfectly adequate for residential communities. Paving from curb to curb (usually 30 feet) makes for a better looking neighborhood. Within these 50 ft. of street area are included sidewalks, curbs, and parking strips between curb and sidewalk.

WHAT IS THE DIFFERENCE BETWEEN SANITARY AND STORM SEWER? ARE SEWERS AN ABSOLUTE REQUIREMENT? ARE SUCH INDIVIDUAL SYSTEMS SAFE?

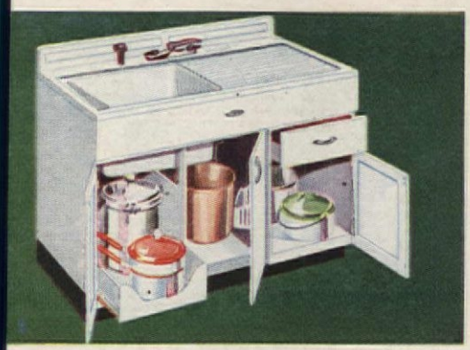
A sanitary sewer carries away house waste. A storm sewer is designed to avoid surface flooding by rapidly carrying off rain water. Storm sewers are not necessary where natural drainage and soil absorption will take care of the surface water. If your plot slopes away from the street, you can find out from the town engineer if the sanitary sewer is deep enough to take a house connection from your proposed house. Before installing laundry tubs or other drains *in the cellar*, be sure that there is sufficient pitch from the fixtures to the street sewer to permit them to function. Remember, it is possible that even though street improvements (sewers, water mains, pavings) are already installed, the costs may still be assessed against the property benefited. There's nothing wrong about this method of financing improvements but it is wise to check such matters by asking the tax collector.

There is no doubt sewers are very desirable. Many attractive, outlying residential neighborhoods depend upon individual sewage-disposal systems. These usually consist of two main parts, a metal or concrete septic tank and a tile drainage field. Consult an expert for the size you'll require.

Individual systems are safe, if properly installed for your type of soil. Heavy clay and wet land is most difficult. The opinion of a good sanitary engineer is recommended.

NOT ALL OUTLYING STREETS GET PUBLIC SNOW-REMOVAL SERVICE, GARBAGE AND ASH COLLECTION. HOW CAN THESE BE CHECKED?

Visit the plot in the winter when snow is on the ground. Ask the superintendent of public works at the town hall. Also question some of the neighboring residents about the quality of services rendered and cost, if any, for it is the policy of some towns and municipalities to charge homeowners for ash and garbage removal.



Handsome Youngstown 48" Kitchenaider cabinet sink with twin bowls, rinse spray and swinging faucet. Second bowl is extra deep (full 11"), ideal for light laundry. Sliding-removable drainboard is of acid-resisting porcelain enamel. Huge compartments, sliding shelf and cutlery drawer. As low as $5.10 a month. Get a Kitchenaider. Add matching cabinets.

Beautifully efficient, and *beautiful* too! Think of the supplies these gleaming, steel Youngstown cabinets will hold. Look at the work surface . . . always a place to *set* things! That twin-bowl cabinet sink is the Youngstown 66" Kitchenaider, with one-piece, acid-resisting, porcelain-enamel top.

The whole step-saving kitchen is handsome, slick enameled-steel, white as snow! And *only* Youngstown could have such an exciting price. As little as $17.40 a month for kitchen above—installed complete—on most budget plans, including financing through your Youngstown dealer or local bank.

Tailored kitchens at ready-made prices

TALK about your dream schemes!

You can look till doomsday and never find anything to *compare* with this honey of a kitchen! It combines a gorgeous Youngstown Kitchenaider cabinet sink with Youngstown wall and base cabinets.

Best yet, *you* can tailor these scrumptious all-steel Youngstown units to *any* kitchen in a new house or old. The kitchen shown gives you only one idea of the miracles *you* can work. Your Youngstown Kitchen dealer has dozens more . . . all at prices ready-made for your own budget. Look up your Youngstown dealer now. Specify Youngstown Kitchens to your builder, too.

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
World's Largest Makers of Steel Kitchens

Youngstown Kitchens
BY MULLINS

GET THIS EXCITING BOOKLET! 20 pages featuring 22 gorgeous Youngstown Kitchens in full color! Also, planning tips for kitchens of nearly every size to fit almost every budget. Send coupon with 10c (sorry, no stamps).

SEND COUPON TODAY!

Youngstown base cabinets (left) and wall cabinets (right) in matching white-enameled steel, to complete your new kitchen. Sturdy, spacious. Thick linoleum counter tops, smart stainless-steel trim, sound-proofing throughout. Yes indeed, if you want kitchen beauty you want a work-saving Youngstown Kitchen, produced by the leader. See your Youngstown dealer now.

Youngstown Kitchens
Mullins Mfg. Corp.
Dept. A-348, Warren, Ohio

Please send me your Youngstown Booklet, "Kitchens that make you say, 'Oh!' " I enclose 10c in cash.

I plan to remodel ☐ I plan to build ☐

NAME _____ (PLEASE PRINT)

ADDRESS _____

CITY _____ ZONE _____

COUNTY _____ STATE _____ ★

Now...have floors that brighten with wear!

MARVELOUS FOR LINOLEUM, FINISHED WOOD, MASTIC AND RUBBER TILE, TERRAZZO FLOORS

Self-Polishing Simoniz gives you lovelier floors with less care!

Let Self-Polishing Simoniz do all the work—you take the credit for your beautifully bright floors. No rubbing or buffing . . . just spread it on with cloth or mop applicator. Comes to a brilliant, lasting, non-slip shine as it dries . . . then dirt and spilled things wipe up easily with a damp cloth . . . leaving floors brighter than ever! Only Self-Polishing Simoniz gives the same lasting beauty that makes SIMONIZ so famous for cars. See for yourself—right away!

Try this "Strip-Test"

Make this simple, convincing test: Put Self-Polishing Simoniz on your floors alongside the preparation you are now using. See how much more luster it gives . . . how it gets brighter with wear as weeks go by!

THE SIMONIZ CO., CHICAGO 16, ILLINOIS

self-polishing SIMONIZ
TRADE MARK REG.

gives floors longer lasting beauty!

OPEN and SHUT case

The next time a sash cord breaks, why not replace it with a sash balance? The balance will make it possible for you to have windows that really work. The first step is to remove the stop and parting strip

Remove all paint from jamb and rub linseed oil into jamb and sash stile to insure permanent ease of operation. Important: do *not* repaint. Do replace sash pulleys with blanks made for the purpose. Have the sash plowed at mill

WAGNER
KOMB-KLEANED SWEEPER
Better, Easier "PICK-UP"
Picks up hair, lint, thread and crumbs—faster, easier! Why? Because patented, Mov-O-Matic Combs keep brush from clogging. Wheels never need oiling. Adjust-O-Matic Brush—self-adjusting to rug thickness. See your dealer.
E. R. WAGNER MFG. CO., Dept. AH, Milwaukee 9, Wis.

© 1947

***The* TELEPHONE SECRETARY**

AN IDEAL GIFT
•
FITS SQUARE ROUND OR OVAL BASE PHONES

ORDER DIRECT ONLY $2.50 POSTPAID

Tel-Sec is as handy as the phone itself. No more will you have to say "Wait until I get a pencil and paper". Tel-Sec holds pad and pencil right at the phone in a handy pull out drawer. Remains rigid when writing—slides in, out-of-the-way, when not in use. Enameled finish matches phone perfectly. Installed in seconds. Simply place phone on Tel-Sec, push down, and it snaps into place. Won't scratch or mar delicate surfaces. Refills with ordinary pad and pencil. 50,000 satisfied users.

COMPLETE SATISFACTION OR MONEY BACK
Tel-Sec rectangular (Illustrated) $2.50. Oval and round base Tel-Secs $2.75 postpaid. No C.O.D.'s.
LANKO INDUSTRIES SALES DIVISION
(Exclusive Distributor)
6774 Taft Dept. C-3 Detroit 8, Mich.

REFRIGERATION

AIR CONDITIONING—Trained men paid well to service, install, maintain, repair, rebuild household and commercial refrigerators. Opportunity for full time, spare time earnings. Train at home or in our big shops. Approved for Veterans. (Non-Veterans inquire about our Low Payment Plan and Pay after Graduation Plan.) Send for FREE Booklet and full information. No obligation.
COMMERCIAL TRAINING INSTITUTE, Dept. A 61-3
1400 W. Greenleaf, Chicago 26, Ill.

WIN CASH CONTESTS
Win the next contest you enter. Our CONTEST MAGAZINE has helped others. MAGAZINE lists current contests. Send 25c for sample copy.
GENERAL CONTEST MAGAZINE
1609 E. 5th St., Dept. 29 Duluth 5, Minn.

FREE SAMPLES KNITTING YARNS
Quality all-wool hand knitting yarns at direct-to-you LOW PRICES. Send for FREE samples.

FRIENDSHIP HOUSE, Dept. 318, WINCHESTER, MASS.

AMAZING OFFER—$25 IS YOURS FOR SELLING FIFTY $1.00 BOXES
of entirely different, new Deluxe All-Occasion cards. Each box sells for $1.00, your profit 50c. It costs nothing to try. Write today.
WRITE FOR SAMPLES
CHEERFUL CARD CO., Dept. W-1, White Plains, N. Y.

PATENTS Write for information on what steps an inventor should take to secure a Patent.
Patrick D. Beavers, 903 Columbian Bldg., Washington, D. C.

Makes any man a Handy Man!

The *right* Casco Glue does it! These industry-tested adhesives meet Army, Navy, and Air Force Specifications. Sold at hardware counters. Here's how to choose:

For Boats, *Outdoor Furniture, Sports Equipment*—joints that must withstand outdoor exposure — CASCOPHEN (Resorcinol Resin Glue). *The first completely durable glue available to homecraftsmen!*

For Furniture, *Toys, Heavy-Duty Home Repairs*—strong, stainfree CASCAMITE (Urea Resin Glue). Mixes quickly with cold water!

For Models, *Photo Prints, Labeling*—general home, school, or office gluing—use the new, clean, white, *fast-setting* CASCOREZ (Polyvinyl Resin Glue).

WORKBENCH
Save at least 1/2 the cost!

Build this quality workbench yourself. New, full-size pattern idea simplifies construction —just trace, saw, and assemble. Complete instructions—also pictures of over 100 patterns available. Buy from your nearest hardware dealer or send 25¢ in coin or stamps. Address: CASCO PATTERN DEPT. AH-38, P.O. Box 215, Pleasantville, N.Y.

CASEIN COMPANY OF AMERICA
Division of The Borden Company

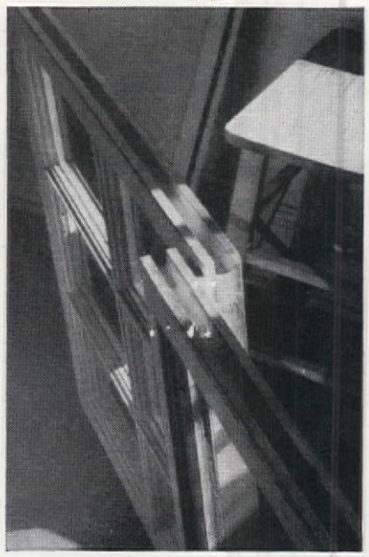
"Whee! Easyoff wallpaper remover really works!"

Yes . . . it's EASYOFF she's shouting about for Easyoff is the fastest known method of removing wallpaper! It actually penetrates the paper and dissolves the paste. Easyoff won't harm woodwork, paint, hands, or fabrics. It neutralizes the plaster . . . requires no rinse. And it's perfect for washing walls before new paint or paper is applied. There just isn't an easier way to remove wallpaper. Get a bottle TODAY!

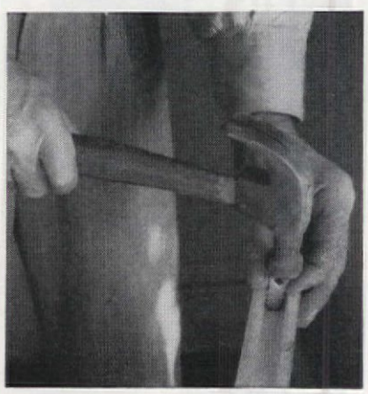
49¢ bottle does 1 - 2 rooms

Available at better Paint, Wallpaper, Hardware, Variety and Department Stores everywhere

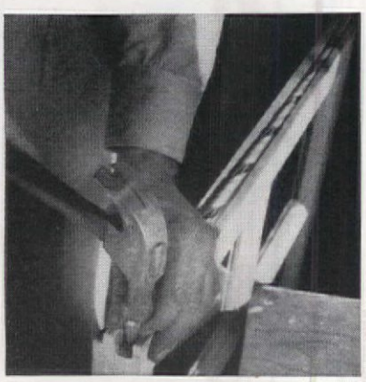
W. E. PAYNE, INC., Chicago 6, Illinois



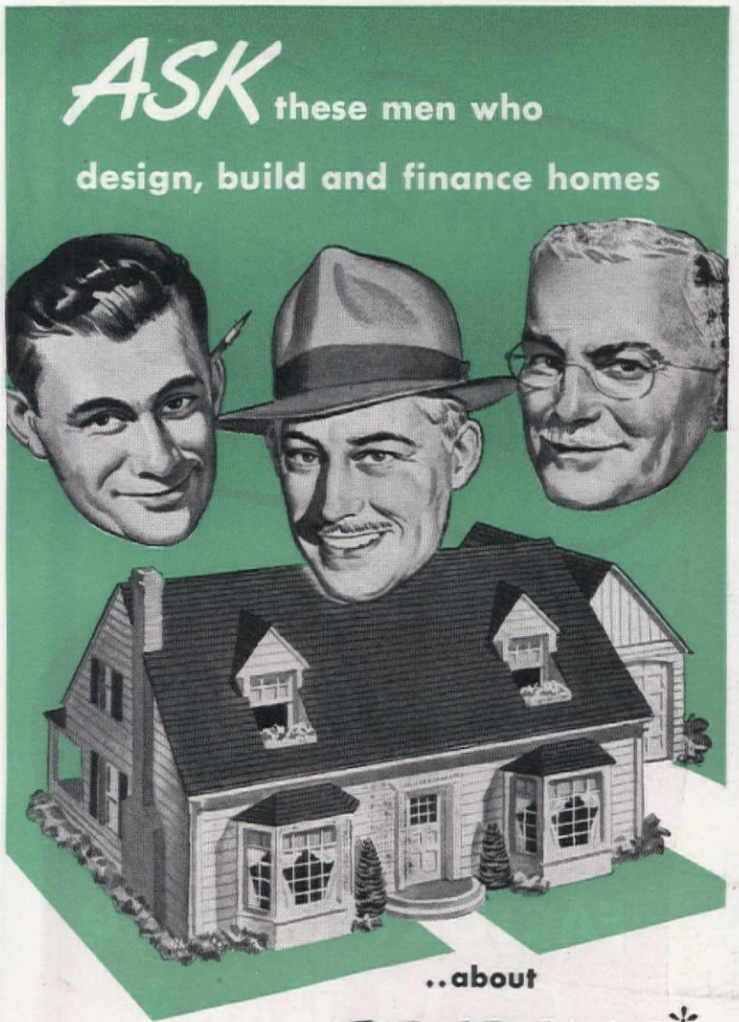
Invizible sash balances were installed in this case; require round bottom groove 5/8" wide by 3/4" deep. Sash are ready for balances. Some makes require a different size groove



Drive fasteners 3/4" from top of top sash rail with flanges *up*. Edges of fasteners must be lower than flush with outside edge of groove. Follow maker's directions for other kinds



Slide bearing arm to extreme top with screw hole end up. Slip top of balance into drive fastener. Attach lower drive fastener, with flanges down, to bottom of balance and drive



FIBERGLAS* the *different* insulation!

Architects, builders, lending institutions and homeowners—all will tell you that FIBERGLAS is the *first choice* insulation for homes.

One reason is that FIBERGLAS Insulating Wool—made of fine fibers of glass, forming millions of tiny air pockets—is a highly efficient barrier to the flow of heat. These glass fibers won't rot, won't burn, provide no food for vermin.

Another reason is that FIBERGLAS Insulating Wool, being light in weight and highly resilient, stays put—doesn't disintegrate or pack down.

FIBERGLAS Building Insulation is made in several forms, each having advantages for its particular use. These forms include the popular paper-enclosed roll blankets, that provide a continuous vapor barrier, from floor to ceiling, protecting walls against moisture condensation and resulting stains.

FIBERGLAS is the ageless mineral wool insulation that can do a *complete* job, for *life*. Distributed through lumber and building supply dealers everywhere—by Armstrong, Certain-teed, Flintkote, and Kelley Island . . . Owens-Corning Fiberglas Corporation, Department 905, Toledo 1, Ohio.

In Canada: Fiberglas Canada Ltd., Toronto, Ontario.

OWENS-CORNING FIBERGLAS BUILDING INSULATION

*FIBERGLAS is the trademark (Reg. U.S. Pat. Off.) for a variety of products made of or with glass fibers by Owens-Corning Fiberglas Corp.

HOW CAN I BE SURE OF THE BEST INSULATION JOB?

THAT'S EASY!

CALL IN THE FACTORY-TRAINED Gold Bond APPLICATOR

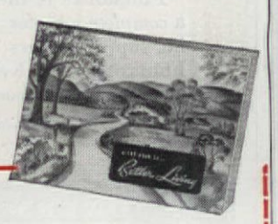
Gold Bond Rock Wool Applicators are trained in Gold Bond's tested methods of application to give you the very best insulation job. Without muss or fuss they do the whole job in a day or so, depending on the size of your house. And they use only Fireproof Gold Bond Rock Wool...made by National Gypsum Company...the finest insulation money can buy!

Last year over 100,000 thrifty homeowners insulated with Fireproof Gold Bond Rock Wool. Fuel savings up to 40% soon pay the cost and continue *for the life of the house.*

Besides lower heating costs and complete winter comfort, homes insulated the Gold Bond way have three more big advantages:

- They are as much as 15° cooler in summer.
- They are more firesafe. Fireproof Gold Bond Rock Wool in the walls and roof provides a permanent fire barrier.
- They have a higher resale value.

Does this sound good to you? Then phone your local Gold Bond Rock Wool Applicator today for an estimate for *your* home. No charge or obligation! He's listed in the classified section of your phone book under "Insulation". Remember, it's the one home improvement that actually pays for itself!



MAIL COUPON FOR FREE BOOKLET

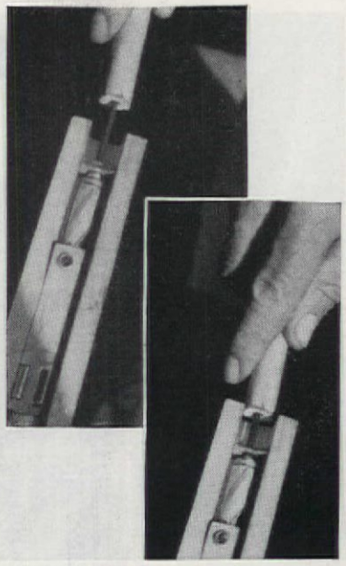
National Gypsum Company, A-3
Buffalo 2, New York

Please send me a copy of your "Better Living" booklet at no obligation to me. ☐ My home is already built. ☐ I am building in the future. ☐ I am a student desiring special information.

NAME _____

ADDRESS _____

CITY



Before preliminary tensioning, push axle down with special hex wrench. Turn it counterclockwise. Number of turns varies with size of sash. Follow directions on package

W. Hodges Dornin

Sash is replaced and bearing arm fastened to jamb. Parting strip and window stops have been replaced. Install 3″ stops at top and bottom, make final tension adjustment with wrench or screw driver. Job is done

Imagine! Real Steam Heat from a Wall Plug!

You can always count on your ELECTRESTEEM for extra warmth when and where you want it . . . despite sudden temperature changes or fuel shortages! Just plug it in and relax.

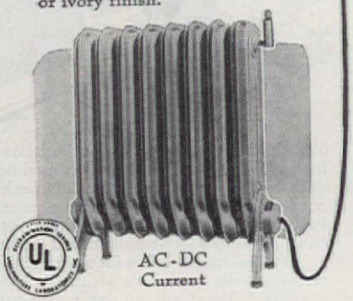
No other unit delivers such safe, clean, healthful, evenly distributed steam heat. No moving parts to get out of order. Uses less current than a modern electric iron.

Electresteem

Reg. U. S. Pat. Off.

PORTABLE ELECTRIC STEAM RADIATOR

Sturdy, steel construction. Easy to carry. Patented Dual-Heating system promotes peak efficiency. Sealed-in heating element for greatest safety. Handsome walnut or ivory finish.



Write for THERMOGRAPH
the Cold Detective!

Get this clever device to detect and correct the chill spots in your home, office, store or plant. Send 10c in coin to Dept. A-38. This offer good in U. S. only.

ELECTRIC STEAM RADIATOR CORP.
Paris, Kentucky
In Canada: Electric Steam Radiator Co. of Canada, Ltd., Windsor, Ontario

HE COULDN'T *sell* IT FOR *$50*

PLAN ON PAGE 38

Photography and data by Fred Gund

New Englanders are mighty proud of their barns. To them no other barns are quite as picturesque or big . . . nor does any other barn exude the same traditional charm. That's why it is easy to understand why Joseph Pinchbeck of Ridgefield, Connecticut, got pretty riled when a purchaser refused to pay $50 for a barn he had put up for sale. Right there and then, he decided to show 'em that there was still plenty of life—and a promising future to boot—in the old structure. To further prove his point and gain extra material for his project, he, himself, bought another old barn plus a silo. For all of this he paid $135!

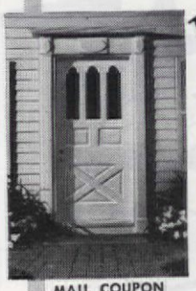
It so happened that Mr. Pinchbeck's barn stood at the edge of a small, picturesque pool overlooking a lush, towering grove of trees. With this natural headstart in his favor, work soon got under way. The silo was joined to the barn, and the connecting unit designed as a front entrance. This combination of gabled barn and cone-roofed silo is most reminiscent of many charming cottages found along the

choose YOUR woodwork this Pleasant way!

It's a pleasant adventure—choosing your new mantel, entrance, stairway, china cabinet and other woodwork from the wide Curtis line! Here are woodwork designs of surpassing beauty — styled by well-known architects to express good taste and fine living in every graceful line. For instance—

Picture your hearth-fire framed by this beautiful Curtis mantel—an authentic design from an old New England inn! It's Curtis design C-6059—one of fifteen Curtis mantel styles.

This charming little cupboard provides the extra "something" which distinguishes a home from an ordinary house. It's Curtis design C-6526. Made for corner installation also. Useful in any room.



Here's a Curtis entrance that makes a special appeal of hospitality and graciousness—design C-1764. It is one of the many entrances which Curtis presents for new building and modernizing.

MAIL COUPON FOR CURTIS WOODWORK BOOK!

1865 CURTIS WOODWORK

Curtis Companies Service Bureau
255 Curtis Building, Clinton, Iowa

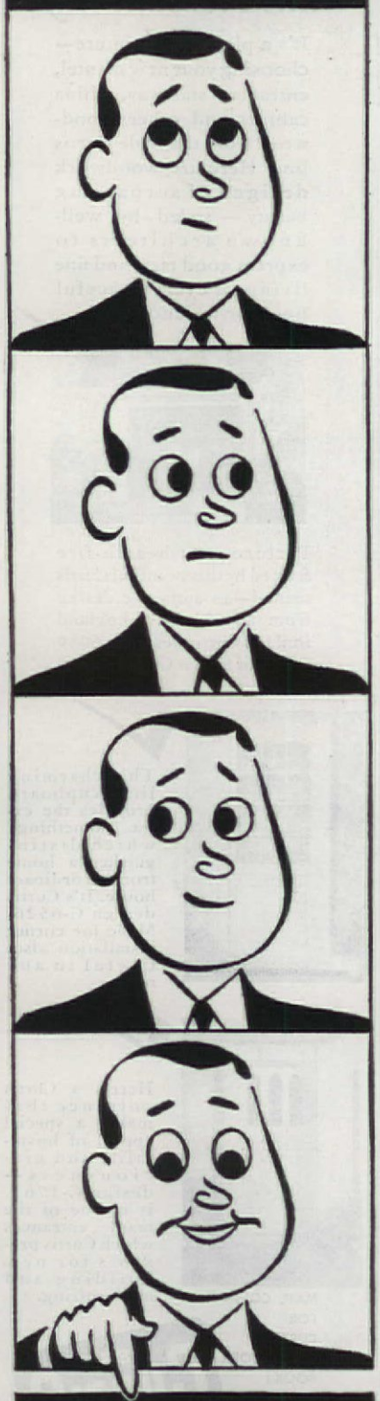
Gentlemen: Please send me your Curtis Woodwork Book. I enclose 10 cents.

Name.....

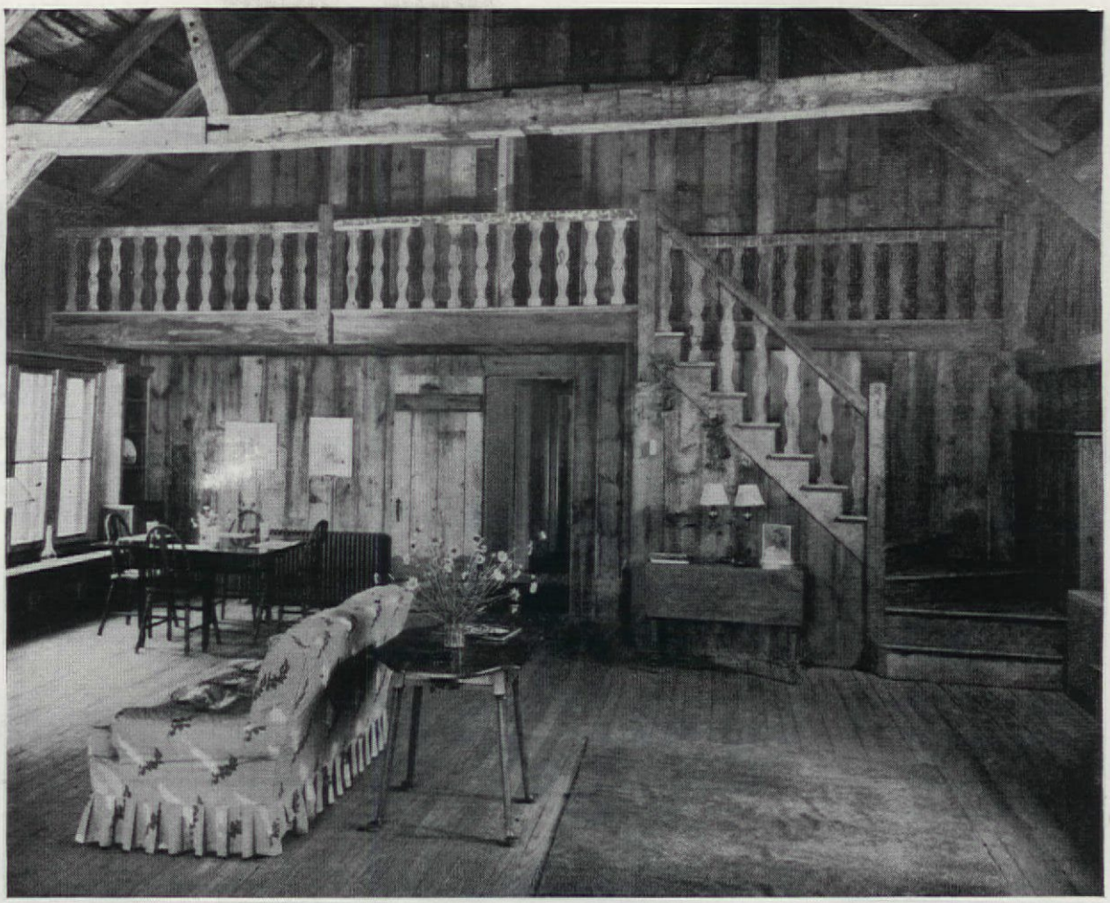
Address.....

City.....State.....

Looking for something?

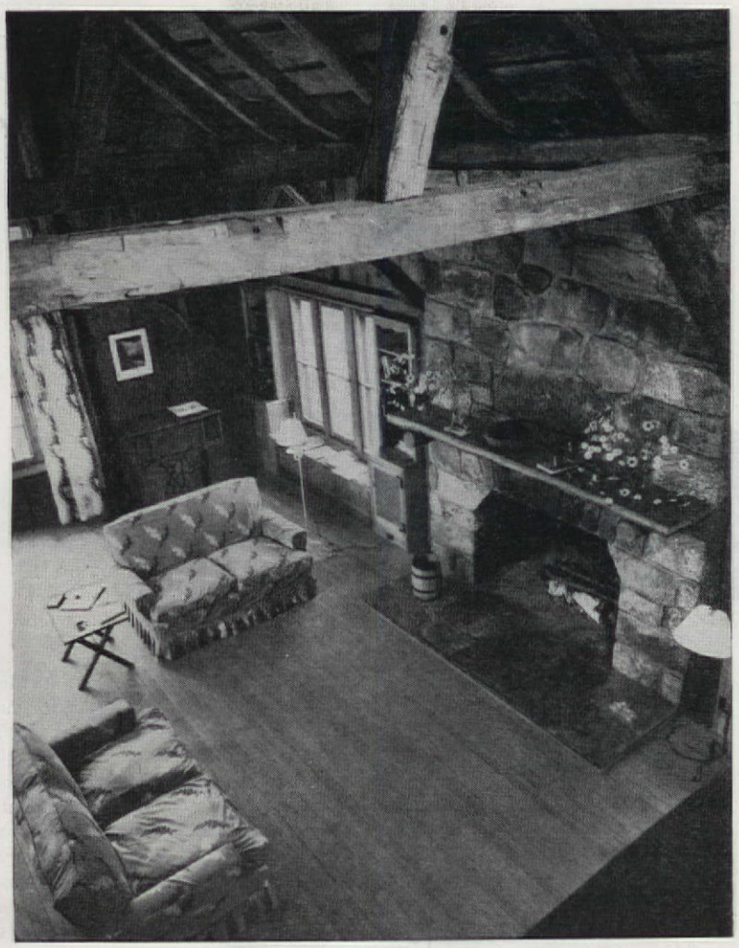


Use the YELLOW PAGES of your Telephone Directory



● Hard to believe that a short while ago $50 seemed too big a price for this attractive pine-walled old barn

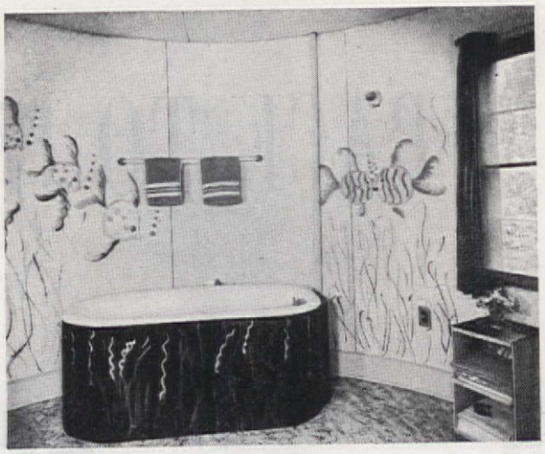
● Hand-hewn old timbers and boards from another barn built new partitions and gracefully silhouetted balustrade



Normandy countryside. Slender birches along this elevation further enhance this quaint atmosphere. On the pond side, an enormous chimney of native field stone was erected. Many-paned casement windows take the place of the old barn sash, in many cases combined in groups to form large, imposing units. The entrance to a paved terrace is formed by a grouping of these sash plus matching French glazed doors. In keeping with many other houses in this particular part of New England, the exterior walls have been given a coat of spanking barn-red paint, with contrasting white trim around doors, windows, and eaves.

On the interior the hand-hewn beams and old woodwork were left intact, though exterior walls were thoroughly insulated to insure comfort during the severe Connecticut winters. On both floors the silo forms a circular bathroom—far cry from its original purpose. However, these unusual rooms add a refreshingly gay touch to the otherwise traditional interiors. One of the tubs was rescued from a junk pile and came to the house with a broken leg. This was soon repaired and, today, no one would suspect the former ugly duckling of parading under false colors. An enclosure of vertical siding did the trick. This particular bath has been amusingly decorated with marine scenes, with brilliantly colored tropical fish as the main motif. Linoleum on both bath-

● Utter lack of pretense is half the charm of country kitchen and circular silo bath. Colorful wall paintings by owner add sparkle and gayety to rooms



room floors makes it easy to keep things in apple-pie order. The interiors of the main barn are a symphony in seasoned knotty pine with its mellow honey tones. All wood for these partitions, balcony, and stairway came from the dismantled barn which was bought just for the occasion. There's an aged, mellow atmosphere throughout the house that would be impossible to duplicate with present-day lumber no matter what the cost.

In the first floor, the plan was divided into three main areas. The largest of these, serving as studio-living room, has an exposed heavy old wood truss in the gabled roof. There's an air of primitive elegance about this room with its open balcony, large groups of windows and gracefully designed balustrade. The latter, made from old boards, forms a effective tracery running as it does up the steps and across one end of the room. The same gigantic scale seen on the exterior chimney has been brought indoors and employed to make a wonderful stone fireplace. Forming the focal point of one exterior wall, it is flanked by groups of three casement sash. The mantel itself is a heavy old board supported at either end by projecting logs. The hearth, of well-matched flagstone, extends the full width of chimney breast and is raised a bit from the main floor. Radiators, under the two sets of flanking windows, have been cleverly concealed behind natural wood window seats. Attractive features of these windows, too, are the decorative bookcases with scalloped valances, which have been placed at either side of each group of sash.

At present, the room has an open, uncluttered look, due to the few but carefully selected pieces of old furniture. A few chintz-covered sofas offer opportunity for restful lounging before the open fire. A dining group is placed directly under the balcony and within easy access to the kitchen. This room, equal in size to the study, has been placed on one side of a passageway connecting living room with entrance hall. The pine-walled study balances across the passageway. In the kitchen we find a rustic look, though one bow to modernity is a large, gleaming refrigerator against one wall. Cupboards are of wood, painted white, with sprightly stencilled designs which add just the right touch of country color. The lower part of an old kitchen cabinet houses the larger pots and pans and family silver. Smaller utensils have been nonchalantly hung along one diagonal structural wall brace. Tile-patterned linoleum covers the floor.

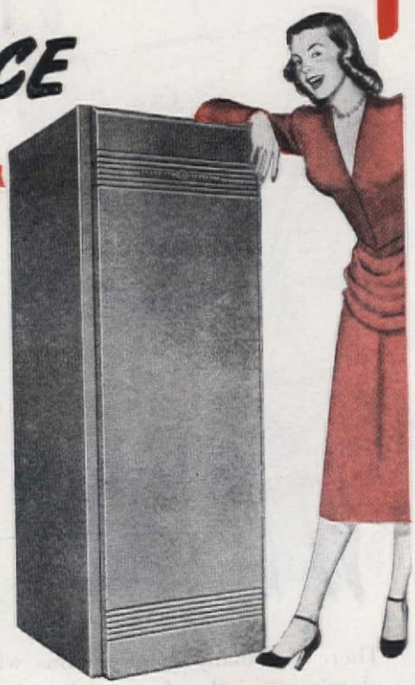
Open steps lead up to a balcony which connects the two second-floor bedrooms. These balance the rooms below and have a connecting corridor leading directly to the silo bath.

NEW

GENERAL ELECTRIC

OIL-FIRED warm air

FURNACE



The *modern* General Electric Oil-Fired Warm Air Furnace will s-t-r-e-t-c-h your fuel supply...make every gallon of oil pay off in added warmth.

SAVE FUEL. The new General Electric Oil Furnace burns oil more completely. No soot. No wasted oil. It burns the new catalytic oil, too.

SAVE LIVING SPACE. It's specially designed to fit in a closet or other small space. Can be enclosed on the sides with only 2-inch wall clearance.

QUIET OPERATION. You'll like the quiet operation of this new G-E Furnace.

GREATER COMFORT. Gently circulates filtered air humidified for your comfort.

APPROVED BY UNDERWRITERS' LABORATORIES FOR 2 INCH WALL CLEARANCE

G-E ENGINEERED FOR COMFORT...LONG LIFE

Your G-E Dealer will tell you how General Electric Oil-fired Furnaces have been giving their owners low cost home heating for many years. Call him today. *General Electric Company, Air Conditioning Department, Section 8243, Bloomfield, New Jersey.*

GENERAL ELECTRIC

Automatic Oil and Gas Heat

General Electric makes five kinds of Automatic Oil and Gas Home Heating: Oil-fired Boilers, Oil-fired Warm Air Furnaces, Oil Burners, Gas-fired Boilers, Gas-fired Warm Air Furnaces.

Say "ALWINTITE"

and get all this in your aluminum windows

- ALWAYS EASY TO OPEN
- NEVER NEED PAINTING
- COMPLETELY WEATHER-STRIPPED
- ATTRACTIVE APPEARANCE
- EASY TO DRAPE
- BLEND WITH ANY COLOR SCHEME
- NO SASH CORDS TO REPLACE
- NARROW FRAMES, MORE LIGHT
- TESTED AND APPROVED
- LOW-COST QUALITY WINDOW

There are many good reasons why ALWINTITE is the aluminum window for you. ALWINTITE possesses all these fine features because it is the product of more than 35 years' experience by one of the world's largest and best-known window manufacturers. A superior window, yet it costs no more than any good window. There are 4 styles and many sizes to select from. Ask your builder or architect about ALWINTITE aluminum windows or see them at leading lumber and building supply dealers. For free literature, mail the coupon below.

ALWINTITE aluminum WINDOWS

TESTED & APPROVED by the Pittsburgh Testing Laboratory

THE ALUMINUM WINDOW CORPORATION AH-3
(*A subsidiary of General Bronze Corporation*)
Stewart Avenue, Garden City, N. Y.

Please send me free descriptive literature on ALWINTITE aluminum windows.

*Name*_____

*Address*_____

*City*_____ *State*_____

"BUILD RIGHT WITH ALWINTITE"

BACK TO 1710

L. D. BURGWEGER

Living as we did in New York, the farmland of New England looked like Utopia to us. It always had been our dream to leave the city and establish ourselves in the country. For years, we had been looking for a suitable house that we could afford. We wanted an old New England house we could restore, and I think the happiest moment of our lives was when we first saw our home.

We were so delighted with it and saw so many possibilities for the home we both yearned for that we bought it—house, barn, and about 160 acres—that same day.

Of course, we have changed it a great deal since then, restoring and rebuilding it. My husband and I are "fanatics" on the subject of old houses. But I shall try to describe it as it was when we bought it and as it was when we had changed it.

It was a charming old house, the main part having been built in 1710. It was T-shaped, the main part or top of the T being low and broad, with a huge chimney rising from the center of its hipped roof. The stem of the T was formed by a wing which had been added about 1790. The house was about 200 yards from the highway at the end of a curving driveway lined with maple and laurel, and was set in the midst of a well-kept lawn bordered with flowers. There were twelve rooms, four in the wing and eight in the front part, and three bathrooms. At the edge of our 60 acres of tillage, there was also a brook parallel to the driveway, passing a few yards from the house. So much for the house and property as it was when we acquired it.

We were dying to go to work on it and could hardly wait for the former owners to move out. I said before that we are both very keen on the restoration of old houses and, as the former owners had been quite modern, there was a great deal for us to do.

We knew what we wanted and set immediately to work. It has taken us a year so far, and the house is almost back to its original condition. It will take longer to restore the land, but we've made a start on that too. Here's what we have been able to do in one short year.

We've taken all of the plumbing out of the bathroom. It was difficult to get the pipes out of the wall, but we've managed and with a minimum of damage to the plaster. No anachronism in our house for us—none at all! We were going to have a real restoration. After we got the plumbing out we started on the wiring. All the outlets, fixtures, and fuse boxes have been successfully removed. We had to leave some of the wires in the wall, but all are con-

HEAT BILL TOO HIGH? WASTING FUEL? LOSING HEAT?

We Offer You—Complete Study of Your Heating and Fuel Costs!

NO COST
NO OBLIGATION

Just look in classified phone book under "Oil Burners." Call your Oil-O-Matic dealer, ask for FUEL CONSERVATION STUDY of your home, today. Or write factory, Bloomington, Illinois.

WILLIAMS OIL-O-MATIC HEATING SYSTEMS

3 SHORT HOURS TO INSTALL

3 FUEL-SAVING YEARS TO PAY

cealed and never will show. Herman, my husband, made an extremely nice box for a sink which we needed because, of course, when we took out the plumbing, we also removed the kitchen sink, which was a ghastly modern one with a stainless steel top. It looked so anachronistic in a house built in 1710. Our new sink drained by means of a little wooden trough which goes through the wall and empties outside. Of course, when we removed the electric wiring, we also had the telephone removed. Why, Mr. Bell wasn't even born in 1710!

That was all pretty simple, but our next job was hard. In fact, getting out the oil burner and heating equipment was our biggest task. Luckily, we were able to find a man who, for $5, would cart it away.

We took out the gas stove, too. Who ever heard of a gas stove in a house in 1710? It took me a little time to learn how to cook in an iron kettle in the fireplace but, after awhile, we became adjusted to the little feelings of indigestion. Our next two jobs were taking off the wing of the house and rebuilding the central chimney. It had to be taken down to get out the flue lining which someone had installed with some queer idea of fire protection. If only the people who buy these lovely old houses wouldn't rush to modernize everything about them. Anyway, we rebuilt the chimney without the tile.

By this time we thought the house really was beginning to shape up, so we turned our attention to the land. We started with the driveway, raking off all the gravel and replacing it with several loads of native clay and some large stones. We let nature take its course with the lawn, though we have helped by leveling a couple of stone walls, scattering stones about, and transplanting some fair-sized trees and shrubs. Also, we have dragged a number of dead trees into the brook to make it natural.

We are very pleased with the results of our work and know that in a few years the lawn will have disappeared, the driveway will be two faintly discernible ruts, and the woods will have a good hold on our fields. Trees and bushes will snuggle up against the house and, if we weren't only an hour from Boston, one might expect to hear wolves and panthers howling outside the window—just as one would have in 1710.

We still have a great deal to do to the inside of the house. Small things, though, like ripping out most of the bookcases, roughening up the floor, taking up linoleum—dozens of little things like that before we can say we truly have restored the house. But we can't do that now. We have to go back to New York for awhile, back to Bellevue where the doctor has our old room ready for us again.

Important: **Letters requesting information should be accompanied by a stamped, completely addressed envelope. Manuscripts and illustrations will not be returned unless accompanied by the necessary postage. They will be handled with care, but we cannot possibly assume responsibility for their safety.**

Study as many homes as I—and you'll INSIST on *Balsam-Wool*

It's a lumber dealer talking. He knows the *inside* facts about insulation—has studied insulation performance in scores of homes. No wonder he says, "Buy Balsam-Wool insulation and be SURE!"

Handle a piece of Balsam-Wool and you'll know immediately it's a quality insulation. Balsam-Wool is rugged—with the sturdiness you need to provide a lifetime of comfort and low fuel bills. Here are some of its many features:

Two or More Vapor Barriers. Water vapor, condensing within an insulation, can ruin its efficiency. Balsam-Wool has two or more vapor barriers — is completely sealed in a moistureproof covering.

A Truly Windproof Insulation. Wind cannot penetrate the tough covering of Balsam-Wool ...it keeps your home snug and weathertight. Balsam-Wool, too, is highly fire retardent.

Double Bonding—No Settling. The Balsam-Wool mat is bonded to its covers—cannot settle or get out of place. For positive application, Balsam-Wool has special spacer flanges.

Get the facts about Balsam-Wool from your lumber dealer—or, mail the coupon for further information.

ARMORED AGAINST MOISTURE WIND VIBRATION

Balsam-Wool*
THE SCIENTIFIC LIFETIME INSULATION

*REG. U. S. PAT. OFF.

Wood Conversion Company
Dept, 114-38 First National Bank Bldg.
St. Paul 1, Minnesota

Please send me full information on Balsam-Wool Sealed Insulation. I am a homeowner ( ), renter ( ), architect ( ), contractor ( ), student ( ).

Name .....

Address .....

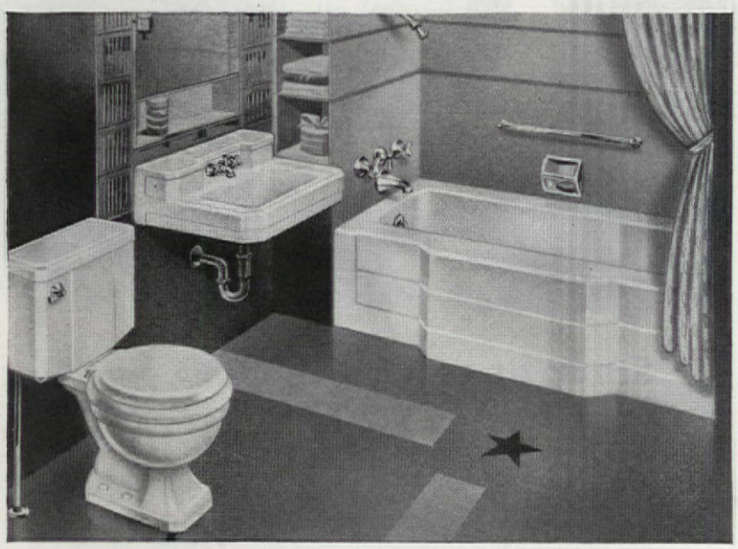
City ..... *State* .....

BALSAM-WOOL • *Products of Weyerhaeuser* • NU-WOOD

MAKERS OF FINE PLUMBING FIXTURES SINCE 1904

ELJER

"Now I appreciate the difference..."



"I had the idea it was next to impossible to keep a bathroom looking spick-and-span...until we had Eljer fixtures installed throughout our new home. Now, I appreciate the difference."

Eljer plumbing fixtures *are* different . . . a swish of a damp cloth and they are sparkling clean and new looking, thanks to their lustrous, wear-resisting finish. You'll find Eljer fixtures distinctively designed in a wide variety of related styles and colors that match harmoniously to create beautiful bathroom ensembles.

A full line of Eljer fixtures, in both Vitreous China and Enameled Cast Iron, is available to suit every purse and purpose. See your plumbing contractor today, or write Eljer Co., Box 192, Ford City, Pa.

DAD GETS A BREAK, TOO...

Since most men are mechanically minded, they like Eljer faucets that turn off and on with the touch of the finger . . . and they enjoy the new exclusive construction that virtually eliminates the annoyance of dripping faucets. This is a good reason for making sure that your new bathroom, kitchen and laundry are Eljer-equipped.

ELJER CO. FACTORIES AT: FORD CITY, PA., SALEM, OHIO, LOS ANGELES, CALIF.

Leonard Shortall

LIFE with a Left-Handed Trowe

JEAN McCALEB

Just to show that you needn't always follow the advice of others about flowers, and plants and gardening, I want to cite some of the innovations I have tried—and had my flowers go right on flourishing in spite of it. Take the case of the crimson poppies, for example. Everyone said that they simply could not be transplanted, frequently backing up the assertion with profound scientific reasoning, not a word of which we green girls from the South, new to both gardening and Wyoming, understood. We simply reasoned that, if our plants weren't transplanted, they would probably be lost anyway, for in our young enthusiasm we had sown them about four times too thick. So, getting down on hands and knees and going to work with our left-handed trowel, we dug up clumps of the crowded seedlings and set them out around our little 'dobe house in the west . . . and it didn't appear to hurt or displease them at all!

The ground, incidentally, had apparently never been tilled before, and was of the sort that the Mexicans use to make bricks or " 'dobes", as they call them. So you can imagine what the prospects were for a good flower garden. As a matter of fact, one neighbor, whose yard (and mind) were as barren as a concrete floor, told us repeatedly that it was no use to try and raise anything here. But again we were too young to be squelched by pessimism. A more encouraging and co-operative neighbor gave us some good rich compost which we put into trenches which we dug—with considerable effort and the help of bright-eyed, twelve-year-old Amado—to take our seedlings. Well, you've never seen such gorgeous blossoms as those that, later on, nodded to us when we looked out the windows. We made a second sowing along in the summer (again flying in the face of providence and common sense, we were told), and had some fine, stocky plants well started when the cool days came along. Then, though we were assured that you cannot raise poppies in pots, we did it anyway, and were rewarded by the thrifty, bushy plants loaded with bright, heartening blossoms indoors during the dull days of winter.

When a gardener up the street asked if we wanted a climbing rose, we accepted it eagerly even though he explained apologetically that it wasn't much of a plant, with small single blossoms of a sort of washed-out pink. Again Amado turned up and dug a good big hole to take the long, straggly

UNFED

both from the same lawn

VIGORO-FED

But... see what a difference VIGORO makes!

Grass, like all plant life—from the tiny seedling to the tallest tree—must get eleven nutrient elements from the soil. Your soil may be deficient in these essential plant nutrients—either because nature did not supply them—or because the growing grass exhausted them. ▪ Vigoro—complete, balanced plant food—provides *all eleven* of these vital plant nutrients —supplies them in ample amounts for the proper nutrition of grass. ▪ Just apply Vigoro at the rate of 4 pounds per 100 square feet. Your grass will come up quicker, greener, more lovely. What's more, Vigoro increases the humus (organic materials) by helping grass grow extra large root systems. Your soil then becomes a better storehouse for plant nutrients and moisture. ▪ Get Vigoro today. Feed it to everything you grow.

A PRODUCT OF **SWIFT & COMPANY**

Ask your dealer for **EndoPest** *. . . all the protection most gardens need.*
Use **EndoWeed** *. . . quickly clears lawns of ugly weeds.*

Don't worry, Velon screens can take a licking— with no sign of wear, bulge or tear

Won't bulge or sag *Velon screening* bounds back into shape after impact. A framed *Velon screen* placed between two chairs took the weight of a 235 lb. man!

Won't rust or rot Neither snow, rain, salt-spray nor sun will cause it to fail. *Velon* screens can take all-year wear.

Won't stain siding Say goodbye to ugly screen bleed stains on exterior paint, when you say hello to *Velon*.

Won't strain budget The initial cost of *Velon screening* is low—no upkeep cost because it never needs painting.

Ask for *Velon* for home, for office, for factory, for institution at your hardware store, department store, your retail lumber or building supply store or nearby Firestone dealer or store.

Listen to the Voice of Firestone Monday Evenings Over NBC

BEST TODAY—STILL BETTER TOMORROW

* ® ©1948 FIRESTONE TIRE & RUBBER CO.

SCREEN YOUR HOME ONCE AND FOR ALWAYS WITH FIRESTONE VELON SCREENING
Complete instructions for home installation furnished with every purchase

roots. Using more of our generous neighbor's compost, we planted it carefully and with our fervent prayers. Again our pessimistic neighbor insisted that we were just wasting our time, until, at last, Thalia, my house mate, retorted, a bit belligerently, "Okay, Mrs. Stevens. It's *our* time, you know, that we're wasting." . . .

And yet, from the very first, that rose grew amazingly, helped, no doubt, by the rain water which we caught (when there was any rain) and poured around it. And then, when it bloomed —what fine flowers it bore. Not the anemic, washed-out affairs we had been led to expect, but real blossoms of a deep vivid pink and lovely buds that we cut by the dozen! Being only human, I couldn't resist an urge to take some to our skeptical Mrs. Stevens, who peered at them and moaned plaintively, "Oh, roses, eh? We-el, they do look sort o' purty *now*, but jes' wait; they'll wither away soon's hot weather comes; and 'twouldn't surprise me if the bush up an' died entirely. You jes' can't raise flowers out in this country."

Our next horticultural venture was with an apricot tree that grew from a pit that someone, sometime, had tossed out the back door onto the site of an old woodpile. Protected by the house, warmed by the sunshine, it, too, flourished, especially when, with that trusty left-handed trowel, we loosened the hard earth around it and worked in fertilizer brought from an abandoned sheep camp. Not only did it burst into blossom sooner than we expected, but it actually bore us six plump, juicy apricots! Naturally, no fruit ever tasted half so good, and all that hot, dry summer we tended it faithfully, watering and digging, digging and watering. And, as our reward, the next year we picked a fine, sizable crop of delicious fruit.

Despite more gloomy predictions, we decided to try pansies. As our yard was getting filled up, we dropped the seed in any available spots we could find, after digging into the soil some rich loam brought from the mountains. The next summer swarms of funny little faces nodded up at us; and as autumn came on, we potted many plants which kept right on blooming indoors.

As Christmastime approached, I remarked to Thalia, "What on earth are we going to give rich old Mrs. Olson? She has just about everything you can think of."

"No," corrected my resourceful house mate, "not everything. I'll bet a horse she hasn't got a potted pansy plant in full bloom!"

That started us, and we deluged our friends with blooming pansies in pots. Too busy to raise their own, they were wild about them.

Sometimes I think (with a shudder) what our yard would have looked like if we'd listened to our neighbor's advice. Well, maybe it's better to be young, confident, and ignorant of your limitations.

2 PROVEN PRODUCTS FOR Finer Flowers & Vegetables

Handy! Speedy! Plant-Tie

...A TWIST OF THE WRIST GIVES PERMANENT SUPPORT

TWIST-EMS—strong dark green "invisible" tapes with wire reinforcing—protect stems, permanently support annuals, perennials, vines, shrubs and vegetables speedily and easily. Grand for flower arrangement. Millions used by successful nurserymen, professional and amateur gardeners. Box of 250 4 inch size, 35c; box of 125, 8 inch size, 35c; box of 125, 16 inch size, 65c.

'TWIST-EMS'
AT ALL LEADING GARDEN SUPPLY DEALERS

Ideal support for SWEET PEAS, GARDEN PEAS, POLE BEANS, CUCUMBERS, TOMATOES

Hung in five minutes. Doesn't rot like string, nor burn tendrils like wire. Lasts several seasons. 3 sizes – 60" x 72" 65c; 60" x 96" 85c; 60" x 180" $1.25.

TRAIN-ETTS
AT ALL LEADING GARDEN SUPPLY DEALERS

Manufactured by
GERMAIN'S, Germaco Products Div. Los Angeles 21

Orlyt Greenhouse $370

Gardening is ever so much easier in a practical greenhouse like this—a sunny spot where you can enjoy fresh flowers throughout the year. . . . Grow things you never thought possible before in unstinted abundance. Greenhouse pictured is 10 by 10 ft. Comes in sections for easy assembly. Other models from $158. Write for illustrated catalog. See our exhibit in the spring Flower Shows.

LORD & BURNHAM
Irvington 42, N.Y. Des Plaines 42, Ill.
New Book "Greenhouse Gardening for Everyone", 266 pages—Post-paid $3.50.

ORLYT *The* PRE-ASSEMBLED GREENHOUSE

GROW JUNG'S FINE "WAYAHEAD"
Earliest Tomato

This delicious tomato has Big Red Fruit ripening as early as July 4. Regular price 15c per packet, but to introduce Jung's Quality Seeds we will send you a trial packet of this Tomato, Giant Carrot, Cream Lettuce, and Earliest Radish, also a packet each of

Giant Zinnias and Double Larkspur

All the above for 10c, in Canada, 20c A Premium Coupon sent with each collection, also our catalog of bargains in Seeds, Plants, Hybrid Corn, Victoland Oats, etc.

J. W. JUNG SEED CO., Dept. 18, Randolph, Wis.

Burpee Fancy Leaf CALADIUM

Strikingly veined and variegated, in gorgeous **reds, greens** and **white**; a glorious array!

3 BULBS 25¢

Unique as house plants; splendid in garden shade. Start early; order NOW.

Postpaid: **3 Bulbs 25c; 15 Bulbs $1.**

SEED CATALOG FREE

W. Atlee Burpee Co.
816 Burpee Bldg. Philadelphia 32, Pa. OR 816 Burpee Bldg. Clinton, Iowa

Step Out with Ease

WITH A

MONTAMOWER

MOWS and TRIMS LAWNS in ONE EASY OPERATION

Would you like to mow and trim your lawn in much less time . . . with much less effort than you ever have before?

If you would, you'll be glad to know these accepted facts about the new, improved MontaMower.

The MontaMower is a live, 8¼-lb. precision machine that smoothly cuts a full 16″ swath through grass, dandelions, spike grass and lawn weeds (including the tall ones that have always popped-back-up to cause you extra work).

AND THAT'S NOT ALL . . . MontaMower does what no conventional mower can do! It cuts right up to walls, fences, trees and posts . . . leaves no fringes to be trimmed by hand.

You'll find it so light, yet so sturdy and responsive, that even Child-Power can operate it ***with ease.*** No lawn-cutting arm or back aches . . . no more noise or clatter. For twenty-six years, all over America, thousands upon thousands of men and women have sung the MontaMower's praise.

And little wonder . . . It's sold under a liberal, "Written Guarantee" which permits you to try it on your own lawn . . . makes you the sole judge of its merits. Get the complete facts about the moderately priced MontaMower, AT ONCE!

Trims close to buildings, trees and shrubs.

Cuts clean . . . grass, tall lawn weeds and all.

Mowing on terraces requires little effort.

Weight only 8¼ lbs.

Here's HOW IT WORKS

The new, improved MontaMower has eight pairs of sharp-edged, precision made and fitted, tool-steel cutting disks, slightly overlapping and self-sharpening, working as a unit. Each pair revolving toward each other gathers the grass and cuts it cleanly at the intersection of the disks. The new improved model is easily and quickly adjustable to cutting height! It's as modern and efficient as an electric razor!

The MontaMower is sold only by direct mail to users (no agents or dealers . . . no foreign sales at present).

TRY IT ON YOUR OWN LAWN!

SOLD DIRECT—ON APPROVAL—MAIL TODAY

OBEY THAT IMPULSE! BETTER BE EARLY THAN SORRY!

MONTAMOWER DISTRIBUTING CO. ***Sales and General Offices***

1404 Keeler Building · GRAND RAPIDS 2, MICHIGAN

Gentlemen: Without obligation, kindly send me complete descriptive literature, price, guarantee information, and full details of Approval Offer.

NAME_____

ADDRESS_____

CITY_____ STATE_____

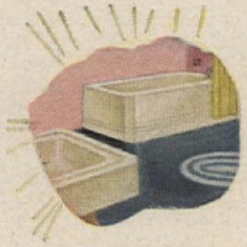
FACTORIES: TRAVERSE CITY, MICHIGAN

Do you speed through bathtub cleaning

this safe, easy way?

Why mar that beautiful finish?

You don't have to dull bathtubs and basins even to get the dirtiest dirt. Smooth, fine, white Bon Ami cleans quickly but without scratching. Protects household surfaces. Gets your housework done fast. And Bon Ami rinses away completely. Leaves no gritty particles behind.



Why struggle for a sparkle?

With Bon Ami, you get a polish *as you clean.* And without any extra work. Bon Ami helps keep that shiny "new" look of sinks and bathtubs. Your hands stay soft and nice, too —proof that Bon Ami contains no harmful grit or caustics. Try Bon Ami—it's the fast, safe cleanser!

Bon Ami *"hasn't scratched yet!"*

Reni Newsphoto Service

COMMENTATOR BEATTY

RECHARGES BATTERIES THAT POWER NERVE-WRACKING JOB

E. L. D. SEYMOUR

I wonder what would happen if, some evening, Morgan Beatty were to turn his customary "News of the World" broadcast into an informal chat about home gardening and the varied activities of a suburban land owner! I can imagine the astonishment of the National Broadcasting Company and his sponsors, but I'll wager that a great many of his millions of listeners would have a mighty enjoyable fifteen minutes. For Morgan Beatty is not only a veteran reporter, a keen news analyst, and a top-flight radio commentator, but also, at heart, a real dirt gardener. He can talk as entertainingly and informatively about soils and conservation, plants and their propagation and protection, as about public affairs and political probabilities. Moreover, gardening has become an important part of his life, for he finds that the constant, intense strain of his daily program demands just the sort of relaxation, physical change, and mental recharge that he gets from mowing his lawn, growing (and freezing) quality vegetables of his

Choose

Cunningham

ESTABLISHED 1838

THE COMPLETE LINE OF

PORTABLE POWER TOOLS

THAT

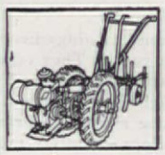
EARN and WORK

the year 'round.

There's a CUNNINGHAM tool to work for you every month of the year. And every CUNNINGHAM tool is built to work more months in the year.

CUNNINGHAM Mowers and Garden Tractors can be equipped with snow plows to keep them busy in the winter. CUNNINGHAM Garden Tractors have a complete line of economical attachments to keep them busy from plowing to cultivation. CUNNINGHAM Mowers have the speed, stamina and capacity to do your own work and profitable custom work besides.

Thus, when you invest in CUNNINGHAM, you can keep your investment working and earning for you more months of the year. That's why it's good business to invest in CUNNINGHAM.



GARDEN TRACTORS

Two models, two lines of attachments, for the home gardener and the full-time truck gardener . . . matched plows, harrows, cultivators, seeders, snow plows, sickle bar and reel type mower attachments . . . high clearance, full vision, easy handling.

MOWERS

3-foot, variable speed sickle bar . . . rubber tires with free wheeling, or steel wheels . . . works right up to fences and buildings . . . cuts lawns or high weeds . . . a boy can mow 2000 rods a day.

Write today for FREE literature.

JAMES CUNNINGHAM, SON & CO.

GARDEN TRACTORS • MOWERS

Rochester 8, New York

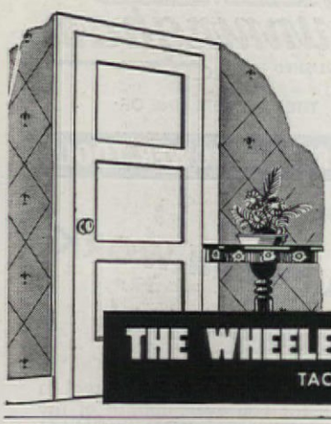
You Mean Beautiful Doors Like That Actually Cost Less?

Of Course. They come from the factory ready to install! They're

Tru-sized

Reg. U.S. Pat. Off.

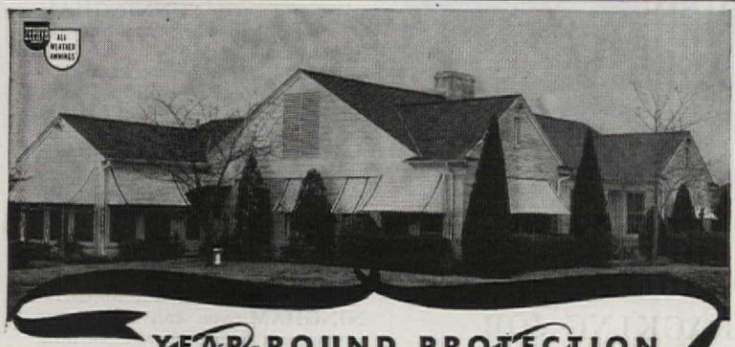
DOORS!



Save hours of time and work . . . insist on *Tru-sized* Doors in your new home. There's *no* sawing, *no* planing, *no* fitting! Available factory-machined for lock and hinges. Resin prime coated to protect them from dirt and moisture. You can have more beautiful doors in your new home, and save money, too! Write today for *free* information. Dept. 2-H.

THE WHEELER, OSGOOD COMPANY

TACOMA 1, WASHINGTON



YEAR-ROUND PROTECTION IN A *Charming Package*

Zephyr permanent awnings keep the weather out of your home the year round. They repel rain and snow in winter; heat and glare in summer. Yet, unlike conventional awnings, they admit light and air, and the patented ventilating feature makes your home more comfortable — summer or winter. Best of all, Zephyr awnings — unlike most protective devices — enhance the appearance of any home, large or small, plain or ornate. Available in a w-i-d-e variety of styles, designs, colors and trims — to match or complement the architecture of your home. Once installed they need not be taken down, for an occasional coat of paint renews their beauty and charm. Return the coupon below for more information about Zephyr awnings, and for free estimate from your nearest Zephyr distributor.

BEAUTIFUL • PERMANENT • ECONOMICAL

U. S. RE. PATENT NO. 21,053

NATIONAL VENTILATED AWNING COMPANY

601 College Avenue, Dallas 1, Texas Dept. AH-1

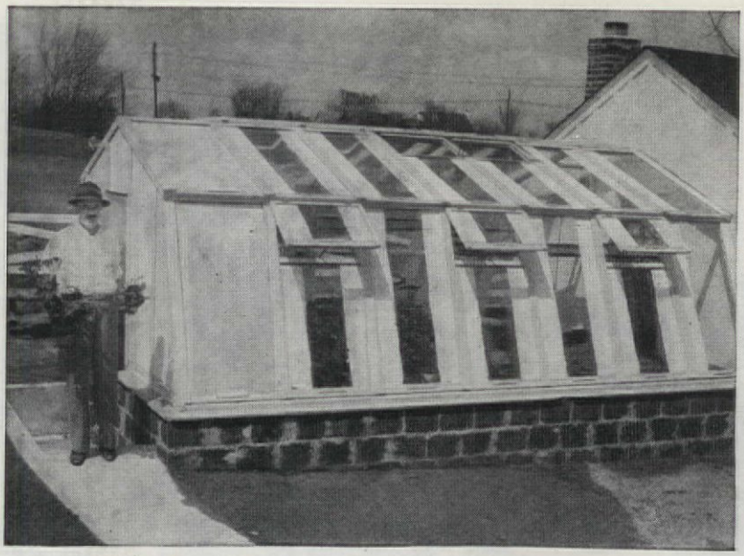
Gentlemen:

☐ Please send me the name of my nearest Zephyr Distributor, who will furnish free estimate and consultation without obligation on my part.

Name_____

Address_____

City_____ State_____



Six feet, 180 lbs. of lean, bronzed energy, Morgan Beatty expends it lavishly on whatever he does—be it gathering firsthand news of people or events, sending it to millions of listening ears, or working in garden and greenhouse. There, like fabled Antaeus, he renews his strength and vigor through contact and communion with Mother Nature

own raising, caring for his favorite flowers and shrubs, and working in his efficient little greenhouse.

It was during one of his peaceful interludes away from the microphone, on a beautiful day last summer, that I visited him on his 1¼ acres in Burnt Mills Hills, an hour or so out from Washington, D. C. If a small but vital part in his power mower hadn't broken just before we drove in, I might have had to trail him all over his rolling lawn to get my story. For this two-and-a-half hour chore is one of his regular "conditioners", and I doubt if, once started, he would have stopped until the very last strip was cut. Instead, we sat, cool and comfortable, on the shaded terrace while he told what gardening means to him. Then we strolled about the place observing the results of his efforts, and his plans for future operations. Later, during lunch near his Washington studio, I saw abundant proof of his wide acquaintanceship and popularity; and it seemed to me

Gardening offers a double reward when its fruits can be made a source of pleasure, health, and security by using modern magic, like the Beatty's quick-freeze unit

Camellia Type
BEGONIAS

Exotic splashes of bright red, pink, rose, orange and yellow color for your favorite shady garden spots, window boxes or indoor pots. Giant size, fully double, California grown bulbs. Free directions. 1 of each color, 5 for $1

FREE! For prompt orders—3 very exotic bulbs, natives of Old Mexico—given Free with Begonia orders. Order today.

Sensational New Blue Giant VIOLET

Lustrous shade of blue with distinct white center. Stems 9 to 12 inches long, delightful perfume. 60¢ each, 3 for $1.65, 10 for $5.00 postpaid.

FREE! Germain's 1948 ROSE BOOK AND GARDEN CATALOG. Send for copy today.

GERMAIN'S
Horticulturists Since 1871
Dept. AH-3 Los Angeles 21, California

ATTRACT SONG BIRDS

BIRD HOUSES
BY DODSON

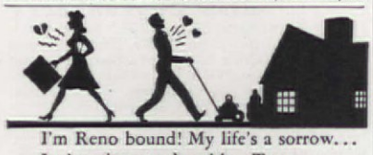
Designed by America's foremost bird authority—a model to attract every desirable song bird. Quality built, exclusive features. Add charm to your garden. Befriend birds and they will rid your premises of insects. One martin destroys 2000 mosquitoes a day.

DODSON'S FAMOUS SPARROW TRAP

The humane way to get rid of these pests. Writes one man "Well pleased with trap. 26 caught today and season just opened." Made of strong, welded tin wire. Will last for years. Empty trap once a day, releasing good birds. Size 36x18x12". With Receiving Box $16.50 f.o.b. Kankakee.

Send for free Catalog. Bird Lodge is 50 miles south of Chicago, always open. Visitors welcome.

JOSEPH H. DODSON CO., 810 Harrison Ave., Kankakee, Ill.



I'm Reno bound! My life's a sorrow...
Joe's going steady with a Toro.

TORO
POWER MOWERS

TORO MANUFACTURING CORP'N, MINNEAPOLIS, MINNESOTA

Now is the ideal time to
Remove Tree Stumps

For As Little As $1.00 Or Money Back!

Remove ugly tree stumps, old or new, roots and all, any season, without digging, chopping, blasting, pulling! Save time, money! Order Magic Stump Remover now by mail. SEND NO MONEY! Pay postman only $1 for 4-oz. size (for stumps up to 12 in. dia.), $1.50 for 8-oz. (for stumps up to 24 in. dia.), $2.75 for 16-oz. (for stumps up to 40 in. dia.), plus postage and C.O.D. fee. Or, SAVE Postage and C.O.D. FEE by sending cash with order. Also larger quantities at savings. Safe, proven, use anytime, anywhere. Money back if not satisfied.

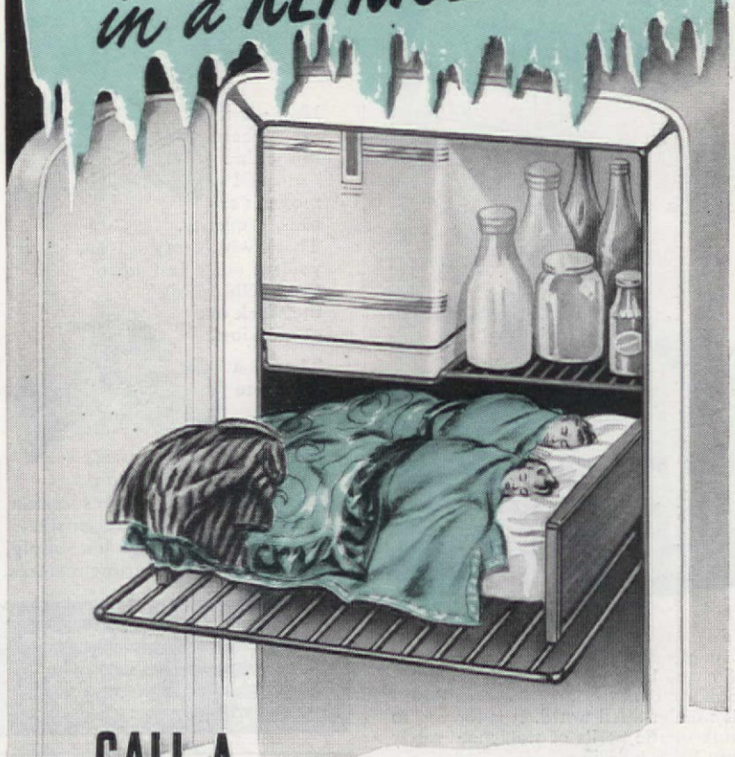
H. D. CAMPBELL CO., ROCHELLE 96, ILL.

that his colleagues and neighbors greet—and consult—him as an authority in the field of garden problems no less than that of world affairs. Apparently, Morgan Beatty, gardener, is by no means the traditional "prophet without honor in his own country." (This reputation is not without its disadvantages; answering a telephone call late one night, he was excitedly asked to tell "what to do for a sick pig." The inquiry was intended for W. R. Beattie, a U. S. Department of Agriculture expert!)

But to get back to his gardening, Mr. Beatty bought his home four years ago, after he had lived in many places and become "fed up" with making gardens only to leave them. Located on the edge of a fairly new development, it has a pleasantly rural atmosphere, and on it he found much that he sought (a comfortable house, some noble trees including fine specimens of his favorites—elm and white pine), an interestingly varied topography with rock outcrops at strategic points, and a wide expanse of lawn sloping down to a mammoth, rounded boulder and a brook edged with daylilies, wild iris, and masses of water cress and mint.

Inevitably, there were some problems, the most urgent being surface drainage from adjoining higher ground to the northwest which caused inconvenient flash floods into the cellar and across the lawn. So the first "project" involved building a concrete retaining wall and a 2′ deep collecting trench along the rear or western boundary, and connecting it with a line of 8″ drain tile extending down the north side of the plot between the house and a steep, rocky slope. Then followed other operations, such as the renovation of the damaged lawn; the planting of a windbreak of Scotch pines, and the construction of a sheltered picnic spot on the rocky knoll that forms the northwest corner of the place; the development of a wild-flower garden among the rhododendrons, azaleas, and mountain-laurel already established on the hillside; the paving of paths with flagstones, and the planting of shrubs, perennials, and bulbs around the house and along the curving drive that skirts the lawn on the south. Everywhere one finds features in which Mr. Beatty takes particular pleasure and pride—the magnificent elm that shades the house; laurels, gardenias, and evergreen ligustrums; an eleagnus that sometimes blooms in November; crape-myrtle, unusual in gardens as far north as Washington; a thorn-tree from the Middle West whose brilliant-red fruits attract and feed the birds in January when other food is scarce; an exceptionally fine plant of the flaming orange butterfly-weed (Aesclepias), and a charming, natural rock garden where the lawn starts to fall away in front of the house. And still, as in all rewarding gardens, many things remain to be done, such as the thinning and im-

DON'T SPEND another Winter in a REFRIGERATOR!



CALL A Chamberlin Man

I'll make your bedrooms warm and comfortable, give you BIG fuel savings, with CHAMBERLIN Rock Wool Insulation!

Stop suffering because rooms are miserably cold in mid-winter months! Fireproof, vermin-proof, Chamberlin Rock Wool keeps heat in, keeps you snug, warm and comfortable through cold months. It repays its cost in fuel savings in as little as *3 winters!*

INSTALLATION IS HALF THE JOB—
CHAMBERLIN DOES IT RIGHT!

Experienced Chamberlin craftsmen insulate carefully, thoroughly, filling all spaces WALL-THICK, missing none, blowing in genuine Chamberlin Rock Wool. GET A CHAMBERLIN *FREE* HOME SURVEY, for honest facts and answers. I'm listed in the phone book. Call me, your Chamberlin Man, today!

"Insulation Paid for Itself," Says M. M.
After Chamberlin-insulating his home, Mr. M. M., Lorain, Ohio, writes: "Job paid for itself. Lots more comfort. My aunt, age 89, goes through winters without a cold now!"

FREE BOOK! Already helped millions to amazing economy, year-round home comfort. Write: Chamberlin Company of America, Dept. 43, 1254 LaBrosse St., Detroit 26, Michigan.

Complete Comfort in all Rooms

50 YEARS OF SERVICE
CHAMBERLIN
CHAMBERLIN COMPANY OF AMERICA

2½ MILLION HOMES ALREADY SERVED!

IF it wasn't for the Cyclone Fence, he might be exploring the street. And who can blame him? He has an unbounded curiosity about everything in his wonder-filled world. It is for *you* to think of the perils of traffic and safely limit his wanderings.

You can protect your children effectively and easily by installing Cyclone Chain Link Fence. It makes your own yard a safe and attractive playground. And the Cyclone self-closing gate completes the circle of protection, keeping your own children and pets in, unwanted strays out.

U·S·S Cyclone is worry-proof. Its expert design and heavy construction assure you many years of trouble-free protection. Send the coupon below for a free book giving all the information you need on Cyclone—the world's most widely used property protection fence.

FREE 32-Page Book on Fence

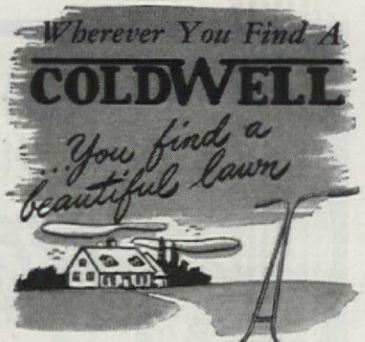
This book will help you choose the right fence for your home. Chock full of pictures, showing many types. Whether you need a few feet of fence or miles of it, you'll find this book helpful. Send for your free copy today.

CYCLONE FENCE DIVISION
(AMERICAN STEEL & WIRE COMPANY)
Waukegan, Ill. Branches in Principal Cities
United States Steel Export Co., New York

Cyclone Fence
Waukegan, Ill., Dept. 138
Please mail me, without obligation, a copy of "Your Fence."
Name_____
Address_____
City_____ State_____
I am interested in fencing:
☐ Residence; ☐ Estate; ☐ Playground; ☐ Industrial; ☐ School.
Approximately_____feet

USS STEEL
CYCLONE FENCE
UNITED STATES STEEL

Wherever You Find A
COLDWELL
You find a beautiful lawn



Home owners everywhere know that Coldwell mowers are tops in quality. That's why, every season, you see more and more Coldwells taking the work out of mowing.

There's a complete line of Coldwell hand and power mowers—all built by lawn mower experts—to give you season after season of grass cutting satisfaction. See them in garden supply, hardware, and department stores.

Coldwell Lawn Mower Division
Coldwell-Philadelphia Lawn Mower Co., Inc.
North Water St. Newburgh, N. Y.
Subsidiary of PORTABLE PRODUCTS CORP.

Good Roots Make Good Plants

use ROOTONE
the plant hormone powder

Dip your slips and cuttings in Rootone before planting. Treat flower and vegetable seed with Rootone. One treatment hastens root growth and develops bigger, healthier plants.

2-oz. jar of Rootone $1. Order from your dealer or write direct to Dept. AM 3, American Chemical Paint Co., Ambler, Pa. Makers of Weedone, the original 2,4D weedkiller.

MUMS 8 Prize Varieties $1

Here is one of Spring Hill's most famous collections—repeated for 1948. Only $1 for 8 gorgeous chrysanthemum varieties—all different. Mailed unlabelled, hence the low price. Fully rooted, ready to become your garden favorites. Add 10c for postage and handling. Fully guaranteed to bloom this year.

SEND FOR **FREE** CATALOG

SPRING HILL *Nurseries*
DEPT. A-716 TIPP CITY, OHIO

100 DUNLAP & 50 GEM STRAWBERRIES	$2.00
50 Asparagus, 8 Rhubarb, 6 Horseradish	1.00
8 Boysenberries or Indian Summer Raspberries	1.00
3 Canadian Red Rhubarb, 2 yr. divisions	2.00
6 Concord Grapes or 6 Bush Cherries, 2 yr.	1.00
4 Redleaf Barberry 2 yr. or 4 Peonies, assorted	1.00
35 New Glads, blooming size or 5 lovely Phlox	1.00
6 Regal Lilies or 10 Lily of Valley	1.00
2 Bittersweet vines & 1 Goldflame Honeysuckle	1.00
2 Tamarix & 1 Golden Bell, 18 inch	1.00
6 Tartarian Honeysuckle or Spirea V.H. 18 inch	1.00
50 Amoor River Privet Hedging, 18 inch	5.00
3 Pauls Scarlet Climbing Roses, 2 yrs.	1.75
6 Lovely 2 yr. everblooming tea roses, 1 each	3.50
10 Lombardy Poplar or 10 Chinese Elm, 4 ft.	1.00
4 Redhaven or 4 Elberta Peaches, 4 ft.	2.00
3 Red & 2 Yellow Delicious Apples, 5 ft.	3.00
2 Montmorency & 1 Ea. Richmond Cherry, 3 ft.	2.85
2 Moorpark & 1 Superb Apricot 3-4 ft.	2.50

Prepaid. Order from this ad. Mostbeautiful Catalog Free.
WELCH NURSERY Our 66th yr. Shenandoah, Iowa

provement of an overgrown but promising thicket beyond the little brook.

During the winter of 1947, something new was added in the form of a Lord and Burnham, 7-section "Orlyt" greenhouse, with a workshop attached. One wall of the previously built flood trench formed part of the foundation, secondhand but wholly suitable (and much more available) lumber was generously utilized, and Mr. Beatty ingeniously adapted a small, salvaged, oil-burning boiler and an aero-convection radiator, which supply abundant heat at all times. Both heating system and ventilation are electrically and thermostatically controlled; and fuel-oil expense is only about $4.00 a month. In the shed is ample room and equipment for seed-sowing, potting, the making of cuttings and other details of plant production. And they are put to such good use that the greenhouse bench space is often overcrowded with the results of his enthusiasm. He not only starts vegetable and ornamental seedlings for spring planting, but also forces bulbs and plants for winter blooms, makes and grows his own fern baskets, and is experimenting in the field of plant improvement through hybridization and selection. He wants especially to develop improved forms of the common field daisy and goldenrod with which to augment the available supply of material for perennial borders.

That his gardening interest is not restricted to aesthetic lines was shown by a sizable piece of fertile ground beyond a white wooden fence that bounds his lawn on the east. Here, in an all-around, highly productive vegetable garden, is evidence of skill, intelligent choice of varieties, and systematic care. When I was there, tomatoes were coloring, corn was well tasseled, fat bean pods festooned luxuriant plants, and already an abundance of early crops had been harvested for the table or to go into the capacious quick-freeze unit in which Mr. Beatty seems to take as much pride as does his wife. Being located near real farm country, they are also able to get and freeze chickens, butter, fruits (in addition to the strawberries they grow), and a variety of fresh meats.

How did it happen that a reporter, correspondent, and world traveler, a journalist since his high-school days, developed this love for the land? Because of heredity, he says and the example of his father who, in 1928, turned from tobacco salesman into retail florist. After tough sledding and hard but helpful experience, he found the right combination, built up a prosperous business and became, says his son, "happier than he ever was before." Morgan Beatty is apparently getting the same sort of satisfaction from his avocational horticulture, while providing a home full of comfort, security, and enjoyable interests for his family, which means Mrs. Beatty and their two fine boys.

AMERICA'S LARGEST BULB GROWER OFFERS
Gladiolus Bulbs
AT WHOLESALE PRICES

7 for 25¢
1" plus in diameter
16 for 50¢
36 for $1.00
100 for $2.50*

For colorful beauty about your home, plant my De Luxe mixture of world-famous Gladiolus Bulbs. Splendid blooms, in gorgeous colors, worthy of first prize at any garden show. Only named varieties which cost much more if labeled. All bulbs 1" or over in diameter (3" circumference) and GUARANTEED to bloom. *FREE—6 Oxalis bulbs (lovely American Shamrock) with $2.50 order. SAVE POSTAGE. Order now for these low prices. We prepay if you send Check, Money Order or Cash. No stamps please. Orders $1.00 and over gladly sent C. O. D. plus postage.

HARTFORD FARMS • America's Largest Bulb Grower
DEPT. GF-558 HARTFORD, MICH.

rare **CACTI**
OUR BEAUTIFUL 1948 CATALOG
Treasure Trove from Cactus Land -- 36 fascinating colored pages NOW READY. Lavishly illustrated 275 colored plates & halftones, Price 25c. Hundreds of Cacti & Succulents pictured. Full cultural directions. A handbook of Cactus lore describing the largest collection in world. Learn more about this fascinating window gardening hobby. Grow African Stone Plants. See the curious Succulents with windows in leaves! Hundreds are spineless. Send 25c for Treasure Trove catalog NOW. Price refunded on first order.
JOHNSON CACTUS GARDENS P. O. BOX 21 PARAMOUNT, CALIF.

FREE PLANT CATALOG

Send Today For This Valuable Colored Berry Book. Describes and illustrates in colors the leading varieties of Strawberries, Blueberries, Raspberries, Blackberries, Grapes, Asparagus, Etc. Gives complete culture directions written by a lifelong berry grower. Tells how we grow our selected strain Townsend's Guaranteed Plants. Every gardener and fruit grower should have this book.
A postal will bring your FREE COPY
TOWNSEND NURSERIES
L. SHERMAN TOWNSEND, Mgr
106 VINE STREET, SALISBURY, MARYLAND

MILLS MARVELOUS MIXTURE of Old Fashioned Flowers

40 Gorgeous Flowering Annuals—Aster, Cosmos, Clarkia, Dianthus, Larkspur, Petunia, Zinnia, etc. All colors; beautiful in beds; lovely bouquets. Over 500 Seeds Postpaid, only 10c. MILLS Colorful 1948 SEED BOOK *of Vegetables and Flowers FREE.* Many Specials.
MILLS SEED HOUSE
Box 45 Rose Hill, N. Y.

LEARN LANDSCAPING
Profitable career—absorbing hobby for men and women! Thorough home-study course in landscaping, garden design. 45 lessons, beautifully printed and illustrated. Learn in spare time, 8-12 months. Hundreds of successful graduates all over the world. 32nd year. Write for Free catalog today.
AMERICAN LANDSCAPE SCHOOL
6450 Grand Avenue, Des Moines 12, Iowa

NEW Red Raspberry also Boysenberry
NEW Red Raspberry—"SUNRISE." Early, sweet, delicious. Large yields. Fully described and pictured in Keith's FREE Berry Book. You can get Bearing-Age Plants. Also Thornless Boysenberry in 1 and 2 year plants. FREE colorful Berry Book of Raspberries, Boysenberries, Strawberries, Blueberries, Grapes. Special introductory OFFERS. Write.
KEITH PLANT NURSERY, Box 6, Sawyer, Mich.

HAUCK FLAME GUN **KILLS WEEDS**

2000°F controlled heat quickly, easily destroys seeds, roots, brush, poison ivy, wild morning glory, Canada thistle, other unwanted growths. Many uses: splitting rocks, burning stumps, sterilizing poultry houses. Burns kerosene. Does the work of 4 men. Safe, easy to use. 10 day trial. Satisfaction guaranteed. Free catalog
HAUCK MFG. CO.
14 Tenth St., Brooklyn 15, N.Y.

KINKADE GARDEN TRACTOR
and Power Lawnmower
A Practical Power Plow and Cultivator for Gardeners, Suburbanites, Florists, Truckers, Nurserymen, Fruit Growers
Easy Terms - Write Today
American Farm Machine Co.
1191 33rd Av. SE. Minneapolis, Minn.

Catalog Free

STRAWBERRY PLANTS
Our FREE Berry-Book Tells about All of the best Varieties and How To Grow Them.
W. F. ALLEN COMPANY,
10 Oak St., Salisbury, Md.

A GARDEN IS FOR *sixty* TOO . . .

AMY M. RYAN

Mitchell Studio

Years ago I dreamed of a garden. . . . In it there would be wide open spaces, picturesque old trees, shadowy lawns, curving borders of perennial flowers and blooming shrubs, vistas, a pool, singing birds, sweet fragrances, and color at all seasons. Each part, neat and orderly in itself, would be in proper proportion and relation to the others, and to the house. With the service area just as attractive as the public area or "front yard", prosaic tasks would no longer be prosaic, because the enjoyment of the garden would transform them from drudgery into pleasure. There would be maximum beauty in that garden, and with a minimum of expense and labor.

Utopian and impossible, you say? Oh, but it wasn't. And I can prove it. For we are now over sixty, and we can enjoy this home and garden of ours at the cost of very little effort. Furthermore, we will be able to leave a heritage of beauty, peace, and relaxation for others to enjoy when we are done with it. Our garden calls for—what? The mowing and watering of the lawn, the

There's economy, too, with STOKOL Automatic Heat!

YOU'LL AGREE, once you enjoy the *comfort insurance* that Stokol automatic heating provides. It's an investment in snug, cozy warmth that pays top returns—every day. Anyone who heats his (or her) home the thrifty Stokol way will tell you the same!

YOU'LL KISS FUEL WASTE GOOD-BYE! As you relax in Stokol's gentle comfort, it's satisfying to know that operating cost is low. Whether you use gas, oil or coal, you'll find a model in the Stokol line ideally suited to your needs.

YOU'LL FIND IT EASY ON THE NERVES! Just set the "Magic Dial" thermostat—and your Stokol automatic unit does the rest. No more worry! No more work! Heat stays even from floor to ceiling, room to room.

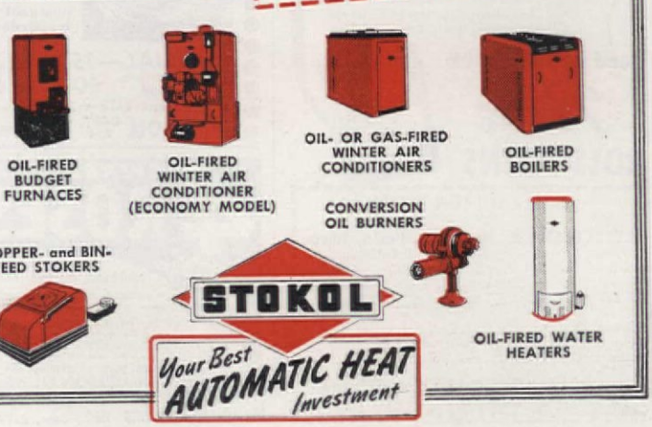
LOOK AT THE FACTS!

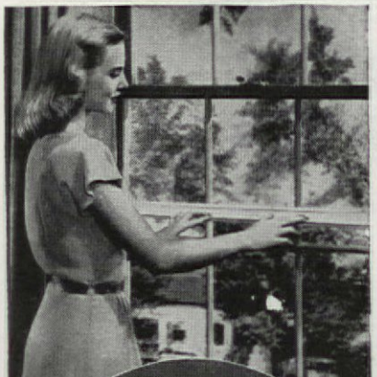
Stokol Oil-Fired or Gas-Fired Winter Air Conditioners give you these advantages:

- Automatically filter, heat, humidify, and circulate the air.
- Deliver *more* heat with *less* fuel . . . thanks to Jet-Flame Oil Burner in Oil-Fired models, Ribbon-Fire Gas Burner in Gas-Fired models.
- Stokol Heat Exchanger extracts maximum heat from flame . . . saves fuel, saves heat, saves money.

For details about Stokol Winter Air Conditioners and other products, see your Stokol dealer and *send coupon below.*

STOKOL STOKER CO., INC., Dept. AH-3
2060 Northwestern Ave.,
Indianapolis 7, Ind.
Send me complete heating information.
I now use ☐ Coal ☐ Gas ☐ Oil
I prefer ☐ Coal ☐ Gas ☐ Oil
Name.....
Address.....
City..... State.....





Window Screens

THAT ROLL UP AND DOWN LIKE WINDOW SHADES

NO PUTTING UP
NO TAKING DOWN

NO PAINTING
NO REPAIRING

NO STORING
NO LABOR

Over a Million Rolscreens in Use
Over 20 Years

PELLA ROLSCREENS are easily installed on your present windows. No fitting or cutting necessary. A touch of the finger and ROLSCREENS *roll up* automatically onto hidden rollers. Inconspicuous. They improve appearance of your home. Make rooms lighter. Keep windows and draperies cleaner. Insect tight. Made of rust-resisting, clear-vision, AluminA wire cloth. 10-YEAR GUARANTEE. Send for interesting FREE Book containing easy directions for measuring. Use handy coupon below.

Pella Windows—Dual glazing panel protects against winter cold and summer heat. Easily removed for cleaning. Draft-tight. Over 300 styles of windows available.

Pella Venetian Blinds—All mechanism concealed in neat headmember only 1⅜" deep! Aluminum, steel or wood slats.

send for FREE BOOK

Pella
ROLSCREENS

MAIL COUPON TODAY

ROLSCREEN CO., Dept. 27, Pella, Iowa
Without obligation, please send FREE Book on ROLSCREENS. Also Pella literature on Windows ☐. Venetian Blinds ☐. I am building ☐. I am remodeling ☐.

Name.....
Address.....
City.....*Zone*.....*State*.....

SEYMOUR SMITH

New!! "Snap-Cut" PRUNER

THE EASIEST CUTTING PRUNER MADE

New streamlined design entirely of rugged airplane aluminum with superhard anodized finish. Tapered, hand-fitting, non-pinching handles. Finest alloy steel, precision-ground blade, slices onto a soft-metal anvil, making a clean, quick-healing cut. "One finger" Catch, operated by the thumb or index finger, leaves the other hand free.

Only "Snap-Cut" permits complete parts replacement. Sold only through dealers.

NEW PRUNING HANDBOOK FREE

40 pages of up-to-the-minute pruning information by noted horticultural editor. Free with any Seymour Smith tool, or sent postpaid for 25¢.

SEYMOUR SMITH & SON, INC.
900V MAIN ST. OAKVILLE, CONN.

Waterlilies

Grow Waterlilies and forget about such garden chores as weeding, cultivating, mulching and spraying! Colorful and fragrant, they will make your garden more attractive and distinctive with their exotic beauty.
WRITE for our Catalog of waterlilies, aquatic plants and fancy fish. It's FREE!

THREE SPRINGS FISHERIES
538 Main Rd., Lilypons, Md.
411 No. 7th Ave., Suite 713, Dept. 538, St. Louis, Mo.
333 No. Michigan Ave., Dept. 538, Chicago, Ill.

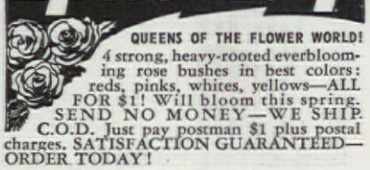
FLOWERS IN THE SHADE
3 TUBEROUS BEGONIAS 25c

Easily grown! Start them indoors, February or March, plant out in May in rich, shady soil. Bloom all summer; big double camelia-like flowers. Sent postpaid promptly. Order now for choicest bulbs.

SPECIAL—15 Bulbs $1.00
Double orders allowed *50 Bulbs $3.00*
8 different colors if ordered early

ROCKNOLL DEPT. AH **Morrow, Ohio**

EVERBLOOMING
4 ROSES for $1



QUEENS OF THE FLOWER WORLD!
4 strong, heavy-rooted everblooming rose bushes in best colors: reds, pinks, whites, yellows—ALL FOR $1! Will bloom this spring. SEND NO MONEY—WE SHIP. C.O.D. Just pay postman $1 plus postal charges. SATISFACTION GUARANTEED—ORDER TODAY!

NAUGHTON FARMS, INC., Dept. RC77 Italy, Texas

spraying and pruning of shrubs and trees, a little hosing, weeding, and edging of the borders. No backbreaking toil that, yet our garden greets us with the miracle of blossoms and greenery each spring and carries us through a yearly pageant of beauty. Our plants have cost us approximately $75; many we propagated ourselves; others were the gifts of friends. We set out everything but the old trees; we made the birdbaths, the gate, and the garden furniture. We even laid the walks. And, since we have put so much of ourselves into this outdoor home setting, it is very dear to us.

Our lot, including alley and parking strip is 90′ by 143′ and level. We are fortunate in that it adjoins the local library grounds which afford us attractive vistas beyond our lawn on the north. Also from our porch we have a grand view of Mount Rainier to the southeast. The library property was originally our mother's home, so we cherish the plantings there as we do our own. Our house faces east and as you approach it from the street, the view across the lawn at the right, under an old cherry tree and past a blue pine, a scarlet maple, a silvery weeping birch, and a glistening holly, is entrancing. To the left of the house, a grass panel beside the lilac and rose hedge extends to a birdbath, a pool, and part of a curving border which encloses the intimate area shown at the bottom of page 93. At the rear, beyond this enclosure, the curving drive from the alley to the basement garage, with shrubs on one side and smooth lawn on the other, is as attractive as any other part of the garden. The shrubs, flowering trees, a colorful bed of annuals, and a Pauls Scarlet rose over the back door make such a lovely panorama in the lights of the car as we drive in at night that, every time I enter, I breathe a "thank you" to God for the privilege of living in such a place.

From the drive, an ornamental gate overhung with vines opens into our little combined outdoor living room and service area which is also reached through French doors from the dining room, whence steppingstones lead to a seat beside the pool. Here, with goldfish flashing in the water and birdhouses swinging from the branches, we can prepare vegetables, sew, or just relax in sheer enjoyment. In time, when we put French doors in the den, and steps at the north end of the front porch, both leading to the main lawn, we will have seven entrances connecting the house with all parts of the garden. Even now, with flowers peeping in at most of the windows, we scarcely know where the house ends and the garden begins.

Fortunately, here in our wonderful Northwest, one can enjoy a garden practically all year long. In January, hollies, heathers, and the tree-trunk colors blend with the tones of lawn and broadleaf evergreens. Soon silvery pink catkins climb the willows, and shrubs begin to flower,

World Famous Varieties
GLADIOLUS
BIGGEST BULB BARGAIN IN AMERICA
100 BULBS $1.94

Think of it! This amazing low price brings you 100 Michigan gladiola bulbs—8 glorious rainbow mix colors in these 2-year-old, already 2¼" to 3¼" in circumference high-price varieties: Picardy, Dr. Bennet, Shirley Temple, Peggy Lou, Maid of Orleans. We will replace any bulb which does not FLOWER 5 YEARS. Order now while they last! Sent in plenty of time for spring planting. Money back guarantee.
EXTRA—Prompt orders receive 3 TUBEROSES without additional cost. Bloom first year into waxy white, fragrant flowers, 2 to 3 ft. tall, can be grown in pots, too.
SEND NO MONEY — RUSH ORDER
Cash orders sent prepaid—else pay $1.94 plus postage on arrival. Send order, name and address to

MICHIGAN BULB CO.
Dept. GD-1806 • Grand Rapids 2, Michigan

Climbing
ROSES 3 for $1

FREE
Complete Garden Catalog

Pink, white and red exhibition favorites. Hardy, superb, long flowering 2-year field grown plants. Three favorite varieties. Add 10c for postage and handling. Guaranteed.

SPRING HILL Nurseries
DEPT. A-714 TIPP CITY, OHIO

Brand's FINE FRENCH LILACS
ON OWN ROOTS

We have specialized in French Lilacs for over 30 years and now have in our fields a stock of more than 100,000 of these beautiful shrubs, which cannot be surpassed anywhere in the world. Our stock covers almost every first-class variety to date.

GORGEOUS PEONIES
Iris, Phlox, Chrysanthemums, hardy perennials and some 30 varieties of the wonderful New Bush Cherries.

Our New Catalog is FREE

BRAND PEONY FARMS
127 E. Division St., Faribault, Minn.

GRANDMOTHER'S OLD-FASHIONED GARDEN

OF EASY GROWING FLOWERS
Marvelous mixture of hardy, all blooming varieties. 19 kinds; everything from Asters to Zinnia.
Big $1.00 value only 10c postpaid.
Also my new Seed and Nursery Catalog; America's largest, 650 illustrations, 60 in color. **FREE** 500,000 customers save money annually buying from me.
Send Only 10c Today for this big Value.

R. H. SHUMWAY SEEDSMAN Box 304 Rockford, Ill.

Free! To Gardeners—THIS BIG
NEW 1948 NURSERY BOOK

HUNDREDS Of Special Offers

Send for "What, When, Where, and How to Plant." Helpful hints—early order discounts—illustrated.
Roses, shrubs, fruit and shade trees, flowers, bulbs. Guaranteed.

SPRING HILL NURSERIES, TIPP CITY, OHIO DEPT. A74

5 YR. OLD BLUEBERRIES

Big yield giant berries this yr. Last a lifetime.
STREAMLINER STRAWBERRIES
New Supreme Everbearer. Giant sweet fruit. Also Superfection, Gem, Minnesota 1166, Robinson, Grand Champion. Other spring-bearers.
THORNLESS BOYSENBERRIES
Extra heavy fruiting strain. Also complete line of Trees, Grapes, Blackberries, Asparagus, Perennials. Nursery Stock. Write today for catalog free.
WESTHAUSER NURSERIES, Box 55, Sawyer, Mich.

STANDARD GARDEN AND SMALL FARM TRACTORS

Plow
Seed
Cultivate
Mow Hay and Lawns

Powerful Gas Tractors for Small Farms, Gardeners, Florists, Nurseries, Fruit Growers, Poultrymen.
1 & 2 Cylinders
High Wheels, Rubber or Steel Tires. Walk or Ride.
Do Belt Work—*Free Catalog*

STANDARD ENGINE CO.
MINNEAPOLIS, MINN. 3242 Como Avenue
NEW YORK, N. Y. 601-29 West 26th Street

GET KEITH'S NEW BERRY BOOK

Plant Keith's Cultivated Bearing-Age Blueberries. Grow anywhere. Also delicious Boysenberries, Raspberries, Strawberries, etc. Amazing size, yield, flavor. FREE Colorful Berry Book tells you how to grow. Write.
KEITH PLANT NURSERY, Box 68, Sawyer, Michigan

GRASS-CUTTING BY POWER MEANS

Lawn Queen
20-inch cutting width

Models for every sized lawn — home or professional use.

Write Dept. A for descriptive literature.

Jacobsen
MANUFACTURING COMPANY
RACINE, WISCONSIN
USE A JACOBSEN AND ENJOY YOUR LAWN

sow SALZER'S seeds

3 BIG 80th Anniversary Seed Offers!
No. 1: Radiance Cosmos, awarded Silver Medal, deep rose and crimson, first bicolor Cosmos ever developed, PKT., 25c. **No. 2:** California Giant Zinnia, big mammoth flowers, mixed colors, blooms profusely, PKT., 10c. **No. 3:** 19 pkgs. popular vegetables ($1.59 value) for a complete home garden, for $1.00. All 3 offers for $1.15. Salzer's 80th Anniversary surprise Gift sent with every order of $1.00 or more.

Write for **FREE** 1948 Catalog. Our 80th Year for seeds, plants, bulbs, shrubs, trees, fruits, potatoes, field seeds. **All seeds 99% plus pure.**

1948 John A. Salzer Seed Co.
Box 20M
La Crosse, Wisconsin

FREE CATALOG

NEW! BLUE LEAF *Arctic* HEDGE

THE FRIENDLY WAY TO FENCE

SEED & NURSERY CATALOG FREE!

A new, distinctive color in hedges! Beautiful silvery, blue-green feathery foliage. Hardy, thrives anywhere. Dwarf habit. Grows only 2-ft. high. Can be trimmed to neat boundary hedge.

NEW SEED CATALOG

FARMER SEED & NURSERY CO.
36 4TH ST. FARIBAULT, MINN.

WATER LILIES
GUARANTEED TO GROW

FREE Beautiful New 1948 Catalog Now Ready. Profusely illustrated in natural colors. Helpful directions. Everything for the Water Garden. Write for FREE copy today. (Canada 15 cents.)

Wm. TRICKER, INC. 8301 Brookside Ave. Saddle River, N. J. or 8316 Rainbow Terrace, Independence, Ohio

NEW GLADIOLUS

Finer blooms, richer colors,
Better growing habits.
Free catalog on request.
CARL SALBACH
655 Woodmont Ave. Berkeley 8, Calif.

BUIST'S SEEDS
ULTRA-DOUBLE CORNFLOWERS
EXTRA LARGE 5¢ PACKET
and Buist's 1948 Catalog offers— Vegetable and Flower Seeds— Bulbs — Insecticides — Fertilizers
A Gardening Handbook—FREE on Request
ROBERT BUIST CO., Dept. A; 4 & 6 S. Front St., Phila. 5, Pa.
SEEDSMEN FOR OVER A CENTURY

Grow XMAS TREES
We grow 14 million trees a year. Write for special Xmas tree bulletin, prices.
MUSSER FORESTS, Inc., Indiana, Penna.

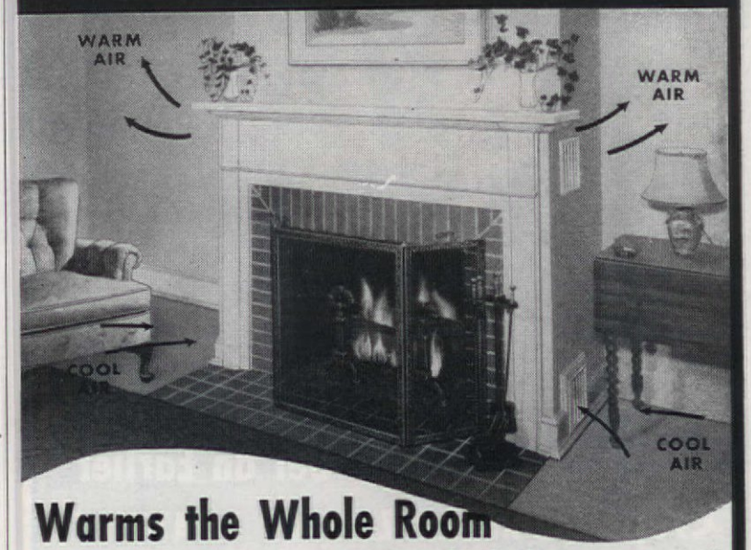
joining the jasmine which has been in bloom since Christmas. By March, violets perfume the borders and forsythia, quince, early flowering cherries and almonds are at their best. In April, the peach trees are clouds of pink and the kerrias, single and double, spread their yellow masses above drifts of daffodils. Next, we are greeted by the aristocratic camellia, the dainty arbutus, the sweet-scented Carlesi viburnum, and clumps of bleeding heart, followed by cherry and pear trees and, for contrast, the bright red Judas tree. Now the Tartarian honeysuckle's butterfly blossoms wave at us through the kitchen window, the Carmine crab bursts into crimson, and we thrill at the opening of wild deer-tongues and trilliums beneath the red and yellow genistas.

In May, the pink and white of apples and Japanese cherries are set off by yellow pea-shrub, forget-me-nots edge the borders, and the air is made fragrant by moonlight broom, sweet pepperbush, lilacs, and climbing honeysuckles. Then, almost overnight, the dense twigginess of the hawthorns changes to a mass of bloom; Bechtels crab scents the garden with its roselike blossoms, azaleas flame, and stars shine amid the clematis foliage. Later, while the laburnums still droop their golden chains, roses above the porch and pyramids of Japanese viburnum give way to the beautybush, which is a cascade of loveliness for a full six weeks. Lily-of-the-valley and maidenhair ferns brighten the north side of the house, while in the beds of yellow daylilies, pink and white peonies and the deep blue amorpha vie for first attention. Sometimes I think our mockoranges are the loveliest things we have, though deutzias, weigelas, and spireas are all favorites in their turn. Through July and August, butterflies swarm about the buddleias, while spiderwort, astilbe plumes, montbretias, and ceanothus contribute their charm. Then come the golden clusters of hypericum, and dazzling geraniums against the shrubbery, Japanese anemones, rubrum lilies, and dahlias and chrysanthemums. October and November continue with foliage and berries in profusion, the purple "smoke" of the fringe tree above the brilliant-winged euonymus, and again the rich greens of evergreens against subdued tree-trunk colors.

Yet all my words fail to do justice to the lovely surprises that unfold around us over the years. Everchanging, ever new, ever rewarding are the delights of our picture garden—my dream that has come true.

(Since receiving Mrs. Ryan's story, we have learned with sorrow of the death of her husband, her partner through the years in the planning, the making, and the enjoying of her garden. But we are glad that she has the garden, with all its beauty and its memories and its ability to bring joy to others, to comfort her in her loneliness.—Editors)

This FIREPLACE Circulates Heat



Warms the Whole Room
. . . even adjoining rooms!

Yes, the Heatilator* Fireplace actually circulates heat to far corners of the room, and even into adjoining rooms. It saves much of the heat that old-fashioned fireplaces waste up the chimney and puts it to work warming the house. Works like a warm air furnace, draws cool air from the room, ending chilly floors.

You can use the Heatilator Fireplace instead of wasteful furnace fires on cool spring and fall days, cutting weeks from the heating season and dollars off your fuel bills. In mild climates it often supplies all the heat needed for year 'round comfort.

FOR CAMPS

Makes camps and summer homes livable weeks longer every year . . . earlier in spring, later in fall and for winter week-ends.

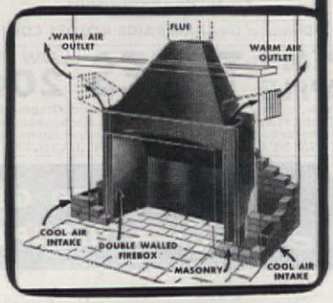
FOR BASEMENT ROOMS

Solves the difficult problem of heating basement rooms. Warms recreation rooms, play rooms and hobby workshops quickly and thoroughly.

WILL NOT SMOKE

The Heatilator is a scientifically designed steel form around which the masonry for any style of fireplace is easily laid. It assures proper construction, eliminating faults that commonly cause smoking. The firebox, damper, smoke dome and downdraft shelf are built-in parts of the unit, affording savings in labor and materials that offset most of the cost of the Heatilator itself.

Your fireplace must serve you a long time, so ask for the Heatilator by name and accept no substitutes. The reliability of the Heatilator Fireplace has been proved for more than 20 years in thousands of homes and camps all over America. Sold by leading building material dealers everywhere. Mail the coupon now for complete information.



*Heatilator is the registered trade name of Heatilator, Inc.

HEATILATOR FIREPLACE

HEATILATOR, INC., 523 E. Brighton Ave., Syracuse 5, N. Y.
Please send free booklet showing pictures and advantages of the Heatilator Fireplace.

Name .....
Address .....
City ..... Zone ..... State .....

Here's One Way to Get an Earlier Crop . . . REGARDLESS OF WEATHER!

When ground is too wet to work by ordinary methods, you can still get an early start on spring planting with Rototiller*. You can solve the problem by using the Rototiller strip method. Here's the way it's done. Till a strip the width of the Rototiller. Then, on the return strip, skip a space, leaving about 34 inches of firm ground between the tilled strips. When you finish your plot, you will have a series of alternate tilled and untilled strips. By the time you're ready to plant, the loosening action of the Rototiller will have broken up and aerated the soil, giving it a chance to dry enough for seeding. The Rototiller method works humus and fertilizer throughout the seed bed . . . nourishes tender plants to maturity days ahead of the crops of your neighbors. With Rototiller, you'll have fresh vegetables days and even weeks earlier. And an early market means greater profit to you. Write for complete information on the Rototiller strip planting method, today! The time to start preparation of seed beds is now!

SEND COUPON TODAY

ROTOTILLER

*Trade Mark Reg. U. S. Pat. Off.

POWER TILLER OF A HUNDRED USES

FRAZER FARM EQUIPMENT CORP.

York, Pennsylvania

A Division of GRAHAM-PAIGE MOTORS CORP.

FRAZER FARM EQUIPMENT CORP.
York, Pennsylvania — Dept. 36-C

Please send me complete information about the Rototiller strip planting method

Name.....

R. R. No..... Town.....

County..... State.....

PEACH APPLE TREES LOW AS 20¢

Pears, plums, cherries, nuts, berries, etc. Grapes 10c. Shrubs, evergreens, shade trees 25c up. High grade quality stock cannot be sold lower. Free 40 page color catalog. TENN. NURSERY CO., Box 18, CLEVELAND, TENN.

30 EVERGREENS $1.00 Value

Extra fine value. 2 favorite varieties—15 Colorado Blue and 15 Scotch Pine — all thirty 3-6 inches, 2-year-old plants, only $1.00 postpaid. Evergreen circular and big catalog FREE.

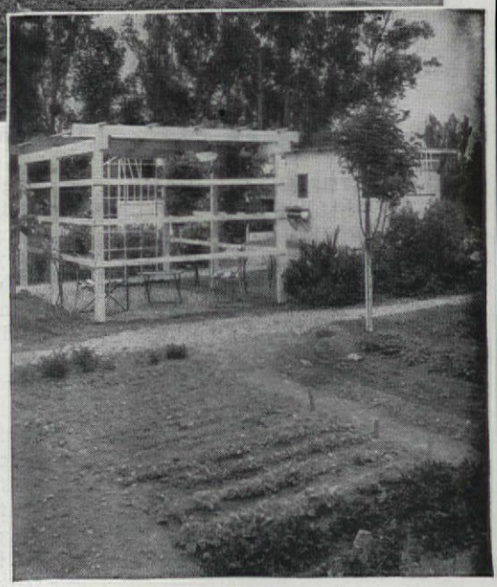
BERRY SEED CO., Box 5321, Clarinda, Iowa

HERE'S HOW TO GET A Scott Lawn THIS SPRING

There is no deep secret to making beautiful lawns —read Scotts Lawn Care. It is published five times yearly and you may have a 2 year subscription absolutely FREE. From coast to coast, Scott Lawns are always the envy of every neighborhood. Enjoy lawn perfection this easy way. Just send us a post card saying, "LAWN CARE please," and you'll receive Lawn Care regularly.

O M Scott & SONS CO.
31 Spring St., Marysville, Ohio
Also Ridgefield, N. J. and Palo Alto, Calif.

ASK FOR Lawn Care, IT'S FREE!



LONG-RANGE *planning*

HESTER FAIRFIELD

Unique among the various ideas for solving the housing problem which have interested us, is a demonstration of ingenuity and energy by Mr. and Mrs. R. Sunderland, of Ontario, California. Even while forced to get along in temporary quarters, they sensed the necessity of planning and building for the future. And this they have done, largely by means of trees and other growing things. It is little more than a year since they moved a trailer house onto a bare lot, but already they are living in a lovely, practical setting that will quickly make a real home of the house they will build as soon as circumstances permit.

Two years ago, when his doctor ordered him to move to a lower altitude, Mr. Sunderland and his wife decided to settle in Ontario where, in 1942, he had bought three and a half acres near the edge of town. Fruitless searching for a house, apartment, or other shelter for rent or sale, led to a desperate determination to get settled somewhere, somehow, before another winter. So, figuratively speaking, they took the bit in their teeth, bought a completely equipped house trailer, and set it down on their property. With the 190 ft. of depth to the alley in the rear, a frontage of eighty feet gave them plenty of room for what they planned to do and, later on, they sold the rest of their land.

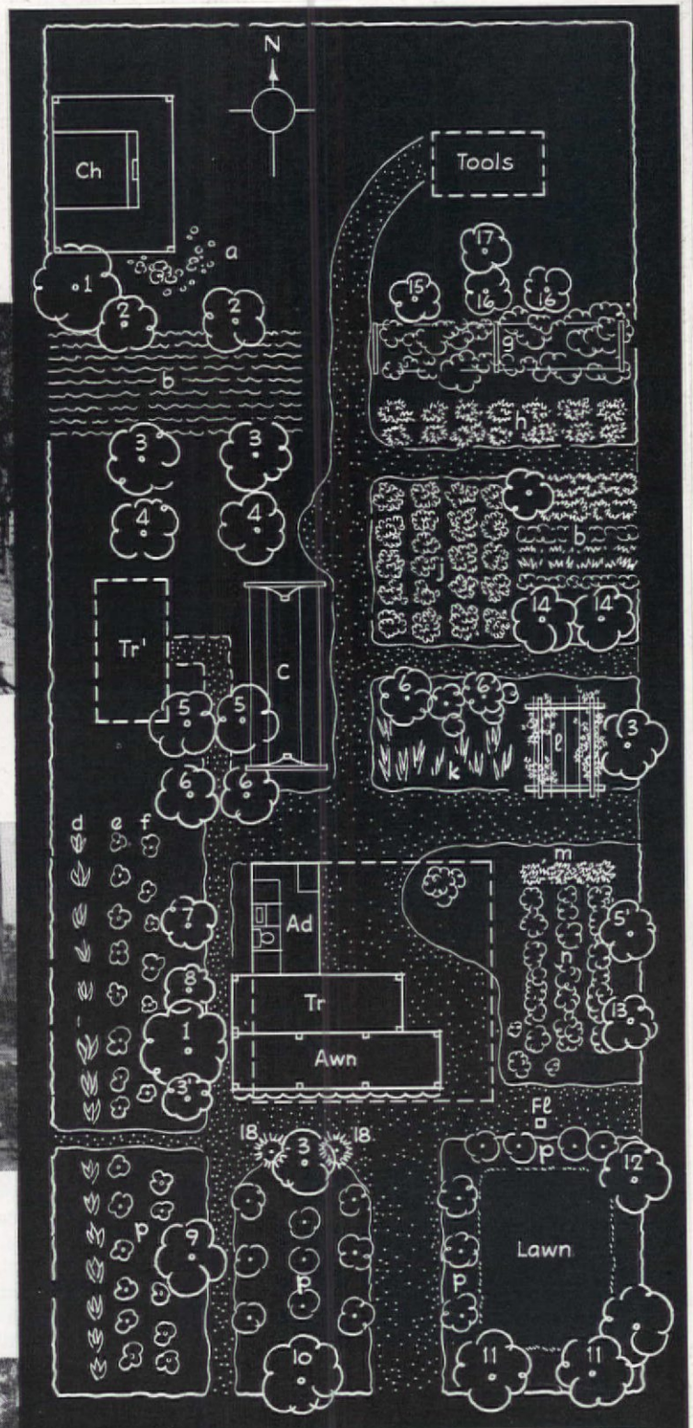
With lumber and other material gathered here and there, Mr. Sunderland soon constructed a nine-by-twelve-foot addition to the trailer, attaching it on the rear or north side. The entrance, at the back, leads

The Sunderlands, unable to build, move in their temporary trailer home; make the planting permanent. It's an idea for other folks with land

● The living unit is viewed from the main highway across beds of annual flowers and the rose-bordered lawn. Service area, and fruit and vegetable plots are at the rear

● Whether seen from the rear, as here, or from the front, the structures blend into the site

● On the plan, broken lines show future permanent buildings. A bird flying above the northeast corner of the Sunderlands' property, would see it as pictured here



Photographs by Robert C. Cleveland and author

KEY: Trees—1, Elm; 2, Fig; 3, Peach; 3', Flowering peach; 4, Orange; 5, Plum; 5', Flw'g plum; 6, Lemon; 7, Grapefruit; 8, Pomegranate; 9, Flw'g quince; 10, Walnut; 11, Carob; 12, Crape-myrtle; 13, Crabapple; 14, Apple; 15, Apricot; 16, Almond; 17, Persimmon; 18, Cedar . . . Plants, etc.—a, hollyhocks; b, vegetables; c, clothesline; d, cannas; e, stocks; f, Shasta daisies; g, bush fruits; h, tomatoes; j, strawberries; k, gladiolus; l, grapes; m, sweet peas; n, snapdragons; p, roses . . . Structures—Ch, chicken house; Tr, trailer; Tr', future trailer site; Awn, awning; Ad, addition; Tools, future site for tool shed; Fl, Flagpole

(Plan rendered by H. McClelland)

HAVE A
Weed-Free Lawn FOR $1.00
SPRAY WEEDS AWAY EASILY, QUICKLY WITH

WEED-NO-MORE
The original alkyl ester of 2, 4-D

No more back-breaking weed-digging! Ugly weeds die, roots and all! Weed-No-More doesn't harm common lawn grasses. At stores everywhere!

8-oz. can, enough for average lawn . $1
Economy quart size $2.98
Weed-No-More Sprayer . . . 59c

PRODUCT OF
SHERWIN-WILLIAMS
RESEARCH

20 New!
STREAMLINER
STRAWBERRY PLANTS
$1.00 POSTPAID

EVERBEARING. Newest, best quality, most productive, everbearing strawberry. Rich, red, extra large berries, so delicious you simply can't eat enough of them. Starts bearing this summer, 60-90 days after planting, continues right up to frost. Order now. We'll ship at proper planting time.

20 for only $1.00 Postpaid.

Also, we'll send you a free copy of America's Most Beautiful Nursery and Seed book. It's just out!

INTER-STATE NURSERIES
1138 E. STREET, HAMBURG, IOWA

MAIL COUPON TODAY

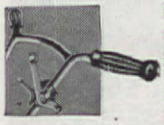
LEARN HOW NEW, LOW-PRICED SENSATION ELECTRIC MOWER

1) Cuts lawn care time in half . . . makes it fun, too!
2) Chops grass clippings into a fine lawn-building mulch.
3) Eliminates raking and reduces hand trimming.

SEND FOR FREE BOOKLET TODAY

Please send me full information on the new low-cost Sensation, also name of nearest dealer.
Name.....
Address.....
City.....State.....
SENSATION MOWER, INC., Box AH3, Ralston, Nebr.

A BETTER BUY because...



Every Eclipse power mower is power constructed throughout. They are not just hand models with an attached motor.

Finger tip control and patented natural grip all-steel handles.

Wheels are POWER driven
Reel is POWER driven
Sharpener is POWER driven

The smooth quiet Briggs & Stratton engine is noted for its dependability. No mixing of oil with gas is necessary. There are less fumes and smoke. Highest quality materials plus over 45 years of engineering and production experience devoted exclusively to lawn mowers assures years of precision mowing under hard usage. Many exclusive features provide effortless and economical operation.

V-belt drive. Expansion type positive trouble-free clutch.

Always a popular favorite, Eclipse power mowers are more in demand today than ever before. To avoid delay and disappointment, we suggest placing your order at the earliest opportunity.

For the name and address of your nearest dealer, write direct.

Heavy duty reel and tempered knife.

THE ECLIPSE LAWN MOWER CO.
103 Railroad Street
Prophetstown, Illinois

NEW MINNESOTA HYBRID VEGETABLES

ENORMOUS YIELDS, DISEASE RESISTANT, HYBRID VIGOR

CUCUMBER Prolific early producer. Vigorous, disease-resistant. Amazing yielder of firm, crisp, med. size fruit, just right for slicing or for pickling.

TOMATO Giant plants yield up to 1½ bus. each. Amazing vigor. Bears continuously from MID-JULY 'til killing frost! Strong blight resistance.

MUSKMELON Surprise mixture of Hybrid varieties. All fine quality. Plant one packet, harvest many sizes, types and flavors of delicious melons.

SEED BOOK FREE! SEED & NURSERY CATALOG

FARMER SEED & NURSERY CO.
36 4TH ST. FARIBAULT, MINN.

Free!
ROSE BOOK

BIG 48-page SPRING CATALOG shows in FULL COLOR—hundreds of newest and most popular roses and perennials, including 1948 All-America Prize Winners. Catalog also provides garden hints, helps planning, shows how to save money. All roses offered are Guaranteed to Live and Bloom in Your Garden next Summer. Supply limited, so mail coupon today. Jackson & Perkins Co., 18 Rose Lane, Newark, New YORK.

JACKSON & PERKINS CO. World's Largest Rose Growers
18 Rose Lane, Newark, New YORK
Send me, FREE, your new Spring 1948 Catalog.
Name.....
Address.....
City.....State.....

into a central hall. Along it, on the right, stalls contain, in order, an automatic water heater, a compact clothes closet, a sink-type basin with drainboards, a shower and a toilet. Along the left are, first, Mr. Sunderland's shop with all kinds of tools carefully arranged so he could find them in the dark, if necessary; and, beyond it, a washing machine and a sort of dressing-room corner, with a full-length mirror. Furthermore, the plan of their future house has been so worked out that, by removing the walls of the addition, they can take it right into the house, with all the plumbing intact and space for a tub to be installed. Thus, with a little remodeling, the present addition will become the bath and dressing room of the house, in addition to sheltering the service unit. The workshop will then be moved to a tool house at a rear corner of the lot.

In the meantime, the trailer furnishes comfortable sleeping and cooking space—and eating space, too, when they do not choose to eat outdoors. A bright-colored awning covers it and extends some eight feet beyond it on the south and east, and the canopy-covered area alongside the trailer, furnished with patio-type tables and chairs and plants in gay pottery bowls, makes a spacious and attractive outdoor living room. (Another cool, leafy bower awaits them in the grape arbor—or will as soon as the vines are large enough to cover it.) The eastern end of the awning overhang provides a temporary shelter or car port for their station wagon. Later on, a real garage will be built at the back of the lot, to be entered from the alley, thus doing away with the front-yard drive.

Around the living quarters the well-cared-for trees have made remarkable growth; the front lawn area gives a definite feeling of permanence, and the various beds and borders of flowers, interspersed with rose trees and bushes are a blaze of color, to which the crape-myrtle and the different kinds of flowering and fruit trees add their distinctive charm. But besides building for permanent beauty and comfort, the Sunderlands are building with the practical aspects of home life also in mind. Already they are enjoying the products of a vegetable garden and a flock of chickens; some of the seven varieties of bush fruits and strawberries, and the ten varieties of grapes that they have started have begun to produce. They also have seventeen varieties of tree fruits and nuts, including apples, peaches, plums, oranges, lemons, apricots, almonds, and walnuts, some of them nearly old enough to bear.

Surely it must make easier to bear the delays that are so inescapable a part of trying to build in these confusing times, if one is able to look about and vision the lovely setting that will be ready for that dream house when, finally, it is finished. Well, that is just what the Sunderlands can do—and are doing.

BEFORE YOU BUY •SMALL• ANY TRACTOR-

SEE THE POWERFUL 5-HP GRAVELY—the world's finest, yet most moderately priced Garden Tractor . . . Complete line of exclusively designed power tools for every Garden, Lawn and Field job.

WRITE FOR FREE CATALOG

GRAVELY
•TRACTOR-MOWER•
FIELD-TESTED FOR 25 YEARS

GRAVELY MOTOR PLOW & CULTIVATOR CO.
Box 313 Dunbar, W.Va.

10 NORWAY SPRUCE TREES $1. POSTPAID

SPECIAL OFFER

Norway Spruce, 4 yr. transplanted, 5 to 10 in. tall — only $1 postpaid. 25 only $2 postpaid! Another bargain: 40 Evergreens $3 postpaid; all transplanted, 3" to 10" tall. Ten each Red Pine, Scotch Pine, Black Hill Spruce, White Spruce, all 40 for $3. (West of Miss. River add 25c.) Free illustrated price list of small Evergreen Trees.

ALL TREES GUARANTEED TO LIVE.

WESTERN MAINE FOREST NURSERY CO.
Dept. AH-38 Fryeburg, Maine

Clematis
ARISTOCRAT OF CLIMBERS

. . . ideal for arbor, fence, trellis or wall! WRITE TODAY for free copy of our 1948 Catalog—fully illustrated in color. It gives complete information about CLEMATIS culture.

JAMES I. GEORGE & SON Box M Fairport, N. Y.

ROOT YOUR OWN CUTTINGS IN SAND

in a box, greenhouse or hotbed. Scientific instructions, copyrighted, including culture, $1.00. It is easy to root cuttings, quickly, of Camellias, Azaleas, Gardenias, Roses, Evergreens, and all plants, any time, with our simple instructions.

FREE CATALOG ..... On Gardenias Azaleas • Camellias

NATIONAL NURSERIES Dept. 2 BILOXI, MISS.

Brilliant, Hardy 'MUMS

Bring the outdoor season to a glorious close with enchanting 'Mums! Early blooming . . . fine for cutting . . . easy to grow.

WRITE for colorful new Catalog!

ANDREWS NURSERY
202 ORCHARD CREST • FARIBAULT, MINN.

Learn LANDSCAPE GARDENING

A thorough interesting and constructive HOME TRAINING, covering your regional conditions, for both those who wish to become LANDSCAPERS, DESIGNERS, GARDENERS, and those who wish to learn for their own use and pleasure.

Approved for Veterans—all States. Write to—

NATIONAL LANDSCAPE INSTITUTE
Dept. H-3, 310 So. Robertson, Los Angeles 36, Cal.

A Power Lawn Mower that also PLOWS.. 3 MACHINES IN ONE!

DEALERS IN PRINCIPAL CITIES

Fulton "DO MORE" TRACTOR
— Mows Lawns • Sickles Weeds
— Plows • Discs • Cultivates

SEND FOR FREE DESCRIPTIVE BOOKLET

FULTON MFG. CO., 2442 NORTH GRAND, ST. LOUIS 6, MO

GIANTS OF CALIFORNIA
Petunia
Fringed or Notched Bloom Supreme Florists' Strain. "The Handsomest Frilled Petunia in the World." Large, rich colored blooms in every conceivable shade on stately plants. 150 Seeds, Regular 50c Packet, ONLY 10c with Big 1948 Seed, Plant and Nursery Catalog. FREE Box 15
CONDON BROS. SEEDSMEN Rockford, Ill.

Unusual Plants
and all standard kinds. Send for *Free Catalog.*
VALLEY VIEW NURSERY
Dept. 23, Box 776, Evergreen Park 42, Ill.

ARBORVITAE
For Hedges or specimen trees. 5 yr. old, 6 to 12 in. Sent postpaid at planting time. Free "Evergreens" folder, write
15 FOR $3.
MUSSER FORESTS, Inc., Indiana, Pa.

Don't let your lawn or garden suffer when you can get an Allen Parkside that will adjust to water small or large areas, half circles or irregular shapes. Throws fine mist or stream. Revolving or stationary. Available at your nearest dealer.

W. D. **ALLEN** MFG. CO
CHICAGO 6 NEW YORK 7
ESTABLISHED 1887

THEY CUT EASIER

BERNARD Hedge Clippers are scientifically balanced for easy, untiring use. Light weight, yet tough. Lock washer joint keeps bladessnug for most efficient cutting.

22" long
8" blade

At your local hardware store. Remember the name...BERNARD

Quality Tools Since 1870

BERNARD
TRADE MARK REGISTERED

WM. SCHOLLHORN CO., 8853 Chapel St., New Haven 9, Conn.

Every guest in your home is a *CRITICAL GUEST, especially when she steps into your bathroom. Remember, your toilet seat will get the closest scrutiny! Your best protection against any criticism is a CAPITOL SEAT — America's finest. Built for lasting beauty in 6 lovely decorators' colors. At better Plumbers, Hardware and Department Stores.

Write for **FREE** Quiz Booklet "B"
"What is the EYE CUE RATING of Your Home?"

Capitol SEAT
Washington, New Jersey

DAYLILIES *for less garden labor*
STOUT HYBRIDS *for more beauty*
30 years' scientific breeding—**FREE Catalog**
FARR NURSERY CO., Box 938, Weiser Park, Pa.

BLUE SPRUCE 10 FOR $3.
Excellent stock, well branched, 5 year old transplants, 6" to 12" tall. Sent POSTPAID, at planting time. No C. O. D. Evergreen Folder FREE.
MUSSER FORESTS, Inc., Indiana, Pa.

Johnny's a

TATTLE TALE

Marjorie Page, Ph. D.

as told to

Luby Pollack

Because of the queer mores of our times, the spy has a double personality. If he is on our side, he is a wonderful person—brave, intelligent, well trained—and he has our respect and honor. During a war, he is the heart of the cause; without him, this hero, our cause would die.

But the spy on the other side. Ah, he's a contemptible, low fellow, not worth the dust to bury him.

Which of these two is Johnny, a small-potato spy in his small, childhood world? Johnny is a tattletale. Is he a good spy, a bad spy, or just an unhappy little "frustrate"?

"Good" tattling—let's call it, rather, acceptable tattling—is talebearing upon which mothers and teachers must depend in some situations. They cannot be everywhere, see everything, and be prepared for all eventualities. When a child's physical safety is at stake, tattling must be considered acceptable. Take, for example, Gordon, age six, who runs to tattle on his brother. "Mother!" he yells. "Timmy's climbing the garage roof, and he looks like a monkey." The mother in this instance came running to pluck her Timmy off the garage roof while he was still in one piece. She scolded him roundly, then lavished smiles and thanks on her "smart little Gordon" because he had warned her in time. Soon Gordon was strutting like a peacock. A great fellow, he was! Hadn't his very own mother just told him so?

Of course, Gordon *was* smart. But by her handling of the situation, his mother had just fanned a lively flame of rivalry between the two brothers. It would have been better to remove Timmy from the roof and say a simple "thank you" to Gordon, which would have been enough. Later she could have taken Timmy inside and scolded him privately, out of Gordon's earshot. What she didn't do was to guard against giving the older boy too much satisfaction over his part of the tattling. Gordon got too much reward for bearing a tale. He

LITTLE LULU SAYS:
compare tissues — compare boxes — and you'll see

No other tissue gives you all the advantages of KLEENEX*

There are lots of tissues, but your nose knows *there's only one Kleenex!* A special process keeps your Kleenex Tissues luxuriously soft... that's why they're so kind, so gentle... soothing to delicate skin!

You won't find weak spots or lumps in Kleenex... the brand preferred in a national survey by 7 out of 10 tissue users. Kleenex gives strength and absorbency you know you can *depend* on. It's America's favorite tissue!

No other brand — only Kleenex — gives you the handy *Serv-a-Tissue Box* that prevents tissue-fumbling. With Kleenex you pull *just one* double tissue at a time — and up pops another, ready for use. Saves trouble, saves tissues!

© International Cellucotton Products Co.

*T. M. Reg. U. S. Pat. Off.

CORNER FOR A MAN'S HEART

When a man decorates his own room, he frequently specifies rich, satin-smooth wood paneling. His corner, finished in glorious Western Pines*, often becomes the most admired in the house.

These even-grained, easily-worked Western Pines add lustrous charm to every room. Outdoors, their tight-fitting painted surfaces withstand stinging snows and burning sun.

Many homes owe their beauty to the Western Pines. You can adapt their secrets to your own home, when you get your free copy of "Western Pine Camera Views," a helpful booklet on these handsome, economical woods. Just write: Western Pine Association, Dept. 226-F, Yeon Building, Portland 4, Oregon.

THESE ARE THE WESTERN PINES *IDAHO WHITE PINE *PONDEROSA PINE *SUGAR PINE

GET THIS FREE BOOK TO HELP YOU

Choose Color Correctly

Wonders . . . scores of them can be worked around your home with Kyanize Paints and *ideas*. Get this *free* book from your Kyanize dealer now or send us 10 cents to mail it to you.

BOSTON VARNISH COMPANY
Boston 49, Mass.

Kyanize
Self-Smoothing Paints
THE LIFE OF THE SURFACE

INSULATE and BEAUTIFY with

INSELBRIC

THE BRICK SIDING THAT MAKES OLD FRAME HOUSES LOOK LIKE NEW BRICK HOMES

Inselbric beautifies while it insulates. Keeps homes warmer in winter—cooler in summer—lasts a lifetime! Saves Fuel! Saves Repairs! Eliminates Painting!

LOOK FOR THIS NAME INSELBRIC ON BACK OF EVERY PANEL

JONES & BROWN, INC.
439 Sixth Ave., Pittsburgh, Pa.
Gentlemen: *Of Course*

I want to know how I can save money with Inselbric. Please send me your full color booklet, "A Home Is Reborn," without obligation.

NAME_____
ADDRESS_____
CITY_____

was a hero and a spy, and here are the makings of a first-class tattletale.

Research in child development points up the fact that children solve their own social-conflict situations most satisfactorily when left alone. Their quarrels terminate more quickly, more permanently, and with fewer aftereffects if adults stay out of the picture. When tattling is part of the trouble, then adults should think twice before entering the arena.

The wise parent must know when to take over. Tattling often serves an insecure child as a builder-upper of morale. The shy child would love to be bad, but doesn't quite dare, and, therefore, will bear tales about other children's badness. Then there is the unloved or neglected child who learns to use talebearing as a device for getting the attention he so sorely misses. On the other hand, some children use tattling as a cover-up for their own misbehavior. Such a child doesn't know that he is covering up, but when his guilt load gets too big for him, he has to hang it on another in order to obtain relief.

Adults must also intercede in situations where a child doesn't have a gambler's chance of coming through. In the middle elementary grades, groups become awfully important and one of the chief activities of the gang may be the heckling of a particular boy or girl. In such cases, steps must be taken to protect the child. One such boy, Donald, came home repeatedly with tales of being tripped on the sidewalk by the other boys. Being clumsy, he invariably sprawled flat, to their derision and delight. "Goodness, are you a stupe!" was their way of taunting him for his slowness and awkwardness.

At first Donald's father was impatient with his tales. "Oh, forget it," he said. "I hate a guy who tattles." But before long he got a real insight into the situation. Donald refused to go to scout meetings, and this alerted the father. Quietly, he got himself appointed to a troop committee where he was able to observe his son's relationship with the other boys under normal circumstances. Quickly, he saw that they were annoyed with Donald for his slowness and were making him the butt of their jokes.

After a few weeks it was possible to arrange for Donald to be transferred to a troop of younger boys just being started in the neighborhood. Here he was built up as a scout of experience, became a patrol leader, and gained real prestige. Had his tattling been ignored and had the old situation continued, he would have felt more and more inferior since his chances for competition were nil.

When is the tattletale suspect? There are several obvious clues. If the child is unduly excited in the tattling, it is important to find out why. When the tattling shows complete lack of poise, there is usually a terrific urgency behind it, and it is very often an expression of the child's own defeat or frustration.

HEATFORM
The *Superior* Heat Circulating Fireplace

The HEATFORM retains the cheerful warm glow of the open hearth. It delivers three to four times more heat than the ordinary fireplace. It circulates warm air uniformly throughout the room and even warms adjoining rooms.

The HEATFORM PREVENTS SMOKE TROUBLES
- saves fuel and heat loss
- saves construction costs and mistakes
- saves cleaning and redecorating expense

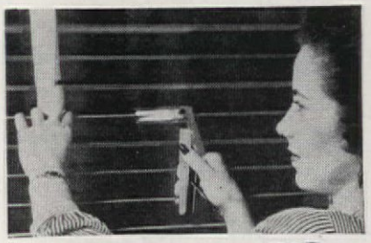
The HEATFORM is easily identified—look for the ribbed firebox, lower and upper heating chambers and connecting round air passages.

Sold through leading Building Supply Dealers everywhere. If your dealer cannot give you complete information, write for free circular or enclose 50c for 36-page book of Fireplace designs, 37 pictures of beautiful interiors, plans and suggestions to help you design your fireplace around the HEATFORM.

SUPERIOR FIREPLACE CO.
EAST OF MISS. RIVER • WEST OF MISS. RIVER
601 North Point Road, Baltimore, Maryland — 1706 East 15th St., Los Angeles 21, Calif.

READY CUT HOMES
ORDER NOW!
Homes $1655 and up, freight paid. Orders filled in order received. Save at least $500 on modern production method homes. Much better compared with builders' prices. Anyone can assemble with simple plans furnished. Complete, including paint, hardware, roofing, glass, nails, etc. Send 35c in coin for full color catalog showing 57 modern low-priced homes and floor plans. Complete building plans ready for filing at low cost. Sold separately if desired.
Dept. A-38
INTERNATIONAL MILL & TIMBER CO., Bay City, Mich.

NEW COLOR CATALOG FOR ONLY 35¢
STERLING HOMES



New, Easy Way to **CLEAN VENETIAN BLINDS**
without touching hands to water

Washing venetian blinds is no longer a messy, mussy chore. Slat-o-mat makes both sides of blinds sparkling clean in a jiffy. Doesn't soil tapes! No dirty, dripping water, down arms or slats! No fuss. Waxes, too. Sold on MONEY BACK GUARANTEE. Sturdily built of nickel-plated steel. Nothing to get out of order. Lasts a lifetime. Nothing like it for simplicity, ease and speed. Send $3.95 today. Prompt shipment.
Satisfaction guaranteed. No C.O.D.'s.

$3.95 Postpaid

U. S. VENETIAN BLIND MFG. CO.
10007 Chalmers, Dept. AH, Detroit 5, Michigan

NEW! PERMANENT! BEAUTIFUL!

SANI-FLOR STAINLESS STEEL CLOSET BASE

helps keep your bath and toilet rooms spic and span!

Permanent protection against unsanitary and annoying conditions around the water closet. Preserves wood floors and coverings . . . linoleum, asphalt tile and composition flooring. Resists human acids. Prevents offensive odors due to saturation and deterioration of floor. Fits all water closets.

Sani-Flor harmonizes with every color. Easy to install.

See your Master Plumber or send

$12.50

Sani-Flor is complete in one package, ready to put in place.

Money Back Guarantee: If within 30 days after installation, you are not completely satisfied, return Sani-Flor to us and your money will be refunded promptly.

THE HOLLAENDER MFG. CO.
3841 Spring Grove Ave.
Cincinnati 23, Ohio

UP TO 50% OF YOUR HOME IS BASEMENT

THIS BOOKLET MAKES IT PAY OFF

Get this valuable booklet . . . crammed with expert advice on how to make your basement more useful, liveable, attractive . . . and safer . . . for hobbies, a game room, storage. If you have a cellar or are planning a home, you need this booklet. It tells you how to get more out of and into your basement.

Published by the makers of

BILCO CELLADOORS

a complete cellar door unit of permanent metal for life-long trouble-free service

The Bilco Co.
166 Hallock Ave.
New Haven, Conn.

QUALITY BILCO SERVICE

I'm interested in improving my cellar. Please send me booklet. I enclose 10c. to cover mailing and handling cost.

Name.....

Address.....

.....

Robin, in the fourth grade, came into the classroom before recess was over. He rushed at the teacher breathlessly. "Miss Jackson, Miss Jackson, Tom and Jackie were fighting on the school grounds. They were punching and everything!"

Miss Jackson looked at Robin speculatively. This was strange. Both boys mentioned were dependable and not ordinarily given to fighting. She didn't go into the matter with Robin. She merely said, "There isn't much time left before the bell rings. Why don't you sit down and read?"

When the class reassembled, only Robin seemed to be laboring under a strain. In a minute his hand shot up. Again he repeated the story. Several voices rose in protest. Miss Jackson ignored both the story and the denials. Later in the day she made an opportunity to talk to "those guys" and discovered that Robin, the tattletale, had been kicked out of the soccer game because he was deliberately tripping the other players.

For Robin, this tattling was retaliation for being humiliated. He wasn't big enough or strong enough to attack the boys directly, so he was getting the teacher to do the attacking for him. But his own emotionality gave him away. For the teacher even to have questioned the boys in front of the class would have given satisfaction to Robin, even if the story had been proved false later on. By brushing the story off, the teacher gave no credence to the tale, and Robin received no honors for tattling.

Another way in which the tattletale becomes suspect is in the reasonableness of the tattling. Are the tales about matters which might rightfully concern the child, or is he busy looking out for another's business?

One small girl of eight was constantly running home with stories about sex matters, about other children's conversations and explorations. It was discovered that the girl had a deep interest herself in tabu subjects that she wanted to know about but couldn't bring herself to inquire into. Her righteous interest in other children's sex delvings was giving legitimate expression to her own. In this case, the talebearing was about matters which did not immediately concern the child. But her tattling served as a clue to the apprehensions she was feeling on sex matters, and her mother, a rather prudish woman, was persuaded to discuss sex more openly in order to divest the subject of its lurid mysteriousness.

A third way to detect a tattletale is by the habitualness of his talebearing. Whenever a child bears tales repeatedly, there is mighty good reason to become suspicious. If the tales are aimed at one child in particular, the relationship between the two children will bear watching. If the talebearing isn't specific, but is aimed at scattered members of a group, then the talebearer needs watching. Often, he is a maladjusted child, and it is wise to look into the

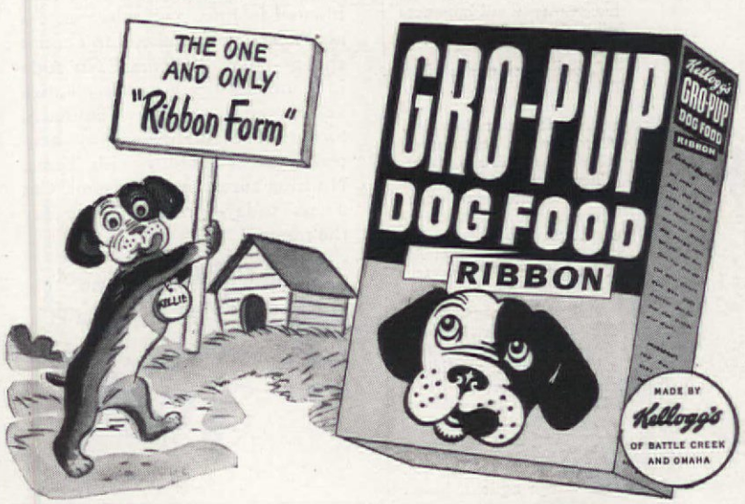
"No dog's life for me-I get Gro-Pup!"

Super-tasty Gro-Pup contains *all* the known vitamins and minerals that dogs need. *Twenty-three* essential food elements—for get-up-and-go, for perky playfulness. And Gro-Pup's the *only* ribbon-type dog food. Toasted and crispy, dogs *go* for it!

"No waste for me-it's 3-ways thriftier!"

(1) Buy Gro-Pup! It's *92%* food—about as much by actual dry weight as in *five* 1-lb. cans, for many canned dog foods contain 70% *water!*
(2) Costs only about 7¢ a day to feed an average dog weighing around 20 lb.
(3) Needs no refrigeration, won't spoil in containers. (Comes in *Meal* and *Pel-Ett* form, too)

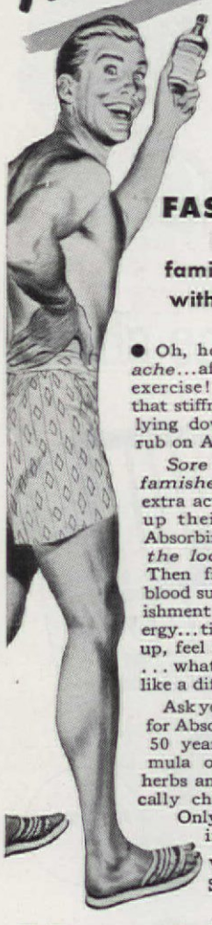
The Biggest Box on the shelf



Dogs Go For GRO-PUP

OH! my aching back!

AH! my Absorbine Jr.



For FAST RELIEF, help feed famished muscles with fresh blood!

● Oh, how muscles can *ache*...after unaccustomed exercise! But don't take that stiffness and lameness lying down. Get busy... rub on Absorbine Jr.!

Sore muscles are often *famished* muscles. Your extra activity has burned up their nourishment. Absorbine Jr. helps *speed the local circulation.* Then fresh invigorating blood supplies fresh nourishment for renewed energy... tired muscles loosen up, feel limber again! Ah ... what relief! You feel like a different person.

Ask your druggist today for Absorbine Jr., for over 50 years a famous formula of rare medicinal herbs and other scientifically chosen ingredients. Only $1.25 a long-lasting bottle.

W. F. Young, Inc.
Springfield, Mass.

Absorbine Jr.

"I Can't Chance 'Travel Stomach'— That's Why I Carry TUMS!"

Says MORTON DOWNEY
Singing Star of Radio, Stage and Screen

"I travel a lot, and my throat couldn't hit a high note if I ever let acid indigestion bother me," says Morton. "So I carry Tums. They always bring me sweet relief jiffy-quick!"

Whenever, wherever acid indigestion pops up, put it down *fast* with Tums. One or two tasty Tums not only neutralize excess acid almost instantly—Tums also coat the stomach with protective medication, so relief is more prolonged. Tums settle fluttery, sour stomach. Chase heartburn, gas and that bloated feeling. And when excess acid keeps you awake, don't count sheep—count on Tums! No soda in Tums—nothing to overalkalize and irritate your delicate stomach. So *never* overalkalize—always neutralize excess acidity with Tums. Nothing surer, nothing faster! Get Tums today—*genuine* Tums for the tummy!

Night and day, at home or away, always carry Tums!

10¢ Handy Roll

3-roll package, a quarter—everywhere

TUMS ARE ANTACID—not a laxative. For a laxative, use mild, dependable, all-vegetable **NR** (Nature's Remedy).
Get a 25c box today.

home for the cause of his trouble.

Take for instance a ten-year-old named Giles who was chock-full of tales. The other children were picking on him, hitting him, and saying nasty things to him. It didn't take long to find out that his mother was a fearful, restrictive woman, and she was constantly telling poor Giles what a mess he was. When it got to the point where he couldn't accept himself, he turned around and started telling tales on the other children. It made him feel better if he thought the other children were a mess, too.

Here are examples of the right and wrong ways of handling a tattletale problem. The same situation arose in two different schools and was treated quite differently in each. In one school, writing was discovered on the walls of the boys' lavatory by a nine-year-old, who reported it to the principal. Immediately, the principal went to the lavatory with the boy, and there, in front of an audience, he raved about the writing and praised the informer. From that day on, the child's life was made miserable by the other boys because of his talebearing.

In the other school, the principal received a similar report. His only comment was, "We'll have to wash the writing off the walls." Later, when there were no children about, he verified the report. He got the janitor to clean the walls, and then, without the boys' knowledge, asked the teachers and the janitor to watch for the culprits. Thus, when the writing recurred, he knew which boys were involved. By questioning, he solved the problem of keeping the building clean and tracking down the vandals. But the talebearer was not made to feel any great virtue on account of his tattling, yet at the same time his social obligation to prevent further attacks of vandalism was discharged.

Actually, there are few enough situations when it is necessary and desirable to accept tattling. Even when there is a reasonable doubt, the adult is wise to lend an apparently deaf ear to the tattletale, and then quietly investigate on his own later on. Adults should hesitate before accepting information from children, and they must almost never ask for it.

During the various rocky stages of child-rearing, we attempt to develop judgment on the part of our children. With the development of judgment comes a sense of discrimination, and a feeling for the right and wrong time to bear tales. But until that judgment is established, wise parents and teachers will hunt for the motive behind the tale of the tattletale.

THESE ARE YOUR LUCKY SYMBOLS

秘製桐油

Watch for Translation!

Build YOUR OWN LOG CABIN!

$425 to $5,000

Shipped In Sections-Ready to Erect

Build your log cabin yourself and save money! Braun Cabins (Patent No. 2320466) come to you prefabricated in sections, lettered and numbered — easy to erect. Beautiful Michigan White Cedar vertical half-logs, machined and splined. Weather-tight joints. Interior—knotty cedar. Many designs to choose from, as low as $425, F.O.B. Detroit—or we can adapt our material to your plan. Prompt shipment. Send 25¢ for 24-page Catalog, including overnight and guest cabins.

BRAUN LUMBER CO.
Cedar Cabin Division
1559 E. Davison Detroit 3, Mich.

Send 25¢ for Catalog

BRAUN CEDAR CABINS

Do Your Own Trimming with gleaming **CHROMEDGE**
Reg. U.S. Pat. Off.

SELECT METAL TRIMS from your Dealer's *TRIM•ateria*

You'll like this new, easy way to select bright, sturdy metal trims for your home "fix-up" work or hobby creations... on tables, shelves, counters, built-ins, floors, stairs, kitchen, bath, play room. You'll find shapes and sizes for every need in the CHROMEDGE TRIM-ateria.

See Your Dealer for this **FREE**

new folder showing how easily you can beautify, protect and improve your home and possessions with Chromedge. He'll be glad to help you!

The **B&T Metals Co.**
COLUMBUS 16, OHIO

Get Well QUICKER
From Your Cough Due to a Cold
FOLEY'S Honey & Tar Cough Compound

***Your* YOUNGSTER WILL LOVE IT!**

Give your youngster the joy-ride of a lifetime! **TRACTALL** looks just like a man-size Tractor. It's the perfect gift for boys, girls, up to 12 years old. Pedal-driven. Sold direct from factory. **Write for Literature and FREE trial offer.**

INLAND MFG. CORP., Dept. AM • 164 Ellicott St., Buffalo 3, N.Y.

GOT A COLD?

Relieve Dry Stuffy Nose FAST

Double-Duty Nose Drops Work Right Where Trouble Is!

Instantly—when you put a few drops of Vicks Va-tro-nol in each nostril—it starts right to work to bring grand relief. It *quickly relieves* sniffly head cold distress . . . opens up cold-clogged nose and lets you breathe easier again. And Va-tro-nol *helps prevent* many colds from developing if used at that first warning sniffle or sneeze. Just try it! Follow directions in the package.

VICKS VA-TRO-NOL

Soft Corns Between Toes

Instantly Relieved, Quickly Removed

Soft Corns occur only *between* the toes. To quickly relieve and remove them, get soft, soothing, cushioning Dr. Scholl's Zino-pads (Soft Corn Size). Be sure to ask for them by that name. Cost but a trifle.

Dr. Scholl's Zino-pads

Since 1895

Rollfast

BICYCLES

Partners in pleasure

WRITE FOR FREE BICYCLE CATALOG

D. P. HARRIS HDW. & MFG. COMPANY, INC.
Rollfast Building • New York, N. Y.
BICYCLES • VELOCIPEDES • ROLLER SKATES

DO YOU

cherish a secret belief that you have a "special appeal" for babies ?

Elizabeth R. Hibbs

G. G. Wetherill, M. D.

If you are one of those grownups who fancy they are especially attractive to babies, you might stop now to consider that, in the eyes of a child, you may not be quite so appealing as you think, and your well-meant demonstrations of affection may actually seem bizarre and absurd. Only too often, adult behavior in the presence of the young is designed to inspire admiration—not to benefit baby!

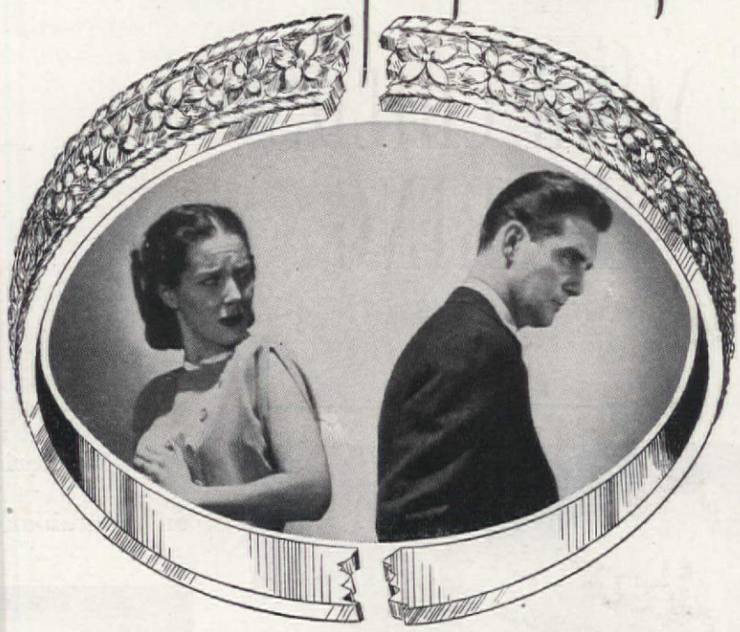
For just a moment, imagine that you are a one-year-old. You are awaking from a nap when Mother dashes into the room and carries you off to the living room. You hear the loud chitter-chatter of voices as you approach and, entering the room, you find yourself surrounded by many faces, all of them strange. These belong to people who shake their heads and wave their hands. Eyebrows arch, noses glisten, and glasses gleam. Competition for your attention grows keener. Someone pinches your cheek and gently pokes you in the ribs.

Things are really frightening now, so you give out your strongest cry.

Suddenly, someone grabs you and tosses you toward the ceiling, just managing to catch you as you descend. It's the most breath-taking sensation you've ever had, and you stop crying because you can't get your breath. Everyone sighs, "Ah-h-h!"

When you catch your breath, you come to your own defense with a loud shriek. This time it works; mother takes you out of the room. The horrible experience is over. But can you be expected to know that all those people "just love babies"?

"How false modesty and Ignorance were wrecking my marriage..."



Learn Here These INTIMATE PHYSICAL FACTS!

"I can heartily sympathize with many women who haven't *proper, scientific* knowledge about intimate feminine cleanliness.

"I, myself, had no idea how important vaginal douching often is to marriage happiness, health and charm—how important it is to help combat one of woman's most embarrassing deodorant problems. And I had no idea of what type product to put in the douche. I noticed my husband growing indifferent and I didn't realize why.

"Then my luck changed. I found scientific knowledge I could TRUST. And *most important* I discovered NO OTHER TYPE LIQUID ANTISEPTIC-GERMICIDE FOR THE DOUCHE OF ALL THOSE TESTED IS SO POWERFUL YET SO SAFE TO TISSUES AS ZONITE."

Truly a Modern Miracle

Modern, well-informed women wouldn't even think of using weak, homemade or dangerous products for their douche. These DO NOT and CAN NOT possibly give the great germicidal and deodorizing action of ZONITE.

Yet despite its great strength—ZONITE is *absolutely harmless*. You can use it as directed as often as needed without the slightest risk of injury. It's positively *non-poisonous, non-irritating, non-burning.*

Developed by a World-Famous Surgeon and Chemist

ZONITE actually destroys and removes odor-causing, clinging waste substances. Helps guard against infection. It's so *powerfully effective* it *immediately* kills every germ it touches. You know it's not always possible to contact all the germs in the tract. But you CAN BE SURE ZONITE DOES kill every reachable germ and keeps them from multiplying. Any drugstore.

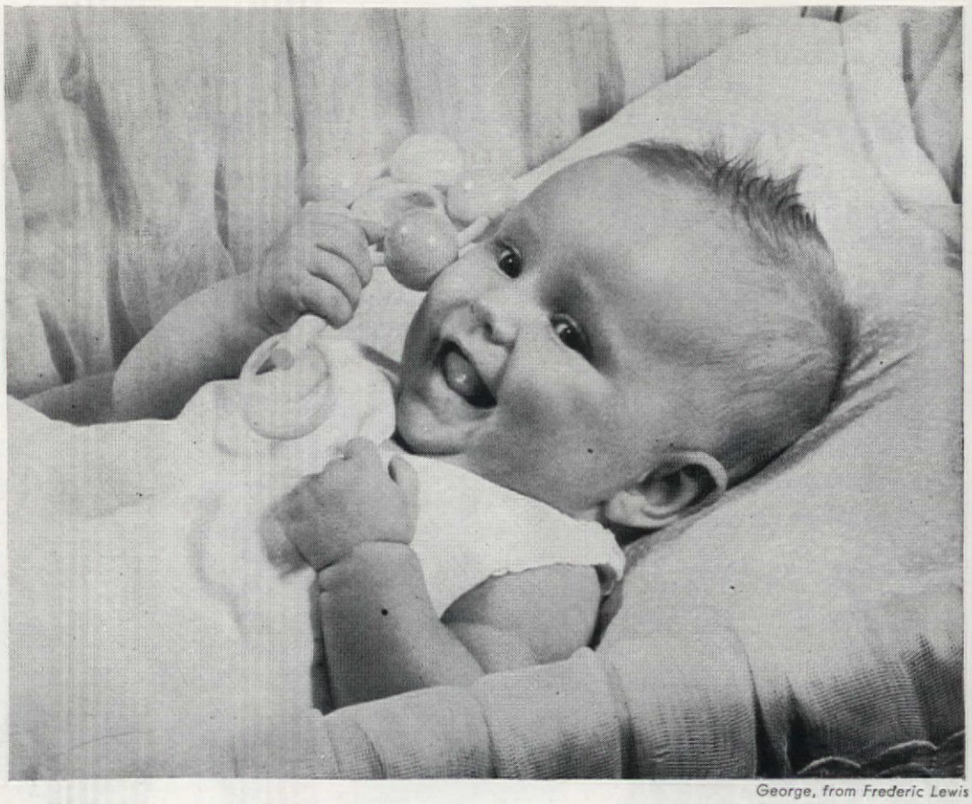
Zonite
FOR NEWER
feminine hygiene

FREE! *NEW!*

For amazing enlightening NEW Booklet containing frank discussion of intimate physical facts, recently published—mail this coupon to Zonite Products, Dept. AH-38, 370 Lexington Ave., New York 17, N.Y.

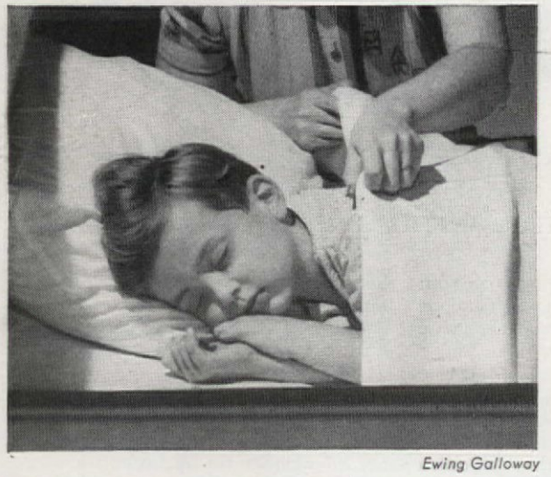
Name_____
Address_____
City_____ State_____

Watching YOUR CHILD'S HEARING

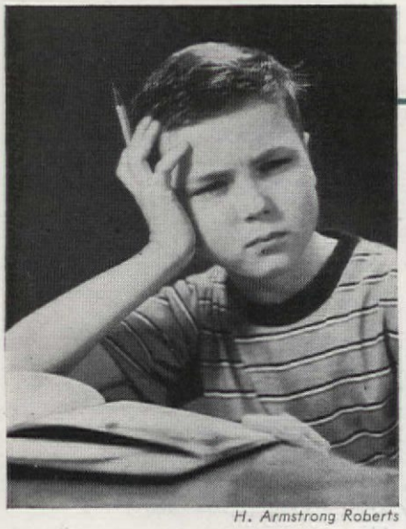


George, from Frederic Lewis

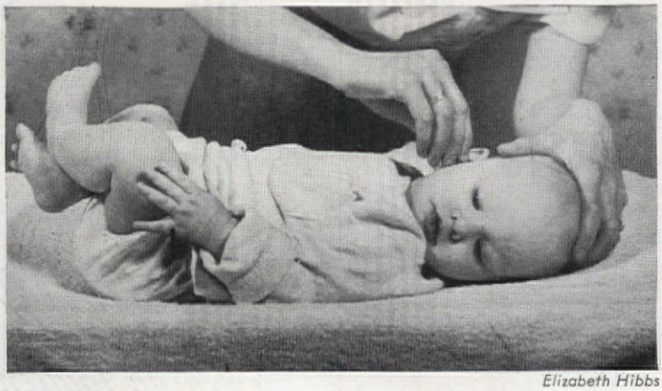
Third in a series by Dr. Samuel R. Berenberg, eminent pediatrician, on the guidance of your child's health



Ewing Galloway



H. Armstrong Roberts



Elizabeth Hibbs

That common cold may result in an ear infection; safeguards are rest and observance of doctor's orders. Dullness at school may indicate poor hearing

Blowing too vigorously, especially during colds, may spread infections to the ear. Mother must take care not to damage delicate membranes of baby's ears during cleaning. "Put nothing smaller than the elbow in the ear" is a sound bit of advice

Hearing is very important in a child's development because it is one of the principal faculties concerned in his learning to speak naturally and easily. As few children are born wholly or partially deaf and many cases of acquired deafness can be prevented, parents should pay as much attention to safeguarding this faculty as any other. Some authorities have estimated that fifty per cent of the cases of adult deafness could have been prevented. If a child is to develop healthily and happily, it is important to determine very early if his sense of hearing is normal or impaired. Even in those cases in which a child's hearing cannot be improved or restored, early diagnosis enables the parents to prepare themselves to help him compensate for this defect and to lead a happy life. Even a totally deaf child can be taught to read lips and to talk, though fluency will depend upon native intelligence and other factors. But no child who hears imperfectly needs to be made to feel too different from, or inferior to, other children.

It is not very difficult for alert parents to detect signs that a baby's hearing is imperfect. Usually, when a baby is only a few weeks old, his reaction to sounds is noticeable. The normal infant responds to voices, to doorbells, to rattles and other noise-making toys. The older he grows, the more quickly he reacts to the common sounds associated with his own important activities. If an infant continues to display no reaction to such sounds, parents should consult their physician. Although it may be difficult to treat deafness in the infant or very young child, regular observation by the physician should be started for the pur-

Natural set-up for a hearty welcome!

When Nature and Del Monte get together—you get the kind of dewy garden flavor that makes folks say, "More peas, please."

We go for Nature's own idea that it takes several different sizes to produce *full* flavor in a batch of peas. So you'll notice we pack several sizes together in Del Monte Brand *Early Garden* Peas.

After we take out any peas too young or too old for flavor—here's what we do. We select the tenderest, most flavorful of all the rest—and *blend* them. The hearty richness of the larger peas rounds out the delicate sweetness of the smaller. You get full, *satisfying* flavor.

If that's what *you* like—don't ever forget to ask for Del Monte *Early Garden* Peas.

YORKSHIRE POTATO PUDDING

- 6 medium-sized potatoes
- ⅓ to ½ cup hot milk
- 1 bouillon cube
- 3 tbsps. melted butter or margarine
- 1 tsp. salt
- ¼ tsp. pepper
- 1 to 2 eggs, slightly beaten
- ½ tsp. paprika

Boil and mash potatoes. Dissolve bouillon cube in hot milk, add butter, salt and pepper, and beat into potatoes. Reserve 1½ tbsps. of the beaten egg; add remainder to potatoes and beat again. Pile into well-greased 8 or 9-inch pie or cake tin. Brush with the 1½ tbsps. beaten egg, combined with the paprika. Brown in hot oven (450° F.). Cut in wedges and serve with heated, seasoned Del Monte *Early Garden* Peas, as shown. Serves 6 to 8.

Del Monte Early Garden Peas

TRADE MARK

the brand that always puts flavor first

Here's chocolate flavor beyond your dreams!

THE FLAVOR SUPREME IN MILK DRINKS... AND NEW 'N' EASY DESSERTS LIKE THIS

pose of measuring degree of deafness. Parents need expert guidance to insure their giving the child the special attention necessary. Training of a completely deaf child, or of one whose hearing is seriously impaired, should not be limited to special schools or teachers. First assistance must come from his parents and be a normal part of his home environment. Special schooling will be prescribed by the doctor later, as soon as it is necessary. In the meantime, parents must learn to address the child only when their faces are plainly and conveniently within his view. They must speak clearly and naturally, and acquire a knowledge of what sounds are most discernible in lip movements.

Some children may be born deaf for a number of reasons, not all of them clearly understood. Some causes are prematurity, syphilis, and severe birth injuries resulting in brain damage.

Impaired hearing after birth results chiefly from damage to the eardrums as a result of infectious diseases. Only too often, proper precautions and treatment during the course of such diseases would have prevented damage or lessened its consequences.

The simple act of blowing the nose too energetically is a way of spreading nose and throat infections to the ear. Children should be taught to blow one nostril at a time—and gently! It should be remembered that the inner part of the ear is directly connected with the mouth, nose, and throat. The outer ear is designed to catch sound waves, and the important parts of the ear, which determine the clear transmission of sound to that part of the brain where hearing is actually consummated, are internal.

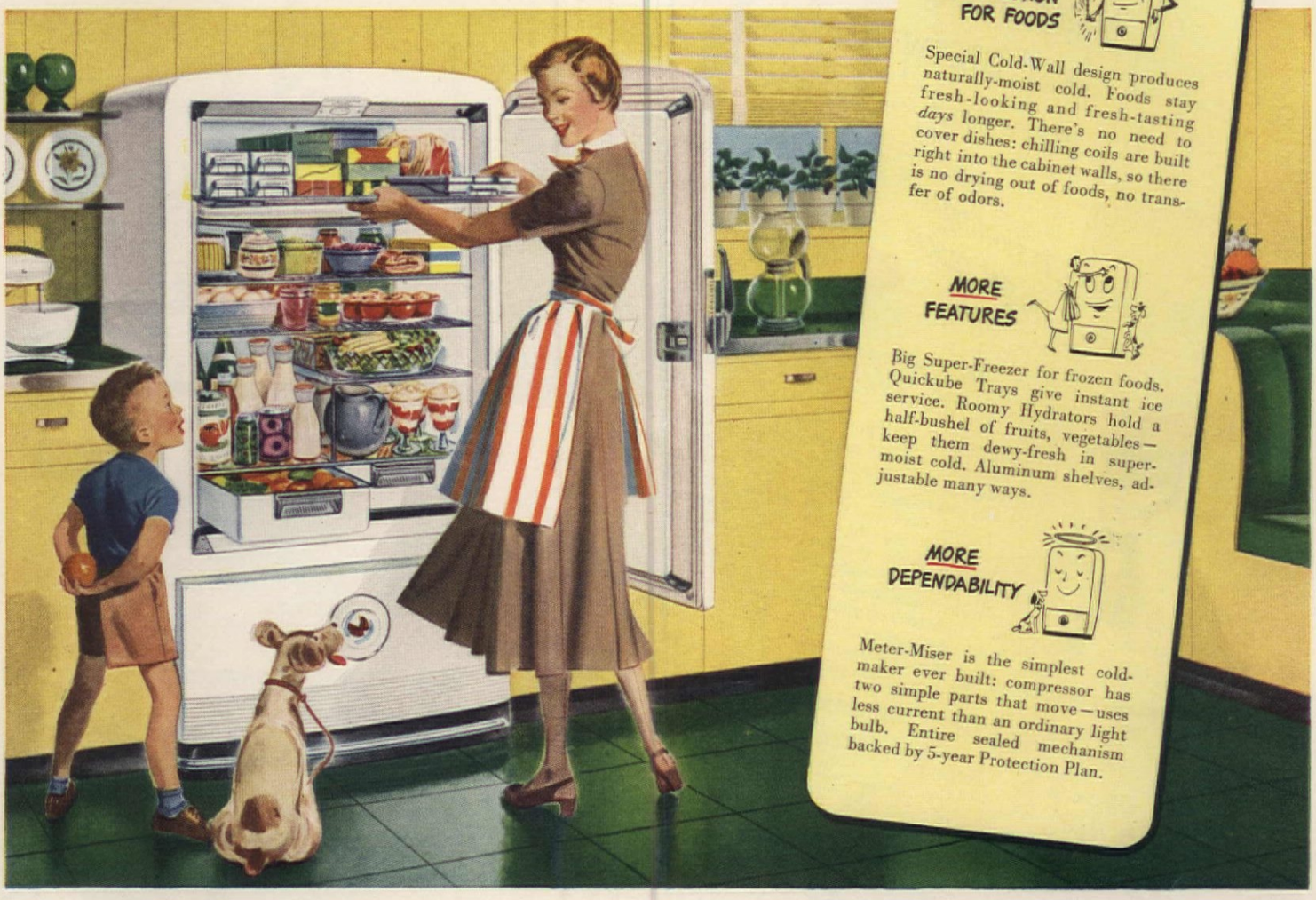
Guarding against ear infections is often secondary to attempts to protect children against the common cold and other communicable diseases. But when, in spite of all possible efforts, the child becomes ill with a sore throat and a running nose, the treatment of that cold frequently determines whether the infection will be carried from the nasal passages or throat via the Eustachian tubes to the ears. Rest and strict observance of the doctor's orders are the best safeguards against spreading infection. The possibility of an infected ear and consequent damage is one of the reasons why home treatment of a cold, without calling a doctor, is a risk. Certainly parents never should attempt to treat a painful ear without a physician's guidance. Because of the hidden location of the affected tissues, it is impossible for them to ascertain from symptoms and signs alone (an infant's fussing or an older child's saying his ear hurts) whether the ear is mildly inflamed or an abscess is forming. It takes a physician's expert judgment to determine whether the ear needs only simple treatment or whether more vigorous therapy with sulfa drugs or penicillin is indicated. If he prescribes one of the latter, never use it again for an *apparently* similar illness before consulting him. *Serious mishaps occur too often when parents play doctor with these leftover medicines.* During the illness, the child's hearing may be dull, but with proper care this usually clears up a few days after recovery.

Among other diseases which can cause ear infections and endanger hearing are meningitis, mumps, scarlet fever, measles, and diphtheria. Damaged hearing due to mumps and scarlet fever can best be prevented by good medical treatment. Diphtheria, which was once one of the commoner causes of deafness, is a preventable disease. No child should reach his first birthday without having been completely inoculated against it, and later getting the necessary "booster" doses. Attacks of measles can be prevented or "modified" by the administration of gamma globulin.

Overconscientious efforts at cleaning the ears may damage the delicate membrane of the eardrum. A little pledget of cotton, moistened slightly with water, is all that is necessary for cleaning the infant's ear, and a soft washcloth can be used for older children's. Wax, a natural protection for the eardrum and outer canal, sometimes becomes thick and solidified. This condition may interfere with full hearing, but the wax should be removed only by a physician. Almost all children experiment at least once with inserting a small object—a bean, a button, or a glass bead—up a nostril or into an ear. Instead of poking around to dislodge it, parents should immediately get in touch with a physician. Blind exploration down the dark pathways of the ear canal often ends up in injury to the eardrum.

Many a school child whose innate intelligence is normal is characterized as lazy, dull, stupid or mentally retarded, simply because he does not hear well. This kind of tragedy might be prevented if all schools used, during the pupil's physical examination, the audiometer to test the sense of hearing. This sensitive instrument, which cannot be used successfully before the child is about five years of age, is the best means of detecting early deafness for high tones beyond the range of the human voice. Otherwise, only as hearing ability diminishes to the extent that the lower tones of the human voice are no longer picked up or transmitted to the ear does deafness become obvious. Until such measurement of hearing ability becomes a regular part of the school examination, parents who are astonished to receive reports that children are not doing well in school should seek physical causes of backwardness, such as poor vision and hearing, before they conclude that their offspring are below average in intelligence or lazy. Sometimes these children have adenoid tissue or other patches of lymphoid tissue which obstructs the opening of the Eustachian tube. When this is removed, hearing is dramatically improved in many instances.

MORE FRIGIDAIRES SERVE IN MORE AMERICAN HOMES THAN ANY OTHER REFRIGERATOR



HERE'S MORE OF WHAT YOU WANT IN A REFRIGERATOR

MORE PROTECTION FOR FOODS

Special Cold-Wall design produces naturally-moist cold. Foods stay fresh-looking and fresh-tasting *days* longer. There's no need to cover dishes: chilling coils are built right into the cabinet walls, so there is no drying out of foods, no transfer of odors.

MORE FEATURES

Big Super-Freezer for frozen foods. Quickube Trays give instant ice service. Roomy Hydrators hold a half-bushel of fruits, vegetables—keep them dewy-fresh in super-moist cold. Aluminum shelves, adjustable many ways.

MORE DEPENDABILITY

Meter-Miser is the simplest cold-maker ever built: compressor has two simple parts that move—uses less current than an ordinary light bulb. Entire sealed mechanism backed by 5-year Protection Plan.

YOU'RE TWICE AS SURE WITH TWO GREAT NAMES

FRIGIDAIRE

MADE ONLY BY

General Motors

FRIGIDAIRE APPLIANCES

See Your Frigidaire Dealer

Find the name of your nearest Frigidaire Dealer in your Classified Telephone Directory — under "Refrigerators." Or write Frigidaire Division, General Motors Corp., Dayton 1, Ohio. Leaside 12, Ontario.

Refrigerators • Electric Ranges • Water Heaters
Home Freezers • Kitchen Cabinets • Automatic Washer
Electric Dryer • Electric Ironer • Commercial
Refrigeration and Air Conditioning Equipment

HOW TO TURN COOKING INTO CHILD'S PLAY

It's easy with a new Frigidaire Electric Range. Fast-heating Radiantube Units give *definite* cooking heats—no guesswork, no long waiting.

Big Even-Heat Oven gets baking-hot in 5½ minutes. Cook-Master Control cooks oven meals while you're away. Thermizer cooks complete meals, all in one utensil, for as little as 2c.

Range is all-porcelain, inside and out—*a dream to clean!*

Listen to "The Man Called X" every Sunday night.
See your newspaper for time and station

Now... a peanut butter that's always fresher-tasting always creamy smooth...

because the oil never separates!

No "floating oil" to get rancid

You can see and taste the difference!

You'll *never* find "floating oil" in delicious Peter Pan Peanut Butter! A secret process prevents the oil from separating, ever. That's important—separated oil soon gets rancid, causes unpleasant flavor, loss of nourishment. Ever-fresh Peter Pan *keeps* the same rich, fresh-roasted peanut flavor—the same body-building food values—as the day it was made. No oil separation means no stirring, no lumpy waste. Every last, tasty bit spreads smoothly with just the touch of a knife. And creamy-smooth Peter Pan Peanut Butter never sticks to the roof of your mouth. Try it, today.

No wonder Peter Pan is America's favorite

Recipe for a happy, hearty lunchtime!

Just warm up the noodle soup—pour the milk—set out the apples—grill strips of bacon. Now spread extra-smooth Peter Pan Peanut Butter on the bread, and garnish each plate with bacon, carrot sticks and parsley. Ready in a jiffy—a really well-balanced meal.

The makers of Peter Pan also pack Derby Ready-to-Serve Canned Meats.

SURE FIRE *fun!*

For your next party,

these easy-to-make comedians!

NELLIE M. MARSH

F. M. Demarest

The favors that grace your party table express its theme and the fun that is the basic ingredient of every party. These little favors will adapt to many party "themes" or, presented *en masse*, they'll delight guests from five to fifty. For the clown, the black cat, the dog, and the little pig make heads consisting of a wad of cotton covered with a square of duplex crepe about twice as long as is needed for the head and wide enough to wrap around the cotton. Tie the top and the neck with spool wire or heavy thread. Character delineation is accomplished through color, features, and trim. Wrap a four-inch wire in colored crepe paper, then wind it tightly around the figure's neck, fasten the other end to the side of the nut cup. Wrap the cup in crepe paper according to your color scheme, and apply desired features to the head.

Ears for the dog, cat, and pig are made by pasting two pieces of crepe paper together; when almost dry, cut ear shapes and cup them a little. It will be easier to draw the faces of the clown, pig, and dog on the paper before placing over the cotton. The cat's features are bits of paper pasted on the head. The noses are tubes of crepe paper. The stork's body consists of two tagboard cutouts pasted together and covered with soft cotton—to make him plump—then covered with crepe paper with one fringed edge. His tail feathers are real. These little favors made larger will make amusing centerpieces, too.

***PINEAPPLE UPSIDE-DOWN GINGERBREAD**

Like Pineapple Upside-Down Cake? You'll take to this version, too! Line buttered-and-brown-sugared pan with glistening Dole Sliced Pineapple, cover with your favorite gingerbread mixture — packaged or homemade. Bake, then turn out, Dole-side up — for a new thrill in fragrance 'n spice and every bite *nice!*

Pineapple treats for party times—

***PINEAPPLE-MINT ANGEL FOOD**

Glamour fare, for sure! Give your angel food (homemade or store-bought) a mint frosting, fill the center and surround the cake with sparkling Dole Pineapple Chunks. A heavenly dish to set earthly appetites a-quiver — with the tropic-mellowed tenderness of Dole Pineapple!

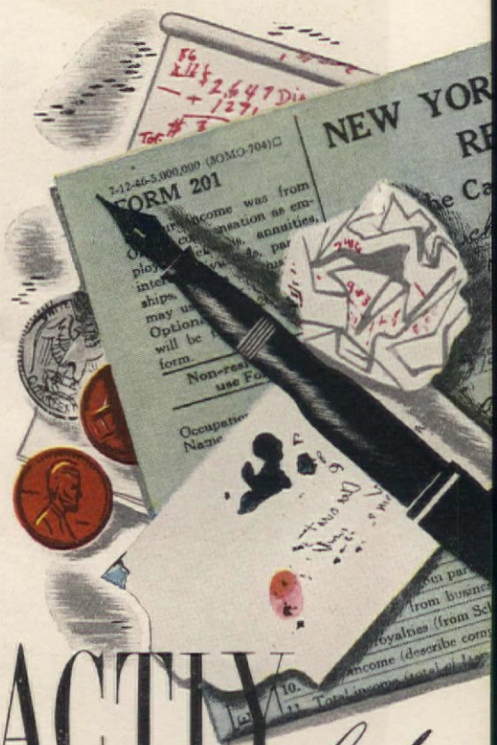
they're "picture" dishes with DOLE

***PINEAPPLE PARTY PARFAIT**

First Herald of Spring — ice cream heaped in sherbet glasses, and crowned with golden drifts of the new Dole Crushed, dressed up with crumbled macaroons and a bright red cherry. Dip in—and delight in the firmer, richer goodness of that Crushed Pineapple topping. It's a Dole secret—and you'll say, *tantalizing!*

**By Patricia Collier,*
DOLE HOME ECONOMIST

ESTHER FOLEY



EXACTLY *enough!*

Between the 10th and the 20th of March, women shop very, very carefully. Watch them. They come into the grocery store with a list clutched tightly. They buy exact amounts. They do not browse and linger at the fascinating food display in the center of the aisle . . . or eye the delicatessen case too closely. This week their money is dedicated to taxes, and the grocer understands. He feels that way himself, no doubt. He bides his time. After the 20th business will pick up again. Sure it will.

A fish dinner can be a tax-month dinner. Select the fish that is popular in the neighborhood—it will be the lowest in cost. Fillets of flounder or haddock are almost always at hand . . . fresh or frozen. The fish dish which leads our food picture is a fine example of what a fish fillet can be. The recipe was sent to us by a careful, imaginative cook. Crisp and nicely browned, richly flavored, these Fish Rolls are easily prepared and quickly cooked. Bread filling provides enough additional substance so that the vegetables served can be crisp and leafy. This means the dessert can be hearty and sweet. So try our "pancake with syrup" idea. Maple syrup has a universal appeal that rises to a height in March. But if it is nowhere to be found, try corn syrup warmed with a little butter. Remember how, long ago, a freshly baked, crispy biscuit, dipped in syrup or honey, was the favorite family dessert on chill, windy days? The pancake is just another version . . . and a good one. The dash of whipped cream and the bit of maple candy on the top are not needed to add to the appeal of this dessert, but the garnish does make each serving picture-pretty.

Then, for the teeth's sake, as you leave the table pick up an apple or pear quarter and bite down briskly.

Dishes, Brown Eyed Susan, Vernon Kilns; Lyric Sterling, The Gorham Co.; Crystal High Hats, Ed. Langbein; Gilders' Metal Plates, Saxton Inc.; Photographs, F. M. Demarest; Drawing, M. Nielson

Bring on the appetites!

ARMOUR Right-from-the-Kitchen Pork Sausage

Zesty-fresh Armour Star Pork Sausage comes to your table right-from-the-kitchen—the nearest to you of the dozens of Armour Sausage Kitchens. It's made fresh daily—rushed fresh to your favorite market. And it's made right—of a carefully-controlled selection of choice pure pork and imported seasoning that's delicate, savory! That's why you're always right in serving this delicious all-pork sausage at any meal—morning, noon or night—and serving it often!

This-n-that about sausage

BY Marie Gifford

Director, Armour Consumer Service

Pork Sausage and Crumbed Cauliflower are unexpected dinner partners that really hit it off together. Choose either Armour Star Pork Sausage Links or Patties—one is as *good* as the other. Fry sausage slowly 15-18 minutes in a heavy pan. Turn gently to avoid breaking casings. Pour off fat as it accumulates. In the meantime have a medium-sized cauliflower simmering in enough salted water to cover it. (About 20 minutes.) Brown ¼ cup bread crumbs in ⅓ cup sausage drippings and pour over cauliflower. Nest in a bed of bright green peas, surround with sausage—and bring on the appetites!

A hearty school-day lunch that's simple and satisfying—and full of nourishment—Armour Star Ham-Ett sandwiches and Split Pea Soup! Ham-Ett is the big *all ham* sausage that only Armour makes.

Two ways to make Pork Sausage-n-Waffles extra popular: (1) Use fresh sausage drippings in place of usual shortening for waffle mix and (2) serve maple syrup hot—seasoned with sausage drippings.

Booklet of New Sausage Recipes is yours—just write Marie Gifford, Dept. 192, P.O. Box 2053, Chicago 9, Illinois.

The best and nothing but the best is labeled ARMOUR

Hearty Soup

- Lentil Soup
- Toasted Bread Cubes
- Frankfurt Quails
- Cabbage Slaw
- Gingerbread with Baked Topping
- Coffee

Hearty Meat Course

- Veal Surprise
- Home Fried Potatoes
- Buttered Peas
- Lettuce with French Dressing
- Fruit Salad Cup
- Coffee

Hearty Dessert

- Fish Rolls
- Carrot Sticks
- Spinach in Cream
- Pancakes with Maple Syrup
- Coffee
- Fruit

frankfurt quails

Preparation time. 30 min.

8 frankfurters
1 tbs. butter or margarine
2 tbs. chopped onion
2 tbs. chopped celery
1 cup stale bread crumbs
¼ tsp. savory
Dash of poultry seasoning
Salt and pepper
8 slices bacon

HEAT frankfurters in boiling water. Melt butter in a skillet, add onion and celery and cook until tender. Add to the bread crumbs with savory and poultry seasoning. Season with salt and pepper and mix well. Drain, split, and fill frankfurters with stuffing. Wrap a slice of bacon around each frankfurter, spiral fashion, and fasten with a toothpick. Place on a rack in a shallow baking dish and bake in a moderate oven (375° F) for about 20 minutes. Turn, if necessary, to cook bacon thoroughly or broil under low heat.

Makes 8 quails 347 cal. per quail Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN

spinach in cream

Preparation time: 15 min.

2 lbs. spinach
1 cup light cream
½ cup milk
2 tbs. butter
Dash of nutmeg
Salt and pepper

WASH spinach very well and remove all stems and faded leaves. Put in a pan containing ¼ inch water. Cover until steaming, then remove cover and turn spinach leaves over with a fork. They will be tender enough in a few minutes. Drain well and cut with a sharp knife. Place a heaping spoonful in each serving dish. Heat cream with milk and seasonings. Pour around spinach in sauce dish and serve at once.

Approx. yield: 5 servings 180 cal. per serving Source of vitamins A, C, B complex

Tested in THE AMERICAN HOME KITCHEN

for perfect pancakes

Use standard recipe or pancake mix:

1. Measure ingredients carefully. All measurements are level.
2. Stir only until flour is moistened. Overstirring makes a less tender cake.
3. Be sure griddle is correct temperature. The griddle is just hot enough when a drop of water will bounce for a second before evaporating, or when a spoonful of batter browns on one side in one minute.
4. Grease griddle very lightly, using an unsalted fat. Pancakes will not stick to a griddle that has been properly seasoned. To season a griddle, cover it with a thin layer of unsalted fat or oil; heat griddle until fat begins to smoke; turn off heat and let griddle stand overnight. Remove excess fat before making pancakes. Never scour a griddle without seasoning it again.
5. Pour batter for each pancake on the griddle quickly. Spooning the batter is not recommended, because the first spoonful bakes before the second can be added.
6. Turn pancakes only once. Bake until cakes are covered with bubbles and edges look dry. Turn cakes and bake until brown on other side.
7. Serve pancakes hot off griddle. Stacking more than three cakes and letting them stand makes them soggy. For dessert serve with maple syrup, whipped cream.

Tested in THE AMERICAN HOME KITCHEN

fish rolls

Preparation time: 45 min.

4-6 filets of flounder
Clove of garlic
¼ cup butter or margarine
1 tsp. prepared mustard
½ tsp. poultry seasoning
¼ tsp. thyme
½ tsp. salt
Dash of pepper
Grated Parmesan cheese
4-6 thin slices white bread
1 egg, beaten
Dry bread crumbs

WASH filets; rub with garlic and sprinkle with salt and pepper. Cream butter; add mustard, poultry seasoning, thyme, salt and pepper and 1 tsp. Parmesan cheese and mix well. Trim crusts from bread and rub with garlic. Spread both sides of bread with the butter mixture. Place one slice of bread on each filet. Roll filet up with the bread inside and fasten with a toothpick. Dip each filet in the egg and then in a mixture of half bread crumbs and Parmesan cheese. Fry in hot fat; drain on brown paper. Or bake 10 minutes in a hot oven (425°F). Serve with lemon slices.

Makes 4-6 portions 319 cal. per serving Source of vitamins A, B complex

Recipe submitted by Phyllis Frederick

Tested in THE AMERICAN HOME KITCHEN

veal surprise

Preparation time: 1¼ hrs.

2 lb. veal steak or cutlet cut into thin strips, 3x5 inches
6 small carrots
2 small onions, sliced
Flour
Fat
1-1½ cups tomato juice

SEASON veal slices with salt and pepper. On each slice place a small carrot or strips of carrot and 2 slices of onion. Wrap veal around the vegetables and secure with toothpicks. Dredge in flour. Brown each roll in fat. Add tomato juice. Cover and cook slowly for 1 hour. If desired, thicken gravy by stirring in 1 tbs. each of flour and water, mixed to a paste, for each cup of liquid left and cook for about 3 minutes, stirring until thickened.

Serves 6 251 cal. per serving Source of vitamins A, C, B complex

Tested in THE AMERICAN HOME KITCHEN

gingerbread with baked topping

Preparation time: 1 hr.

2½ cups sifted flour
½ tsp. cinnamon
1 tsp. ginger
½ tsp. salt
½ cup sugar
1 cup dark molasses
½ cup shortening
2 tsp. baking soda
1 cup boiling water
2 eggs, beaten

SIFT flour with cinnamon, ginger, and salt. Combine sugar, molasses, and shortening in a bowl. Beat thoroughly. Add soda dissolved in boiling water, then add flour and spices, and beat until smooth. Beat in eggs. Turn into a greased 7x11 inch pan and bake in a moderate oven (350°F) for 35 minutes. Remove from oven. Spread on the following topping: Mix together ½ cup brown sugar, 1½ tbs. flour, ⅓ cup melted butter, and ½ cup chopped nuts. Return to the oven and bake 10 minutes longer.

Serves 8-10 349 cal. per serving Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN

TRICKS of the TRADE

Soup for lunch . . .

Spoon the vegetables from heated, thinned canned soup onto hot baked potato. Then serve the broth separately in a teacup

Thin chicken soup as directed on the can, thicken slightly with flour, and stir in any leftover vegetables. Serve on white toast

Creole KITCHEN

VIRGINIA M. COOPER

Forget your worries—you are in New Orleans, the city of famous foods. In this city, for more than two centuries, the chefs of France, Spain and Italy, and the Creoles themselves, have worked at their culinary art and perfected it, and have given to the world something not to be found anywhere else in the world. They have made New Orleans the home of good cooking.

Today, due to modern shipping and packaging, the special seasonings that have done so much to draw attention to New Orleans cooking can be shipped everywhere. Make your own cooking famous by using them. The location of the Creole city on the Gulf is, to some extent, responsible for their delectable fish dishes. The higher realms of cooking speak in a strange language, part chef, part gourmet, and part French.

I shall name a few of the many dishes that send diners, night after night, to the French Quarter or Vieux Carre where tables are set in courtyards with a background of native shrubbery, climbing vines, and bright-colored flowers.

Oysters Rockefeller, Shrimp a la Creole, Pompano en Papillote, Shrimp Remoulade, Crab Meat Marinière, Trout with Vinaigrette Sauce, Crawfish Bisque, Daube Glace, Creole Gumbo, Court-bouillon, are famous among the numerous and complicated Creole dishes always available.

lobster bisque

Preparation time: 45 min.

1½ lbs. lobster tails or 2 cups canned lobster meat
6 tbs. butter or margarine
¾ cup flour
1 qt. milk
2 cups chicken or vegetable bouillon
1¼ tsp. salt
Dash of paprika

Cook the lobster tails in boiling, salted water for 20 minutes. Remove meat from shells and cut into small pieces. Melt 4 tbs. of the butter, stir in the flour. Add milk and bouillon and cook, stirring constantly until the mixture is slightly thickened. Add lobster, salt and paprika and cook 5 minutes longer. Place a teaspoon of butter in each soup plate and pour in the lobster bisque. Serve very hot with crackers.

Serves 6 ***365 cal. per serving*** ***Source of vitamins A, B complex***

Dishes, Laurella, Universal Potteries Inc. Tablecloth, Cameo, Simtex Mills

Tested in The American Home Kitchen

shrimp gumbo file

Preparation time: 1 hr.

3 doz. large fresh shrimps
4 tbs. butter or margarine
1 medium onion, chopped fine
2 tbs. chopped shallots
3 tbs. flour
1 qt. warm water
1 tbs. chopped parsley
1 bay leaf
Dash of cayenne
6 small pods of okra
1 tbs. gumbo file
Salt

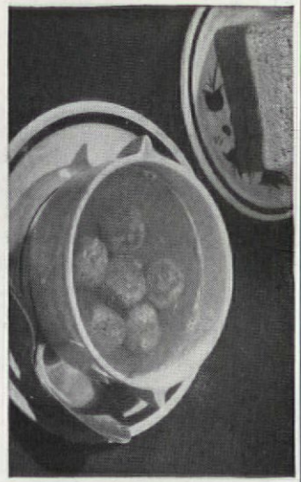
Cook shrimps in boiling, salted water for 10 minutes. Clean, removing head and shells from tail. Run a sharp knife down outer curve and remove dark vein. Sauté in butter for a few minutes. Remove shrimps from pan; add onion and shallots and cook until tender. Blend in the flour. Add warm water slowly and stir well. Add parsley, bay leaf, cayenne and simmer for 25 minutes. Add okra and cook 15 minutes longer. Add shrimp and then file slowly, and let boil once. Season with salt, if needed. Serve with steamed rice and crackers.

Serves 6 ***238 cal. per serving*** ***Source of vitamin A, B complex***

Recipe submitted by Virginia M. Cooper
Dishes, Laurella, Universal Potteries Inc. Tablecloth, Cameo, Simtex Mills

Tested in The American Home Kitchen

Bits of leftover or canned loaf-meat can be ground, bound with egg, shaped into small balls, browned, and served in clear soup



salmon patties with mushroom sauce

Preparation time: 30 min.

2 cups canned salmon or tunafish
1 tbs. grated onion
1 tbs. chopped parsley
¼ cup finely chopped celery
½ cup bread crumbs
2 eggs, beaten
Salt and pepper
3 tbs. butter or margarine
3 tbs. flour
1⅔ cups milk
6 mushrooms, sliced
1 hard-cooked egg, chopped

Place salmon in a bowl, remove all large bones and skin and mince fine with a fork. Add onion, parsley, celery, bread crumbs, eggs and salt and pepper to taste, mixing well. Form into 6 patties. Sauté in hot fat, browning on both sides. Serve with mushroom sauce made as follows: Melt butter, stir in flour. Add milk and cook, stirring constantly until almost thick. Add mushrooms and cook until the mixture thickens. Add the chopped egg and salt and pepper to taste.

Serves 4-6 ***252 cal. per serving*** ***Source of vitamins A, B complex***

Recipe submitted by Virginia M. Cooper
Dishes, Laurella, Universal Potteries Inc. Tablecloth, Cameo, Simtex Mills

Tested in The American Home Kitchen

tomato sauce for red snapper

Preparation time: 45 min.

1 (3½-4 lb.) red snapper, mackerel, or bluefish
1 (#2) can tomatoes
1 large onion, cut in rounds
1 bay leaf
¼ tsp. thyme
1 tbs. chopped parsley
2 tbs. butter or margarine
1 tsp. celery salt
Salt and pepper to taste

Bake fish according to directions given for baking the stuffed red snapper. Serve the unstuffed fish with the following sauce. Place the tomatoes in a saucepan. Add the remaining ingredients and simmer down until the sauce is quite thick. Remove bay leaf. This sauce may be served as is, or pressed through a sieve. Either way, be sure sauce is served while very hot.

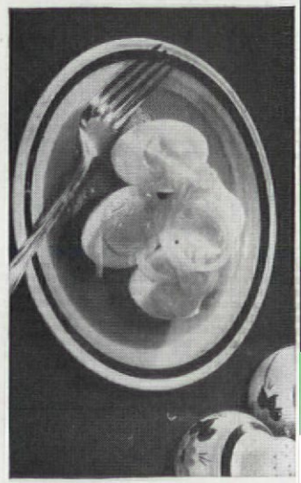
Serves 4-6 ***380 cal. per serving*** ***Source of vitamins A, C, B complex***

Recipe submitted by Virginia M. Cooper

Dishes, Laurella, Universal Potteries Inc. Tablecloth, Cameo, Simtex Mills

Tested in The American Home Kitchen

Sauté sliced onion in a bit of fat, add a teaspoon of flour, and a can of thinned tomato soup. Then serve over hard-cooked eggs



crab meat mariniere

Preparation time: 1 hr.

3 cups fresh or canned crab meat
1 tbs. grated onion
1 tbs. chopped parsley
½ cup finely cut celery
1 tbs. finely chopped shallots
2 tbs. butter or margarine
4 tbs. flour
1¼ cups milk
1 egg, beaten
Salt and black pepper
2 hard-cooked eggs, sliced
3 tbs. buttered bread crumbs

Place crab meat in a bowl and remove all particles of shell. Add onion, parsley, celery and shallots. Melt butter, stir in flour. Add milk and cook, stirring constantly until the mixture simmers and thickens. Remove from the heat and stir slowly into beaten egg. Add to crab mixture with salt and pepper to taste, and mix thoroughly. Place half the crab mixture in a greased baking dish. Cover with a layer of sliced hard-cooked eggs. Add the remainder of the crab meat mixture and top with bread crumbs. Bake in a moderate oven (350°F) for 35 minutes. Serve hot.

Serves 4-6 ***294 cal. per serving*** ***Source of vitamins A, B complex***

Recipe submitted by Virginia M. Cooper
Dishes, Laurella, Universal Potteries Inc. Tablecloth, Cameo, Simtex Mills

Tested in The American Home Kitchen

stuffed red snapper

Preparation time: 1 hr.

1 (3½-4 lb.) red snapper, mackerel, or bluefish
Salt and pepper
4 tbs. butter or margarine
½ cup chopped celery
1 small onion, chopped fine
1¾ cups soft bread crumbs
1 tbs. chopped parsley
¼ tsp. marjoram
Water to moisten

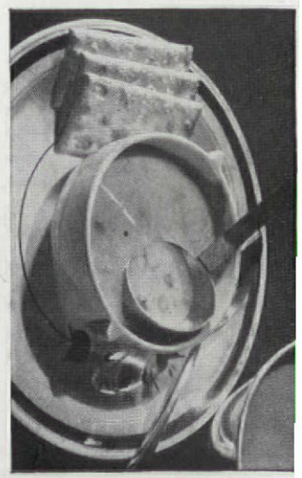
Clean fish thoroughly; make an opening on the under side about 3 inches long where entrails have been removed. If desired, head can be removed. Wash fish well with cold water, then sprinkle with salt and pepper. To make stuffing: Melt 2 tbs. of butter, add celery and onion and cook until soft. Add to bread crumbs with parsley, marjoram, and salt and pepper to taste. Add enough water to moisten. Fill cavity of fish with the stuffing and sew or fasten together the fish opening. Place fish on rack in the roasting pan. Brush with the remaining 2 tbs. butter, melted, and sprinkle with salt and pepper. Cover and bake in a slow oven (325°F) for 5-10 minutes. Remove cover and allow fish to bake 25-30 minutes longer, or until tender. Take rack from pan and lift fish onto serving platter. Serve with lemon wedges.

Recipe submitted by Virginia M. Cooper

Dishes, Laurella, Universal Potteries Inc. Tablecloth, Cameo, Simtex Mills

Tested in The American Home Kitchen

Two cans of milk added to one can of condensed vegetable soup produces a good chowder. Add leftover potatoes. Heat slowly



PENNY PRETTY MEALS

MARIE PETERS

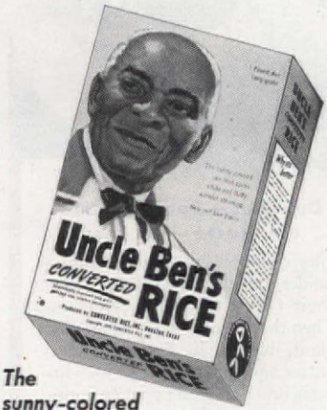
The kitchen is always the most inviting room in the house, but it is even more so when the mingling scent of baking yeast dough and cinnamon flood the room. The mixed aroma has a way of enticing any passers-by. Who could turn them away without a sample? Our four yeast-cake recipes were sent to us by Miriam E. Bixler, of Lancaster, Pennsylvania. When your friends drop in at Eastertide and the coffeepot is hurried to the stove, the yeast cake and the Schenken buns take turns in proving the welcome warm and friendly.

New Kind of Rice

The Reader's Digest called it a "Revolution in Rice."

- It's the scientifically improved long-grain polished rice with a grand new flavor—rich and nut-like.
- It's easier to cook—white and fluffy every time. "Each grain salutes you."
- Each grain is permeated (note its sunny color) with precious B vitamins from the whole grain that are largely lost in ordinary polished rice.

Uncle Ben's actually makes rice a "new food." Try this new kind of rice soon!



The sunny-colored rice that cooks white

Uncle Ben's RICE

"Uncle Ben's" and *"Converted"* are trademarks of CONVERTED RICE, INC.

CONVERTED RICE, INC.
Houston, Texas

Copyright, Converted Rice, Inc.

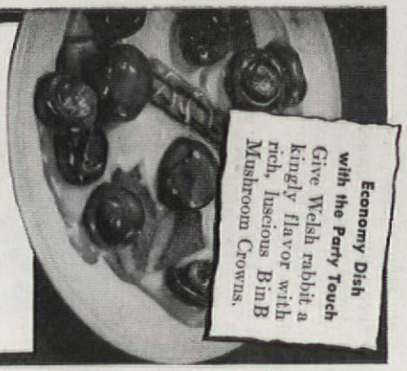
There's ONLY ONE WAY to make GRAVY

GOOD COOKS SAY use KITCHEN BOUQUET

Famous chefs know you can't get gravy so rich and delicious, such an appetizing deep brown color—*without help*. Nor can you depend on weak, watery, so-called "gravy helps." Kitchen Bouquet is what you need. It's *full strength to give full flavor!* For rich, brown, delicious gravy—simply add Kitchen Bouquet!

Only B in B Mushrooms Are Broiled in Butter

—to give you that rich, new far-more-delicious B in B flavor!



Economy Dish with the Party Touch

Give Welsh rabbit a kingly flavor with rich, luscious B in B Mushroom Crowns.

Delicious—Ready to Use! No Waste—No Loss!

Choice hothouse mushrooms—tender, meaty—are picked when their flavor reaches perfection! Then they're rushed to our spotless plant, broiled in finest creamery butter and packed in their own luscious broth, to add appetite appeal to *hundreds* of dishes.

B in B MUSHROOMS now packed in 3 different styles for every mushroom use!

schenken buns

Preparation time: 3 hrs. (rises overnight)

1 cup scalded milk
1 tsp. salt
4 tbs. butter or margarine
1 tbs. sugar
½ cake compressed yeast dissolved in ¼ cup lukewarm water
2¾ cups sifted flour
½ cup currants or raisins, chopped
½ cup brown sugar
½ tsp. cinnamon

COMBINE milk, salt, 2 tbs. of the butter and the sugar. When lukewarm, add dissolved yeast and 1½ cups flour. Mix well. Let rise overnight. Add the remainder of the flour and knead until smooth. Let rise again 2-3 hrs., or until doubled in bulk. Knead down and roll into rectangle about 8x15x½ inches. Brush with the remaining 2 tbs. butter, melted, and spread with currants, brown sugar, and cinnamon. Roll up like a jelly roll and cut into ¾-inch slices. Place on a greased baking sheet. Allow to rise for 30 minutes. Bake in a hot oven (400°F), 20 minutes, or until done.

Makes 1 doz. buns ***142 cal. per bun***

Recipe submitted by Miriam E. Bixler
Dishes, Winfield ware, American Ceramic Products Inc.

Tested in THE AMERICAN HOME KITCHEN

Mrs. Shaeffer's fasnachts

Preparation time: 30 min. (rises overnight)

¼ cup sugar
⅜ cup shortening (1 cup less 2 tbs.)
6 cups sifted flour
1½ cups milk
½ tsp. salt
2 eggs, beaten
½ cake compressed yeast dissolved in ¼ cup lukewarm water

MIX all ingredients and beat for 10 minutes. Let rise overnight. Knead lightly next morning and roll out 1 inch thick on lightly floured board. Cut in 1½ inch squares. Cut a slit through the center of each square. Fry in deep hot fat (370°F) 2-3 minutes, turning once so both sides will brown. Drain and, if desired, roll in a mixture of cinnamon and sugar.

Makes 4 doz. ***79 cal. per fasnacht***

Recipe submitted by Miriam E. Bixler
Dishes, Winfield ware, American Ceramic Products Inc.

Tested in THE AMERICAN HOME KITCHEN

Moravian cinnamon cake

Preparation time: 4 hrs.

¾ cup milk
1 cake compressed yeast
3½ cups sifted flour
¼ tsp. salt
½ cup butter or margarine
1 cup sugar
2 eggs, beaten
1 tsp. vanilla flavoring

SCALD ½ cup of the milk and cool to lukewarm. Crumble yeast cake; add to milk and stir until dissolved. Add remaining ¼ cup milk, 1 cup of the flour, and salt. Beat well. Allow to rise for 30 minutes. Cream butter, gradually add sugar and blend well. Add beaten eggs and stir in the remaining 2½ cups flour and the vanilla. Add the yeast mixture and stir well. Knead dough on a lightly floured board for a few minutes. Place in a greased bowl in a warm place and let rise 3 hours, or until doubled in bulk. Beat down; place dough in a greased 7x11x1 inch cake pan and allow to rise for 30 minutes. Brush with melted butter, sprinkle with mixture of cinnamon and sugar. Bake in hot oven (400°F) for 30 minutes.

Serves 8 ***396 cal. per serving***

Recipe submitted by Miriam E. Bixler
Dishes, Winfield ware, American Ceramic Products Inc.

Tested in THE AMERICAN HOME KITCHEN

fasnacht rivel cake

Preparation time: 4 hrs. (rises overnight)

½ cake compressed yeast
1½ cups lukewarm potato water
1 egg, beaten
¾ cup sugar
¼ tsp. salt
½ cup shortening, melted
¼ tsp. each nutmeg, mace, if desired
¾ cup well-mashed potatoes
5 cups sifted flour
1 tbs. butter or margarine
¼ cup flour
Cinnamon

DISSOLVE yeast in the potato water. Combine egg, ½ cup sugar, salt, shortening, nutmeg and mace. Add the cooled mashed potatoes, yeast, and 3 cups of the flour. Mix well. Cover. Let rise overnight in a warm place. Beat well; add the remaining flour and allow to rise for 3 hours or until doubled in bulk. Spread dough into 2 greased, 9 inch square pans and let rise one hour. Brush with melted butter. Cream 1 tbs. butter and blend in remaining ¼ cup of sugar, ¼ cup flour and a dash of cinnamon, and scatter this over the dough. Bake in a hot oven (400°F), 25 minutes.

Makes 2—9 inch square cakes ***231 cal. per serving***

Recipe submitted by Miriam E. Bixler
Dishes, Winfield ware, American Ceramic Products Inc.

Tested in THE AMERICAN HOME KITCHEN

Company Breakfast

Grapefruit
Scrambled Eggs Bacon
Fasnachts
Coffee

Children's Supper

Cream of Mushroom Soup
Fruit Salad Crackers
Fasnachts Rivel Cake
Coffee or Tea

Leftover Dinner

Ham Loaf
Sweet Potatoes Asparagus
Tossed Salad
Schenken Buns Coffee

SENSATIONAL NEW LIQUID STARCH SAVES TIME, WORK—FABRICS LOOK NEW

Just pour from the bottle—no cooking—no boiling—no muss
Sta-Flo is the same liquid starch used in famous textile mills

Works wonders with shirts

Soft collar shirts renew their finish—look and feel as if they'd just come from the store. Men report shirts stay fresh and look clean far longer. No more "saw-tooth" edges on collars, to cause chafing, irritation and bad tempers.

With Sta-Flo, women pour out one part of Sta-Flo, add three to four parts of water (according to preference). The same results can be had time after time, without fear that shirts will be too limp or too stiff. Sta-Flo is uniform, so starching can always be accurate and easy.

Convenient, economical for washbowl washes

Business girls find a light starching with Sta-Flo gives new life to blouses, slips, dickeys, collars and cuffs. They look fresher longer, and keep their clean appearance. A little Sta-Flo in the rinse water takes no time at all. Ironing is much faster and easier.

Sta-Flo is economical, because there's no waste. Simply pour out the amount needed.

Experts develop Sta-Flo in famous textile mills

When cloth is woven, it goes through a special finishing bath to give it its sheen. A special liquid starch is used. For many years, Staley's expert starchmakers have made these liquid starches right in textile plants. Sta-Flo, made from the same specially-processed starches, helps give that "new" look to almost any washable fabric.

RESTORES CLOTH FINISH—CLOTHES LOOK LIKE NEW—IRONING NOW FASTER, EASIER

For the first time, every home can have a *perfected* liquid starch. Now the same liquid finish used in major textile mills has been bottled for home use. Its name is Sta-Flo. Now, "washed out" cottons, rayons, linens and silks can be restored to look like new.

This new product, called Sta-Flo, is a perfected liquid starch. It is ready made at the factory by skilled starchmakers. It is ready to use—just pour from the bottle.

No more boiling water, starch lumps, cooking and stirring. Now a uniform, dependable starch is ready to use, for even the smallest washbowl wash.

JUST POUR FROM BOTTLE

In two seconds, Sta-Flo is ready to use. There is no cooking or boiling to do—no muss and fuss with starch pan and stirring spoon.

In addition to convenience, women find that Sta-Flo has no starch lumps to cause sticky irons and ugly starch streaks on garments. No longer is it necessary for garments to be "done over," because a starch lump has caused a streak.

Contains "GLIDE" for smooth, fast ironing

A special "iron lubricant" called GLIDE makes ironing faster and easier. There's less resistance to the hot iron as it moves over the cloth. No need to use old-fashioned "ironing aids."

GUARANTEED PERFECT RESULTS OR MONEY BACK

Women can buy Sta-Flo with confidence. If it does not save time and work and give perfect results, the grocer who sold it is authorized to return every penny that was paid for it.

All good grocers have

Sta-Flo liquid starch

Bringing up Mother *by George*

Pleasant Fragrance for Clothing

Lightly-scented Sta-Flo brings a touch of fresh fragrance to clothes. Sta-Flo is pleasant to use during starching and ironing.

Sta-Flo is a trade-mark of the A. E. Staley Mfg. Co., Decatur, Illinois, registered in the U. S. Pat. Off.

NEW! an automatic GAS water heater by Duo-Therm!

An automatic gas water heater is a thing you buy to last for years.

Isn't it smarter, then, to buy one that's built by a company with years of experience in making water heaters?

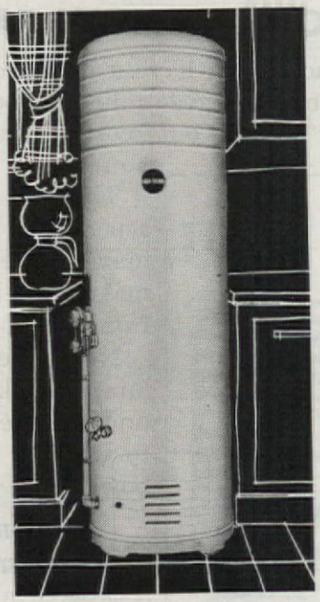
You bet it is. And that's what you get in the Gas Duo-Therm: an all-new heater soundly engineered by the same folks who pioneered the automatic fuel oil water heater.

If you've ever owned a Duo-Therm appliance, you know you can expect years of thrifty, trouble-free service from the new *Gas* Duo-Therm. Plus—

WORKLESS, DIRTLESS HOT WATER! No fuel to haul, no firing, no ashes. You light the Duo-Therm *once* then forget it! Its "Unitrol" Control—the finest money can buy—supervises the work while *you* relax. You enjoy

ABUNDANT, FAST HOT WATER! Even on heaviest washdays! Because the Duo-Therm has a *generous* water capacity, and replaces hot water extra fast. Special spun-glass insulation keeps the heat in the water. The "thinks for you" thermostat keeps the water heated just right for the job. And it's

REALLY THRIFTY HOT WATER! Because Duo-Therm's Equaflame burner is a fuel *miser*. Because Duo-Therm's flue travels the heat into the heart of your water, gets more heat out of the fuel.



3 Models—use all types of gas, including LP. Approved by The American Gas Association.

FREE—Illustrated Catalog. See the world of features only Duo-Therm offers you. See Duo-Therm's modern streamlined design and insulated base for safe installation on any floor! Mail the handy coupon below.

In Gas and Fuel Oil Water Heaters it's

DUO-THERM

ALWAYS THE LEADER

FREE—12 PAGE DUO-THERM CATALOG, SEND COUPON TODAY.

Duo-Therm Division of Motor Wheel Corp.
Dept. AH-W7, Lansing 3, Michigan

Send me absolutely free one copy of the Duo-Therm

☐ Automatic GAS Water Heater Catalog
☐ Automatic FUEL OIL Water Heater Catalog.

Name.....

Address.....

City.....*P.O. Zone*.....*State*.....

Duo-Therm is a registered trademark of Motor Wheel Corporation, Copyright 1948

MY EARS AND WHISKERS!

You're invited

"Then you keep moving round, I suppose?" said Alice.

"Exactly so," said the Hatter, "as the things get used up."

"But what happens when you come to the beginning again?" Alice ventured to ask.

"Suppose we change the subject," the March Hare interrupted, yawning. "I'm getting tired of this. I vote the young lady tells us a story." . . .

"I want a clean cup," interrupted the Hatter. "Let's all move one place on."

Suppose *we* change the subject for a bit and tell about a party that is "mad"—extravagantly gay and hilarious for the guests—but *very* sane from the hostess' point of view. Inspired, somewhat, by the routine and the general behavior of the guests at the Mad Tea in *Alice in Wonderland*, this party, given in your own home, will have all the charms of honest informality, good food served easily and attractively, and relaxed entertainment. Too, it's an especially adaptable party: adults and children alike will love "dressing up" in the absurdly delightful costumes of the story; they'll enjoy the dinner that's served so unconventionally and congenially in your kitchen. When the guests at the Mad Tea Party wanted a clean cup, "they moved round". That's the key to the success of your party. Entertainment, service, guests—nothing is static. This party "moves round".

Introduce the "Alice in Wonderland" theme with your invitations. Trace some of the characters found in the book on sheets of plain white paper. Then word your invitations something like this:

My ears and whiskers!
You're invited to a Mad Tea Party
to be held on: (date) at: (address) time:
Come dressed as any character in Alice in Wonderland, with the exception of Alice—that part is filled. We'll be expecting you—masked and in costume! There'll be prizes for good and bad!
My ears and whiskers!

The decorations for the party can be anything you wish, but don't forget to place a card on your front door which requests, "Please come in".

For lots of fun and a touch of the mysterious, ask your husband or one of the male guests to dress up as Alice. Warn him beforehand, however, that he'll have to acquire a feminine voice for the evening. While your masked and costumed guests are arriving, play an *Alice in Wonderland* recording, just to get them in the mood. When everyone is present, let the guests choose their dancing partners--watch how the men will go for Alice! If you have a male guest playing the role, your party is certain to be off to a good start. After a few dances, ask the guests to sit down, then pass out paper and pencils. Each will write down his identification of the other guests in costume. Allow five or ten minutes for them to do this, then collect the papers. And now it is time for the guests to remove their masks. You might give a prize to the one who identifies most correctly.

TO A MAD TEA PARTY

Mary Axford Nash
Gertrude Brassard

The unusual serving of the dinner is the highlight of this party, so it is well to start a little earlier than is customary. Undoubtedly, the spontaneous enjoyment of the guests will prolong each course beyond its conventional length, so, probably, it will be practical to plan your dinner to allow for this—and to allow yourself to enjoy it, too.

Set a small table for the first course, hot or cold, before the fire in the living room. Set the table for the main course in the kitchen. Everything basic to the dinner can be prepared beforehand: the meat hot in the oven, the salad materials ready to blend, some of them marinating in the vinegar spiced with herbs. During the soup, the hostess reads to her guests the chapter on the Mad Tea Party from *Alice in Wonderland* to remind them that, when they want a clean cup, "they move round". When the first course is finished, the hostess takes a tray of the dishes used and goes into the kitchen to put on the finishing touches and set out the main course of the dinner. All of the big preparations have been made in the morning—the secret of her efficiency.

At this point, if permitted, the guests will come trooping after you to watch the mysterious last-minute touches. If you plan a dinner party for six, serve on hot dinner plates. It is most appetizing to arrange the foods considering their color, flavor, and texture. It is easy to do this—and it minimizes the number of serving dishes needed. Use large-sized dinner plates of fireproof material that can be safely heated. Bring your tea wagon to the stove. Then, you can place on it the hot dinner plates and, on these, arrange veal birds with mushrooms and celery sauce on rounds of toast, and the vegetable. Perhaps one of the guests would enjoy preparing the tossed green salad in a wooden bowl, then placing it on smaller plates.

When the hot plates, with the effective arrangement of food, are placed on the table, the signal is

An out from formal entertaining—

more intimate than a buffet supper, easier,

for it's served in the kitchen. Mad? No, great fun!

given for the guests to sit down. The pretty table, the big bowls of fruit on the side table bring color and charm to the room. The unattended table is restful, quiet, and conducive to good conversation. The number of guests should be limited, if the service is from stove to table, and it will be more intimate than a buffet supper. The hostess should be alert in choosing the right time to move on "for a clean cup" when there is a lull in the conversation. Dinner over, she leads the party back into the living room for the completion of the evening, leaving the kitchen table just as it is.

The table for the dessert course can be set in the kitchen, too, with cups and saucers placed evenly all around, the cherry tarts down the center. Set a couple of extra places and, at various intervals while guests are standing or seated around the table, the hostess can keep things humming by saying, "I want a clean cup. Let's all move one place on." Saucers may be left on the table while each guest moves to the next place with his cup. The guest fortunate enough to be seated next to a clean cup, gets a fresh cup of coffee. By now—and probably before—the guests will be interrupting from time to time—and it all will add to the "madness"—to make the request that sets the other guests in motion. At the same time, a quiz on *Alice in Wonderland* can be going on, conducted by the hostess. Such questions as the following (with accompanying answers) will test the memories of your guests and add very well to the general merry confusion:

1. Give the four lines preceding, *Will you, wo'n't you, will you, wo'n't you, will you join the dance?* (Answer: *"Will you walk a little faster?" said a whiting to a snail, "There's a porpoise close behind us, and he's treading on my tail. See how eagerly the lobsters and turtles all advance! Will you, wo'n't you," etc.*) 2. At whose home was the Mad Tea Party held? (Answer: Mad Hatter's.) 3. What was the Knave of Hearts accused of doing? (Answer: Stealing the tarts made by the Queen.) 4. Did Alice grow larger or smaller in the Mad Hatter's home? (Answer: Larger.) You can make up as many questions from the book as you think you'll need—and the more nonsensical the better. At the end of the quiz an appropriate prize might be awarded: a piggy bank, a deck of playing cards, a toy rabbit.

Being a "madly" adaptable party, the ideas suggested here can be modified or, better still, enlarged upon, to meet individual requirements. The dessert might be served in the living room, the coffee being prepared there and the guests helping themselves to cheese, fruits, and the little tarts arranged colorfully on a tray. If children are your guests, you may prefer more games and more "moving round" at the tea table.

After dinner or refreshments it will be fun to try charades; can't you picture someone acting out the role of the Duchess' baby and running out of the room on all fours? The characters suggest endless ideas for the game.

We could go on and on, but our object has been to demonstrate how dignified and appetizing meals may be served directly from stove to table. The average hostess is shy about her kitchen; she almost might put up a sign, "Do Not Enter." Not any more. The family is taking possession of the kitchen, and they and their friends are finding out what fun it is to discover new ways of doing simple and delightful things. Many of the choicest parties, these days, end up in the kitchen, with guests gathered around the cook—the host and hostess. "My ears and whiskers!"

Photographs by George H. Davis Studio

The enchanting story of Alice in Wonderland is visualized for children and adults in this new fantasy painting by Ayres Houghtelling. With a fresh technique, he makes the whole story "come alive", on just one canvas. Art-Told Tales, Inc.

A Remarkable Offer to American Women—

FROM AMERICAN KITCHENS DEALERS

FREE A COMPLETE, INDIVIDUALLY-DESIGNED PLAN FOR YOUR OWN NEW

American KITCHEN
STYLED IN STEEL

No matter how your kitchen looks now . . . or how the doors and windows are arranged . . . your American Kitchens Dealer can use his Plan-a-Kit to show you exactly how your American Kitchen will look.

And he'll show you how easy it is to *start* your American Kitchen . . . beginning with a new American Styled-in-Steel Cabinet Sink! Then you can gradually complete your new American Kitchen.

● Here is the most helpful service ever offered to the woman who wants a modern kitchen. And it is entirely without cost or obligation.

Go and see your American Kitchens dealer. Whether you plan to build or remodel, he will gladly help you formulate your own ideas into a practical kitchen arrangement. Then, by means of the exclusive American Kitchens *Plan-a-Kit*, he'll show you precisely how *your* kitchen will look. To top it all, he'll prepare a carefully drafted plan which will be yours to keep and consult whenever you're ready to begin installing the units you need.

Remember, you can start with one unit only—or you can install your complete kitchen all at once. And your *PLAN* will guarantee that *your* American Kitchen—whether installed in part, or fully completed—will be *exactly* as you intended it to be!

American KITCHENS
STYLED IN STEEL

AMERICAN CENTRAL DIVISION—*AVCO* Manufacturing Corp., Dept. AH-3, Connersville, Ind.

American Central
Division—*AVCO* Mfg. Corp., Dept. AH-3
Connersville, Indiana

Check Here

I'd like to hear from your nearest American Kitchens dealer..... ☐

I'd like to receive your helpful booklets on Kitchen Planning, for which I enclose 25c..... ☐

Name.....

Street Address.....

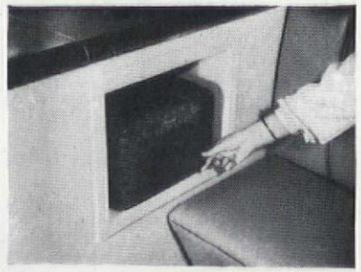
County.....*City & State*.....

Good planning and

good management bring about

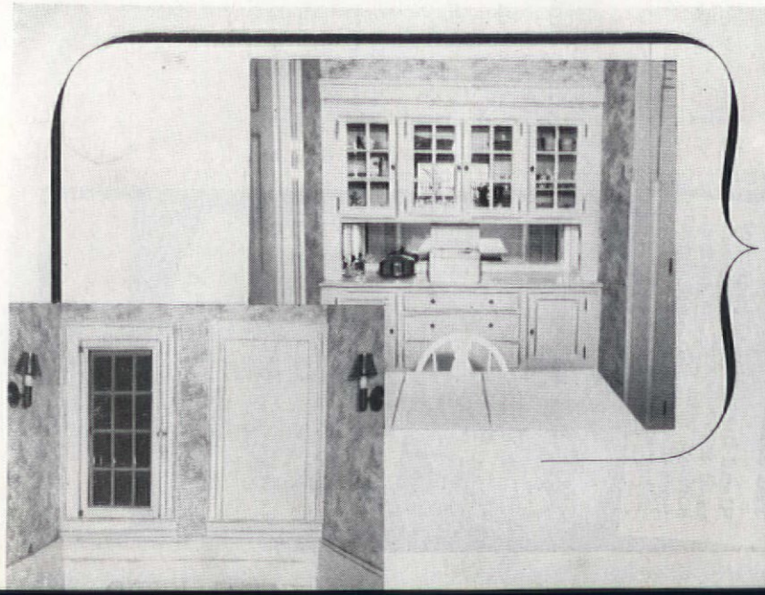
REVISION WITH VISION

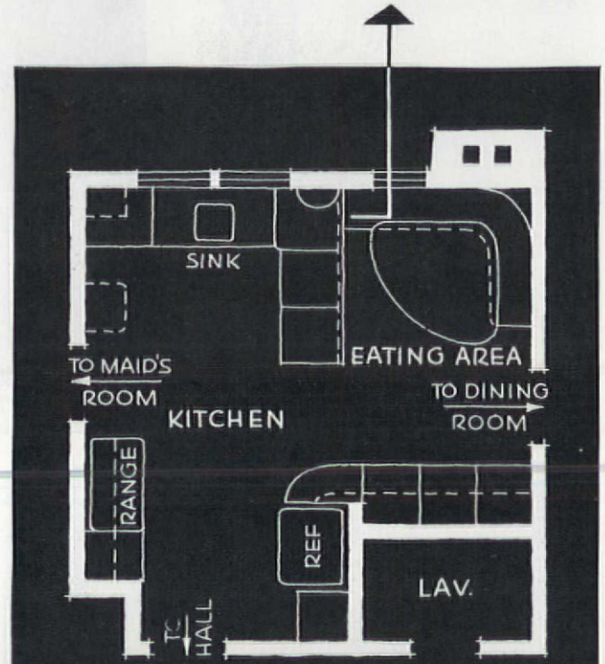
Mother wanted to be included in the family fun in this servantless house, so the wall came down between the long, dark, narrow rooms—wide, open spaces are gay and workable

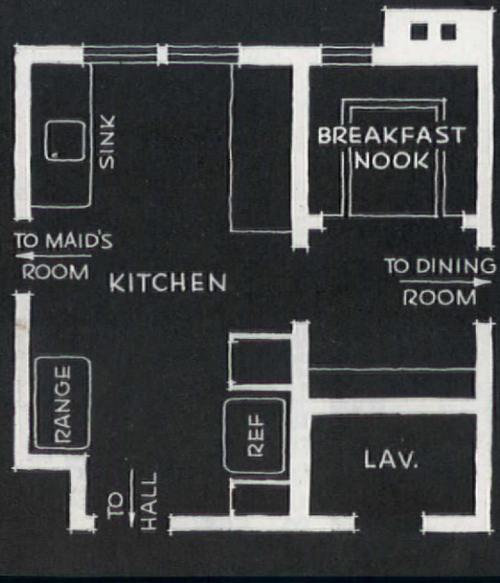


Two high, narrow, dark rooms—the kitchen and old-fashioned breakfast nook—confronted us in the Eric Johnson home in Connersville, Indiana. Far from town, Mrs. Johnson senses that the maidless era is here to stay. As many another American housewife, she is quite willing to pitch in and do all the work that planning, shopping, preparing, cooking, cleaning up, entails in this now average-sized family—sometimes married daughter or son come home with all their families, more often father brings in six unexpected guests. Mother doesn't mind all this if she is not relegated to the kitchen. Under the old plan she had to be—no room for visitors. Now she is a part of the family life as they enjoy her fine cooking in the dining corner or just gather there to "kibitz" as she prepares the food for the more formal dining room, the snacks for the great outdoor barbecue, or her famous Swedish pancakes in the wee small hours.

No conformist to the textbook theories of kitchen planning, Mrs. Johnson had worked for so long with an inadequate kitchen that she had learned to make the most of little and poor storage space. As we took out the partition and gave her wide, open spaces, she had already planned the most sensible use of the one cabinet side of the sink—her spice and mixing cupboard, large bowls underneath. Dry cereals and crackers are over the range where the good ventilators in the cabinets keep them dry and crisp. The range stores skillets and pans needed there. The peninsula houses many flower vases, for the gardens are extensive. The ugly gimcracks at the end of the old breakfast room were replaced with the shiny new American Central cabinets. Glasses and good china for everyday use are here. One







The well-designed cart is practically the hub of the kitchen. It is used to save countless steps from dining room or terrace to the kitchen range or sink

EDITH RAMSAY

Barbecue it... right in your broiler!

Just pour this rich, spicy barbecue flavor over meats . . . baste now and then, and . . . mmm.

FOR TANGY BARBECUE RECIPES Write: Glaser, Crandell Co., Chicago 8, Dept F-3

Derby
BARBECUE SAUCE
FIRST AID FOR CLEVER COOKS
Also Derby Steak Sauce • Derby Hot Sauce • Derby Worcestershire

New! Quick! Delicious!

RECIPE FOR
UNDERWOOD DEVILED HAM-NIPS

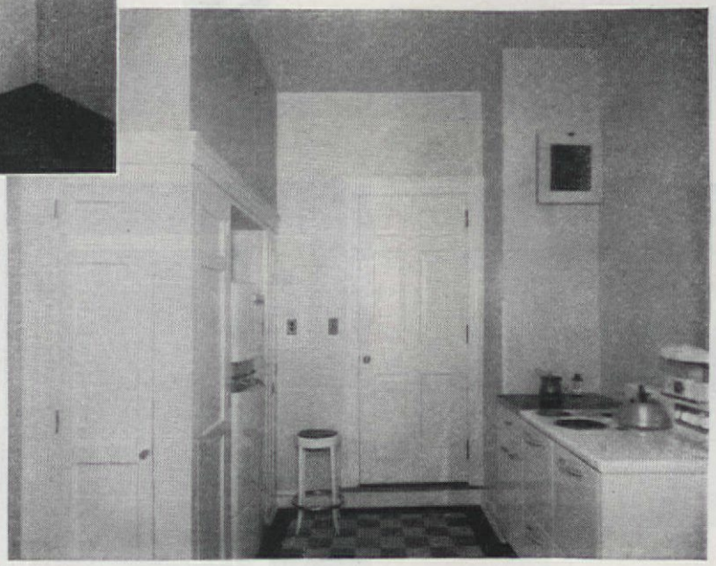
1 3-ounce package of cream cheese
1 can UNDERWOOD Deviled Ham

Blend ingredients together until smooth. Add other seasonings with curry if desired. Spread on finger-length pieces of hot buttered toast.

AMERICA'S FAVORITE SANDWICH SPREAD

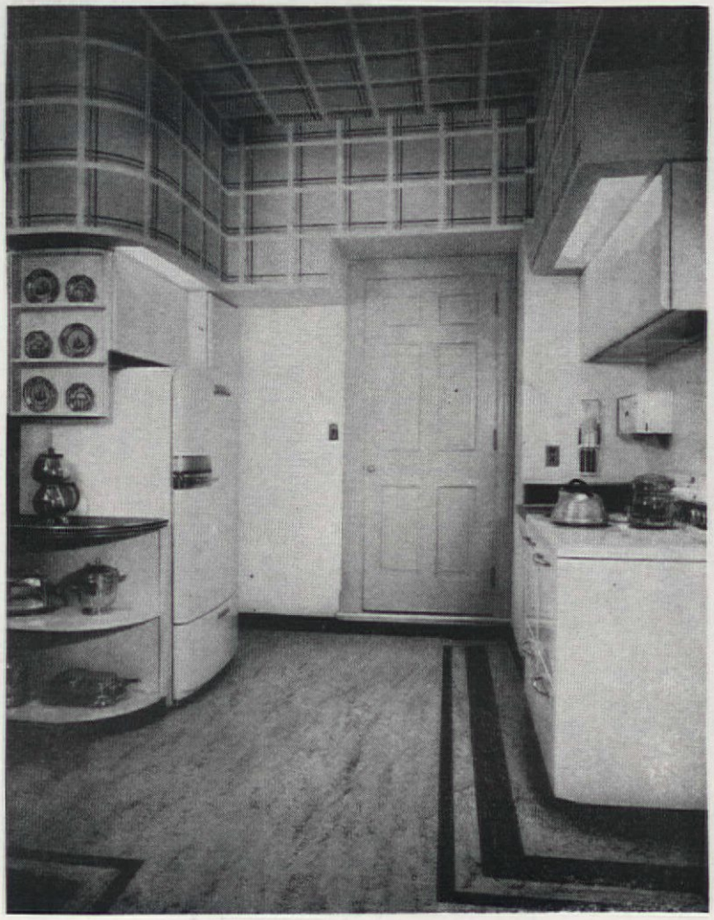
★ Boy, what delicious sandwiches it makes! What snacks . . . and rarebits! What delicious egg dishes!

The inadequate broom closet below was replaced by the new utility cabinets to the right of refrigerator. The good yet simple lighting over this new box, and the base cabinet at its left, simplify removal and storage of food. Cabinets over the range were converted into a good ventilating system via ducts to the old fan hole in outside wall. Maple-top base cabinet is at left of the range

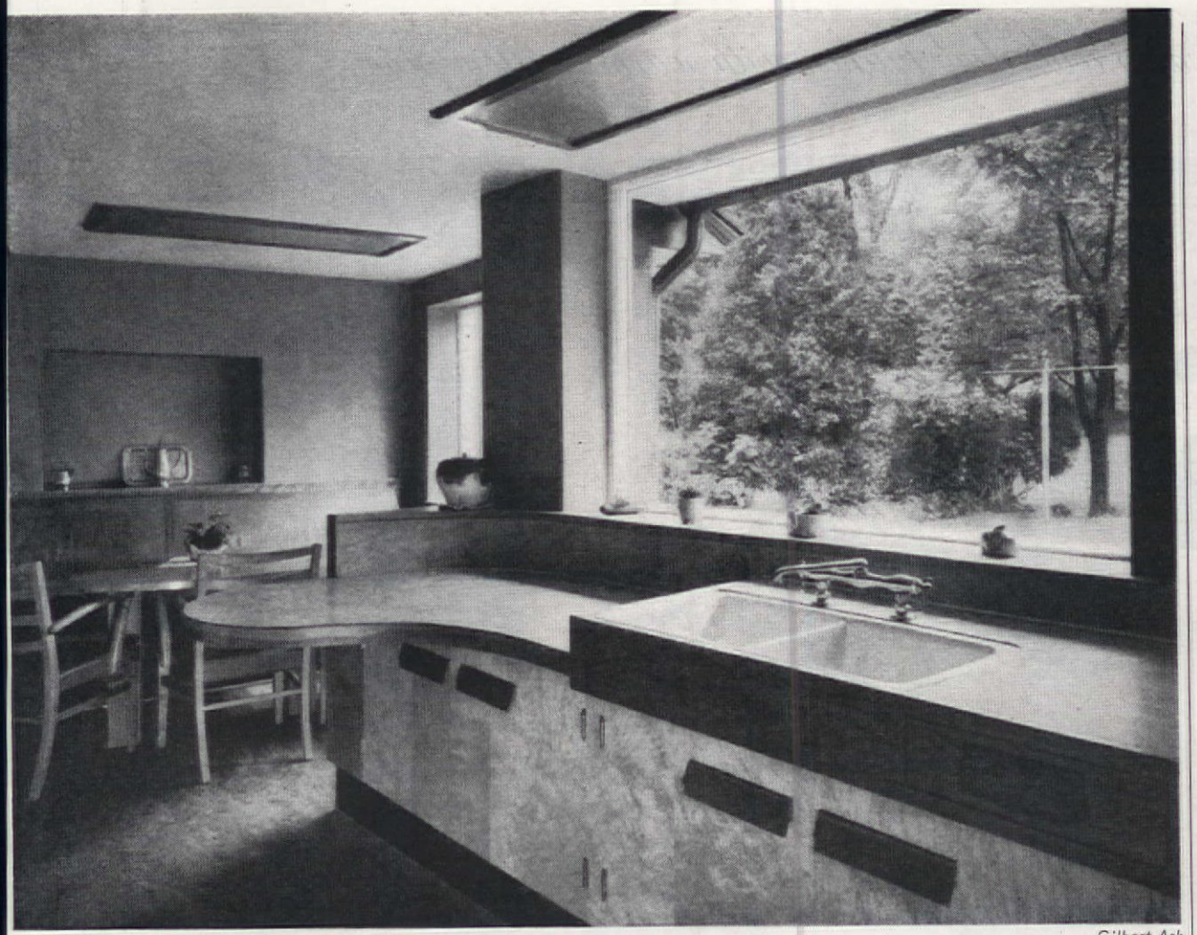


Planning desk has sit-down work surface, holds Menu Maker and telephone. Bulletin board above base cabinet has vertical storage for large plates and platters. Another was replaced with the "hub" of the kitchen, the utility cart. Dishes are dried at the sink, put on the cart and rolled to storage closets, which are within arms' reach of the table for dining-room or breakfast-room service.

The ceilings are high, but the man of the house is big—no low ceilings for him. We furred down to the top of the cabinets, installed white fluorescent tubes all around the room in the soffit. The gay plaid wallpaper, clear across the ceiling and down to the cabinets, is lacquered against steam and grease. Dad's radio, in usually wasted corner space, is adjacent to the gay red upholstered benches. Cream-and-black linoleum makes a bright and simple to maintain floor covering.



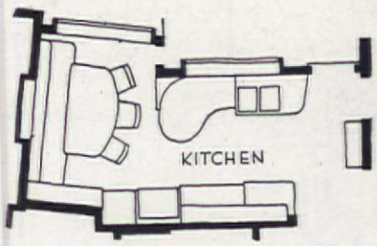
Photographs by Richard Garrison; Contractor, Schramm and Rugh; Cabinets, American Kitchens; Linoleum, Nairn; Wallpaper, Imperial; Upholstery, Koroseal on Kaylon; Lighting, General Electric



Gilbert Ask

This month's AMERICAN HOME KITCHENS

1. Working in the Shadd kitchen with its lovely view of the outdoors



Turn to page 32 for story of Shadd house

A beautiful view and no backaches—those are the first lures of the Shadd kitchen. As good to work in as to look at, it has a big picture window that makes daydreaming while dishwashing easy. Working surfaces were built to scale—Mrs. Shadd's. Even the bottom of the sink is on the same level with other surfaces.

The walls are covered with natural birch plywood as are the ample storage cabinets with which the old kitchen, happily, was blessed. To hide unsightly refrigerator compressor, they built a ventilated cabinet around it.

On an obvious guess, one would say this kitchen was designed, then built with everything brand new. Actually, it wasn't. New appliances being practically an impossibility at this time, the Shadds' "new" kitchen was built around the appliances they had. Too, they found space in the L-shaped kitchen for a breakfast nook. The finished product—a kitchen for contented working and living.

Why be a drudge?

Don't be a Rubbit! Why scrub dirty pans with a dishrag? Use a metal-fiber Brillo pad!

BRILLO shines 'em easy!

Brillo whisks off crust and scorch. Leaves your pots and pans shining! Use Brillo every day to keep 'em silver-bright!

GREEN box—soap and pads
RED box—soap pads

contains JEWELER'S POLISH!

Shines aluminum fast!

Send for this valuable budget help

● Here's a practical guide to more sumptuous meals on a lower budget! Delicious recipes. Lavish illustrations in full color. Gives details you've always wanted about how to prepare and how to serve fish and shellfish. Lists new varieties—tells which "cuts" to choose—what quantities to buy! Mail the coupon—today!

FREE National Fisheries Institute
724 Ninth Street, N. W.
Washington, D. C., Dept. A-1

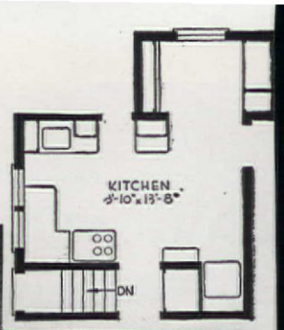
Send me free 10-page folder "Fish and Shellfish Cookery Made Easy."

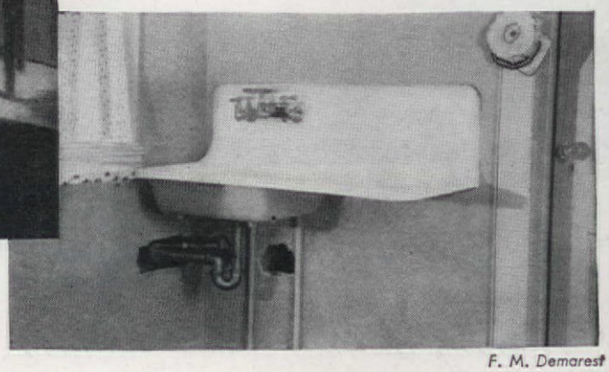
Name_____
(Print name and address)

Address_____

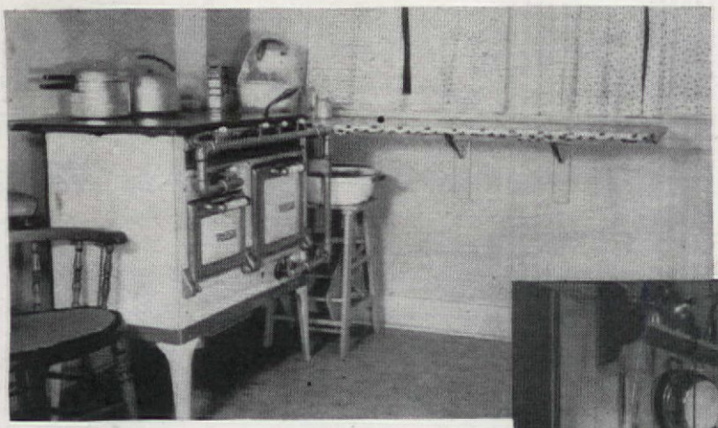
City & State _____ Zone

2. The Jameses revamp cold, drab kitchen with warm, mellow pine





F. M. Demarest



From start to finish, carpentry through painting, done by the man of the house

Turn to page 20 for story of James house

The Jameses went right on to the kitchen after completing all the work as described on page 20. With no architectural changes, Mr. James installed a new sink—the one large expense—in the same location as the old, and boxed it in with the mellow knotty pine that he used for the paneling and for the cabinets.

For years the Jameses had collected old iron hardware, and now they made use of it in the kitchen, except for a few modern replicas. The exposed walls are covered with Foley Cove paper, "The Gossips" in slate green and white. The ceiling is a bright cherry red.

Not a bit of maintenance has been overlooked by this full-fledged carpenter, for he knows who will have to do the fixing in years to come. Even some of the bricks under the range can be removed for pipe repair. The "dead" corner side of the range and mixing center opens into a back hall used for storage of storm boots. Not shown, is the other wall, which is completely covered with storage cabinets—many of them with vertical partitions for ease in finding kitchen necessities. Simple to maintain, bright to live with, is the Jameses' kitchen.

$100 JACKPOT

...if you guess right about washers!

No coaching from the audience, please! You're *right*, madam, a *Bendix* is the world's most-wanted washer—the only automatic washer with a ten year record of trouble-free performance. AND a hundred dollars to you for choosing right!

Yes, you get a $100 jackpot when you buy a Bendix—because that's just about what you save through the years on soap alone! But that's not all! The thrifty Bendix automatic Home Washer uses far less electricity and hot water than you'd ever dream!

Lowest priced of all automatic washers! Mass produced with 10 years of experience—and with over a million machines now in use—the Bendix costs as much as $90 less than other automatics.

You'll have whiter, brighter clothes! Ask one of your Bendix-owning neighbors how beautifully the smooth Bendix "Tumble-Action" whisks away the deep-down dirt—yet handles your sheerest washables with loving care.

A Bendix does *all* the work even when you're out. See how it rinses three times, then leaves your clothes damp-dry, ready for you to remove at your convenience. All you do is flip the dial and add a little soap—and your time is your own! Visit your nearest Bendix Dealer for a demonstration.

Bendix Home Appliances, Inc.,
South Bend 24, Indiana.

Guaranteed by Good Housekeeping

Also makers of the new Bendix automatic Dryer and Bendix automatic Ironer.

IF YOU CAN AFFORD A WASHER, YOU CAN AFFORD A BENDIX!

Who told you HOMEMAKING

Routine—that morning harvest—but it does give you a breath of fresh air, maybe a chance to say hello to your neighbor, and the *first* glance at the headlines

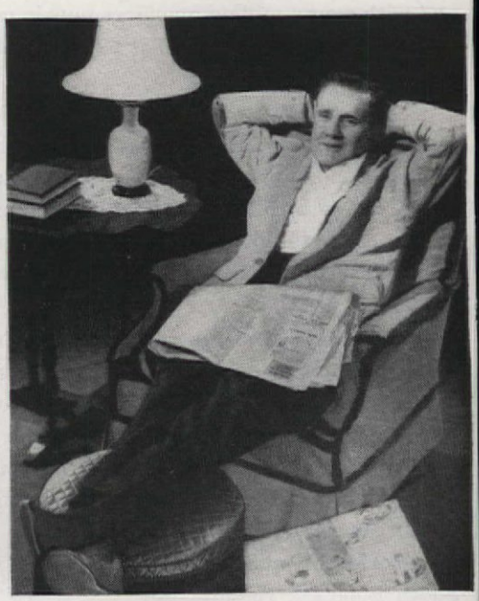
Being the boss, you organize your indoor work to give you time for outdoor interests. Negligible advantage? It still is more than the lady at the typewriter has

Unless you enjoy being a martyr and insist upon doing everything yourself, don't moan about being overworked. It takes time to train children to help, but it does make for family teamwork

To expand an old bromide, a home is where lots of people can hang their hats. They can also throw their coats over chairs, relax, and be happy

Is yours a grim greeting—or does he get an enthusiastic welcome? Of course, you and the children are glad he's home, so why not announce it at the door? He'll enjoy the fact more if the evidence is visible rather than taken for granted

Perplexing problems arise in every family and must be solved—but the dinner hour is not the time. Guard against becoming a teller of mere tales of woe that could better be forgotten



Does he get to relax in his living room—or do you maintain a "parlor"? Give him a comfortable chair, a reading lamp on a table large enough to be useful, a capacious ash tray within easy reach

Ruth McKitrick Holland

ISN'T A CAREER?

If a crumb is dropped, nobody cares—not even you; there's a vacuum that'll swallow it any time. Moral: home can be lived in, visited in, still be clean

Some people seem to think a "clean house" and happy, carefree children are incompatible. They aren't. Of what use to you is a spotless house if you and your family dare not *live* in it?

What makes you think homemaking is more monotonous than office work? Of course you have a routine—a good manager does—but there's no checkrein on your imagination and, the chances are, you've had time to read, garden, or visit with someone. At least, it's within your power to plan it that way

Do your job during working hours so you can spend your evenings with him, not with the dishes and the ironing board—unless he likes to help. If you give him living proof that ". . . woman's work is *never* done", he, probably will get as bored with the idea as you are with the fact

Photographs: H. Armstrong Roberts, Ewing Galloway

Analyze your special bugaboos and then eliminate them. If it's ironing that gets you down—don't just feel sorry for yourself. Try not to take it all in one big dose; plan to do a little each day

If you're just a housekeeper, you've just a job . . . but if it's home*making*, lady, it's a real career! Have you ever stopped to ask, "Which job have I undertaken?" Are you trying to impress your friends and neighbors with your housekeeping? Are you more interested in having an immaculate home than in keeping it a charming background for the kind of living your family likes? That's housekeeping. Many homes full of relaxed and happy people are also clean and yet, unfortunately, many clean homes are not full of relaxed and happy people. The difference lies in the homemaking, not the housekeeping! Let's try to analyze the difference.

Do you consider homemaking an important career? It is a career, not just a job, with bonuses in a happy, healthy family; time to follow your own interests; the joys of work well done. AND—you are your own boss! Who told you it is more monotonous than typing or selling ribbons over a counter?

A career is defined as a conspicuous success in one's chosen calling undertaken as a life work. A job is usually thought

when you buy a new **which** *is most important to YOU?*

1. *Automatic control*
2. *Smokeless broiling*
3. *Uniform baking, thrifty roasting*
4. *Speedy cooking . . . dozens of heats*
5. *Good-looking modern design*
6. *Everything easy to clean*
7. *Simple, easy operation*
8. *Year-in, year-out economy*

Look for this "CP" seal when you buy. It's your guide to the cleanest . . . the coolest . . . the finest . . . the fastest . . . the most wonderful cooking tools to be had! This streamlined TAPPAN Gas range is just one of the many "makes" and models built to "CP" standards. Choose one that's right for your "New Freedom Gas Kitchen"* at your local Gas Company or Gas appliance dealer's.

AMERICAN GAS ASSOCIATION, 420 LEXINGTON AVE., NEW YORK 17, N. Y.

*Cert. Mark, Amer. Gas Assoc., Inc.

you get them all in the new automatic **GAS** *ranges*

Junior gets cleaned up—the basin suffers. No reason he can't join the "mop brigade"

Johny Calkins, miniature furniture maker, appearing in Warner Bros.' "Life With Father"

Are your family's hobbies in your hair? Fascinated or bored by them? Does space, time, and money involved bother you? Be glad of these interests. Give encouragement by providing the necessary space to house them, for good storage makes for good housekeeping and congenial family life

"Requests" and "suggestions" are sometimes labeled "nagging". So, put them in writing. Make two lists, one for him, one for her

Do you get caught with your dust showing? You needn't. Just keep dustcloths in handy places, and then shiny surfaces will get the last-minute wipes you think they need

You please your public when he comes home by looking your best. Does your house? No matter how well you cleaned it in the morning, it may need a pick-up in the afternoon. See the house as he will see it—not as you saw it several hours ago. Give your house a quick "facial", too

Nothing quite measures up to the sweet freshness of sheets right off the line. Fold them carefully — eliminate ironing

Don't hide the electric mixer in the back on the bottom shelf; keep it convenient, waiting to help. If you don't have to haul out the sewing machine, maybe mending won't pile up. Be an efficient executive—harness the appliances, from electric heater to washer, and let them carry the load

of as a situation or employment. You can decide whether your career as a homemaker is actual or potential by answering—to yourself, of course—a few basic questions. The kind of home you have depends on your answers.

Is your husband happy at home? If the answer is an immediate "yes", pat yourself on the back. Otherwise, try looking at your home from his point of view. Do you present him with a Bill of Requests when he walks in the door, or is he free to do what he chooses when he gets home? Does his home relax him, or make him feel like the proverbial bull? The fact remains—and the family knows it—that *living* in a house creates a certain amount of surface disorder which has become quite acceptable socially!

The fundamentals of good homemaking are those of any successful career: completing your work during working hours, permitting those who can to help you. Analyze your work, then make a list. Time yourself and organize your work to allow for those "special" jobs, to balance the heavy and the light work—and to give yourself time to enjoy your own homemaking. If you would rather clean and shop on Mondays and wash on Tuesdays, do it that way—even if your neighbor is conventional. When your family is going to help you, adjust your working schedule to allow for the additional personalities. Families can't be pushed around like furniture. Tell them what

Something ENTIRELY NEW in GAS RANGES

NORGE

EXCLUSIVE

CONCENTRATOR BURNER

TRIPLE-ACTION FOR FAST, EVEN ALL-OVER HEAT with Greater Economy

HERE IS WHY IT IS BETTER

Triple-action heat. First, the flame travels inward from the inside ports of the "Concentrator" burner, toward the center of the cooking utensil.

Rotating flame. Second, angle-port openings impart a swirling, rotating action to each flame as it travels inward, toward the center of the utensil.

Triple-exposure. Third, after moving inward the heat reverses its path and moves outward, thus double-exposing the cooking utensil to the flame-generated heat.

If you are buying a new gas range—for yourself or for that certain young couple—why not buy the latest and the best? And that means the new Norge, with its exclusive "Concentrator" burner! — Norge Division, Borg-Warner Corp., Detroit 26, Michigan. In Canada: Addison Industries, Ltd., Toronto, Ontario.

A BORG-WARNER INDUSTRY

IT'S NICE!... IT'S NEW!... IT'S NORGE!

Other ultra-modern features of this range include: divided top, *flood-top cooking light, tilted control panel, single-setting oven temperature control, *electric clock with timer, *electric appliance outlet, glass wool insulation, oven door window, oven light, reversible broiler grill, safety oven lighter, automatic top-burner lighter, click simmer-valves, porcelain-enamel finish, chrome trimmed. "The best dealer in town sells Norge" . . . for your convenience, he is listed in the classified section of your telephone book.

*De Luxe equipment at slight additional cost.

Refrigerators • Electric Ranges • Water Coolers • Washers • Electric Water Heaters Home Heaters • Gas Ranges • Home Freezers

SEE NORGE BEFORE YOU BUY

Make a date...

WITH THE BEAUTIFUL NEW

ROPER

"AMERICA'S FINEST GAS RANGE"

IT'S AUTOMATIC!

Enjoy freedom from oven cooking cares. A roast or a complete meal cooked in the big "3-in-1" oven *automatically*. Splendid top-of-range and broiling facilities, too. Your dealer will gladly show you the unexcelled conveniences of the modern ROPER gas range.

BUILT TO GP STANDARDS

WRITE FOR FREE DESCRIPTIVE FOLDER A

GEO. D. ROPER CORPORATION
ROCKFORD • ILLINOIS

GAS HAS GOT IT!

In Mississippi steamboat days, folks discovered the golden richness of real New Orleans molasses.

For those who love the sunny-rich taste of real New Orleans molasses

Golden richness—from the sugar cane that grows as nowhere else in the rich soil of Louisiana! That's what makes Brer Rabbit Molasses the choice of those who value spun-gold flavor in their fine homemade gingerbread and cookies.

Made from southern plantation sugar cane, Brer Rabbit has the same flavor prized in Mississippi steamboat days. Its golden liquid is the secret of tasty gingerbread, cookies and a flavorful spread.

TWO FLAVORS: *Gold Label*—light, mild-flavored molasses; *Green Label*—dark, full-flavored molasses.

Rich in Iron—needed for good red blood!

FREE! *New, easy, quick* dessert recipes. Also 52-page cook book; 116 fine recipes.

BRER RABBIT New Orleans MOLASSES

Name_____

Address_____

_____ Zone_____

Paste on postcard and mail to: Brer Rabbit, c/o Penick & Ford, New Orleans 7, La., Dept. A3-8

to do when, or put the work on a co-operative basis with compromise from everyone when necessary. The problem is to decide what jobs really are important and then allowing enough elasticity in schedules to give everyone a break.

If you discover that, almost constantly, you are reminding your husband of things you want him to do—or vice versa—it will be more efficient and congenial to put up a small blackboard on the kitchen wall, a bulletin board near the telephone, or have two pads, one "For him to do", one "For her to do". Get in the habit of jotting down the jobs and then, if one list is taken care of immediately, and the other never has anything crossed off—it will be in writing. Try dating the requests and, if the same jobs appear again and again, you can try to prevent it. This system will be easy on the nerves.

To be a happily successful homemaker, you should have the right tools for the job. An automatic washer, a dryer to eliminate the hanging up and the taking down, an ironer that will do as much for you as you'll permit—all of these are long-term investments in time and energy. With careful management you may be able to work at least one of these into your budget. Another efficiency measure which has nothing to do with the budget is the storing of cleaning equipment. Life will become immeasurably easier if the mops, broom, dustcloths, etc., are "kept" where you want them, not "stored" away. Are the cleansing implements you need for the bathroom *in* or near the bathroom—or are they on the back porch?

Does your husband like your homemaking, but you don't care for his? Analyze, compromise, and co-operate. What *can't* be changed probably is irritating rather than important, anyway. Well, is it to be house*keeping* or home*making* for you?

Shorts on "SHORTS"

Don't pull plug out by cord. Always grasp plug itself to prevent strain on connection.

If you must wire or repair convenience plugs yourself, learn to do it correctly.

Disconnect electrical equipment at first sign of trouble. When an appliance smokes or a light bulb starts to flicker, don't wait to see what will happen. Turn off the switch. Wires may burn out and cause "short," or damage appliance.

Replace frayed electric cords immediately. Sparks from a "short" may burn user's hands, cause other irreparable damage.

NABISCO PARTY NEWS

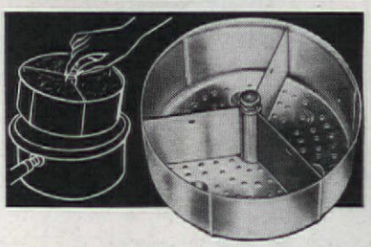
SHORTCAKE CLASSIC
—an all-time favorite
so easy with Lorna Doone

Shortcake

Sweetened fruit Whipped cream Lorna Doone Shortbread

Arrange 4 Lorna Doone on each individual plate; top with berries. Garnish with whipped cream and a Lorna Doone topped by fruit. Quick! Easy! A new dessert *wonder!* For Lorna Doone is shortbread after an old Scottish recipe...*butter*-rich with a tender, *crunchy* texture. Enjoy Lorna Doone as a sweet-in-itself...look for other delectable cookies in the packages with the red Nabisco Seal!

NATIONAL BISCUIT COMPANY



LIKE HAVING THREE PRESSURE COOKERS!

Save time! Save fuel! Save vitamins! This ARROW-MATIC Vegetable Steamer will triple the value of your pressure cooker or make a steamer of any 4-qt. saucepan. Cook three vegetables together. No mixing of flavors. Not just a divider! Has sides and colander bottom...*lifts out!* No more spooning out. Easy-to-clean aluminum. At your dealer's. Or send check or money order (no C.O.D's). Money back if not delighted. 6-qt. model $2.98 postpaid.

$1.98 POSTPAID

ARROW ALUMINUM PRODUCTS CO.
Dept. A, 1501 Broadway, New York 18, N. Y.

Drawing by Jeannette Crowl

Larry Novak

OH, MY ACHING BACK!

Blanche N. Nelson

The Papa Bear was a big bear. And his was a big chair. Mama Bear was a medium-sized bear. And hers was a medium-sized chair. . . .

If you are planning a new home, you probably are not wasting time reading that nursery tale from an architectural point of view. I'll venture, however, that Mama Bear didn't wear a perpetual frown or have a permanent Neanderthal stoop. Nor did she complain of a chronic backache because, undoubtedly, she had a medium-sized kitchen, too!

Long ago, educators realized the importance of desks adjustable to the correct height for the children who were to use them. And business, office, and factory executives have realized, in later years, that efficiency can be increased if their employees have desks and work counters of the proper height. But too many kitchens have been designed with an eye for beauty, with nary a thought given to the height and comfort of the housewives who will work in them.

Nine women out of ten complain of backaches and, nine chances out of ten, the remedy is architectural rather than medical. For maximum comfort in working, the counter should be at your finger tips when your elbows are slightly bent. There is no such thing as an "average height for the greatest number of housewives," because they come in all manner of combinations, each one just a little different.

If kitchen sinks and counters were built on the principle of a knee-hole desk or with a ledge extending inches beyond the cabinets below, the tall, willowy housewife could derive at least a semblance of comfort by purchasing a stool which would place her, while sitting down at the counter, at a convenient working level. Many housewives believe they cannot work efficiently sitting down but this, I believe, is an erroneous impression produced by the fact that it is very awkward—and tiring—to sit sideways at a counter where the cabinets beneath are built out flush, or nearly flush, with the edge of the counter. More often than not, the base of the cabinet is built straight to the floor, so that even though the counter may be the proper height, Mrs. Housewife still must

All Set for a Hungry Man

...in stews, gravies, casseroles, salad dressings ...*dozens of dishes*...Heinz Tomato Ketchup adds the rich spicy flavor *that gets your man!*

The *Best* Pal A Good Meal Ever Had

HEINZ KETCHUP

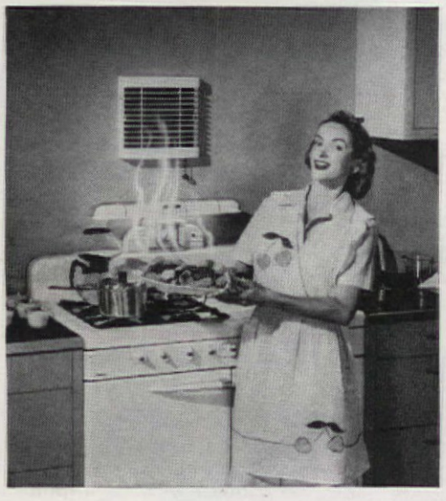
Made from the world's finest tomatoes, rare spices and fine vinegar

choose between leaning at a precarious, discomforting angle over the counter or turning her feet outward to keep her toes free!

The so-called "standard" kitchen counters were undoubtedly intended to accommodate the "average"—a group which has proved indefinite, if not entirely nonexistent. Sinks, particularly, are always too low.

If you are lucky enough to be building or planning to build or remodel your own home, plan your kitchen to fit yourself and your own idiosyncrasies. Whether you are having your kitchen built to order or buying ready-built units, measure your bent-elbow, finger-tip height before any of it is installed. If the units are too low, place them on a footing or platform to make them the height most comfortable for you. Then—and only then—will your kitchen be a thing of beauty, and not a backbreaking annoyance forever!

For kitchen heat and smoke and smell—

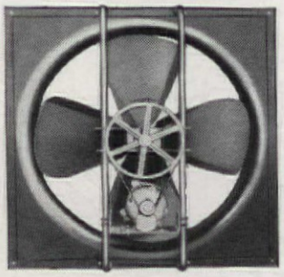


Be smart! Install an Aeropel

Aeropel Kitchen Fan

NEW KITCHEN FAN keeps your kitchen fresh as a daisy . . . saves its cost many times over in lower decorating bills alone. Sold by leading electrical and home supply dealers everywhere at a price so low it will surprise you. Send coupon for FREE booklet.

Enjoy comfort cooling *this* Summer



Ventura Attic Fan

NEW ATTIC FAN—Install this quiet, dependable fan in an attic window or on attic floor. At the snap of a switch, it whisks out the pent-up heat of attic and home, draws in a stream of cooler night air. Thousands already in use. Buy NOW for installation before hot weather arrives. Ask your dealer or send for *free* booklet.

AMERICAN BLOWER CORPORATION, DETROIT 32, MICHIGAN
CANADIAN SIROCCO COMPANY, LTD., WINDSOR, ONTARIO
Division of American Radiator & Standard Sanitary corporation

AMERICAN BLOWER

MAIL COUPON FOR FREE BOOKLET!

AMERICAN BLOWER CORPORATION A-3
Detroit 32, Michigan
Gentlemen:
Please send me FREE Attic Fan Booklet ☐ Aeropel Booklet ☐
Name_____
Address_____
City and State_____

To help you with your

HOUSEKEEPING

BOOK OF HOUSE PLANS.....$1.50

125 houses by foremost architects from all sections of the country. 220 pages, 34 in color.

DREAM HOME SCRAPBOOK.....35¢

For collecting building data. Two colorful rigid covers, manila index sheets, linen tabs; shoestring ties all together.

VITAMIN PARADE, #103.....6¢

Simplified explanation of the basic foods and vitamins necessary for good health.

PRESSURE SAUCEPANS, #168.....5¢

Practical pointers on their selection, use, and care.

THE KITCHEN KETTLE, #122.....6¢

How to select utensils wisely and use them for long service.

ALICE IN WONDERLAND PLAYLET, #174.....50¢

32-page leaflet contains instructions for making costumes for the nine leading characters in the playlet, the playlet, and a useful clubwomen's program on the Alice theme.

EASTER ENTERTAINING.....20¢

A leaflet of ideas for decorations, games, favors, recipes—all for the Easter season.

● Order booklets by name and number and send remittance to:

The American Home
55 Fifth Avenue, New York 3, N. Y.

WARNING!

Fire may strike your home tomorrow. Will you be able to put it out? Play safe! Get PYRENE*—the world's finest fire extinguisher. PYRENE gives *sure* protection . . . whenever and wherever you need it. At hardware, home, auto and farm supply stores.

FREE! A booklet that may save your life—packed with important facts about home fire protection.

Pyrene

*T. M. Reg. U. S. Pat. Off.

PRECISION-MADE FOR SURE PROTECTION

Pyrene Manufacturing Company
570 Belmont Ave., Newark 8, N. J.
Affiliated with C-O-Two Fire Equipment Co.
Have You Tested Your Fire Extinguisher Lately?

TO *Razor-Kleen* YOUR CLOGGED SEWER or DRAIN
Insist on Electric

ROTO-ROOTER SERVICE

With the electric Roto-Rooter, your local Roto-Rooter Serviceman will do the job Better, Faster, and For Less.

NO NEEDLESS DIGGING

Write for Sewer and Drain Handbook

ROTO-ROOTER CORP.
Dept. 238, Des Moines 14, Iowa

A NATIONAL SERVICE AVAILABLE LOCALLY

GRAVY MASTER
makes gravy rich brown-full-bodied
GET A BOTTLE—TRY IT—COMPARE

DO YOU WANT $25?

Show lovely Doehla All-Occasion Greeting Cards, Stationery, Gift Wrappings, to friends, neighbors, co-workers. 23 different assortments. You make $25 profit on only 50 $1 boxes. NO EXPERIENCE NEEDED—our FREE BOOK shows you easy ways for any beginner to make money! Write for 2 sample boxes on approval. If friends don't snap them up, return them at our expense.

FREE SAMPLES Beautiful "Name Imprinted" Stationery. Sell it on sight for only $1 per box!

HARRY DOEHLA CO., Dept. A 10, Fitchburg, Massachusetts.

GOOD MONEY IN WEAVING

Earn money at home weaving rugs, carpets, etc, from old rags or new yarn—in your community! No experience necessary. 31,000 doing it with easy running Union Looms costing less than $50.00! Send for our free booklet today.
UNION LOOM WORKS, 24 Factory St., BOONVILLE, N.Y.

ARE YOU GOING TO MOVE?

Please notify us at least thirty days before you move, telling us what date you will move, and be sure to tell us your old address as well as the new address. If you can send us the label from an old copy it will help.

The American Home Magazine
55 Fifth Avenue, New York 3, N. Y.

Guaranteed by Good Housekeeping

$1.85 A QUART

LIN-X CLEAR-GLOSS

Dries overnight to a beautiful, clear, unbelievably durable varnish finish! Cleans with a damp cloth! Highly resistant to sizzling grease, boiling water, alcohol, heavy wear! Get Clear-Gloss today!

Beautifies, protects
- furniture • floors
- woodwork • linoleum

COVER THE EARTH

PRODUCT OF **SHERWIN-WILLIAMS** RESEARCH

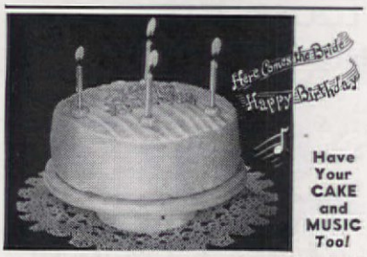
PICNIC STOVE and INCINERATOR

Tree stump of durable reinforced Haydite concrete with grill, charcoal pan, grate. Burns trash safely.

ONLY $37.50

Freight Prepaid East of Rockies

For descriptive circular, write to
W. O. JOHNSON CO.
Dept. A OMAHA, NEBR.



Have Your CAKE and MUSIC Too!

Delight your party guests with this MUSICAL CAKE PLATE that tinkles the Birthday Song* while the cake revolves! Durably made of metal with white enamel finish—fine Swiss music box movement. Send check or M.O. for $7.95. — NO C.O.D.'s
*or the Wedding March

SWISS COMMERCE, Inc.
120 West 42nd Street, Dept. A, New York 18, N. Y.

COMPARE VALUES, COMPARE FEATURES, SEE—

HARDER Freez THE ECONOMICAL HOME FREEZER

TYLER FIXTURE CORP., Dept. AH-3, Niles, Mich.
RUSH Information on Harder-Freez ( ) 12 or ( ) 24 cu. ft. Chest ( ) 9 or ( ) 18 cu. ft. Upright.

NAME_____

ADDRESS_____

WITH A BIG STICK

De Nyse Conover

One look at the kitchen walls and we dreaded the thought of cleaning the winter's accumulation of grease and dust. Then the idea occurred to me—why not mop it?

Our results tell the story. The kitchen is uniformly clean; the paint shines. There was an investment of 25 cents for cleaning compounds and less than four hours mopping time. The mopping equipment we had was used.

Even duplicating all the equipment would mean an expenditure of less than $6.00 for a self-wringing mop for cleaning the walls, a mop with a drainer for quick rinsing of the walls, two pails, and a small package of paint cleaner. Any ordinary mop, with the mop material cut to a convenient two-inch depth, will do. Short mop material eliminates dripping, yet gives a sufficient and soft cleaning surface. Anyone who can mop a floor can clean a wall.

Essentials for the job are two mops, two pails or other containers, dust cloths, and a small package of paint cleaner. For a kitchen 14′ by 14′, only a little more than half the box of cleaner was used, and the walls and ceiling were gone over twice.

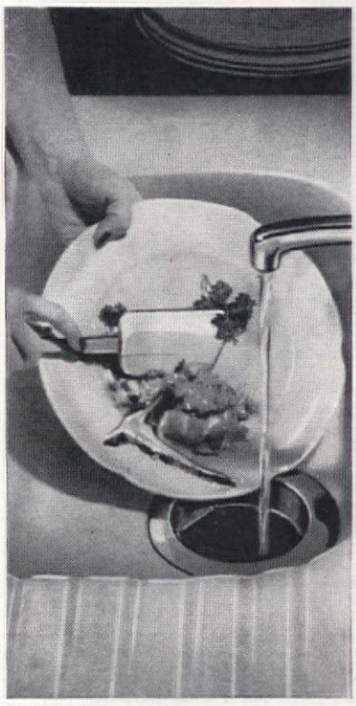
The first step in cleaning was a preliminary dusting. A dust cloth was pinned over a dry mop.

For the paint freshening, a gallon of cleaning solution was mixed in one pail; a gallon of clean warm water for rinsing was placed in the other. Each wall received a double cleaning—first, strip by strip, the full length of the wall from side to side, and then from ceiling to floor, strip by by-strip method. In the crosswise strip. The emphasis is on the strip-cleaning, the mop was dipped in the cleaning solution, wrung almost dry, passed parallel to the ceiling the full length of the wall, from left to right, then back again. Then, the rinse mop was wrung out of clear water and passed over the same surface.

When we came to do the ceiling, we simply walked back and forth across the room and pushed the mop. Here, each strip, the width of the mop, was cleaned and rinsed, the

Everybody's Pointing To Hotpoint

Get Rid Of Food Waste Instantly With Hotpoint Disposall



Simply scrape food waste into drain. Electric Disposall shreds it to a pulp, washes it away! Safe, easy, odorless, self-cleaning! Can be installed in your present sink or comes as a complete unit.

Now you can eliminate kitchen waste instantly, before it can even become *garbage*—with the new Hotpoint Electric Disposall*! Simply scrape food waste—bones and all—into the drain—turn on the cold water and your job's done.

This efficient, food waste disposer is self-cleaning—actually scours drains—saves time and work. And its operating cost is amazingly low. Go modern with a Hotpoint Disposall — solve your garbage problems the easy, odorless, sanitary way! Let your Hotpoint dealer show how economically the unit can be installed in any sink.

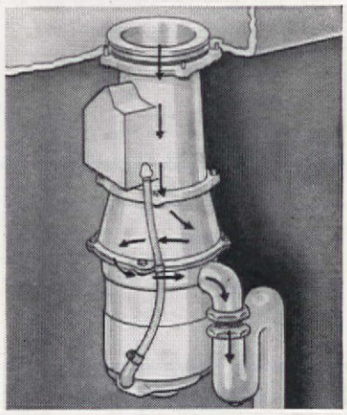
Hotpoint Inc., 5600 W. Taylor St., Chicago, Ill.

- **Actually Scours Drain.**
- **More Than 125,000 in Use.**
- **Operates for Less Than a Dime a Month!**
- **Carries Full Year Warranty.**
- **Operates Simply — Just Turn Handle as Indicated.**

1 Here's How It Works—You remove control cover and scrape food waste—bones and all—into the drain opening. Replace control cover and turn handle to ON position.

2 You turn on the cold water, which automatically starts the action. Refuse is electrically shredded to bits and washed away.

*REG. U. S. PAT. OFF.



3 Here's how the Disposall looks and performs. Arrows show how waste is carried down the drain. Self-scouring unit is sparkling clean!

Hotpoint HOTPOINT INC. A GENERAL ELECTRIC AFFILIATE **Disposall**

Copr. 1948 Hotpoint Inc., Chicago, Ill.

PIONEER AND PACEMAKER—44 YEARS OF QUALITY

"SCOTS GUARDSMAN" device keeps cold water at bottom of tank. Eliminates "cold spots," increases life of heating elements and thermostats. You get all the hot water you pay for.

ZINC-LINED TANK. Does not crack or chip from heat-expansion or cold-contraction. Heavily coated, inside and out, for lasting protection. Tank all-welded, hot-dipped. Extra-heavy gauge.

MAGNESIUM ANODIC PROTECTOROD* prevents corrosion. Assures years of clear, rust-free water. To get ProtectOrod—get Presteline!

FIBERGLAS INSULATION. 3" thick blanket surrounds sides; 6" to 12" on top, 3" on bottom. Keeps heat IN—keeps costs DOWN.

CHROMALOX IMMERSION-TYPE HEATING UNIT. Quick-acting. Trouble-free. Long-lived. Economical.

NINE DIFFERENT MODELS to choose from—the largest capacity Table Top model (45 gals.) plus eight round models in capacities ranging from 10 to 100 gallons.

FAST RECOVERY. "Recovery" is the engineer's name for what you want—fast heating! Heats as much as 50 gallons per hour!

BEAUTY THAT LASTS. Each Presteline automatic water heater gets 27 coats of baked enamel—standard kitchen white that stays white!

Doctors and Dentists: 10 gal. and 15 gal. models plug in on 110 volt outlet

YOUR PRESTELINE DEALER WILL RECOMMEND CORRECT CAPACITY PRESTELINE AUTOMATIC WATER HEATER TO FIT YOUR NEEDS. SEE YOUR PRESTELINE DEALER . . . TODAY!

Presteline
HOME APPLIANCES

Products of Pressed Steel Car Company, Inc., Since 1898 Makers of Fine Steel Products
PRESSED STEEL CAR COMPANY, INC., *Domestic Appliance Division*, 666 Lake Shore Drive, Chicago 11, Ill.
*T. M. Reg. U. S. Pat. Off. Applied For

process repeated strip by strip. Both on the side walls and the ceiling the mop stick gave extra push and pressure. There wasn't the pressure, scrubbing, or hard rubbing that most cleaning by hand requires.

Other long sticks have made short work of some of the front-of-the-house problems. For dusting the rough plaster wall in the living room, a slim, soft brush, tapered to a point at the end and fitted to a stick, has saved us time by whisking the dust out of high corners. A stick with a small, soft, cord swab on the end is efficient in coaxing down the cobweb-like streamers from both the ceilings and the corners. Armed with a big stick, the cleanings of ceilings and side walls can be walked through with feet firmly on the floor.

AMERICAN HOME PATTERN ORDER FORM

Please allow two weeks for mailing and handling

(Rug patterns illustrated on pages 52, 53, and 54 of this issue)

- ☐ A-514 3 Braided Rugs . . . . . 20¢
- ☐ A-759 4 Braided Rugs . . . . . 20¢
- ☐ A-972 Crocheted Rug . . . . . 15¢
- ☐ A-973 "Minnesota Dell" Hooked Rug . . . . . 65¢
- ☐ A-974 Poppy Hooked Rug . . . . . 55¢
- ☐ A-975 Floral Hooked Rug . . . . . 65¢
- ☐ A-976 Bird Hooked Rug . . . . . 65¢
- ☐ A-977 Crocheted Rug . . . . . 15¢
- ☐ A-978 Crocheted Rug . . . . . 15¢
- ☐ A-979 2 Hooked Rugs . . . . . 20¢

(Rug patterns not illustrated in this issue)

- ☐ A-540 Hit-or-Miss Hooked Rug . . . . . 15¢
- ☐ A-545 Crocheted Rope Rug . . . . 15¢
- ☐ A-551 Flower Transfers for Hooked Rug Squares . . 40¢
- ☐ A-598 Crocheted Bath Mat . . . . 20¢
- ☐ A-750 Loop Rug . . . . . 15¢
- ☐ A-758 Oval Crocheted Rug . . . . 15¢
- ☐ A-760 5 Woven Braid Rugs . . . 20¢
- ☐ A-761 2 Hooked Rugs; Rose and Hit-or-Miss . . . . . 30¢
- ☐ A-846 Greek Key and Floral Hooked Rug transfer . $1.00
- ☐ A-847 New England Bouquet Hooked Rug transfer . $1.00
- ☐ A-848 Zinnia Hooked Rug transfer $1.00
- ☐ A-849 Dainty Bess Rose Hooked Rug transfer . $1.00

Name

Street Address

City *Zone No.* *State*

PRINT name and address in coupon, which will be used as label for mailing patterns. Cut out order form along dash lines, check patterns desired and send M.O. or personal check to: (Please do not send stamps)

THE AMERICAN HOME
PATTERN DEPARTMENT
55 Fifth Avenue, New York 3, N. Y.

Horrors! You've forgotten to "see to" the toilet bowl! And guests coming. But, it's all right, lady—keep your orchids on. Just sprinkle Sani-Flush in the toilet bowl. No fuss, muss or feathers. No work. Sani-Flush cleans away stains and film—disinfects—leaves only odorless toilet bowl freshness.

Safe in all toilet systems. Works in hard or soft water. At everybody's grocer's. Two handy sizes. The Hygienic Products Company, Canton 2, Ohio.

Sani-Flush
USE TWICE WEEKLY

RESET LOOSE HINGES with PLASTIC WOOD

EASY! No skill required. Handles like putty...hardens into wood.

A CELLULOSE FIBRE FILLER
IN CANS OR TUBES
WON'T CHIP OR CRACK

THE CHORE GIRL POT CLEANER

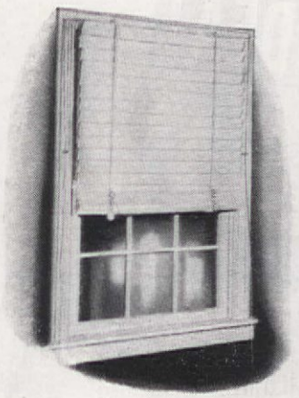
Saves time, work and soap. Genuine copper—Cannot rust. Never shreds nor splinters, rinses clean, lasts long.

Ask for The Chore Girl at your local store

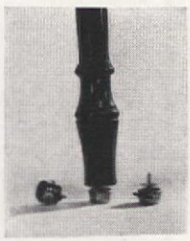
10¢

METAL TEXTILE CORPORATION
Orange, N. J.
In Canada: Hamilton, Ont.

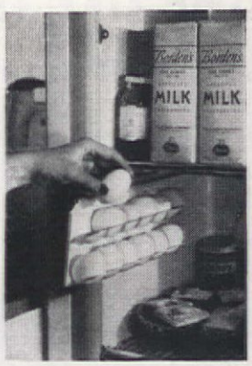
KVP Shelf PAPER



1



2



3

4

LOOK . . .
IT'S *new!*

It's the same old March, with high winds whistling through the trees and bursts of temperament on the part of the weather. But balmy days are not far off, and people in most sections of the country are happily anticipating the coming of spring.

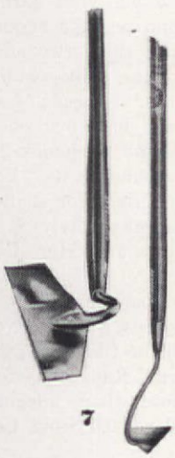
Products that make news this month will be of interest to every member of the family—but, most particularly, to homemakers and gardeners. New gadgets and tools, for use indoors and out, will help them solve the special problems of cleaning, refurbishing, and planting which confront them at this season.

. . . **1.** An answer to window improvement at a low cost. Skyway Venetian Blinds are lightweight, easy to install, and built for heavy duty. Approximately $1.39 each, complete with hardware, sturdy tapes, and cords. (Clopay Corporation)

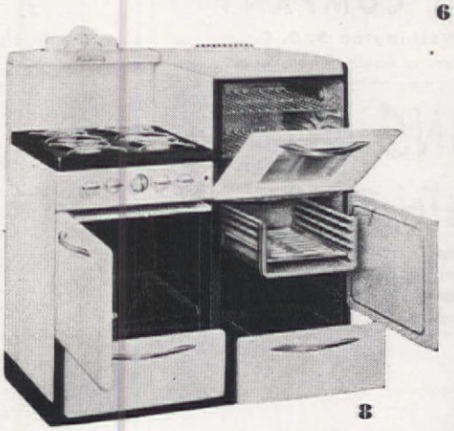
. . . **2.** Answer to a long-felt need, "Levelmatic", an automatic furniture leveler, keeps legs on an even keel.

5

6



7



8

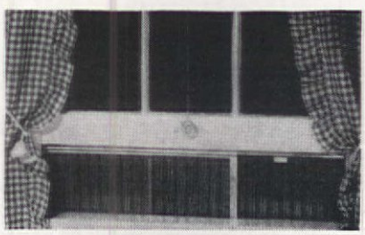
9

Camera Associates

10

Paul A. Tohms

11



12

Old photos, stained and faded, are restored by modern processes, and...

Stained Linens are restored to their original beauty by Clorox!

NO NEED to worry when your prized white or colorfast cottons and linens become stained. For Clorox removes fruit, berry, beverage, flower, grass, blood, many ink, dye and medicine stains . . . even scorch and mildew. In laundering Clorox bleaches white cottons and linens snowy-white (brightens fast colors), makes them fresh, sanitary. Clorox reduces rubbing, thus conserving fabrics. It's extra-gentle, free from caustic...made by an exclusive patented process. And in routine housecleaning Clorox disinfects, deodorizes. Directions on label.

America's Favorite Bleach and Household Disinfectant

CLOROX

FIRST IN QUALITY ...IN PERFORMANCE ...IN PREFERENCE!

BOON HOUSEHOLD CLEANER

is another top-quality housekeeping aid. It wipes away dirt and grease, quickly, easily from washable surfaces. Excellent on automobiles. Safe on paint and hands. At your grocer's.

MADE BY THE MAKERS OF CLOROX

THESE ARE YOUR LUCKY SYMBOLS

秘製桐油

Watch for Translation!

BUILD AN IDEAL HOME LIKE THIS FOR $6900 *Payments less than $45 per month*

Designed for solid comfort, lasting value. Brick construction, full basement, hot water heat, hardwood floors, complete tile bath. Low cost is made possible by plans standardized to avoid waste.

Individual home builders have had our help constantly for 29 years. Now, more than a million live in our carefully planned homes.

Send TODAY for two of our new plan books—BETTER HOMES AT LOWER COST and HOMES OF TODAY AND TOMORROW—showing illustrations from actual photographs and numerous floor plans for 61 of America's Best Planned Small Homes, ranging in cost from $5,000 to $12,000.

Enclose $1 for both plan books, itemized cost sheet of above design, also 3 booklets full of valuable information on building and financing. Print name and address, enclose $1 and mail today. Your money back promptly if you do not find the help you urgently need.

Let us help you own your home.

STANDARD HOMES COMPANY

Colorado Building AH • Washington 5, D. C.

If you can pay rent, you can pay for a home of your own

MEET HIS "CHEWING NEEDS" WITH THIS ONE FOOD!

Milk-Bone Biscuit contains nutrients your dog needs: Vitamins A, B_1, B_2, D and E...Meat Meal...Fish Liver Oil...Whole Wheat Flour...Minerals ...Milk

Chewing exercise is Nature's "toothbrush" for a dog...it helps promote sound teeth and gums. That's why every dog needs hard, *crunchy* Milk-Bone Dog Biscuit! It's *chewing-good*—and packed with a scientific *balance* of nutrients dogs are known to need! Economical, too, because one pound has *more* food value than a pound of fresh beef. So—whatever else you feed...feed Milk-Bone!

National Biscuit Co., Dept. G-3
444 W. 15th St., New York 11, N.Y. **FREE SAMPLE**

Send me FREE SAMPLE Milk-Bone Biscuit. Also Booklet: "How to Care for and Feed Your Dog." (Please print. Paste coupon on penny postcard if you wish.)

Name .....

Address .....

City and State ..... This offer good in United States only.

BAKED BY NATIONAL BISCUIT COMPANY

Place one under each leg of a wobbling piece of furniture, and watch them steady it. (Blake Industries)

. . . **3.** "Ovotray", a slide-away egg tray, holds a dozen eggs safely and within easy reach in the refrigerator. It provides better refrigeration, lessens spoilage, breakage, saves space and time. (Jer-Stel Mfg. Co.)

. . . **4.** For that extra-special birthday gift, or even to use at home, try a "Garden Flower" cigarette set of hand-crafted pottery (Stangl Pottery Co.); a Zippo Deluxe Table Lighter, with case of polished chrome (Zippo Manufacturing Co.); handwoven table mats in bright colors by Siminoff.

. . . **5.** "Comforteer", a portable, gas-burning heater, keeps rooms comfortably warm on chilly days, is easy to connect and easy to move. It comes in four models, one for each type of gas: natural, manufactured, mixed, bottled. (Inland Steel Division, Inland Steel Container Co.)

. . . **6.** Scatter rugs and mats will stay in place and have longer life if you apply "Rugback", a liquid sizing, to their undersides. Rug-hookers take note: apply it to the back of your latest masterpiece to keep loops from pulling out. (John Dritz & Sons)

. . . **7.** Time to get your garden tools in shape—and perhaps acquire some new ones like these two additions to the famous, blue-handled "Speedline" family. "Speedy Soilknife" hoe, a small, sharp blade on a long gooseneck shank, is handy for working close in around plants. "Earless" model is just right for shallow weeding. Price, approximately $1.40 each. (Union Fork and Hoe Co.)

. . . **8.** No stooping, no bending (and no ruined nylons!) to get at the oven or broiler in the Challenger Automatic Gas Range. Range has four burners and more than adequate storage space. (Hardwick Stove Co.)

. . . **9.** Attach a "Velva-Flo" aerator to an ordinary faucet, and tap water bubbles forth with the freshness of a mountain stream. Bubbling water eases washing tasks because it speeds lathering and rinsing. (Firestone Industrial Products Co.)

. . . **10.** Your favorite pet, be it dog or cat, now dines in style at a "pet dinette". It has a tipproof, double bowl, is available in red or green, won't rust. (Wooster Rubber Co.)

. . . **11.** You can get the jump on spring by starting seeds in the stainless steel Flat-Pak Plant Forcer. Frame is rustless, chemical-resistant, and weatherproof. (Porta-Bed Co.)

. . . **12.** For good ventilation night and day, "Air-In" ventilators let in fresh air, keep out drafts and dirt. Available in sizes to fit almost any window. (Salmanson & Co.)

MODERNIZE OLD HOUSE

BY SUCCESSFUL SEALING OF DARK-STAINED WOODWORK

FREE BOOK TELLS HOW. There's an easy way to get a beautiful light painted finish over dark-stained woodwork! You will find the answer to this problem and many others in our free 24-page book, "Paint It Bright". Write for your copy now. And don't use just *any* aluminum paint. Get Aluminum Enamel for this job, from the dealer who displays this Alcoa symbol on the brand he sells. Address: Paint Service Bureau, ALUMINUM COMPANY OF AMERICA, 2105 Gulf Building, Pittsburgh 19, Pennsylvania.

ALCOA

Look for this shield on aluminum paints made by many paint manufacturers using ALCOA ALBRON PIGMENTS

Lifetime Pipe...

LEAK-PROOF JOINTS

● ORANGEBURG* PIPE gives you lifetime, trouble-free service in house-to-sewer or septic tank connections . . . and for all non-pressure outside uses. Here's why—Orangeburg is of non-metallic, non-rigid construction . . . no cracks or breaks due to soil settlement. The TAPERWELD* COUPLINGS hold fast, prevent leaks, resist roots.

Use *perforated* type for septic tank disposal, foundation drains, field drainage.

Those who *know* pipe values, prefer ORANGEBURG. It's the *modern*, the *lifetime* pipe.

ORANGEBURG MANUFACTURING CO., INC.
ORANGEBURG, N. Y.
*REG. U. S. PAT. OFF.

ORANGEBURG

THE ROOT-PROOF PIPE

PRINTED IN THE U. S. A. BY THE CUNEO PRESS, INC.

Everybody's Pointing To Hotpoint

See How You Can Start Building Your Hotpoint All-Electric Kitchen Around 3 Work-Saving Centers...Right Now!

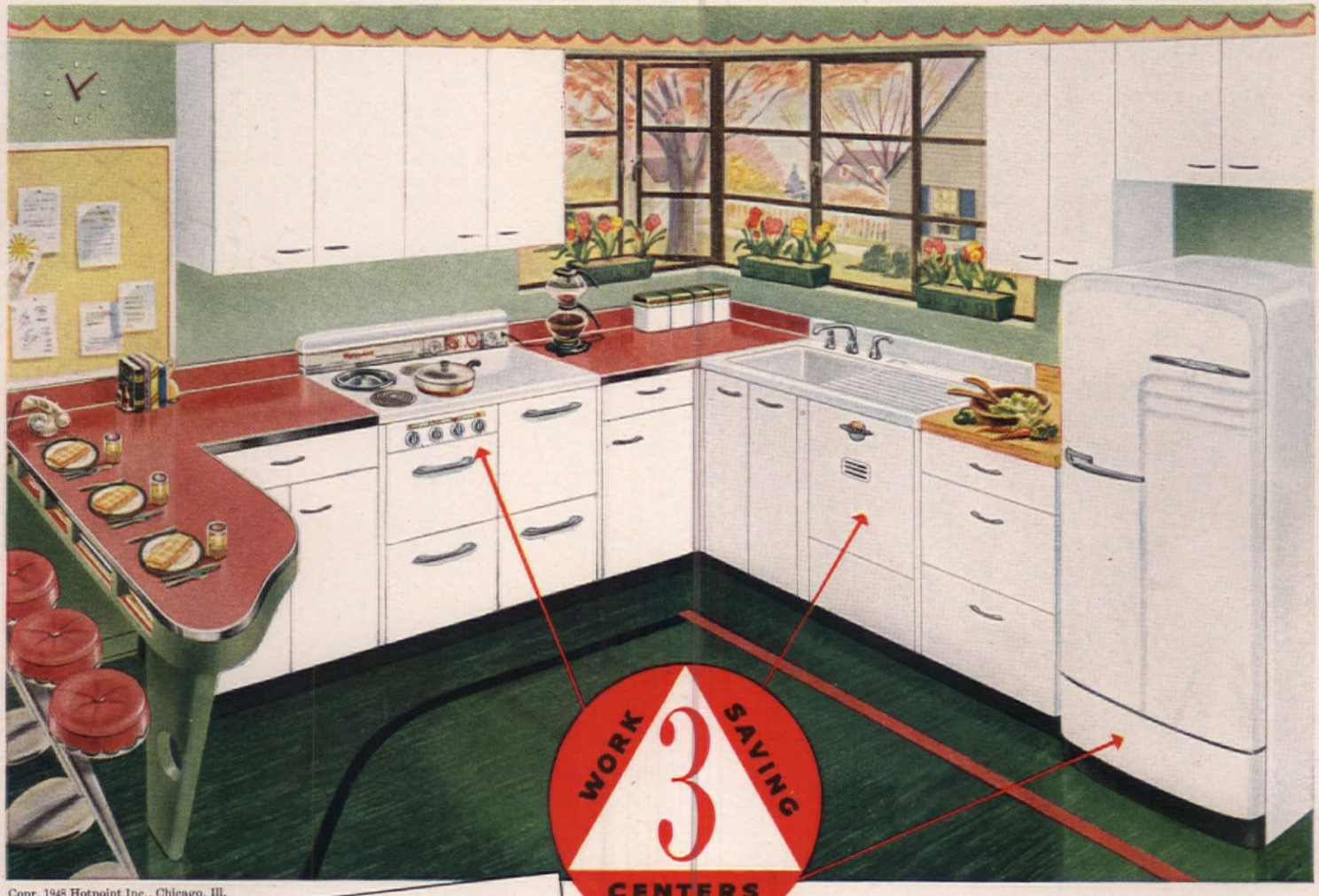
Hotpoint's Matched Appliances Enable You To Build The Kitchen Of Your Dreams, Step By Step, Around 3 Great Work-Saving Centers!

ASK any woman about her dream home and chances are she'll talk first about the *kitchen*—center of the American household! Now Hotpoint, pioneer of the all-electric kitchen, makes it *easy* for you to build a modern kitchen, *step by step!* For Hotpoint appliances are not only kitchen-planned and custom-built but their styling is *beautifully matched!*

Plan your new kitchen around Hotpoint's three work-saving centers and you'll have a modern, efficient, all-electric kitchen! Perhaps you'll start with a new Hotpoint Refrigerator that gives you up to 50% more storage space in the same kitchen area. Or maybe you want a new Hotpoint Range with its 11 important advancements — a Hotpoint Dishwasher with exclusive front-opening feature or a Hotpoint Disposall.* All of them reflect the experience of 44 years! You will find your nearest Hotpoint dealer is listed in the telephone book.

*Reg. U.S. Pat. Office

Hotpoint Inc., 5600 West Taylor Street, Chicago 44, Illinois



Copr. 1948 Hotpoint Inc., Chicago, Ill.

Hotpoint
Hotpoint Inc. A General Electric Affiliate

All-Electric Kitchen

PIONEER AND PACEMAKER—44 YEARS OF QUALITY

Gulistan Renaissance in Cloud Grey about $13.75 per sq. yd., higher in the West. Also in Willow, Maraschino, Majolica Rose, Barley Beige, Fernmist Green, Ocean Turquoise.

THE DECORATOR JAMES EPPENSTEIN

THE THEME LAKE SHORE MODERN

"Good modern," says James F. Eppenstein, outstanding Chicago architect, noted member of the American Institute of Decorators and creator of many a famous modern home in the Great Lakes Country, "is like any period style in one respect. It's better when keyed to carpet."

The Gulistan Renaissance carpet *does* things for the room above—many things. The suave cloud grey is a perfect base for the subtle color scheme. The thick, sculptured texture contrasts richly with gleaming marble and wood. Wall-to-wall in one soft color, Renaissance makes the room look larger, more spacious. Gulistan Renaissance can do things for that room of yours—bring out new beauty your guests never suspected was there.

There are other lovely Gulistan weaves, all 100% virgin wool pile, from $6.75 per sq. yd. up. (Demand for Gulistan still outstrips supply. Delivery from your favorite store may be delayed.)

THE KEYNOTE **GULISTAN** *Carpet*

REG. U.S. PAT. OFF.

WOVEN ON POWER LOOMS IN U. S. A. BY A. & M. KARAGHEUSIAN, INC., FIFTH AVENUE, NEW YORK