

The AMERICAN HOME 10¢



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14 HOUSES \$4,000 AND UNDER

April 1940



American Beauty. Textured pattern, deep-napped Americannon colors. Bath towel, about \$1.19. 6-piece sets, including 2 bath towels, 2 face towels, 2 wash cloths, about \$3.75. Bath mat extra.



Victorian Rose. Charming reversible, old-fashioned garden motif. Bath towel, about 69c. 6-piece sets, including 2 bath towels, 2 face towels, 2 wash cloths, about \$2.25. Bath mat extra.

Cannon Towels come in "matched sets," too



Cannon

Yes, you can have gay matched sets of bath towels, face towels, wash cloths and bath mats in *every* pattern of the famed Americannon series of Cannon towels. Make your own glowing combinations . . . contrasted, matched or blended . . . vary color schemes as you will! Matched sets are a nicety for individuals and a necessity for guests. Luxurious Cannon-loomed quality in every loop . . . strong, absorbent, *thrifty*! Cannon make so many towels (in the world's largest towel mills) that they can give you wider variety and better values all the way from 25c to \$2. Cannon Mills, Inc., New York.

CANNON TOWELS • CANNON SHEETS • CANNON PURE SILK HOSIERY

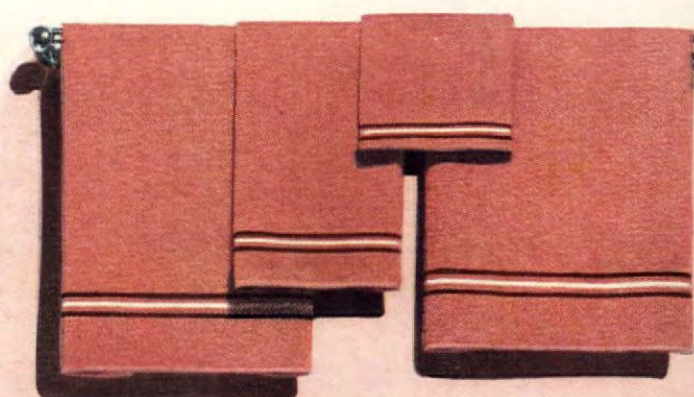
Towels



Water Lily. Textured floral pattern like this cool lily-in-a-pond. Bath towel, about 69c. 6-piece sets, including 2 bath towels, 2 face towels, 2 wash cloths, about \$2.25. Bath mat extra.



NEWS! Cannon hosiery . . . pure silk . . . full-fashioned . . . sheer and lovely. Buy it in the Handy Pack at your favorite store.

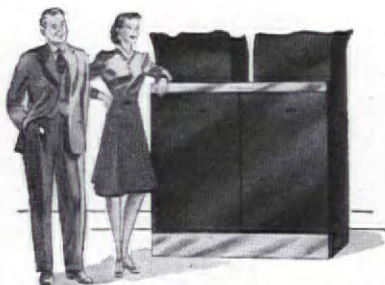
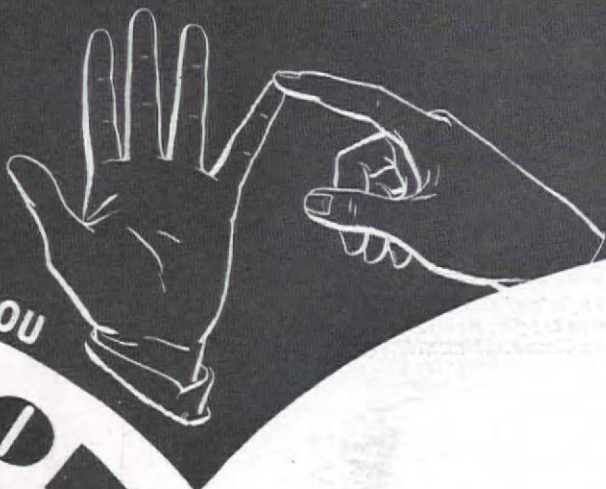


New Bermuda. Decorative borders woven in vivid, harmonizing colors. Bath towel, about 49c. 6-piece sets, including 2 bath towels, 2 face towels, 2 wash cloths, about \$1.75. Bath mat extra.

5 WAYS TO MAKE YOUR HOME MORE COMFORTABLE!

TO FIND WHICH IS BEST FOR YOU

...TURN TO



DO YOU WANT WARM AIR HEAT PLUS AIR CONDITIONING?

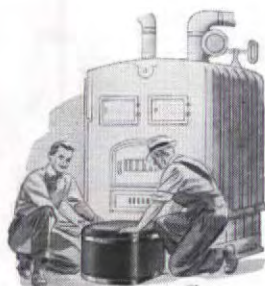
G-E Winter Air Conditioner (oil or gas) is ideal for you. It circulates *conditioned warm air* in winter—filtered free of dust and humidified for greater comfort and better health. Summer Cooling and dehumidifying units can be added.



DO YOU WANT RADIATOR HEAT PLUS YEAR 'ROUND HOT WATER?

G-E Furnace (for steam, hot water or vapor) is beautifully streamlined—and it gives you the most economical, trouble-free heat. In addition—winter and summer—it furnishes abundant hot water, automatically, at low cost.

Whatever your problem—to heat your home in winter, to cool it in summer—G-E has the answer.



WANT AN OIL BURNER TO FIT YOUR PRESENT SYSTEM?

G-E Oil Burner can be installed in your present furnace in one day, whether you have radiator or warm air heat. Costs surprisingly little to buy and own. Quiet, odorless.



WANT A COOL HOUSE THIS SUMMER?

G-E Air Conditioning offers you compact units for cooling your living room, bedroom or dining room—or for conditioning your whole house. All are handsomely styled—quiet—and surprisingly economical to run.



WANT TO MAKE YOUR HOME MORE LIVABLE THIS SUMMER—AT LOW COST?

G-E Air Circulating Fans can add amazingly to your comfort! There's a complete line of inexpensive models for use in your living quarters or in your attic.

GENERAL ELECTRIC

Get full details from your local G-E distributor (see Classified Telephone Directory under Air Conditioning, Oil Burners or Gas Furnaces) or send coupon.

GENERAL ELECTRIC COMPANY
Div. 190-312, Bloomfield, N. J.

Please send me literature on G-E ☐ Oil Furnace for radiator heat; ☐ Oil Winter Air Conditioner for warm air heat; ☐ Oil Burner for my present furnace; ☐ Gas Furnace for radiator heat; ☐ Gas Winter Air Conditioner for warm air heat; ☐ Summer Air Conditioning; ☐ Air Circulator.

Name.....

Address.....

"OUR DOG SHED CONSTANTLY—*till* *we started PARD diet*"



**A certified statement from
the Bernard Alvarez family,
Westfield, New Jersey**

"Our St. Bernard, 'Beauty', was shedding badly. Her coat lost all its luster. And she didn't have any pep, either. One day we noticed a Pard ad and decided to try it. Within a few weeks Beauty's shedding stopped completely . . . her coat became beautiful. Now Pard is a 'regular' at our house—and Beauty couldn't be healthier."

*The facts of this case history were
sworn to before me on Nov. 22, 1939.
Mrs. Clara A.G. Hulse, Notary Public.*

Hit-or-miss feeding, leading veterinarians say, is most frequent cause of common ailments. None ever appeared among the Pard-fed dogs at Swift's Kennels!

Veterinarians point to *faulty diet* as the most persistent enemy to canine health. For malnutrition due to improper feeding is more often than not the real cause of such general troubles as excessive shedding, listlessness, dietary skin irritation, and many others. What's more—these ailments sometimes point to serious afflictions of a graver nature.

More and more veterinarians are recommending Pard because of the

scientific evidence established by the Pard Feeding Study. The records show that 290 pedigreed dogs—representing 4 successive generations—were raised on Pard exclusively. While on Pard, *none ever experienced* any of the common diet-caused complaints. All grew up into sturdy, splendid specimens of their breeds.

You can give your dog the same opportunity for a healthy, happy life. Feed him Pard regularly. Pard contains necessary food elements—plus essential vitamins and minerals.



Many veterinarians recommend Pard! Dr. A. B. F. . . . of Illinois, says: "Malnutrition is the real cause of the majority of common dog ailments." To counter-attack malnutrition, Dr. A. B. F. . . . recommends Pard.



One of the pedigreed dogs fed Pard exclusively at Swift's Research Kennels.

**A PRODUCT
OF SWIFT & COMPANY**



PARD SWIFT'S NUTRITIONALLY
BALANCED DOG FOOD



Home of Mrs. Loren Prescott, Menominee, Michigan

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Home of Clara L. and Lula Mae Hughes,
Woodruff, S. C. (below)



Home of Mr. W. H. Painter,
Radford, Va. (below)



"Scarhaven," home of
Mr. Carl A. Jones,
Bristol, Tenn.
Home of Mr. Clayton
G. Hale, Lakewood, O.



Home of Mr. and Mrs. John J.
Norton, Newton Highlands, Mass.



Home of Mr. and Mrs. Montgomery,
South Ardmore, Pennsylvania
Home of Mr. and Mrs. R. A. McVety,
Port Huron, Michigan (above, right)

You See at a Glance Which Car is *Best*!



ONE → See the 1940 Quality Chart. It gives you the important facts on car size...comfort...safety...economy and fine engineering features.

TWO → Take Plymouth's thrilling Luxury Ride. You'll discover utterly new riding and driving enjoyment.



"ONE-TWO" WAY TO PICK THE BIGGEST CAR VALUE

1. SEE THE QUALITY CHART
FOR FACTS...

2. TAKE THE LUXURY RIDE
FOR PROOF



OF 22 IMPORTANT
FEATURES FOUND IN
HIGH-PRICED CARS

*Plymouth has 21
Car "2" has 11
Car "3" has 8*

IT'S EASY to see what each of the low-priced cars gives you—easy to realize why this new 1940 Plymouth is such a sweeping success!

High-priced cars resemble each other on 22 important

features. And Plymouth is the only one of "All 3" low-priced cars that gives you a majority of these features.

In size, comfort, safety, long life...Plymouth is most like the high-priced cars.

See the 1940 Quality Chart at your Plymouth dealer's. Then take Plymouth's Luxury Ride to discover new riding enjoyment. Plymouth is *easy to own!* Plymouth Division of Chrysler Corporation.

BUSINESS MEN: See the new, low-priced Plymouth Commercial Pick-Up and Panel Delivery.

TUNE IN MAJOR BOWES, COLUMBIA NETWORK, THURS., 9 TO 10 P.M., E.S.T.

1940 PLYMOUTH

COUPES \$645 | SEDANS \$699
START AT START AT

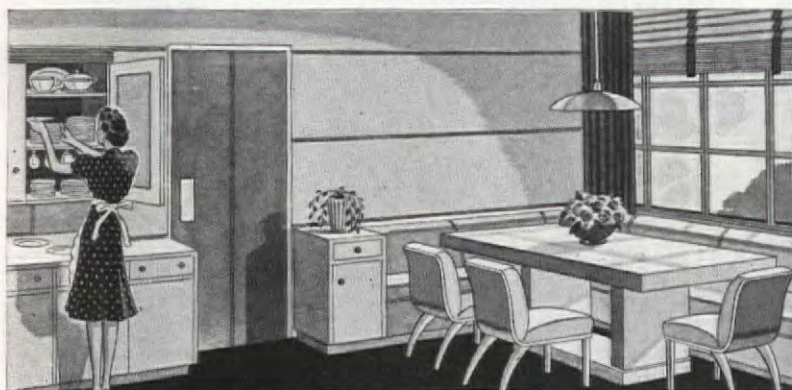
—Delivered in Detroit, Mich. Prices include Federal taxes. Transportation and state, local taxes, if any, not included.

PLYMOUTH
BUILDS GREAT CARS!

"We've built the 'biggest' little house in town"



Actually, our new home is tiny, but we've gotten so much in such a small space, you really ought to see how roomy it is. This is the "living" portion of our combined living room-dining room. We used Masonite Tempered Presdwood for the walls and ceilings and most of the built-in furniture. Tempered Presdwood is that all-wood grainless board everybody seems to be using today to get results that look expensive but cost very little.



This is the "dining" corner with built-in cabinets and sideboard of Masonite Tempered Presdwood. The china cabinet is loaded with dishes from the kitchen side. Used dishes are passed into the kitchen through a Tempered Presdwood door in the recess below. Really, you can do so many things with Tempered Presdwood! It can be painted or enameled, and our wall designs are grooved right in its surface. Don't you like the built-in seat?



And this is our bedroom. The Tempered Presdwood walls and ceilings are grooved in a modern block pattern. Our dressing-tables are both made of Tempered Presdwood, which is moisture-resisting, and won't warp, chip, split or crack when it's properly used. Yet they can cut or saw it easily.

• If you're thinking of building a new home, or remodeling your present home, you'll certainly want to find out all about Masonite Tempered Presdwood.

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MAIL THIS COUPON FOR FREE SAMPLE

MASONITE CORPORATION
Department AH-7
111 W. Washington St.
Chicago, Illinois

☐ Without cost or obligation, please send me free sample and complete information about Masonite Tempered Presdwood.

MASONITE
TEMPERED
PRESWOOD



THE WONDER WOOD OF A THOUSAND USES
Sold by lumber dealers everywhere

Name _____

Address _____

City _____

State _____

Home of Mr. Clinton F. Karstaedt, Beloit, Wis. (left)



Home of Mr. and Mrs. O. O. Brown
Stockton, Mo.



Fireplace of Mrs. M. C. Houghton,
Brattleboro, Vt.



Fireplace of Mr. and Mrs. Robert Garst,
Wichita, Kan.



Home of Dr. and Mrs. F. E. Miller, Curtice, O.



Home of Mr. and Mrs. William Ziebell,
Milwaukee, Wis.

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Home of Mr. and Mrs. George
Cooper Taylor, Glen Ellyn, Ill.



Home of Mr. and Mrs. William H.
Gottwald, Peoria, Ill.



Home of Mr. and Mrs. Paul J. Sevenick,
Everett, Wash. (above)



Home of Mr. and Mrs. W. G. Hall,
Birmingham, Ala.

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THE AMERICAN HOME, APRIL, 1940

You're only Human After all



ENJOY FLORIDA WARMTH inside your Nash. Uncanny Weather Eye System keeps you free of drafts, dust, cold . . . pours in a balmy breeze of fresh, conditioned air. Nash's 99 H. P. manifold-sealed engine gives you same smooth power and flashing starts, winter or summer.

YOU THOUGHT you were old, and beyond those things — when *singo!* You lose your heart on the first day of spring!

It's the wink of chromium that undoes you. You look—and it's a Nash—with such flash and dash, joy and life packed into its eager frame—that it can't wait, and neither can you!

Next thing you know, you're grabbing your hat. For just one engine in the world has that "fire-on-four-wheels" feeling—it's Nash manifold-sealed power.

Then—what about this swift, silent pace you're setting? Surely that's no conventional third gear. And you're right—you're in a *Fourth Speed Forward*.

But wait—nudge the throttle a little harder. That new Automatic Overtake makes you think you've hooked on to a comet!

If the air feels warmer, fresher—don't give Nature the credit. It's that new Nash automatic Weather Eye up front, making and maintaining weather to order.

Suddenly—you want to yell

"whoa"! A stretch of washed out road ahead! But—like oil on troubled water—Nash's new springing magically irons out a glassy-smooth course.

You never felt such eager response. You can turn it on a quarter . . . stop on a dime . . . aim it like a rifle to the spot you want to go.


It's then you know—that you and a Nash were made for each other!

Here's the beginning of a beautiful friendship . . . good for the best 100,000 miles of a man's life.

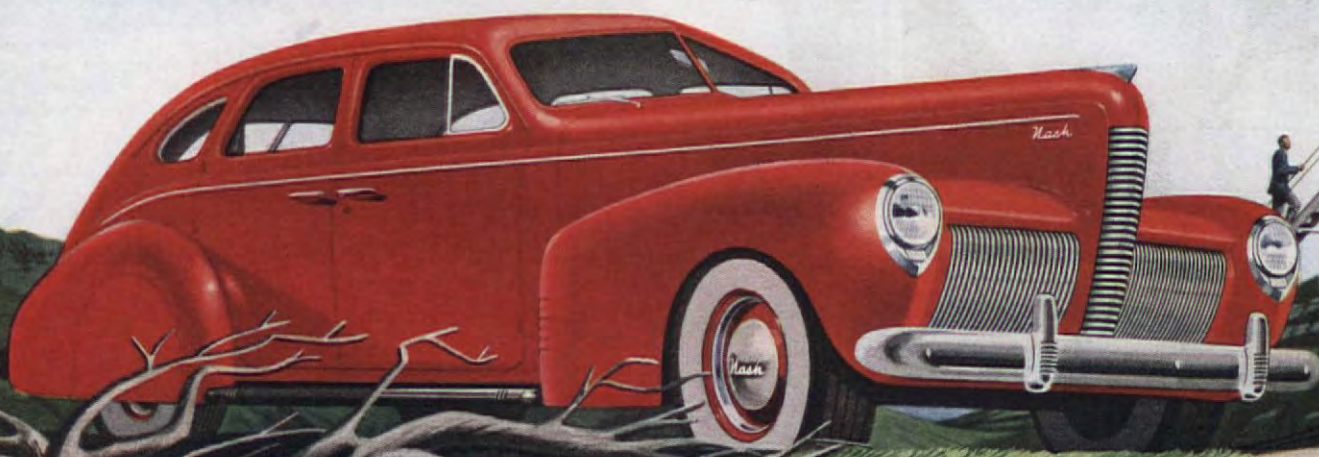
For a Nash is built that way . . . with a *seven-bearing* crankshaft (instead of 3), a *double frame* . . . 300 to 400 more pounds of *finer steel*, for safety and long life. That Nash below is the 1940 economy champion in its class (Gilmore-Yosemite Run—23.76 miles to a gallon.) Drive it—see how young you *really* are!

LOWER PRICES: from \$795—delivered at Factory! 4-door Sedan (below) \$875, includes Standard Equipment, Federal Taxes • White Sidewall Tires, Weather Eye, Rear Wheel-Shields, Fourth Speed, optional extras.

\$795



BE A VAGABOND on week-ends and vacations. Convertible bed in the rear holds two, cuts touring costs. Long cross-country trips are easier with Nash's amazing Arrow-Flight Ride. It's a *better buy* because our \$45,000,000 resources are concentrated on *one* make of car.



You'll be Happier in a **NASH**

"Fruit... Fruit every day!"

DOCTORS URGE:



YOUR OWN **LIBBY'S FRUIT PANTRY** MAKES IT EASY TO SERVE FRUIT IN TEMPTING VARIETY

● For a well-balanced diet essential to buoyant health, authorities recommend plenty of fruit, every single day.

And here's the easy, delightful way to get fruits in your menus—have a Libby's Fruit Pantry in your home!

Twenty delicious fruits are canned for you by Libby. California Peaches, Hawaiian Pineapple, Kadota Figs, Pears, Apricots, and many more. Every one packed just when richly ripe and

full of flavor. Every one a fruit of finest quality. Every one ready to serve.

Grocers now are making a special feature of these healthful fruits. Set up your Libby's Fruit Pantry right away!

EXTRA SPECIAL RECIPE BOOK—Mary Hale Martin's collection of her favorite new recipes; 96 pages, charmingly illustrated. Now offered for 10¢ and 3 labels from any Libby's Foods. Address Dept. AH-1, Libby, McNeill & Libby, Chicago.



REALLY FLAVORY PEARS are these of Libby's. They're Bartlett pears, hand-picked, perfectly ripened. Keep them in your Libby's Fruit Pantry for frequent use. In this gay salad, Libby's Pears are decked out with sliced maraschino cherries and cream cheese balls.



SO LUSCIOUS, so tempting—you'll want plenty of Libby's California Peaches in your Libby's Fruit Pantry. Libby's "selective picking" gets each peach at its best. "Quick-canning" seals in full-ripe goodness.

SELECTED SLICES from fruit actually ripened on the plant—that's Libby's Hawaiian Pineapple. For a different dessert, cover a slice of sponge cake with orange ice, top with Libby's Pineapple.

Libby's
100 FAMOUS FOODS
MODERATELY PRICED
include 20 fruits

Right now
grocers everywhere
are featuring a
big variety of
Libby's Fruits
at attractive
prices.



It's a triangular situation!

Home owner plus
builder plus F H A

JOHN E. BARNES

ALONG the highways and byways outside our metropolitan areas the greatest land hunt in the history of residential building is going on today. The hunt is not for good land, but for cheap, almost sub-marginal land. The land is wanted for the purpose of building low-cost houses because a boom in low cost homes is striking the length and breadth of our fair land with the force of a whirlwind. This long-hoped-for development has gained great impetus during the past eighteen months, and has materially changed the building picture. Two factors have helped bring it about.

The first factor is cheap transportation by automobile. Our automotive geniuses have developed their industry so well during the past two decades that today a great percentage of us own and run a car. As a consequence of the automobile's popularity, this country has carried out a tremendous road building campaign during the past ten years to provide adequate traffic facilities. Smooth, wide highways have been constructed which radiate out from our cities and towns. It gets easier and easier for anyone with a four-wheel car to move out beyond the suburban train and trolley areas to sections where land is cheap because you have to provide your own means of locomotion. It is essential that the ground for low-cost houses sell cheap if the total cost of house and land is to be low.

The second and most immediate factor is found in the Federal Housing Act as amended on February 3, 1939, by H. R. 9620 of the 73rd Congress. The amended Act contains, hidden among its many sections and sub-sections, Section 203A, Sub-section 2, Paragraph B. This paragraph, of less than 200 words, opened up a whole new and exciting home building market.

Briefly, it revises the Act so that single houses, costing \$6000 or less, may be bought on a basis of a 10 per cent down payment, and the purchaser may have 25 years in which to pay the balance, in easy monthly payments. The Act, before amendment, required that the down payment be at least 20 per cent, and that the balance be paid in 20 years. Reduced to cold figures the difference showed up like this: Under the old plan, to buy a \$6000 house, the purchaser must have \$1200 for a down payment, and the monthly payments would be \$35.66 a month, exclusive of taxes and fire insurance which are also payable monthly. Under the amended plan he needs but \$600 for down payment, and the monthly charges run \$32.76 a month, again not counting taxes or insurance. While the difference in monthly payments is not large, the difference in the amount of the down payment is the joker in the pack. If you think the difference between \$600 and \$1200 is not large or significant, ask the man who hasn't got it.

The purpose of the amended Act was two-fold. The first and foremost was to revive the building industry which had been trudging along in the same discouraged rut since 1929 despite a brief spurt after the passage of the Federal Housing Act in 1935. If building activity were restored to but half of its 1925 level, the benefits would be of tremendous value to Recovery and the whole country in general. To see how badly building had gone to pot, let's look at the record. During the twenties, the building industry produced an average of 561,000 dwelling units per year. Since the Depression, the average has dropped to a miserable low of 143,000 units. From these figures it was evident that the industry needed a good stiff shot in the arm to restore its flagging vitality and resume its place as a leading industry.

The second purpose of the Act was to open up the low-cost house market that has always existed but has never been exploited, simply because the machinery did not exist that would make such a market

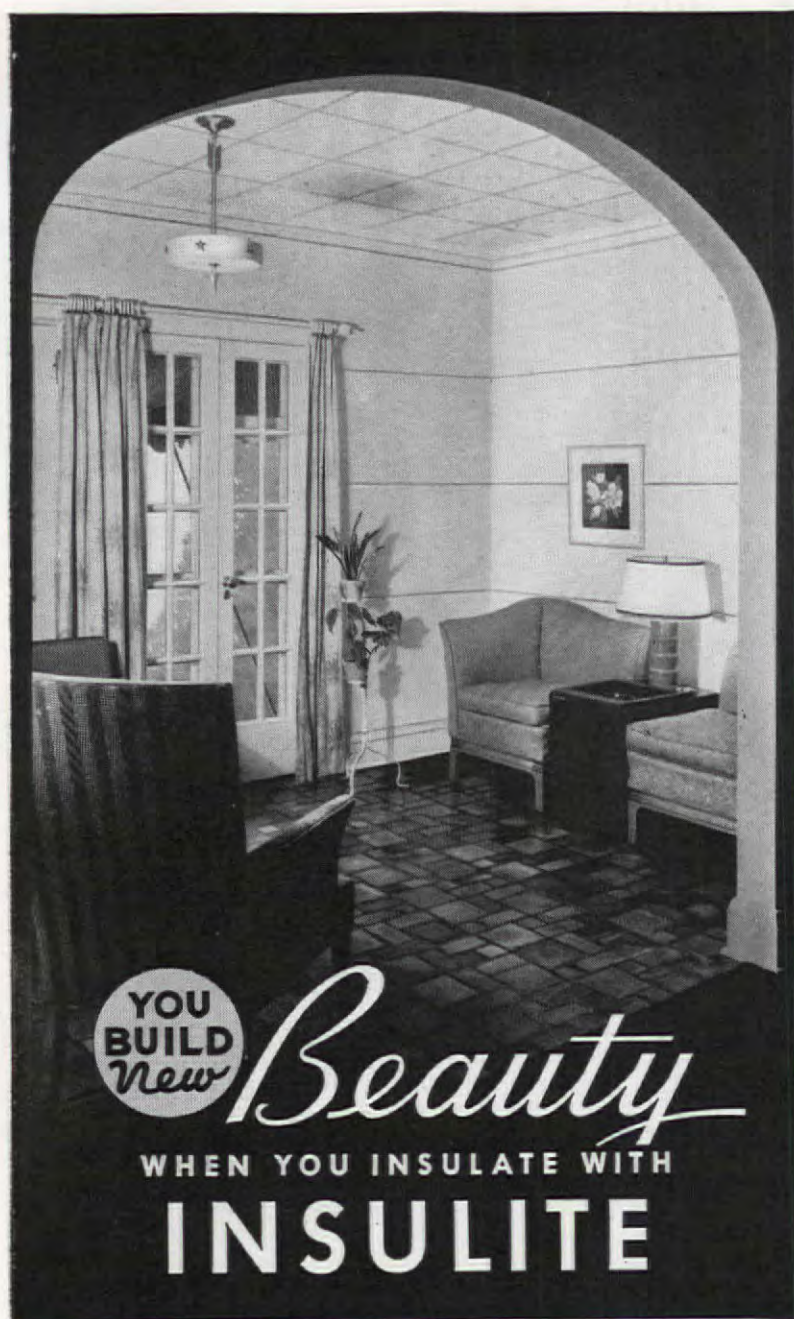


LONG ago colonial craftsmen produced in glass the fire-flashing prismatic pattern illustrated below. It became a favorite in the mansions of the old South and adorned the hospitable tables of the North.

Recreated by Fostoria, "American" is again a national trend. You will love its colo-

nial simplicity, its modern, diamond-like brilliance, its economy and completeness. And accept no imitations! Only the genuine Fostoria "American" has over 200 open stock pieces for your selection. Ask your dealer. Or, write for leaflet 401, Fostoria Glass Company, Moundsville, West Va.





YOU BUILD New Beauty
WHEN YOU INSULATE WITH
INSULITE

Beauty and INSULITE are inseparable!

The textures, designs and washable colors blend with any decorative plan. Your furniture and curtains will glow in quiet contrast to this modern insulation.

You need not build a new home to benefit from INSULITE, for it goes right on over the old cracked plaster, and brings a fresh beauty to any room in the house.

When you Insulate with INSULITE you cut fuel bills, reduce noises and save future repairs.

Mail the coupon today and learn how INSULITE, the original wood-fibre structural insulation board, protects new home investments and makes old homes new again, quickly, inexpensively.

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INSULITE

Department AH40
Minneapolis, Minnesota

Please send me your new
Home Interior Book.



Name.....

Address.....

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

attractive to both the builder and buyer. This potential market is huge, so huge that its demands would keep the building industry busy for the next twelve years if it maintained its present level of production. There are several reasons why this market has never been opened up. In the first place it was never possible for a family with a small income and little ready cash to buy a house on as sound a basis as is possible under the present F.H.A. set-up. In the second place, builders had little interest in tackling this market, because the margin of profit is so small on each house. With easy financing making large-scale financing possible, the builder seeks a small return on each of a large number of houses and secures a reasonable profit for himself in this way.

The families who make up this market are those who, at the present time, are renting a house somewhere between \$20 and \$40 a month. There are a lot of such families—some 3,000,000 of them—who are all potential buyers of houses, providing the carrying charges fall within the \$20 to \$40 rental bracket, and the houses can be bought for a small down payment. They are tired of paying rent and are eager to own their own homes, a feeling that is inherent in every family, whether it be large or small, whether the head of the house brings home \$20 in his envelope every week, or can write a check for almost any amount he desires. It is an important market because records show that 70 per cent of the families in this country fall into the category of those who earn less than \$2000 a year. Of this 70 per cent about half are in the \$1000 to \$2000 class, and they are the ones who can afford to buy low-cost houses. It is important, also because it is a fairly steady market, with the same percentage of potential buyers during both depressions and booms.

Thus we have two corners of a triangle. In the first corner we find Kid Potential Market, ready, willing and eager to be tapped. In the second corner is Famous Federal Housing Administration, the machinery to assist tapping the potential market. To complete the triangle we need an occupant for the third corner and in it we put the Battling Builder, the lad who can tap the potential market if he wishes and will avail himself of the provisions of the F.H.A.

Builders can't deny the fact that they are often tradition-bound and slow to accept and

tackle new ideas. And this new market is a new idea to builders—have no doubt about it. In order to build a house whose carrying charges will be somewhere between \$20 and \$40 a month including taxes and insurance, the house must sell for somewhere between \$3000 and \$5000. Very few builders had ever attempted to build single dwellings at this price in any quantity. Plenty of row and semi-detached houses have been built, but a single house is a new and radical proposition to the builder.

The development of truly low-cost homes is under way and the early 1940's will probably be known as the "Era of the Small House Boom."

Therefore for some time after the passage of the amendments to the F.H.A. very little was done in an attempt to reach this market.

But there were some forward looking builders who foresaw the possibilities dormant in this situation. They went into a huddle with their architects and gradually

evolved a house to fulfill low-cost requirements and still have some individuality. Having completed the house on paper, they faced the task of getting prices from sub-contractors to fit their estimates. This in itself was no small task, but after much browbeating, weeping and wailing, they finally succeeded. They started to build their houses, not without some fear and trembling, for they were embarking on a new and uncharted venture in the building world, the greatest gamble of all businesses.

But their fears were short lived. No sooner had the news spread than they were deluged with inquiries, questions, and—best of all—prospects. As many as 30 to 60 houses were sold by builders before the first house was even completed. In some cases when a sample house was opened the crowd that came to see it was so great police had to be called to handle the traffic. Hot cakes couldn't compare with the way these houses sold. Twenty to thirty sales a week were frequent and the builder and his sales staff were as busy as jumping beans.

When news of this activity reached the ears of conservative, shell-back builders they merely raised their eyebrows and decided that it was a flash in the pan and wouldn't last long. But since builder after builder has obtained the same results, the lifted eyebrows have come down into a serious frown of concentration and every builder is jumping into this market with both feet.

Now that cheap land is in demand, owners who despaired of

[Please turn to page 131]



Home Sweet Home...



IT IS BELIEVED that John Howard Payne was born at East Hampton, Long Island, on June 9, 1791, in the cottage shown above. Payne left this home in his boyhood. He lived in Europe for a number of years and composed "Home, Sweet Home" in Paris. He had first heard the air in Italy sung by a peasant girl carrying a great basket of fruit and flowers. Engaging her in conversation, he endeavored to learn the name of the air, but she could not remember it, so he jotted down the notes which have since become immortal. His song was originally sung in his operatic play "Clari, the Maid of Milan" in 1823. Referring to Payne's old home, Gabriel Harrison, his biographer, writes, "One who has studied the character of John Howard Payne can-

not fail to discover in his picture of the old homestead, (Payne had written a sketch of East Hampton in 1837) a deep, unsubiding love for the place as if the spirit of his boyhood had come back to awaken memories of a delightful past." Preserved against the ravages of time, weather, and fire, this famous old home is still standing and annually attracts many sightseers.

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leading insurance protector of American Homes
and the Homes of American Industry*

★ ★ ★

The HOME INSURANCE COMPANY NEW YORK

FIRE, AUTOMOBILE AND MARINE INSURANCE

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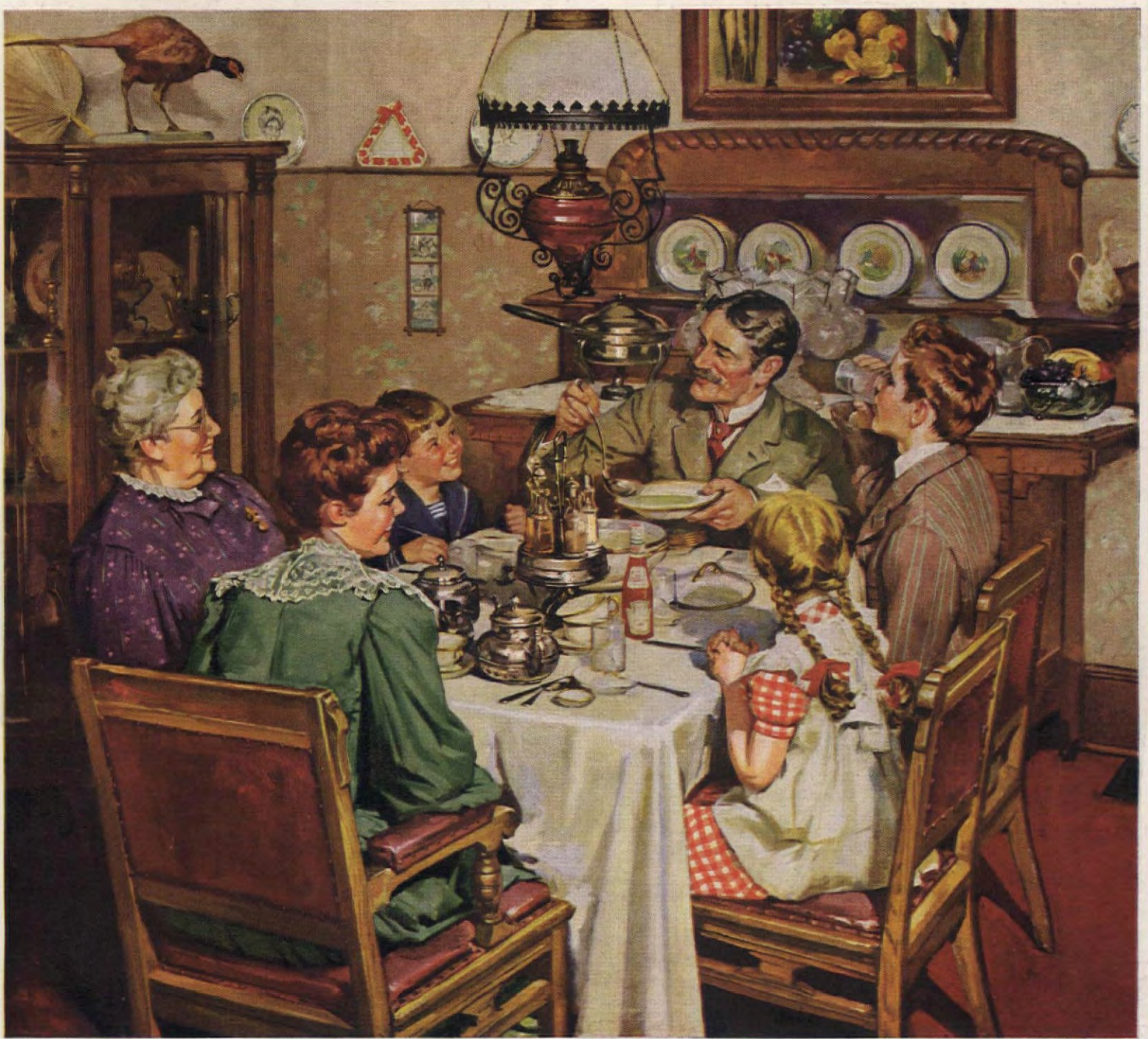
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THE AMERICAN HOME, APRIL, 1940



Copr. 1940, H. J. Heinz Co.

❧ A Good Table Is An American Tradition ❧

AMERICA has always set the best table in the world! In your grandfather's time and now—whether it be in the little cottage on Maple Street or the mansion on the hill, there is no greater contrast between this and other nations than our table, for there the superiority of the American standard is most clearly defined.

If you would know the secret of American drive, love of action and zest for doing things—just look at the good American table.

Varied soils and friendly climates bring to our kitchens an assortment of fine foods unequalled in any other country. Not only do we draw on these native riches—tender meats, garden-fresh vegetables and luscious fruits—

but we reach out for the best of other lands . . . the puddings of England, oils of Spain and spices of the Orient.

Scores of traditional American dishes are unsurpassed for hearty goodness and rich simplicity . . . blushing cream of tomato soup; crisp, tangy green pickles; mince pie, with its treasure of currants, candied peels and fragrant, subtle spices; old-fashioned chicken soup with golden pools of richness floating on top; and glorious, munchy oven-baked beans drenched with the kind of pungent molasses sauce that made the Pilgrims hurry home to dinner.

For seventy years the House of Heinz has helped the American housewife set a good table. Where good things grow best is where

you'll find Heinz Kitchens . . . capturing the fresh flavors that the good green earth, benign sun and friendly rains bestow. Heinz never forgets that in this land of homes, folks want their food to taste homemade. So neither pressure of time nor demand for quantity ever induces Heinz to cook in any but the good, old-fashioned way . . . in moderate-sized batches, with unending patience.

We're proud indeed of the important part we've played in establishing and carrying on the traditional high standard of American food. We're proud, also, that we've been a welcome guest at the American table for over seventy years now.

H. J. HEINZ COMPANY, PITTSBURGH, PA.
TORONTO, CANADA (57) LONDON, ENGLAND



Good clear color, well used, makes this room a pleasant place to be and gives it comfortable charm and gaiety



The fireplace end of the living room, with reds inviting against yellow walls and blue shelves

Color



Fine bold patterned wallpaper, red to boot. Grand with old pine and maple and the sheen of silver. Smaller patterns, but no timid colors, in the bedroom, with lots of white





FRANK W. COLE, Architect

- the great American bugaboo!

Story and photographs by DANIEL R. and DOROTHY B. MERRILL

AS YOU look around you, color seems pretty conclusively to be the field mouse of decoration. Women scream and climb on chairs at the mere thought; the sound of the word simply terrifies them. Petrifies is better, I guess, for all the signs of action evident. We've worked slowly out of an era of rich somber tones through muted, pastel, refined, and dusty, and what is the matter with us that we don't stand up and squawk for a little solid, vital, alive color. There is so much of the "Hush, hush, dearie, you're in a bank" attitude about color that a little singing emerald green, a little brave clear blue or solid yellow makes us shiver and have a perfect palsy of indecision. And as for red, that fine bold backbone of a color, well, mute it, or dust it, and it still has a glow; it says that the user is still alive and able to take some nourishment. It's a funny thing about color too—most American women are pretty smart when it comes to making things and people work for them, but their smartness seems to stop at the point where they meet the most helpful co-worker of them all—color with its infinite variety, subtlety, and versatility

COLORS as delightful as an old-fashioned flower garden; color everywhere makes this charming little house in Short Hills, New Jersey, come alive. The owners' artistic consciousness is obvious. With no previous experience in either decorating or the use of color and with no outside help—professional or otherwise—they achieved this noteworthy result. How? Inherent good taste, of course, but just as important, by thoughtful planning, and most important, wanting to and caring to go ahead and try.

For more than two years before the architect was engaged, other houses were examined for good and bad points—the good to be noted in a handbook, the bad ones listed on the "don't" page. They discussed pros and cons with experienced home owners, cut clippings of color schemes and decorating ideas, filling pages and pages in a scrapbook for their future home.

By the time the property was purchased they knew just the kind of house they wanted. Furthermore, they knew that by building a small one their budget would allow enough for a complete interior. Often an interior à la "Old Mother Hubbard's Cupboard" is necessitated by lack of funds. Careful planning, however, and a willingness to build a house no larger than one's pocketbook go a long way towards solving the problem. And this small house proves that color is one of the ablest assistants known to man with untold tricks of expansion, division, and multiplica-

tion up its sleeve for clever people to utilize.

Right from the start—the nebulous first draught period—the planning included colors in the furnishings collected. Knickknacks for the tables and cupboards and glassware for the living room window and doorway sidelights were picked up at antique and second-hand furniture shops and country auctions. The draperies were home made; one pair in particular, used in the den, deserves comment. They were made from an old, unfinished and unused patchwork quilt which the owners had the good fortune to find in their wanderings and the good decorating judgment to appreciate. Divided and edged with an appropriate fringe, the mellowness of this quilt adds charm to the room whose coziness has made it so inviting. By the photographs you can see that these people have run the gamut of the color spectrum, a move which more timid souls would have not dared attempt in so small a house.

From the excellent use of all this color decided advantages are derived. Variety for one; cheerfulness on dull days for another. There is a cool atmosphere in summer and a warm feeling in the winter time. This home always seems different and refreshing to the owners' friends and to them it's never monotonous. So unusual are the color combinations that one is apt to slight the equally well-chosen and well-placed furnishings.

How inviting the gay entry! What a home-like appearance the living room has with its

[Please turn to page 142]

PINK *transforms a nursery*



This shows what happened to the nursery after we turned it into a room for a sweet sixteen-year-old girl. Proof that pink need not go with bassinets and booties—it's a fresh, dainty color, just exactly right for a very young and charming lady

IT MAKES you think of sweetheart roses and your first fluffy evening gown and maybe a very special party that started you off on a gay whirl. It's fresh and young and dainty. With it you can put new life into almost anything from last year's hat to a tired old room. It's the color, pink, of course!

What it will do about turning a baby's nursery into a young girl's room is perfectly evident here. The walls of the original nursery were painted a gentle spring green, mainly because pediatricians recommend it as being extra healthy for a baby's eyes. But the same room about fifteen years later, all ready for a young girl, is done up in pink. Even the crib spread of white sheeting has given way to pink candlewick.

Now back to the beginning of our story, which started when we were asked to design a room. Given a space six by nine feet and a delightful carpet of stylized pink flowers on a yellow-green background, we started to work on our nursery from the floor up. The walls were painted, and we were doubly inspired to make the most of such a pleasant color scheme. White furniture with galloping pink

wooden animals applied as border decoration was just exactly right. White Venetian blinds and white percale sheeting for draperies and spread finished it off to perfection.

You'll see in a minute why we hope you copy the sheeting idea. Nothing could be more suitable for a baby's room: it is inexpensive, can go into the washtub and out again any number of times, and will last almost forever. And if you know how to take one stitch after another, you can easily make the draperies and spread. The straight-hanging sill-length draperies are very simple, as indeed they should be, and the valances are just decorative enough—three rows of shirring to make them as full as a dirndl skirt. The crib sheet was made on the same principle—a plain strip of sheeting for the top, and a shirred flounce on either side.

And here's another idea, one of our favorites too. As soon as a baby can see anything, he may as well see a variety of good things. Why any child should have to look at the same stupid, sentimental little pictures from one year to the next is beyond us. So we did some fancy thinking, went on a shopping trip, and came back with an idea anyone can use. The Five and Ten carries a few well-illustrated children's books, some with as many as a dozen really good full-color

into a young girl's room

Here is what we had to start with—a nursery that has everything to make the baby luxuriously happy, yet is not extravagant because it grows up with baby! Spring green color scheme—good for the eyes, washable curtains and spread, pictures cut out of inexpensive story books



Mohawk carpet, Lullabye furniture, Macy accessories

F. M. Demarest

drawings. We bought one for a dime, cut out eight pictures, pasted them to lace paper doilies (about a nickel a dozen) and hung them from pink ribbons tied in a bow at the top. The best part of this story is that for ten cents you can have a complete new supply of pictures—and most of us have an extra dime every two weeks or so. As soon as the child tires of one set of pictures, or decides he likes another story better, you can keep up with his changing interests by changing the pictures.

Our child happened to be a little girl, and of course after much interest changing and so on, she grew up to be a charming young lady! That explains the "after" part of the room, decorated in a very gay and feminine mood. Practical, too, because we used some of the things she started life with and bought only a few pieces, none of them expensive.

Here we can prove that a luxury carpet may also be an economical one, for as you see it's still doing duty, this time as the basis for a dominantly pink color scheme. The major purchase was a good box spring and mattress mounted on feet; not a cent was spent for a bed because we papered those adjacent walls in a wide pink and white stripe—maximum excitement, minimum cost. The candlewick spread, a plain white, dyed to match the pink walls, is decorative, washable, and does not wilt under the weight of three or four sorority sisters.

To take care of both studying and primping, we designed a combination night table, dressing table and desk which goes around the

corner and could be built by any cabinetmaker or handyman. The four small night table drawers can hold accessories and hose, the center one beauty paraphernalia, and the one at the right of the desk division will take care of books and paper. Painted white, with pink drawer pulls, and topped off by a pair of cunning lamps and a frivolous little mirror, this very functional piece makes a pretty picture. And the ample chest of drawers at the foot of the bed is none other than the same nursery chest—with the animal decorations removed.

Since regulation draperies seemed altogether too stuffy for a lively young girl, we tried a bow valance with the "tails" falling on either side to take the place of draperies. (You could make these out of the same white sheeting.) Very feminine, too, is the dressing table stool with a three-tier skirt, ribbon trim tied in a bow like those on the lamp shades, and a huge round button tufting the center of the top. These stools can be found in any unpainted furniture department for a song; you ought to be able to do the "upholstering." The flowered chintz chair adds an extra bit of pattern and is an absolute necessity to complete the conversation group. We've never yet seen a young girl who didn't have three or four frequent visitors!

If you have a mathematical turn of mind, you may have wondered how we managed to get a standard

box spring and mattress plus the other furniture in the six by nine space. Here's the answer: the nursery was actually set up and photographed in that size room, but the "after" drawing was done assuming the same room to be eight and a half by ten feet, which is a very average size. This proves how attractive a small bedroom can be.

There is nothing complicated, nothing expensive about doing such a delightful room. Color is what did most of the tricks and gave the room a definitely young personality—it saved space and money, too, by doing away with the necessity of a bed. The furniture is simple, but arranged to make the very limited space both convenient and livable. Our amusing accessories and decorative "trimmings" are not hard to copy on anyone's budget: pictures cut out of magazines, lampshades shirred in a minute, ribbons at a few cents a yard. So don't just look at the rooms and turn the page without trying these ideas.

Now once more we want to urge you to try "pink spring tonic." And don't think there's anything sissy about pink! It is most effective in the type of room shown here, but we have seen it used with bright emerald green and white in an eighteenth century living room—and, for that matter, pinky beige walls in a man's study. You will find that pink is an extremely adaptable color. For instance, with lots of beige mixed in it is a good neutral background color, but on the other hand a bold pink and white awning stripe is one of the giddiest, gayest attention-getters. It's all up to you: just line up the cans of paint, rolls of wallpaper, or, yards of fabrics and put them to work!



Figure 1

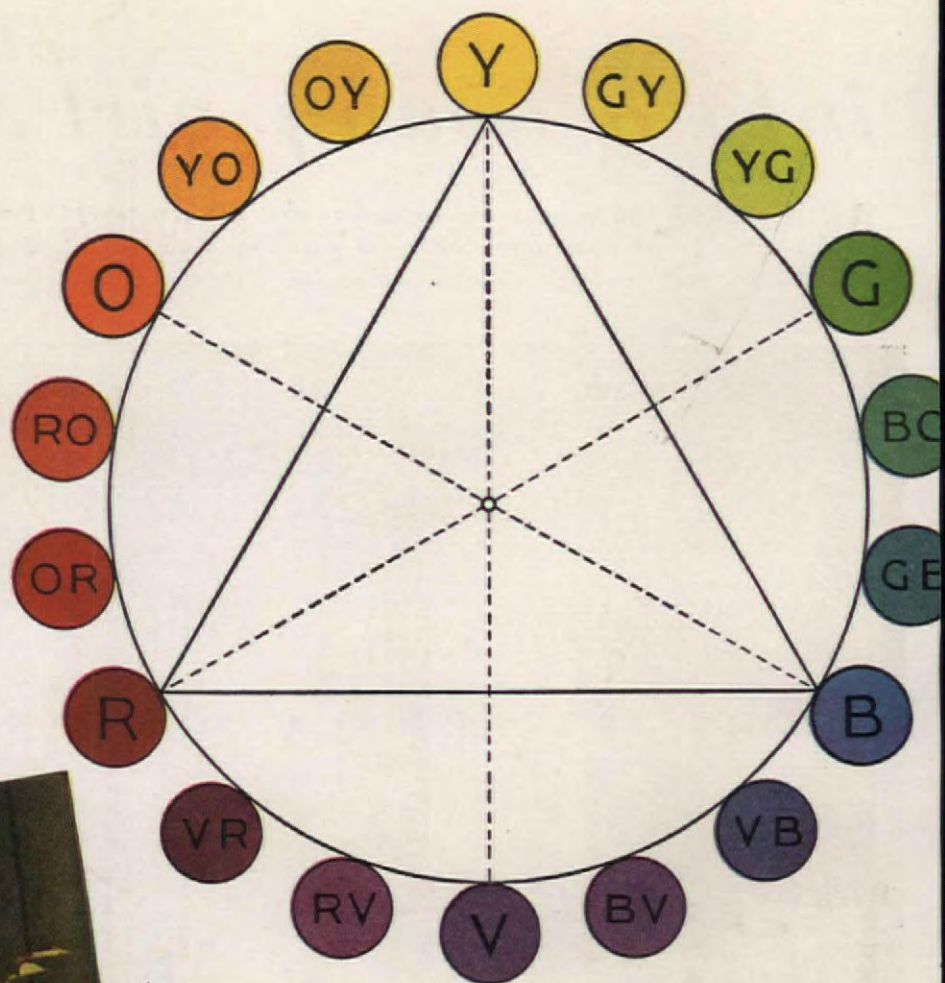


Figure 2



Figure 3

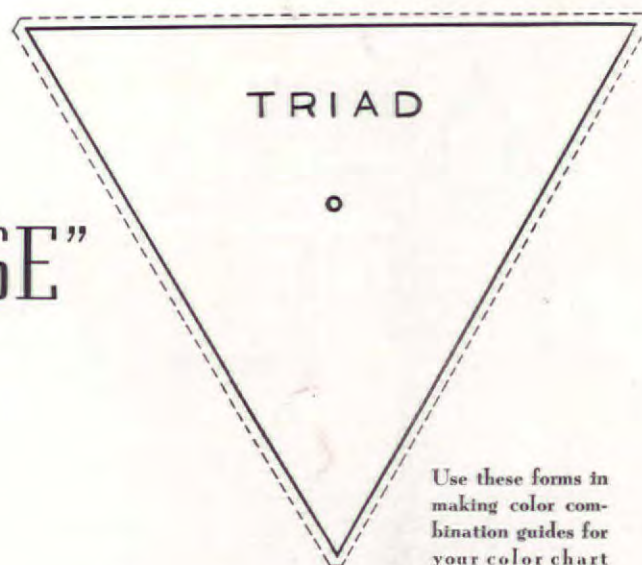


Figure 4

Even if you lack that useful, instinctive color "sense," you can cultivate an effective appreciation of color values and ability to use them by employing a simple spectrum or color chart modeled on the one shown here, and studying such flower arrangements as these. Fig. 1 illustrates the use of monochromatic shades of yellow-orange. Fig. 2 demonstrates the combining of analogous colors in the red-to-violet-blue range. Fig. 3 shows the dramatic effect of grouping colors which, though they harmonize, are quite distinct. Fig. 4 is an exceptionally successful composition in which white alone is used in both flowers and container, with soft green the only other note

Natural color photographs of arrangements by the author
by Williams Kaschel

And you need COLOR "SENSE"



Use these forms in making color combination guides for your color chart

to arrange flowers The AMERICAN WAY

PATRICIA KROH

THE intelligent handling of color in the art of arranging flowers is just as important as a knowledge of good design. If design is the "skeleton" of the composition, color is the "flesh and blood." Good design satisfies the soul; harmony of color appeals to the senses. Often the flower picture is lacking in structural quality, but because of the ingenious and subtle use of the colors at hand the picture is completely satisfying.

There are some who have an "eye for color"—an instinctive understanding of the blending and harmonizing of the pigments. This simple explanation of the elementary color principles is intended to help the flower artist who is not satisfied to depend on instinct alone as a guide to successful composition. Such beautiful hues have been given us in flower and plant life, all ready-mixed for us to apply, that we owe it to Nature to handle those pigments in an intelligent, appreciative manner.

A good color spectrum, like that on the opposite page, is very helpful and practical for the beginner. The outline can be drawn on cardboard and a set of colored papers obtained from art stores or the Milton Bradley Company. With the correct colors pasted in the circles indicated, almost the same understanding of what goes to make the hues can be gained as could be learned by mixing oils or water-color. To make such a spectrum, proceed in this way:

(1) Place the primary colors in the circles marked Y, B, R (yellow, blue, red, etc.)

(2) Obtain secondary colors in this manner: yellow + blue = green to be placed half way between yellow and blue; blue + red = violet to be placed half way between blue and red; red + yellow = orange to be placed half way between red and yellow. The same method is used to obtain green-yellow, yellow-green, blue-green, green-blue and all the other hues named on the spectrum in the diagram.

Value is the term used to describe the amount of light in a color. If we were to add

white to any one of the colors in the spectrum we would gradually change its value from the deepest intensity of the hue to white. For example: If we start with violet-red and add white to it in different degrees, it changes in value to rose, then pink, and through the flesh shades to white. The different values of the same hue or color are the *monochromatic* tints and shades of the color. Illustrating the use of the monochromatic tints of yellow-orange the flower arrangement reproduced as **Figure 1** starts with the yellow-orange poppies (deepest intensity); steps in value to the lighter yellow-orange calendulas; graduates to the even paler yellow-orange freesias, and fades out to the lightest value of yellow-orange mignonette. The Chinese pottery vase is correct in color value and is a definite and important part of the study.

Analogous colors are those that are closely related on the spectrum and have the same "key color." The illustration (**Figure 2**) that uses shades of red through violet to values of violet-blue in an antique copper bowl displays the practical application of this theory in a flower arrangement. The leucothoe foliage, with its dark coppery color and texture, is perfectly related to the container and acts as a background for the stocks and anemone. Colors may be analogous in their different values. Thus light violet-red, deep violet, and light violet-blue are analogous.

Complementary colors are those that are directly opposite on the spectrum. By studying the spectrum we realize how many colors we may use together that we never dared use before, as orange-red and its complement blue-green; yellow-green and its complement violet-red; yellow-orange and violet-blue, etc.

An equilateral triangle when placed on the center of the spectrum will prove very helpful in determining triads of color—those indicated by the points of the triangle. Here again the different values of the hues make for more interesting varieties.

Here are some general suggestions for use in arranging color compositions of flowers:

(1) The flower container should be neutral, unless it is a part of the color scheme.

"Neutral" includes black, white, gray, soft green, brown, and beige potteries; copper, bronze, pewter and dull silver metals; and crystal, whether clear, cut, or etched.

(2) The lightest tints should be placed at the outer part of the flower arrangement. Deep colors are heavy and seem to pull the eye down. When the flowers are not all of the same hue, place the light ones above the deeper values. Heavy colors placed at the top of the arrangement make the picture top-heavy.

(3) The place where all the lines of the composition come together forms the axis or focal point. This is the place where the most vivid flower should be used as the accent or predominating hue.

(4) The deepest or darkest colors should be used in the background—as the shadow behind the lighter flowers, or at the base of the composition. Foliage is excellent to use for this purpose. It provides accents and shadows that give depth and character to the color study. Examples are bronze colored leucothoe foliage, deep-red Japanese maple or copper beech leaves, rhododendron foliage, pine boughs, western huckleberry sprays, etc.

(5) If colors are grouped together the result is far more effective than if the colors are scattered. The arrangement (**Figure 3**) of white snapdragons, blue centaurea and red carnations in the clear crystal boat-shaped bowl illustrates this point. In a good color composition the eye should pass gradually from the point of interest (the axis of the design) and thence from one blended and harmonious grouping of color to the next. If the carnations had been scattered through the arrangement the effect would have been spotty and unsatisfactory. A color study made of flowers that has not taken this technique into consideration presents a restless picture. The eye jumps from one color to the other never enjoying the full value of the hues.

IF THE correct flowers are not available to make a harmonious arrangement it is far better to make a one-color study, gaining variety by the interesting use of foliage and the natural bend of the flowering material. The three white gladiolus and four aspidistra leaves in the white Lenox bowl (**Figure 4**) prove what can be done with a simple composition in white.

The study of color is a tremendous field. The elementary principles that have been stated and illustrated here are just a beginning, a bare introduction; but they should serve to whet the appetite for more knowledge of the fascinating art of flower arranging.



Victorian

Dark, olive green walls and white trim blot out fussy Victorian details

Look around you at your friends and relatives. The chances are that most of the women know good color when they see it and dress in the shades best suited to them. They have carefully learned just which colors will make them look slimmer or taller or shorter, and how to wear color to emphasize their best features. Men are color conscious too, even if it is their wives who put them up to it—though not *all* those neckties could be Christmas presents. (We'll draw the veil discreetly over the subject of socks and pajamas.) There's no doubt that the human race *likes* color. Then, why oh why, do most of our homes look as if we were living in a colorless Ice Age? We've let down the bars to color inside our homes and the days of ivory, tan, rust, and dreary brown are gone, displaced by fresh, glowing hues. But the exteriors of most homes still remain dull, lifeless grays, unrelieved whites or creams and grim chocolate browns with no contrast to set them off. Here and there we find homes with vigorous, fresh color generously applied but most of us seem to think we are exhausting the spectrum if we daringly add blue or green shutters.

Well, the time has come to pull ourselves out of the megirms and doldrums and get slap-happy with the paint brush. Color is *in* for the outside of the house. It can be all things to all homes. It can take years off the age of a shabby old house, give distinction to a nondescript new house and lift a drab house by its bootstraps. Even though you can't change the design of your home or its background, you can improve the appearance of the house miraculously by accenting good details with color and painting out bad, gimcrack ones. You can widen it, lower it, or lift it as the need may be. If it has an unattractive design but a good setting you can help it to retire modestly into its setting. If it has an unassertive, wrenlike aspect you can buck it up with persuasive dulcet tones that win the eye of the beholder. If it has the assurance of good design to start with you can paint it in zippy new colors that make it as proud as a peacock and twice as handsome. The thing to do is to study your house and find

Give your house a

of your strong, clean lines by painting the broad wall surfaces salmon, shrimp pink, or coral. Modern is a bold, to-the-point style and its color scheme should match its character whether it's a concrete or wood siding house. Wide windows can be accented by trim in cold gray or dead white, and a shiny black door would look well with either. You can also emphasize horizontal lines of the house by painting the wall space between the windows in white or gray. If you are afraid your Modern house looks a bit stark and barren, clear, fresh color like this is the proper prescription for a brilliant appearance. Alternate color scheme: *Walls:* dead white. *Trim:* straw, bamboo color. *Door:* brown terra cotta.

VICTORIAN. If you own a weary old home of the Victorian vintage or its aftermath and don't feel like spending money remodeling it, the most effective single thing to do is to paint it. The prim, gabled house at the left is a typical example of the kind of house which always looks vast and dejected in allover gray paint. But when its clapboard walls are painted a very dark olive green and the cornices, porch, and trim are done in heavy chalk white the house



Cape Cod

pulls itself together and holds its head up with the best of them. The dark green color blots out the little infirmities, the fussy shadow lines of the clapboards and the gingerbread detail. Notice how the curlicues in the peaked gables disappear when painted green and how much sharper and simpler the white cornices look. Painting the foundation still darker than the rest of the house will go a long way toward helping to pull the gables down to earth.

Coral or shrimp pink is a vivid, lively color scheme for a trim Modern design

Modern



a scheme which fits it. The idea isn't just to daub on color; roof and walls and trim must be in harmony, and contrast and accent should be employed. You must be color wise and wary. We believe the suggestions and schemes on these two pages will be of specific help.

MODERN. If yours is a Modern home, sleek and smooth and trimmed down to essentials, you can use smart new color with excellent effect. The fact that your house is squarish and has no distracting details or cornice (probably no visible roof at all) doesn't mean you should stay away from the attention-getting colors. Make the most

CAPE COD. Being somewhat on the cute side, little Cape Cod houses offer a temptation to run hog wild on color. But their simple design doesn't permit of too much originality. It's best to stick to simple contrasting walls and roof, introducing a third color only in door and shutters. Almost any colors and tones can be used though, if not too strong, and they can be reversed if you want to avoid the usual. Do this by having dark walls with a light roof and trim instead of light walls and a dark roof. The roof is especially important in a one-story home; its broad expanse is more noticeable and the walls and roof are always seen together and seem more closely related. So it's essential that they harmonize well. A dark, heavy looking roof for instance will push very light walls right down to earth. In addition to our color scheme of apple green walls and moss green roof and trim you might try shell-pink walls, tobacco brown roof, off-white trim for a quite different effect.

Terra cotta shutters, chimneys, dado, and horizontal bands against coral walls

Georgian



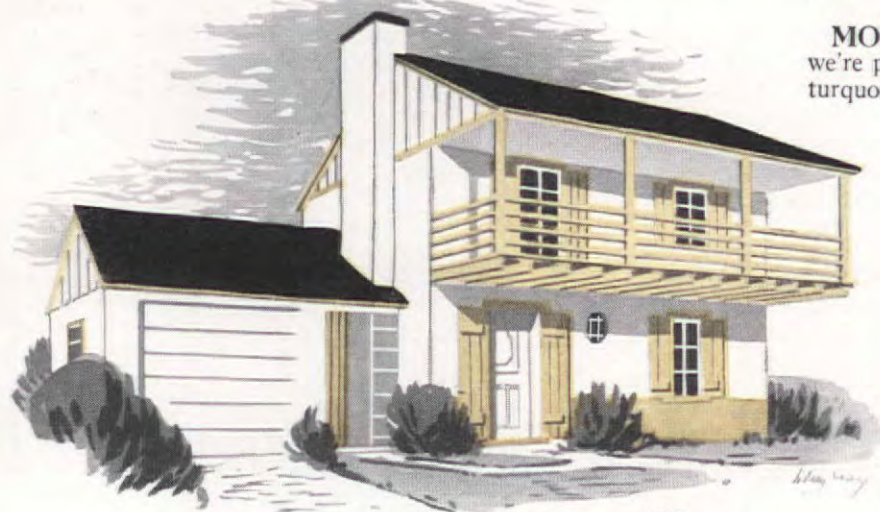
Colorful Career

Painting roof and side walls alike redeems a sad bungalow. Porch and front wall in white

Bungalow



BUNGALOW. A house which needs paint restyling badly is the small frame or stucco bungalow, one of the most prevalent types of homes in the country. It is usually a story and a half high covered by a broad, sloping roof which is its most prominent feature. It has a wide front porch, and gabled dormers pop out of the roof at the front and back. Almost inevitably the roof is painted a dull black while the walls are white or dun colored. Which means that all you see at the front of the house is the porch, the dark roof weighing down the house and a light colored dormer standing out rather fussily and foolishly. Why not improve the outline of the house by tying the walls



Monterey

and roof together. Paint the side walls, rear wall, and dormers a warm, pleasant gray (avoiding prison pallor gray as you would prison itself). Then paint the roof the same color. Next the front porch including railings, posts, and the first story wall can be painted a dead white and the trim and front door a dark, rich red. The result will change the whole silhouette and reshape the house surprisingly. It will look larger, wider, higher, more like a two-story house, much better related and less commonplace looking.

GEORGIAN. The formal type of small Georgian house is almost always of red brick with white trim. It's a scheme which wears well if the brickwork is a dark, rich red or the real tomato color of sun-baked bricks. But if the walls are scabrous looking with salt efflorescence coming through the bricks, why not use some of the new masonry paints? Coral walls for instance are pleasant with terra cotta trim topped with a dark, slate gray roof. If your house is crowded on a narrow lot so that it looks higher than it is wide, use the trim color on two bands of bricks between the first and second stories. They will give a strong horizontal line to the house. So will a dado of the trim color painted about the foundation and it will tie the house to its site effectively. Alternate color schemes: 1. *Walls:* chrome yellow. *Roof:* black. *Shutters:* dark, bottle green. *Door:* chalk white. 2. *Walls:* warm beige. *Roof:* black. *Shutters and trim:* chalk white.

A New England house "in the pink." Walls are barnyard red and watermelon pink



New England

NEW ENGLAND. The small house with an overhanging second story, originally a New England type, is especially popular now all over the country. But few of the new houses have scratched the surface of its delightful color possibilities. The overhang emphasizes the natural horizontal division of the house—which should be a good color cue. But three fourths of the houses going up apply white walls and blue shutters and let it go at that. Well, we're going to suggest that you take some of the lusty red of Pennsylvania and Connecticut barns and paint the whole second story with it. Then contrast the whole first story; paint it white, if you're timid, watermelon pink if you've a yen for "yummy" color combinations. White trim, a gray door, and a black roof will polish off the scheme in either case. Other color schemes: 1. *Upper walls:* cedar brown. *Lower walls:* white. *Roof:* dark gray. *Trim:* white. *Door:* brick red. 2. *Upper walls:* warm, light gray. *Lower walls:* white. *Roof:* dark, cedar brown. *Trim:* white.

MONTEREY. Out in California they've been practising what we're preaching. Little houses no bigger than a peanut are painted in turquoise blues, sea greens, corals, and lemon yellows that make your mouth water. The description may sound a bit giddy but the California sun looks down kindly on brilliant color. Most of these color schemes could be adapted to Southern and other Southwestern states easily, so we recommend they get on the color bandwagon too. A particularly satisfying scheme which would go most anywhere is used on our small Monterey house; walls are off-white and all trim is a warm pinkish buff. A dado of the color goes around the base of the house and widens the appearance of the house as well as pinning it to earth and avoiding a dirty white foundation line. The roof could be black or russet brown. Or you could reverse the whole scheme and use pink buff walls and white trim. Other color schemes: 1. *Walls:* turquoise, blue-green, walls. *Roof:* light gray. *Trim:* gray, door coral. 2. *Walls:* sand. *Roof:* gray. *Trim:* olive green, picked out in chartreuse.

DUTCH COLONIAL. A major part of a spunky little Dutch Colonial house is its roof so that should be given special attention. A roof color which harmonizes neatly with the walls gives a lift to the whole house but an unpleasant, harsh, color will make it seem like a little horror. Pale yellow walls with a dark, olive-green roof and mustard colored shutters is our scheme here, and it has just enough contrast to avoid dullness but is not too strong a change to divide the house into two abruptly different parts. It follows the rule of mixing soft and hard colors by setting off the light wall against the rich shade

[Please turn to page 118]

Olive green for the roof of a Dutch Colonial house, yellow walls, mustard trim

Dutch Colonial

Sketches by
WILLIAM J. HENNESSEY



Summing Up Color

JANE WHITE LONSDALE

EVERYBODY is affected by color, thank goodness! It can make us feel calm or merry, make us relax or sit up and take notice. Given four walls and the space between them to furnish, we're off to a fine start if we know how to make the most of color and have the courage of our convictions, no matter how daring they may sound.

Let us consider color from two angles. First, from the technical angle, what we should do and why. Second, some of the reasons why we sometimes break all rules and regulations to attain the effect we want.

Color is the answer in the back of the book for every decorating problem. It is the backbone, the foundation of every scheme; it is the continuity and at the last, the final fillip. Think over the rooms that please you. Why do you remember them? Is it the beautiful furniture, the well-designed and appropriate curtains, the slip-covers that fit snugly? No, you remember certain rooms because the color combination was pleasing, or exciting, or gay and made the room inviting. Don't misunderstand us—good furniture, attractive curtains, and well-made slip-covers are tremendously important but if the color scheme is wrong—or just "safe"—all is ruined. A good combination of color adds more than any one other element in a room. Remember that it is better to make a few mistakes through overboldness than to miss the whole glory of color by using a safe monotony. Take a flyer now and then, and even if you miss, no bones will be broken and you can learn to make color serve you.

There are many learned and scientific ways to approach this all-important subject, but they are for the theorists. Consider first your likes, second the budget, third size and use of room, fourth left-overs. And remember that the wall color is the controlling factor in any scheme because there is so much of it. If the walls are to be treated as background they should be a color foil for the furnishings; if they are to be dominantly decorative (boldly patterned wallpaper, for example) then don't detract from them by too much activity in the upholstery fabrics.

COLOR is the simplest and least expensive means of decorating our homes and giving them both flair and interest, but the average person is appallingly timid. When economy has to be observed in decoration, rich colors may often be made to take the place of handsome materials. With good color management and little else one often gets grand results. On the other hand, even if you can go hog-wild with the budget, you can produce nothing but a dismal failure if your selection and use of color is not really sound and bold.

In deciding on a color scheme for a whole

room, fix on some *Foundation* color, and then introduce relief and contrast. There are two kinds of harmony—analogy and contrast. The harmony of analogy is the harmony of related colors, for instance green, blue, and yellow; or of different tones of the same color. Harmony of contrast is that of opposed colors. How far you want to go in contrast is extremely

important in determining color schemes. Blue and orange make an absolute contrast, but they would be devilish to live with, because they are such strong complementaries; blue and buff also make a contrast, but one of less intensity. The term *Value* means degree of lightness or darkness, without regard to any particular color. Thus, if very light green is put beside deep blue, it shows right off their different values. *Scale*, in color, means the relative intensity or depth of the colors used.

The most obvious principle to observe is to avoid using cool and dull colors in a room where the light is cold. The opposite and equally sensible rule is to avoid using too much of a warm or advancing color in a room with a warm exposure—although yellow is gay and pleasant and often proves a successful exception to the rule. Most warm colors make a room look smaller. Red gives a sense of fullness, richness, and warmth. Yellow seems to diffuse and increase light.

SUPPOSE our room has a north and east exposure, but mostly north. Second and third, it is a living room of medium size, and fourth, the background of the slip-covers we have left over from the living room of last year, is blue. We all know that blue is not a color usually chosen for a northern exposure, but what can we do with these perfectly good slip-covers which fit well and do have a lovely foliage pattern in pale yellow-greens? We will use them, north light or no! Just as we will use the dining room rug, also new last year, which is the only one that fits the present living room. It is a dull old taupe, but it need not remain so. We shall also keep the lampshades, which are light gold taffeta like the new curtains. After all, we haven't much money to spend in this room and we must buy a new love-seat because the old sofa is too big for this room, and coming apart.

To make over this room, first of all we'll paint the walls very light yellow-green, an exact copy of that in the slip-cover pattern. This particular green has enough yellow to warm up the room, is light and receding and therefore creates a spacious effect, and is very good used with the dull blue of our slip-cover backgrounds. The new love seat might be upholstered in a warm yellow and eggplant stripe. That gives us the cue to have our uninteresting old taupe rug stripped and dyed eggplant. There you are—by exerting the good old ingenuity we have a pleasant color scheme in spite of the left-overs and definite budget limitations.

Or, let us suppose we have an Oriental rug in rose and green with touches of beige. The furniture is 18th century English mahogany, calling for a more formal type of decorating than the first room. We can take the color for

our walls from the rug: deep rose with beige woodwork, or green with beige or green woodwork. We could use wallpaper, and if that is the case, a smart stripe would look very well. Having chosen the background (walls) you can take other colors from the rug for accents and contrasts. For instance if you have green walls, red will be the complement—in this case you might repeat the old-rose of the rug pattern in one or more upholstery fabrics. The curtains can be of any plain or self-toned fabric (taffeta, moire, linen damask), rose or green preferred. If you have plain walls and curtains, you can break up the monotony by some striped or patterned upholstery fabrics.

For a third illustration of how to build a color scheme we will use as our starting point a handsome painting. We will say that this is for a new house; that we have no left-overs; that it is a well-proportioned room with an eastern exposure. The picture was a wedding present and we will make it the "pièce de résistance" of the room. We have learned that blue is a complementary color to orange, and here we find that combination dominating the painting, although the blue is more of a tint than a true color.

THIS room could be handled in any number of ways but we will take up just (1) simply and inexpensively, perhaps for a country house; (2) a simple but more formal treatment for a town apartment, and (3) an alternate to the town house. In all cases I would have the walls painted several tints lighter than the blue in the picture, the unpatterned rug many shades darker, the curtains salmon, two chairs or sofa tying up with the curtain color, and one or two pieces in a stripe combining the colors in the painting. For an interesting accent I would use Chinese red in the way of accessories. The different character of each of the three rooms would be expressed by type of furnishings: heavy cottons and texture weaves for the country, satins and damasks and glowing mahogany for a formal town house, chintzes for a less formal town house or apartment.

Now go out and make the most of what you've learned in this lesson—and don't be timid and mousy-souled if you are relying on color to do a job for you. If you are to help yourselves, take your courage by the scruff of the neck and hang onto the five main points: 1. Exposure, 2. Use of room, 3. Size of room, 4. Left-overs, 5. Budget.

[Please turn to page 72]



12 PAGES of GOOD LITTLE HOUSES

\$2,500—\$2,990—\$3,800—\$4,000—\$4,945



Maynard L. Parker

Cottage Charm :: Practical Plan

Cost: \$4,000

Light yellow walls and white shuttered windows heighten the appeal of this pert little low-cost home in Brentwood Heights, Los Angeles

EDLA MUIR *Owner and architect*

IN Sir James Barrie's play, "What Every Woman Knows" somebody speaks of "charm,"—"it's a sort of bloom. If you have it, you don't need to have anything else; and if you don't have it, it doesn't much matter what else you have." To some extent this is as true of houses as of people. Most everyone has come across heart-warming little houses he'd sell his soul for, even if the roofs were falling in. And we've all seen those "practical" sensible houses that leave you cold no matter how logical their plan, design, and cost. We all want some charm, some magic, some stardust in our surroundings if we can possibly get it. Not that we're urging any Peter Pan cottages on you or asking you to exchange a good plumbing system for a pair of peaked, storybook gables. Art for art's sake maybe, but plumbing for heaven's sake! But we have always believed that a happy com-

promise was possible, that little houses could be efficiently planned, wisely built and still have something that tugs at your heartstrings.

We point with pride to the fact that the low-cost homes in this collection do have some of this "oomph" quality even at bedrock prices. In the past we've felt pretty unhappy about many minimum cost houses because, though we knew the need for them was tremendous, those being turned out were so box-like, so cheerless, so utterly grim. We said so to builders and architects but they told us politely that you couldn't build fancy houses and folderols at such low costs. But gradually they are coming around to our side and you'll find that new prefabricated steel and plywood houses and the good little individual houses being built in great quantities around our cities and towns have well-proportioned walls and windows, trimly gabled roofs, in-

viting doorways, and other pleasant features.

Miss Edla Muir's own home is a case in point. Cut-to-the-bone in cost and restricted in its size, it still incorporates generous eye appeal. It is an individual dwelling and not part of a development of small houses, making its \$4,000 cost more remarkable because it hadn't the benefit of quantity production prices. Installing stock woodwork only was one way of getting costs down. It owes its charm, cost, and sound construction to its owner-architect, Miss Muir, who knew how to plan the house to economic advantage, where and how to cut corners. Especially notable is its graceful and spacious effect inside and out, although it has only five rooms. Large family portraits, a rare old mahogany desk and other fine antiques fit easily and harmoniously into place, which is an achievement. One of the constant complaints against

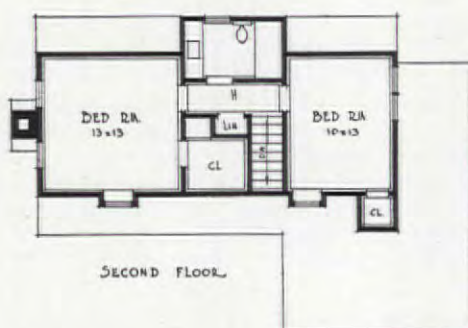
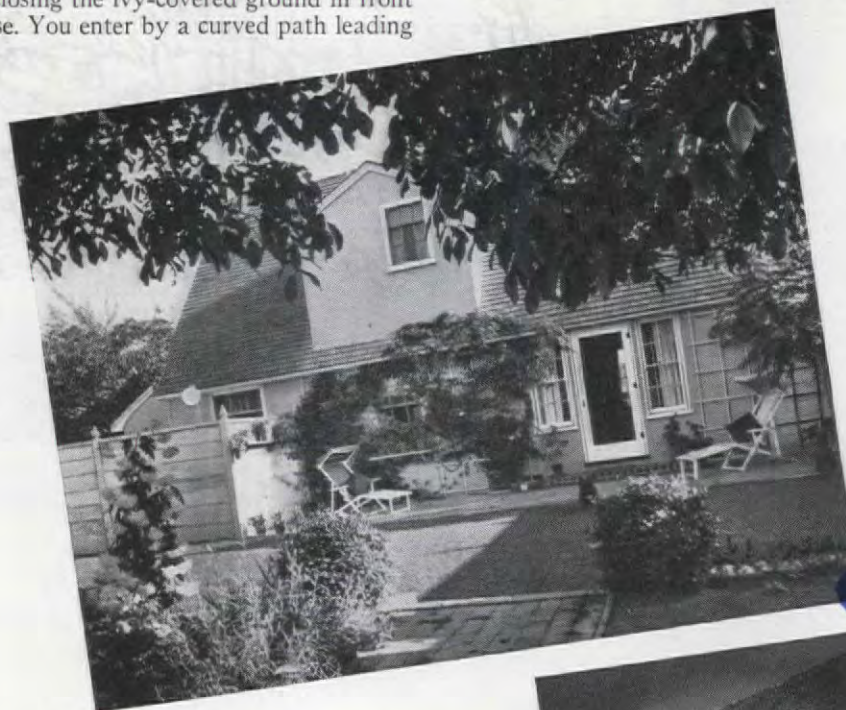
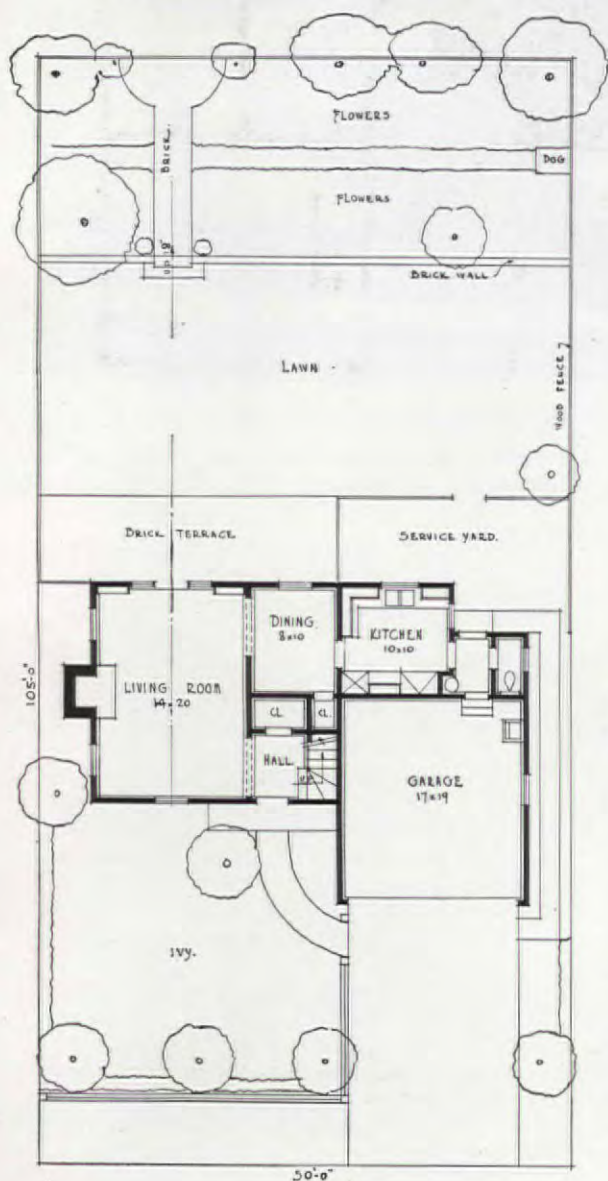


the raw, new type of small house is that old furniture can't be accommodated or else looks as if it were turning up its nose at its surroundings.

The exterior has something of the flavor of the small English houses in the Bahama Islands. Its soft yellow walls and all white louvered shutters and trim are enclosed by a formal brick and wrought-iron fence which cost slightly over \$100. Dark red bricks, salvaged from a junkyard, are a foil for cast-iron pickets and white finial-topped posts and repeat the color of a bougainvillea vine climbing over the garage. The fence borders one side of the garage driveway too completely enclosing the ivy-covered ground in front of the house. You enter by a curved path leading

gracefully from the driveway to the front entrance door where clipped trees in white tubs add formal balance to the long, shuttered door.

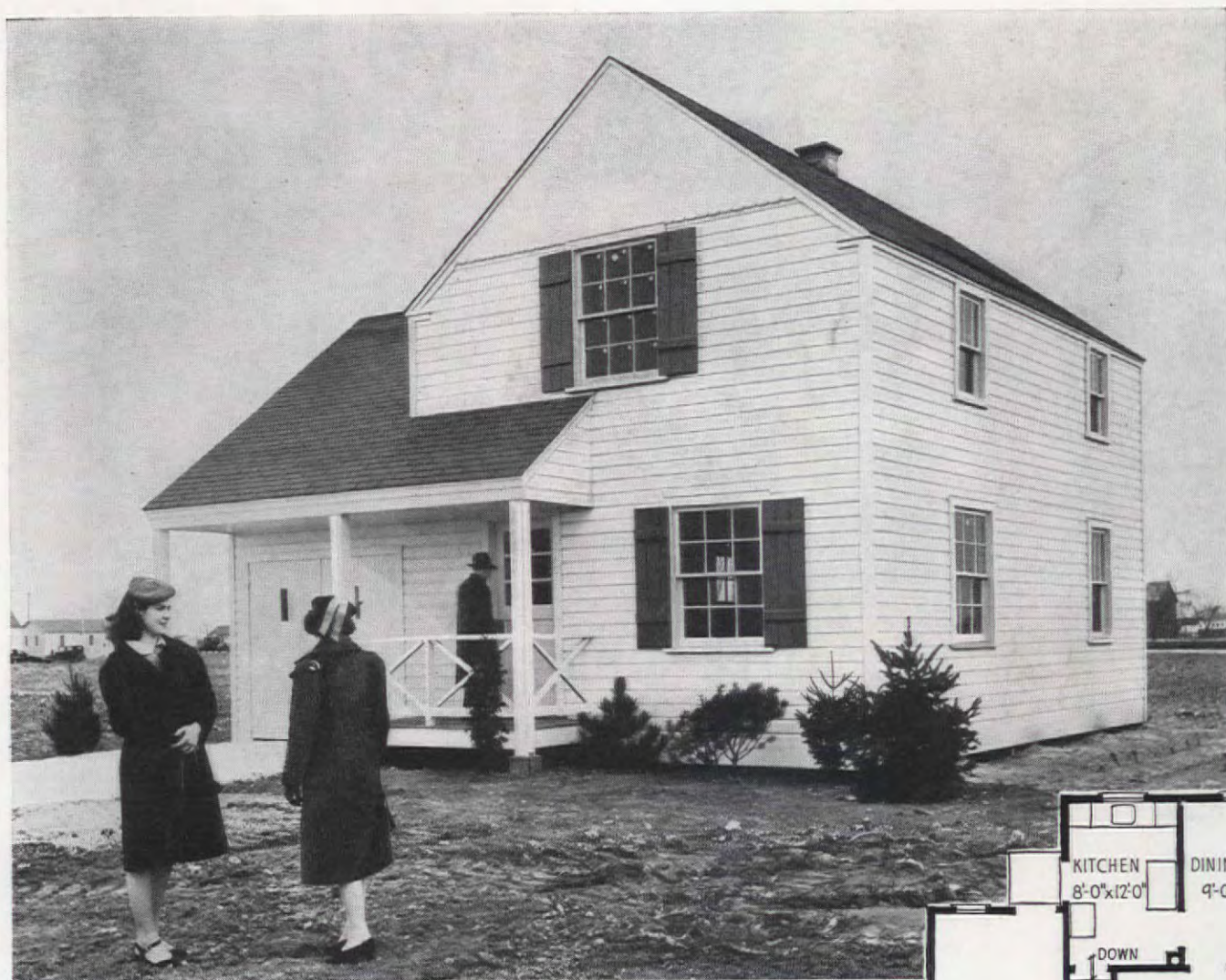
The entrance hall is a neat little alcove with one whole wall open to the living room. The arrangement increases the apparent size of the room and avoids the cost and the awkwardness of the usual hall door in a limited space. It also provides a closet, a place to take off coats, and a way of going upstairs without entering the living room. A handsome, boldly patterned paper sets off the white stairway to advantage, so does the rag rug carpeting. [Please turn to page 58]



Vine-hung wall trellis creates a lively backdrop to the brick-paved terrace; it overlooks a small lawn and wide flower beds beyond. Brick paths lead in two directions, one of them to Fido's quarters



YOU finish this \$2,450 Chicago house!



If you expect to find the pictures hung when you move into your house, this idea isn't for you. But if you can paint your own walls, hang your own inside doors, and put up your own trim, this builder's way of cutting \$1000 from the usual purchase price of a house should be of interest

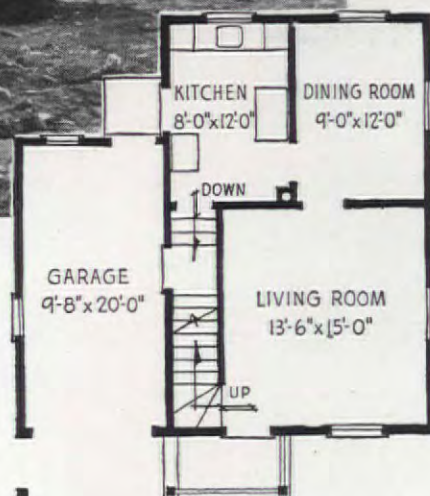
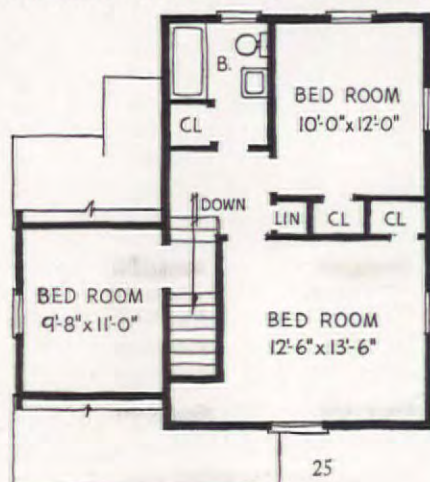
Did you buy your home from a builder after it was completed? If you did we'll bet you've wished many, many times since then that you had been around when the doors, window trim, baseboard, kitchen cabinets, and other interior woodwork were chosen or that you could meet (just once!) the man who decided your living room needed only one convenience outlet. As for the orchid bathroom fixtures, which you accepted light-heartedly in the first fine careless rapture of buying the house, what do you think of them now?

Here's a house which is sold without any interior finish so you can make your own choice of wood trim, wall covering, paint or other detail and put them on yourself if you're able. And if you have a mechanic in the family he can plan the plumbing and wiring layout to suit and even put in the fixtures. By omitting these interior details (but no partitions or anything structural) the builder of this home lowers the cost about \$1,000 and sells the house and land for

\$2,450. He is building a number of the houses in a Chicago suburb where the buyer can have the inside finish done to his order gradually or can do the work himself in his spare time bit by bit. Electricity, gas and paved streets are in and the houses can be financed for approximately \$30 a month.

You wouldn't expect a two-story, six-room house would be "much for looks" at such a low price. But this house has a pleasant farmhouse character especially along the front where the garage roof spreads out to cover the front porch. It is intelligent to have the garage an essential part of the house so

FREDERICK H. BARTLETT CO., Developer



that you can drive in or out without being exposed to bad weather. It shows the same sense the Colonial settlers of New England had when they joined sheds and ells to their houses so they could stable their livestock without going out in the weather. The limited size of the house permits only the simplest floor plan but each room is a good size and all except the third bedroom, over the garage, have cross ventilation.

Building Data

Foundation: 9" concrete piers, 3½ feet in ground. Framework of house fastened to piers.

Walls: Exterior: 1" x 6" drop siding and building paper laid on 2" x 4" studs 24" on centers.

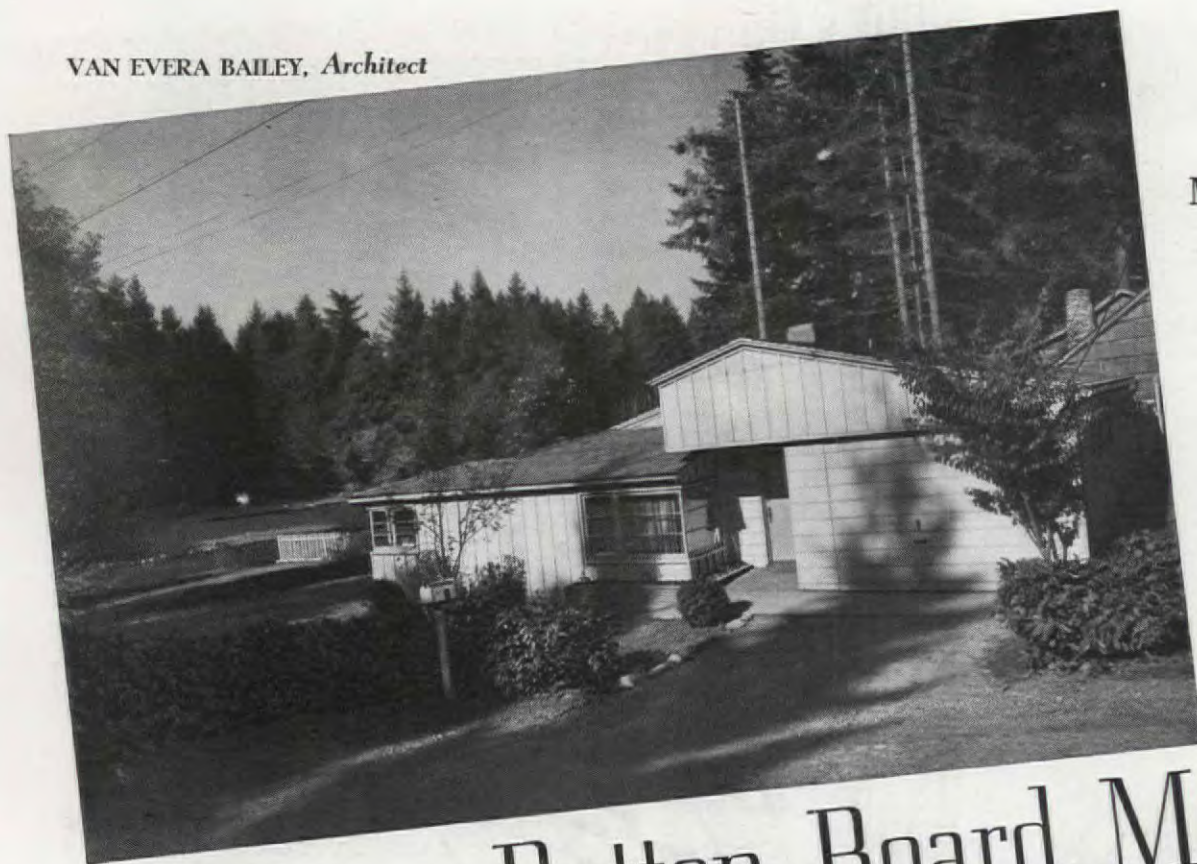
Chimney: Concrete block chimney with 8" flue.
Roof: Asphalt shingles and asphalt felt laid over ½" pine roof sheathing. Roof guaranteed for one year.

Flooring: 1st floor and porch, 1" x 4" boards. 2nd floor, 1" x 6" pine boards.

Stairs: 2'-8" wide.

Painting: 3 coats.

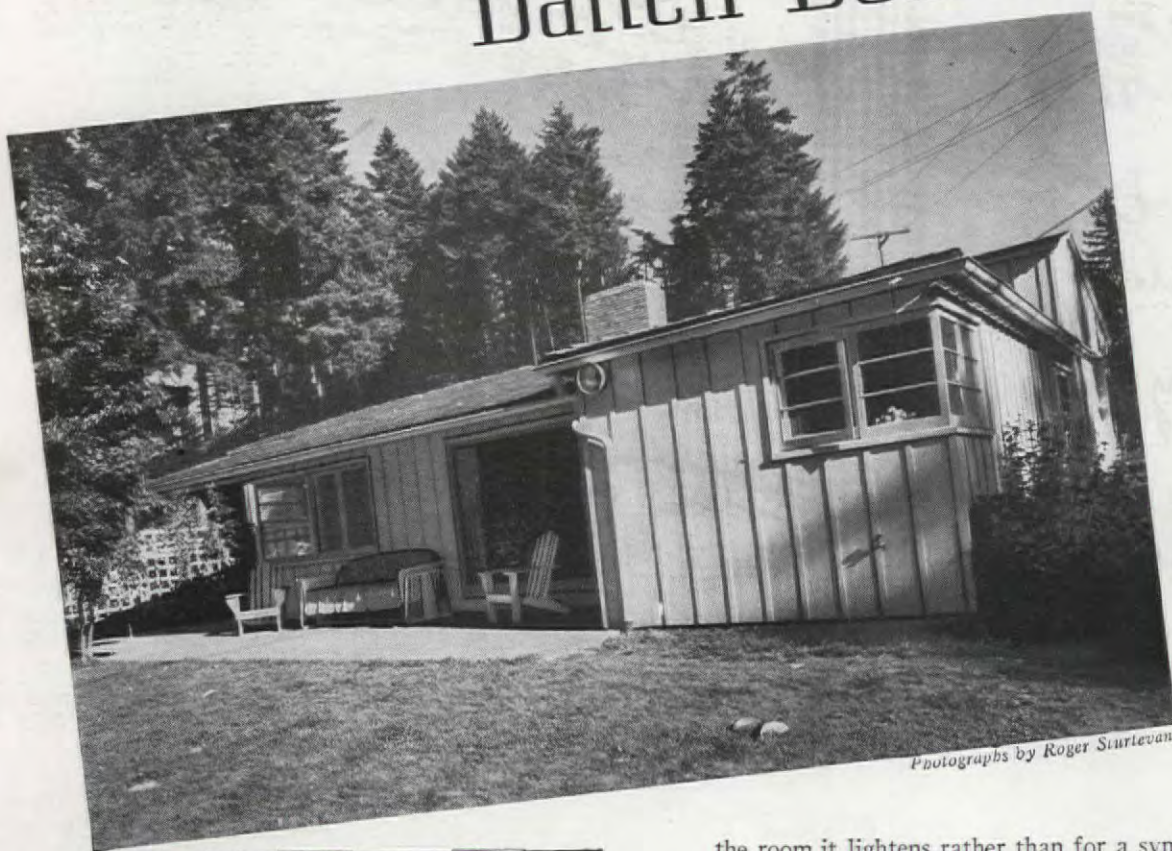
Windows: Stock size, double hung wood sash, metal flashing on all windows and outside doors.



The home of
MR. and MRS. JOHN CARTER
Lake Oswego

As plain as smooth as satin, an uncommonly interesting exterior, an eye-filling background, and a total cost of approximately \$4,000 are as ideal a combination as you'd find in any small house. Most of us would be willing to settle for it. But that's only half the story on this home. The long, broad living room is a honey, so is its fireplace and the covered terrace overlooking part of Lake Oswego, so is the arrangement of bedroom quarters three steps up from the rest of the

Batten Board Modern near for approximately \$4,000



Photographs by Roger Sturtevant

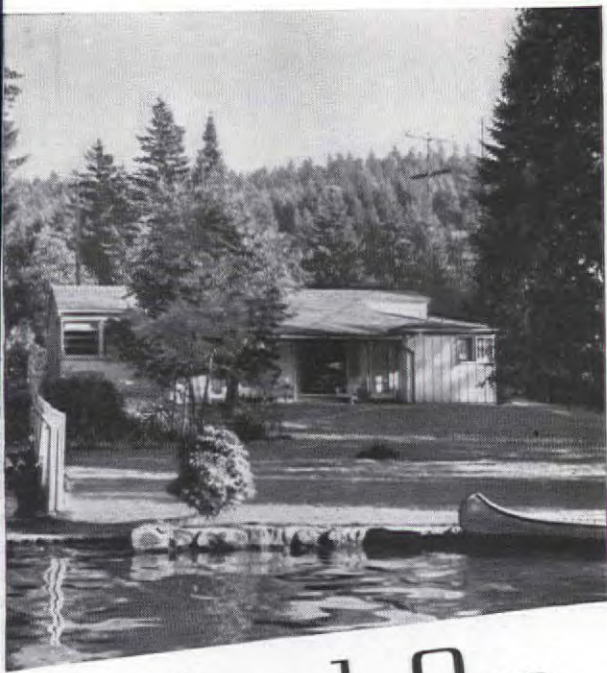
house, so is the front entrance and the window treatment of the whole house. It's a fine conception of a Modern home, successfully realized.

Now if the word "Modern" is going to scare anyone and raise hobgoblinlike specters of twisted metal tubing and dismal boxlike forms, we'd like to hold his hand for a while and dispel this bogey man. We can tell him just as easily that it's a simple sort of home, a home where the necessary number of rooms has been skillfully organized so that each one has its best size, shape and location. It's a home enclosed by plain fir boards and battens because that's an inexpensive form of construction perfectly fitted to this Northwest setting. It's a home with a complex roof line but that's because it's built on sloping ground and its bedrooms and garage have to be on a higher level. It's a home with a variety of window sizes and treatments each chosen for

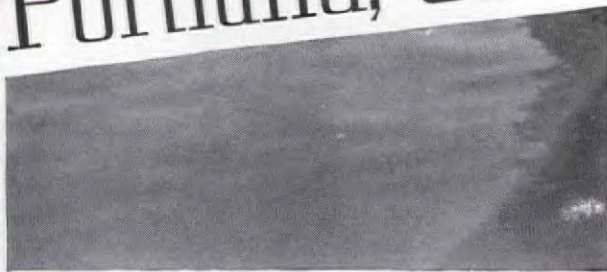
the room it lightens rather than for a symmetrical appearance on the outside of the house. For instance, the living room windows which look out on a magnificent view are enormous, while the garage and bathroom windows on the east end of the house are small and unimportant. There is certainly nothing radical in these arrangements; they are the essence of all good home design since man moved out of caves. So when we say this house is Modern, we don't mean that it's a kind of house which never was before and never will be again. But we do mean that it's a variety, organic design with an interior arranged for comfortable 1940 living and an exterior enclosing those arrangements with great simplicity. And we believe that this concept of home design is at the opposite pole from one which arbitrarily compresses 1940 living arrangements into the house patterns of 17th century England or 18th century New England.

Well, so much for theory. Let's get back to the facts on this house. Although it may look as if it's rambling, its plan is nearly square though the lot is very irregular. The garage and front entrance are side by side facing the road and covered by the same low-pitched battened gable. The garage, smoothly incorporated as part of the front of the house, is as prepossessing a feature as you'd want anywhere. Its horizontal siding door matches the wall siding carried around the entrance recess. This





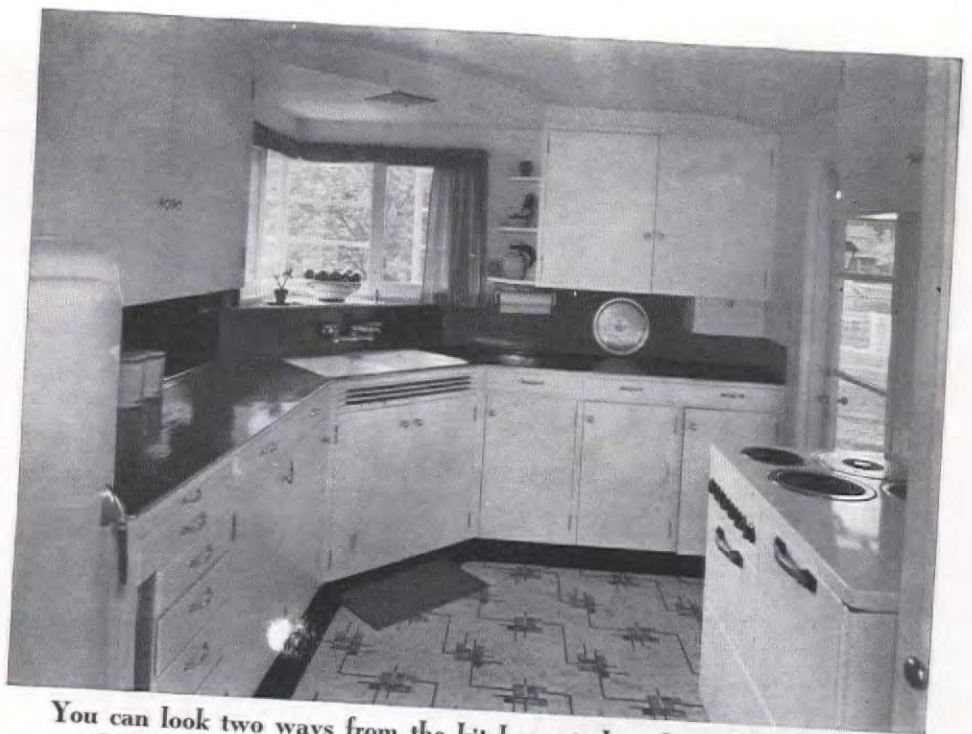
Portland, Ore.



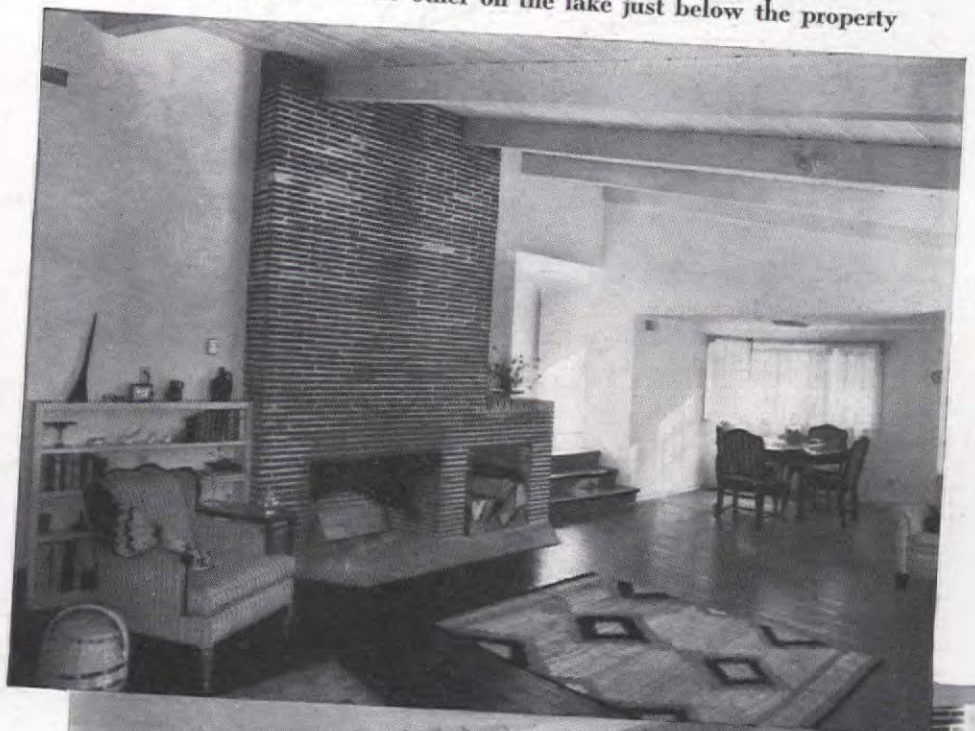
deep recess, which offers the front door excellent protection from the weather, is flanked by the garage on one side and by a delightful dining room corner window on the other. Underneath this corner bay window is a brick ledge flower bed which adds a nice decorative fillip to the entrance.

Just inside the front door is the severely simple entry. On its right is a door leading to the garage and off the garage is the heater room, also used as a laundry. Three steps down from the entry is the living room, which continues the same light tones and is so well spaced you could almost swing a horse in it, to say nothing of a cat. It's an especially agreeable room with its open ceiling which follows the slope of the roof. The rafters are exposed and so is the underside of the roof planking and both are painted white. The dining alcove is at the front of the room, affording light and ventilation from that side, while a wide corner bay at the northwest corner creates a pleasant spot diametrically opposite. The corner bay (it includes a door to the terrace) shows the pleasant way in which all the window sash is divided up into long horizontal lights of glass. A huge plate glass picture window, set in the west wall from floor to ceiling, offers a view of the lake from every part of the room, bringing the out-of-doors to those inside. The concrete paved terrace spreads along most of the

[Please turn to page 142]



You can look two ways from the kitchen window, keeping one eye on the front road and the other on the lake just below the property



From floor to ceiling the fireplace is built of long, split bricks of a type familiar around Portland. Note the useful built-in woodbox



Avery

For less than \$30 a month!

WEST: \$2,990 in Los Angeles



READ & WRIGHT, Agent
FRED S. BAUERSFELD, Builder

BONNY, small houses are springing up all over this country like the flowers that bloom in the spring. And there's no tra-la about them either. They're sound and livable, and best of all, their prices are tailored to the times. Look at the little Cape Cod homes on this page, for instance, each of them as fresh as a daisy. The top one is in a builder's development in Los Angeles and the lower one is on Long Island, New York. They should give you a good notion of what builders, East and West, have been up to and have finally achieved for the potential homeowner who has only about \$3,000 to spend—which is the spot most of us are in. They aren't row houses, or semi-detached ones either. Each one sits squarely on its own plot like a manor house and, believe it or not, has windows on four sides.

The Los Angeles house is part of a remarkable development where individual houses

were built in four distinctive architectural styles around one basic plan. The styles were Cape Cod, Bermuda Farmhouse, Californian, and Colonial; they were all purchased within eight months time and two new developments are now under way. The Cape Cod type was sold at a price of \$2,990 in stucco, or in wood siding for \$50 additional, complete with an attached garage and a lot 50 feet wide by 125 feet deep. A down payment of \$150 was

required and the financing of the house was arranged on a monthly installment basis to be paid off in fifteen years. These were the factors which made the houses possible:

1. The builder's advantageous purchase of a well-located tract of land between Westwood Village and Culver City, Beverly Hills, and Santa Monica, close to the street-car line into Los Angeles and, in addition, near good schools and beaches.

2. Careful, wholesale purchase of all lumber and other building materials by the carload.

3. Their use of quantity production methods. Lumber was taken to their own yard on the site of the job and all studs, joists, rafters, fire blocks, and trim were cut in quantity on the power saw to the necessary stock sizes. Uniform kitchen and bathroom equipment was installed. Without prefabrication, their own workmen were able to assemble the parts of the house quickly and at low cost. Even the soil pipe is partially assembled, caulked, and the pipes cut to the proper length in the builder's yard.

4. Their use of a single basic plan which was boiled down to essentials without sacrificing comfortable room sizes, convenient living arrangements, solid construction, or style appeal. It is reversed and slightly varied in different houses but not seriously changed.

5. Their reduction of builder's usual profits on an individual house for modest profits on many houses that could be quickly sold

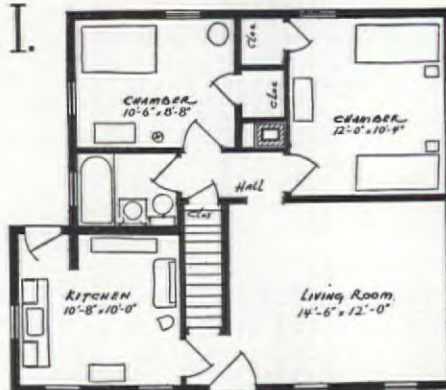
[Please turn to page 74]

Brentwood-in-the-Pines, L. I.

THIS trim, self-sufficient little home was built for \$2,500, lock, stock, and barrel, by a real estate development company. Only a few years back you would have been hard put to it to find a house as well made and well equipped for twice the amount and we want to introduce it with a special flourish because it is NEWS. It is one of a group, each as bright and neat as a new dime, just completed at Brentwood-in-the-Pines, Long Island, New York; they are the first houses built on loans granted in accordance with 1940 revisions of the National Housing Act. Under Title I, Class 3, the Act now permits the Federal Housing Administration to insure loans to operative builders up to a maximum of \$2,500 on each small house. Builders can borrow 95% of the total value of each house and lot. There must be a 5% down payment but it can be either in the form of cash or in the value of the lot. Which means according to Mr. Stewart McDonald, Federal Housing Administrator, that "borrowers under this plan need only a lot free and clear, representing at least 5% of the value of the completed property." This applies only to new building after January 1, 1940 and does not include modernization or improvement loans.

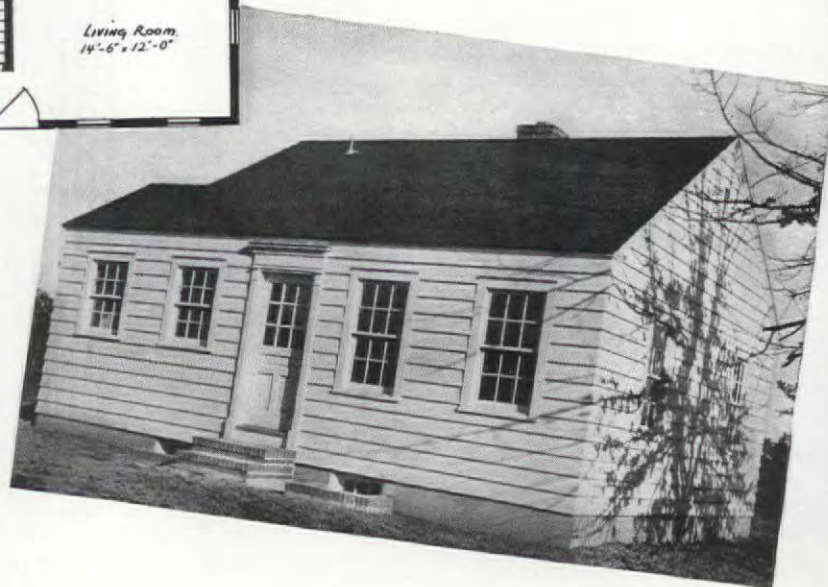
The Brentpines Realty Corporation, owning a large desirable tract of land, applied to a local trust company for a group of loans amounting to \$2,500 each and were granted them, the first loans made under these new regulations. Then a small group of these

[Please turn to page 97]

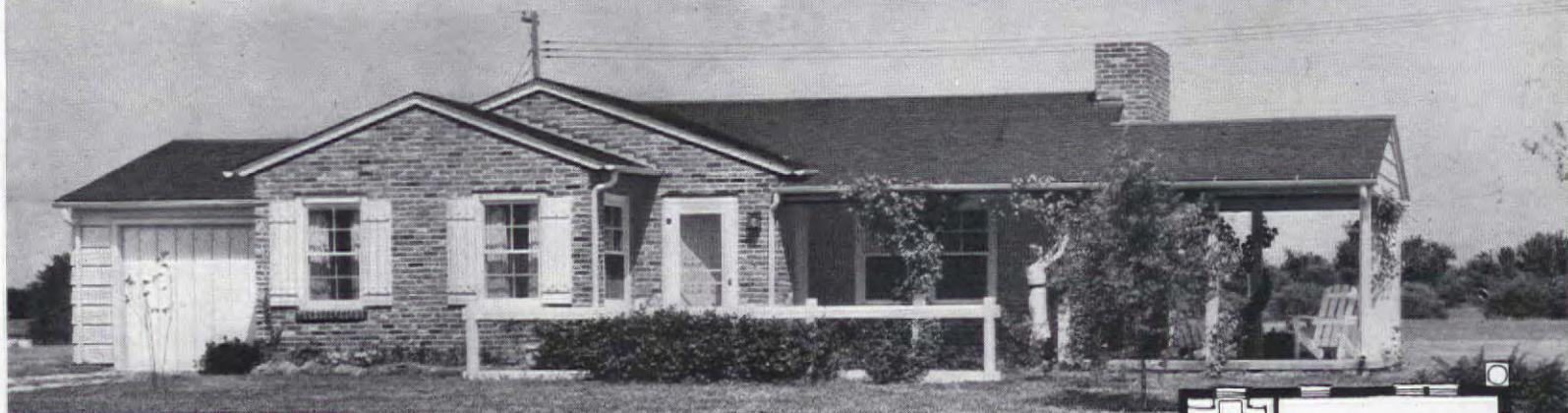


EAST: \$2,500

BRENTPINES REALTY CORP.
MERRITT L. WESTBROOK, Builder

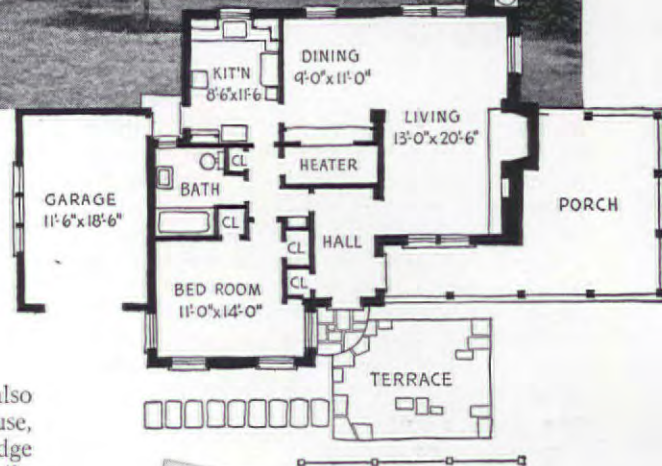


LONG and LOW in the MIDWEST



About \$4,000
in MERRIAM, KAN.

JAMES B. ELDRIDGE, Arch't and Owner



A HOUSE, like a woman's hat, should be becoming from every angle. So when Mr. Eldridge, an architect, designed this house for his own family he saw to it that the house was well designed all around. It doesn't have a ranch house front and a dog house back but is attractive from every side. Which is a good thing, too, since it is placed about center on a lot as flat as a laundered handkerchief. There's not a knoll or hollow around it to lend interest or cover up any sour notes. And there doesn't need to be because the whole house has the sort of rambling, comfortable, likable appearance which is always satisfactory.

It's an excellent, down-to-earth job. It literally hugs the earth as if it meant it, spreading out in low, sweeping lines which emphasize the breadth and sweep of the landscape. But it doesn't stand out starkly like the county jail or a cornfield scarecrow. It unbends a bit with a fat, square chimney, a bedroom wing which pokes its way out in a gable at the front of the house, an attached garage which spreads out at one side, and a long, capacious porch which turns around the living room corner and extends way out. It's all built in one story, it has no basement whatsoever, and despite the fact that its overall dimensions are sixty feet long by thirty-three feet wide, it was built for approximately \$4,000.

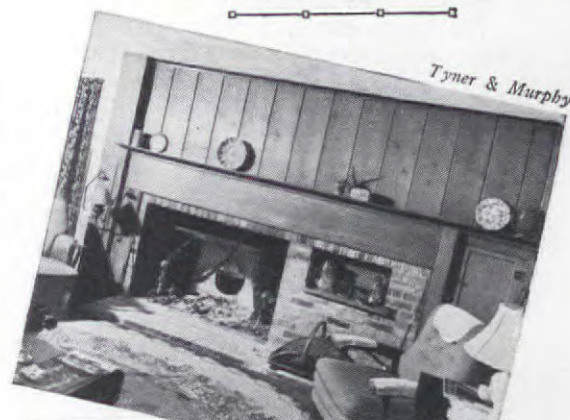
It's probably the porch which takes your eye most because it's a winner. Carried for 26' 0" along the front of the house facing the road, it develops into an outdoor living room 16' 0" deep which is a special blessing in the Midwest climate and is enjoyed from

early May until late October. There's also a stone flagged terrace in front of the house, bordered by the simple posts, rail and hedge you see in the illustration, where the family can enjoy the sun when it's temperate. The exterior walls are of second-hand brick varying in tone from warm pinkish shades to a few smoky black batts. They were economically purchased and their color is effectively set off by the chalk-white solid shutters, door, and trim on the house and by the white siding enclosing the garage.

Inside the house there is a good size reception hall, a large living room, a dining room which is private enough but can lend its one hundred square feet of space to the living room when needed, a kitchen, a bedroom, and a bath. The owners plan to add an additional bedroom when they want one but it would be a simple matter for anyone laying out a similar floor plan to use the kitchen space as another bedroom and place an enclosed kitchen where the dining space is. In place of a cellar a double reinforced concrete slab, membrane water-proofed, was laid down on four inches of crushed rock fill. Insulation came next and 2"x2" nailing strips to receive the finished flooring. This is the base under the whole house. Mr. Eldridge says they have always had warm floors and a snug house; he feels that the reason why there are few cellarless houses in this part of the Midwest is more a matter of custom than climate.

The living room's good taste and charm, achieved at modest cost, reflect the special quality of the whole house, the sort of quality that doesn't "just happen," but has

[Please turn to page 70]



Distinctive wallpaper helps set the dining area apart from the living room. The five-foot opening in the living room fireplace is framed by wide pine paneling.

Texas problem lot becomes an ASSET!



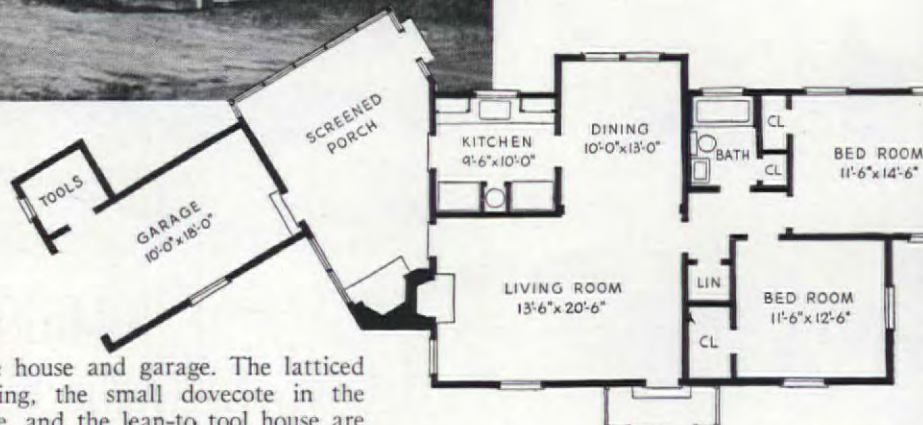
The home of
MR. and MRS.
J. J. CASTLEBURY

P. E. ZIMMERMAN
Architect

A TRIANGULAR shaped lot would hardly seem an ideal setting for a simple, rectangular, one-story house and most prospective home builders would run for their lives if offered one. But house design is often like French grammar: the rules are made only to be broken and here we have a delightful five-room home, the most interesting features of which are the result of the odd-shaped plot on which it was built. The garage and side porch had to be built at a tangent to the house because of the lot's triangular shape, but the arrangement gives individuality to the whole house and saves it from banality. Notice how much more interesting the roof line is as it steps down from house to porch to garage, and how well the chimney fits in

between the house and garage. The latticed screen porch opening, the small dovecote in the garage gable, and the lean-to tool house are thoughtful, imaginative details which keep the house out of the rut of the commonplace.

The house is located a mile outside of Longview in East Texas. This section is bustling with new home building activity, and the small homes going up have their own typical



Texas style, partly Colonial, partly ranch house in inspiration. The owner of this house, Mrs. J. J. Castlebury, is interested in home design and did much of her own planning, assisted by her architect. Her lot occupies about one third of an acre, and is mostly

[Please turn to page 130]

We trimmed our ideas to our pocketbook

The Denver home of MR. and MRS. STUART LEWIS

House and lot complete for \$3,800

AS CHILDREN of the lush, opulent period from 1920 to 1929, we had big ideas about the kind of home we would build "when our ship came in." It was going to be elegant and elaborate and knock our friends for the well-known loop. But talking about it in pipe-dream fashion was the nearest we ever came to building. Actually, we had nothing like the amount of money it would require and, through lack of experience, had only the haziest ideas on the subject of what we needed or really wanted in our pipe-dream house.

We must give THE AMERICAN HOME credit for setting us on our way to actual possession of a house built of timbers, clapboards, and shingles, something more substantial than a thin web of dreams. Someone gave us a Christmas subscription and as one after another of the issues came to us and we saw pictures of new moderate size homes all over the United States, we began to realize that families of limited means were building attractive little houses that satisfied their living needs and were doing so on their available funds; they weren't dreaming of some fancy castle in some far-away future. So we "wised-up" and threw our ideas of elegance and our delusions of grandeur out the window. My husband and I decided to concentrate our energies on getting a modest home for ourselves and our two little girls as soon as possible; it was to be simple but thoroughly attractive and practical—and really suited to our mode of living. A close examination of the family assets added up to the following:

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The
Le Grand, Iowa,
home of
MR. and MRS.
FRED Y. PHIPPS

AN IOWA STONE HOUSE FOR \$1,500!

WE DOUBT that our home will ever have any blue ribbon tied on it as the best small house of the year, and we know that the plan isn't what you would call complete. But we built much of the house ourselves and we're proud of its appearance and certain of its soundness and livability. When people worry and fuss over whether their homes are "correct," whether they *dare* have windows out of balance on either side of the front door, whether it's "right" to cut stars instead of crescents in their wood shutters, or put a Dutch door in a New England farmhouse, we think of our pioneer builders. When the New England settlers were building their overhanging blockhouse and salt-box homes and the Pennsylvania Dutch were building their stone farmhouses, they weren't losing any sleep at nights worrying over whether or not their designs were "correct." They laid out their houses to fit their way of life, using the materials at hand and inventing their details. The results were the charming homes which serve as models today and they were rarely precise, exact, or "correct." They had a variety and non-chalance in their design which is lacking in many of the lifeless copies built today.

While we don't claim to be pioneers too, we tried to emulate the spirit of our forefathers and "do" for ourselves. It wasn't just

to "get back to nature" that my husband laid up the stone facing of the house himself but to help put a roof over his family's head. We first came to Le Grand, Iowa, where our home is located, when we were married about twelve years ago. It was then we saw a piece of land where old plum and cherry trees, some tall maples and a walnut tree, together with raspberry bushes, hollyhocks and violets, had grown unmolested for years. The property adjoined what had once been the campus of a Friends Academy and Palmer college,

and on it was a little weather-beaten house which was supposed to have been the first built in the town. My husband said, "Some day I'm going to buy that place and build on it." Well, we moved to an Eastern city to live after that and we didn't expect ever to see the place again. But there is an old saying in these parts, "you can take a boy out of the country, but you can't take the country out of the boy" and it held true with my husband.

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Newman-Schmidt Studios

\$4,200



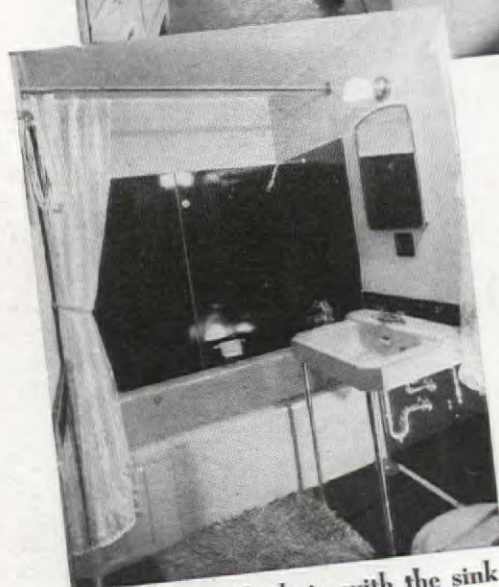
\$4,800



Developers
PENN. HOUSING CORP.

Doing an OLD STYLE in a NEW WAY

Colonial Village near Pittsburgh, Pa.



32 A special spray is built in with the sink in the conveniently equipped kitchen. Porcelain-steel bath fixtures are part of the colored steel paneled walls in the bath

MODERN industrial methods and new ideas were used in the design and construction of Colonial Village, Clairton, Pennsylvania, reducing the costs and building time of three hundred 5- and 6-room homes. They are evidence that when an engineer enters the home building field he invents new building methods, uses durable materials in new ways, and introduces new building efficiency, things it sorely needs. Our illustrations show one of the five-room homes costing \$4,200 and one of the six-room homes which cost \$4,800. Here are some of their novel features:

1. The foundation walls for the house and the basement floor are a single concrete slab poured in one operation.

2. All of the studding, joists, and framing lumber are cut at the factory in stock sizes. The only sawing the carpenter has to do is to trim the plywood sheets covering the interior and exterior walls. The carpenter has scarcely any measuring to do because special steel sills which indicate the exact location of studs are installed.

3. They have porcelain enameled steel shutters, windows, exterior cornices, cornerboards, and entrance hoods which will never need repainting because they come from the factory with the enamel baked on.

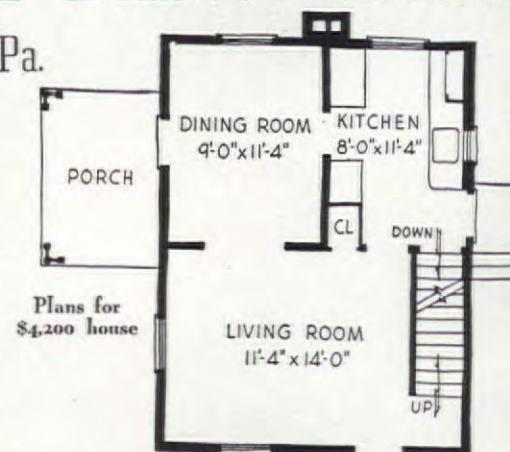
4. The windows come from the factory completely finished; window sash, insulated window frame, hardware, inside and outside trim, all assembled in one unit.

5. The houses are largely fireproof through the use of steel in beams, windows, stairs, trim, closets, and asbestos siding for both the roof and walls.

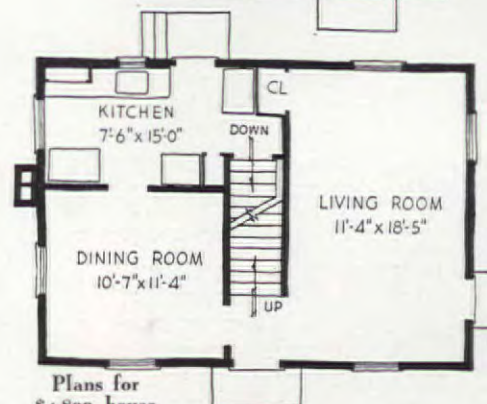
6. The steel gutters and down spouts are lead coated and need no painting either.

7. Although 300 of these houses were built,

[Please turn to page 78]



Plans for
\$4,200 house



Plans for
\$4,800 house

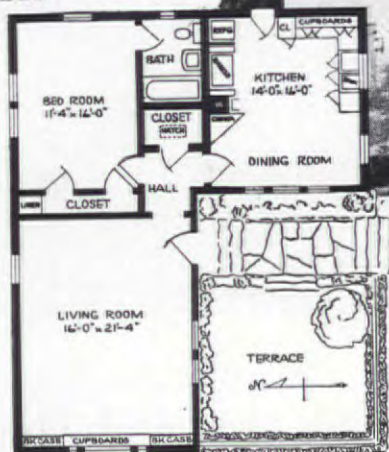
GILBERT-VARKER & CO., Builders

THE Colonial Village homes are another step forward. They bring the day nearer when good looking little homes, built soundly and simply from cellar to roof and fitted with the newest plumbing, heating, and electrical equipment developed by modern science, will be available *everywhere* for less than \$5,000. Such houses are not far off either because the whole building industry, which was preoccupied with super-duper skyscrapers and high-priced homes for so long, has turned

[Please turn to page 80]

3 maximum rooms at MINIMUM COST

The home of
Mr. and Mrs. Charles B. Abbot
**Colorado Springs,
Colorado**



WHEN we came to build our house we had no trouble in picking our site. We pounced with alacrity on a location we had coveted for ages. It was on the brow of a ridge with a magnificent view of Pike's Peak and the Rampart Range toward the west. The house itself was more of a problem because hairbreadth economy was the watchword. But we decided on one thing definitely, since there was no way around the fact that the house had to be the smallest we could comfortably live in, we were *not* going to have a half dozen mean little rooms. We ended by having three rooms and a bath, each room a pleasant size and well lighted. In fact, our kitchen and living room open on three sides. We were equally positive on another point. We weren't going to put our hard-earned money into a pseudo—picturesque, half-Spanish, half-Mexican hut, or one of those tumble-down would-be English affairs. A simple and conveniently planned stucco house which fitted the site and made the most of our superb views was all we asked. And we got it!

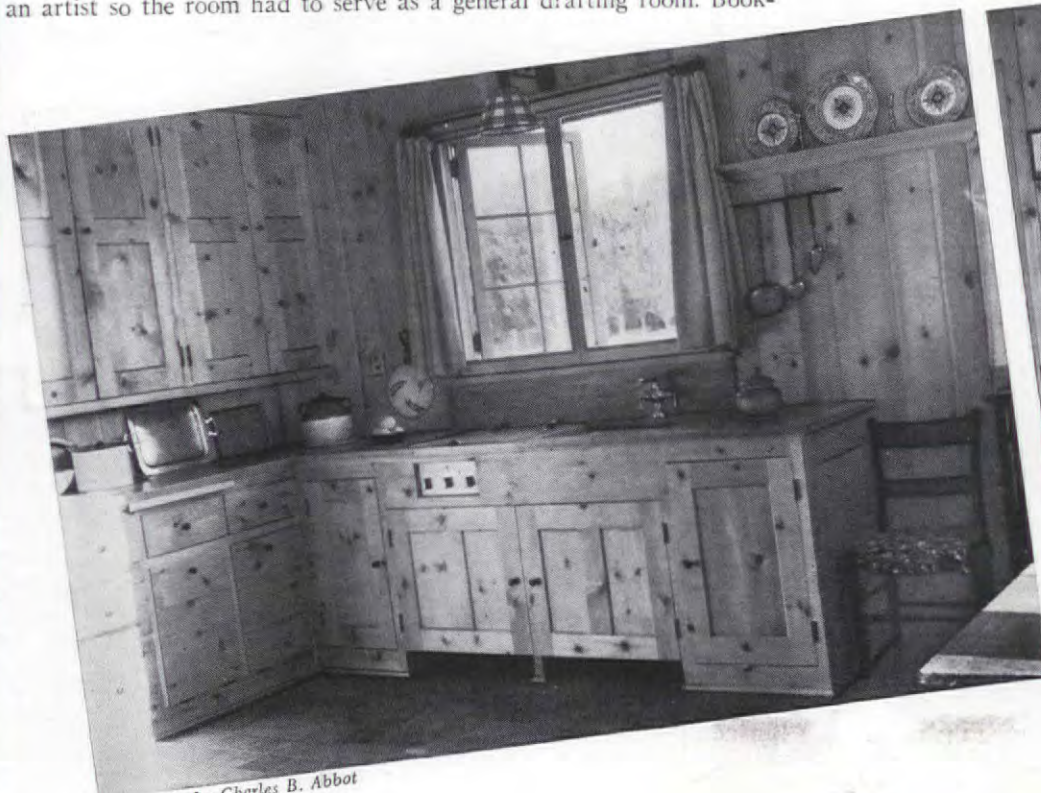
The feature we both gave most thought to was a clear glass picture window on the west side of the living room. This was the choicest location for framing the view of Pike's Peak and you could probably say we built the house around that window. The living room was planned as a studio too because my husband is an engineer and I am an artist so the room had to serve as a general drafting room. Book-

cases and cupboards for portfolios were built around the west window and a folding drafting table was included in the room. We're reserving the north wall for a future fireplace; it's not a "must" because we have gas heat and the house is well insulated.

Since the living room has to be a studio and workroom, we were reluctant to burden it with the duty of serving as dining room too. A combination kitchen-dining room was a better solution for us. So we planned one which was to have the most functional kitchen equipment possible on our budget, but was to accent the decorative possibilities of a kitchen rather than just mechanical equipment. We wanted knotty pine paneled walls and the mellow glow of old brass and copper. Immediately our friends warned us about the way pine shrinks in six weeks in this dry climate, but we found an old mill foreman who was sympathetic; he "wanted the lady to have her pine room" though he had never heard of using it in a kitchen. He searched and searched for pine boards that would not shrink and finally found some which had been weathering in the lumber yard for twelve years and had knots aplenty.

We wanted the dining space to have a view of the Peak, so we located it at the west end of the kitchen. We put a triple window there with an interesting old English drop-leaf table underneath. The open leaves plus two end tables give us a table nine feet long when necessary. The lowboy used for silver storage was placed under a fixed window, and glass shelves, holding colorful Mexican glass, are hung

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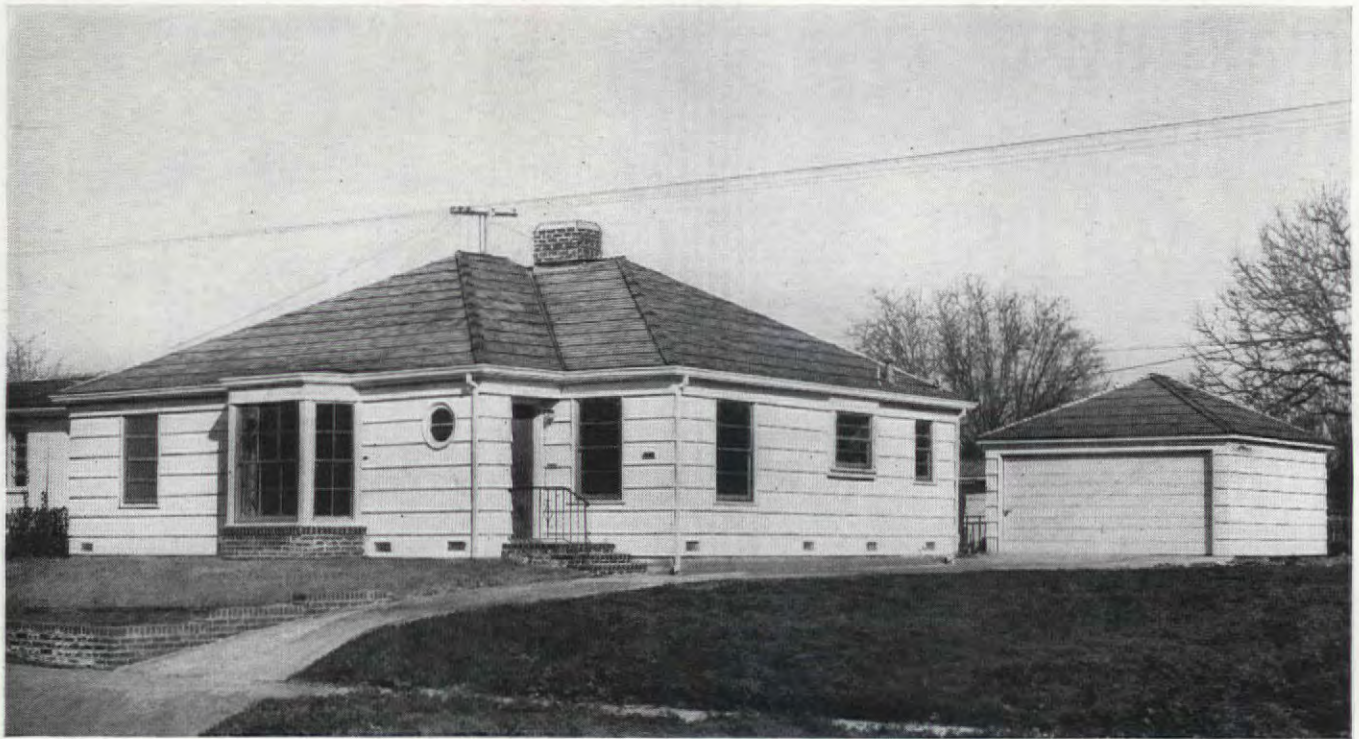


Photographs by Charles B. Abbot



**HAZEL
NEUNHAM
ABBOT**

A kitchen-dining room so attractively put together that its owners describe it this way: "We cook in the dining room" not "We eat in the kitchen." Cupboards enclose sink; range paint simulates tiles



Art Streib

1-STORY HOME with 7 ROOMS - \$4,945

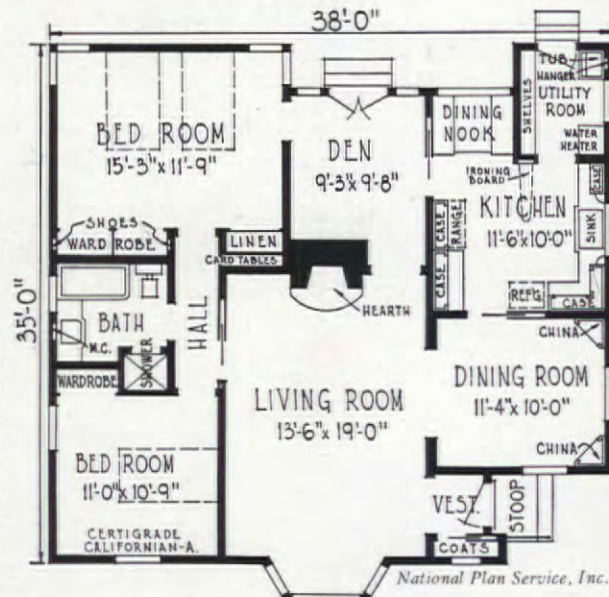
Home of
Mr. W. J. Ivey

AS FEW and far between as dodo birds are good one-story, seven-room houses costing under \$5,000. Not that there aren't plenty of excellent single story homes going up today, but most of them are inclined to tuck on wings and additions when they have to include more than five rooms. And as any builder can tell you, adding wings to a house will run up your cost in jig-time because it calls for extra walls and roofs. Of course it isn't easy to lay out a smooth one floor plan with seven well-shaped rooms inside four square walls. That's one reason why we're glad to present this well integrated house scheme which does it so successfully. It manages to include that extra room which is a godsend to most families and can be used as a study, a nursery, a maid's room, a guest room for visiting sisters, cousins, or aunts, or as an essential third bedroom.

The home of Mr. W. J. Ivey is a professional job, conceived by the Red Cedar Shingle Bureau and sponsored additionally by an impressive list of members of the building industry. It's been named the Certigrade Californian and it offers a chance for all of us to compare the building industry's idea of a good low-cost house with our own ideas. Built on a lot 50'-0" wide x 125'-0" deep which cost \$800, the house itself cost \$4,945. It hasn't been landscaped yet because it was just finished, but otherwise it is complete and is a real home, not a model house put up just for some real estate razzle-dazzle or hoop-la.

Entering the house, you stop in the vestibule and doff your hat and coat. Then, leaving front door drafts behind you, you are in the living room, a room 19'-0" long, large enough to have furniture grouped about the fireplace at one end of the room and about the bay window at the opposite end of the room. A room which makes it possible to plan around two units like this is a blessing, for it prevents everyone sitting around in a group facing each other like head hunters at a tribal meeting. Walls here are done in light blue with the ceiling in another tone of the same color and this combines well with the adjoining dining room which has a figured wallpaper on a blue ground, a dark wine-colored rug and dark furniture. Two corner cupboards

North Hollywood
California



reduce the number of pieces of furniture needed. The kitchen is big enough to toss pots and pans around and prepare a meal for a dozen or more and it is planned carefully down to the last inch of space. A red-leather-seated dining nook is part of the decoration which makes it gay as well as efficient; the laundry has its own quarters in the rear utility room. The extra room is planned as a den by the owners of the house and its walls are done in knotty pine with a light brown painted ceiling. One whole end of the room is glazed by a French door and side lights which give a full view of the garden area. The bedrooms are off by themselves at the left side of the house connected by a

short hall and the rear one offers special decorating possibilities with its corner windows. Both of them have excellent wall spaces for furniture and well planned and equipped closets.

It's a wood house throughout, red cedar shingled walls and roof outside, wood framing, sheathing, flooring, window sash, and trim inside. The wall shingles have a lot to do with the snug compact look of the house because they were nailed up in bold broad rows. Only seven courses of 18" shingles, each exposed fourteen inches, were used. The walls are approximately 8' high and the seven wide bands between foundation and cornice accent the agreeable, ground hugging effect of both house and garage. The window sash divisions and roof shingles emphasize it too. The window openings themselves are of a size and shape calculated to capture any sunshine which may be about and the front bay especially, lighting the whole living room from floor to ceiling, is an attractive feature inside and out. The front entrance, nipped out of a corner of the house, breaks up its squareness and the long flat length of the walls. Not that the walls need any "tricking out," because they have the quality well-used wood always has, a warm, mellow, textured surface which is always agreeable to look at and live with and endlessly adaptable to color changes.

In addition to the Certigrade Californian, two other house plans have been designed along the same lines intended for other sections of the country but smaller in their cubic content and in the number of

[Please turn to page 112]

FHA

What can it do for YOU?

Should every prospective home buyer or home builder have the mortgage on his new home insured by the Federal Housing Administration? No! Should every buyer or builder find out if the mortgage on his home is insurable? Yes!

WARREN BISHOP

WHY this difference? Because the Federal Housing Administration (FHA) is not a lending agency but an insurance company. Its purpose is to encourage house buying and house building by protecting the lending institution, as well as safeguarding the individual borrower.

This is done in exactly the same manner that the life insurance company insures the lives of a million men—by spreading the risk. If all the men insured should die on the same day, the insurance company would collapse. If all the men whose mortgages have been insured were, on the same day, to decline to pay on their mortgages, the Federal Housing Administration would go bankrupt. Neither event could happen. That's what insurance does.

There's another similarity between the human being insured by a life insurance company and the mortgage insured by FHA. Each is concerned with the health of the person or thing insured. The insurance company wants to know that your health is good, that you have a good chance of living your allotted time. The Federal Housing Administration wants to know that your property is well placed, your home soundly built, and that the prospects of your meeting all payments are good. That is why it is well for the prospective home owner to know that his mortgage is insurable, whether or not he insures it. You can ask the doctor to examine you without taking out insurance. You can find out whether your mortgage is insurable without, necessarily, having it insured.

What is the advantage of having an insured mortgage? Primarily, it enables you to buy a house with less down payment than you would have to make through a direct and uninsured loan from a bank. It is possible to get a loan up to 90% on houses valued at \$6,000 or less. On a house of \$10,000, the loan could be as high as 80% to 90%. Interest would be at a maximum 4½% plus ½% mortgage insurance premium.

A second advantage is that there will be no second mortgage on the new home, for a second mortgage is costly and annoying. Prior to the FHA, the home buyer who could not make a down payment of at least a third of the price had to give a second mortgage. Usually a second mortgage ran for only three years. Then it had to be renewed at considerable expense. All mortgages which are FHA insured are long-term and amortized so that each monthly payment includes not only interest and other charges, but a payment on the principal.

Still another advantage of the FHA insured mortgages is that no insurance is granted until the Administration's experts have passed judgment on plans, material, and neighborhood. If the house is in a development which will soon begin to run down and will wind up as a shanty slum, it can not be insured.

Bear this in mind: the Federal Housing Administration is not a lending agency. It can not advance you [Please turn to page 113]

\$7,800



\$7,750

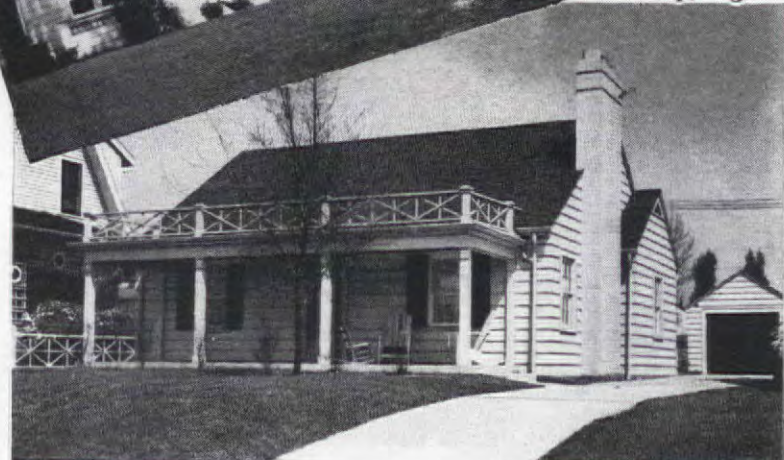
\$4,650



\$5,750



\$7,125



Stone, stucco, wood houses in N. J., Wisconsin, Texas, Georgia, Ohio, built at moderate cost on FHA insured loans

Busy Business Man invents a robot system of running his homemade hotbed

C. CHARLES BROWN



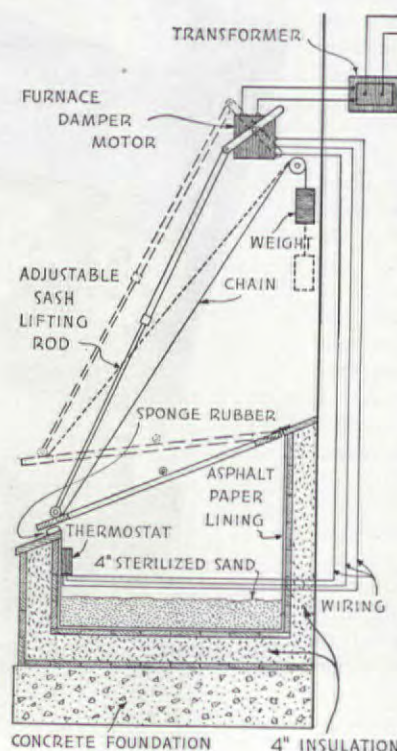
A COUPLE of years ago, Mr. Thomas R. Allen of Ithaca, New York, discovered, much to his disappointment, that it is impossible for a busy business man to depend on the conventional hotbed or cold frame for starting his plants into growth in early spring. In addition to being an enthusiastic gardener, he has an executive position that demands a good deal of time and regular attention, and often, when he has to leave home for his office, everything is still covered with frost so that it is impossible to open a hotbed. Many times when he thus had to leave the sash closed, the temperature in his beds would reach 100 degrees or more before he got home at noon. On the other hand, sometimes when he thought it safe to leave the sash up, the sun would fail to appear or the outside temperature would drop and his tender plants and seedlings would suffer a severe setback in consequence.

If he had passively swallowed his disappointment and conceded defeat there would have been no story. But he didn't. And for the last two seasons his seedlings have thrived despite spells of frost, blustery weather, and sudden heat with no more attention or thought on his part than his business has afforded him opportunity to give them. He has even been called out of town and compelled to leave his hotbed uncared for for half a week at a time during the spring season, with no ill effects. In fact, he reports that he has not lost a plant from any cause since, two years ago, he designed and built an automatic, electrically controlled hotbed. It has proved the solution of his problem, and it points the way to vigorous plants and flowers for others whose vocations prevent them from being on hand to raise or lower the sash on their hotbeds in accordance with the whims of the temperature and the weather.

As the illustrations show, the hotbed itself differs somewhat in construction and dimensions from the standards that most of us are familiar with. Built of wood on a concrete foundation against the south side of his garage, it has double walls and a four-inch space filled with glass wool (which could be rock wool or any other equally efficient insulating material) on all four sides and underneath. This not only protects it against even extreme changes of weather and temperature, but also lessens evaporation, maintains a more constant



Almost human in its operation. Thermostats control the furnace-damper motors (on garage wall), which raise and lower the sash



humidity in the hotbed, and extends the period between necessary waterings. Whereas most hotbeds are made six feet wide (from front to back) and in multiples of three feet long, so as to take the standard 3 by 6 ft. glass sash, this one is three feet wide and twelve feet long. It is divided by a removable board partition into two 3 by 6 ft. compartments each with a sash covered with Cel-O-Glass and hinged at the back. Sponge-rubber weather stripping around the top edge of each compartment for the sash to close down on prevents drafts, and the wooden walls are protected against moisture by a lining of asphalt paper. One other protective gadget is a broad strip of old inner tube tacked along the back of the hotbed so that it covers the hinged junction of hotbed and sash.

So much for the structure; now for its "robot" mechanism that makes it different. As the upper picture shows, each sash is attached by means of a metal rod to the arm of an ordinary electrical furnace damper control fastened to the garage wall and protected from the elements by a birdhouse-like shelter. (In the photograph the left-hand "birdhouse" has been removed to show the control, and the connecting rod has been disconnected so that the sash could be raised all the way up.) The two motors are

wired to a transformer inside the building which cuts down the house supply current from 110 to 20 volts. Each motor is also wired to an ordinary room thermostat which is fastened to the front wall of the hotbed compartment (as seen at the left in the lower photograph) and which keeps the temperature of the air in the hotbed at any desired point by working on the damper control and making it raise the sash when the temperature goes too high and lower it when the temperature becomes too great. Because a furnace damper motor is not strong enough to lift both sash and rod, Mr. Allen has a chain running from each sash over a pulley to a counterweight that just about balances the sash.

When the connecting rod is attached to the screw eye at the lower or outer edge of the sash (as shown in the diagram) the operation of the damper control opens it about six inches, which is the correct ventilating position during the cool weather of early spring. Later, as the days become warmer and more ventilation is needed, the rod is connected to the eye in the middle of the center strip of the sash; then when the motor functions the sash is raised considerably more—to an angle of about 40 degrees. To make the rod adjustable in length it is built in two pieces, the upper part of one-quarter inch pipe and the lower part of five-sixteenth inch iron rod. A two-inch slit is cut in

[Please turn to page 126]



Well-planted stone steps
beside a dry wall and,
top right, redwood logs
used as steps and paving



Whitewashed brick steps
in garden of Mr. G. DeF.
Lord, Syosset, N. Y.

Ellen Shipman,
Landscape Architect



Garden

AND HOW TO

Steps

MAKE THEM

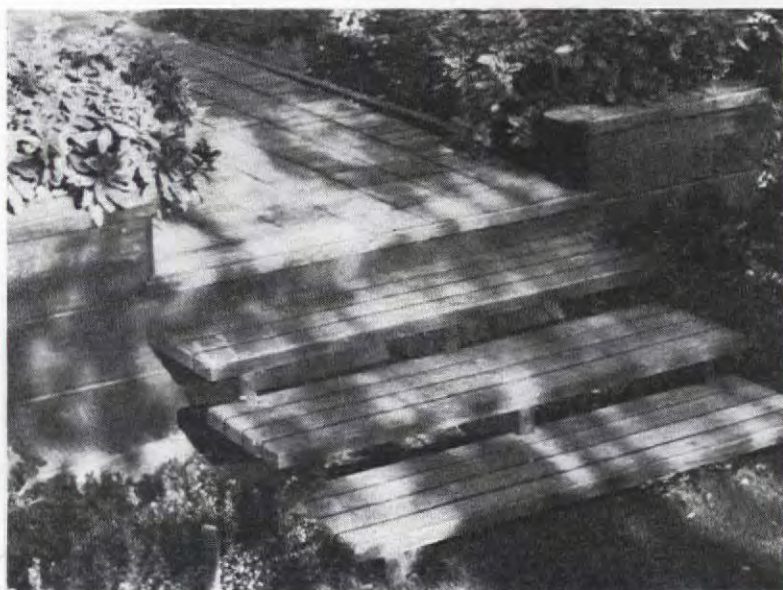
Harry G. Healy

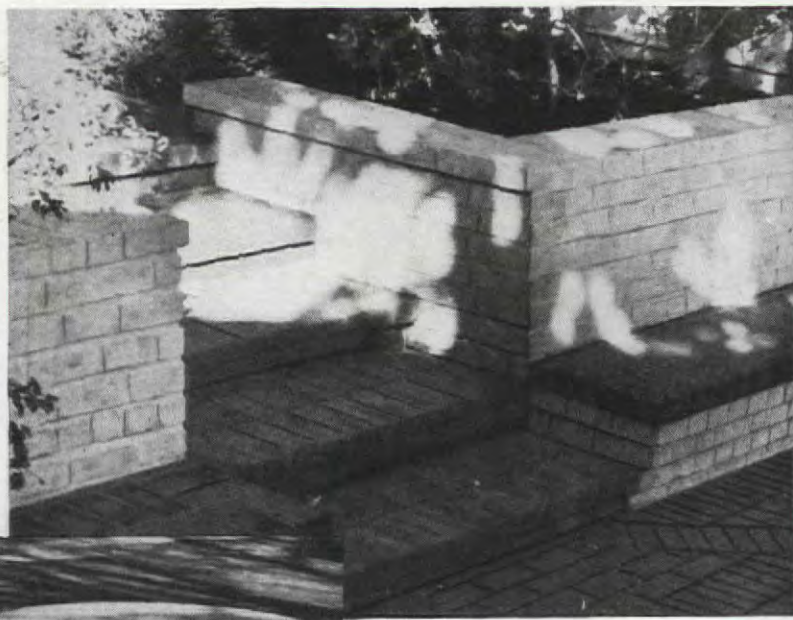
THE charm of any garden is heightened by a difference in levels, whether present as a feature of the site or introduced as part of the landscaping. There is something especially intimate and enticing about a sunken, enclosed area of beds, borders, and pools or fountains; something breath-taking and inspiring about a terrace or a garden house outlook situated at the top of a commanding slope; something alluring about a bower or other sheltered area vaguely seen from above or below and accessible only by a winding, up or down route. Even the setting of the house, or of a tiny outdoor living room, a couple of feet above the rest of an otherwise flat plot, creates a variation that is interesting and pleasing out of all proportion to the actual difference in levels that is involved.

But that is not the only advantage of varied topography. It also creates the necessity for some convenient, comfortable way to get from one level to another and thereby makes possible the introduction of one of the most delightful of the accessory features of gardens—namely steps. In a way this is just another proof of the fact that, in garden making, you cannot get any desired result without paying for it. In other words, if you want to enjoy a garden of different levels, you must provide steps; and if you want the pleasure and picturesque effect of steps, you must provide difference in levels. But, however you look at it, both the result obtained and the problem of obtaining it are so enjoyable that you are doubly rewarded.

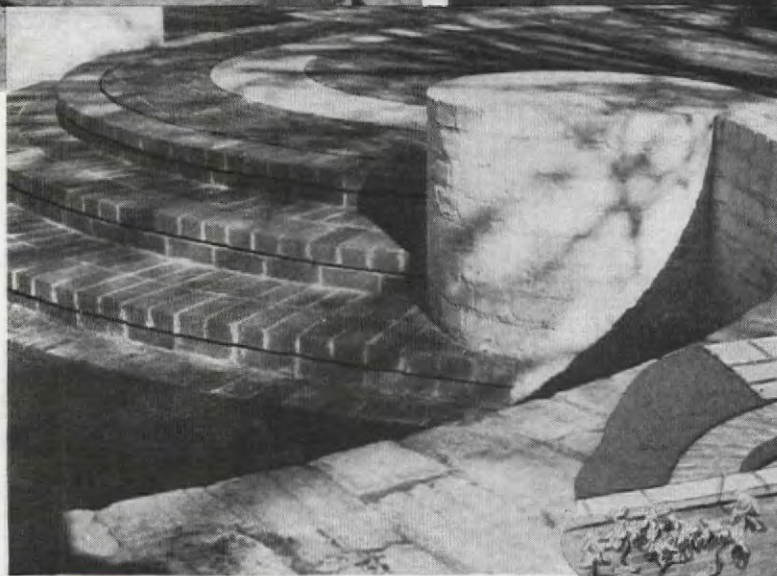
Wood (except as logs) is rarely thought of as suitable step material, but here the simple, well-proportioned design and the sturdy construction serve the purpose admirably and attractively

Like many features of a garden, steps have two distinct but related purposes: They are essentially utilitarian, as already indicated, but they are also definitely aesthetic, both in their potential beauty of line and texture, and in the sense that, rightly placed and correctly designed, they become a subtle invitation to visit and investigate at leisure some other interesting, worthwhile part of the grounds.

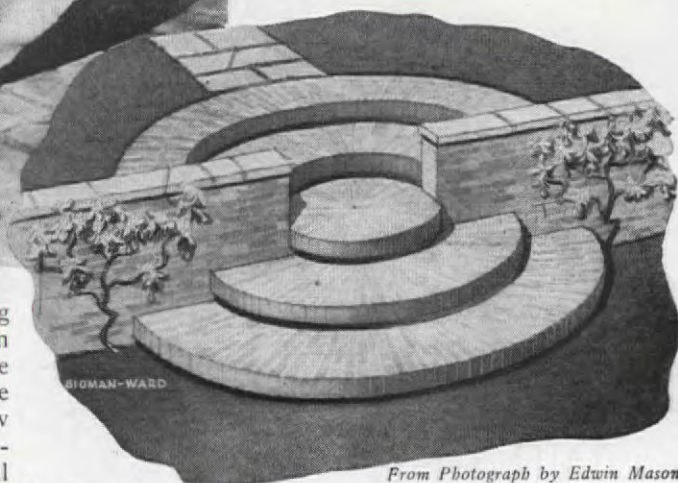




These pleasing step arrangements where walls separate two distinct garden levels illustrate the wide variety possible in materials as well as design. Note wide treads and shallow risers in accordance with rules given in the article; also the slight overhang of the bricks to give substance and stability. Bricks are equally effective painted or in their natural red color.



Below: Interesting circular brick steps through terrace wall in Stern garden, Haddonfield, N. J. Opening 3 ft.; risers 6 in.; treads 18 in.; outer (greatest) radius of steps 4 ft. 6 in.



From Photograph by Edwin Mason

It is interesting to note that the same qualifications that are considered in judging the beauty and success of a garden as a whole can and should be looked for in any one part of it as, for example, steps. A garden must have the right proportions, it must be in scale, it must harmonize with its surroundings, and so, too, must garden steps of whatever type, size, or style. Especially must they harmonize with the scene of which they are a part; for while primarily an architectural detail, they must, at the same time, reflect the character of the layout and planting, whether it be strictly formal, thoroughly naturalistic, or merely the simple, undistin-

guished, but important setting for an average little suburban home. Steps of brick or cut stone would obviously be out of place in the wild garden of a New England farm home; moss-covered flagstones would appear ill at ease if used for the steps to the formal pool or terrace of a French or Georgian style mansion, but quite happy as an approach to a Cape Cod Colonial cottage.

Whatever material the steps are made of, the essential thing is that they shall be correctly proportioned, easy and comfortable to mount and descend; as pleasing to use as they are to look at. One can tell instinctively if a flight of steps is so steep as to be tiring, or so gradual as to be irritating. The garden

maker's job is to insure the right steepness or grade as well as the right width and proportions, and the time to do this is in advance, before the actual building is begun. Fortunately there are well established mathematical rules that are just as practical and helpful for the ama- [Please turn to page 128]

Delightful combination of flagstone and fieldstone. Whitney garden, Massachusetts

Photograph by Geo. H. Davis



Broad brick steps mount a slight slope in Mrs. Stewart Elliot's California garden

Thomas D. Church, landscape architect

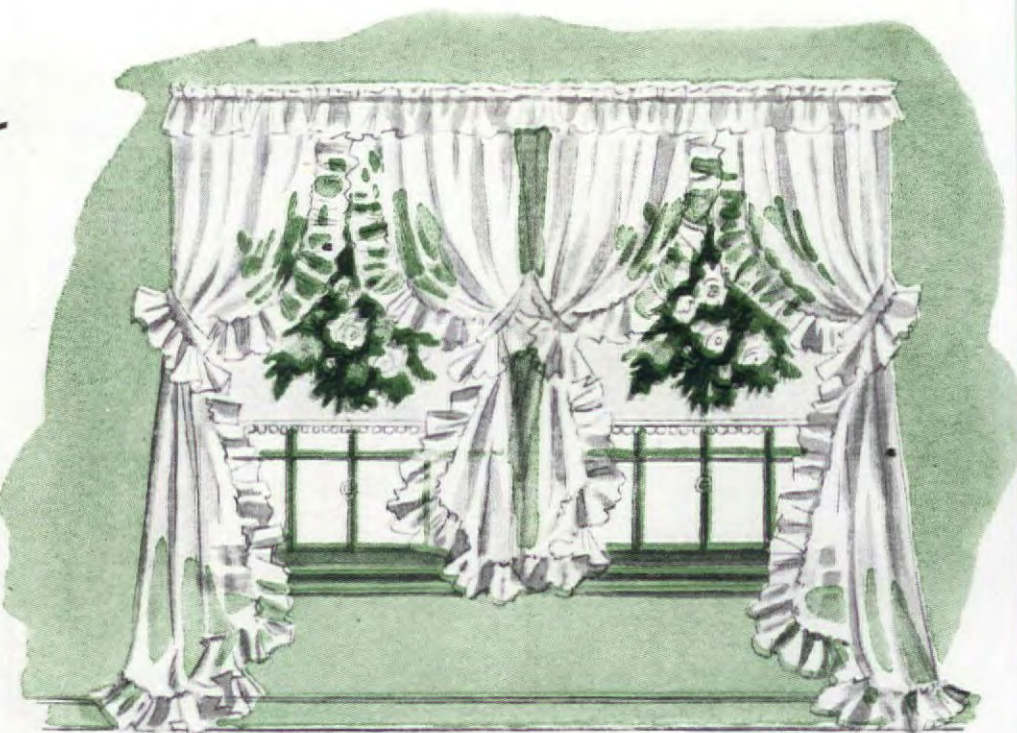


Let in the Spring Breezes— Court the Sun

You know the feeling—you wake up some fine morning and find it's entirely different from yesterday morning or the morning before. There's something in the air and after you've stretched and rubbed your eyes and taken a deep breath you know what it is—it's *spring*! And something has to be done about it right away. You start off by dashing from one room to another, looking out every window to make sure that it is spring in all directions. And when you're sure it really is, you're pretty apt to throw up the windows, snap the window shades up around their rollers out of sight, and push back the curtains and draperies which have seemed so cosy and homelike all winter long. What you'd like to do, if your neighbors wouldn't be convinced you had lost your mind, would be to buy a new hat for the house, a hat all flowers and color and freshness. But obviously that wouldn't do, and anyway hats don't come for houses.

So the next best thing, you suddenly realize, is to do something about those windows—to give them a fresh look so that they won't be completely shamed by the sunshine and the warm fresh air and the promising breezes outside.

Start from scratch. Take down all the window dressings, look at your windows in their nakedness, and then decide how to give them that spring look that you yourself get from a new hat and a bunch of violets thrust into your coat. Above all, use imagination in making these windows part of spring itself.



Designed by Pearl Miller

Sketches by Harrie Wood

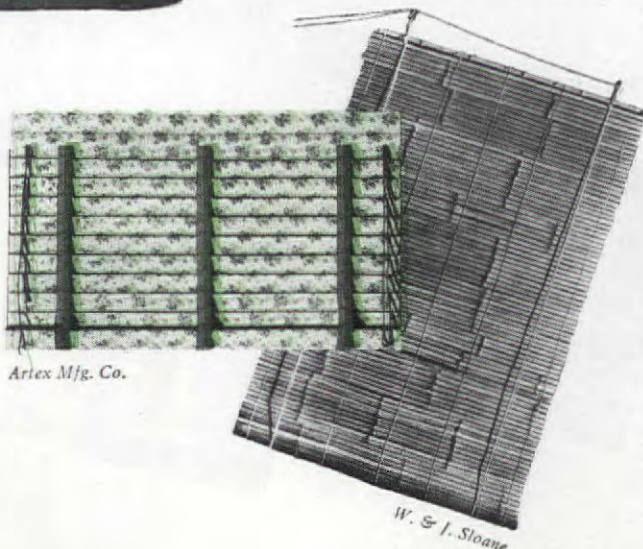


Is yours the kind of house and are you the kind of person that simply must have billowy ruffles at the windows? Try our long-and-short-of-it idea. Get ruffled organdy curtains, one pair sill-length and one floor-length. (Be sure they're good and full and the ruffles good and wide.) Hang them over flowered chintz shades. You can have these made to order, of course, but you can do a pretty good job yourself by mounting your favorite chintz on old window shade rollers, using the stick that was in the shade hem in your new chintz hem.

Perhaps you have flowers enough on your walls and don't want any more at the windows. Get a pair of *outside* shutters, hang them on the *inside* of your window, and paint them the color that you like best in your wallpaper. Then inside the window trim hang sheer cotton



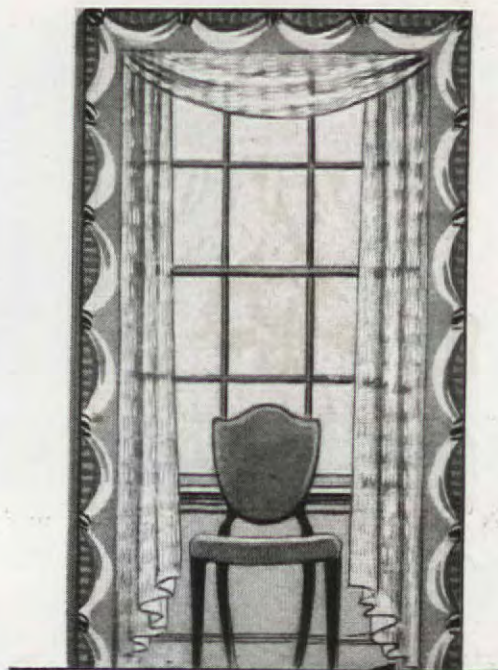
Designed by Pearl Miller



Ariex Mfg. Co.

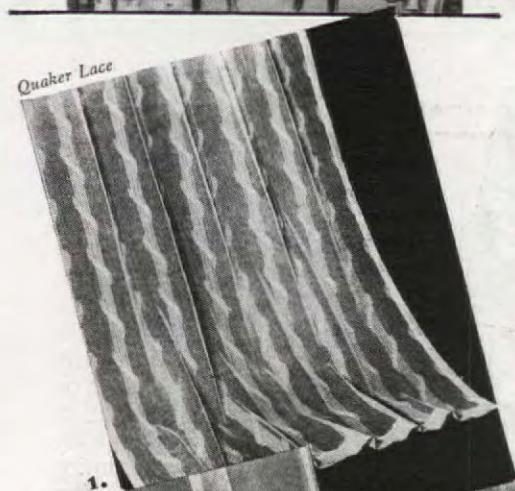
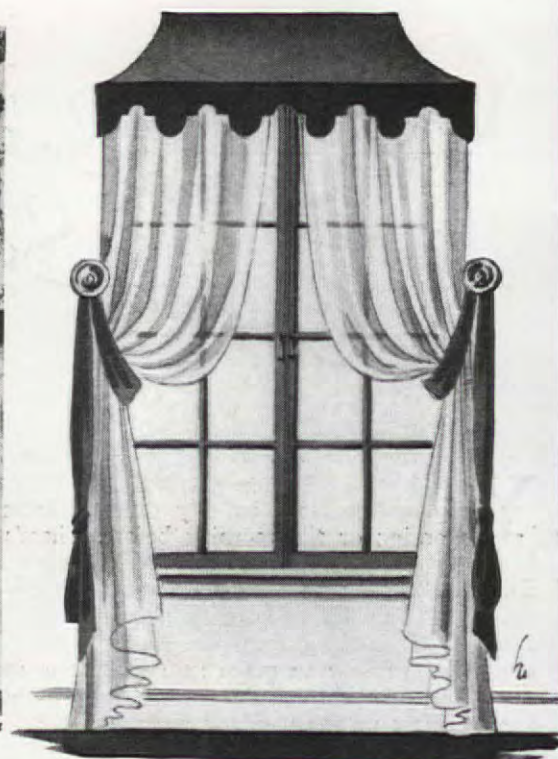
W. & J. Sloane

A bamboo blind that makes lovely patterns of sun and shade and a Venetian blind covered with figured paper. Use these alone or with simple curtains or pots of ivy



Courtesy of Columbia Mills

George H. Van Ande



voile, marquisette, or whatever you like that's as dainty as your new collar and cuffs, and trim it with simple fringe just to get an extra fillip of colors in the room.

Here's another spring notion we think is pretty smart, maybe because we've always been a "push-over" for plants! Get little brackets or shelves or just iron ring holders (the dime stores have quite a selection), use them in white, or paint them to suit your mood, and hang them down the sides of your windows. Fill them with the plants that do best for you (some of them can go out into the garden later) and then make a frame for your plant picture by tacking heavy white cotton rope or fancy wood molding all around the window. The final touch comes with window shades, chintz again, but this time giddy green and white stripes.

This is practically our favorite prescription for spring-fever windows—you'll like it too.

Perhaps you feel you should give your windows a little more dignity, if they are to keep up with your lovely mahogany and all the treasures that make your living room really yours. They can still be light and summery! Try a cornice, cut out of plywood and scalloped gracefully. (You can experiment with a paper pattern cut out of heavy wrapping paper until you have just the effect you want, and then go to work with a jigsaw.) Cover with emerald green glazed chintz, pasted or tacked neatly on the back to hold it in place. All you need besides is floor-length curtains of some very sheer material, looped back, and caught into place with tie-backs of more of the emerald chintz.

Another idea with plenty of spring charm is a wallpaper border frame around top and sides of the window, and a swag valance [Please turn to page 107]



Courtesy Marshall Field

Some of our favorite new sheers. 1. English Regency lace net in a lovely graceful design. 2. Fine mesh washable rayon. 3. "Gay Nineties" lace net. 4. New "Snap-A-Cross" curtain, easy to launder, requires only one rod. 5. "Window sized" sheer net comes in five lengths

Of course it's easier to coddle- but it's not fair!

Times have changed since the day when every child had his chores to do. In the modern home it is often a problem to find things a child can do to help. Read how one mother solved this problem

ELIZABETH L. BURCKMYER

ALL right, if you're going to make me work all the time I'll never get my airplane made. It will be your fault, not mine." No saint ever suffered a more acute attack of martyrdom. The rake bit out large tufts of grass roots as it was dragged over the autumn leaves. "Hi, Bill, cancha come over to my house?" shouted Jimmie, a cheerful note in the all-pervading gloom. "No. I gotta work." The last word hit the air with a venomous thud.

Bill's mother sat down, her head in her hands, and pondered the teachings of the child study guides. The rules were familiar. Interest the child in his tasks, develop a sense of pride in achievement, enlarge his responsibilities as his ability grows. Stimulate the desire to do. Treat him as an individual. Beautiful thoughts! But just try to do it!

Through the window she watched the deliberate malice with which the rake was being jabbed into the grass roots. Bill was still muttering to himself. His mother knew from past experience that if he could ruin just enough grass to compensate for this imposition upon his freedom his resentment would wear off. He would even be quite cheerful. The neglected airplane that had blossomed into prominence when leaf raking had been mentioned had possessed no appeal whatever until that instant. Bill had been sprawled idly over a chair wondering what to do with himself and wearing an expression of boredom that portended trouble ahead for somebody. Four-year-old David was the likeliest victim. No psychoanalyst was needed to follow his mother's train of thought. Bill, idleness, mischief, work! It came like a single flash, for that path of associations was well worn. Then followed opposition, resentment, revenge, and unhappiness. That was becoming a well-worn track too.

Bill finished the lawn, carried away the pile of leaves and, like an unleashed hound, bounded off on matters of his own. "Um hmm," thought Edna as she straightened the slip-cover where Bill had lolled in utter boredom an hour before.

At the next meeting of the child study club Bill's mother proclaimed her sentiments; she was earnest and eager to get her friends' reactions. "I haven't been giving Bill and David enough to do. They have so much freedom they don't appreciate their leisure. Half the time when



Ross

they quarrel and make everybody miserable it's because they don't know what to do with themselves. I'm going to see to it that from now on each has some *regular* duties to perform *every* day. It's not going to be any game to be played until they are tired of it. It's going to be their job because they are old enough to have responsibility.

"I wish my neighbors felt the same way. The worst trouble-makers in the neighborhood are the children who have the least responsibility at home. My children feel imposed upon when they have to do things their friends don't do. If the other children ever do pull a weed or sweep a sidewalk their parents think it is wonderful and hand out the nickels and dimes. I think that is the wrong attitude. Men have to work to hold their own in life. If a person is going to amount to anything he has to know how to work and how to finish a job and get some fun out of it. Precious few people get rewards for doing their duty but let a man neglect it and he will find out soon enough what happens. I believe the earlier a child learns some of these things the greater head start he will have in life. It is not any

[Please turn to page 121]



KEEPERS FINDERS

PAUL JERMAN

that we rarely look at because the print is bad, but which we keep for sentimental reasons. Many years ago the family Bible was doubtless a good place to keep records. In those days, life was simpler, and the Tonawah-nee Camp did not insist on knowing exactly when Junior was last inoculated.

You have to keep papers, unless you live like the panda in his native habitat without benefit of modern civilization. And the easiest way to cope with documents is to put them into a file cabinet. Women who have been in business will know all about the care and feeding of the file, and even the dizziest glamor girl debutante can grasp the idea in five minutes.

And when you have bought your file and placed your important papers in their respective categories, what will it do for you? More and more people and agencies want to know more and more about you. Sometimes you would like to give them the information. Sometimes they will be very much annoyed if you don't (as, for instance, the income tax authorities). Sometimes it is dangerous for you not to tell them what they want to know. (Medical records come in this class.)

If you haven't the information at your fingertips, it results in wasted time and frayed

Where's that letter? Where is Junior's birth certificate? Where is Rover's dog license? Why not a file for the home? It can be a "plus" in your decorative scheme

Large and very attractive working surface by the simple method of adding a desk-height two-shelf bookcase to a flat-top desk near a window. Everything at hand, yet it can all be easily shut away



BARBIE WOOD

"I PUT that letter somewhere!" The walls of every home have echoed with that wail at some time or other. The letter, the document, or the record, was important, is important, and you know absolutely that you put it somewhere.

But where? You go through seven desk drawers, that cardboard shoebox on the top shelf in the closet, your bottom bureau drawer, and the large vase stuffed with old bills, old pipe tobacco (remember when John thought he'd give up cigarettes in favor of a pipe, and then found he couldn't keep the darned thing lighted?), a scrap of fur edging, and sundry papers. Do you find your document? Probably, but not until you have wasted the entire morning in the search. What you need in the worst way is a file cabinet.

The children's ancient battle cry of: "Finders keepers" should be reversed and made into a household slogan: "Keepers are finders!" Records, documents, contracts, addresses, and receipts—properly kept—can be found quickly and easily. A business, no matter how small, sets up some system of keeping its records. Running a home, as every

woman knows, is a real business and a half.

Husbands complain that their wives are inefficient managers, and that if they ran their businesses the same way that the little woman runs the home, there just wouldn't be any. You can start an argument instantly in any mixed gathering with this topic.

I am a husband, and so, of course, I agree with the menfolk. On the other hand, being an architect, I have a good deal of sympathy for the wives. Very few houses are built with proper facilities for management. The American business office surrounds itself with efficient devices to promote speed and ease of work. A great deal of its machinery would be uneconomical and unsuitable in the home—but there is one piece that is indispensable in the home, and that is the steel file cabinet. I am all for a mass migration of those useful objects into every solitary well-run home in the entire country!

If you haven't a file, I'll bet your house is in the same condition ours was before we acquired one. All sorts of important papers were scattered around throughout the house, stuffed in the pigeonholes of the secretary, concealed in the dark rear of a deep dresser drawer—almost any place where there was no danger of their being swept away by wind or broom. When we found anything, it was by accident, sheer force of memory, or because we had ransacked every room.

What finally persuaded us to get our file was a particularly painful evening. My wife and I went through 239 books to find a paper which she had inserted in the book which she was currently reading a year or two ago. She put it there, she told me, because "when I want it, I will know definitely just where it is." We found it at last nestling between the pages of Isaiah in Aunt Nettie's Bible, one



Ordinary unpainted furniture for the minimum home office: efficiency plus, space nil. Just add our Menu Maker and a file cabinet to a table and bookshelves. Telephone, radio, and bulletin board keep you posted

nerves. If Rover loses his collar, and you lose his dog license receipt, you will have to pay for a new one. When your second daughter gets married, wouldn't it make those busy days go more smoothly if you had at hand the list of guests and family invited to your first daughter's wedding? I know one woman who had five daughters. After each wedding she lost the guest list, and five times the poor soul racked her brains and had all the trouble of making up a new one.

Income tax records, Christmas card and gift lists, insurance contracts—all should be available, and in a file they are. Magazine clippings on decorating, garden, and kitchen activities would be really useful if you knew

[Please turn to page 107]



Fancy work with wallpaper stripes and you can completely transform your old friend the filing case into a lamp table

Spring Song

This is the story of the buying of some virgin land, the finding of a spring, the making of a garden, and the beginning of a task that, happily, will never end

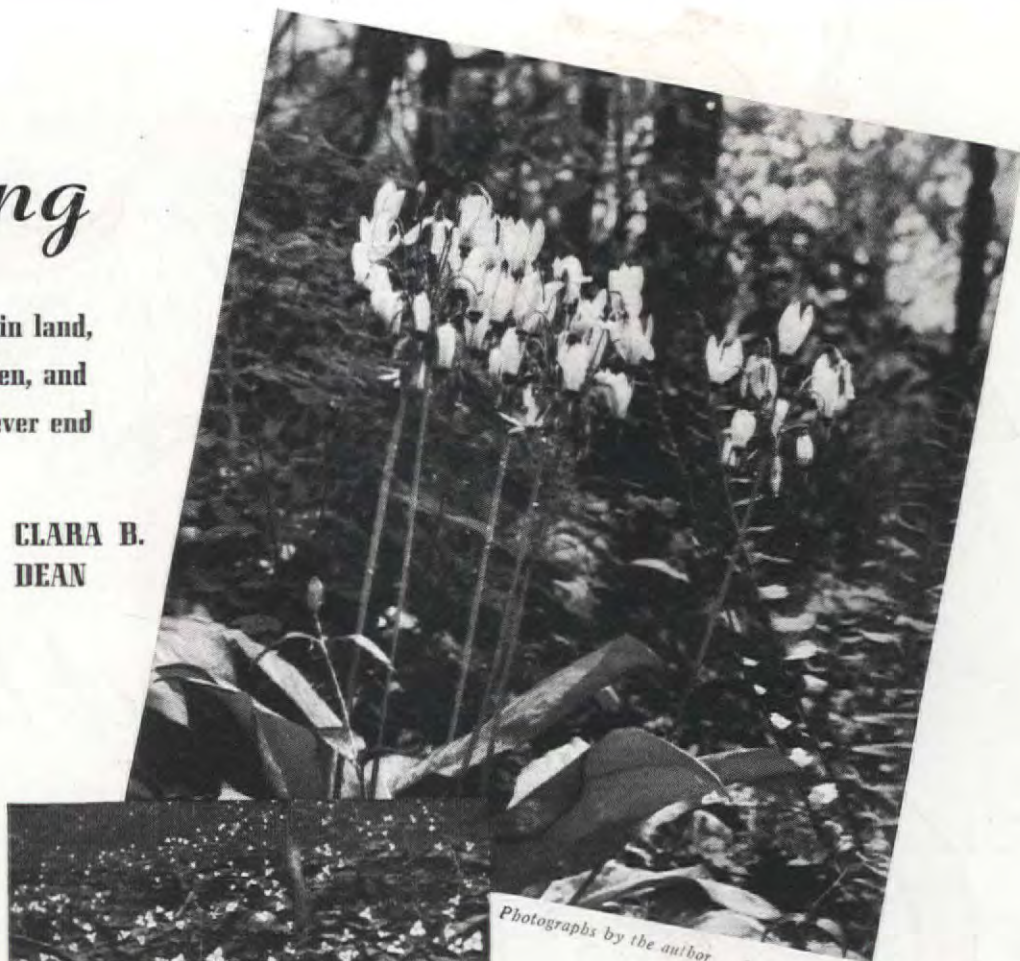
LIKE most citybound people we have always planned to have a place in the country. We thought of a farm, and decided it would be too great a burden, what with stock to be bought, new barns to be built, machinery to be kept in condition and always the need to make it pay. We thought of a cabin in the mountains, the Great Smokies being not too far away. But we wanted a year 'round retreat that we could reach with almost no effort and leave when we chose. We wanted a place where our scattered family could meet for picnics and week ends (in a log house that we hoped to build); where we might raise some vegetables and flowers (for cutting); above all, where we could have a wild garden in which my father could putter and plant and forget the worrisome details of business.

Any place within thirty miles of town would do, we decided. And then—a road was cut through from one pike to another just outside the city limits of Knoxville, and land that had never been touched was ours for the buying. With all our planning we had never hoped to find virgin timber, a creek, a branch, and a spring, and all half-way between home and my father's office on a road that skirted the city.

We have not yet built the log house nor the outdoor fireplace for our picnics. Our vegetable garden is not as good as it will be and we have only just begun work on our flower garden, for we had to spend our first effort on the spring. After all, as we discovered, men have been building their Edens about springs since the days of Adam.

But our spring suggested anything but Eden when we began our landscaping. Insects infested the rotten logs that choked the

CLARA B.
DEAN



Photographs by the author



Glimpses of the loveliness we found and have created around our spring. Above, a clump of shooting-stars; and trilliums that "looked like stars in a green sea." Below, two close-ups of the spring itself and the path alongside the creek

stream and cluttered the slopes. Mosquitoes liked the swampy land near the creek. Although the spring water was usually clear and uncontaminated, the spring was in a hollow and when it rained, water from above came pouring down to muddy the pool. We could not even see what was growing around the spring for the tangle of poison-ivy and honeysuckle that smothered it.

The engineering problem had to be solved first and the entire drainage system above the spring changed. Men were put to work filling in gullies that led to the spring and digging new drainage ditches to the right and the left so that the surface water could flow into the branch below the spring. The spring needed the protection of two large rocks above it, so we located moss-covered, sandstone boulders on the place and rolled them down the hill to be set up back of it. There had to be level ground where we could place a bench near the pool, so we moved a

[Please turn to page 120]





Slaves of the Stuff

long since abandoned "flannels" as a concession to critical daughters whose sensibilities were outraged by the sight of such atrocities on the drying line. But I love my old-fashioned house and garden with all the passionate "at-home-ness" of which the human heart—particularly a female human heart—is capable. Sometimes I try to picture myself living elsewhere. I recall the most delightful places I have ever visited—it is of no use. The roots which I have sent into the soil of my garden pull me back. My house has become a tyrant and *it owns me*. The thought of giving it up for an apartment, with the ghosts of last week's meals earthbound beside me, is appalling—I want to stay on with my roses and my temperamental furnace. I doubt that another would ever be able to manage them—they are somewhat spoiled.

The third floor of this old house to which I belong once held the many belongings of a growing boy; the wall is still gay with pennants; on the door in large childish letters is scrawled "Dinty's Place." This third floor is now a catchall for the perfectly useless things I have the ridiculous habit of hoarding. Whether it is a survival of a childish hunger for possessions, or the result of a careful mother's admonition, "save a thing for seven years and you will find use for it," I don't know, but the hoarding habit sticks.

I have a dress-form up there, a perfect 36, a fearfully and wonderfully made female with high full bust, a constricted waist, and plump hips—a perfect figure according to the fashion plates of the nineties. We call her Dora; the name seems to suit her. She would not be of the slightest service in constructing the gowns of today and I no longer make dresses anyway, but there she stands and I patiently wheel her in and out to clean. I am used to "dumb Dora" and replace (almost affectionately) her many screws as they rattle out of her creaking joints.

There is a breadmixer in the basement which I clean and replace on a shelf each spring. I have always thought I *might* go back to baking some day. By closing my eyes I can see a motley procession mutely passing by, led by dumb Dora and the breadmixer. There are chairs I may wish to re-cover some day, there are bottles and jars left over from the days of passionate pickling and preserv-

ing, there are garments which I must sun frequently to protect from ravaging moths—I may make them into rugs—*some day*.

I have functioned so long through furniture, food, rugs, and curtains that I cannot now shake myself free; they seem as much a part of me as the garments I have worn, hanging in the best, second-best, or storage closets, according to age and beauty. No man ever soaks into his house the way a woman does, and no man could understand the subconscious burden of belongings. A man can grab a clean shirt, lock the front door, and go off whistling for a vacation. But a woman must arrange for the boarding of the cat, see that the gas is turned off and the telephone disconnected, return the library books, shut off the water, empty the teakettle, pull down the shades, give away the goldfish, cover the upholstered furniture, and leave an emergency key with a neighbor in case something is forgotten.

ON THE way to the station she remembers that she has forgotten to call up the milkman and must send a telegram. Even after she is safe in the Pullman things pursue her and she is not thoroughly convinced that they are all right until she lands once more among them. We women have become, through long service to our possessions, "slaves of the stuff."

Of course I could free myself by a determined effort from the rickety chairs and outworn garments but there are treasures of

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ABOUT twenty-five years ago it was the fashion to build family residences in blocks as uniform as a set of false teeth. Each house was square, two stories and a half high, with a spacious vine-covered porch and two maples exactly balanced on the front lawn. In my home town one may drive down a shaded avenue bordered by these matronly and sedate old houses, turn a block to the right and enter another generation. There we find pert bungalows, flat Spanish roofs, and gingerbread English cottages, joyously and somewhat rakishly intermingled. Their purple and orange awnings suggest speedy roadsters, scanty short skirts, and thin hose.

My square roomy house with its big porch, overhanging eaves, and garden of perennials at the back, places me automatically in the generation of black cotton hose, long-sleeved underwear, and uncomfortable stays. I have



Where the American Home Achievement Medals went in 1939



THERE is significance and evidence of steady horticultural progress in the increasing interest taken in the Achievement Medal offered by THE AMERICAN HOME each year for improved new, undis-seminated varieties of garden flowers. In 1939, 41 such medals were awarded, as compared with 36 in 1938 and 24 in 1937, and that notwithstanding greater care and discrimination in the selection of winners, and a stiffening of the award conditions. Out of 52 applications for the trophy (compared with 39 the year before) it was found necessary to refuse five; and at six of the 47 shows offering it, the judges ruled that the quality of the novelties entered was not high enough to justify making the award. This is gratifying cooperation and a definite aid in maintaining the high standard set by this prize during more than a quarter of a century. Regarding it, Mr. Harry F. Little of Camillus, New York, whose peonies have won the award in silver for the last two

years, wrote: "I consider the AMERICAN HOME Achievement Medal the most coveted award that appears on our prize schedule." Another winner, Mr. Lew Sarett, of Illinois, whose dahlia, Thunderbolt, won the award at four 1939 shows, said: "The medal was a great incentive to me this past season. It stimulates the dahlia world greatly." And the same feeling was expressed by Mrs. Jennie Tudor, of Indiana, originator of the dahlia Gloria Bacher, when she wrote: "To us this medal has always been the ultimate in awards and we want you to know that this one will always hold a prominent position among our dahlia trophies."

Analysis of the season's records discloses some interesting facts. One dahlia, Mr. S. Yohe Veile's Manhattan, took the silver medal at the national show in New York, and two bronze medals at other exhibitions; its worth was borne out by its inclusion in the two dahlia Honor Rolls and its capture of the Derrill Hart Medal. Thunderbolt, as already noted, won four bronze medals and also a place on one of the Honor Rolls. Conrad Frey's Yellow Glory won two bronze medals and a place on both Honor Rolls; two varieties, Progress and Victory, took a medal apiece and were included on both Rolls; five winners of the medal were listed on one of the Rolls (Gloria Bacher, Martha Churchill, White Lace, Maffie, and Richard Watts); and one other (Flash) received similar recognition and, in addition, the Leonard Barron Memorial Medal. Obviously, the Achievement Medal is seeking out the cream of each year's novelties in dahlias.

As already pointed out, one exhibitor (Mr. Little) has won the silver medal for two successive years. Another, Mr. Stanley Johnson, of Pennsylvania, not only took three bronze medals this year with three different varieties (Burholme, Maffie and Richard Watts), but has the distinction of having

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Thunderbolt, Mr. Lew Sarett's vivid scarlet cactus variety, which last year won four American Home Medals



Jessie Tarbox Beals

Manhattan, the orange-red, informal decorative dahlia that won a silver and two bronze medals for Mr. S. Yohe Veile, Easton, Pennsylvania—at New York City, Peekskill, N. Y., and Wilmington, Del.



A double winner in 1957 and 1958, Mr. Stanley Johnson won three American Home Medals in 1959 with these dahlias: Top, Richard Watts; center, Maffie; left, Burholme

To have or not to have a Dining

**Miss Jennie Moore says not unless you want it—
not when there are solutions like those shown here**

It is no longer a social sin to put the baby's play pen in the kitchen, have dinner there or, for that matter, give a party in the kitchen. That is, if the kitchen is planned for things much more festive than boiling an egg or paring potatoes. On these two pages you can see not only ingenious breakfast and snack bars, but also table and counter arrangements to take care of guests as well as the family. Ideas for pleasant kitchen eating may vary from a homemade breakfast shelf along part of one wall to a complete dining unit in a corner window.

Now of course a separate dining room is a very fine thing to have—but every extra cubic foot costs money, most budgets are small, and there are few dining rooms used more than two hours out of twenty-four. So unless you (1) are sure you can afford it or (2) can arrange the dining room to provide for games or studying or some other activities besides dinner, you'd better think it over. There are plenty of solutions. For instance, an L-shaped or extra long living room: here the actual dining area is small, but since it is part of a large room you don't feel squeezed in and you can accommodate a party of eight or even twelve if the table is of the extending variety. Or if you have a wonderfully huge bay window in the living room, that is another good place for occasional meals. But most important of all, do something about the kitchen—the days when it was either a too scientific looking laboratory affair or a big, clumsy room where the hired girl shook out the red-checked table cloth and clanged the dinner bell are gone forever.

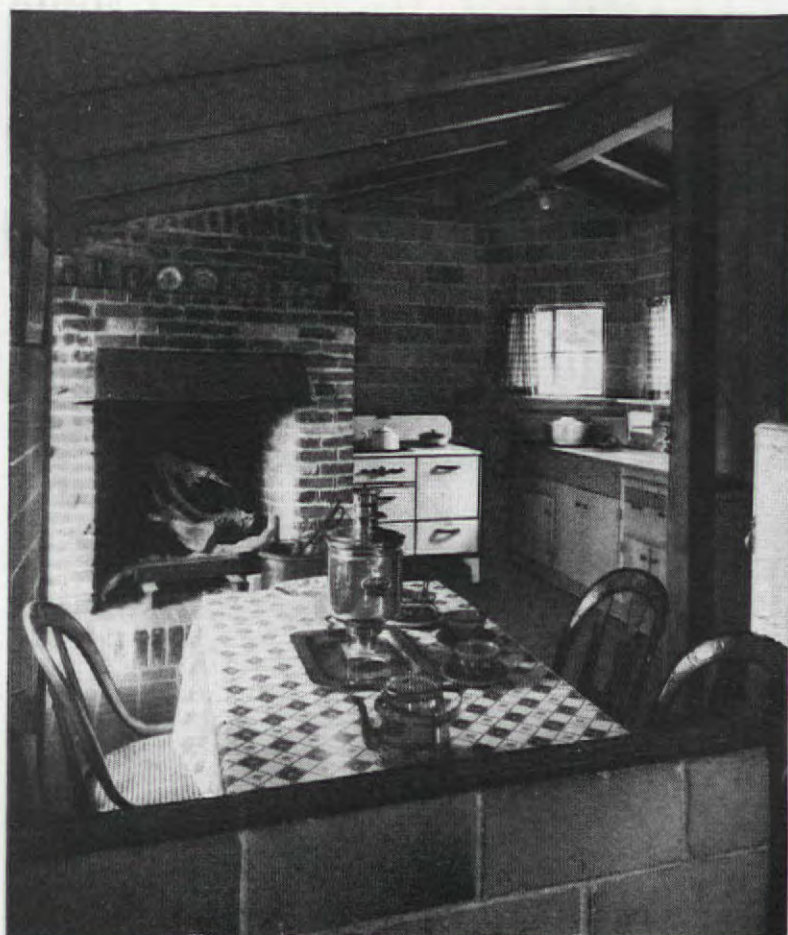
One unusual informal dining unit, shown at the top of this page, is a definite part of the kitchen, directly opposite its brick fireplace. Another, opposite, is in an alcove one step above the living room: a handsome table, built-in seats, window admitting both light and view. A built-in cabinet furnishes extra storage space for glassware and china, and also serves as part of the dividing line between living and dining areas. Both of these show great skill in design, arrangement, and use of suitable materials.

Less ambitious, but certainly very welcome in the typical American family of commuters, each member of which has a quick breakfast at a different time, is the breakfast bar. The bar often stands at right angles to the wall, with just one side arranged for seating the eat-and-runners. Or the bar may be large and high enough to provide storage space for the ironing board and such, and be equipped with high stools. Or you may have a shelf extension to range and work surface. To be sure that coffee percolator, toaster and egg boiler will all work properly without assistance from the head of the house, there must be several outlets on a circuit separate from the lighting system circuit to insure adequate wiring. One smart trick is to include a plug-in electric outlet strip above the bar.

Another bar idea, one that serves for buffet supper parties as well as breakfasts, is in the C. N. McEathron home in Los Angeles, shown at the bottom of this page. The counter opens to the kitchen on one side, and to the combination sewing, dining, game and sun room on the other. Stools of varying heights were made to fit the varying leg lengths of different members of the family. These are painted dark green to harmonize with the foliage of the delightful murals by Richard Martin. Mrs. McEathron says, "Serving a meal at 'Mac's Buffet,' as we call it, is the simplest and pleasantest thing to do. I sit on the kitchen side where there is plenty of knee-hole space between the lower cupboards. If the table setter happens to forget the salad forks or milk glasses it doesn't matter because they can be reached by the cook without rising from her chair. For large crowds the buffet becomes a cafeteria, complete with trays and the self-serving part. For supper the sliding door over the buffet is pulled down, leaving the kitchen out of sight and the 'combination room' ready for anything in the way of games and dancing."

The younger members of the family will like a Pullman dinette for
[Please turn to page 83]

There can't be a kitchen in the world that won't adapt itself to at least one of these ideas! Even if it has to be a glorified two-by-four shelf instead of a complete dining unit, you can be sure it is worth having



Michael Goodman, Architect



W. P. Woodcock

Courtesy Western
Pine Association

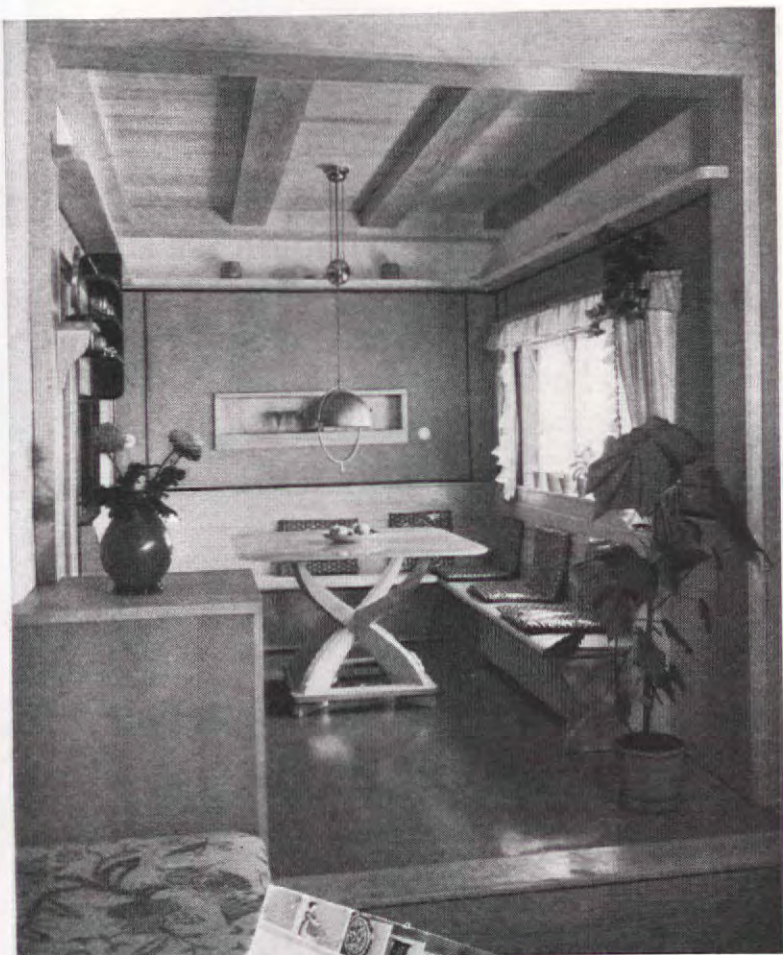
C. A. Balch, Architect



A. R. Hromatka

Room?

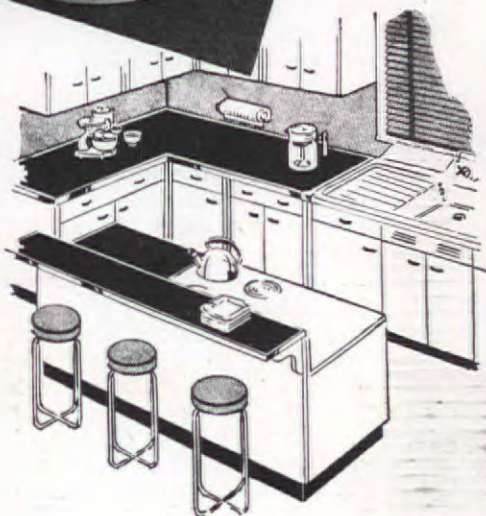
Here's how Mr. Earl Lifshy worked out his problem in an ordinary, small apartment kitchen



Alfred Adler, Architect



Crane Co.



White damask may have plenty to offer in the way of formality—but for informal suppers and snacks we'll take one of these bars or dining units any time! All are efficient and pleasant, most are not too expensive for the average budget. Would one fit your kitchen?

You can't have everything, but it does seem reasonable to expect adequate kitchen work surfaces, a place to eat breakfast, and more than one electrical outlet per room—even in an apartment. It wasn't until after we'd signed the lease and moved into ours that we discovered how many inconveniences could be found in the kitchen of a building awarded a prize for being the most outstanding new local apartment building of the year! But now that we've done some fancy decorating in the way of a breakfast bar, you couldn't pay us to exchange our kitchen for the biggest, finest model in the world.

The only work surface in this kitchen, apart from that provided by the gas range and the drain board of the sink just to be fair about it, was the space on top of a cupboard 42" x 16", or about 672 square inches. But the big surprise came when we discovered that, in this age of electrical living, though the other rooms had plenty of electrical outlets, there was only one in the whole kitchen—and that on the same plate as the light switch alongside the door. Maybe the architect was allergic to outlets in the kitchen or something; we never did find out. At any rate, now we not only have a dozen convenient outlets and over 2600 square inches of work space but, what's more, we have a breakfast bar that's outdone itself for convenience and pleasure.

What we did really wasn't difficult. In the first place we got the landlord to plaster up an extra doorway in the corner of the kitchen. This provided a whole unbroken wall space opposite the range, sink and refrigerator line-up. Then we had a carpenter extend the top of the 16 x 42 inch cupboard along the new wall to a length of a little

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F. M. Demarest



Housecleaner's Bridge

And prizes with a houseclean-y flavor, of course!



RUBBER MITT

F. M. Demarest

Lincolnwood

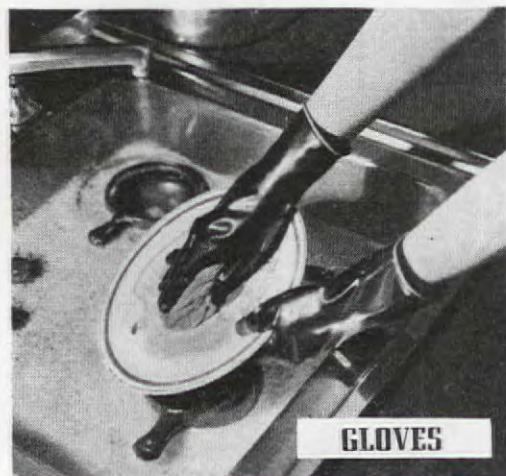
*Rub-a-dub-dub,
We toil and we scrub.
But our men folk are having a fit.
They'd like to abolish,
All toiling and polish,
So some man invented this mitt.*



NEW SPONGE MOP

Lux Co.

*You mopped them up at bridge today,
At mopping you're the top.
So what more wise,
Than that your prize
Be a good old mopper's mop.*



GLOVES

Pioneer Rubber

*"Pale hands I love," sang the poet of old
And modern day gents all agree, I am told.
Use Ebonettes always when keeping things bright
And still be the belle of the party at night.*

HOUSECLEANING as a season of dust and endeavor is a thing pretty much of the past. It has been pared down by modern procedures into nothing more than a state of mind—an alert and weather-sounding attitude that keeps screens coming up from storage rooms, blankets blowing in the wind, and a general aroma of paint and turpentine blending with the spicy sweet of plum bloom.

It isn't that we couldn't entertain during house-refurbishing season. It's just that we rarely do. Even in the suburbs, and always in the country, I've noted, there's generally a slack in the party program come late April or May. "Which is why I'm going to have my own very-largest-party-of-the-year now," said I—gazing pensively at the decrepit condition of our porch walls—early last May.

The idea was—so I told myself—that almost any informality during housecleaning season would be permissible. And that in the general hiatus of refurbishing and decoration, conversational material would be so rich and urgent that even the dullest party might chatter itself straight through to stardom. And this party shouldn't be dull. At least not for me. Wasn't I to have the fun of planning it?

Invitations were devoid of conventionality and definite. Printed by a near-by newspaper shop, they read saucily as shown above.

This put matters entirely up to my guests. If they couldn't rustle round and find a pen among the paint pots—well, I, for one, was gloriously free. At least, until forgetters started tossing last minute replies by telephone.

My color scheme, as selected, was spring at her daintiest self. Daffodil yellow, apricot, cream, pink and green. Just the right touch, I felt, to counteract the lint-gray of the feature. Book-cover paper in these colors was purchased in large sheets from a print shop and thumbtacked over card tables with flower cut-outs attached—thus were fashioned card table covers. Tablecloths were damask-paper in pastel shades matching the card table covers.

Setting the tables was the most fun of all. Each was considered an entity, with bits of old glass and china—just the sort of thing bound to be dragged to light during cupboard-cleaning season—giving special character and color effects. The sweetest was

**GRACE
McILRATH
ELLIS**



PLEASE:

*Bye-bye your dust mop,
And come to my house cleaners'
DESSERT-BRIDGE
at 1:45 on Tuesday, May 18
Dessert served at 2 o'clock
Cards Following
R. S. V. P. by Friday evening
Grace Ellis*



ZIPPER BAG FOR SILVER

Gorham

*Oh, lady wise, don't weep and stew
O'er tarnished silver, old and new,
Wrap snugly in Pamilla—then
Just watch it rise and shine again.*

"Rosebud" Haviland on pink crepe "damask," with Mexican pale blue tumblers and milk glass accessories. Or maybe it was the yellow and green majolica

one, with copper creamer and sugar and amber thumbprint tumblers, on a pale yellow cover. Milk glass goblets of crab blossoms and daffodils centered all tables alike.

Dessert consisted of nothing more than frozen molds of ice cream in assorted fruit and flower shapes—all chosen for their luscious tints of pink, yellow, and green—home-made cookies, mints, nuts, and coffee. (Fancy molded ice creams are being made now in even the more moderate-size ice cream factories and, since the boon of dry ice, can be shipped surprising distances. Mine

came forty miles, twenty hours ahead of time, and had to be left at room temperature for a short time before being soft enough to serve. Nor were they more expensive than any of the customary bridge-desserts which lean heavily on nutmeats and whipped cream. However, good home-made ice cream should not be an impossibility, even in house-cleaning season.)

Following food? Bridge, of course! With lots of prizes, all houseclean-y in flavor. Dusting mitts, hand dusters, metal polishers and a dust mop! And each prize was accompanied by a verse of admitted doggerel, verse upon which any homespun

rhyme-maker might easily have improved, but which, because of its seasonal flavor and the high spirits of the afternoon seemed most uncritically appreciated.

In keeping with the party theme were draw-prizes, one awarded the lucky lady of the group willing to make affidavit that her current housecleaning was done; the other to one of the group who disclaimed having so much as started.

Not a little of the party fun was furnished by a display of invitation replies. These, because many were so spontaneously clever, I placed round in dressing room mirrors for

[Please turn to page 76]



SOAP BOXES

Morton A. Netter

*Garb soap flakes and cleanser in
gayest spring wear.*

*Making washing and scrubbing a
gala affair.*

*Just a flick of the wrist and enough
will pop out*

To finish at once any job you're about.

Give an Easter Dance that's *different!*

Old-fashioned nonsense and pretty decorations
go a long way towards giving a grand party



Lamb centerpiece, courtesy Schrafft's

F. M. Demarest

DOROTHY GLADYS SPICER

EASTER, with its picturesque folk customs, its traditional symbols of flowers, bunnies and chicks, its old spring games of egg rolling and playing ball, suggests all kinds of entertainment possibilities. Easter was once a pagan feast, its very name originating with the goddess Eastre, whose festival was celebrated in the spring of the year. The egg was an emblem of new birth in pagan Persia, for earth itself, so reasoned the Persians, was hatched from an egg at the season of the spring equinox. Even the coloring of eggs was practiced by ancient peoples and when the Christian Church finally adopted this custom, red was chosen as the color of joy. The Easter bunny, which annually brings eggs to children in many parts of the world, once was looked upon as a symbol of fertility, a sign of new life in early spring.

The Easter games and pastimes, so widely practiced in European countries on Easter Monday, likewise originated in early agricultural ceremonials connected with the growth of crops and increase of flocks.

Today Easter is all the more significant because of its remote past. It is the golden link binding together the pagan and Christian elements of our faith. So why not give an Easter party that combines both old and new? Plan an Easter Monday dance based on the traditional spring rites our ancestors once observed. This may be given on a simple or elaborate scale, according to the amount of time and money you wish to spend. The suggestions here, however, are for an easily prepared entertainment that will be lots of fun but not too great a drain on the pocketbook.

Invitations may be formal or informal as desired. Formal invitations to "an Easter Monday Supper Dance" are written on small white cards decorated with spring flower motifs. Informal invitations—which are more in keeping

with the spirit of the party—may be bunny, chick, or Easter egg folders, cut from colored construction paper and amusingly decorated with water colors. Inside the folder write a gay nonsense rhyme, or simply an invitation "to join the Easter Monday sports on March 25 at half past eight."

Decorate the party room with any kind of potted or cut spring flowers, such as daffodils, tulips, narcissi, or hyacinths, and get the family to join you in an expedition to the woods for greens. Make garlands of birch (birch is used extensively in all European spring festivities) or of other greens if this is not available and hang them in the windows and on the front door. Decorate the wreaths with small bunches of flowers, real or artificial, and suspend on threads in the centers a variety of egg shells which have been blown out and dyed red, yellow, purple, or green.

The party tablecloth may be of conventional lace or linen, or, if preferred, of some light colored print. As a centerpiece use a toy cart with crushed crepe paper body and wheels covered with tiny yellow paper flowers. Heap the cart with dyed Easter eggs (later used as favors for the guests) and have it drawn by an amusing bunny. Or have a charming lamb made of cake sitting in a wreath of flowers. For place cards use small cotton bunnies such as may be purchased at any novelty store. Fasten the bunnies to the cards with a drop of glue. Remove the customary carrot from bunny's paws and, just before supper is served, slip into place a few fresh violets, hepaticas, or other early spring flowers. Fill candy cups, in the shape of yellow daffodils, with tiny green mints.

Old-fashioned games are best for this kind of party—and first of all partners should be matched. Large round Easter mints with sugar bunny, chick, or flower decorations may be used

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• pineapple chutney

PEEL and shred on medium shredder... 3 medium size fresh pineapples
Let stand several hours or overnight
sprinkled with..... 1 teaspoon salt
Chop and set aside..... 1½ lb. purple plums
¼ lb. preserved ginger
3 green peppers
Combine and boil 5 minutes.....
2 cloves garlic, minced
1 fresh red chili pepper, minced
3 tablespoons sugar
1 tablespoon vinegar
1 tablespoon syrup from ginger
2 cups boiling water
Add other ingredients and
simmer uncovered 2½ to 3 hours
Makes 3 pints

Submitted by MERLE LAMBORN

Tested in THE AMERICAN HOME KITCHEN

• chicken curry

½ cup chopped apples
¼ cup seedless raisins
3 tablespoons flour
1 tablespoon curry powder
½ teaspoon pepper
¼ teaspoon cinnamon
1 cup light cream or coconut milk
1 4-lb. fowl, cut up
4 cups water
1½ teaspoons salt
½ cup chopped onion
½ cup butter or margarine

SIMMER chicken 2 to 4 hours or until tender. Remove chicken and simmer stock until reduced to 3 cups. Cut chicken from bones in large pieces, dredge in flour, and brown in small amount fat. Sauté onions in butter or ghee (see note below) until golden brown. Add flour and when blended pour in hot stock, stirring constantly. Add apples, raisins, chicken, and seasonings. Simmer about 5 minutes and add cream. Reheat and serve on fluffy boiled rice with curry accompaniments. Serves 6.
Ghee or clarified butter—Put butter to boil in open sauce pan over low heat. When water is evaporated and there is no froth left on the surface, remove from heat and strain through fine cloth.

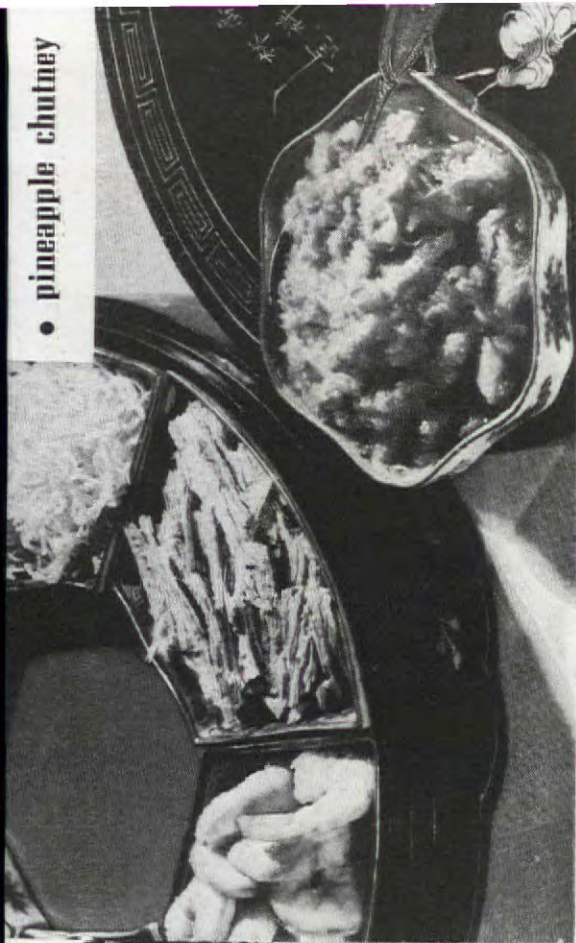
Submitted by MERLE LAMBORN

Tested in THE AMERICAN HOME KITCHEN

FOR AN EASTER TABLE:

A docile little lamb to grace your Easter party table. Very excellent pound cake in a new form with shining white frosting, currant eyes, a ribbon to hold a little silver bell, and a flower on one ear—quite a lamb. Molds are available for those wishing to make their own dessert

• pineapple chutney



• chicken curry



F. M. Demarest Recipe printed on back of each photograph

Chicken curry for the pièce de résistance—then add pineapple chutney, rice, and condiments. You'll have a real curry dinner that will make your guests "talk"

An Oriental dinner to please the most fastidious Occidental taste

MERLE LAMBORN

You may not be able to take the next boat for India, but you can do something pretty fancy in the way of an Oriental dinner. Why not try a curried dish, complete with all the fixings, for your next Sunday night supper party? There's nothing stuffy about that idea; it most certainly will be different from the usual "evening at home," and some of the talk will buzz about *poppadums*, Bombay duck, whether or not a curry can be made with our ordinary table butter . . . or must ghee be used.

A curry is simply a pungent, highly spiced dish, for which you must have a curry powder, called *masala* in Hindustan. It is a blend of from fifteen to eighteen ingredients, including coriander, turmeric, cumin, fenugreek, mustard seed, dried ginger, poppy seed, cardamom, cloves, mace, and lots of black pepper (the spice). In India many high caste Hindus grind their curry powder fresh every day, using a mortar and pestle—which needn't bother us because many good brands can be secured, some shipped directly from Bombay. This seasoning will do a lot more than you'd ever think possible to brighten up all kinds of meats, vegetables, eggs, and shell-fish.

Mr. Norman Douglas once said, "Curry is India's greatest contribution to mankind." Well, there's something to that statement! If it has escaped you up to now, resolve to do something about it soon. You may not make a curry that would please the inhabitants of Bengal, but neither could a Bengalese suit his neighboring province: the system of seasoning is so old—some say from five thousand years B.C.—that there may be many variations, one as good as another.

Rice must be considered a basic part of the dish and as such must be very carefully cooked—in India at a man's own fireside. You may use the India Patna rice, Persian, Chinese, or our own wild rice, which is apt to be rather expensive. The India Patna rice, the long, hard-kerneled kind, is an excellent choice. It should be washed thoroughly in cold water to remove the surface

starch, put into boiling water, boiled for twenty minutes, strained and rinsed in a colander with both cold and hot water, shaken into a dish, but never touched with your fingers or a spoon. So says a Hindu recipe. Then let it steam for five minutes, or put into the oven so it will dry, each grain separate.

The rice forms the base over which you pour the curried meats or vegetables, and with this you serve chutneys. One importer said a chutney is to a Hindu what catsup is to an American. Not that they have anything in common as to taste, but they are equally indispensable. A chutney is a sweet, acid fruit jam, with a mango base, and you may choose from many kinds, each oddly different but all delicious. You can't go wrong with the Brinjal, Major Grey, or Bengal Club; or you might try making a chutney yourself, someday. I am giving you a recipe on this page—a variation sans mango, but delightfully different and very closely resembling the true chutney in taste.

Of course you must have a tray of fascinating accessories, fresh shredded cocoanut, ground chilies (go easy with those), Indian relish, crystallized ginger, shredded shrimp, cashews, ground peanuts, and grated almonds. These are sprinkled over or eaten with your curry.

Also not to be overlooked are the *poppadums* and *kroepok*, Indian substitutes for bread, and Bombay duck. The *poppadums* are fair size sheets of something resembling heavy wrapping paper, made of rice flour and soy beans, while *kroepok*, a combination of rice flour, freshly caught pulverized shrimp, and a delicate sauce of secret formula, comes in dollar size pieces. Both can be secured, packed in tins. Either the *poppadums* or *kroepok* look like glorified potato-chips when toasted, the former a golden tan, the latter with a reddish tinge. Bombay duck is not duck at all, but an East Indian jelly-fish, which is dried and dried endlessly until it looks like a pale strip of breakfast bacon. Crumble it after toasting, and add another truly exotic taste to your supper.

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Four Little Recipes

AND HOW THEY GREW

THE private life of a recipe is not often the most interesting thing in the world, but all four of these are really good stories.

For instance, the Shrimp Creole didn't start out as a recipe at all. It was just some canned shrimp, a can of tomatoes, a can of okra, some onions, green pepper, rice, and seasonings. Let Eleanor Hennessy, who sent us the recipe, tell you how all these miscellaneous, unrelated items worked themselves up into something fit for a king—or at least a critical party of gourmets.

"Our family moved from Louisiana to Minnesota in one big jump, and we brought our old Southern customs right along with our baggage. We really did not expect everything to be so different from what we were used to, but we found ourselves in a very strange land. The cooking especially was foreign to our tastes.

"In the chilly north cornmeal is white, vegetables are always boiled, and bananas are never cooked. Here our familiar and versatile shrimp rarely appears outside of a salad. We like our own style cooking, so we transplanted Southern cooking into the North. We took our recipes and substituted canned goods and Northern vegetables for the fresh shrimp and other things unobtainable or prohibitively priced in our new home.

"There was okra, for instance. We had always used it a great deal in our cooking, but in Minnesota the vegetable was almost unknown. We found that we could buy it in cans, and later we grew it in our own back yard. Now we grow and can all of our okra and so have a plentiful supply of this important ingredient of so many favorite dishes.

"Canned shrimp also proved fully as satisfactory as fresh, and much easier to prepare. So I experimented and tasted; I experimented and tasted again. At last I had it—Shrimp Creole (a recipe you see on this page), much acclaimed by our Northern friends."

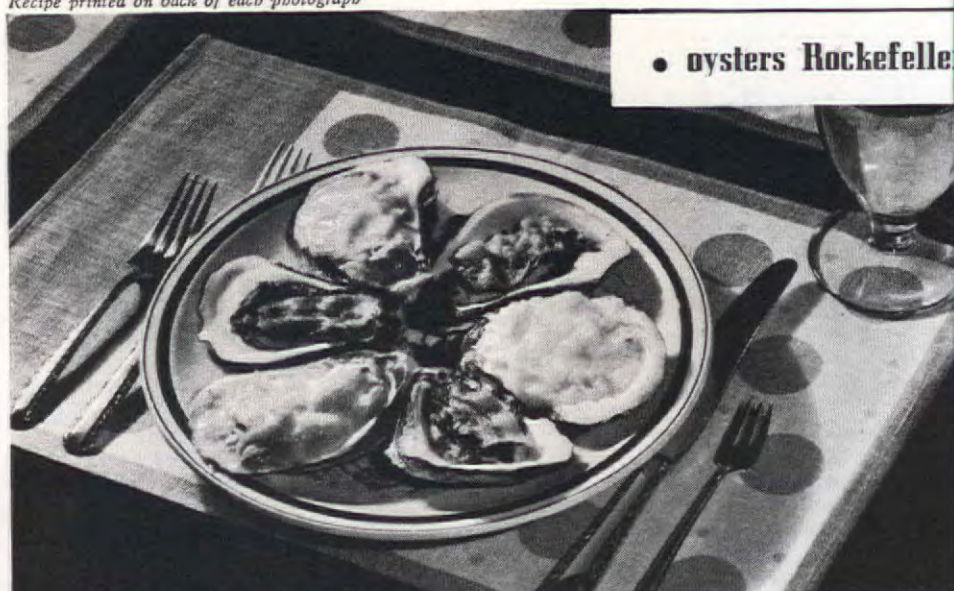
Now you might think to look at the corn chowder in those little pottery dishes, all nestled together on one platter, that it was a brand new corn chowder recipe. But it's not. Generations ago a Vermont bride set forth for faraway Wisconsin, fortified with her mother's prize recipe for corn chowder. But not the corn chowder recipe given here by any means. For by 1939 the recipe had been changed and improved by each succeeding generation of daughters. And now it is as different from the original as is Chinese from American chop suey. The recipe comes to us in its present state from Lida Windemuth, the granddaughter of the Vermont bride. We hastened to publish it before succeeding generations of Wisconsin daughters change it still further. Because we like it *as is*.

The Compromise Cake might never have come to cheer this troubled world if—but here is its story.

"For generations our family has liked fruit cakes, holiday season or not. Rich and brimming with spices and fruits; nutty, solid and moist. Cakes that took hours to make and were kept in heavy stone crocks in the cellar to ripen and await the holidays and emergency calls . . . cakes that were a tradition with us.

"Then along came my husband, who turned out to be completely impervious to my dandy, brandied fruit cake. A foreigner had been taken into our clan of fruit cake worshippers! Remembering my for better or for worse vows, I bravely scratched fruit cakes from the list of family fare. But that wasn't the end—I wasn't going to forget them forever. Instead, I invented Compromise Cake—an original concoction, one of those homespun mixtures that men like. It's easy and economical. It's light but loaded with fruit. It's a good thing to know about and better to eat!"—CECILE BALLEIN.

Which brings us to the Oysters Rockefeller—a recipe sent in by Adele K. Weil of Alabama, with a note of explanation. "In a certain New Orleans restaurant, founded in 1840 by Antoine Aliciature, and now conducted by his grandson, one of the dishes par excellence is Oysters Rockefeller. Whether it was named because the family sometimes dined at Antoine's, no one seems to know." But just ask anyone who is familiar with this delicacy, particularly a Southerner, what he thinks of it and he is likely to say. "Ah yes . . . Oysters Rockefeller . . . a tradition!" The reverence in his voice, the shining light in his eyes will say the rest.



• oysters Rockefeller



• corn chowder



• shrimp creole



• compromise cake

• oysters Rockefeller

ALLOW 6 oysters on half shell per person. To each oyster add ingredients in order given for variations below. Bake in a very hot oven (450° to 500°F.) until oysters are plump or about 10 minutes, then brown under broiler. Buy empty shells from local restaurant if oysters in shells are not available. Boil before using.

New Orleans style: Few drops lemon juice, ½ teaspoon melted butter, 1 teaspoon chopped cooked spinach, 1 teaspoon Anisette liqueur, and few chopped chives.

San Francisco style: 1 teaspoon well seasoned cream sauce, 1 tablespoon picked crabmeat, 1 teaspoon cream sauce, 1 teaspoon grated yellow cheese.

New York City style: 1 teaspoon chopped parsley, few drops lemon juice, few drops Worcestershire sauce, a strip crisp bacon.

Louisville style: 1 tablespoon finely chopped cooked spinach, 1 teaspoon white sauce, grated yellow cheese, dash of paprika.

Home style: 1 teaspoon chopped parsley, 1 teaspoon chopped chives, 1 teaspoon melted butter, few drops Anisette liqueur, crisp bacon broken in pieces, 1 teaspoon chopped cooked spinach, few drops lemon juice, well browned bread crumbs.

Submitted by ADELE K. WEIL

Tested in THE AMERICAN HOME KITCHEN

• corn chowder

IN A Dutch oven, fry until crisp.... 1 lb. lean bacon, cut in small cubes

Pour off some of fat, add
and brown well { 2 lbs. onions, chopped fine (about 5 cups)
½ green pepper, chopped fine

Add to this mixture..... { 3 cups water
Let come to a boil

Then add and cook slowly 6 medium potatoes, cut in ½ inch cubes
(about 5 cups)

Add and heat thoroughly..... 1 4-oz. can pimientos, chopped
½ cup coffee cream
2 teaspoons salt, ½ teaspoon pepper
2 #2 cans whole kernel corn

Serves 8

Submitted by LIDA WINDEMUTH

Tested in THE AMERICAN HOME KITCHEN

• shrimp creole

BROWN slowly in 4 table-
spoons fat { 3 medium onions (1 cup chopped)
1 bunch parsley (1 cup finely chopped)
1 large green pepper, chopped
1 small clove garlic

Remove garlic, add 1 #3 can tomatoes
Simmer 15 minutes

Then add and simmer 10 minutes
longer { ¾ cup sliced okra, canned
1 ½ teaspoons salt, f. g. pepper
(If fresh okra is used, brown with
the first mixture) { Dash cayenne
½ teaspoon cloves

Thicken sauce, if necessary, with 1 tablespoon flour mixed with small quantity cold water.

Finally add and heat thoroughly..... 2 5¼-oz. cans shrimp, cleaned
Steam or boil..... 1 cup well washed rice

Serve creole over rice. Serves 6.

Submitted by ELEANOR HENNESSY

Tested in THE AMERICAN HOME KITCHEN

• compromise cake

1 cup seeded raisins	¾ cup brown sugar
Rind of 1 orange	2 eggs, separated
¾ cup nut meats, chopped	1 cup buttermilk or sour milk
½ cup shortening	2 cups all-purpose flour
½ cup granulated sugar	1 teaspoon soda
	½ teaspoon salt

PUT orange rind and raisins through food chopper, running the orange rind through more than once, if necessary, to have very fine. Mix small amount of the 2 cups flour with fruit. Cream shortening, add sugar and blend well. Add egg yolks and beat well. Add alternately buttermilk and remainder of flour sifted with soda and salt. Next stir in raisins, orange rind, and nuts. Fold in stiffly beaten egg whites. Turn into an 8-inch square or round loaf cake pan greased and lined with greased waxed paper. Bake in moderate oven (350°F.) 55 minutes. When cool, frost with confectioners' sugar icing flavored with a little grated orange rind.

Submitted by CECILE BALLEIN

Tested in THE AMERICAN HOME KITCHEN

Information, please

PICKING questions out of our hat like a magician, we get the "rabbits" more often than not, and so we thought you might like to see what we do with them.

"For a buffet supper of twenty people what shall I serve when I have no one to help?" There are so many things to choose from that it is difficult to give a definite answer, but we suggest you select some one hearty dish like our Spanish bean-pot or a simple grand boeuf à la mode that can be done early in the day and the heated just before the party. Follow this with vegetables on lot of lettuce with two bowls of dressing, one mayonnaise and or French. And, of course, serve a whole loaf of bread which has been put in a hot oven long enough really to warm through, an enormous pot of coffee, a big bowl of fruit, and a really ample cheese board with at least six kinds of cheeses. Another very excellent answer to the buffet supper problem is—

Large Chicken Pie	
Tomato Gelatin Ring	Green Salad
Celery	Olives
Raw Carrot Strips	
Spice Cake	Coffee

Then you've asked us what to do for a formal dinner that will not break the bank and one that can be done without fourteen butlers to serve. Remember, just because you want to give a formal dinner doesn't mean that you have to serve squab or nightingale's tongues. Keep within the family budget and you'll have a better time at your party, because you won't have a pinched look indicating that the family is going to live on rat tails and soup for a month to make up for the filet de boeuf. You can have creamed codfish and serve it so beautifully that your guests will think it especially imported sturgeon. In these suggestions, there is nothing the matter with pork chops, or halibut if they are well done. The days are long past when formal food meant expensive food and off-season vegetables were the only ones you could serve on white damask. Here's one likely menu:

Caviar Continental	
Waikiki Pork Chops	Baked Potatoes and Spinach
Zucchini with Butter Sauce	Green Salad
Baked Alaska	Coffee

Then just to show that fish can be formal and still food—

Cream of Chicken Soup California	
Halibut Supreme with Mushrooms	
Savory Wild Rice	Red Cabbage Salad with Avocado
Lemon Sponge Pudding	

"What kind of decorations shall I use for a buffet table?" Low ones that won't topple or get in the way of a lot of people milling about. And don't rely on the fruit bowl, which you're going to have as dessert, to do a decorating job for your table or it will look like the village dump after supper. Arrange your coffee service to be the focal point of the table setting, then have some very small vase, in keeping with the service, containing just a few flowers. That remains on the table after supper with coffee and conversation going on indefinitely.

For a formal table remember that candle flame at eye level is one of the nastiest things with which a careless hostess ever annoyed her guests. Start them low enough or else so high that they can't burn down that far during dinner. Use just a few very lovely flowers and again keep them low and solid. Think of the permanent fixtures on your table as part of its decoration—the ash trays and cigarette and match containers. When you have the table all set, look at it carefully to see what you can possibly eliminate—the more you can take off and still keep it comfortable, the better. Don't take away so much that your guests have to reach for things, but don't allow any clutter just for the sake of showing off the nut dishes that dear old Aunt Emma gave you.

"What games can we play or what can I offer as entertainment?" If we had a nickel for every time you've asked that, we'd retire to a South Sea island and do nothing but bask for the rest of our days. Usually, the parties that are not planned are the best ones, but if you have a variety of easy, familiar, silly little paper games, a bridge table, a place for Chinese Checkers, and something besides stiff side chairs by the radio your party is likely to succeed. In the main wipe the word "entertaining" from your vocabulary, and remember that your are GIVING a party—and GIVE, sisters.

Here's a soup we're sure you like



**A SOUP YOU THINK OF AS
"ALMOST A MEAL IN ITSELF"**

Dipping into plates of Campbell's hearty Vegetable Soup has long been a family custom. It is such a gratifying soup—with a glowing promise in its look, a boost for appetite in the good beef stock, and real enjoyment in each spoonful brimming with delicious vegetables. Have it soon again.

What other soups do you like? Try them as Campbell's make them. Each of the 21 kinds is a delight in its own way. And the same skill that makes Campbell's Vegetable Soup so good makes every Campbell's Soup a welcome "find".



Tempting and wholesome
And equally fine—
I'm sure you'll like each
Of these good soups of mine!



LOOK FOR THE
RED-AND-WHITE LABEL

You'll like these three soups, too!



**A SMOOTH PURÉE OF
FINE PEAS**

Campbell's Pea Soup is one that deserves a place at your table. Campbell's bring it to top-notch flavor with fresh table butter and delicate seasoning. It's a delicious soup, a nourishing soup—a dish to vary your menus with and a perfect one for children's lunches. Try it sometimes as cream of pea, with milk added instead of water.



Campbell's PEA SOUP



**THIS "SPECIAL OCCASION" SOUP
IS BECOMING A FAMILY FAVORITE**

People take to Campbell's Cream of Mushroom at their first sip. Campbell's make it of tender, young, hothouse mushrooms and fresh cream, heavier than whipping cream. The rich, rare flavor of mushrooms fills every creamy spoonful. There are plenty of mushroom slices, too. Here's a soup to enjoy often, and a treat to set before guests.



Campbell's CREAM of MUSHROOM

**THE GOOD THICK SOUP
OF BONNIE SCOTLAND**



Watch the men at your house go for this one—Campbell's faithful copy of Scotland's national soup. Its substantial, meaty stock is crammed with luscious garden vegetables, tender mutton, and good nourishing barley. Next time you're wondering what to have that's different, make it Campbell's Scotch Broth. You'll most likely want it often after that!



Campbell's SCOTCH BROTH

Every house needs
Westinghouse



TRU-ZONE COLD

...for **SURER, STEADIER,**
food protection

WHAT IT IS... a definite temperature in each zone for each True-Temp control setting.

HOW IT WORKS... True-Temp Control lets you dial main food compartment temperature; holds temperatures true regardless of changes in kitchen temperature.

FIBERGLAS INSULATION improves cold-keeping efficiency 10%; keeps its original efficiency for life.

HUMIDITY for meat in the Meat-Keeper, for fruits and vegetables in the Humidrawer—keeps fresh foods fresh.

**“no ‘jitterbug’ cold’
you mean!”**

BETTY: “O. K., Mr. Wisecracker, Gymnastics are ‘out.’ Temperature ‘stays put’ in this refrigerator.”

BUD: “Well, if that’s why your mother’s groceries always taste so fresh, I’m for it.”

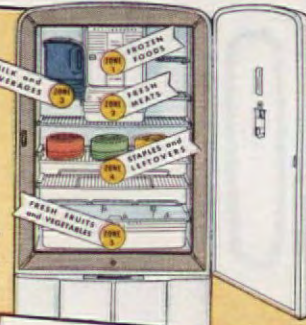
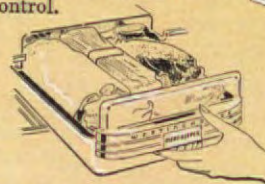


Set the True-Temp dial at “Normal-40°” and the main food compartment stays at 40° regardless of fluctuations in kitchen temperature. Westinghouse is the only refrigerator with True-Temp Cold Control.

In the beautiful new Window-front Meat-Keeper, Tru-Zone Cold, with correct humidity, keeps meat fresher, safer, more appetizing.

The big glass-top Humidrawer has exactly the right humidity, with “crisping cold” to keep all kinds of fruits and vegetables market-fresh and appetizing.

Your dealer will be glad to show you this wonderful, new Westinghouse—and tell you about the low cost operation of the Economizer sealed-in mechanism. You’ll find his name in your classified phone directory under “Refrigerators, Electric.” Westinghouse Electric & Manufacturing Company, Department 46, Mansfield, Ohio.



Temperature doesn’t hop up and down in the food compartment with every passing heat wave if you own a Westinghouse Refrigerator. Tru-Zone Cold gives you surer, steadier protection in every one of the five food-keeping zones.

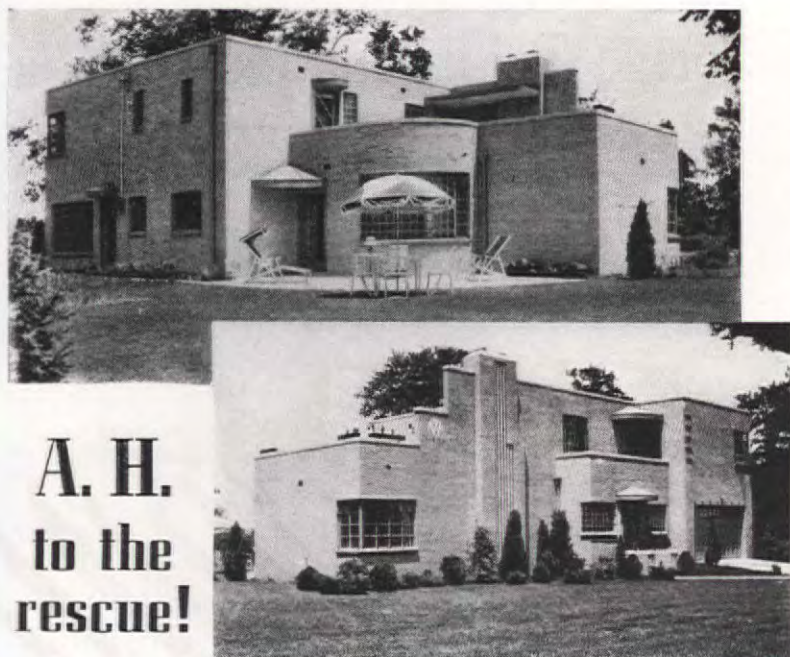


5 ZONES OF COLD are

Zone 1—below freezing, for storage of ice cubes, frosted foods, desserts; **Zone 2**—humidified, extra cold but not freezing; for meat; **Zone 3**—extra cold but not freezing; for milk and beverages; **Zone 4**—standard cold for staples and leftovers; **Zone 5**—crisping cold, with correct humidity, for fruits and vegetables.

SEE Westinghouse Refrigerators

Tune in “Musical Americana,” N.B.C. Blue Network, Thursdays, 8 p.m. E.S.T., 7 p.m. C.S.T., 9:30 p.m. M.S.T., 8:30 p.m. P.S.T.



A. H. to the rescue!

It's nice to know you've been helpful in any way at all—but when we hear that THE AMERICAN HOME has come to the rescue in building a whole house—that's really exciting! Mrs. W. Orville Willis writes that many of the ideas for their home in Cambridge, Ohio, even to the flower boxes at the doorway, came right straight out of our magazine.

With everything from a recreation room to a huge sun deck with an open fireplace on it, it is a house for real living. The owners offer conclusive proof that a basement is not necessary in the Middle West: their house is more than comfortable without one. Adding to the efficiency of modern housekeeping are a laundry room and a U-shaped breakfast room with built-in leather seats. Attractive modern furnishings are in keeping with the pleasant, spacious rooms.

P. S. We came to the rescue again last spring when screen doors were very much needed—and found in our May 1939 issue!



Home of
Mr. and Mrs.
W. O. Willis
Cambridge, Ohio



1. A marvel of stamina,
Dorothy K.
Can stay on her feet and chase
bargains all day.



2. Yet when she cleans windows
—before the day's o'er
Our Dotty is flat (almost
flat) on the floor!



3. While slim little, trim little
Marguerite M.
Is as frail as a meadow-grown
violet's stem.



4. But she shines her windows
with Windex! She's clever!
She ends up the day feeling
grandier than ever!



5. For Windex is simple! Direc-
tions are plain!
Spray it on! Wipe it off!
Windows sparkle again!



6. Consider the work Windex
saves, when you try it!
You'll say it's a bargain!
Don't hesitate! Buy it!



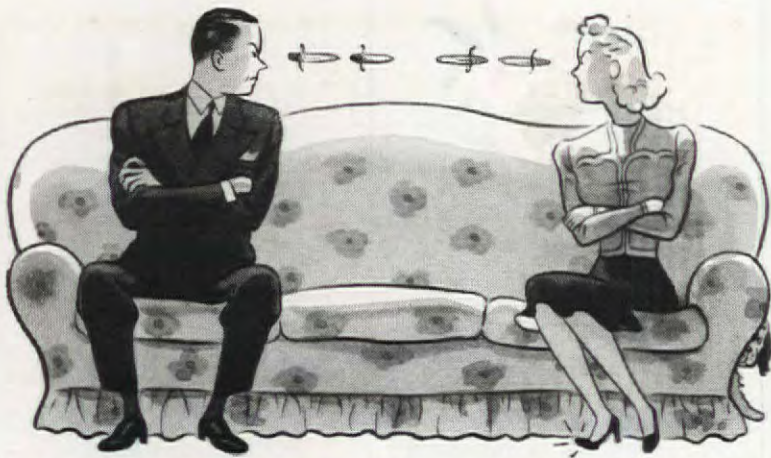
7. No other glass cleaner is made
by the secret Windex formula!
Yet at reduced prices, Windex
costs but a fraction of a cent
per window.

THE EASY WAY TO
MAKE GLASS SPARKLE!
WINDEX
FOR WINDOWS, MIRRORS,
PICTURE GLASS, ETC.

Get Windex at
grocery, drug,
hardware and
house-furnishings
counters. Ask
about the big
20-oz. economy
refill size!



Copy. 1940, The Drackett Co.



"It used to make me hopping mad—the way my husband was always kicking about his shirts. I know they were a mess—everything in my wash was full of tattle-tale gray. But I worked like a beaver. I didn't know my lazy soap left dirt behind. I had no idea what ailed my clothes until . . .



"The lady next door got me to wash the Fels-Naptha way—and glory, what a surprise! I've tried the bar as well as the new Fels-Naptha Soap Chips. Both of them combine grand golden soap and gentle naptha so effectively that even the grimeiest dirt hustles out! You bet my husband's showering me with compliments these days—I've got the whitest, most fragrant washes that ever danced on a line!"

Now—Fels-Naptha brings you 2 grand ways to banish "Tattle-Tale Gray"

WHEREVER YOU USE BAR SOAP — USE FELS-NAPTHA SOAP. SEE HOW IT HUSTLES OUT DIRT—HOW BEAUTIFULLY WHITE AND SWEET IT GETS YOUR CLOTHES! SEE WHY MILLIONS SAY IT'S THE GRANDEST BAR-SOAP THEY'VE EVER USED!

WHEREVER YOU USE BOX-SOAP—USE FELS-NAPTHA SOAP CHIPS. THEY SPEED WASHING MACHINES LIKE MAGIC BECAUSE THEY'RE HUSKIER — NOT PUFFED UP WITH AIR LIKE FLIMSY, SNEEZY POWDERS. THEY GIVE BUSIER, LIVELIER SUDS BECAUSE THEY NOW HOLD A NEW SUDS-BUILDER



Remember—Golden Bar or Golden Chips—
FELS-NAPTHA
BANISHES "TATTLE-TALE GRAY"

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Spring Tonics for the Kitchen

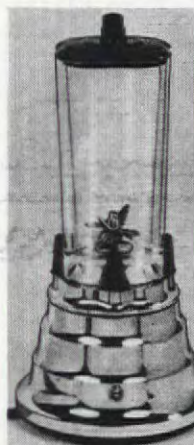


For preparing and serving baby food—attractive set of Moore enamelware. Delphinium blue covers. From Du Pont, knives with easy to grip handles. New Mixmaster has a dial for adjusting beater to different speeds for mixing all foods



Waring mixer turns out vegetable juice, frosted fruit drinks, or cake!

Sticks, pinwheels, pretzels, and other amusing shapes can be made with the Mirro cooky press. Silex Co. has dispenser for measuring out the right amount of coffee



Pyrex measuring cup now has markings in bright red for easy reading. Pick-up gloves to match apron. Miriam Gross



Demarest



COME spring—and what your kitchen may need is a touch of spring tonic. Lilacs blooming by the porch, new paint on the basement wall, and you with a new hat—but what of your faithful kitchen? Even something little, such as an efficient new knife, will make it feel much better. Or a cheerful flowered apron with matching gloves, that fit into the pockets, will practically give it a new personality overnight.



A cottage for two by two



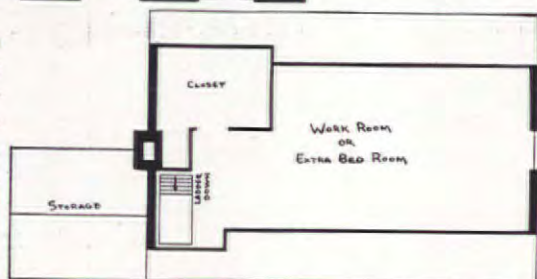
in
Milwaukee
Wisconsin

DOROTHY
MAAGE



SOME people, no doubt, think that we are queer—perhaps they're right! We live at a good fishing lake and don't fish; we are ten minutes from a golf course and don't golf. Yet, we do have fun.

We like to build things; most anything will do, just so we can work with our hands and maybe a little with our heads. We've made all sorts of things, from concrete breakwaters to perennial borders, but a little cottage was our most interesting job. Besides giving us an opportunity to exercise some of our ideas, we worked on it together—designed and built the entire cottage—and, what's more, are proud of our job!



**NO MODERN HOME
SHOULD BE WITHOUT
THIS GREAT TIME
AND LABOR SAVER!**



GENERAL ELECTRIC ELECTRIC SINK

1. WASHES ALL THE DISHES!
2. DISPOSES OF ALL GARBAGE!

DISHES ARE WASHED THIS EASY WAY

- 1 Food wastes are scraped from dishes into sink in usual way.
- 2 Dishes are quickly stacked in Dishwasher trays—silver, glasses, pots and pans, too.
- 3 Cover is closed, controls are turned and the job is done.

No chipping, no breakage—dishes do not move. They dry in their own heat and Dishwasher even cleans and dries itself.

G-E Dishwasher available separately. \$194.50 f.o.b. factory. Easy payment plan.

GARBAGE IS DISPOSED OF THIS EASY WAY

Food wastes—peelings, pits, scraps, bones, etc. are scraped into sink drain. Down they go into the Disposall, where they are reduced to a pulp and washed away like waste water. Disposall cleans itself.

G-E Disposall available separately. \$99.50 f.o.b. factory. Terms.

BANISH the hateful, time-consuming tasks of "doing the dishes" and disposing of garbage. For only a few pennies a day the new G-E Electric Sink will do both these jobs for you. It combines the proved General Electric Dishwasher and G-E Disposall in one beautiful appliance that replaces the old-fashioned sink and makes an old or new kitchen truly modern. Easily, quickly installed. See a demonstration or mail coupon for complete descriptive literature.



If you have servants, or do your own housework, you, too, will find this new G-E Electric Sink happily solves your most annoying kitchen problem. It serves the large or small family equally well.

General Electric Co.
Appliance Section SG-064
Bridgeport, Conn.

Send free literature on Electric Sink.

Name

Address

City and State

"It's Easy To Stay Young Electrically"

GENERAL ELECTRIC

**I COULD JUST SEE
THE GIRLS MAKING
FUN OF MY CAKE!**



NO wonder Alice was so upset! The cake she'd planned so much on had turned out a dismal failure!

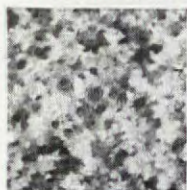
Too bad she didn't know the importance of baking powder, that any woman who bakes can be more certain of success every time with dependable Royal Baking Powder.

You see Royal, made with Cream of Tartar, has a special "steady action" that is different from most baking powders. Royal begins its work the moment it is stirred in the batter. Thus the expansion of the batter is continuous and even. That is why Royal cakes are fine-grained...light...fluffy. Why they keep their delicious moistness and flavor longer.

Many ordinary baking powders seem to have an explosive, uneven action. A greater part of the expansion is delayed until the cake is in the oven, and rising is often over-rapid. It may blow the batter full of large holes. Then the cake will be coarse...dry...crumbly.

See these actual photographs of cake, magnified, and the different results:

**STEADY BAKING
POWDER ACTION**



**UNEVEN BAKING
POWDER ACTION**



Only 1¢ a cake—that's about all it costs to get the greater assurance Royal gives—to protect ingredients costing 30 to 40 times that much. Pure Cream of Tartar makes Royal cost more per can—but the difference per baking between Royal and ordinary baking powders is only a fraction of a cent!

Remember, Royal is the only nationally distributed baking powder made with wholesome Cream of Tartar—a product of fresh, luscious grapes. Cream of Tartar leaves no acrid "baking powder taste." So ask your grocer for ROYAL. Use it whenever you bake. You'll agree it's well worth the difference in price.



© 1940, Standard Brands Inc.

ROYAL COOK BOOK FREE

If you bake at home, you should have a copy of the Royal Cook Book which tells you how to make delicious cakes, biscuits, muffins, pies, puddings and main dishes. Send your name and address to Royal Baking Powder, 691 Washington St., New York City, Dept. 94.

We started off with sketches, attempting to get pleasing proportions. We had decided that we wanted a living room (and we meant just that), a sleeping room and a kitchen. The living room was to be as large as possible, so we started out, conversely, to lay out the sleeping room and kitchen as small as possible. After much research on bed sizes, chest of drawers widths, dish cabinet capacities, and kitchen work areas, we arrived at a floor plan.

The size of our cottage is 14' x 20', and the screened-in veranda is 7' x 7'. A grand place to eat roasted corn and charcoal steaks.

The house is Cape Cod style with weathered asbestos shingles for siding, laid over double lapped 90 lb. waterproof felt on 1" pine sheathing. Between the studding we have a sheet of reflective foil insulation, and the inside walls are finished in knotty pine, stained a weathered driftwood finish and waxed. The roof is shingled with cedar shingles. All flashing is of copper. On the sunny side of the roof there are two layers of reflective foil insulation, and the second floor is lined with ½" insulation board, which makes the cottage nice and cool in the summer and warm in winter.

We built our doors of tongue and grooved 2" planks of various widths. They are braced with the old fashioned "Z" type brace. The windows are casement and swing out. The screens of bronze are inside. We have no curtains in the living room or kitchen, but in the bedroom we have curtains made of sail cloth and finished like a sail with rope binding on the edges and reinforced corners.

Our living room floor is laid of boards of various widths, is pegged at the ends of the planks and waxed. Our ceiling is finished in plastic paint over insulation board left natural finish to look like rough plaster. Two beams across the ceiling break up the large expanse of white. We charred these beams before we installed them by holding them over a bonfire and then painted them with linseed oil to prevent them from shedding bits of charcoal. For molding between floor and walls, and walls and ceiling, we used 1" square strips of redwood.

Our fireplace is built of weathered native limestone, and in order to be sure of a successful fireplace, we used a prefabricated metal throat.

Next to the fireplace, shelves, with a wood locker below, are used for radio, books, magazines, flowers, and plants. Our furniture is maple and the table covers are fishnet (which you buy by the pound and not the yard). All door and cupboard handles are made of rope. In one corner is a ship's wheel, which when turned reveals a folding ladder that can



What do you want to know about owning a home?

**You'll find the answers
in this valuable book!**

WHAT has stopped you from taking the step most families want to take? If you have ever considered homeownership, "How to Have the Home You Want" will be a valuable source of information for you. In this book you'll find authentic answers to such questions as how much house can I have on my income?—methods of financing—whether to buy or build—how to select a neighborhood—planning a kitchen, a laundry—and many others.

For help in deciding what you can do about owning a home of your own; for assistance in determining your family requirements; for guidance that may help you avoid trouble; for facts that may save you hundreds of dollars—this new USG book, "How to Have the Home You Want," will tell you what you want to know.

Better, Safer Materials

In addition to important subjects like those above, "How to Have the Home You Want" explains and illustrates how the United States Gypsum Company has put research to work, developing modern building materials which aid you in having more fire protection, more comfort and greater economy in your home.



Get your copy of this valuable new book now. Just mail the coupon or ask your local USG dealer. It costs only 25¢ per copy.

UNITED STATES GYPSUM COMPANY
Dept. 50, 300 West Adams Street, Chicago, Illinois

Please send me a copy of "How to Have the Home You Want." I am enclosing 25¢ (in coin or stamps).

Name.....

Address.....

City.....State..... 1/4-AH-4

be lowered from the ceiling order to reach our second floor. On this floor we have closets and lockers where we keep extra clothing, linens, and blankets. There is also a large closet here as well as storage space in the rest of the house that extends over the veranda. We use this second floor area as a workroom, but it can be easily converted into a spare room.

Built into our bedroom are twin bed size bunks with a reading light above each one. There is a chest of drawers below the veranda and a closet at the end of the bunks. Behind the bedroom door is a full-length mirror.

In the kitchen, electricity covers the food as well as refrigerator. There are four double electric outlets around the room, making it convenient to use any electric appliance. There is a large work area in front of a window, and everywhere you look there are cabinets; ten of them. Because the kitchen is so small and compact it is very efficient to work in. There is a place for everything and whatever you want can be reached with a minimum of steps.

Cottage charm : : practical plan

[Continued from page 24]

In the living room woodwork and trim are economically kept to a minimum with interest concentrated on a capacious, well-turned mantel. The room is sociable in proportions and light-hearted in color. It has windows on three sides and most of the back wall taken up by floor to ceiling bookshelves around windows and a glazed door overlooking the terrace and walled garden. The walls are painted a subtle blue which takes on the appearance of green under different light. The floral pattern draperies have a rich mustard background which is the color of the cotton textured sofa covering welted in blue. The treasured desk in the front corner has the intriguing concealed panels and secret compartments of an old piece. The rug is hand braided.

The dining room is planned in the new double-duty style and can be taken in as part of the living room when necessary or left alone to its own purposes. The deftly planned kitchen has the L-shaped arrangement of counters, cabinets and sink with a service entrance and an inside garage entrance adjoining, outside of the kitchen proper. The small lavatory is well placed, practical inclusion. Upstairs are two well-ventilated bedrooms, the larger one with a crisp looking sprigged floral paper and a closet big enough for a dressing room. There is also a bath with a built-in washstand



An Adventure in Fireproof Decoration with Sheetrock and Texolite

DO YOUR walls and ceilings need a new lease on life? Are they faded, bumpy, unsightly—need improving? Or do you need more room for living in your house—another bedroom, a bath, a playroom.

Sheetrock is the fireproof wallboard with special features available in no other type of wallboard. It goes over old, dingy surfaces, helps make new rooms anywhere in the house. Any skilled workman can make its joints vanish. Then walls and ceilings will be smooth and level, take any type of decoration and be easy to redecorate. They won't warp, rot or buckle. The door and window trim, the baseboards and the mouldings will fit tight.

New Color Ideas—Over Sheetrock or almost any surface, apply colorful Texolite, the new principle paint. It's different, enduring, economical! Words can't describe Texolite's wide range of exciting colors—from soft pastels to rich, deep tones. Texolite dries in one short hour. It has no odor. It's easy to apply. See for yourself. Write now for a Texolite color chart.

You'll be surprised at the low cost of *this* adventure in remodeling. Your USG dealer will give you details. He'll explain the USG Monthly Payment Plan.

Sheetrock and Texolite are examples of the application of research in the home decoration field by the United States Gypsum Com-

pany. They and other United States Gypsum products help you get more for your money—in safety, comfort, endurance and value.

TEXOLITE HAS THRILLING COLORS



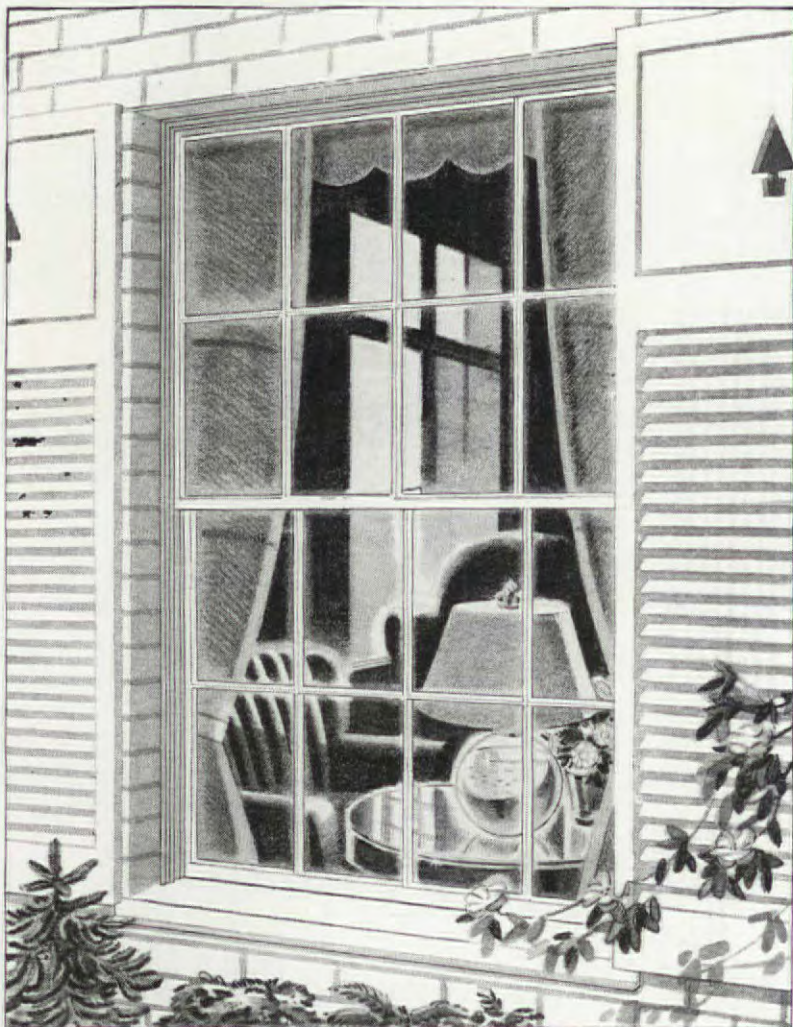
UNITED STATES GYPSUM COMPANY



—where research develops better, safer building materials

Valuable new book of remodeling ideas—showing how remodeling can pay for itself, has just been published by USG—costs only 25¢! UNITED STATES GYPSUM COMPANY Dept. 50, 300 West Adams Street, Chicago, Illinois Please send me free copy: The Texolite Paint Color Chart () Enclosed is 25¢ (coin or stamps) for a copy of "How to Modernize and Make It Pay."

Name.....
Address.....
City..... State..... 1-A11-4



IT'LL PAY YOU TO GO

Window Shopping

Get a quotation on Aluminum Windows for that new home. At the same time, ask for the *completely installed* cost of other, less permanent windows. You'll be surprised at how little difference there is.

Then consider the extra value you receive in Aluminum Windows: their remarkably easy operation, attractive appearance, greater glass area, permanent weather-tightness. And *these* windows cost you practically nothing to maintain. They need no protective coating of paint. There's no rusting or rotting to require expensive replacements of parts.

The book, "Windows of Alcoa Aluminum," makes it easy for you to select windows suited to the style of the home you're planning. For a free copy, write Aluminum Company of America, 1906 Gulf Bldg., Pittsburgh, Pa.

ALUMINUM WINDOWS

MADE OF ALCOA ALUMINUM



CAMPUS HOUSES

at Clemson College, South Carolina



under \$4,000

BUILDING little houses with style and character, little houses that are not "teeny," have the dignity that befits a college, and yet look like higher education with a sense of the fun of life—this sort of business takes a little doing. These two little houses just off the campus of Clemson College, South Carolina, do it—and do it well.

Each house cost, exclusive of lot, less than \$4000, or about 18 cents per cubic foot. The architect, Sidney W. Little, achieved good results by using very compact plans, simple, straightforward elevations, and sound but inexpensive building materials.

The larger house, with a separate dining room, nursery, two bedrooms, and two bathrooms, has provision for additional rooms on the second floor to be finished later. It has no basement except for the furnace and a small storage space. The two-car garage is detached and of frame construction.

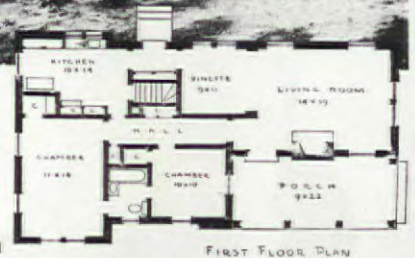
The smaller house has no second floor possibilities but the excavated portion of the basement is completely finished with heater room, servants' conveniences, laundry, fuel storage, and a one-car garage. Natural slope of the plot made the basement possible without additional excavation.

Exterior walls: common brick veneer.

Interior walls: tinted plaster, painted pine trim. Tile bathroom floors.

Heating: central warm air. All electric kitchens.

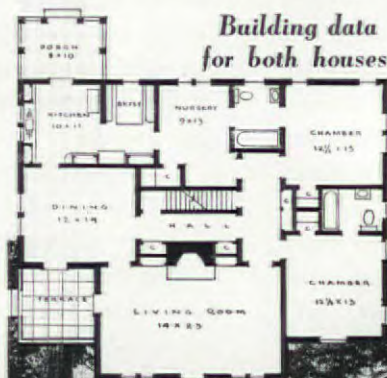
Roofs: asbestos shingle.



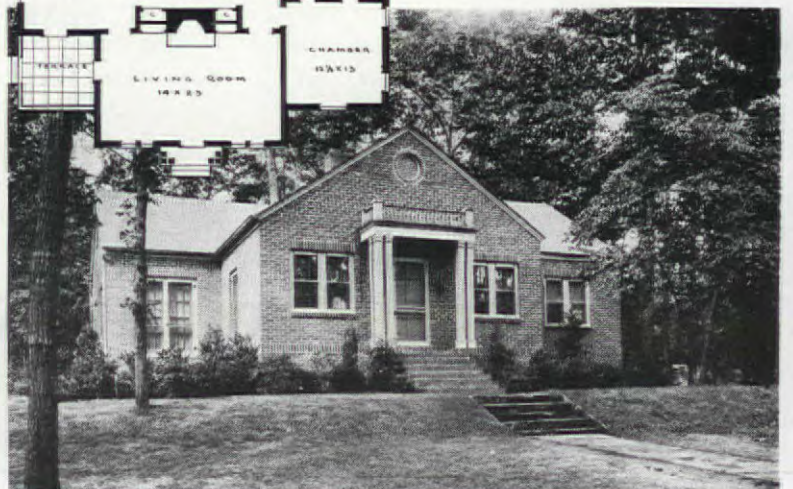
FIRST FLOOR PLAN



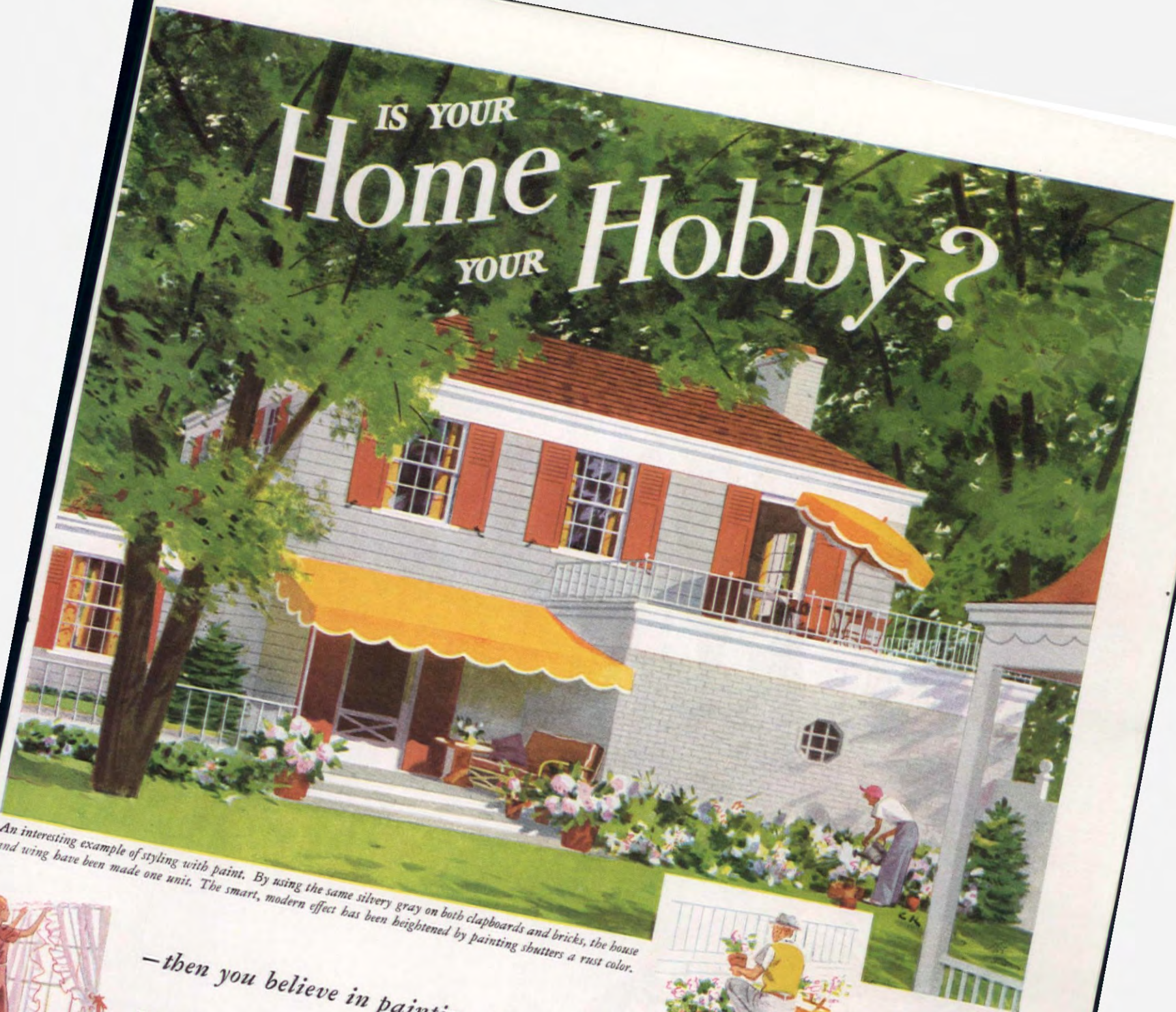
BASEMENT PLAN



Building data
for both houses:



IS YOUR Home YOUR Hobby?



An interesting example of styling with paint. By using the same silvery gray on both clapboards and bricks, the house and wing have been made one unit. The smart, modern effect has been heightened by painting shutters a rust color.



—then you believe in painting it to stay painted

WHAT finer hobby than Home? A hobby that husband and wife enjoy together—work side by side to improve and beautify the house they live in.

Does that describe your feeling for your home? Then Dutch Boy is *your* paint.

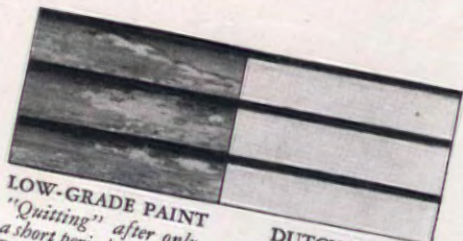
A paint as honest and conscientious as the face of the little Dutch Boy in its trade-mark. A paint that resists rain, snow and summer sun with true Dutch stubbornness.

A thrifty paint—the loyal ally of your pocket-book. Dutch Boy White-Lead does not crack and scale. Therefore — no costly "extras" at repaint time—see photographs at right.

Your painting contractor is an expert at helping old houses regain their youth. Call him today—and soon you'll have the pleasure of seeing your home sparkle with bright new Dutch Boy paint.

Want to make yourself a *smart* paint buyer? Then send for and read "So You're Going To Paint"—our free booklet with 52 illustrations in color. The coupon brings it to you.

NATIONAL LEAD COMPANY: 111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West 18th St., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 1376 River Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.



LOW-GRADE PAINT
"Quitting" after only a short period of service. Right after this picture was taken, the paint had to be burned off at a cost of \$60. Owner was also forced to pay for a new priming coat. All this is expense he never figured on.

DUTCH BOY
Four years old and still in excellent condition. House in same section as low-grade paint job. Not a sign of cracking and scaling. And at repaint time, there will be no expensive burning off and no new priming coat to pay for.

NATIONAL LEAD COMPANY
Dept. 347 (See list of branches at left)
Please send me your free booklet, "So You're Going to Paint," containing color scheme suggestions and practical advice on interior and exterior painting. Also give me information on the Dutch Boy Easy Payment Plan with FHA terms.

Name _____
Street _____
City _____ State _____



PHOTOGRAPHED IN HAWAII FOR THE HAWAIIAN PINEAPPLE COMPANY, LTD.

"My Mother lets me drink all I want"

"It tastes so good when I'm thirsty"

"When Mother's busy she lets me help myself"

DOLE PINEAPPLE JUICE FROM HAWAII

A "splash" from the skillet of a SUBURBAN HOUSEWIFE



MARIE-TERESE

Now take the time Alan invited some friends over for an evening. Promised he, in his glib, jovial way, "We'll have some swell baked beans as only Marie can make them!"

Gosh, but wasn't he the cheerful fibber? Never had my lily-white hands baked a single bean! What modern young wife takes time out for such things anyhow? Besides, at that thrilling period of my life I was too busy showing off the plain band on my left hand. But I knew it was love made him say that, and I beamed with pride at the confidence he had in my culinary ability. Furthermore, I was beginning to learn that when a husband makes a promise, it is up to his wife to make good. So baked beans we would have if it killed me!

Did you ever associate care, discrimination, and perseverance with beans? Well, my beans were saturated with plenty of each, as well as with hours of soaking, just enough salt pork, correct seasoning, bit of chopped onion, a little sugar, dashes of catsup, and liquid to cover. Then voilà! Baked beans à la my mother-in-law!

For hours those beans baked slowly, stewing in their own juices. They gave off such a tantalizing, savory aroma that our minds were certainly not on playing bridge. After what seemed months, everything was in readiness; the candles were lighted and glass and silver glistened on the dinette table. Dishes of pickles, olives, and radishes, cold and crunchy, looked most tempting. There were also Boston brown bread, a huge bowl of mixed salad, and cheese and crackers.

The gang swooped into our handkerchief-size dinette, and I opened the oven door and pulled out the rack. My work of art was the cynosure of all eyes, "Just look at those beans!" said Alan. "Darling, that's a dish fit for a king!"

At that precious moment the world was mine, and I reached gaily for a towel, about to set my *pièce de résistance* before my lord and master, when, for no good reason, and entirely without warning, mind you, there came a soul-rending crack—a long, loud sizzle—a crash—then smoke! *The bottom had dropped out of the bean dish!*

That beautiful glass baking dish was oven-proof all right, but a damp dish towel had done the trick; had turned those luscious bubbling, juicy, golden-brown morsels, into raging mad bits of scorching fury. It was every bean for itself. I stood rooted to the spot trying to scream, but succeeding in merely gasping. Could I possibly have used some Mexican jumping beans by mistake? For you never saw such beans! We had to jump and run for our lives! When the smoke and din of battle had cleared, beans lay bruised, battered and broken, in every nook and crevice.

Well, we had that midnight snack just the same, for the show must go on, and we had baked beans too—out of a can this time. And when our guests left in the wee sma' hours they were somewhat battle-scarred but well fed, worn out from laughter, and happy. They agreed that I had a real flair for arranging "unusual surprises!"

Since that memorable night, I have eaten mounds and mounds of beans. I still love them. And, for the spirited battle they fought so valiantly that zero hour, they have earned my respect and admiration. But when I meet the wicked gleam in Alan's eyes, over a plate of beans, and he says to anyone who will listen,—"Did I ever tell you about the time Marie, etc, etc,"—I know I shall never live it down.

There is not one but two morals to my saga of American baked beans: Never stick your nose up at beans, for there are beans—and beans. Next, but really more important, whenever you pick up a glass baking dish, oh "sisters of the skillet," be sure to use a dry towel!





"MOM KNOWS HER SALAD A-B-C's!"

VITAMIN VARIETY SALAD

WITH **REAL MAYONNAISE!**



★ VITAMIN VARIETY SALAD

(Supplies Vitamins A, B-1, C, D, E)

- | | |
|--|----------------------|
| 7 slices of red apple | 1 package (3 ounces) |
| 6 slices onion | cream cheese |
| 12 slices orange | Cherries |
| 11 large prunes | Lettuce |
| Hellmann's or Best Foods Real Mayonnaise | |

Remove core and slice unpeeled apples crosswise. Peel and slice onions and seeded oranges crosswise. Remove pits from prunes, steam or cook until tender, and cool. Stuff each with cream cheese mixed with 1 tablespoon Real Mayonnaise and insert a half cherry on top. Arrange apple, onion and orange slices on lettuce leaves on chop plate. Garnish with stuffed prunes and whole cherries (as illustrated). Serve with Real Mayonnaise. Serves 6.

SMART SUSAN! HER CHILDREN LIKE WHAT'S GOOD FOR THEM!



THEY WEREN'T ALWAYS SUCH ANGELS, ROSE! I FIND IT MAKES THE GREATEST DIFFERENCE TO MAKE THEM PRETTY SALADS AND TO USE REAL MAYONNAISE!



HM-M, REAL MAYONNAISE! WHAT'S THE DIFFERENCE BETWEEN THIS AND "SALAD DRESSING," SUSAN?

REAL MAYONNAISE HAS NO STARCHY FILLER IN IT, ROSE. IT'S ALL MAYONNAISE - RICH, LIKE THE HOME KIND, SO THAT IT DOESN'T TURN WATERY WHEN YOU ADD MILK OR FRUIT JUICES

REALLY FRESH, TOO!

... this light mayonnaise - delicate in flavor, light and smooth in texture

Real Mayonnaise (Best Foods in the West; Hellmann's in the East) is made like the home kind. It contains only freshly broken eggs, added egg yolks, choice vinegar and spices, and our own "FRESH-PRESS" Salad Oil which we ourselves prepare fresh each day, as it is needed. And in our powerful new kind of double-whipper these ingredients are so completely blended that Real Mayonnaise, with all its home-made richness, is even lighter and creamier in texture than home-made, and has a zestfully light, delicate flavor, free from oily taste.

LATER - IT WORKS FOR ROSE, TOO!

THERE, SON, THAT'S SEVEN STARS FOR EATING ALL YOUR SALAD EVERY DAY THIS WEEK!

IT WAS EASY, MOMMY! SALAD TASTES GOOD WITH REAL MAYONNAISE!



BEST FOODS ↔ HELLMANN'S
Real Mayonnaise



↑ IN THE WEST
↓ IN THE EAST

Has to count pennies—but her modern room is a dream!



FREE! Color Schemes

arranged by

Clara Dudley

Alexander Smith's famous color scheme expert. Actual samples of Floor-Plan Rug, drapery and upholstery fabrics and wallpaper to help you choose the perfect Floor-Plan Rug for your room. Also book of color schemes. Mail coupon below.

Betty says she owes it all to her
ALEXANDER SMITH
FLOOR-PLAN RUG

TRADE-MARK



BETTY, THIS RUG JUST
MAKES YOUR ROOM!

AND SEE HOW WELL IT
FITS! ALEXANDER SMITH
FLOOR-PLAN RUGS COME
IN SIZES TO FIT ANY ROOM

A Guide to Rug Buying
Clara Dudley



Free!

Color Scheme Kit and Color Scheme Book

Alexander Smith & Sons
295 Fifth Avenue, New York

Send me a free Floor-Plan Color Scheme Kit for a room in which the prevailing color (walls, furniture or draperies) is..... Also Clara Dudley's free book, "A Guide to Rug Buying," which has many room schemes in full color.

Name.....
PLEASE PRINT NAME AND ADDRESS
Street..... City.....
County..... State.....

FLOOR-PLAN RUGS ARE MADE
ONLY BY ALEXANDER SMITH

Look for the gold label with
the Good Housekeeping Guaranty



Many Floor-Plan Rugs are under \$50

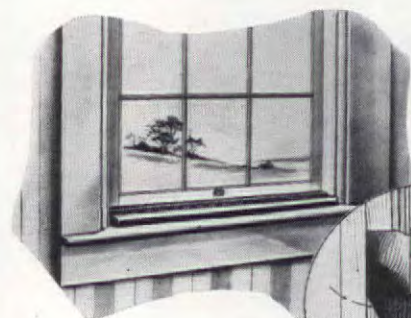
You can make your dream room come true—as Betty did—or you can bring your old room to life with an Alexander Smith Floor-Plan Rug.

Send for your Color Scheme Kit and Book. You'll be astonished how much you get for your money in Floor-Plan Rugs. They are made of imported wool, without seams. Their colors are Tru-Tone; they won't grow murky under night light. Their period and modern patterns were created by important stylists (modern pattern No. 840 is illustrated above). Their plain colors are news. Their tone-on-tone designs don't show footprints.

And Alexander Smith Floor-Plan Rugs come ready-made in a wide range of room sizes. You can fit your room easily, at a surprisingly low price. See them at leading stores near you.

Spruce up for Spring!

New equipment suggestions



A NEW device which you can install on top of the window sill. When it is in place you can leave the window partly open without having drafts sweep across the floor. The small diagram shows how the fresh air enters the room through a channel and stale air is taken out. A fine copper screen keeps out insects effectively. Window Air Vent Co.

Here's a new incinerator for kitchen or basement made of welded steel, 36" high by 24" deep. It has self emptying grates, an ash pan which pulls out like a drawer and needs emptying only once a month. It can be had with either a vertical gas burner or a horizontal electric burner. Portable, odorless, smokeless, you can install it in the house in a handy location and use it for the disposal of sweepings, garbage, and refuse. Calcinator Corp.

Have you ever turned on the shower faucet and been doused by too



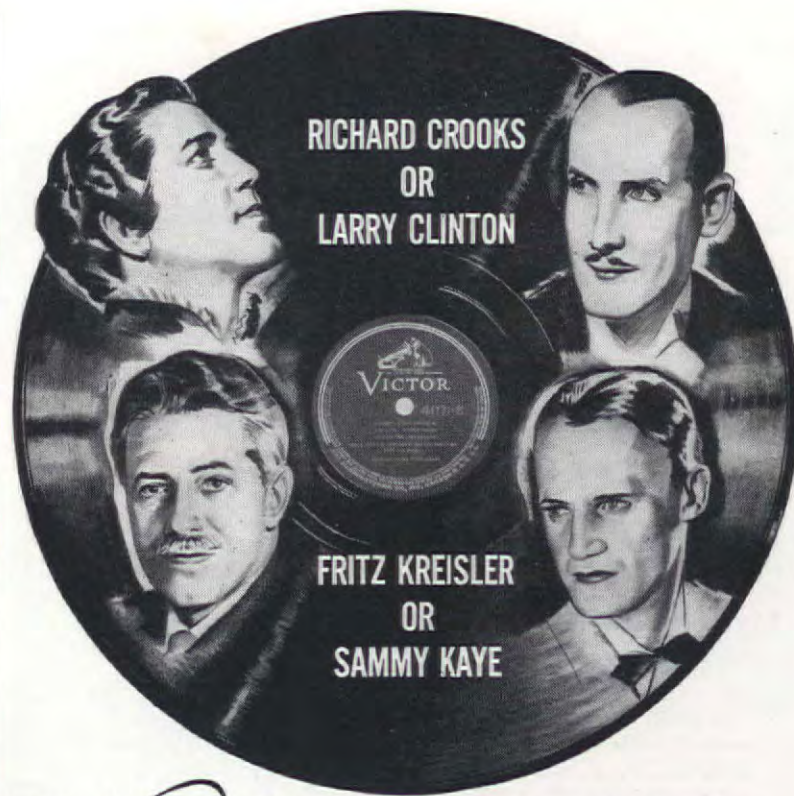
A diverter valve called a "Deviator" enables you to test bath temperatures safely

hot or too cold water? A new diverter valve tests and adjusts the temperature of the water first from the lower spout. Then raise the knob on the spout and the water is diverted to the shower head for your bath. From Crane Co.

The new "Ezykleen" rubber matting has a corrugated surface easy to keep clean. Odorless and available in six colors. B. F. Goodrich Co.



Ding, dong! This attractive door chime has a dulcet, clear tone to it. Edwards & Co.



Music to match your mood is always at hand on Victor Records

This evening, as you relax in that precious pause before dinner, wouldn't it be delightful to hear the particular music that most appeals to you at the moment? ...Music performed by some of the world's greatest artists? This pleasure can be yours any time with Victor Records. Tonight on Victor Red Seal Records, you may, if you wish, command symphonic music—under Toscanini, Stokowski and Koussevitzky. Perhaps tomorrow you will be gay to the dance music of Tommy Dorsey, Hal Kemp, Lionel Hampton, Wayne King and Xavier Cugat. Always, Victor Record music is music perfectly attuned to your mood.

At your RCA Victor Music Merchant's, hear a Victor Record concert on a genuine RCA Victrola. The only genuine RCA Victrola is made by RCA Victor. It provides the most brilliant reproduction possible of Victor Higher Fidelity Recording. You will be glad to learn that new models with automatic record changers have amazing new low prices.

New! RCA Victor Long Life Needle with precious metal tip. Prolongs record life and brings out finest tone. \$1.00.



The Musical Masterpiece of the Month

A John Charles Thomas Program. With Victor Symphony Orchestra conducted by Frank Tours. Eight selections by Beethoven, Donaudy, Scott, Moore-Gatty, Massenet, Leoncavallo, Verdi and Rossini. Album M-645, 8 sides, \$8.00.

The World's Greatest Artists are on Victor Records

AUTOMATIC RCA VICTROLA MODEL U-40 combines record and radio entertainment



Hear your Victor Records at their best on this genuine 1940 RCA Victrola designed by the same engineers who perfected Victor Higher Fidelity Recording. This brilliant instrument has Gentle Action Automatic Record Changer, powerful Push-Pull Audio System for realistic tone at low or high volume... Radio with Push-Button Tuning, built-in Magic Loop Antenna, American and foreign reception and plug-in for Television Attachment. Cabinet in walnut or mahogany veneers... All this at a \$120* history-making low price!

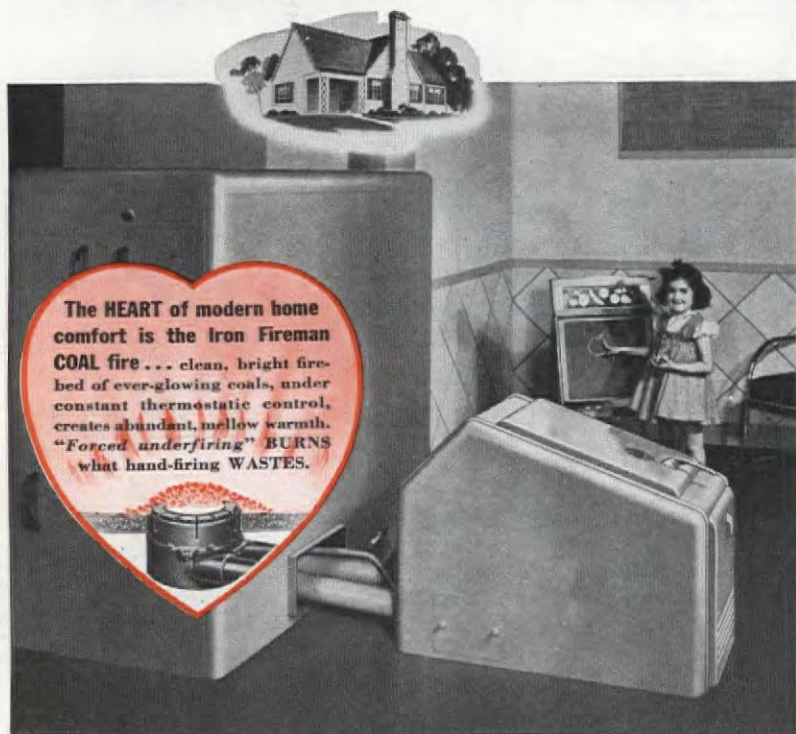
Trade-marks "Victor," "RCA Victor" and "Victrola" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.... For finer radio performance, RCA Victor Radio Tubes... You can buy RCA Victrolas on C.I.T. easy payment plan... *Price f.o.b. Camden, N. J., subject to change without notice.



RCA Victrola

Combines Record and Radio Entertainment • A Service of Radio Corp. of America

Announcing Iron Fireman FOR THE Small Home



Now ANY size home can enjoy this self-firing, self-regulating COAL heat

Iron Fireman-quality heating—the type of heating found in so many fine homes and estates throughout the United States and Canada—is now brought to the average family! The new Automatic Coal Burner shown above is designed and built to Iron Fireman's high standards, yet priced for the small home. Install Iron Fireman now, and you will gain these four ways:

Steady temperature day and night, regardless of weather. . . . You get up in a warm house. Sleep a half-hour later! No fires to build; no grates to shake. . . . **No more furnace drudgery.** Quit running up and down stairs all day long to "nurse" the furnace. . . . **Cleaner house.** No messy fire-building. Fire burns so efficiently that smoke nuisance is prevented.

Wait no longer for Automatic Heat

—now as low as
\$179.50

(Coal Flow \$226)
(plus freight and installation). Terms as low as \$5.93 a month. Slightly higher in Canada.

Iron Fireman's low first cost is coupled with amazingly low operating cost . . . burns the lowest-cost automatic fuel—stoker coal. Send coupon for the fascinating story of one family's experience in learning how to get better heating for less money.

IRON FIREMAN
Automatic Coal Heating

RUSH COUPON

Iron Fireman Mfg. Co., Portland, Ore.; Cleveland; Toronto. Mail to 3322 W. 106th St., Cleveland, O. Please send me a free copy of "Which Fuel, Which Burner."

Name _____
Address _____



COAL FLOW feeds from bin—no coal handling. Bituminous model above. Anthracite model automatically removes ash.



UNIT HEATMAKER. This modern room-furnace humidifies and circulates controlled warm air.



HEATMAKER FURNACE Circulates humidified warm air through ducts to all parts of house. Coal Flow model feeds direct from bin to fire.

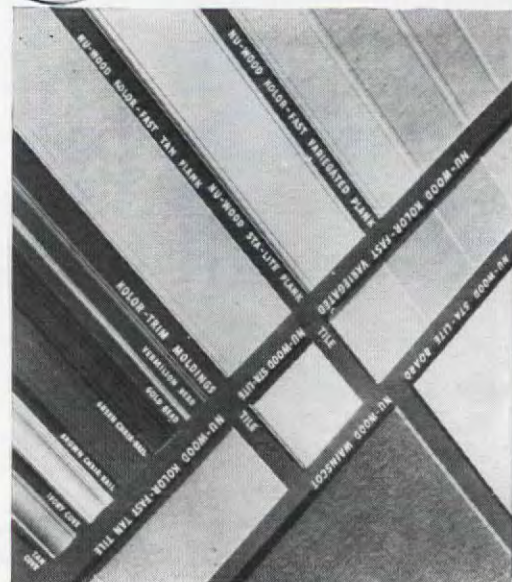
No one facing the difficult task of choosing hardware for his home should overlook this excellent guide. It is a manufacturers' booklet, classifying different types of residential hardware. Varied types of Colonial fittings made by the company are illustrated as well as English, French, Modern hardware and other styles. P. & J. Corbin Company.



Stepping onto an icy cold shower floor isn't our idea of fun on a winter's morn. This asphalt composition floor unit has a rubber surface which is warm and colorful as well as safe to stand on. Patent Products

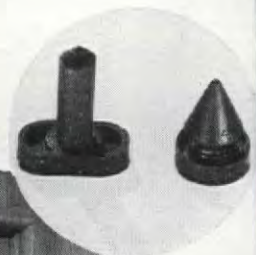


The mellow glow of a rich wood finish can be achieved by wood veneers. Pliable veneer can be curved around a modern door frame like this one. The flush door is covered to match the walls, wainscot is crotch walnut. Jamestown Veneer and Plywood Corp.



Sun-fast, fade-proof wallboard is a fact. The criss-cross pattern at the right is not a Modern design but an arrangement of Kolor Fast, Sta-Lite wallboards in tile and plank forms. They will not darken after long exposure as wall finish and the light tones of the wood fiber are retained. It is available in tan color. The attractive colored moldings shown are used with the wallboard. Wood Conversion Co.

You can prevent the nerve shattering slam and rattle of doors by inserting these tiny rubber silencers in your door frames. A set of three, at top, bottom, and near the latch are inserted in small holes bored for them. The rubber compresses when the door closes, forming a pneumatic air pocket which holds the door firmly. The conical shaped silencers are designed for insertion in metal door frames, the others are for wood frames. Glynn-Johnson Corp.



Look Homeward, America



by An American Father

For a full color reproduction of the original painting by Dale Nichols (16x12) without advertising, send 25¢.

MAYBE it was the way he told it... or the look of peace in his eyes... but when he finished his story you could have heard a pin drop.

Somehow he made us feel we were standing on the threshold of a new age; that historians will call the decade we are now entering "the good Forties"... the years when America looked homeward.

Was he some great economist, banker or statesman? No, he was just an average American father with a job, a family and a home. Average in every respect but one. But that's *his* story...

*

"You know," he said with a smile, "I sort of hate to see the Thirties go. They were hard years but they taught me the greatest lesson of my life.

"Back in the Twenties, like everyone else, I thought the world was my oyster. Made money easy, spent it fast. On paper I was somebody! But that was just the trouble... Actually I didn't own a thing.

"Everything we had was 'on paper.' Even our home—three mortgages on it we never bothered to pay off, with interest and charges over 14%.

"And then it happened... happened to me as it did to many men. We lost everything!

"That was the day my wife said to me... 'the best is yet to be.' And she was right.

"For while we entered the Thirties broke, we ended the Thirties rich—rich in the sense that we now have a home we really own! Own it because

we've been buying it steadily, every month—just like paying rent.

"Today, we have something for every penny we've spent. We've put our roots down. We've won security. And we've found a new kind of happiness—that deep-down, solid happiness you never know until you own a piece of earth, a hearth—a home you can call your very own."

*

That was his story—the saga of an American Father. Isn't there a lesson in it for all of us—right now? Business is better. The tough Thirties are behind us. We are entering a new decade—ten years that hold the promise of good years. What shall we do with them?

Shall we repeat the follies of the Twenties or shall we invest in the real things of life?

Today, many of us are thinking about building and bettering our homes. We are beginning to find out the best way to insure our happiness is to build, buy, remodel or even "fix up" a home we can truly call our own.

Whichever you do, this year you can have a far better home, and for less money, than you could have owned ten years ago.

For in the past ten years, the Building Industry of America has not been idle. While Government and the banks have been making it easier for you to buy or improve your home, this great industry has found way to make better homes—by creating new products, improving old ones and reducing costs.

Today, when we look abroad, we may feel the world is going backward. But when we look homeward into "the good Forties," we feel a surge of new life—a life in which freedom and democracy will give our people new blessings.

So when we say: "Look Homeward, America!" it is just another way of saying, "Look forward, America!"

*

As the Building Industry Prospers so does the Nation

The personal benefits of owning or improving your home are of first importance to you. But the money you invest also benefits millions of others who prosper only when America is building its way to prosperity.

Every dollar you spend in re-roofing, remodeling or building creates a solid hour of work for one of the 6,000,000 craftsmen who depend on the Building Industry for a livelihood.

This year, over one billion seven hundred million hours of work will be created for good Americans by building and bettering our homes.

As one of the largest manufacturers of Roofing and other Building Materials in the world, Certain-teed Products Corporation believes that the future of America lies in her homes—that as we build we prosper.

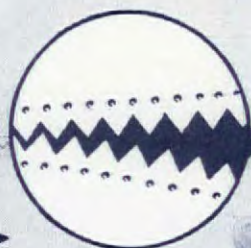
CERTAIN-TEED PRODUCTS CORPORATION

100 EAST 42ND STREET, NEW YORK

ASPHALT ROOFING, SHINGLES AND SIDING • STRUCTURAL INSULATION • WALL BOARDS • GYPSUM BOARD, LATH AND PLASTER PRODUCTS

new Tear-Easy ScotTOWELS

**SAVE WASTE
SAVE TROUBLE
SAVE YOU MONEY**



FIRST again in service to women . . . first to give you roll tissue towels for your home . . . first to seal them against dust and germs . . . first in absorbency, in cloth-like stretch.

And now the new money-saving Tear-Easy perforations make ScotTowels a better buy than ever! Each towel zips off instantly, neatly. There's no waste of towels torn in half. No irritation at towels not tearing quickly! Be one of the first to enjoy the efficient new Tear-Easy ScotTowels! No increase in price!

**YOUR DEALER IS NOW
FEATURING THESE NEW TEAR-EASY SCOTTOWELS**



● No nasty cloth to be scrubbed out when you're through! You use an absorbent, Tear-Easy ScotTowel once and throw it away!



● Cleaner, sudsier dishwasher—no ring to scour out of your sink—when you scrape plates first with an absorbent ScotTowel!

3 maximum rooms at minimum cost

[Continued from page 33]

in the window over it. An open corner cupboard, between the hall and the range recess, completed the dining end of the room.

The kitchen proper is planned around the remaining three walls. The back door is at the east end, and the range, refrigerator, sink, and cupboards adjoin it. The range and refrigerator are set in recesses with vents in the attic to carry off heat and cooking odors. The range recess seemed like a grand place for shelves and towel racks, so in they went. Since a glittering white gas range might seem out of place with old copper and brass, I painted the range to resemble stove tiles.

The electric dishwasher earns its keep. When we have a buffet supper our combination host-butler surreptitiously sets the dishes in a deep tray made to fit in the top of the washer, while our combination hostess-cook makes much conversation to drown the clatter of a fork or spoon should it make an unhappy landing. The cover is closed and the dishes are out of sight. Our drainboard is a lovely piece of ash with a matching lid to set over the sink when we use it as serving table. Both sink and dishwasher are built in with pine doors to match the walls and a rack on the inside of the sink door holds such unsightly necessities as soaps and cleaners. The floor is linoleum in squares of dull reds and browns, and is, to our joy, occasionally taken for real tile.

A carefully planned dinner can easily be served without heat or odors announcing the menu to arriving guests. Hot things, when cooked, stand on the range in French earthenware pots, and cold dishes on the drainboard, which is dressed up as a serving table. After our first buffet supper

we felt justified in saying we cook in our dining room rather than we eat in our kitchen.

We economized on light fixtures, designing our own iron brackets for the kitchen and using lamps in the living room where there are plenty of base outlets. Instead of having windowshades we close the old-rose curtains which give a lovely inviting glow from outside. We have one more room, an outdoor living room: a little, flagged walk with fat green cushions of *Arenaria verna* in the cracks between the flags, and a velvety green terrace with an apple tree to give shade and cast lovely shadow patterns on the yellow jar that stands near it. The laundry, furnace, and store room are under the bedroom and are entered through the garage under the living room.

Our rather unusual arrangements worried the contractors dreadfully, and knowing we were not architects, they gently told us they "never did do things this a-way." However, we cheerfully replied that in our house they were going to do lots of things; they never did before—and they did! And when the job was finished the contractor remarked, in astonished fashion, "This is the biggest little house I ever did see."





The Case of
BURNS LEE

*who now can give his wife
the things he's always
planned for her*

When Burns's company made him a Branch Manager a month ago, it meant a secure position for the future . . . meant he could now afford to move into the little house on Pine Street that Pauline had always longed for . . . that he could give her the small luxuries so important to a woman. And Burns wants her to have these things always . . . no matter what may happen to him . . .

What Life Insurance Plan for the man who wants to assure his wife the comforts she has today?

To men like Burns Lee, the important thing in considering life insurance is to obtain the maximum *permanent* protection, at low cost. For these men, "whole-life" insurance is most desirable. The Prudential has developed an improved form of "whole-life" policy which provides *low-cost protection right from the start*. In addition, it has many other important features. This policy is called the Modified 3.

Q: What is a Modified 3 Policy?

A: It is a Prudential "whole-life" policy sold in amounts of \$5,000 or more, and with a "modified" premium arrangement.

Q: How are the premiums "modified"?

A: The premium for the first three years is 15% lower than the premium for later years.

Q: What is the advantage of lowering the premiums for the first three years?

A: The reduced premium for the first three years means that the policyholder gets *low-*

cost protection right from the start. After three years, when the premium increases, whatever dividends are credited to the policy may be used to offset the increase. Thus the net cost remains at all times as low as possible consistent with safety.

Q: What makes the Modified 3 a "whole-life" policy?

A: Premiums are payable during the entire lifetime of the insured, and the insurance is payable whenever death occurs.

Q: If at any time it is impossible to pay premiums, does the insurance cease?

A: Not necessarily. When premiums are discontinued, any value in the policy is used to provide extended insurance, but only for a limited period. Furthermore, at any time after three years' premiums have been paid, the insured can exchange his

policy for a fully paid-up policy of a reduced amount.

Q: Does the Modified 3 Policy have a cash value?

A: Yes, after three years' premiums have been paid.

Q: What happens if the insured is disabled and can no longer pay premiums?

A: In case of total and permanent disability before age 60, as explained in the policy, the insurance remains in force without any further premium payments during such disability.

The Modified 3 Policy is only one of many Prudential policies. There's a Prudential policy to fit every life insurance need and a premium payment plan to fit every purse. For further information on how The Prudential can help you solve your individual life insurance problem, see your local Prudential representative, or write the Home Office.

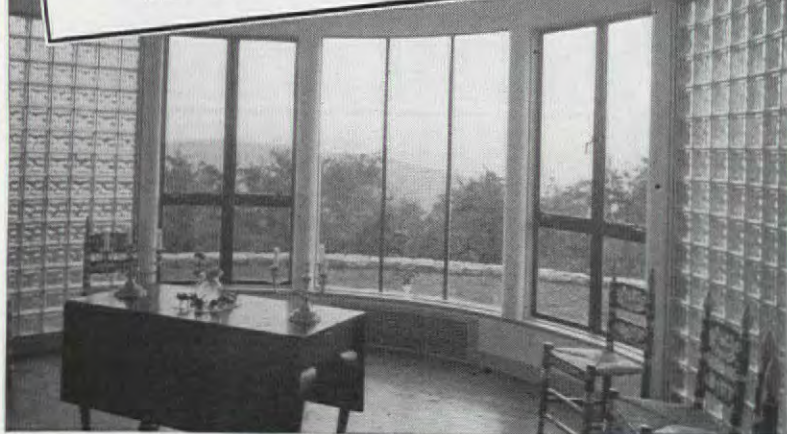
The Prudential

HOME OFFICE: NEWARK, N. J.

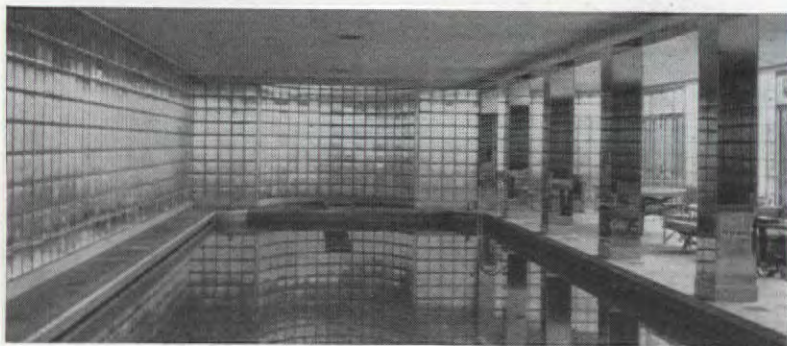


INSURANCE COMPANY
OF AMERICA

Looking for new ways TO GLORIFY YOUR HOME?



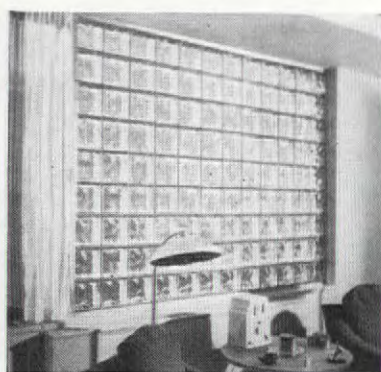
COMBINE PC GLASS BLOCKS with clear Plate Glass to form a lovely bay like this. The Glass Blocks admit daylight generously, but preserve privacy. And the clear Plate Glass frames an attractive outdoor scene. Every home would be the nicer for such a cheerful room. Residence of Mrs. George E. Grant, Armonk, N. Y.



YOU MAY NOT HAVE A SWIMMING POOL in your home, but PC Glass Blocks can bring a flood of softly diffused daylight into *any* room . . . and keep out curious eyes at the same time. These Blocks make homes easier and more economical to heat, because the dead air space within the Blocks gives them high insulating value.



A SMART AND USEFUL WINDBREAK of PC Glass Blocks dresses up your terrace. It's chic and thoroughly practical. And it won't cut off the daylight and cast dense shadows as solid walls will do. There are numerous appealing patterns and sizes of PC Glass Blocks to choose from.



PUT IN A PANEL OF PC GLASS BLOCKS wherever you want light and beauty — or to shut off an unattractive view. PC Glass Blocks make your home quieter, deadening outside noise. And they're very easy to clean. Residence of Mrs. J. H. Loucheim, Jr., Philadelphia, Pa.



GLASS BLOCKS

Manufactured by
PITTSBURGH CORNING CORPORATION
Distributed by
PITTSBURGH PLATE GLASS COMPANY
and by W. P. Fuller & Company
on the Pacific Coast

"PITTSBURGH" stands for Quality Glass

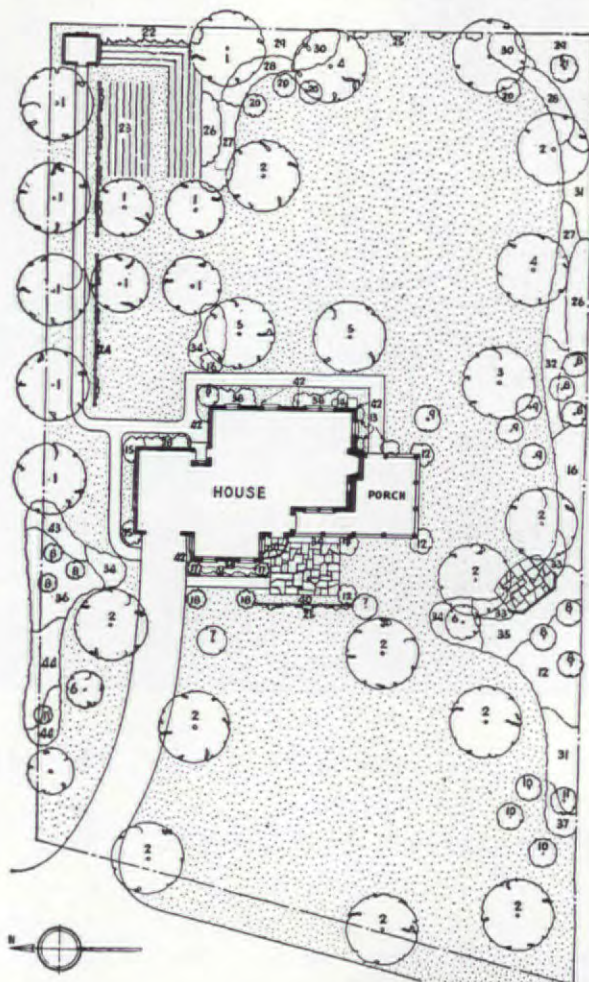
At the New York World's Fair, visit the Glass Center Building

Long and low in the Midwest

[Continued from page 29]

taken care and thought. The flooring is made up of planks of random width and the fireplace wall is paneled in vertical knotty pine boards beautifully finished.

(We'll describe the finish in detail in a minute.) The same wood is used for built-in bookshelves opposite the fireplace. Other walls are of exposed bricks covered by a warm white casein paint and their tone and texture make a delightful background for the room's furnishings. The fireplace is a huge affair spreading along most of one wall; it has a mantel equally long and it is faced with

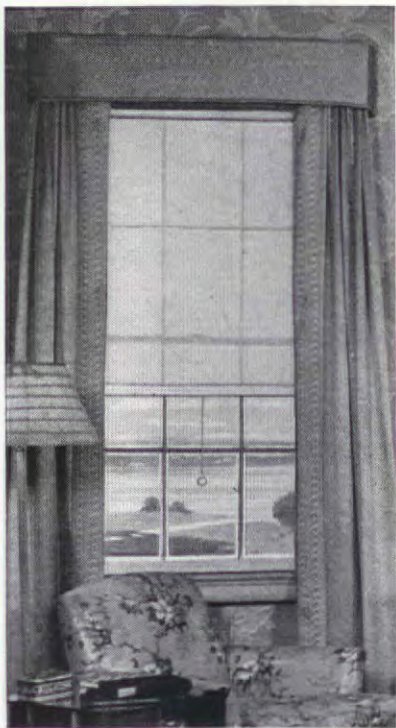


A planting plan for the grounds, designed by Hare and Hare, Landscape Architects, is being carried out gradually and should add about \$250 to the home's total cost

Key To Planting Plan

- | | | | |
|-------------------------|-----------------------------|---------------------------------|----------------------------|
| 1. Fruit trees | 12. Gold Flame honeysuckle | (golden-rain-tree) | 33. Spirea Anthony Waterer |
| 2. American elm | 13. Mahonia | 22. Blackberries | 34. Regal privet |
| 3. Chinese elm | 14. Flowering almond | 23. Vegetables and small fruits | 35. Common lilac |
| 4. Hackberry | 15. Japanese barberry | 24. Grapes | 36. Elderberry |
| 5. Hard maple | 16. Persian lilac | 25. Climbing roses | 37. Rhodotypos |
| 6. River or white birch | 17. Globe cedar | 26. Smooth sumac | 38. Froebels spirea |
| 7. Redbud | 18. Pfitzer juniper | 27. Fragrant sumac | 39. Euonymus patens |
| 8. Lombardy poplars | 19. Japanese lilac | 28. Snowberry | 40. Flowers |
| 9. Flowering cherry | 20. Japanese flowering crab | 29. Wild plum | 41. Vinca minor |
| 10. Red haw | 21. Koeleruteria | 30. Japanese quince | 42. Japanese creeper |
| 11. Wild crabapple | | 31. Grey dogwood | 43. Bush honeysuckle |
| | | 32. Forsythia | 44. Mockorange |





LONG-LASTING BEAUTY

Columbia WINDOW SHADES

THE INSTANT you dress your windows with the exciting new colors of Columbia genuine cloth shades, your home takes on an overtone of charm and good taste.

NEW COLORS FOR SPRING

Your Columbia dealer is now offering a wide choice of colors including LEGHORN, PARCHMENT, and beautiful PEACHSKIN, so popular with decorators this season. These lovely colors may be had in all types and styles of shade cloth.

YOU PAY NO MORE

There is no added cost for Columbia high quality, genuine cloth shades mounted on Columbia rollers . . . you need pay no more for the best. And you get the extra value in wear, charm, and all around satisfaction that established Columbia as America's leading manufacturer of shade cloth and rollers.

WHERE TO BUY

It is easy to buy genuine Columbia window shades. There are stores and shops everywhere to take care of your needs. Don't be fooled about price and quality—look for this sign, displayed by your local dealer, when you buy, and always ask for Columbia cloth shades mounted on guaranteed Columbia Shade Rollers. Then you will be delighted with your purchase and sure of window shades that give long wear and added charm to your home.



THE COLUMBIA MILLS, INC.
225 Fifth Avenue, New York

bricks which were carefully selected for their variegated light tones, among them boiler fire brick with the beautiful colors produced by extreme heat.

The entire room proves that achieving a warm and hospitable atmosphere isn't just a question of how much money is spent. All of the essentials of gracious living usual to a much larger house have been included. The large reception hall just off the living room has an unusually roomy guest closet at the left of the entrance. A Dutch door leads from the hall to the open terrace and tiled porch. Placing this door to the porch in the hall provided adequate wall space for furniture in the living room and made the paneled wall treatment and furniture grouping about the fireplace possible.

The paneling around the mantel and the bookshelves is stained a warm grayish tone. First the boards were brushed with a coat of Venetian red, chrome yellow, and raw sienna. These colors were blended by wiping them with a cloth. Then the surface was painted with a coat of lamp black. This in turn was wiped off with a cloth to accent the highlights. Then the surface was waxed. The result is a heather-toned surface, with a soft chameleon-like effect—a perfect background for furniture because it picks up color in an astonishing way. Place a red chair by it and it displays a warmth of reddish highlights. Shift this for a blue sofa, and the background suddenly takes on an equally lovely purplish-blue tone. The same is true with orange, green, rose, gold and other tones. Each color is immediately reflected in the background, blending all the colors in the room harmoniously.

Ingenuity is evident repeatedly in this small home. After designing the decorative, functional shelves and cabinets in the dining space, Mr. Eldridge proceeded to assemble a dining table. Taking a typical model with lyre ends, he painted it white, took off the top, and replaced it with a sheet of heavy glass. Then he installed vertical glass rods in the lyres, using the common garden variety of glass towel bars found in the five and ten cent store. They give the table a smart modern appearance and their humble origin is never suspected. Another novelty is Mr. Eldridge's use of plate glass on the walls around the bath tub instead of tile or linoleum. A gay cretonne was applied to the wall with a mixture of cornstarch and vegetable adhesive and the glass put over it. It has proved very practical and decorative. The floor linoleum picks up the cretonne color.

ing things we love regardless nature's plan. Making anything as extraordinary as a garden within the house seemed to call for unusual and fantastic scheme.

We did not limit either our or our paint brushes. We have crimson ramblers of June sprang over the fence top and climbing up one end of the white cottage wall. Against every law of nature we have lilac, forsythia, and spiraea growing in full bloom at one end of the terrace. All of our favorite flowers showing through the pickets and above them, are just as am consistent. We

We tore a page in The AMERICAN HOME to show how easy it is to mend with . . .

TRANSPARENT

with blue deck chairs drop-leaf table. and our garden kept on the hanging under the window. And white watering can more ornamental than in this perpetual garden its presence lends a not ticality as do the har tools in a blue w one corner of the

In this garden living room to call it a ment a justify more used in days of other the exp dollars welcome some builders case is approxi sand dollars a room would have been minus all tradi New England thrift to have continued to use this precious space for a storeroom, as it had been the first year spent in our

SCOTCH Cellulose TAPE

Seals without Water!

TRY this simple new way to do a hundred-and-one home and office tasks — mending, sealing or holding — with Scotch Tape.

Then you will understand why thousands are saying, "I just can't get along without it!"

This magic tape, made of heavy weight cellophane, is fully transparent and seals tightly with a touch of the hand . . . no moistening required . . . no messy fingers.

At Stationery, Drug, Hardware, Department and 5 & 10c Stores . . . or mail coupon below.

UTILITY DISPENSER, WITH 300" ROLL 25¢ COMPLETE



MENDS Torn books and sheet music . . . transparent aprons and capes . . . window or lamp shades . . . curtains . . . wallpaper . . . maps.
SEALS Gift packages . . . lunch packages . . . incinerator packages . . . jam and jelly labels . . . envelope flaps . . . mothproof bags.
HOLDS Snapshots in albums . . . clippings in scrapbooks . . . shelf paper in cupboards . . . coins to letters for mailing . . . window posters.

WHAT YOUR DEALER'S OR SEND COUPON BELOW

SCOTCH TAPE—791 FOREST ST.
DEPT. AH40, SAINT PAUL, MINN.

Gentlemen:

Please send me a 300 inch roll of Scotch Tape in the new utility dispenser, for which I enclose 25 cents

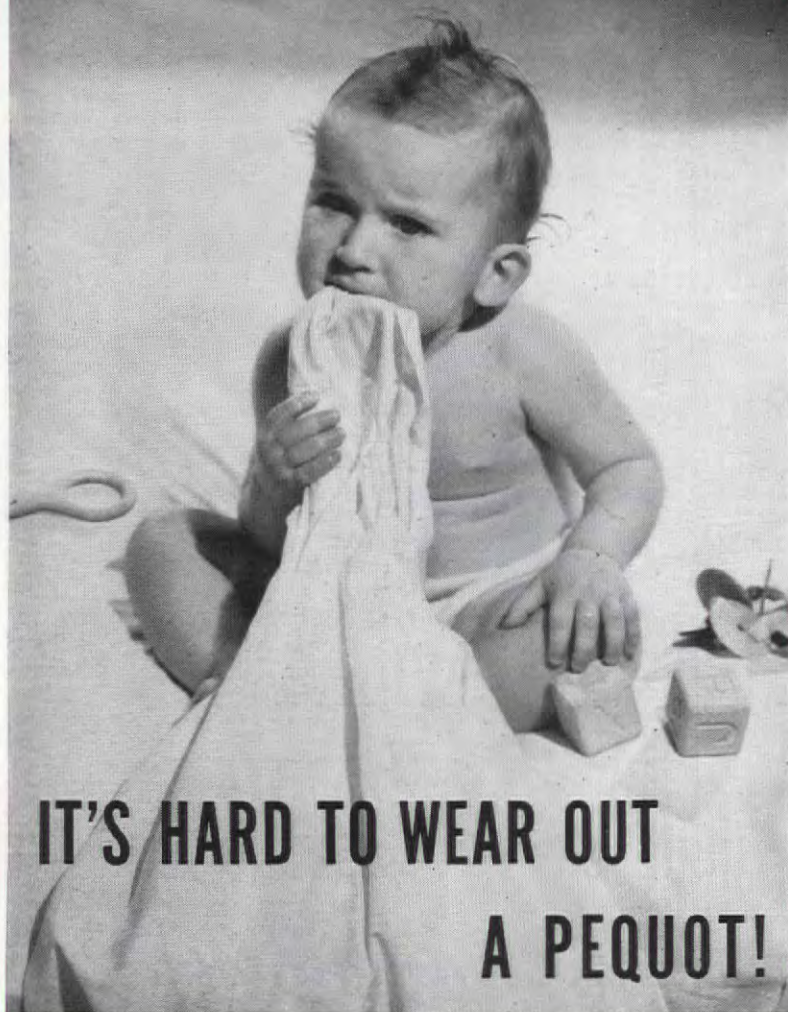
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MADE & PATENTED IN U.S.A. BY MINNESOTA MINING & MFG. CO., SAINT PAUL, MINNESOTA
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FOR ALL OTHER COUNTRIES—ADDRESS DUREX ADHESIVES CORP., 43 WALL ST., NEW YORK, N.Y.

She's learning early...



**IT'S HARD TO WEAR OUT
A PEQUOT!**

HERE'S a bride of 1960, making her first test of Pequot wear. Her tooth test is new, and we're for it. Pequot invites tests—urges tests—any kind of wear test you can devise.

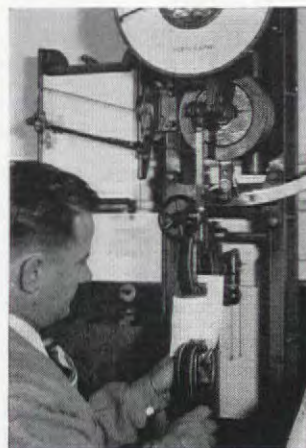
We've passed laundering tests, laboratory tests and—hardest of all—the housewife test! Women have voted us the most popular sheet in America. And we're looking for new worlds to conquer!

So... what's *your* wear test? A husky, growing family? Unusual washing conditions? The harder your test, the better we'll like it—and the better you'll like Pequot.

Just don't let rich appearance surprise you, when you buy Pequots. The same superior cotton and firm weave that make Pequots look so luxurious, also make them strong. You'll put Pequots on your guest beds for luxury—on *every* bed for wear.



Luxury You'll Love! S-t-r-e-t-c-h and relax, in the smooth luxury of Pequots! These crisp, snowy sheets invite sleep—the firm weave keeps the sheets fresh longer. Pequot Mills, Salem, Mass.



U. S. Testing Co. of N. Y. checks Pequot Sheets bought at random in many cities. Every sheet has exceeded government standards for weight, thread count, breaking strength!



The small, well-planned kitchen is a model of efficiency. Little cupboards and shelves are tucked away in every available spot, but always with proper regard for their use. Another ingenious note is a built-in breakfast table for two, more evidence of Mr. Eldridge's originality. The top of this table, 20"x24"x2" thick is waxed and polished, and serves the added purpose of an ever handy breadboard.

The bedroom, bath, and kitchen all open off a small hall, making access possible without passing through the living room. The house faces west, and the living room and bedroom are placed to get the southwest summer breezes. The garage, on the north, shelters the house from country blasts and is conveniently reached from the rear vestibule. It is large enough to provide extra storage space.

—BESSE KIBBEY PALMER

Building Data

Foundation—18" Rubble stone.

Exterior walls—9" used common brick.

Roof—Wood shingle laid 4 inches to weather.

Insulation—Blanket wool insulation.

Woodwork & Trim—Interior partitions of living room, dining room, bedroom, and entrance hall of 10-inch pine boards applied vertically with tongue and groove V-joint. Bathroom and kitchen of plaster.

Windows — Stock, 8 light double hung sash.

Interior doors—5-panel doors.

Heating—Circulating air gas furnace.

Plumbing—Chromium leg, enameled iron lavatory. Vitreous china stool. Apron front enamel iron tub. Flat rim sink. Automatic hot water heater.

Bathroom—Linoleum floor. 5 ft. 6 in. plate glass wainscoting with figured cretonne mounted to back side.

Size—Overall dimensions including garage and porch 60 ft. by 33 ft. Area—House proper, 932 sq. ft.; garage, 222 sq. ft.; porch, 292 sq. ft.; terrace, 240 sq. ft.

Cost of building, excluding land—approximately \$4,000.

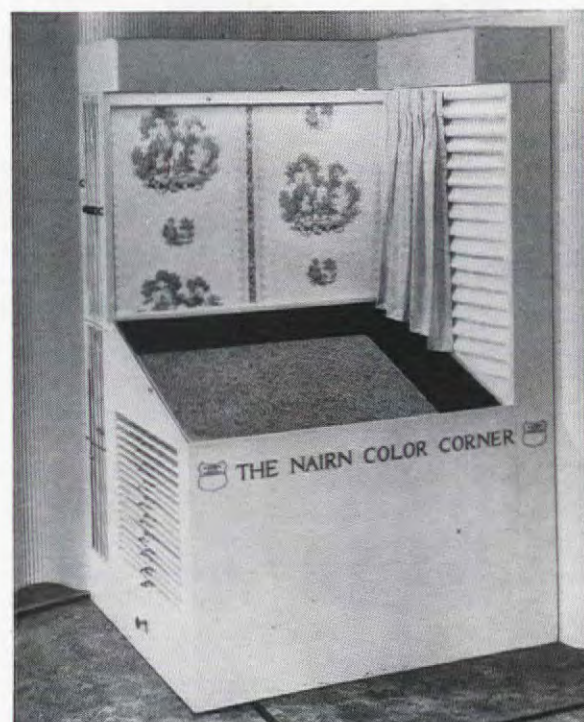
Summing up color

[Continued from page 22]

As a matter-of-fact, you don't always have to depend upon yourself alone in working out colors for your house. In a good many cases department stores, paint stores, and furniture stores have devices of one kind or another which help you to visualize the scheme you have decided upon and serve as a check on your own judgment.

For instance, some linoleum departments have the Nairn Color Corner, shown in the illustration directly below. Wallpaper and linoleum panels slide in and out, and there is quite an assortment of patterns and colors, so that you can experiment and decide which wallpaper, floor covering, and drapery will make the most harmonious interior.

Many paint stores this year will be able to show you Sherwin Williams Paint and Color Style Guide, a giant size book filled with full-color photographs of house exteriors, as well as interiors, including living rooms, dining rooms, bedrooms, and kitchens. The photographs are of actual homes, nothing that has just been dreamed up by an artist, and show so many different ideas for color handling that



SCIENCE BRINGS YOU THIS NEW ESSENTIAL OF MATTRESS HYGIENE

"ON GUARD AGAINST GERMS... WHILE YOU SLEEP"



The Sanitized* ticking: actively Antiseptic... acts to Deodorize

"Good night, sleep tight!" There's a blessing in your voice as you bundle her into what you hope is sound, healthful sleep. BUT... do you realize that unfriendly germs, picked up through use and handling, can breed at will in your mattress ticking—no matter how carefully you brush or air it?

Now — "bacteriostatic" ticking brings new protection

Now science offers you lasting protection, with mattresses whose tickings are Sanitized. This amazing process renders the ticking bacteriostatic (actively antiseptic,

thus insuring practical self-sterilization).

Bacteria do not propagate in Sanitized mattress ticking. It is on guard against germs while you and your loved ones sleep. And the self-sterilizing effect lasts indefinitely.

Skin-safe... acts to deodorize

"Sanitized" is tested by independent public laboratories—approved by high medical and bacteriological authority. Sanitized ticking is *control-tested*. The process is harmless, won't irritate the skin. Odorless itself, the Sanitized ticking acts to prevent the formation of body odors in the mattress.

Look for this label to identify mattresses with genuine "Sanitized" ticking. Fine stores in your community feature them. Investigate now, for your family's protection.



*The name "Sanitized" is registered U.S. Pat. Off. Sanitized Antiseptic and Sterility Standard available on request by physicians and others interested. Sanitized Bedding Associates, Inc., 128 W. 31st St., N.Y.

Sanitized MATTRESS
TICKING

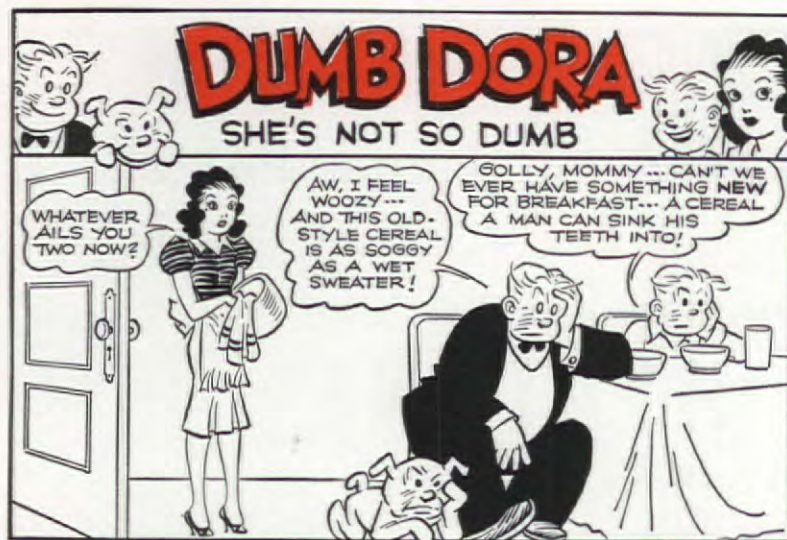
actively Antiseptic... acts to Deodorize



HAVE YOU STOPPED TO CONSIDER how intimate a thing your mattress is? As you sleep, warmth and moisture from your body can cause germs to breed more rapidly. A Sanitized-ticking mattress is always hygienic, because it's bacteriostatic (actively antiseptic).



YOU CHANGE YOUR BED LINEN, but you can't wash your mattress. The Sanitized ticking keeps your mattress as hygienic, as sweet and fresh as if you bought a new one every week. The Sanitized process acts to prevent the formation of body odors in the ticking.



NOW A CEREAL FLAVOR SO NEW, SO DIFFERENT, IT'S GUARANTEED TO PLEASE OR YOUR MONEY BACK!

HERE'S A flavor so sensational it's protected by U. S. patent. A flavor so delicious that it makes a hit with everyone in your family—or you get your money back. The money-back guarantee is printed on the bottom of every package.

And flavor's only half the story. Made of whole wheat with all the wheat germ and bran left in, Shredded Ralston is rich in energy, mildly laxative, easily digested. Order a package tomorrow.

Shredded Ralston
Toasted WHOLE WHEAT, Malt Syrup, Salt
RALSTON CEREAL COMPANY, ST. LOUIS, MO.

Flavor process U. S. patent No. 2,098,044
Ralston Cereal Company
St. Louis, Mo.

you are bound to find several that will satisfactorily meet your particular problem.

In many drapery departments you will find a "Blend-a-Graph," a huge color-wheel designed by Riverdale Mills, which manufacture drapery materials. The wheel turns to show three harmonizing fabrics for each of the eight color schemes which the firm has found to be the most popular this year. If you wish to use burgundy in your room, for instance, you can turn to that color and see together a printed fabric for draperies or slip-covers or both, perhaps a stripe, and a smaller print, not all matching, but put together with real imagination to show harmonizing fabrics.

Slip-cover material departments in a number of stores by

way of color suggestions, are showing a sofa and two chairs covered in perhaps a print, a stripe, and a plain material, again not exactly matching, but beautifully harmonized.

In upholstered furniture departments, you are likely to find color charts showing the different colors in furniture covering fabrics that will live happily together; if there are no charts, the chances are the furniture will be grouped to suggest the various colors which may be most successfully combined.

So, when shopping in your favorite store, keep your eyes open for these various helps in choosing your color scheme, helps which are insurance against bad mistakes and which will achieve the distinction and charm you want in your home.

West: \$2,990 in Los Angeles

[Continued from page 28]



A view of the development showing several of the four types of houses taken before planting and finishing details had been put in. The Bermuda farmhouse type has the same plan as the Cape Cod house plus a long front porch. Shutters and landscaping are also added



Avery

6. Their financing arrangements with a large West Coast finance company, eliminating much "red tape." To quote their sales literature: "We own the acreage. We plot the lots. We put in the street improvements. We furnish the plans. We secure the permits. We buy in quantity, wholesale. We keep our own workmen steadily employed. We dig the foundations and pour the concrete. We erect the dwelling. We arrange the financing. We sell direct." They undertake the whole house as one operation and an owner can usually move in within 60 days after signing the contract.

The floor plan incorporates approximately 800 square feet, which includes living room, dinette, two bedrooms, bath, kitchen, service porch, central hall, three closets,

and a single attached garage. The house equipment includes standard plumbing fixtures, sixteen electrical outlets, automatic water heater, laundry tub, linoleum flooring on kitchen, bath and service room, tile kitchen drain, and oak floors. Electric bathroom heaters. Overhead garage door. Specifications conform to FHA requirements.

The Bermuda house has a porch completely across the front with a double window and a single one on the front wall instead of two single ones, but it sticks to the basic plan. Some houses may have their garages on the right side, others on the left; they may use different trim, finish materials, or color, or have different window locations—but the room sizes and their relation are fixed. The ex-



Read these letters from families who have bought their *second* refrigerator!

They are honest, simple, straightforward. They tell why more people every year are changing to Servel Electrolux—the only automatic that freezes silently with **NO MOVING PARTS!**



1 "This time we wanted silence—and no fooling!" writes Mrs. G. P. of Atchison, Kan. "Naturally, our choice was a Servel Electrolux. You can't hear a thing, even though you're right beside it in the kitchen. And friends tell us you never will!"



2 "What a relief—no moving parts to wear!" That was reason enough for us to change to a Servel Electrolux," says Mrs. S. P. of Brooklyn, N.Y. "To anyone who's had experience with another kind, the idea of a refrigerator that works without machinery seems almost too good to be true!"



3 "Its simple operation convinced us that the gas refrigerator was the one to get this time!" reports Mrs. W. J. C. of Dorchester, Mass. "When we saw how a tiny flame takes the place of parts that move, we decided that Servel Electrolux ought to last us a mighty long time. And never get noisy, either."



4 "We can't say enough for the way it saves!" says Mrs. H. R. A. of Dallas, Texas. "Of course, my husband always takes the credit for changing to a Servel Electrolux. But really it was my doing. Our gas refrigerator runs for just a few cents a day, and this cost does not increase. Another thing, we never have to put out a penny now for repairs."

AND BESIDES...THE 1940 SERVEL ELECTROLUX IS ADAPTABLE TO YOUR EVERY NEED!



**MOIST COLD
DRY COLD
you get
BOTH!**



DEW-ACTION FRESHENER. Moisture falls like dew from the under side of glass cover... keeps fruits and vegetables garden-fresh.

DRY OR MOIST MEAT STORAGE. Permits you to have dry cold or moist cold for meats, simply by changing position of the cover.

PLUS... these other big features: Adjustable Interior Arrangement, Frozen Food Storage Compartment, Trigger Release for Trays, Flexible Metal Ice Cube Release, 3-Position Sliding Shelf, One-Piece Steel Cabinet.

SEE SERVEL AT YOUR GAS COMPANY or neighborhood dealer's showrooms. Remember, your own gas company offers prompt service facilities for every Servel Electrolux it installs.

The
SERVEL
ELECTROLUX
Gas Refrigerator

Important

IF YOU LIVE BEYOND THE MAINS,
THERE ARE MODELS TO RUN
**ALSO ON BOTTLED GAS
TANK GAS or KEROSENE**

Write for details to Servel, Inc., Evansville, Ind.

NEW VALUE! Economy Set #179. 9-piece
Ovenware set contains 6 custard cups in
handy cooking rack, 9½" pie plate,
and brand-new 8-oz. level-full red-
marked measuring cup! Gift packed, **79¢**



VISIT THE SPRING
DISPLAY OF PYREX WARE
AT YOUR FAVORITE STORE

LOOK what's happened to
Pyrex ware sets! Unit prices
were reduced 30% to 50%
in the past two years and
now there are new savings
on sets. Visit your favorite
dealer's during the Spring
display while selections are
complete. Every piece pro-
tected by famous replace-
ment offer. Corning Glass
Works, Corning,
New York.

NEW! PYREX SETS AT NEW SAVINGS!



GIFT SET #245. 11 pieces: contains 9½" loaf pan, 1½ qt. knob casserole, 10½" utility dish, 9½" pie plate, six 4-oz. custard cups, and new 8½" cake dish, gift boxed, now only **\$245**



HOME BAKER SET #295. 17 pieces: 12½" utility dish, 8-oz. measuring cup, 9½" loaf pan, two 8½" cake dishes, 6 cus-
tard cups, cooking rack, 9½" pie
plate, 4 deep pie dishes..... **\$295**

WHAT HAPPENED 2 YEARS
AGO THAT 7 OUT OF 10
WOMEN DON'T REALIZE?



PYREX OVENWARE
PRICES WERE
REDUCED 30% TO 50%



NEW, LEVEL-FULL NEATEST TRICK of all! OVAL OPEN baking
8-oz. measuring cup, Cake dish with han- dish for meat pies and
with red mark- casseroles, with pie plate
ings. Resists cover. 3 qt. size
fruit juices. Only **15¢** 55¢; 1½ qt. 45¢; 1 qt. size now **35¢**

DOUBLE DUTY round
casserole, with pie plate
cover. 3 qt. size
95¢; 2 qt. 75¢; 1½
qt. 65¢; 1 qt. size **50¢**

Exciting Spring Values
IN PYREX FLAMEWARE



FLAMEWARE sauce- **REDUCED!** Flameware
pans, detachable handles. 3 sizes **\$165**
size was \$3.25, now only..... **\$295**



A FEATURE ATTRACTION! Round,
individual deep pie dishes. Absorb
½ more oven heat. Bake bet-
ter eggs, cobbler, spaghetti,
vegetables. 12-oz. 15¢. 8-oz. **10¢**

**PYREX
OVENWARE-
FLAMEWARE**

terior differences give necessary
variety and individuality to the
houses and avoid the usual dreary,
depressing effect of develop-
ments where there are rows of exactly
the same design. It is also possible
for the purchaser to add addi-
tional features to his house while it
is being constructed if he wants to
pay a higher down payment and
monthly installments. A double
garage, fireplace, a floor furnace
instead of the individual room
wall heater, can be added to the
equipment. The total cost doesn't
include landscaping, the laying of
walks, or the house driveway, but
Mr. F. S. Bauersfeld, the devel-
oper, is getting into this field too
by buying carload lots of shrubs,
trees, and plants, and selling them
to the house owners at cost.

R. L. CAPELL

Housecleaner's bridge

[Continued from page 48]

all to see. Three employed the
ridiculously houseclean-y cover
picture on a current magazine.
Several rose to poetic heights
which far outstripped the prize-
accompanying doggerel.
And not a soul, I still insist,
noted that the hostess's front
porch needed painting. Perhaps it
was because of those flanking
brass buckets of lilac and crab
bloom which I tucked at the last
moment on each side of the
checked—and very soon to be
fixed—doorstep. But I rather like
to think it was because going to a
party in housecleaning season is
such a very great deal of fun.

Mr. Earl Lifshy's kitchen-dining room

[Continued from page 47]

over eight feet. On the underside
of this new counter we added two
more drawers like the three that
already were built into the cup-
board itself, giving us a row of
five convenient utility drawers.
According to the original plan
we had made no provision for a
kitchen table or one of the usual
dinette sets. We had a very spa-
cious separate dining alcove, but
since breakfast during the week
was invariably an eat and run af-
fair, we wanted a breakfast bar
arrangement that would accom-
modate two with ease. So . . .

At the far end of the new eight
foot counter we included a drop
leaf table about two feet square,
with rounded corners. This was
fastened to the side of the counter
by a chrome plated piano hinge.
Because we had decided to use
chrome plated bar stools (30
inches high, with black tops), we
also decided to use the same kind
of chrome legs for the table sup-
ports. The rear support is U
shaped, about 20 inches across,
and slides back and forth on
tracks so that the drop leaf table
bar can be raised or lowered.
To cover this counter, table and
back splash we used shining black
linoleum, with aluminum trim.
The dozen electrical outlets came
next—in a plug-in strip attached
to the wall. Finally we bought an
extra chrome leg which slips into
place to lend extra support to the
drop-leaf when needed.



Curtain, Fall River Curtain Co. Apron: Malley Mfg. Co.

To the guest of the day whose style's up to snuff
Go these gay modern twins which sure are enough.
To convince a "best beau" he's made quite a catch
In his pert kitchen vision with curtains to match.

THE AMERICAN HOME, APRIL, 1940



Why do so many building experts choose **STEEL WINDOWS?**

They cost less, fit any style of architecture, stay tight and require little maintenance.

WHAT type of windows shall we put in our new home? That's a question every prospective home owner has to answer. To help you decide, we went to leading architects and building men in various parts of the country.

Here are some of the facts we discovered: Out of 52 recent housing developments, 88% used steel windows! This great preference is due to a number of advantages—steel windows cost less to install and practically nothing to maintain. They can be used with any style of architecture. They let in more light, are easier to operate and stay tight.

A well-known architect told us, "We use steel windows in most of our homes because they've proved entirely satisfactory over a period of years." The president of a large firm of building contractors said, "We've used steel windows consistently with excellent results. No troubles at all." The manager of a large group of homes said, "The only expense we've had in 4½ years was one coat of paint. Our tenants like steel windows." A heating contractor with wide experience said, "Steel windows stay tight and help to keep heating costs low."

Architects, builders, heating contractors, owners — all indicate a growing preference for steel windows. Write for more information.

CARNEGIE-ILLINOIS STEEL CORPORATION Pittsburgh and Chicago
COLUMBIA STEEL COMPANY San Francisco
TENNESSEE COAL, IRON & RAILROAD COMPANY Birmingham

Scully Steel Products Company, Chicago, Warehouse Distributors
United States Steel Export Company, New York

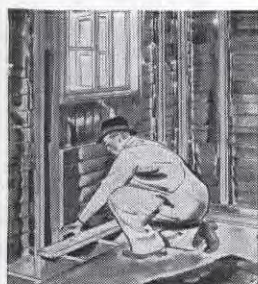


LOOK FOR THE U-S-S MARK

The U-S-S Symbol placed by the manufacturer on any finished steel product is your assurance that he has used the best steel he can buy for its purpose.



Steel takes the work out of housework—cupboards, cabinets, sinks, tables made of steel are so much easier to clean. Make your house look modern.



Cold steel now keeps you warm—steel insulation compares in efficiency to best conventional insulation. Already proved satisfactory in thousands of homes.



Double-life for steel work exposed to wet air. U-S-S Galvanized Copper Steel has twice the rust-resistance of plain steel in ducts, gutters, spouting, flashings.



Steel clothes closets—a new idea. Easy to clean, never need re-finishing. Have a place for everything. Mice can't get through them. Cost less than ordinary closets.

UNITED STATES STEEL



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Millions Now Buy with

**BEAUTY AND
SATISFACTION
GUARANTEED**

By this Seal

Unitized
WALLPAPER

➤ Sun Tested

➤ Wall Tested

AND

GUARANTEED



NO LONGER need you buy wallpaper with your fingers crossed! Many hundreds of thousands of women have found a new way to give homes the added charm and beauty that fine wallpaper offers—and do it with confidence, safeguarded by a written guarantee of complete satisfaction!

For the first time, leading decorators, wallpaper dealers and paper-hangers everywhere are featuring papers that are UNITIZED AND GUARANTEED!... papers designed by foremost American and European artists, produced by improved methods, pre-tested and certified by experts, and guaranteed to you in writing!

These UNITIZED Wallpapers are guaranteed to hang perfectly, to be correct in style and pattern, and to meet special high standards for sun-fastness. And they are guaranteed to be genuinely washable if marked "Washable."

WASHABLE

GUARANTEED BY
GOOD HOUSEKEEPING
AS ADVERTISED THEREIN

When selecting wallpaper, be sure to look on the back of the sheet in the sample book for the UNITIZED label shown above. Only papers identified by this seal are backed by the written UNITIZED WALLPAPER GUARANTEE!

JUST OFF THE PRESS! "Style & Charm"—a colorful, well-illustrated 24-page book crammed with simple, practical ideas and suggestions to help you plan charming, livable rooms at little expense. Mail coupon for your copy, with 10c (stamps or coin) to cover cost of handling and mailing.

See the New Unitized Wallpapers During

**NATIONAL
WALLPAPER
STYLE SHOW**

At Leading Stores—March 20 to April 20

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Unitized Wallpaper Factories
3330 W. Fillmore St., Chicago, Ill.
Please send copy of "Style & Charm," for which I enclose 10c.

Name.....

Address.....

City and State.....



Varied walls and doorways on a typical Clairton street. Both five and six room houses have attractive color schemes

Doing an old style in a new way

[Continued from page 32]

the architects devised 40 exterior variations for the two types of plans by facing the houses in different directions, varying their entrance hoods, porches, and windows, and using a variety of colors for the roofs and trim.

8. They have steel fireproof stairways made in the factory and shipped to the house in a single unit. They can be installed with four bolts in five minutes and have linoleum treads.

9. In each room the wall finish is a tinted covering which takes the place of plaster and wall-

paper. It is applied right to the wall sheathing from floor to ceiling without a joint.

10. The closets come from the factory ready made too, complete with hooks, shelf and a reinforced steel door which is hung on the job with a continuous piano hinge.

11. The toilet, tub, and washstand of enameled steel are built in as part of the porcelain enameled steel panels in cheerful



Enamel finish baked on the shutters means no painting. Welded steel door hood is made in one durable piece



The Sink and Cabinets
illustrated—
installed on FHA
plan for **\$12⁹⁵**
per month

They have to pinch their pennies *But still they can afford* **A CRANE KITCHEN**

THIS family has to make every penny count. You never would think that on their income they could afford such a beautiful, carefully planned, modern kitchen as this.

They, too, thought that because Crane Equipment is so high in quality, it must necessarily be high in price. Then they checked with the plumbing contractor and found that a Crane Family Planned Kitchen complete to the last detail with its many step-saving conveniences actually cost far less than they expected. They also found that they could easily

afford it on the monthly budget plan. In the complete Crane line of sinks you will find just the one best suited to your needs and to the space you have at your disposal as well as to your budget.

Make a note now to visit your Plumbing Contractor and let him help you secure a plan exactly made for your kitchen, containing all the conveniences you have always wanted. Or, if you are interested in modernizing your kitchen, send the coupon below for "Family Planned Kitchens," a book full of practical suggestions on kitchen planning.



CRANE

CRANE CO., GENERAL OFFICES: 836 S. MICHIGAN AVE., CHICAGO

VALVES • FITTINGS • PIPE • PLUMBING • HEATING • PUMPS

THE AMERICAN HOME, APRIL, 1940

Crane Co.
836 S. Michigan Avenue, Chicago, Illinois
Gentlemen: Please send me a copy of Family Planned Kitchens.

Name.....

Address.....

Town..... State.....

AM-4-40

PHOTO © 1940—C. D. KARR



MOUNTAIN INN

PEACEFUL AS SLEEP ON A SPRING-AIR MATTRESS



Unlike anything you have ever experienced, Spring-Air literally seems to "lift you up". Fact is, you'll probably think that such soothing comfort is too good to last—but Spring-Air's time-proven 15-year construction guarantee is your assurance of never a "let-down". Always restfully buoyant, night after night, year after year, Spring-Air is indeed the most luxurious, yet the *thriftiest*, of mattresses to own.

COMFORT FOR KEEPS

Because of its guaranteed Karr-built spring construction—famed for its refinement of design and manufacture—Spring-Air has established itself throughout the continent as the quality mattress of the field. You will have good reason to be pleased when you change to the mattress that is found in our best homes, hotels, and hospitals.

SPRING-AIR COMPANY
General Offices • HOLLAND, MICHIGAN



SEE THE NEW STYLES
..\$45.00 to \$24.50..
AT ALL GOOD DEALERS

SpringAir
TRADE MARK REG. U.S. & CAN. PAT. OFF.

GUARANTEED
MATTRESSES
AND BOX SPRINGS

colors which cover the lower part of the walls and the tub wall.

12. All the baseboards in the rooms are of steel with a colored enamel finish and include a cove molding. Both finish and molding make cleaning easy.

Building Data

Foundation: 3" concrete slab cellar floor. Basement walls: 8" x 8" x 16" hollow tiles. Sheet steel termite shields, waterproofing.

Walls: Exterior; asbestos shingles and building paper laid on plywood sheathing nailed to 2" x 4" studding. Interior: Ply wood sheathing covered with special pliable wall finish.

Roofing: Asphalt shingles, building paper, plywood sheathing, on 2" x 8" rafters.

Insulation: Sheet steel insulation.

Flooring: Red oak in principal rooms. Chromalin in bath and kitchen. Porch, finished concrete.

Stair: Steel, Chromalin treads.

Exterior finish: Colored porcelain enameled steel cornice, corner boards, rake pieces, shutters, windows, and front entrance hoods.

Interior finish: Colored enameled steel base and cove moldings. Bathroom, colored enameled steel panels.

Kitchen equipment: 60" porcelain enameled steel sink. Steel cabinets.

Bathroom equipment: Colored porcelain enameled steel tub and washstand.

Heating: Two gas-fired hot water systems.

Colonial village near Pittsburgh, Pa.

[Continued from page 32]

to the low-cost home in dead earnest. These houses and other original small houses, turned out here and there for surprisingly low prices, have served as trail blazers in this new venture.

There have been many suggestions for low cost homes in recent years: plywood houses, concrete slab houses, steel houses, prefabricated portable houses, and houses built of ready-made parts. Some have only been sketches on paper and others have been practical achievements like these Clairton homes, with four walls and a roof over them. There have been a lot of theories tossed around too on "dymaxion" houses and "mobile" houses and even houses hung on a pole which have confused laymen like ourselves and have made absolutely no sense to the average family looking for a place to roost and hang its hat. For the only thing that a family wants is an actual home. It can't hang its hat on a theory.

Developing better, cheaper houses has required a lot of experiment, has been trial and error work, but it has made several things quite clear. The Clairton houses are evidence that low cost homes won't be all of one, Modern type. Traditional styles can be built cheaply and easily too. There will be different types of homes built in different parts of the country and we'll still have our choice of architectural styles. The coming low cost house won't be an all steel house or an all glass house or an all anything house either. It will be a house built of various building mate-



Putting a ready-made fire-proof steel closet in place



A steel stairway arrives on the job ready made. The complete windowframe, sash, and trim, comes in one unit



RUGS AND
CARPETS BY



Made to "go with"

the popular colors in other homefurnishings!

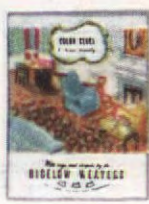
There are ten smart *basic* colors in Bigelow rugs and carpets, and they've been pre-harmonized by Bigelow stylists with the popular colors in fabrics and upholstery. So it's easy now to decorate charming rooms, when you begin with a Bigelow rug or carpet.

But don't think for a minute

that ten basic colors means you are limited to only ten choices! Actually, there are hundreds of tones and shades, plain colors and plain weaves, textures, two-tones and figured designs in all periods. So, ask to see Bigelow rugs and carpets at your nearest department or furniture store tomorrow!

BIGELOW BASIC COLORS—Blue • Rose • Green • Red • Peach • Beige • Brown • Turquoise • Burgundy • Taupe

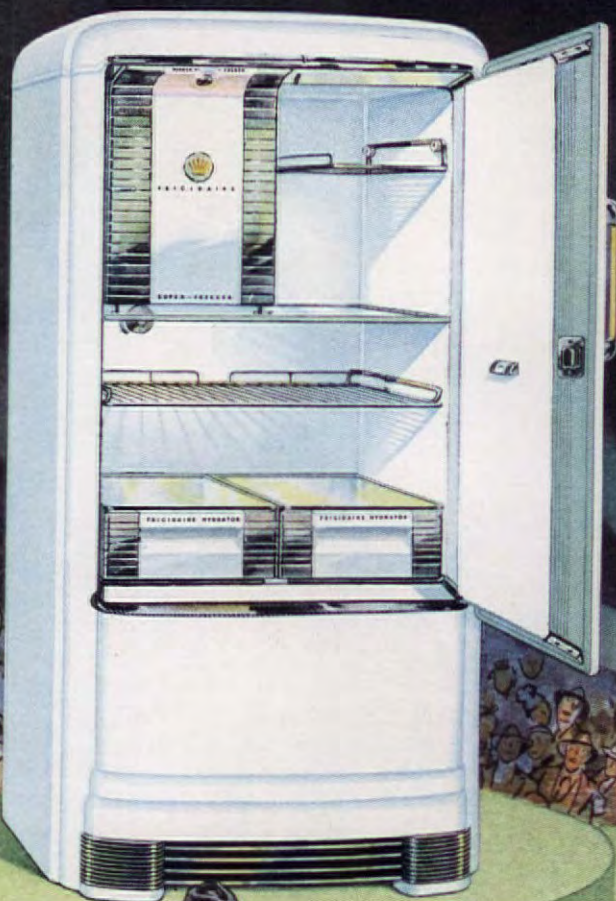
Bigelow quality and craftsmanship cost no more!



FREE! "COLOR CLUES
to Home Beauty." 20
pages; 10 rooms in color.
Ask in rug departments
that feature the Bigelow
label, or write direct to
the Bigelow Weavers,
Dept. 44A, 140 Madison
Ave., New York, N. Y.

Here's your new Frigidaire

IT'S BIG
IT'S BEAUTIFUL
IT'S A BARGAIN



See why FRIGIDAIRE is a Better Buy!

America's No. 1 Refrigerator Leads Again!

with **NEW** Design!

NEW Convenience Features! **NEW** Low Prices!

They inherit a proud tradition, these Frigidaires for 1940... they carry a title to leadership proven by more than 5,000,000 Frigidaires already purchased. They're authentic beauty winners—as glamorous as a world-famous designer could make them—beauty-built to last a generation. And, more important still, they keep food safer and freeze ice faster at lowest operating cost in Frigidaire history!

See what makes them such great, big, beautiful bargains. See their great new features now available in even the lower-priced

models! See your nearby Frigidaire Dealer's "Proof-of-Value" Demonstration. Check Frigidaire's amazing new low prices never before thought possible!

FRIGIDAIRE DIVISION
General Motors Sales Corporation
Dayton, Ohio... Toronto, Canada

**New FRIGIDAIRE COLD-WALL
MODELS at New Low Prices!**

Frigidaire's Cold-Wall Principle, already proven by the experience of thousands of enthusiastic users—is now available at lower prices than ever before. This new principle, that cools through the walls, saves precious vitamins in foods—preserves the freshness, flavor, color days longer. And you don't even have to cover food! Ask for a demonstration!



Double-Easy Quickcube Trays come loose and cubes pop out instantly. No hacking, no melting under faucet. No "gadgets" to lose or misplace. Greatest convenience ever offered.



Glass-Topped Food Hydrators guard freshness of fruits, vegetables, perishables so amazingly you actually see dewy moisture on the glass covers. Preserve color, flavor, for days longer.



New Stainless Chromium Shelves dramatize the beauty of Frigidaire interiors with bright, mirror-smooth luster. Rustless and sanitary. Stay new for years. Can be cleaned in a jiffy.



Extra-Large Meat Tender slides out like a drawer. Saves food dollars every month by properly protecting all kinds of meat and fowl. Also stores 100% extra supply of ice cubes.



One-Piece Steel Cabinet built to last a generation, seals in the insulation and prevents "water-logging" that destroys cold-keeping efficiency. Easiest of all cabinets to keep clean.



Meter-Miser... simplest cold-making mechanism ever built. Self-oiling, self-cooling. Silent, uses less current than ever. Exclusive F-114 Refrigerant, safest ever known!

A WORD OF CAUTION

Some stores may use the name "FRIGIDAIRE" loosely to identify other makes of refrigerators and thus confuse the public. Don't be fooled! If a refrigerator does not bear the "FRIGIDAIRE" nameplate, it is NOT a FRIGIDAIRE and will not offer the advantages set forth in this advertisement.

FRIGIDAIRE is the trade-mark of the refrigerator manufactured by the Frigidaire Division of General Motors—world-wide leaders in the refrigerator, range and motor car industries. Be sure the store you go to sells FRIGIDAIRE, made only by General Motors.



Buy the Favorite
Buy Frigidaire

rials in ready-made units; stock parts in sizes which can be assembled cheaply with a minimum of labor. Maybe you won't be able to have a stairway on which carpenters have worked lovingly for weeks in the coming low-cost home but you will probably have a simple, fireproof factory-made one which has been turned out in one piece.

The high cost of home building is mostly due to the fact that it's been a piece-work proposition. It has been estimated that the construction of a single house requires more than 30,000 parts (not counting such things as nails and screws), involves more than 500 operations like sawing, hammering; etc, uses more than 20 types of tradesmen, and includes more than 200 items of special equipment, such as the parts of your heating, plumbing, and electrical systems and fixtures. It is the piecemeal assembly of all this material which requires the time and labor you pay for. But why should it? Why should a house cost so much and be assembled only by such painful, old-fashioned methods. Your automobile is made up of about 5,000 parts but it can be turned out of the factory like a breeze and it meets the price you can afford to pay. Your mechanical refrigerator, kitchen range, and radio are other examples. Their parts and methods of assembly have been simplified so that they can be produced efficiently, and the same thing can be done to the chaotic business of building a house. The house itself doesn't have to come out of a factory but its essential parts can, just like a refrigerator or a range. Take, for instance, a stairway. Why should you pay for having each tread and riser cut and nailed together, each cove mold applied, each stringer put in place, each baluster fitted and installed if the whole stair can be put together in one, cheaper, more substantial unit in the factory and shipped to you intact?

An Oriental dinner to please the most fastidious Occidental taste

[Continued from page 50]

Curries are becoming increasingly popular in this country, according to the large spice companies of New York. One company thought the World War at least partly accountable for the interest evinced in the dish, many Americans having made their first acquaintance with it at that time in France and England, where people have found it a culinary delight. The Crusades brought spices, a symbol of opulence, bound up with wars and con-

quests, to Europe. And now Europe acquaints us with curry, bound up with legends and traditions, adding to our experiences and our culinary adventures.

To have or not to have a dining room?

[Continued from page 46]

occasional late snacks and Sunday supper parties. Busy mothers like them for every-day meals. Inspired by the efficiency which marks a Pullman dining car steward's pantry, this dining space is connected with the kitchen by a narrow serving counter of two or three shelves. Across these shelves plates, cups and glasses are easily passed. And in reverse order the table is cleared of dirty dishes in a jiffy, with the sink immediately at hand to receive them.

In Andy Devine's California home a sandwich nook fills in an otherwise unused corner of the rustic kitchen. A corner bench padded in dark red leather contrasts with walls of natural waxed knotty pine. Shallow shelves above the bench offer a show-off place for a collection of mugs and various small ornaments.

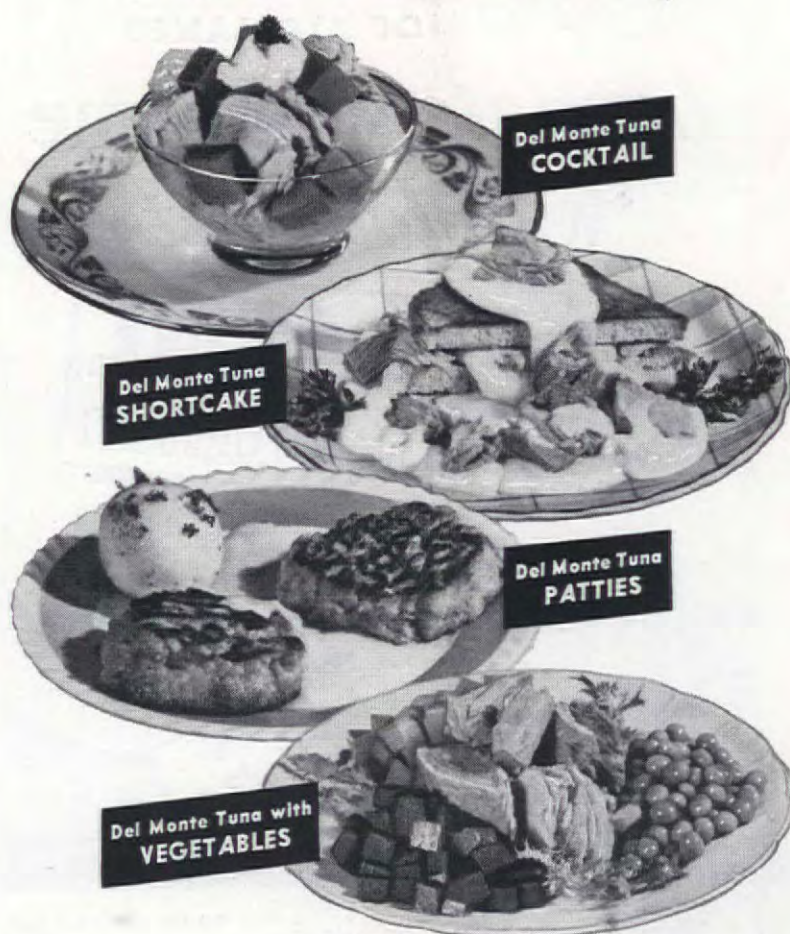
The kitchen with its equipment set in an L-shape often lends itself to a built-in bench and movable table in the unused corner of the room. The walls above it are the place for some bright pictures. Built-in drawers beneath the benches will accommodate playthings which the children are sure to bring in for Mother to see.

In many kitchens built during that haughty period when eating there was taboo, space limitations prevent an otherwise logical change. Folding table and benches which hide away into a wall cabinet when not in use offer an answer. Usually, too, space can be found for a drop-down table hinged to the wall. A further development along this line is the drop-down table which is actually the door to a pottery or china cabinet when it is up in place.

Garden lovers like to get their morning news of outdoor doings from a bay window. A bay will add room to the present limited kitchen for it will jut out into new territory and not cut away from the square footage of the working space. Glass blocks for its supporting wall lend themselves to a circular sweep and add further to the light the bay brings into the kitchen.

Small kitchens have inspired one more attractive plan. The equipment can be hidden by washable curtains or folding Venetian type doors, and small, maybe square tables which exactly match shoved together on company days to seat six or eight persons.

Why should menus ever be dull— TEMPTERS LIKE THESE ARE SO EASY!



And every dish a hit—every appetite happy—when you use this finer tuna!

This appealing quartet is just a starter. Once you really know Del Monte Tuna—the sky's the limit!

But remember — there is a genuine difference in tuna. A difference you can see. A difference you can taste.

As you open every Del Monte can, notice how evenly cut, how smooth-grained this tuna is. Every firm, flaky piece looks grand — is grand!

For Del Monte selects just the smaller, more tender tuna — then packs it in two styles. Solid Pack and Shredded — instantly ready to do you proud. Try *both*!

JUST BE SURE YOU GET

Del Monte Tuna

FOR FINER FLAVOR IN EVERY TUNA TREAT YOU SERVE





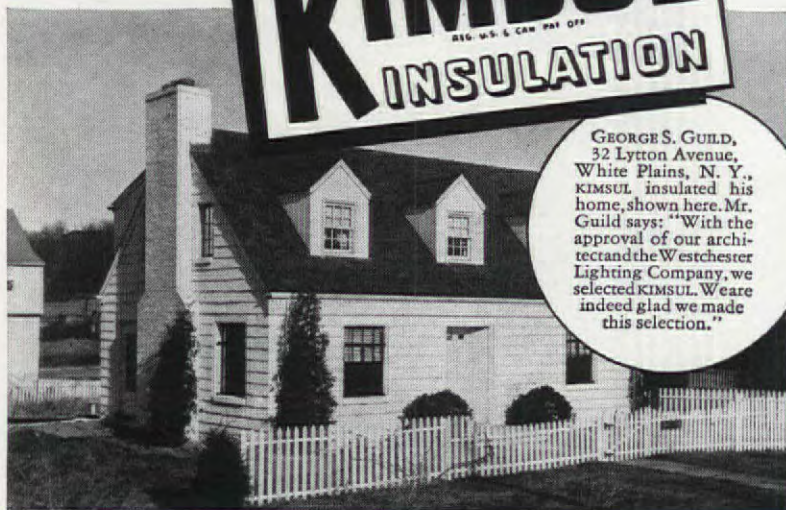
Take a Tip

FROM BUILDERS
OF AIRPLANES

Insulate your home with low-cost

KIMSUL

INSULATION



GEORGE S. GUILD,
32 Lytton Avenue,
White Plains, N. Y.,
KIMSUL insulated his
home, shown here. Mr.
Guild says: "With the
approval of our archi-
tect and the Westchester
Lighting Company, we
selected KIMSUL. We are
indeed glad we made
this selection."

The Magic of Modern Chemistry Produces This Wonder Insulation!

● Insulation selected for important industrial uses must be efficient, long-lived under extraordinary conditions, practicable and low in cost. KIMSUL* meets these requirements and, therefore, is used to insulate famous-make airplanes, crack streamlined trains, refrigerator cars, automobiles, busses, mechanical refrigerators—wherever lasting protection against heat and cold is wanted.

KIMSUL Adds to the Value of Your House as it Gives Year 'Round Comfort

You can depend upon KIMSUL to last as long as the house it's installed in, because KIMSUL is made of the same material as the house. KIMSUL is wood—but it's wood transformed by the magic of modern chemistry into soft, flexible blankets—one of the safest, most efficient and lasting insulations known to science! Highly resistant to fire and moisture, KIMSUL fills the need for the worry-free house insulation—and soon pays its small cost by saving on fuel; meanwhile, you enjoy a home cozily warm in winter, delightfully cool in summer!

**Before You Decide on ANY Insulation
Find Out How Much MORE KIMSUL
Does For The Money!**

*Reg. U. S. and Can. Pat. Off.



**COMPARE!
and you'll
choose
KIMSUL**

KIMBERLY-CLARK CORPORATION (Kimsul Division)
Established 1872 AH-4
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Send Free Book, "Greater Comfort—Winter and Summer"
Name _____
Address _____
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Quickly, Easily Installed



Attached to top plate with
lath and nails...



Exactly fits standard widths
stud spacing...



KIMSUL is nailed at bottom—
and cut off—that's all! Strong
rows of stitching keep KIMSUL
permanently in place!



And there in the dust sat a most
beautiful hand-painted dower chest

Leaves from a JUNK-SNOOPER'S JOURNAL

BERT LATHAM



*Being a daily account
of exciting adventures
in the land of antiques*

MONDAY: Well, we went an-
tiquing out the old Almanac
way this morning—just tak-
ing potluck. Some country folk sitting
around the general store told me that
one of the three oldest houses in the
country was right near by, so we went
over to see it. It was way off the road,

through a regular pig-path of ruts and bushes, and without any warn-
ing at all we ran slap into the old barn. The house itself was just a
few yards behind it.

A long porch ran across the front and a great rock chimney in the
center of the house divided it in two parts—one side two hundred
years old and the other a mere hundred and fifty. It was made of
hand-hewn logs put together by early German or Dutch settlers.

Old Miss Clamp, my surprised hostess, who the neighbors had
confided "was pert nigh cracked!" was sitting on the porch with her
foot in a large tub of water. This she explained was occasioned "by
a ole root flopping up under her plow and hitting her on the ankle."
She further informed me that the accident had not stopped her plow-
ing, for her corn "was ready to be laid by" and she was going to
finish it foot or no foot! By this time her whole foot and leg were
so swollen she could not "tech 'em to the ground fer it hurt her so
bad!" This introduction was indeed depressing and my first sugges-

MONDAY: we dickered for the stretcher table and little dower chest, a
Wheat and Barley cream pitcher, toleware tray, and pewter spoon holder



*Are you one of
those "shivering women"?*

The world is full of shivering women, who are uncomfortable simply because they have been told that they should keep the thermostat on their heating plant set at 68° or 69° or even 70°—a "healthful temperature." That's all bosh!



It is healthy to be comfortable!

It is never healthy to be uncomfortable—to be just a little chilled—to have to wear a sweater in the house most of the time—to have your feet and ankles feel cold most of the time.

So why do you do it? Why do you stay uncomfortable at 68° or 69° or 70°—especially when that heat is measured by a thermostat located in the warmest place in the house? Some people like rooms that are chilly—most people do not. So if you feel better with your room 70° or 72° in the corners and along the outside wall; 75° to 80° at your eye-high thermostat—why go ahead and keep your home at the temperature you prefer—remember that it is

healthy to be comfortable—only then do you relax and rest. Banish 68° to the hours when you are working hard—but the rest of the day, remember that *it's healthy to be comfortable.*

But you say "I can't afford to burn so much fuel." Now the cat IS out of the bag

"I can't afford to keep my house comfortably warm," you say. Perhaps you have been told that a chilly 68° or 70° is healthy so that you would not burn more high-priced fuel than you can afford.

Perhaps uncomfortable temperatures are all you can afford with some fuels. But not with bituminous coal or coke, the Uni-

versal low-cost fuels. No, Ma'am. It is healthy to be comfortable. And life is so much better all winter when your house is livably warm all over—when even the floors stay warm.

SEND for Free Booklet, "Unmasking the Great American Delusion That 'You Have to Be Cold to Be Healthy.'" It tells you why it is healthy to be comfortable and smart to keep warm at low cost. Read its startling revelation of home heating delusions. Then let your own good judgment tell you whether you prefer to "shiver and shake" or to relax in healthy comfort, when you build a new home or remodel an old one.

IT'S HEALTHY TO BE COMFORTABLE • TREAT YOURSELF TO PLENTY OF HEAT THIS WINTER

BURN BITUMINOUS COAL OR COKE

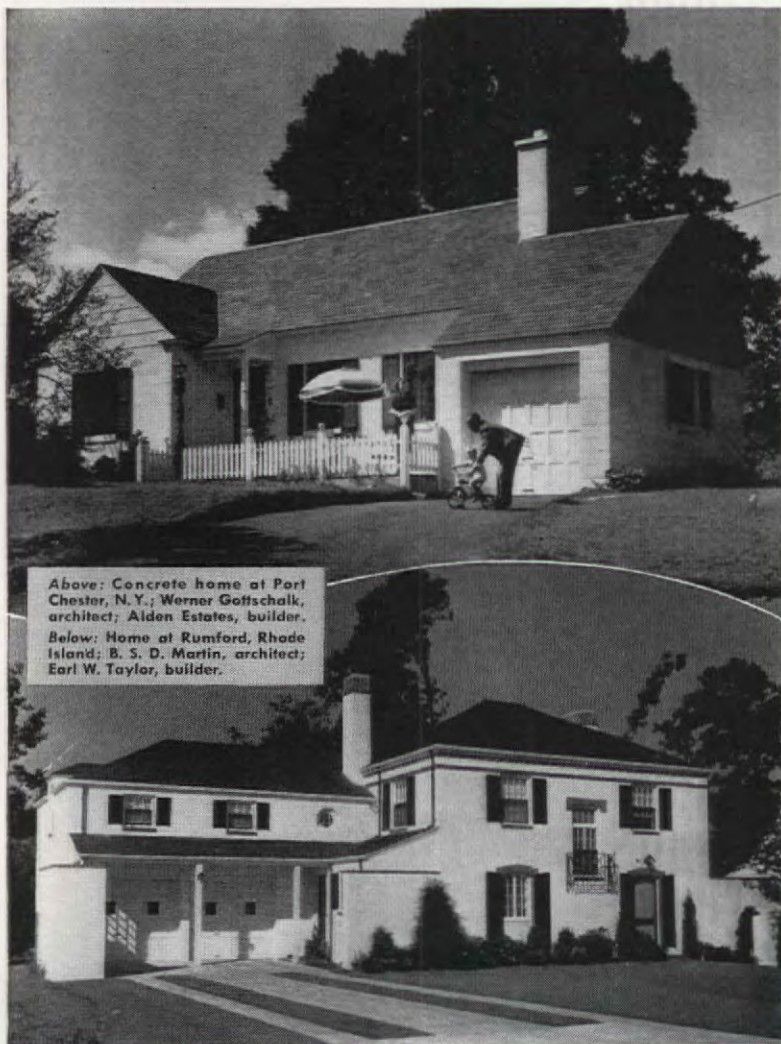
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Above: Concrete home at Port Chester, N.Y.; Werner Gottschalk, architect; Alden Estates, builder.
Below: Home at Rumford, Rhode Island; B. S. D. Martin, architect; Earl W. Taylor, builder.

"Castles in Spain"—

any size—are both lovely and practical when you build with
CONCRETE

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Dept. A 4-5, 33 W. Grand Ave., Chicago, Ill.

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tion, that she let me go for a doctor, met with violent condemnation of the whole medical profession, all said in a powerful dialect! So we moved on to the safer subjects, such as crops and her old furniture, and she said I could look through her house but that it wouldn't do me "no good fer she wouldn't part with nary a piece." With this cordial invitation, I headed for the kitchen.

The stone fireplace and all her hanging pots and pans took up one whole side of it, but in the center of the room was a perfectly beautiful solid walnut stretcher table, and on one wall was a graceful little walnut Welsh dresser. I was opening one of the doors when Miss Clamp called me and asked if I wanted to see her little trunk that her ancestors brought from Germany.

I lost no time helping her up from her tub and lifting her across the porch to the older side of her house. We went in another large room with a stone fireplace where I noticed a pine and walnut corner cupboard and a very old walnut chest of drawers, but she pulled me on to a little door in the far end. This she carefully un-



TUESDAY: Unearthed a perfectly beautiful clock. It was hidden in a fireplace with old trash and cobwebs

could scarcely believe my luck!

TUESDAY: John and I had driven all over three states looking for an old shelf clock. Today we found it, about a hundred miles from home, in the last house we stopped at. It was an old brick Colonial, across a field at the end of a double lane of cedars and



WEDNESDAY: Drove over ninety miles on narrow, icy mountain roads—in a real sleet storm—for this Hepplewhite sideboard

locked and swung back with a canny proud smile on her face. And there in the dust sat the most beautiful hand-painted German dower chest I ever hope to see! I nearly fainted! It was entirely handmade—wrought-iron bands, painted panels and all.

Well, we went back to the porch and the dickering and bargaining began. When I left I had a Wheat and Barley cream pitcher, a toleware tray, and a really fine old pewter sugar dish and spoon holder combined; also a promise that she would sell me the stretcher table and dower chest. I

boxwoods—a beautiful setting.

The dearest old fellow lived there all alone and he seemed awfully happy to have visitors. He led us from one room to another pointing out his old things; but there was nothing I wanted so we



THURSDAY: An old man sold us this well desk of solid walnut because he wanted to get married again and he needed some extra cash badly!

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thanked him and started to leave. Then as we were climbing in the car he called us back and said he had one more thing—an old clock he had hidden in a fireplace in the attic because his wife didn't like it. It had been there since long before she died. He had bought it fifty years ago from a Mr. Lindley in Guilford College.

It was there in the fireplace with a lot of trash and cobwebs, a beautiful carved mahogany clock such as we had dreamed of finding for years! It was about three feet tall, with a basket of leaves and fruit hand carved from a piece of solid mahogany across the top, and carved posts running down each side. The face was decorated in gold leaf and there were two scenes hand painted on glass and outlined in gold leaf across the lower front to hide the works.

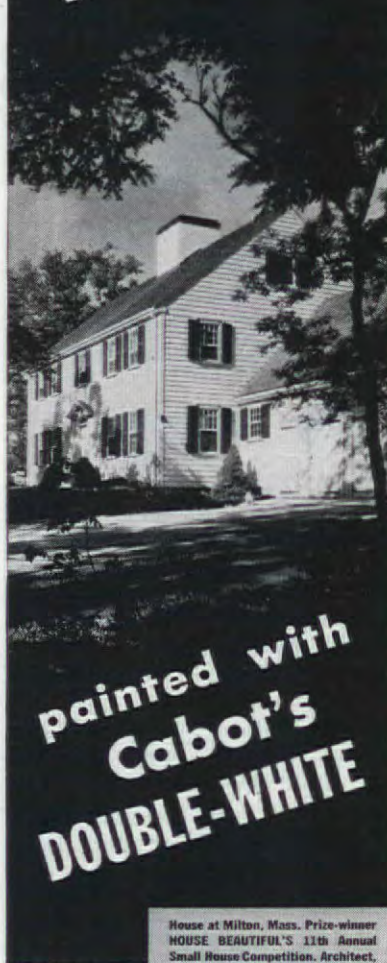
John opened the little door and looked inside. The works were all brass and handmade! It was in perfect running condition! I was so excited I could hardly speak, so John very timidly asked him if he would consider parting with his clock. The old fellow was quite happy to sell it, he said, and would take ten dollars. We lost no time in paying him and carrying our clock out to the car. I held it on my lap all the way home.

Now John is sitting here on the floor cleaning it inside and out. It's perfectly beautiful. And, what's more, is signed "Chauncey and Lawson Ives, Bristol, Conn. 1832." These two fine clock makers retired in 1836 with quite a fortune, I recall. When John has finished we are going to put our clock on the cherry desk and listen to it tick and strike the hour before we go to bed.

WEDNESDAY: One day last winter I got a card from a woman up in the mountains beyond Mount Airy saying she had spotted a little sideboard for me. It was bitterly cold and we would have to drive seventy-five miles to get to her house; but as usual, we started right away. Half way there it began to sleet and the roads were as slick as glass. Providence was with us though and we got to her house all right. Then the fun really began! She said the sideboard was fifteen miles across the mountains in a little cabin! It was useless trying to go in our own car, for the roads through the mountains were rough and narrow and coated with ice; so we got in her son's old model-T Ford and away we went. I'll never forget that ride! I was so frightened I just looked up all the way and as our old mammy says, "I just sat in prayer!" One six-inch slip would have plunged us over the cliff!

An eternity passed and we got there—to a little cabin literally hung by a peg to the mountain

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side. But inside it was clean and warm and the old mountain woman who lived there was a fine native stock. She showed me the old sideboard and I bought it then and there at first glance—a glance I have never regretted for I've never seen another like it. The cabinetwork and quality of wood and design are exquisite cherry Hepplewhite all inlaid with holly!

Her ancestors had brought to the coast of Carolina along with their other furniture from England. When some of them migrated westward, they were able to select only one piece each to carry with them, for it had to be hauled by boat up the Cape Fear River to Fayetteville and from there by ox-cart to the Carolina mountains. The old woman's grandfather had brought the cherry sideboard to this cabin where it had been ever since.

There wasn't any choice about how we were going to get the sideboard back down the mountain, so John and the boy strapped it on the top of the old model-T and we all got in and started our hazardous descent to the main road. It was a fearful ride—almost dark, the road a mere runnel of ice and the sideboard bumping and swaying on top of our heads. But such is the life of an antiquer! We left it at a gas station on the highway to be picked up by the Motor Express next day and then John and I started home on our last seventy-five miles of cold and sleet.

THURSDAY: We went prowling around Pilot Mountain last week to see an old man living about three miles from our friend Mrs. Lemuels. It seemed he had some old furniture to sell for cash so he could get married again. We sat in his dim old parlor and beat about the bush for the usual time talking crops and weather and then he got around to showing me his furniture. There was only one piece I wanted and I had to bargain like a Shylock to get it—an old well desk of solid walnut. It was in good condition except for the interiors of the big drawers. They had been repaired seventy-five years ago after the desk had been thrown out a second-story window during a fire.

It had come into the family during the Civil War when the old man's mother had traded a worn-out blanket to a young Confederate boy for his desk. All the boys for miles around had been conscripted and they needed blankets, so this lad had traded the only possession left him for a blanket to take to the front. It had been the only blanket left in the house, for the others had been taken months ago by her own sons who were soldiers.

When John and I got the desk

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home, we looked it up in Lurelle Van Arsdale Guild's book, "American Antiques" and there it was on page 14—almost a perfect match. And what a perfect beauty it is!

FRIDAY: I'm just exhausted tonight. For some reason I decided to rearrange John Jr.'s bedroom, and moving all those heavy pieces about is no easy task! It's a real man's room though—one he can be proud of. It took me five years to get the whole thing completely assembled.

The bed is a four-poster walnut with beautifully turned posts. I bought it down below Liberty from a woman who had discarded it for all modern furniture. Imagine! There's a tall candlestand beside it with a blue Sandwich glass lamp, peacock feather pattern, topped by a hand-painted shade. And at the foot I put the big walnut blanket chest with three drawers across the bottom and low bracket feet. The lid, front, back, and ends are all solid pieces of walnut over an inch thick and the top fastens down with long rat-tail hinges. The vest has an enormous iron lock and key and iron escutcheon. A friend of mine found the chest in a junk dealer's barn and telephoned me long distance to come and get it.

Since I put starched, unbleached, domestic, ruffled curtains at the windows, I followed the same idea on the bedspread: a big ruffled flounce at the bottom with blue rickrack braid for its trimming.

On the opposite end of the room, to balance the weight of the bed and chest, I put my son's big walnut high-daddy. It is six feet high, exquisitely inlaid with holly, and has solid brass tear-drop pulls for the nine drawers. John and I found it in a Negro's house one Sunday afternoon. The Negro, named Headon, was a tenant on my father's land and I knew the high-daddy had belonged to Major Headon of Revolutionary fame. He had come by the chest from one of his slave ancestors, belonging to Major Headon, who had taken that name when he was freed during the Civil War. I had no idea we could buy the high-daddy; but luck was with us that day, for it seemed the old Negro who owned the chest had passed away and his two daughters were in need of cash to bury him. They agreed to give me the chest if I would pay the undertaker. So John and I rode back to town to get the cash for them, as some Negroes are afraid of checks. If they had asked me to pay for two funerals I would have done so to get that beautiful high-daddy!

Between the two windows is the curly walnut chest of drawers that John Jr.'s mammy nurse

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gave him. It came from Colonel Watkins' home and had been given to Mammy Sue's grandfather by the Colonel when he set him free from slavery. It has bracket feet, original brasses, solid straight ends and lip drawer fronts. I hung a lovely old walnut framed mirror above it.

And last, there is his little walnut desk—like an old schoolmaster's. It's crude and plain with short, queerly turned legs and a heavy thick drawer and a six-inch high scrolled piece of walnut going around the ends and back. There's an old maple ladder-back chair in front and a Currier and Ives print, "My love and I," hanging above it. And on the floor are old hooked rugs. It makes a handsome room with all that fine old polished wood gleaming in the sunlight through the windows every morning!

SATURDAY: When John and I first began to collect antiques we bought some fine old Sandwich glass and picture frames from a young fellow named Stuart Story. He lived a few miles from us in a little old town called Randleman, in Randolph County. His house sat high off the road in a grove of giant oaks that overlooked Deep River and the cotton mills and was entirely enclosed by a rock wall. The house, which was built before the Civil War, was a regular treasure of Southern lore. The town itself exudes a drowsy peace and hints at better days, but underneath the sleepy surface flows a life of wit and shrewd business dealing.

Mr. Story himself is a striking figure of a man—six feet two and weighing about two hundred and twenty-five pounds. However, he is rather quiet and it was some time before John and I found out that his mother is a direct descendant of Jane Seymour, a wife of Henry VIII. Some of his possessions he was able to trace back to that historic era. A great many pieces of his furniture, glass, and jewelry have come to him through that royal line, from his grandmother and great-aunts.

One of the first things he sold me was a beautiful Windsor chair which had belonged to his great-grandmother. The Indians had raided her home and destroyed most of her other furniture. Even this little chair still bore in its wooden seat the marks from their hatchets. They are so deep I will never be able to have them entirely scraped out smooth. At the time I bought it, he also tried to interest me in buying another chair, a plain maple rocker. However, he got to chuckling under his breath every time he tried to tell me about its age and value and finally I grew suspicious and asked him to tell me honestly



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WOMEN everywhere said: "Lux is so wonderful it can't be improved!" But now an added ingredient costing thousands of dollars yearly brings you new, quick Lux. It suds in a sec!

SO THRIFTY! Gives more suds, ounce for ounce, even in hard water, than any of 10 other leading soaps tested.

SO GENTLE! Hundreds of amazing one-hand tests (see photograph) prove new, quick Lux kindest to hands. Use it for your dishes!

New Quick LUX

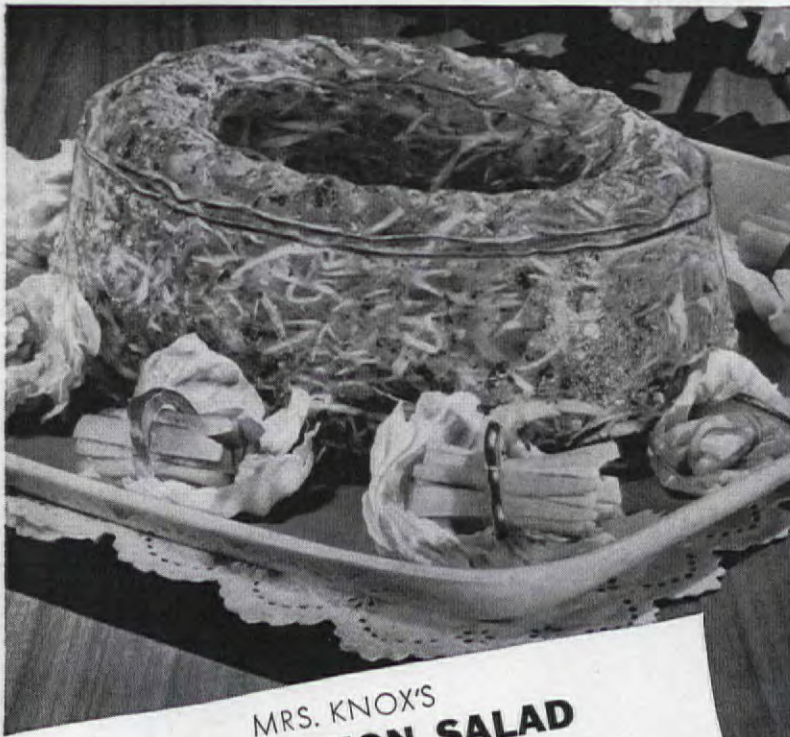


MRS. RICHARD CONDON, New York City



In the same familiar box—your dealer has it now... at no extra cost to you!

Vegetable Salad—with a Difference!



MRS. KNOX'S COMPLEXION SALAD

(Serves 6—uses only ¼ package)

- | | |
|---|---|
| 1 envelope Knox Gelatine | 1 cup hot water |
| ¼ cup cold water | 1 tablespoonful lemon-juice |
| 3 tablespoonfuls mild vinegar | 1 teaspoonful salt |
| ¾ cup carrots, grated fine or shredded | ¾ cup cabbage, grated fine or shredded |
| 2 tablespoonfuls chopped parsley or raw spinach | 2 teaspoonfuls onion-juice (extracted by grating onion) |

Soften gelatine in cold water. Add salt, hot water. Stir until dissolved. Add vinegar, lemon-juice, onion-juice. Cool. When mixture begins to thicken, add remaining ingredients. Turn into mold that has been rinsed in cold water. Chill. When firm, unmold. Decorate with raw carrot and green pepper. Serve with Knox special recipe low-calorie mayonnaise.

NOTE: Don't confuse Knox Gelatine with factory-flavored gelatine desserts which are about 85% sugar. Be sure to use pure Knox Gelatine.

SATISFYING, BUT ONLY 18 CALORIES PER SERVING!

It's so delicious, you won't believe this salad has only 18 calories a serving. If you've been keeping a watchful eye on the scales and a wistful eye on delectable dishes—here's grand news. The Knox booklet, "Be Fit—Not Fat," contains dozens of tempting salads, luscious desserts—with calories cut from ⅓ to ⅔. You'll even find special butter and special mayonnaise that don't add calories! This remarkable little booklet is yours free. Send coupon below.

KNOX GELATINE
IS PLAIN UNFLAVORED GELATINE—NO SUGAR



Special FREE Offer Want to keep fit—avoid fat? Send for new diet principle and 30 streamlined recipes—all in the new Knox booklet "Be Fit—Not Fat." Limited edition, so mail coupon today for your copy! Also free, "Mrs. Knox's Quickies," a booklet of recipes that are remarkable time-savers. Knox Gelatine Company, Box 74, Johnstown, N. Y.

Name _____

Address _____



what was wrong with that chair. I thought there was a "nigger in the woodpile"—and there was!

He told me that he himself was not at all superstitious but that without a doubt there was something queer about that rocking chair. It seems that every night at a few minutes past midnight, the chair sets up a violent rocking to and fro—*thump, thump, thump, thump!* He placed it in his own room and closed every window and door so there would be no draft and sat down to wait for midnight. And true to form, at a few minutes past the hour, the chair began to rock back and forth. When he turned on the light, it had moved quite a dis-

trips, so today we went down between Siler City and Pittsboro to see the Alstons. It's like moving into another world for a few hours. We drive up the long U-shaped carriage road between the rows of great boxwoods and shrubs and old-fashioned flowers to the lovely old Colonial home. It has never been changed since the day it was built. The lawn spreads out in front and shades the broad porch with hundreds of magnolias and elms and cedars. And as soon as we pass between the huge white columns we are really back in the days of Southern glory!

Mr. Alston and his cousin Miss Alston live there alone except for



FRIDAY: My son has a real man's bedroom: four-poster bed, huge blanket chest, tall high-daddy, desk like an old schoolmaster's. Five years' antiquing!



tance from where he had set it. Then he tried it in every other room in the house with exactly the same results!

At last he made an effort to trace its history and discovered that it had belonged to a very old invalid lady, a distant relative of his. She had been murdered one night sitting by the fire in her rocking chair—at a few minutes past midnight.

Well, he finally sold the chair to a lady in Winston-Salem who assured him the whole story was preposterous. A week later she brought the chair back and begged him to refund her money. He had no idea of doing that so she's stuck with the chair. No one will buy it and she's afraid to destroy it, for it actually does rock every night at a few minutes past midnight—*thump-thump, thump-thump, thump-thump!*

SUNDAY: John and I usually reserve our Sundays to visit people we have met on our antiquing



SATURDAY: Stuart Story sold me a fine Windsor chair. Here is Mr. Story's house set in a grove of giant oaks two Negro men servants and Mary Alice, the Negro cook, all of whom were born of slave ancestors right there on the estate. Mary Alice lives in her own grandfather's cabin back behind the house. The Alstons feel as if the Negroes belong to the house as much as they themselves. All of them come to the porch to welcome guests, and then they swing back the heavy paneled pine door and usher them into the big hall.

It is furnished with a pier table and mirror above, a walnut well



ALICE: Vitamins in food form are probably better assimilated, and inexpensive—but I need a ledger to keep track of what foods give which vitamins, and how many!

MARY: Well, here's how to get your vitamins in food form, easily!



MARY: The new COCOMALT has vitamins A and D to help you resist colds, and B₁ for calm nerves, with calcium and phosphorus, which vitamin D must have to do its work, and iron for the blood. 3 glasses a day with milk, give the average person his minimum daily requirements!



MARY: COCOMALT is delicious, too! Children love it! You can get it at any grocery or drug store.

ALICE: Wonderful! I didn't realize there was such a simple, inexpensive way to get our vitamins in food form!

desk of the Pilgrim century, two Sheraton side-chairs and a small Hepplewhite table. At the right is a bedroom with a large mahogany tester bed, a Federal chest-of-drawers, an old walnut secretary-desk, a Windsor chair, several small tables and two large armchairs.

In the parlor, on the other side of the hall, is the furniture that simply enchants me. The room is just exactly as it was furnished in 1822 when Gideon Alston brought his bride there. The carpet was made in Spain for the room and is hand woven in stripes of brilliant red flowers against a background of blue-gray. At one end is the fireplace with its magnificent marble mantel and brass candelabra with crystal prisms. Above hangs a deep gold-framed mirror. On either side of the room is a marble top pier table and mirror (matched pair) holding perfectly matched etched-glass hurricane globes. On either side of the fireplace is a Sheraton closed armchair.

On the way back through the double door to the hall is a rosewood spinet grand piano on the right and one of a pair of Sheraton sofas on the left. The other sofa is at the far end of the room by a window. Scattered about are eight Duncan Phyfe chairs and several oil portraits of their ancestors. The hurricane globes and a corner cupboard in the dining room came from the home of Governor Williams of North Carolina in 1780, and the tester bed came from General Brown (Revolutionary hero) in 1775.

In the dining room is a mahogany banquet table which opens up to seat twenty-five persons, the corner cupboard of walnut which holds the Adams plates, lacy Sandwich-glass platters and cup plates, and pink-luster cups and saucers! What a lovely collection! And then there is a tremendous walnut sideboard, solid but too large for beauty, which was made by one of Mr. Alston's grandfather's slaves.

John and I enjoy every minute we're there and I always find something I haven't seen before. The Alstons are so gracious and hospitable!

MONDAY: We went down to Cedar Falls this afternoon to see dear old Miss Nanny. John had some business at one of the mills, so I tagged along. I love the town anyway—it's so quaint and sleepy there along the river. I never will forget the first time I saw Miss Nanny. One of the little mill boys told me about her and took us over to see if she had any old and interesting furniture.

She lived about two miles from town, on a little wagon road lined with pines. Her cottage stood on a knoll surrounded by the wild-

"It's a 75¢ Value!"

say buyers of many of America's leading department stores

ACTUAL SIZE



GENUINE *California Pottery*
SALT and PEPPER SETS

Yours! 20¢ a set

AND 6 LABELS from Chicken of the Sea Brand Tuna or White Star Tuna

When experienced pottery buyers of many of America's greatest stores say, "It's a 75c value!"...and you can get such a clever salt and pepper set as this for only 20c and 6 labels... *that's a bargain!* You'll love these "Two Little Fishes"...a canary yellow one for salt and a turquoise blue one for pepper (so that you know which one to use without a preliminary "shake"! And you can have as many of these colorful sets as you want by sending 20c and 6 labels for each set.

So, stock up on this famous quality tuna right away...serve it to your family often. There are so many different ways of using it...hot or cold...all delicious! These famous brands have been America's favorites for 28 years, because only the tender, *light* meat is packed. Containing Vitamins "A" and "D" and Iodine, effective preventive of nutritional goiter, you can't serve this quality tuna too often for the health of your family.



Van Camp Sea Food Company, Inc.,
Box C, Terminal Island, California.

(Postage Stamps not accepted)

Enclosed find ☐ Cash ☐ Money Order ☐ Check for \$____. Also ☐ labels from Chicken of the Sea Brand or White Star Tuna. Send me ☐ SALT & PEPPER SETS (Salt Shaker is Canary Yellow; Pepper Shaker is Turquoise Blue).

Name _____
Address _____
City _____ State _____

I'M ON A SIT-DOWN STRIKE TILL MOM GETS DELSEY!



DELSEY
TOILET PAPER

WONDERSOFT
Toilet Tissues
A KLEENEX PRODUCT

Soft like Kleenex^{*}
3 Rolls for 25¢... Double-ply for Extra Strength

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est tangled garden of old-fashioned flowers I have ever seen! A gnarled apple tree rested on one half the roof and on the other side of the house was the old well-house with a little path of nigger-head rock leading to it. There wasn't anyone in sight, but suddenly from nowhere a low gentle voice said, "Come on the veranda and set a spell."

And there she was—a tall, slightly stooped old lady with a fine weatherbeaten face framed with thin white hair. She was sitting in a Boston rocker and wore a faded blue denim dress which she kept neatly pulled down over her feet to hide her worn out shoes! Her hands were huge, gnarled, and veined, and she kept them folded in her lap. But with all that, she was as poised and gracious as a queen in her palace!

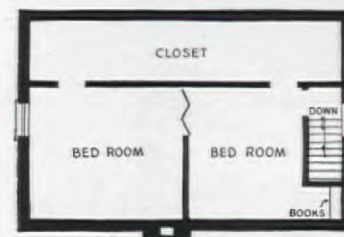
She lived alone and never went into town except when she walked five miles down the road to the church where she spent whole days tending the graves of her people buried in the churchyard. That was the most important part of her world now. She had worked the farm all her life to give an education to her younger sister. In the parlor was a beautiful old organ that she had bought the girl just before she died. She took me in to see it. All the shades were drawn and the walls covered with musty old tintypes of her family. She asked me to play a few hymns for her on the organ and kept coaxing me to sit down, even when I told her I had never played in my life. She looked disappointed and I felt as if I had

[Please turn to page 118]

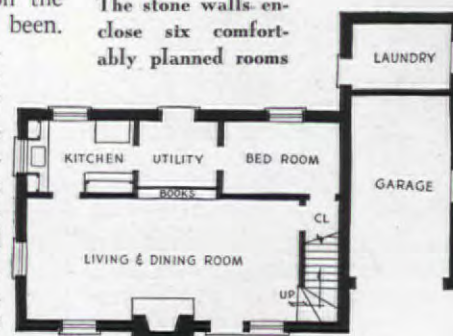
An Iowa stone house for \$1,500!

[Continued from page 31]

Back we came to the place we thought of as home and we bought the piece of land we cherished. At first we thought of remodeling the old house but we realized it would be costly and scarcely worth while so it was moved away. The barn on the site was razed, some of the plum trees were cleared out, and with help we put in the foundation of our house on the spot where the barn had been. While watching a stonecutter and mason at work my husband got the idea of building stone walls for the house himself; "I've a notion to try it myself," was all he said and I must admit that my heart sank and I tried to discourage him. But he went right ahead. One load of stone was



The stone walls enclose six comfortable planned rooms



New CHROMSTEEL FURNITURE FOR YOUR KITCHEN, DINETTE OR BREAKFAST ROOM



NEW LOW PRICES now enable you to have genuine Howell Chromsteel furniture in your home. Kitchens furnished with clean, gleaming Chromsteel tables, chairs and stools are cheerful, colorful and much easier to keep clean. Dinette tables come with handsome blonde Birchwood or attractive colored Howellite extension tops and scuff-proof Chromsteel legs. With gayly upholstered dinette chairs that are really comfortable, every meal becomes more inviting—and entertaining is given added charm. Send coupon today for booklet and dealer's name.

THE HOWELL CO.
ST. CHARLES, ILLINOIS

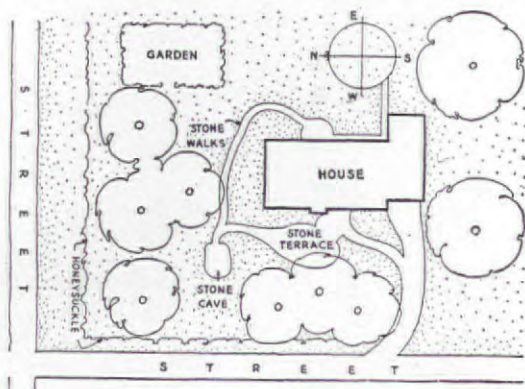
Please send full-color booklet No. AH 98 on Howell Chromsteel furniture for kitchens and dinettes. (I enclose 6c postage).



Name _____
Address _____
City _____ State _____

hauled from the quarry by truck, but all the rest of it, tons and tons it seemed, was toted in the family car from the stone quarry a mile north of town to the site. Mornings, evenings, and vacation time were spent in building a

going to use some rough old two-inch planks for our living-dining room floor and for our front door they were aghast. But the planks did very well, and it is pleasant to remember that they were once the joists of the Stavanger Board-



scaffold, mixing cement by hand, and carrying water by the bucket load from a neighbor's house. This went on from spring to fall until the stone walls were laid. The living room fireplace was built with stones we got from the foundations of abandoned Palmer College and the work done by skilled masons. But our pocket-book hadn't permitted us to think of hiring these men for the walls. We tried to follow Early American methods in the construction of the whole house and it has been solidly put together. When we told our neighbors that we were

ing School belonging to the Quaker Meeting where my grandfather preached for over forty years. We were limited in the amount of our materials and in the size of our house and its rooms, so we had to stick to essentials. Consciously or unconsciously the result was a plan which is very like many Early American cottages; we have one large general room and all the other rooms open into that; there are no hallways and no basement. It may not be an ideal plan in every respect but it certainly works out well for us. Kind friends and neighbors



Sleep-luxury beyond price
...yet priced for every purse

OSTERMOOR

INNERSPRING MATTRESSES

Through four generations of American home-making, Ostermoor has been the ideal of enduring mattress quality. Flexible, cable coil innerspring unit, with special felt protection pad and thick, resilient body cushioning. In every way, the most modern mattress science and traditional Ostermoor craftsmanship can make. Values at popular prices. De luxe models, also, at \$29.50, \$39.50, \$42.50 and \$49.50; look for "Consumers' Yardstick" Tags on all these grades. Ostermoor & Company, Bridgeport, Conn., and Chicago, Ill.

AMERICA'S QUALITY MATTRESS FOR 87 YEARS

A GIRL CAN'T BE TOO CAREFUL!

NO EXCUSE FOR A RED, SORE NOSE DURING COLDS WHEN YOU USE SOFT KLEENEX TISSUES THAT DON'T WAD OR SHRED.

(from a letter by G. B., Atlantic, Iowa)



"Tell me Another" says **KLEENEX**

AND WIN \$500 FOR EVERY "KLEENEX TRUE CONFESSION" PUBLISHED! MAIL TO KLEENEX AT 919 N. MICHIGAN AVE. CHICAGO, ILL.



BOY, DID SHE BEEF
WHEN SHE CAUGHT ME CLEANING MY PIPES WITH A HANDKERCHIEF. "KLEENEX OR ELSE," SHE SAYS. AND WAS I SURPRISED WHEN KLEENEX DID THE JOB BETTER.
(from a letter by L. T. B., Smackover, Ark.)



PRESTO! CHANGE-O!

KLEENEX IS BOXED SO CLEVERLY ...ONE HAND REMOVES A TISSUE ...AND UP POPS ANOTHER.... ORDINARY KINDS CAN'T COMPARE.
(from a letter by S. C. S., Pittsburgh, Pa.)



I HAVE 45 CHILDREN
YOU SEE, I TEACH SCHOOL—HAVE 45 PUPILS—AND I WOULDN'T KNOW WHAT TO DO WITHOUT KLEENEX WHEN SNIFFLES START.
(from a letter by E. M., Edenton, N. C.)

DID YOU KNOW?..

DURING COLDS ESPECIALLY, KLEENEX TISSUES SOOTHE YOUR NOSE, SAVE MONEY, REDUCE HANDKERCHIEF WASHING. YOU USE EACH TISSUE ONCE—THEN DESTROY, GERMS AND ALL. KEEP THE KLEENEX SERV-A-TISSUE BOX IN EVERY ROOM IN THE HOUSE—KITCHEN, NURSERY, BATHROOM AND BEDROOM. AS WELL AS IN THE CAR!



New! KLEENEX "AUTO-SERV" to keep Kleenex handy in your Car!



IT'S A NEAT CHROMIUM HOLDER ...ON SALE AT AUTO SUPPLY DEALERS



ADOPT THE KLEENEX HABIT!

KLEENEX * DISPOSABLE TISSUES (*Trade Mark Reg. U. S. Pat. Off.)

HOW TO STOP MOTHS

Sure, Easy Way Revealed by Home Economist

Have you tried to drive out moths from your home? Have you used one moth preventive after another? And have you still failed to get rid of these pests?

Don't be discouraged. You can stop moths, easily and quickly... and you can do it without needless expense!

A New Leaflet

Now—for the first time—Helen Sprackling—the nationally known lecturer and home economist—tells the truth about moth prevention. In an easy-to-master six page leaflet, "How to Prevent Damage by Clothes Moths", Mrs. Sprackling reveals the mistakes nearly all women make on moth prevention. Then she explains exactly what you should do to exterminate moths in every chest, closet and room in your house!



Helen Sprackling, author of free leaflet, "How to Prevent Damage by Clothes Moths", was former Home Making Editor of Parents Magazine. Today this brilliant woman gives lectures and home advice to thousands of women weekly.

Best of all, Mrs. Sprackling's easy method is not expensive. Strange as it may seem, this correct method is far less expensive than many a hit or miss way you may have tried in the past.



I WAS JUST ABOUT TO GIVE UP!

...and many women do give up in despair of ever preventing damage by clothes moths! Yet, by just reading the leaflet, "How to Prevent Damage by Clothes Moths", you can learn how to get rid of these costly pests... easily and very inexpensively.

Get the free White Tar leaflet today! Follow directions and you can be sure moths will disappear from your home. Just go to the moth preventives counter in your favorite drug, department, variety or 5 and 10 cent store—and ask for free White Tar leaflet, "How to Prevent Damage by Clothes Moths", or send coupon.

And—when you buy your moth preventives—don't forget—White Tar Moth Preventives and White Tar Mothproof Bags are among the lowest in cost as well as 100% reliable and effective. Demand White Tar by name—it's a Koppers product!

If you prefer, fill in coupon, and the leaflet "How to Prevent Damage by Clothes Moths", will be sent direct to your home.

The White Tar Company of N. J., Inc.
Dept. A, Kearny, N. J.
Please send free leaflet, "How to Prevent Damage by Clothes Moths".

Name.....
Street.....
City.....State.....

use KOPPERS products

loaned us tools and helped in various ways on some parts of the job. For the living room walls we used car siding of knotty pine and rough-textured wallboard in random planks; we pinned the floor boards with wood pegs; we left the ceiling beams exposed; the result was a suitable background for my Early American furniture. I placed a clock of my grandfather's on the mantel and made good use of my mother's spinning wheel, a Kentucky coverlet hand loomed in the Cumberland Mountains by my husband's great grandmother, home made rugs, and maple furniture. Altogether our home cost us the very small sum of \$1,500, and we are thoroughly satisfied with the results of our labors.

P.S. We must tell those city folk who are worrying about our lack of a bathroom that we plan to add one later.—MARY PHIPPS

Building Data

Foundation: Concrete, 5'-0" deep, 1'-0" wide. **Walls:** Exterior; 7" stone laid over wallboard sheathing. Pecky cypress siding used on gable ends and along rear wall. Interior; Wallboard on partitions. **Roof:** Shingles on top of wallboard sheathing covering sheathing from old barn. **Interior finish:** Living-dining room walls in random width vertical boards, stained and waxed. Other interior walls tinted light gray in casein paint. Quarter round molding used for window and door trim. **Floors:** 2" plank finished flooring screwed down and pegged. Wallboard insulation between finished flooring and sub-flooring. Linoleum in kitchen and utility room. **Windows:** Steel casement, second hand.

Some Costs: Stone—approximately five tons of stone from near-by quarry, \$3. Iron supporting beams over windows and doors—\$1.50 for material cut from frames of old trucks. Doors—front door, planks glued together, \$1.84. Other doors taken from abandoned buildings.

Slaves of the stuff

[Continued from page 44]

sentiment in this old house which are not so easily disposed of. Sentiment was quite a respectable word in the days of good Queen Victoria but it has lost caste. Sentiment is something one should have and hasn't, or does have and shouldn't, according to the point of view. If you are young and sophisticated you shudder if a sentiment is uncovered in public; if you are a fugitive from the days when "Mother, Home, and Heaven" rested on every parlor table, you shudder



ROPER
GAS RANGES

STAGGERED TOP an exclusive feature

There's no overcrowding on a new Roper gas range with exclusive Roper Staggered Top. Use your four largest utensils at once. Perform all cooking operations with complete ease. No more burned wrists and hot utensil handles. No more reaching over or around utensils.

You'll be interested in the new Roper "Peasant-Ware Serv-a-Grid" broiler, too. It's a splendid innovation in a broiling service.



See the new 1940 Roper Gas Ranges—for greater operating economy, reduced food shrinkage and more convenient features.

Roper Gas Ranges are ideal for use with any type of gas, including bottled gas.

Free Booklet

THE GEO. D. ROPER CORPORATION
Rockford, Illinois

Send me your interesting new booklet, "The Happy Hubbards Go To Town."

Name.....

Address.....

FOR 55 YEARS

at the lack of tender susceptibility. Last year I saw a young woman open her Christmas greetings, read them, and toss them nonchalantly in the wastebasket. I thought of the yellowed boxes in the attic with carefully tied bundles of frosted cards, some received before she was born. I haven't looked at their faint inscriptions for years; they are covered with dust but I am weakly leaving them for that final inevitable cleaning-up which comes to old houses. Perhaps she is more wise than I, this modern young person, casting her messages into the cleansing flames before they have a chance to get old and musty and meaningless.

There are a few baby dresses in a trunk, frightfully unhygienic, by modern standards. There is a flannel petticoat nearly two yards long, heavily embroidered and a dress which boasts fourteen yards of lace hand-whipped with thread of incredible fineness. Babies wear no more petticoats than their mothers nowadays and their dresses are a mere wisp.

There are a few things, such as these, that a woman can never free herself from, try as she may, for her heart is caught in every fold. Men never keep things that hurt them as women do. They do not hold on to things; they let go, and women will learn self-protection by and by. They will quit hugging things to their hearts that prick and sting.

After all, there are so few things worth fussing about. Looking back it seems to me that my life has been one long unremitting warfare against the processes of disintegration, against spots on the carpets, holes in the curtains, moths in the attic, and coal-dust in the basement. My days have been spent in renewing old bedding, re-cushioning old chairs, painting old woodwork, polishing old silver, mending old socks. I have been like the farmer who charged his family to use the specked apples from the cellar-bin first; the winter passed and they managed to keep up with the process of decay—but a sound apple never appeared on the family table.

We are taught from our cradles to grasp and hold; no one ever teaches us to let go. We stagger beneath the burden of our belongings but all the while our eyes are looking furtively for more. Few people are wise enough to want little. There was once a holy man who was the contented possessor of one piece of dirty cloth and a begging-bowl. In his longing for freedom he threw away the bowl. I, who have tarried much too long "by the stuff," pay homage to his memory.

Do KITCHEN ODORS Greet your guests?



Remove Odors — Smoke — Heat with an EMERSON-ELECTRIC Kitchen Ventilating Fan

Ventilation of the kitchen makes it a pleasant room to work in, keeps cooking odors and greasy fumes from trailing through the house, lightens housework, saves cleaning and decorating expense. Electrically reversible EMERSON-ELECTRIC Kitchen Ventilating Fans—installed in transom, window, or built into the wall—whisk away odors, fumes, smoke, steam, stale air and excessive heat. When reversed they bring in fresh outside air. Write today for Bulletin No. 415, which gives complete information.

"BEST FAN OF ITS KIND"

"It carries off smoke and cooking odors from the kitchen, so that none reach the rest of the house. It also carries off heat caused by the stove."—Mr. D. C. D., St. Louis Co., Mo.



On Hot
Summer
Nights

Cool Your Entire Home With This Fan

Breezeless, humid, sleepless summer nights... you fighting fatigue, nerves edgy, clothes wilted, your temper sizzling... cool off with a powerful EMERSON-ELECTRIC Home Cooler Fan installed in the attic! Then, with a click of the switch you can drive out the heat of day... draw in fresh night air... make every room as cool as a sleeping porch. A low-cost cooling system every home can afford! For full details, write for Bulletin No. 416.

PHYSICIAN COOLS TWO-STORY HOUSE
"Worth many times its cost in refreshing sleep for the entire family... second floor as cool as the first floor every summer night." Dr. S. H., Ladue Village, Mo.

EMERSON-ELECTRIC

180 MOTORS — FANS — APPLIANCES
New York • ST. LOUIS • Chicago

1890 FIFTIETH ANNIVERSARY 1940

East: \$2,500 on Long Island

[Continued from page 28]

houses was built and each was sold with its mortgage to the individual buyer; he will pay it off in monthly payments of approximately \$20.90 for a period of fifteen years, which is the maximum time allowed under Title I.

The plans of such homes must be approved by FHA authorities and the construction must be according to FHA standards. "To assure sound construction and protect buyers of homes, the FHA will make at least three inspections on all homes financed with loans insured under this section of the Act. These inspections are now made on homes financed under Title II. Homes financed under Title I will also have the benefit of the same minimum construction requirements and property standards as are applied to properties under Title II" says Mr. McDonald. (Title II loans on homes require a 10% down payment and are insured up to \$6,000.)

Individual home builders, borrowing funds to build their own homes, have had the same advantages extended to them since last fall. Under Title I of the National Housing Act they too can obtain a loan of \$2,500 or less on a down payment of 5% in cash or ownership of a satisfactory lot. Their loan will likewise be insured by FHA and subject to its building standards. The new regulations were extended to operative builders recently to stimulate national building and because many persons prefer to shop around and buy a new low cost house rather than build one themselves.

In deciding upon a plan and exterior design for his \$2,500 houses at Brentwood-in-the-Pines, Mr. John W. McKeown, president of the realty company, had the co-operation of a national organization—the National Small Homes Demonstration, an association of home building materials manufacturers. A Joint Technical Committee of architects, engineers, and technicians made an exhaustive study of the small house problem in an effort to create ideal plans for a \$2,500 house. They drew up plans and offered them to the Brentpines Realty Co. who incorporated much of the material in the final house and added features of their own. Their improvements appeal to us. One feature was their enlargement of the kitchen to provide protection from the kitchen door and room for comfortable eating. Another was their change of the door from the living room to the hall; they moved it away

[Please turn to page 101]

See what your Benefit Bridge
bought for the hospital...
another Aluminum kettle.



Well, say!
My kitchen needs
a benefit, too.

No one knows better than hospital authorities how important it is to cook food in utensils that preserve the minerals and vitamins. Significant, then, is the fact that Aluminum is preferred in the diet kitchens of most leading hospitals. It safeguards food values... and flavor.

Aluminum's other advantages are common knowledge among housewives. How swiftly it spreads heat. How evenly it cooks; no hot spots. And how kind it is to your fuel bills.

Say Aluminum to most women and they think of Wear-Ever. It means, has for 40 years, Aluminum at its best. Made right for long wear, for convenience, for good cooking. If you don't know where to buy Wear-Ever, write The Aluminum Cooking Utensil Co., 1604 Wear-Ever Bldg., New Kensington, Pa.



LOOK FOR THE WEAR-EVER TRADEMARK WHEN YOU BUY

Your thousand meals a year deserve
up-to-date Aluminum Cooking Utensils

FOR FLAVOR



FOR HEALTH



FOR ECONOMY



Aluminum at its Best:

"Wear-Ever"

THIS BOOK TELLS AND SHOWS HOW TO



Create the ROOM OF YOUR DREAMS The Inexpensive Way



THE SECRET of successful decoration is knowing how to get the most out of an *existing* room and its furnishings—with the least expenditure of money and a minimum of inconvenience.

In his latest book, "The Inexpensive Way to Decorate," Lurelle Guild *tells and shows* how easy it is to achieve charming rooms through proper furniture arrangement and the simple expedient of *recurtaining*. For no other single thing can do more to transform an unattractive room than lovely lace net curtains.

The new Scranton Craftspun* Curtains are exquisite—styled to meet every decorative need. Woven for *extra strength* entirely of double- and triple-ply thread, they wear and launder marvelously. All are perfectly tailored with matched hems, ready-to-hang.

"The Inexpensive Way To Decorate" is completely illustrated—with 18 authentic rooms in *full color*. Facts on color schemes, period furniture, room arrangement, curtaining problems. Send for your copy, today. Enclose 10 cents to cover mailing costs.

Scranton CRAFTSPUN CURTAINS

"THE NET OF THEM ALL"

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403 Glen St., Scranton,
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my copy of "The Inexpensive
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Street _____
City _____ State _____

Buying the Site Is Serious Business

JAMES F. SCHINDLER

THREE cheers for the fellow who originated the saying "An ounce of prevention is worth a pound of cure" and three cheers for the other fellow who makes the most of that ounce when buying a homesite.

There are so many ways that an innocent home builder buying a site can step on thin ice and go over his head. For example, the legal expression "Easement" found in many deeds and abstracts sounds like an agreeable sort of word. But I know a home builder who doesn't think so now, having purchased a lot on contract and signed the agreement without his attorney having the opportunity to check over the search or abstract.

After the house had been completed for a few years along came the electric power company and right in the dead center of his dining room bay window, on the lot line, they plunked a nice twelve inch thick lighting pole. But back in his abstract it very definitely and legally stated that the owner and the adjoining lot owner agreed to allow an easement for the use of lighting poles and wires to be run on the lot line through to the rear street.

If he had known that the easement existed and realized its importance before he bought the lot he could have easily selected one free from easements.

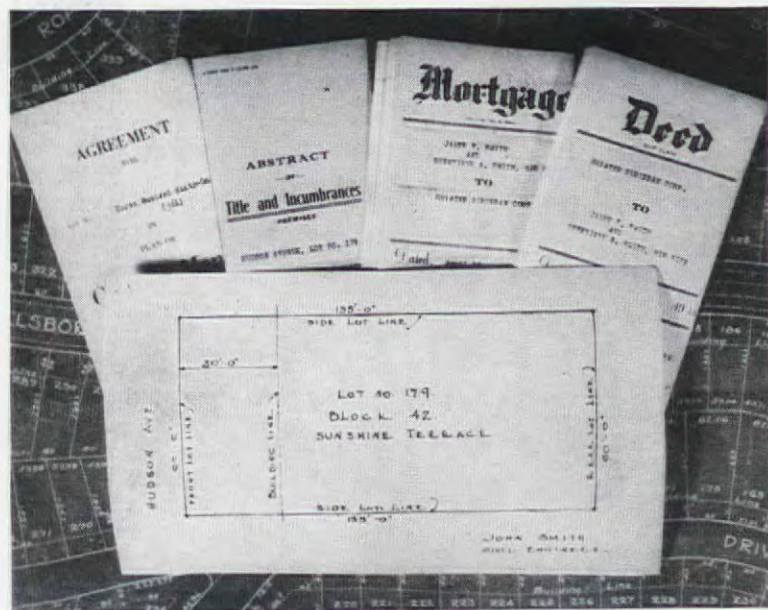
Another home builder let his architect go ahead with the assurance that there were no restrictions that would interfere with building his home. The house was built and after a few years time the owner had an offer to sell it at an excellent profit. But the buyer's attorney held up the sale because the search stated that the house must line up with an old house that was six houses down the street. This was a standing restriction made by the party who first developed the section over thirty years ago.

Ten inches brought the house beyond the old one and a good profit was hanging fire. Through an agreement with the heirs of the deceased party who made the restrictions it was relinquished and the deal was made successfully, but such luck doesn't happen every day.

It doesn't make real sense to pay good money for a lot if the house can't go on it the way you originally intended it. So if you see a site that you can't resist buying, buy it, but on option. Then wait until your architect or builder can check over the restrictions in relation to your proposed home.

Before you assume ownership, have it surveyed. A certified survey by a licensed engineer will show up a lot of unforeseen obstacles such as ones in the abstract. You may find that the man next door has his driveway three feet on your proposed property or it might be just the reverse. Then again the other fellow's garage could have a corner of it on your property.

Another good reason for a survey is pie-shaped lots on which it may be too difficult to place the proposed house and driveway. Corner lots



Legal documents like these will regulate the way you will locate your future home on the site

THE AMERICAN HOME, APRIL, 1940

*"You can really decorate
to these new linoleums"*

says Lyle Wheeler,* world-famous designer-decorator



* **LYLE WHEELER**, famous Art Director for Selznick-International, has designed rooms enjoyed by millions in "Intermezzo," "Rebecca," "Gone with the Wind," and many other outstanding productions.

Mr. Wheeler shows you on this page how simply you can create effects of classic beauty around Pabco "Luxury Floors" of genuine Inlaid Linoleum. "Every woman is a decorator at heart," says Mr. Wheeler, "and these appealing new linoleums of inlaid squares are sure to rouse your decorative instincts. Be sure to make a note of the pattern numbers. They are important."



1. "TO ACCENT the functional beauty of your kitchen," says Lyle Wheeler, "use modern linoleum loveliness. Notice here I chose Pabco's 'Luxury Floor' Pattern No. 2522. Working and table surfaces are Pabco's No. 135."



2. "LOOK HOW the right linoleum points up the smartness of this exquisite bathroom," says Lyle Wheeler. "I used Pabco's 'Whitest White' Marbled Squares, No. 2003. Feature strip, dressing table and cabinet surfaces are Pabco's Jade Green."

3. "FOR THIS DISTINGUISHED entrance hall," says Lyle Wheeler, "the architect and I agreed on Pabco's stunning new black marbled squares linoleum with red chevrons and white stars—No. 2613. The feature strip bordering the hall and the stair covering are Pabco's rich red linoleum No. 124." Remember, these Pabco "Luxury Floors" cost no more than ordinary linoleums. Ask your dealer for Pabco's new "Decorative Hints" booklet.

PABCO



LINOLEUM

**LUXURY FLOORS
AT REGULAR
LINOLEUM PRICES**

The Paraffine Companies, Inc., New York, Chicago, San Francisco, Makers, also, of Pabco "Stainless Sheen" Floor Coverings

*New Arrivals*_____



THIS GREAT NEW HOOVER

Reg. U. S. Pat. Off.

WILL DO MORE FOR WOMEN THAN ANY OTHER CLEANER EVER BUILT. You've been waiting for a cleaner like this. It's as modern in its way as this year's new cars. It's the finest, most efficient Hoover ever built—and the easiest to use. It's lower, it's quieter and does a cleaning job you'll be proud of in lots less time, with lots less

work than required by ordinary cleaners.

This great new Hoover Cleaner (Model 60) is the Flagship of three great Hoovers at three prices, now on display at leading stores everywhere. You can own a Hoover for as little as \$1.00 a week, payable monthly. **THE HOOVER COMPANY.** Factories: North Canton, Ohio; Hamilton, Ont.

A NOAH'S ARK OF PLEASANT SURPRISES

New beauty comes to cleaners—Styled by Henry Dreyfuss—without a protruding knob or "gadget." Brown-on-brown with modern metal contrast.

New cleaning principle—"Air-Cushioned Vibration"—Lifts rug on cushion of air—taps out hidden grit. Fluffs nap.

New patented Rug Vibrator—Restores rug colors. Removes dog hairs. Adjustable brushes with new nylon bristles—the longest wearing ever known on a cleaner.

Finger-tip handle control—to change angle of handle.

Snap-in tools—in handy kit—a complete ensemble.

No adjustment necessary—always maximum efficiency on any thickness of rug.

Full width lens in dirt light—"Flood-lights" more carpet in front of cleaner.

REMEMBER—between five and six million women have already bought the Hoover. Responsible stores sell and back it. Your friends know it and own it.



EASIER TO EMPTY

— Handsome rayon bag zips open at back. Lift out Hygienisac unit containing dirt, which then tumbles out quickly, neatly and without shaking. Standard type bag optional equipment.



EASIER TO USE UNDER LOW FURNITURE

without moving heavy pieces. New low-slung design—slips under furniture close to the floor. Note the set-in handle (without bail) which also helps get under low pieces.

Again Years Ahead!

that require two building lines will sometimes show a site to be too narrow or shallow for the intended house and garage. Attached garages that are on the side or front of a proposed house can cause a lot of disappointment for lack of room on the site.

Your lawyer is the next one to see. Let him examine all the papers including the survey and tax search. If obstacles that would interfere with your intended home don't show up to this point in the search and survey, assume ownership with smooth sailing ahead.

Old neighborhoods and residential sections, especially in the larger cities, are rather tricky places to buy a building site for a new home. Mainly because of the ever changing trend toward the commercial. Residential restrictions in these areas are usually nearing the expiration date when they can go commercial. Then most cities are zoned into residential and commercial areas but if a strong trend toward a commercial center develops in a residential neighborhood, political pressure may change the zone.

If you buy in these areas be sure that some morning you are not awakened by workmen wrecking the house on the corner to make way for one of those super filling stations. If they can build on the corner what is there to prevent a beer joint and res-

taurant with a bright Neon sign called "Jake's Place" to be your close neighbor.

Here are a few suggestions that you can watch out for that will save a lot of headaches when you buy your home site especially in the new areas.

When improvements are going on at the time you buy or are contemplated in the near future, who pays for them? Will you be assessed later and to what extent or are they included in the cost of your lot?

Will a gas line to the lot be furnished without cost or must it be paid for by the buyer? In order to get gas will you have to assume cost of installation from another street to the site as is the case in thinly developed subdivisions. Or if the buyer has the only proposed house on that end of street how many houses will be necessary there before it will be installed to the house without charge. And again how much gas and electricity must the buyer guarantee before the utility company would consider installing gas and electricity?

Water. Where does it come from? Is it piped in the street ready to be piped to your house? Is there an extra charge for water connections from the water line to the house? Watch out for this one; it's a tripper. Have the cost, if any, in black and white.

When no water is available, add to the lot cost an electric pump and cost of drilling. Have water tested by a chemist.

Sewers—are they in or contemplated. Sometimes contemplated means years. When the sewers are in, is the lateral (that's the connection to the main sewer) in or will it be an extra cost when the sewer is laid to the house.

When no sewers are contemplated add to the cost of your site a septic system and make sure that you have good drainage for it.

Another one that has cockle-burs all over it is the community driveway. Don't buy a lot where you are forced to use one. It makes endless arguments with your neighbors. And then it is hard to sell a home with a community drive.

There is really nothing complicated about buying a lot if you follow those suggestions. But forget that ounce of prevention and maybe you will have acquired some disappointments you hadn't expected with your new home.



East: \$2,500 on Long Island

[Continued from page 97]

from the exact corner so the long wall enclosing the stairway could be usable wall space. They were determined to do what many authorities insisted could not be done in the Middle Atlantic states; produce for \$2,500 a sound, detached, all-year, fully insulated house, amply equipped and heated, in a section offering city water and electricity. Their five-room house proves conclusively that the trick can be successfully turned. It is compactly designed to make every inch of space livable. Its perky Cape Cod type exterior is a top notch model for an inexpensive home because it is minimum in size and cost without looking mean. A simple cottage exterior, it is distinctive and pleasant with the least possible amount of fuss, feathers, or details, and inside its rectangular shape rooms can be laid out to their best advantage. It is a type which never looks meager or pathetic as English, French, or some other house styles definitely do when they are built on a slim purse.

Our illustration of the house was taken just after completion and before landscaping was put

Hear Ye - Hear Ye -

The warmest Reception and the best Entertainment are to be met with in the ancient Colony and Commonwealth of Old Virginia Land of Romance

GARDEN WEEK
April 22 to 27

ANTE-BELLUM charm and graciousness live on in Old Virginia. Here you will find magnificent historic homes and shrines, which were the cradles of American liberty, gorgeous Colonial gardens, captivating in beauty and design, rare vistas of undisturbed mountain loveliness, breath-taking natural wonders, gay and colorful seashore resorts. All these, plus the inherently hospitable people of this fine old Commonwealth, invite you to come and tarry awhile in Old Virginia—the Land of Romance.

GARDEN WEEK will be April 22-27. Write for free booklet telling of the many beautiful estates and gardens open for this event.

Write for FREE 80-page illustrated book "Carry Me Back to Old Virginia". If interested in special places or events, mention when writing.

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Formal garden—Palace of the Royal Governor's, Williamsburg.



The old kitchen of Kenmore, home of Betty Washington, at Fredericksburg.



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AND THE LABEL FROM ANY CAN OF KARO



DR. DAFOE SAYS:

"Karo is the only syrup served to the Dionne quintuplets. Its maltose and dextrose are ideal carbohydrates for growing children."

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The dripless Sanicut Karo Syrup Pitcher closes automatically—no spilling even if tipped accidentally—it is easy to operate, easy to keep clean and is guaranteed against defects in material and workmanship. This Syrup Pitcher makes an excellent gift or bridge prize. Merely fill out the coupon below and mail it with 50¢ (check or money order) and a label from any can of Karo (Blue Label, Red Label, Waffle Label) and the Syrup Pitcher will be sent you post paid.

RED CATALIN HANDLE
AUTOMATIC CLOSURE RELEASE
STAINLESS STEEL CUT-OFF SLIDE AND CHROMIUM FINISH SANICUT CLOSURE
RED CATALIN TOP REMOVABLE FOR CLEANING



The houses are on generous lots in an open pine wood tract on Long Island

in so its foundation looks pretty bleak. But foundation planting and such details as a door lantern, shutters, trellis, and perhaps a garage will enhance the exterior as time goes on and the owners are able to add to it. Doing what you want is one of the honest pleasures of owning your own castle. Now that you can own a nice new one for \$2,500, much less than you'd pay in rent for a miserable apartment or dilapidated house, we're about ready to ask—All this and heaven too?

Details of Design and Construction

Following is a list of features embodied in the \$2,500 home:

Cement floor 4"
Concrete blocks 8" x 8" x 16"
Floor beams 2" x 8"—16" o.c.—and bridged 1 1/4" x 3"
Ceiling beams 2" x 6"—16" o.c.
Rafters 2" x 6"—16" o.c.
12-lb. felt between shingles and sheathing
230-lb. asphalt shingle roof

1" insulating sheathing on exterior
1/2" decorative insulating board interior
N. C. pine floor—double flooring
8" of brick around terra cotta flue lining
Complete bath and tub shower
Combination tub and sink in kitchen
Copper tubing
Warm air furnace
Summer hot water heater
Ample electric outlets
Red cedar siding
Tar paper between siding and sheathing
2" x 4" studs—16" o.c.
Double plate
Fire stops
Large lots not less than 7,500 square feet
House dimensions; 25'-0" x 29'-0"
Double construction throughout
Full size concrete cellar
Large attic
Monthly payment \$20.90 including interest and amortization payments

Give an Easter dance that's different!

[Continued from page 49]

for matching partners. Arrange duplicate mints—one of each kind—on two trays or bonbon dishes. Pass one dish to the men, the other to the women. The guests match partners according to the colors of their candies. Since all kinds of egg games characterized the Easter Monday sports of olden times, several versions of the ancient games may be played before supper, which is followed by dancing. Here are a few that are tried, true, and lots of fun.

EASTER EGG HUNT. Hide dyed eggs (or Cellophane-wrapped candy eggs, if preferred) in all parts of the room. Provide each guest with a small basket. At a given signal the hunt begins. For the person finding the most eggs there is a prize, such as a small potted plant or a box of homemade Easter cookies. The one finding the fewest eggs receives a foil-wrapped chocolate rabbit or chicken.

EGG-BREAKING CONTEST. The Dutch have an amusing egg-breaking game, which is played at Easter time whenever two or

three Dutchmen are gathered together. The trick is to hold an egg in the hand so that only a small bit of the end is exposed. Two contestants, holding their eggs in this way, knock them together. Whenever a player breaks or cracks his opponent's egg, he adds it to his collection. The winner is the person getting the greatest number of broken eggs. Line up the men and women opposite one another, each player starting out with a basket containing three dyed eggs. The game becomes hilarious as it progresses and some of the players will have enormous luck in cracking other peoples' eggs!

EGG ROLLING CONTEST. Place a child's toy rabbit as goal at one end of the room. Mark off three lines at distances of one foot, three feet, and five feet from the goal. Each player has three turns at knocking over the rabbit with an egg. If an egg goes over the first line (the five-foot mark) the score is five, the second line counts ten, the third, fifteen, and when the rabbit is knocked over the roller scores twenty-five. The

This offer good only in the United States, expires June 30, 1940. It is void in the states of Idaho, Nevada, Montana and Kansas.

**JANEY SAID I
OUGHT TO BE
ASHAMED OF OUR
TOILET SEAT!**



It took a remark by my daughter's playmate to open my eyes. And it took no time at all for my Plumber to show me the special advantages and extra beauty of a new **CHURCH Sheet Covered SEAT**.



My what a difference the new **CHURCH SEAT** made in our bathroom! It brightened up the whole room — and it's so easy to clean with just soap and water.



QUICKLY, inexpensively, bring new beauty and charm to your bathroom with a new **CHURCH Sheet Covered SEAT**! Choose one in white or color—plain or pearl finish—to harmonize with your particular bathroom color scheme. And remember, their beauty is permanent—sealed securely underneath thick sheeting that can't crack, chip or peel.

Ask your Plumber to show you samples of **CHURCH Sheet Covered SEATS** today. Or write for descriptive literature. **C. F. CHURCH MFG. CO., HOLYOKE, MASS.** Division of American Radiator & Standard Sanitary Corporation.

No. 600 **CHURCH Sheet Covered Toilet SEAT**



CHURCH Sani SEATS
"THE BEST SEAT IN THE HOUSE"

C. F. CHURCH MFG. CO., Holyoke, Mass.
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Name.....

Address.....

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44-4

winner is the one getting the most points and his prize may be a box of Easter sweets; the booby prize, an ornate sugared egg with a picture inside.

Time now for "eats," we say, so here are a few suggestions, simple, delicious and attractive.

Supper Menu

Fancy Sandwiches
Easter Salad
Radish Roses Stuffed Celery
Gelatin Eggs in Whipped Cream Nests
Rabbit and Chicken Iced Cakes
Coffee

EASTER SALAD. Make nests of chicken salad and arrange on beds of crisp lettuce leaves. In the center of each nest place three cream cheese "eggs." Roll one in paprika, one in grated cheese and one in finely chopped parsley. Garnish with mayonnaise.

FANCY SANDWICHES. Thinly sliced sandwiches filled with finely pulverized egg yolk and mayonnaise, cream cheese and chopped watercress, minced ham or tongue, are cut with cookie cutters into egg, rabbit, chicken, or flower shapes. Rolled sandwiches, filled with cream cheese and mint or raspberry jelly are particularly dainty and spring-like. To make rolled sandwiches remove the crusts from a long loaf. Cut very thin slices, lengthwise of the loaf, and spread with the cheese mixture. Then roll the slices, jelly-roll fashion, wrap tightly in a dry cloth, then in a damp tea towel. Place in the refrigerator until time to serve. Slice just before you are ready to put them on the table.

GELATIN EGGS IN WHIPPED CREAM NESTS. Pour strawberry, lime, orange, and lemon gelatin into egg shells that have had only a small portion of the end removed. Chill thoroughly in the refrigerator. Just before serving, break away the shell as for a hard boiled egg. Place the gelatin eggs in nests of whipped cream and decorate with a candy chick. Green, lime gelatin, eggs are effectively used to surround a fancy mound of Bavarian cream, topped with fluffy whipped cream. If a buffet supper is served you may prefer this type of dessert.

RABBIT AND CHICKEN ICED CAKES are made by cutting white or gold cake, baked in a shallow pan, with fancy Easter cookie cutters. Frost top and sides with pale green and yellow icing and mark features with chocolate.

For the after-supper dancing you'll want an attractive fruit punch. Decorate the bowl base with a garland of spring flowers and greens and slip in a dyed egg here and there for color. . . . Strike up the band, choose partners and swing your lady!

**COOKING METHODS
HAVE ALSO
CHANGED!**

Styles of 30 years ago look mighty funny today, but cooking methods have changed just as much . . . even though some of us don't realize it!



1. "The strange-looking clothes of yesterday belong in the attic all right. But that doesn't mean out-moded cooking methods belong in today's kitchen. I didn't realize how wonderfully cooking methods have been improved . . . until I got my new Hotpoint Electric Range. Just imagine . . ."



2. "...the air is so fresh and free from fumes that I can keep our canary in the kitchen! There's no soot or grime to smudge my walls. And the Hotpoint electric way is safe, clean . . . and much easier than you'd ever dream cooking could be! It's really all so very simple that there's . . ."



3. "...nothing new to learn. Anyone can bake beautifully with a Hotpoint All-Purpose Oven. All cooking is greatly simplified, and the results are far better. You have a choice of five Measured Heats . . . and you just can't help cooking food that the whole family raves about! Don't worry . . ."



4. "...this won't soil your white glove! The efficient Calrod heating unit is as clean as an electric light. And it cooks foods so quickly! With today's low current rates we actually save money! I'm delighted that we've gone modern with an economical Hotpoint Electric Range."

You, Too, Can Enjoy The Economy, Dependability And Ease Of Hotpoint Measured-Heat Electric Cooking



THE ARISTOCRAT (MODEL RC4)—All-porcelain, inside and out; Master Pilot Light; 3 Calrod Surface Units with Measured Heat, and new Hi-Speed Thrift Cooker; All-Purpose Oven with Measured Heat, Interior Light and Automatic Timer Clock.

Investigate The Low Cost Of Electricity For Cooking
Edison General Electric Appliance Co., Inc.
5601 W. Taylor St., Chicago, Ill.

Measured Heat
Simplifies cooking—
saves time, labor and
money—ends guesswork



NEW CALROD
Cooking Unit

With self-cleaning coils and five measured heats. Starts faster and cooks more economically than ever before. To get the exclusive advantage of Calrod, be sure the range you buy is a Hotpoint.

AS LITTLE **\$1.04** A WEEK
BUYS A
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ELECTRIC RANGE

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should have
**This
Free Book**



It pays you well to keep a household inventory. It's the surest way to know the real value of your home. It gives you an accurate record of everything you own — your furniture, clothing, rugs, books and other personal property. It helps you get proper insurance for your home. And it saves time and money in settling your burglary or fire loss claims.



Get a Copy of This Inventory, FREE!

Send coupon below and we will mail you without obligation a copy of our new Household Inventory. In this new inventory you will find full instructions and plenty of large pages to list every item, room by room. There is also a complete section for recording all your present insurance.

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Practically every form of insurance except life

110 Milk St., Boston, Mass.

Gentlemen: Send me without obligation your free "Household Inventory."

Name.....

Address.....

FINISHING FURNITURE as a HOBBY

GEORGE W. TOWNSEND

IT is hard to suggest a diversion with greater thrills than a "royal flush" or a "hole-in-one." But at least there is a hobby that offers more for your effort than a lot of poker chips that don't match or two little silver cups constantly in need of dusting. Try finishing your own furniture for a change.

Perhaps Aunt Julia's old mahogany low-boy and two Chipendale chairs are sulking in a corner of the living room. They are covered with a dull, greasy haze and the cats have done some scratching on the arm of one of the chairs. Then one day you want to go to work on them.

But how? You'll need a lot of tools and gadgets, you think.

Not a bit of it. A few good paint brushes, varnish, shellac and something with which to polish down the surface. Here's a list that will see you through your most ambitious attempts:

Tools

- 8 good paint brushes
- 2 wood scrapers
- 1 broad-blade putty knife
- 3 dozen sheets of No. 7-0 garnet sandpaper
- 3 rolls of finest steel wool
- 1 dusting brush

Materials

- 1 quart turpentine
- 1 " wood alcohol
- 1 " crude oil
- 1 " clear shellac
- 1 " orange shellac
- 1 " varnish
- 1 lb. fine pumice powder
- Water stain powders (mahogany red and brown)
- Oil stain (small tubes):
 - Raw sienna
 - Burnt sienna
 - Raw umber
 - Burnt umber
- Plenty of clean old rags

Woods

Woods best suited for your beginning are as follows:

- Knotty white pine
- Maple (northern)
- Birch
- Cherry
- Mahogany
- Walnut

probably in the order mentioned. A word about these woods. All except mahogany and walnut are close grained and need no fillers. Since many prefer also mahogany



WIVES:

Try this
INSULATION
QUIZ
on your
husbands!

Q. Why is April a good month to have good insulation installed in your home?

A. Because good insulation will begin to pay for itself at once. It cuts fuel bills during changeable spring weather. And gets your home ready for a comfortably cool summer.

Q. What is good insulation?

A. More than 100,000 home owners have selected Eagle Insulation as the best money can buy. Eagle Insulation is thick, fireproof mineral wool. It contains millions of tiny dead air cells. Keeps furnace heat indoors — shuts out summer sun — more effectively than a concrete wall 12-ft. thick.

Q. Is it expensive to have Eagle Insulation installed?

A. Not on your life! Eagle Insulation is pneumatically applied in hollow walls and roof spaces by franchised contractors. No costly building alterations necessary in frame, brick veneer or stucco homes!

Q. How can you compare different insulations to find out which is best to buy?

A. Use check list of Comparative Insulation Values found on page 9 of new booklet, "It's Different." This list tells you nine points to watch if you want maximum comfort from insulation the year around. Mail coupon today for free copy.

**EAGLE
INSULATION
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Made by the makers of Eagle
Pure White Lead—for all fine painting

Free Booklet—Mail Coupon

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Please send me new free booklet, "Eagle Insulation—It's Different." I am interested in insulation for () my present home; () new home.

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There is a franchised Eagle Quality Contractor near your home. See your Telephone Directory.

and walnut finished open grain only work without filler will be considered.

Let's return to the dull, hard looking furniture. From across the room, look one of the chairs straight in the eye. It will probably leer at you since you have so often before promised it help and failed. But don't mind that. Make up your mind there is an excuse for a fine piece of mahogany appearing like that. Decide, also, once and for all, you will sit in on a poker game at Jones' that evening. Look at the chair again. It will be smiling at you. Advance and catch it by the back, dragging it off to your little workshop in the basement. You are three quarters finished with the job already.

Nothing to it! Wash off the wood frame with gasoline. Dip your rag in the crude oil and cover pretty heavily with pumice powder. Rub the frame well, parallel with the grain, being careful not to rub through the finish. Get oil on the upholstery material. Experience alone will tell you how much to rub. An "oil finish" is what you have now. If you like a little more shine, use water on the rag instead of oil. Your first reader would call this "Exercise Number One"; "setting up exercises," in the language of the gym. Polishing an already finished surface will give a good notion about rubbing raised surfaces, corner and carving. But don't be foolish and think this brushing up will replace a surface that is not there.

Preparing the Surface

But now we are going to start with our unfinished surface and build up. Before applying any finish, preparing the surface of the wood is of paramount importance. In new wood the surface is apt to be "fuzzy" or marred with spots of grease, water or dust, sometimes com-

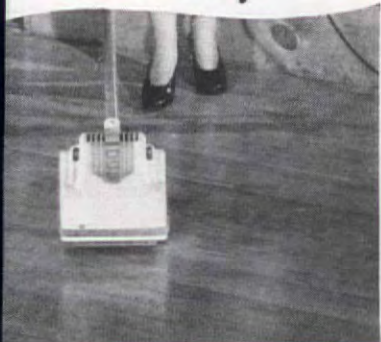


Courtesy, W. F. Whitney, Inc.
An excellent maple corner cupboard for amateur finishing

You can rent this
Johnson's electric
Floor Polisher
by the day!"



... makes floor polishing
so easy!



COPR. S. C. JOHNSON & SON, INC., 1940

In just a short time you can beautify all the floors in your home with a sparkling, protective film of Johnson's Wax. How proud you'll be of their mellow rich glow!

No work at all! Let a Johnson's Electric Floor Polisher (rented by the day from your dealer) do all the buffing.

Costs so little to rent. The by-the-day cost of renting a Johnson's Electric Polisher is usually much less than you'd pay a cleaning woman. And it's fun to run.

This lightweight polisher runs by electricity—skims over floors, under and around furniture. A high-speed rotary brush rubs in the wax—buffs it to mirror brightness.

Make a date this week with a Johnson's Electric Floor Polisher—and polish all your floors with Johnson's Wax—the genuine wax that women have been using with pride for over 50 years.

(Note: Many Wax Dealers also have new Johnson's Electric Floor Polishers for sale.)

**JOHNSON'S
WAX**
(Paste or Liquid)



"Tell Me Where!"

S. C. Johnson & Son, Inc.
Dept. AH-4, Racine, Wisconsin

☐ Please send me name of nearest dealer who will rent me a Johnson's Electric Floor Polisher by the day.
☐ Please send me a folder describing Johnson's Wax. I am interested in buying one of these modern work-savers.

Name _____
Address _____
City _____ State _____

pletely invisible until the application of stain. Sand thoroughly with No. 7-0 garnet paper or fine steel wool, whether it appears necessary or not. You have no idea what invisible patches of water or grease will do toward ruining the uniformity of staining, particularly in the case of oil stain on maple.

After thoroughly sanding, dust off the surface, and handle as little as possible before staining. We now have a well-prepared piece of unfinished furniture standing rather shyly watching what we are about to do. The family has slipped over to the Jones' to explain why you couldn't take a hand in the game. And the house is quiet as a mouse.

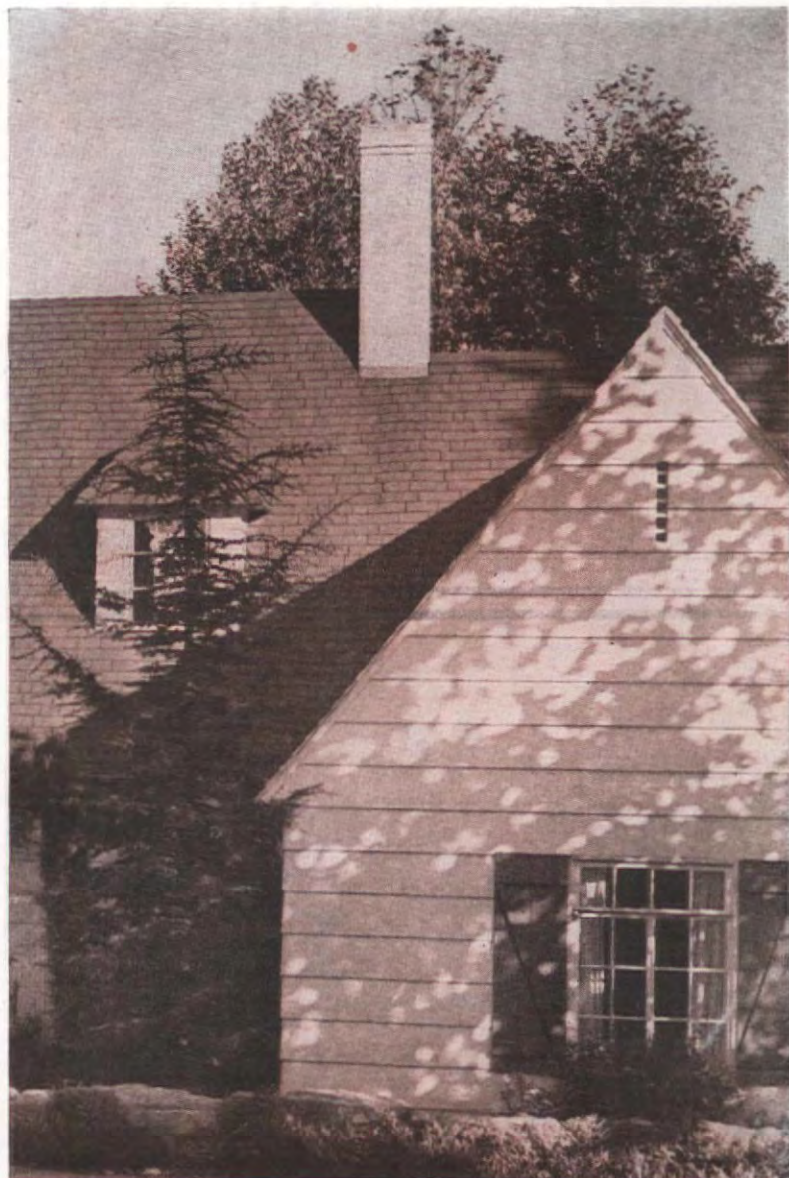
What now! Let's sit down on this bench a minute and talk over a few points. Turn your back to the undressed furniture. The poor thing looks a little worried. The purpose of staining wood is to accentuate the grain, texture and warmth of color, not to cover it up as in the case of paints.

The stains used are roughly of the water, alcohol and oil type. Water stain (alcohol, as well) is more penetrating than oil stain, and very satisfactory but for two faults. It raises the grain, and, on soft woods, does not brush out uniformly, in which latter case we recommend oil stains. For mahogany and walnut and cherry we suggest water stains: for maple and birch we have had good results with both oil and water stains. Apropos of this raising of grain, when using water stains many finishers prefer, before applying any water stains, to sponge lightly with water, and after drying, to sand off the raised grain. Good if you like to do it that way.

White Pine: If it's white pine, with a number of tight knots, a finish that will resemble old pine will be appropriate. Take about one teaspoonful of ordinary brown walnut oil stain to a cupful of turpentine (work out the exact proportion for each job on some surface of the piece that doesn't show) and brush it on, wiping it evenly with a rag, allowing the surface to dry thoroughly for at least two days. Then sand off lightly with fine steel wool.

Cover with a "wash-coat" of clear shellac (made by cutting ordinary clear shellac one part to ten with alcohol). Or maybe you will like this stain better: mix orange and clear shellac half and half, and put this on. No stain will be needed. After drying, sand with fine steel wool.

Maple: Suppose, however, the piece is maple. What then? A maple color popular at the present time, and much used in factory made pieces, is called "antique maple." It is slightly red,



G. W. STODDARD, Architect

How would you like PLUS VALUE in the home you build or buy?

Added insulation . . . longer life . . . greater charm . . . negligible upkeep . . . protection from hail and wind storms . . . less cost per year of life. All these are yours to enjoy with genuine Cedar Shingles on roof and side-walls. Remember, too, that Cedar Shingles give triple coverage on roof and double coverage on side-walls, plus substantial appearance and real home protection.

"HOME PROTECTION", a beautifully illustrated book containing practical suggestions for home building, will be mailed you free on request. Send 10 cents in coin or stamps to defray mailing costs. Write Red Cedar Shingle Bureau, Seattle, Wash., or Vancouver, B. C., Canada.

FOR GUARANTEED GRADES AND QUALITY, SPECIFY—

CERTIGRADE
Red Cedar **Shingles**

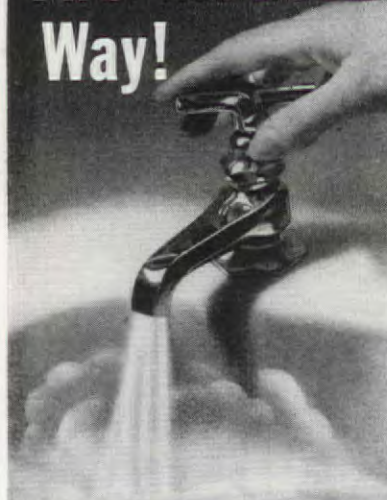
Certigrade pass official inspection for grade and quality.



Sold only by established lumber dealers.



HOT WATER The Modern Way!



WITH A Hotpoint ELECTRIC WATER HEATER



YOURS at the turn of a faucet—all the hot water your whole family needs—twenty-four hours a day! Hotpoint Automatic Electric Water Heater brings you this modern, health-promoting service at a price well within your household budget. Electricity does the work *quickly and economically!*

Visit your Hotpoint dealer and see the smartly-styled rectangular and round-type models available in galvanized and rust-resisting Monel tanks. Enjoy these remarkable advantages:

1. NO MATCHES—NO FLAME—NO DANGER!
2. CLEAN AS ELECTRIC LIGHT!
3. HEATS WATER FAST!
4. COMPLETELY AUTOMATIC—ABSOLUTELY DEPENDABLE!
5. EASY ON THE ELECTRIC BILL!

Ask your electric company about the special low rates for heating water in your community.



BEAUTIFUL ENOUGH
FOR THE MODERN
KITCHEN...
SAFE ENOUGH
FOR THE
PLAYROOM

MAIL COUPON NOW!

Edison General Electric Appliance Co., Inc.
5601 W. Taylor Street, Chicago, Illinois
Kindly send me free booklet telling about
Hotpoint Electric Hot Water Service.

Name _____

Address _____

City _____ State _____

Hotpoint

ELECTRIC WATER HEATERS

RANGES • REFRIGERATORS • WASHERS AND
IRONERS • ELECTRASINK • DISHWASHERS

with a brownish cast. Mix oil stain one and one half parts burnt umber with one part burnt sienna, cut to a watery consistency with turpentine. Apply stain as before, two or three coats if needed. Allow each to dry *thoroughly* before sanding lightly, and apply "wash coat" as before.

Perhaps you like the "honey colored maple" finish to be found in so many antique maple pieces. Here's a tip from an old cabinet man: break up three plugs of strong dark chewing tobacco and place in an old quart jar. Cover with a pint of household ammonia. Screw down the top and allow to stand for three or four days. The dark brown liquid, when poured off, will give the water stain. Apply as before. Three applications will likely be necessary. A light sanding after each coat has dried will be found necessary to take care of the raised grain. Then the "wash coat" of shellac as before.

Mahogany: Assuming your piece is of mahogany, what about staining in that case? Dissolve bichromate of potash crystals in water—the exact strength can be determined by trial on some unexposed surface of the piece. This burns the mahogany to a rich brownish red.

Or another method is to dissolve separately some of the mahogany red and mahogany brown powders in water in the correct proportions as given on the package directions. By combining these, a stain may be secured of the desired shade. Sand lightly when dry and apply the usual "wash-coat."

Applying the Finish Coats

The finish coat may be either shellac or varnish. The nature of the piece will help you somewhat in your decision, as will also the speed and ease of doing the work. Shellac finishes and polishes best, is quickest to put on, and easiest to polish or sand down, but it mars easily with liquids, especially alcohol. Varnish requires more time, is more stubborn to rub, but withstands wear and contact with most liquids. A bed may be finished nicely with shellac but a table had best be done with varnish. As to the number of final coats? For the amateur, two or three are generally enough. Too many coats have a certain disadvantage in hot weather of becoming soft and letting down objects such as vases, lamps, etc., which form indentations.

After deciding whether to use varnish or shellac, the application is the same. Apply as briskly as you can and with as few strokes of the brush as possible, in the direction of the grain. After drying, sand down. Repeat the process two or three times as desired, sanding down either with

GO MODERN All The Way!



WITH A Hotpoint ELECTRASINK



NOW, in one complete unit, you get these four essential elements of the sanitation work center of the scientifically-planned kitchen of today!

1. FULL-SIZED SINK—48 inches, of stain-resistant Porcelain Enamel.
2. FULL CAPACITY ELECTRIC DISHWASHER—Washes and dries dishes hygienically clean.
3. ELECTRIC WASTE EXIT—Instantly disposes of food waste before it becomes garbage—Clean. Sanitary.
4. STORAGE CABINET—24 inches; with handy steel shelves, hooks and towel rack.

Electric Dishwashers, Dishwasher-Sinks and Waste Exits can be furnished separately. Models are available to fit under standard work surfaces or sinks.



● Hotpoint Electrasink actually saves an hour every day. Helps protect the family's health and eliminates forever those most dreaded of all household tasks—"doing the dishes" and "handling the garbage."

MAIL THE COUPON TODAY!

Edison General Electric Appliance Co., Inc.
5601 W. Taylor Street, Chicago, Illinois

Send me more information about the new Hotpoint ELECTRASINK, and other Dishwasher models.

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Address _____

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Hotpoint

ELECTRASINK • DISHWASHERS

RANGES • REFRIGERATORS • WATER
HEATERS • WASHERS AND IRONERS

No. 7-0 garnet paper or fine wool. Be sure the surface is clean between coats. The coat receives the final polish.

Rubbing and Polishing

The final polishing is similar "cleaning up" old furniture mentioned in the beginning. Make thin paste of finely powdered pumice with paraffin rubbing. Saturate a cloth or piece of lap and rub back and forth *the grain*. Be careful not to through the surface. A soft, velvety surface results. Some polishers prefer to rub with pure and crude oil, others prefer water. The latter gives more luster. In cases, water should be used with polishing carvings or out-of-way corners, as excess pumice more easily removed.

Do's and Don'ts

Never apply varnish or shellac except in a *dry* room whose temperature is above 70°.

Keep your brushes scrupulously clean between jobs.

Never use your brushes interchangeably for varnish, shellac, stain, etc. Notch the handles for identification.

Never force your varnish or shellac. Allow between coats drying, at least one day for shellac, two days for varnish. In weather, more.

Shellac finishes will not stand rain-water or alcohol without spotting. A good grade varnish will stand water, but for tops a "liquor-proof" varnish, applicable with a brush may be purchased. Generally "liquor-proof" lacquers require spraying.

Never put shellac over varnish or either of the two over some unknown finish. Varnish over shellac, of course, is all right.

Wood alcohol is used to remove shellac—turpentine to cut varnish.

And so you have come to the end, with nothing to do but clean up out of the basement, change your clothes, expand your chest and receive the plaudits of your wife who has just returned from a visit to the Jones'. Jones, of course, when he hears what you have done, will be green with envy. But let him have his share. After all, in a way, he's right. Poker is exciting; so's golf—when you make a hole-in-one!

DO NOT BE MISLED!

THE AMERICAN HOME does not publish, and has no interest in, The American Home Cook Book recently put on the market.

The use of the title of our magazine was without our knowledge or consent and has confused some of our readers.

We are in no way responsible for, nor do we endorse, this book.

THE AMERICAN HOME

Free
DECORATORS' CHART
Shows many different color schemes
of rugs, drapes, upholstery, etc., for
various rooms and gives the right
color of wall for each scheme. Just
mail coupon.

LUMINALL PAINT

*gives your rooms
that Smart New Look*



**MAKES YOUR HOME FURNISHINGS LOOK
THEIR VERY BEST**

This marvelous flat wall paint does more for your rooms and furnishings because it has truer color values and gives better lighting effects. Its one coat coverage saves money.

LUMINALL is the casein-binder paint. Hence the pigments are not obscured or distorted. That's why the color values are truer—why its lighting efficiency is so much higher—that's why it cannot "yellow" with age.

If you cannot make needed replacements of expensive rugs, upholsteries, drapes, then make them look their best by painting walls and ceilings with LUMINALL! Less expensive than ordinary paint.

Costs Less, Too

You'll be delighted with LUMINALL's amazing economy due to its one coat coverage, a big saving in labor and paint. Thins with water. Odorless and dries in 40 minutes. Makes redecorating quicker and more pleasant.

Use LUMINALL on the walls and ceilings of your best rooms for its greater beauty and decorative effect; use in halls, closets, attic, and basement because of its economy and for better light. Recommended by your master painter for its splendid paint qualities. Sold by an authorized dealer near you.

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☐ For 10c enclosed, send your de luxe "Short Course" in interior decorating with rooms shown in full color.

Name _____
Address _____

Keepers finders

[Continued from page 42]

where you could find them. A folder for each subject and a folder for each member of the family—tuck away the papers, and when you need them, there they are.

The objection to the file cabinet as a piece of furniture can be overcome by encasing it in plywood and combining it in a unit with cupboards and bookshelves to make a "business corner." This may sound grim, but actually any housewife will find it pleasant.

A well-arranged "business corner" will become the spark plug of the home. There, for efficient operation, can be grouped the telephone, writing space, file cabinet, typewriter, with drawers and cupboards for stationery supplies and budget records, and bookshelves for reference books. From this one place all the business of the home can be carried out efficiently: ordering, corresponding, telephoning, check writing.

Not enough attention has been given in modern house design—or in the remodeling of the older house—to the "business corner." Combined with modern materials, the steel file can be an indispensable addition to any house, and without disrupting the decoration of the more elaborate rooms.

In passing, and from painful experience, let me give you a warning. From the very start the file should be sacrosanct. Do not allow it to degenerate into a receptacle for Junior's roller skates and homework. Once those precious objects creep in, you might as well give up the first file and buy a second.

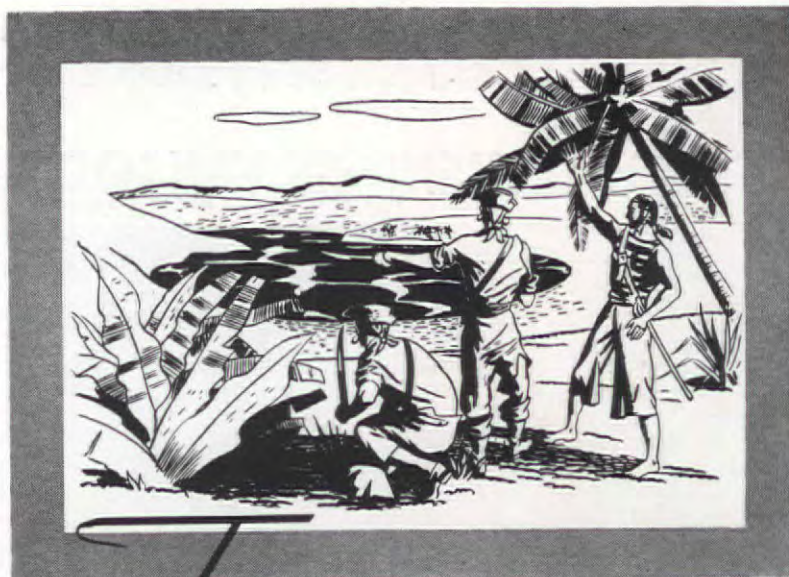
Let in the spring breezes

[Continued from page 40]

and straight hanging curtains of lace or net to give a soft effect.

When you put the winter draperies in moth balls and go out to find summer inspirations, take a fling at whatever strikes your fancy, as long as it looks good and breezy. An awning striped swag valance over sheer curtains. A bamboo blind with pots of ivy where draperies might have been but definitely will not be for some time. A bright painted wood trim to frame the top and sides of a window decked out in tie-back organdy curtains. Venetian blinds, patterned or in one of the gay new colors, because they let in lots of light.

Now it's your turn. There are ideas all around you, just waiting to be used. And remember that this is no time to be stuffy!



Treasure from the Spanish Main beyond the dreams of buccaneers

Blackbeard, Morgan and many another swashbuckling pirate tramped the shores of Trinidad Island in the heart of the Caribbean Sea. But they passed up, at their very feet, a treasure far more valuable than all the pirate gold in history! For Trinidad Island contains a natural lake of asphalt. Science today recognizes this asphalt as one of the toughest, most durable weatherproofers known to man.



For three million years (some scientists say five million), Trinidad Native Lake Asphalt has been exposed to the terrific heat of a semi-equatorial sun and the drenchings of countless tropical tempests. Yet it possesses such vitality and uniformity that it has never been duplicated commercially. Today Barber Genasco Roofings are the only roofings that contain this "asphalt that never grows old."



Barber now presents a complete line of "color-styled" asphalt shingles, executed by one of America's leading designers. You can select the exact color to set off your home in greatest beauty. And Barber Genasco Roofings are fire-safe, easy and inexpensive to apply. See your Barber dealer or applicator today. Remember that Barber Genasco are the only roofings to bring you *The Vital Element*.

SHINGLES • ROLL ROOFINGS
SIDINGS • BUILT-UP ROOFINGS
Barber Asphalt Corporation, Barber, N. J.

BARBER
Genasco ROOFINGS

"Each guest enjoys making his own
SALAD BOWL at my **SALAD BAR**"

—says

Mrs. HENDRIK VAN LOON
wife of the famous author and historian



THE WESSON SALAD BAR

FIRST Prepare and arrange on small plates around the Salad Bowl

Chicken and cheese cut in thin strips
Sieved hard-cooked eggs
Anchovies or smoked herring
Finely chopped green pepper, chives
Sliced radishes

THEN

Mix in Salad Bowl

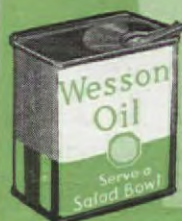
½ teaspoon salt	Dash of anchovy paste	} optional
¼ teaspoon pepper	Touch of garlic	
¼ teaspoon dry mustard	½ cup Wesson Oil	
¼ teaspoon paprika	2 tbs. vinegar or lemon juice	

This is enough for a salad for six. Then place chilled, torn lettuce or other greens in the Salad Bowl and toss all together.

NOW—Serve a portion of green salad to each guest; let him add his own selections from the side dishes. He then mixes these with his salad to get the tang of the dressing."

Wesson Oil is America's favorite for salads, for waffles, for delicious vegetable cookery and for crisp, digestible fried foods. Get Wesson Oil and the other essentials for this new idea in salads at your grocer's.

Send for **FREE Booklet**—"The Wesson Salad Bar"



WESSON OIL & SNOWDRIFT PEOPLE, DEPT. MM
210 Baronne Street, New Orleans, La.

Gentlemen:

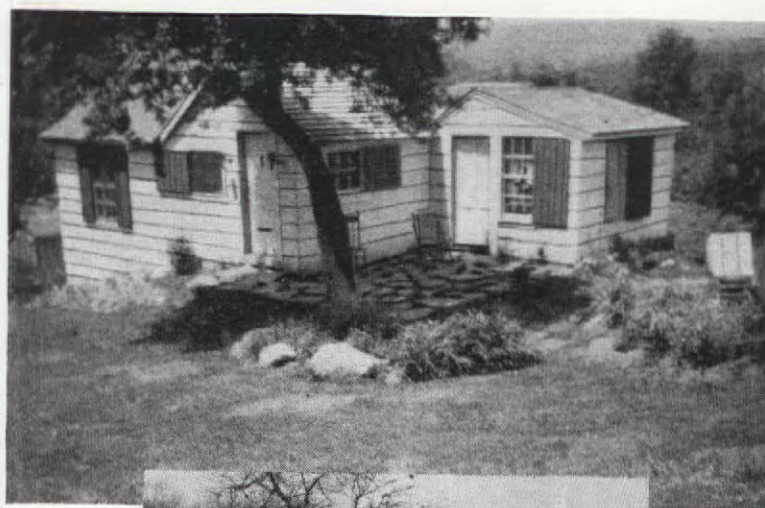
Please send me free your new booklet "The Wesson Salad Bar"—all about the smart, new way to serve the Wesson Salad Bowl.

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ADDRESS _____

CITY _____

STATE _____

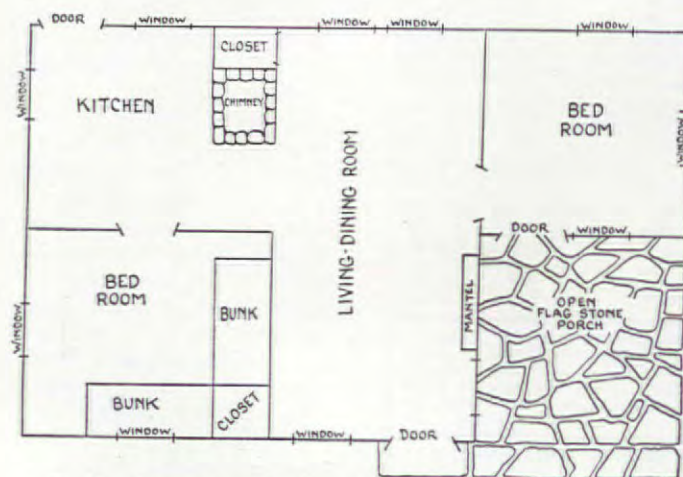


How a shack became A COTTAGE!

CLARENCE PAUL MEIER

IT'S HARD enough to find a desirable summer retreat under any conditions, but when your wife demands that it be within a four-hour drive from New York City, and you insist that it have real trout in a real brook—all this for "a price," of course—it's still harder. After five years of searching we were convinced that the city realtor who exaggerates in his advertisements is just a shrinking violet when compared to most country realtors. "Babbling brooks" really were foot-wide ditches. "Rambling house" often turned out to be a house with several ugly sheds jutting out from it. "Old Colonial homestead, fine for remodeling" often consisted of nothing but a dry stone foundation with possibly a Dutch oven in the cellar and the rest of the house caved in on top of it.

Finally, in the spring of 1932 an advertisement in a New York paper caught our eye: "Attractive site, rushing trout brook, 10 acres, two-thirds woodland and one-third cleared, 90 miles from New York. With cheaply constructed 5-room cottage." The price as well as the features fitted our bill of particulars so closely we were skeptical. However, a trip up to the country convinced us that here was one



For less than \$500 and a large expenditure of energy we were able to put our "shack" into a comfortable, attractive condition

"I MARRIED A GOURMET-



**AND IT'S NO TROUBLE at all
TO KEEP HIM HAPPY"**

says Gladys Gourmet, charming bride.

"At first I worried about Bill's patrician appetite. Would he demand terrapin stew or lobster Thermidor? Now I know he likes simple food best, but it must be served right. Colman's Dry Mustard with meats, for instance. 'A man's mustard,' says Bill. 'Has a fine, racy taste that brings out all the good meat flavor.'" Use Colman's as a seasoning in cooking, too. Adds sparkle to gravies, sauces, meats, salad dressings.

**Colman's
adds sparkle
to Meats**



FREE RECIPE BOOKLET—

Atlantis Sales Corp., Sole Distributor,
3332 Mustard Street, Rochester, N. Y.
Please send me 12 new Colman's recipes.

Name _____

Address _____

CASH'S PERSONALIZE IT... PROTECT IT... MARK IT... WOVEN NAMES

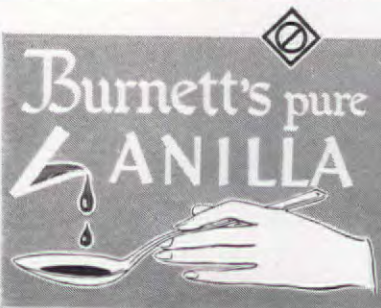
AT LAUNDRY, school, traveling, or home, the family's things are safer marked with Cash's genuine Interwoven Names. Now! —An extra dozen FREE with every order. At most department stores, or write us. Ask also about Cash's Pair Numbers, Sheet Markers, and Cash's newest products—Woven Belts and Trimmings.

TRIAL OFFER: Send us 16¢ for 1 doz. of your first name and sample of NO-50 for attaching without sewing.

CASH'S 190 Chestnut St., So. Norwalk, Conn., or 6223 So. Gramercy Pl., Los Angeles, Cal., or 30 Gray St., Belleville, Ont.

CASH'S 3 doz. \$1.99 6 doz. \$2. NO-50 25¢
NAMES 9 2 12 3. Cement 1 tube

WHY experiment when you are sure of Burnett's, the pure Vanilla that invariably puts delicious flavor into cakes, desserts, frosting and candy?



realtor whose advertisement stated actual facts. The site was most attractive, on the side of a hill with a lovely view through a valley. The brook was a good size one, quite rushing, and really had native trout in it. And the house certainly was "cheaply constructed."

The side-boards on the shack went both ways and had never been painted. There might have been five windows in all of the five rooms but I would not vouch for it. The roof was covered with tar-paper but had never been shingled. There was a good kitchen chimney but this barely came through the roof and a hot water tank had been inserted in it to reach above the peak and get the necessary draft. The front door was merely an old kitchen affair. However, there was a good dry stone foundation, a cellar, and a fair-size attic. Heaped up against the house, almost burying it, were piles of leaves, probably a primitive method of insulation.

Inside, the walls were covered with about five layers of the worst wallpapers imaginable, most of which hung from rather than stuck to the walls. The flooring in two rooms was ordinary pine and in fair condition, but the rest was full of holes. There was a pump at the kitchen sink which did not work but at least gave evidence of obtainable water. Investigation disclosed an excellent neglected spring that had a reputation for its never-failing qualities and its purity. In fact, it was the only thing about the whole place that any one cared to speak about in favorable terms.

After looking over the place, we got into our car and started back to New York. Neither my wife nor I said a word for the first fifty miles; we were too disappointed and too overcome at the sight of the "cheaply constructed cottage." But we both had been thinking. Yes, the site was very nice. At least it would be after some one cleaned away several loads of junk—dilapidated cars, old wagons, assorted pots and pans, and old automobile tires. And shingles and paint certainly would dress up the outside. A good tearing down, cleaning up, and disinfecting would make the inside "workable." And couldn't we do this and couldn't we do that? By the time we reached home we were all pepped up again visualizing what we might be able to do with the place. We made plans, changed them and made new ones. Four days later we again made a trip to the country and bought the place.

Having decided to tackle the rejuvenating work ourselves, we got started at once. The very first thing I did was to climb up

LIFT THAT DINGY FILM FROM BOTH DIRT ZONES!

DIRT ZONE NO. 1

Everything
ABOVE the Floor



DIRT ZONE NO. 2

Everything
ON the Floor



Premier Partners do a complete cleaning job both **above the floor** and **on the floor**

You'll banish the shadow that hides the loveliness of your home the day you put Premier Partners to work. Because each Partner is a specialist in cleaning the particular Dirt Zone for which it was designed, *together* they do a complete job of housecleaning—more easily, more thoroughly.

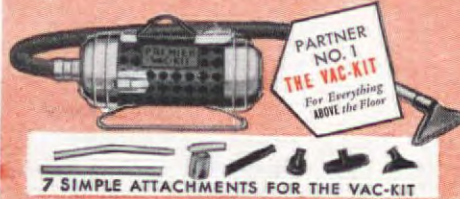
• **Partner No. 1**—the Premier Vac-Kit, a feather-weight, cylinder-type cleaner—makes quick work of 101 different jobs in the Dirt Zone *above* the floor. Lamps, drapes, Venetian blinds, upholstery, all the once hard-to-clean places are easy now!

• **Partner No. 2**—the Premier Floor Model, with its double-action, motor-driven brush—restores the beauty and freshness of your rugs and carpets by lifting out even the hidden dirt and embedded grit. End half-way housecleaning today—see your Premier dealer or write *Premier Division, Electric Vacuum Cleaner Company, Inc., Cleveland, Ohio.*

**YOU WOULDN'T
USE A ROASTER TO
POACH AN EGG!**



**Pay less for both Premier Partners than
you'd expect to pay for one ordinary
cleaner alone—and they cost less to use!**
Small down payment—convenient monthly terms.



**PARTNER
NO. 1
THE VAC-KIT**
For Everything
ABOVE the Floor



**PARTNER
NO. 2
THE FLOOR MODEL**
For Everything
ON the Floor

IF THE NEW-HOME BUYER KNEW WHAT I KNOW, HE'D ASK FIVE IMPORTANT QUESTIONS ABOUT THE INSULATION



says Howard S. Patterson, well-known architect of New York City

"FIFTEEN YEARS' experience in designing new houses has taught me five important things about insulation—things I advise all prospective new-home owners to ask about before they buy.

"First, how thick is the insulation? Second, is it the batt type? Third, is it fireproof? Fourth, who is the manufacturer? And fifth, are the walls of the house insulated as well as the attic?

"I know these five points are vitally important. That's why I always specify J-M 'Ful-Thik' Super-Felt Batts. They are fireproof, have full-wall thickness, are factory built to uniform density and thickness, insure maximum insulating efficiency. This means homes are up to 15° cooler in

● J-M Super-Felt Rock Wool Batts are easily installed . . . withstand rough handling . . . have moistureproof backing. Permanent, fire-proof.



hot summer weather—more comfortable on bitter winter days, with fuel savings up to 30%.

"J-M Super-Felt is the batt type, which, per dollar invested, represents the maximum in insulation. It not only costs a home owner no more than many less efficient materials, but eventually pays for itself in fuel savings anyhow."

So if you're planning to build a new home, don't just insulate—fully insulate. Specify J-M Super-Felt. And if you're considering a new home ready-built, investigate the insulation before you buy. Insist upon Johns-Manville.



Mail this coupon TODAY!

JOHNS-MANVILLE, Dept. AH-4, 22 East 40th Street New York, N. Y.

I am planning to build. Please send me your Home Insulation brochure which tells the complete story of J-M Super-Felt—the Improved Rock Wool Home Insulation.

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JOHNS-MANVILLE HOME INSULATION

on the roof and get rid of the hot-water boiler chimney, for this stood out above everything else as my pet eyesore. I put a man to work cleaning up the grounds and carting the accumulated rubbish away while I stripped the inside walls of all paper, removed all old floor coverings, and gave the house a thorough "clean up" on the inside.

The front door opened into a 10-foot square room with a partition between it and another of the same size. This partition I ripped down, making of the two rooms one large living-dining room, 10x20'. Off this room on one side were the kitchen and bedroom; on the opposite side a 10' square bedroom which was in a separate wing of its own.

When the paper was removed from the ceiling of the front section of the living room, I found a fairly good tongue and grooved wooden ceiling underneath. In the other section of the living room the ceiling was beyond repair so I covered it over with sheets of wallboard. Several coats of white paint over the whole ceiling made it look presentable. I removed the front door and installed a solid oak one without any glass in it. In the wall on the left of the door I cut out an opening for a 28"x32" one-sash window which hinges open to the ceiling. In the wall space at the other end of the living room, opposite the front door, I cut out space for two 18"x32" windows. Counting the light and air which come in through the kitchen, our living room has four exposures.

The floors in the bedroom were salvaged with several coats of floor and deck paint, but new floors had to be laid in the living room and kitchen. I had always admired the wide board pegged pine floors in old houses but wanted to cover mine as easily and as inexpensively as possible. I bought ordinary pine boards 12' and 14" wide and nailed these right over and to the other flooring. With a brace and bit I bored holes near the ends of the boards and inserted in the holes pieces of wooden dowels so that I had



ASK YOUR ARCHITECT OR CONTRACTOR ABOUT this Marvelous New COMFORT HEATING

If you are building a home here is exciting news! Never before has there been available a genuine remedy for ups-and-downs in room temperature. Now Hoffman Hot Water Controlled Heat, a marvelously accurate new control system, positively ends over and under heating.



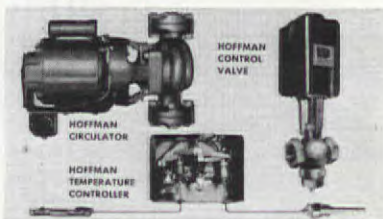
STOP ALTERNATE FREEZING AND ROASTING WITH AMAZING NEW CONTROLS

This system maintains a continuous circulation of heated

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Any type of oil, gas or stoker-fired hot water system can be equipped with Hoffman Controls. So whether you are building or modernizing send the coupon for full information.

HOFFMAN Hot Water CONTROLLED HEAT

Hoffman Specialty Co., Inc., Dept. AH-4 Waterbury, Conn.

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Safer SEWAGE DISPOSAL

Before you build—or install new plumbing—in home or camp, learn why the San-Equip Master Tank is safer. Find out how it protects you against clogged drains, damaged walls, ruined floors or furnishings. How it ends the risk of digging up large sections of your lawn. Six exclusive features are your guarantee of satisfaction. Easier to install. WRITE NOW for free booklet, "Safer Sewage Disposal."

SAN-EQUIP INC. 514 E. Brighton Ave. Syracuse, N. Y.

San-Equip MASTER TANK



WRITE NOW!

a "faked" pegged floor. Several coats of Colonial maple stain and waxing were the finishing touch. These floors have been down for seven years and look very well.

No plaster was or ever had been on any of the walls. They were of wood which meant that they had to be prepared in some way before they could be decorated. In the living room we decided to do two jobs in one operation. We bought the cheapest 8-inch wide white pine boards obtainable. Not just because they were the cheapest but because the cheaper grades have more "knots" in them. These gave us fine "knotty pine" paneling for the living room. I nailed each board directly to the wallboards already there, running my plane along the two long edges on each board before installing it, thereby giving each a slight bevel.

THERE was enough space between the kitchen chimney and the outside wall to build a closet opening into the living room. Both this closet door and the bedroom door were made of the same knotty pine boards used in paneling the room. This paneling was stained with a Colonial pine stain and waxed. It has mellowed with the years, and outside of an occasional waxing, never requires any attention. An old pine mantel, picked up at an auction, is installed on the wall adjacent to the front window. A real fireplace still is just a hope, but for the present our mantel creates a pleasant illusion and certainly has made an ideal spot for our old clock and miscellaneous knickknacks.

As we had to start with an oil stove in the kitchen, and a low ceiling is a fire hazard, I used sheets of metal ceiling in the most inconspicuous pattern obtainable. I added a window to one wall of the kitchen and also installed a new door. Amusing painted decorations, peasant florals, are effective around the door and window trims. Fire-proof wallboard was applied to the walls and painted with white enamel. The chimney was crude but well made of fieldstones. This we painted a bright red, and I put a 6-inch wide shelf around it to hold tea, coffee and spices, with hooks underneath for pots and pans. We put lots of shelves on the kitchen walls—you can't have too many.

The bedroom off the kitchen has two outside walls and I put a good-size window in each of these. Out of 2x3's I built the frames for two bunks and placed them against adjacent walls. These just met, leaving a 3-foot square space. With my knotty pine boards, I closed this space in from floor to ceiling and had another closet. Two half-doors over

Cut Fuel Costs



With this New-Type FIREPLACE

Thousands of homes all over America use the Heatilator Fireplace to reduce heating costs. It ends the waste of furnace fires on chilly spring and fall days—cuts weeks from the furnace season and dollars from fuel bills. In mild climates it is the only heating equipment needed in most homes. Makes camps usable weeks longer.



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The Heatilator Fireplace works on the proved principle of a warm-air furnace. It circulates heat to every corner of the room, and even to adjoining rooms.

Concealed inside the masonry, the Heatilator is a double-walled steel form around which any style fireplace may be correctly built. It corrects the usual causes of smoking. Saves firebrick and other materials. Adds but little to fireplace cost. Send a postcard today for complete facts.

HEATILATOR COMPANY
414 E. Brighton Ave., Syracuse, N. Y.

HEATILATOR Fireplace

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CASCO FLEXIBLE CEMENT is an industrial adhesive now in handy tubes so you can use it. Sticks wood, paper, fabric, leather—to metal, plastics, glass, any household material. Resists heat, moisture, jolts. Large tube 25¢ at hardware stores.



CASCO FLEXIBLE CEMENT

HAVE YOU A HOME WORKSHOP?



You'll need CASCO POWDERED CASEIN GLUE for all heavy-duty wood gluing. Used by furniture and boat manufacturers. Easy to use. No heating. 10¢ to 65¢ at hardware stores.

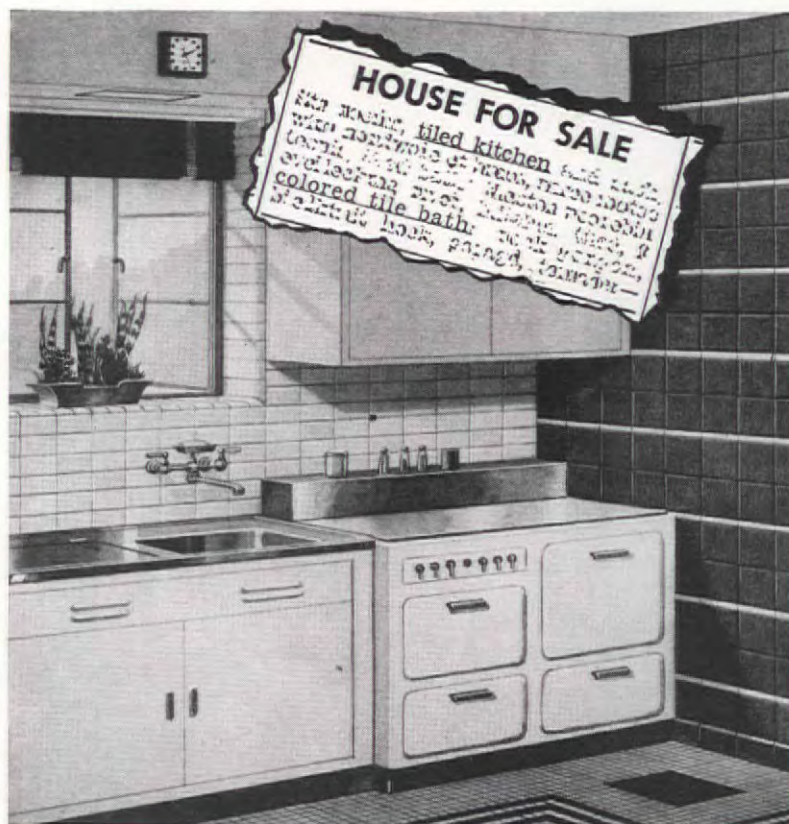
Casein Company of America
350 Madison Ave., New York

one of the bunks are held shut by a wooden cross-bar. As these bunks were meant for our two boys, on the closet over one was placed a cut-out of a skull and bones and in the cut-out letters the name "Barnacle Bill." Over the other a skull and crossbones and the name "Capt. Kidd." One wall I paneled with knotty pine, in the center of which I recessed a row of floor to ceiling shelves. The bunks, closet, paneling, and all woodwork were stained brown. The ceiling and remaining wall space painted white. Cut-out cross anchors painted blue and a 24-inch diameter cut-out of a compass were tacked in relief on these white wall spaces. But the boys really put the finishing touches on this room. If one did a particularly nice piece of work in school it was pasted on the wall. Drawings and snapshots were pasted there too, as were 100% arithmetic papers. Soon one side of the wall was covered with a most novel wallpaper.

THE other bedroom was a newer addition to the house and had one window on each of three sides. The floor and ceiling (both of wood) were in fair condition, and paint completed their restoration. A dilapidated door opening out from this room was removed. The room was too small to have a full door open into it, so I took a usable old door, sawed it down the middle and hinged it on both sides. We covered the walls with wallboard and shopped for a quaint small patterned wallpaper. The paper we liked and which fitted the bill best was only twenty-five cents a roll!

The tar-paper roof, though unattractive, was laid over a solid wood roof and made an excellent base for shingles. These I found not difficult to apply, with helpful advice from the lumber company. I soon had one section of the roof shingled but one of the peculiar things about the house, though it now lends to its attractiveness, is the number of "peaks" or "breaks" in the roof. These all required flashing to make them watertight. On this I needed outside assistance and turned the job of finishing the shingling of the roof over to two carpenters while I applied shingles to the sides of the house. Then I had a mason continue the chimney above the peak of the roof and had him build a five-foot square by five-foot deep cistern around the spring. He also laid the broken flagstone open porch on the front of the house. These were set in sand with turf inserted between them.

I made solid shutters out of 6-inch wide pine boards with 3-inch wide cross-pieces for all the windows. The roof I left a



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Gentlemen: Please send me a copy of your free book: "Facts About Tile."

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WINDOW SHADE BAR-
GAINS THAT WILL REALLY
OPEN YOUR EYES

THERE! AREN'T THOSE
CLOPAYS STUNNING!



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AND YOU
CAN SCRUB
THEM!



HERE, HONEY—YOU
SAVED ENOUGH
FOR A NEW HAT!



JOHN WAS SO IMPRESSED WITH MY DIME STORE DISCOVERY

"John said, 'Honey, you're a bargain-hunter *de luxe*! When I look at those CLOPAY Lintones I'd swear they were linen—and only 15c!'. . . But it's our CLOPAY Washables, I marvel at—with that lovely oil-painted finish that washes like glass! For a mere 35c! I'll say you can't beat the dime* stores for window shade bargains—their CLOPAYS saved dollars for me."

A complete line: 36 x 6 size, ready to attach to roller without tacks or tools: Clopay Shademoore—10c; Clopay Lintone—15c. Complete on roller with washable oil finish: Clopay Fab-Tex—29c; Clopay Lintone-Washable—35c; Fabray Pique—45c.

Some items slightly higher Denver and West.

*BUY WINDOW SHADES AT THE "DIME" STORE

Yes, and by "dime store" we mean all 5c to 15c stores and the thousands of neighborhood, variety and hardware stores where Clopay departments offer you amazing values in window shades of surprising beauty—from 10c up! Send 3c stamp for set of 49 color samples to Clopay Corp., 1326 Clopay Square, Cincinnati, Ohio.

natural shingle color but the rest of the house was painted white—doors, windows, trim and everything. Nothing is "cut-up" with a contrasting color, except the shutters, which are painted green. Two carriage lamps grace either side of the front door and a white carriage wheel just at the side of the door serves as a trellis for morning-glories.

As the house is on a hillside, the ground at the kitchen door is about six feet lower than in the front. This means a flight of steps. Those on the house were rotted through but enough remained to give me a good pattern to cut others, so I replaced them myself. A kind neighbor showed me where I could get, right in my own woods at no cost, all the seasoned cedar posts I needed to use for uprights for the porch.

While all this work was going on the neighbors came from near and far, each one with a different tale about the old shack. The one that seems the most authentic, because it was told the most, is about how "an old Civil War

veteran lived there with twenty-five cats, set the place on fire, and all the neighbors helped him put it together again." Which seemed to explain the unknown vintage of the architecture. Many of these neighbors came again, and among them are included some of our sincerest friends and the nicest neighbors we have ever had.

Though we never did keep an accurate itemized list of what we spent to put the place in condition, we did have a certain amount budgeted that had to cover everything. This was slightly under \$500. The largest single item of course was lumber. Though we did most of the work ourselves the next highest item was for labor.

Most of the dry stone foundation has been replaced from year to year with concrete made from hillside sand and stone from the fields. Last year, after completing a piece of concrete work, there was enough cement left to make an outdoor fireplace. Half the fun all winter in the city is looking forward to the things we will do next summer.

1-story home with 7 rooms—\$4,945

[Continued from page 34]

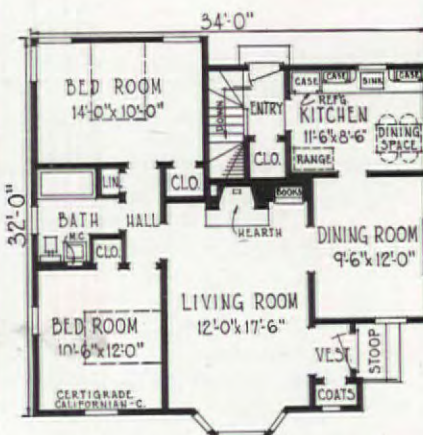
their rooms. One is designed with a basement, another includes a heater in a larger utility room. Both omit the rear den and have 32'-0" x 34'-0" overall dimensions instead of the 35'-0" x 38'-0" dimensions of this house. Plans of all three houses will probably be distributed through local lumber deal-

ers all over the country. Some of the national organizations sponsoring the Certigrade Californian house are: National Plan Service, National Lumber Manufacturers Association, Western Pine Association, National Retail Lumber Dealers Association, Douglas Fir Plywood Association, Lead Industries Association, Western Retail Lumber Dealers Association, and Western Homes Foundation.

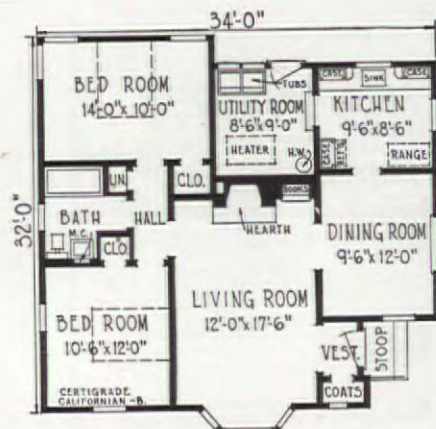
Building Data

Foundations: Outside walls: 12" concrete footings under 6" concrete walls. Interior: 12" x 12" x 6" concrete footings under 4" x 4" posts.

Walls: Exterior: 18" red cedar shingles, double coursed, exposed 14" to the weather,



Two alternate plans for the Certigrade house planned for colder climates than California. B, right, offers a larger utility room where a heating unit can be installed. C, above, has a basement where a furnace can be located



FOR PLAN "A" TURN TO PAGE 34

THE AMERICAN HOME, APRIL, 1940

CLOPAY WINDOW SHADES

LANDERS OPEN TOP CARPET SWEEPER



Easier to use—Easier to clean



No shaking to get dirt free. No newspaper spreading on the floor. Dust pan lifts out, empty it without carrying whole sweeper along.



Finest-quality bristle brush can be kept sanitary. Snaps out of sockets simply and quickly. Clean it thoroughly as often as you like.



Most models have unique removable comb. Cleans brush as it sweeps. Another reason why Landers is the sanitary sweeper.

"Silvertone" model shown \$5.95
OTHER MODELS: \$3.95 AND UP

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ZIM JAR OPENER

Removes cap from ANY bottle, glass, can, Mason or other jar. Screw cap, pry-up, friction, vacuum, crown or any other style cap comes off with simple twist of wrist. No bruised fingers, no frayed tempers, no glass breakage. Also tightens screw caps. Zim is a handy, compact, kitchen wall or cabinet fixture that swings out of way when not in use. Lasts a lifetime.
See at stores or order on money-back guarantee. Silvery finish \$1.00 postpaid, Black, Red, Green or Cream finish \$1.25. Chromium \$1.35.
ZIM MFG. CO. 3041 Carroll Ave., Chicago, Ill.

laid over building felt and 1" x 4" sheathing applied to 2" x 4" braced studding. Interior: Plaster and plaster board on 2" x 4" studding.

Flooring: Oak flooring in entry, hall, bedrooms, dining room. Plywood laid as subfloor for linoleum in bathroom, kitchen, utility room, den. Plywood as base for overall rug in living room.

Roof: 16" red cedar shingles laid with 5" exposure to weather. Every fourth course is doubled and the starting course is tripled.

Windows: Wood sash, double hung.

Trim: Exterior trim, California redwood, back primed with white lead.

Insulation: Double coursing of shingles on side walls and roof employed as insulation.

Exterior color scheme: Wall shingles, flat white; trim, bright white, shutters, light green; steps, bright red; roof shingles, stained light brown.

Painting: White lead. Roof, shingle stain.

Interior finish: Living room and hall, painted. Bedrooms and dining room, papered. Bathroom and kitchen, wall canvas.

Kitchen equipment: Electric range, refrigerator. Tile drain-board, linoleum counter tops, double sink, electric clock, exhaust fan.

Bathroom equipment: Sun-tan fixtures. Separate stall shower, tiled, with glass door.

Heating: Fireplace heat distributing unit.

Cubage: 10,104 cubic feet.

Cost: Built under contract in North Hollywood, Cal., for \$4,945 including brick wall in front of house, sprinkler system, lawn, landscaping, incinerator, and other features. Lot: \$800.

FHA—What can it do for you?

[Continued from page 35]

money to buy or build a home. It is merely an insurance company which tells the lender: "If you'll advance the money to this borrower, and I am satisfied with the present value and the future prospects of the house, I'll insure the loan and limit your loss."

Every insured mortgage is a three-way agreement—it involves (1) a lender, (2) a borrower, and (3) an insurer. Working together, they accomplish these things: the family who want a home may get it with a minimum of delay and a minimum of cost; the bank, which is glad to find an outlet for surplus funds, can lend profitably and with a maximum of safety, while the FHA can carry out the purpose for which Congress created it—to encourage home building

[Please turn to page 119]



BEAUTY MAGIC—styling with paint in correct colors works beauty wonders, brings out the best features of homes. And to insure longest life, do your styling with durable white lead paint—in colors you prefer.



It keeps us miners stepping to dig out lead for your PAINT



MOST folks know that lead is used for roofing and gutters and other out-door purposes because it stands up to weather so long.

But did you know that a powerful lot of lead is used in making paint—for exactly the same reason.

You see, the metal lead is used in making white lead—and white lead inherits the toughness and ability to stand up against weather year after year.

And besides making paint that lasts longer, white lead keeps it from cracking and scaling—makes it cling in a smooth unbroken film that protects the surface underneath from moisture.

Yet a white lead paint job actually

costs you less because it wears so much longer!

So it's a good idea when specifying paint to know how much lead it contains. And it's a pretty safe rule to say: the higher the lead content, the better the paint. You can't, for example, get a more durable paint than one containing 100% white lead. This is the kind good painters mix from lead-in-oil. In many localities it is also sold ready for use.

WHAT TO EXPECT FROM WHITE LEAD PAINT is a handy booklet packed with valuable information about painting. Send for your free copy today.

LEAD INDUSTRIES ASSOCIATION
420 Lexington Ave., New York, N. Y.



TO GET QUALITY WORK—hire a good painting contractor. You won't find him painting over dirt in corners. He knows the trick of removing it quickly, insuring a better job.





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... for surprisingly little



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You can enjoy the luxury of highly decorative chintz at little cost because the crispness and lustre of "Everglaze" are permanent after repeated dry cleanings or washings. (Approved by American Institute of Laundering and "Ivory Flakes") This beautiful fabric, ideal for slip covers and dozens of other uses, is *pre-shrunk*, *sunfast*, *dust-resistant*, unaffected by water or alcohol, easy to tailor. At all leading stores or write to:

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330 Summer St., Boston, Mass.
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A-4

GOURD GROWING

A fascinating hobby for collectors



Autumn—color and decoration out-of-doors
Summer—shade indoors from the gourd vine



Gretchen Harsbarger

GRACE V. SHARRITT

DAVY (that's my husband) looked up from his newspaper one fall evening and said, "Listen to this: there's a doctor in New York who has a collection of ten thousand gourds." He puffed his pipe thoughtfully, "And here's an item that says an International Gourd Society has been organized for gourd fanciers. What's it all about?"

"Did you say gourds?" I asked absently above my cross-stitching. "Like that funny-looking squash-dipper Grandpa used to have hanging by the cistern? Why, I think" (rummaging around in my mending basket) "I've a darning made from a gourd that Great-Aunt Clara gave me when I was a little girl. Yes, here it is."

"Give it to me," promptly demanded my husband. "Maybe it's valuable." And without more to-do, he took over my little darning



REPLICA OF *Colonial Chest on Chest*

This Statton Chest On Chest in solid mahogany reflects American Colonial design of about 1755. A beautifully proportioned piece, characterized by graceful lines, unique foot, and striking solid brass drawer pulls. Size 36x20 in., height 60 in.

only \$108.00

A very similar chest is available in solid maple at only \$84.00.

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Statton *Tru-type* Reproductions



"Be a good kid, will you? Tell Mom for me that you need a KANTWET, too. You'll sleep better and so will Mom and me."

For Baby's Health Straight-Line Posture and Mother's Convenience

Only a tufted mattress can give lasting firmness and keep the filling from shifting and becoming hollowed. KANTWETS alone are both tufted for firmness and guaranteed completely wet-proof . . . yet non-rubberized.



Ask for KANTWET Wet-proof, Washable Pads. Made better—more attractively styled

Send for folder "For Baby's Health."
Rose-Derry Co., 403 Chapel Street,
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Crib Mattresses

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SANITARY YET NON-RUBBERIZED

which later became the nucleus of his interesting gourd collection.

That was in November, a year ago. Since then I have certainly found out what "it is all about." For Davy and I looked into the matter and were duly impressed. After a lecture at the Garden Club, where we heard how the gourd, squash, and melon families were causing a new flutter in New York, Davy dragged me to a gourd exhibit at our Art Center. From then on there was no stopping him; he became an enthusiastic gourd follower. I liked them too, but it was *his* hobby, if you understand what I mean. My role was that of a sort of satellite, amusing in a different way.

The jobs of a gourd-satellite are many. While the collector is excitingly engaged in running around visiting gardens and bragging and swapping seeds or a "crown of thorns" for an unusual "pepo," the satellite stays at home and raises a crop in the garden. In short, I learned the business end of gourd gardening while Davy played more or less of an ornamental hobbling part in our new venture.

The first thing he did, after finding out what other people were doing with gourds, was to ask me to send for a pile of seed catalogues, most of which, we found, listed gourds under "flowers." Nevertheless, Davy selected and I wrote and mailed the seed order which included a packet of "special surprise mixture" and another of the dishcloth, or luffa, gourd. Davy's dry wit thought the latter might particularly interest me, as its fibrous interior is spongy and actually can be used for scrubbing purposes. To satisfy a curiously primitive urge, he grandly ordered a package of "Hercules' club," listed as "three to four feet, a massive club." The description should have added, "and a real knock-out to the little woman."

For clubs those gourds sometimes were to me! Davy browbeat me all of July and August, with either winning kisses or he-man words, to "look after the gourd vines." I strung cords and trained the delicate tendrils of the luffas over the backyard fence. In the pink dawns of sultry mornings I watered vines, careful not to drench the "surprise mixtures" which sprawled all over my vegetable patch. For, "too much moisture mildews the fruit," Davy told me. As though I hadn't listened to and read the words of authorities on gourd habits! Davy was only showing a proper interest, but in mid-July I rebelled. I flatly refused, gourds or no gourds, to hand-pick the squash bugs which had begun to attack the Hercules' club vines. So Davy took over the matter of spraying and saved his precious plants, sandwiching the hand-picking and murdering

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OLSON

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MOMMY
calls me "cuddles"
but my enemies
call me
**BABY-FACE
BUTCH**



"Enemies? Sure, I have millions of 'em—the Germ Gang. They're everywhere. But, boy, do I mow 'em down! 'Cause my mommy helps protect my skin every single day with Mennen Antiseptic Oil. And that sure does liquidate those germs!"

Mother, to give your baby's skin the best care, to keep him more free of rashes, and safer from germs... do as practically all hospitals do, as most doctors recommend: oil your baby's skin with Mennen Antiseptic Oil every day. Do this until your baby is at least a year old. And use the oil also after every diaper change.

Then continue the protection with Mennen Antiseptic Powder. Made by a new process, Hammerized, it's smooth as air. And, because it's Antiseptic, it's recommended by more doctors than any other baby powder.

Note: To insure your baby's health, take him to your doctor, regularly.



MENNEN
Antiseptic
OIL and POWDER

of bugs in between collecting and sight-seeing with other gourd followers. That was something, too!

By late August our garden was becoming quite the place to visit on Saturday afternoons. My husband was very proud of the gourds which I had raised, although I don't believe he thought of it in exactly that light. Because, one summer afternoon I heard him blandly tell some garden club members (feminine), "It's no trick at all to raise gourds." Then he rattled off, like a nursery advertisement, "Give them plenty of sun and a light soil. Plant after frost and gather before frost."

"Just like a recipe for mixing an easy little muffin or something," dimpled one lady in a Frenchy garden hat. I counted ten, grimly to myself, but I didn't say anything. After all, Dave was being heroic, for he'd much rather have been over in Nelson's yard where a group of avid male collectors were arguing about an odd-looking finger gourd.

That is the way summer drifted, excitingly and sometimes maddeningly, until September, when we began gathering our crop. That is, all that Davy hadn't already promised to collectors or swapped for rare seeds. "Those that can't be pressed with your finger, leave on the vine," cautioned Davy. And, "Maybe we can find out something new about cold weather effects on the Lagenarias," he continued hastily as he saw the twinkle in my eye.

We cleaned, dried, and waxed our interesting trophies. To some we applied creosote to kill all the germs or spores. Or, rather, I did; Davy had to give a talk that evening at the "Y" on "Something Different in Boys' Hobbies." My first acknowledged public appearance as a gourd fancier came when Davy told me to make four dis-

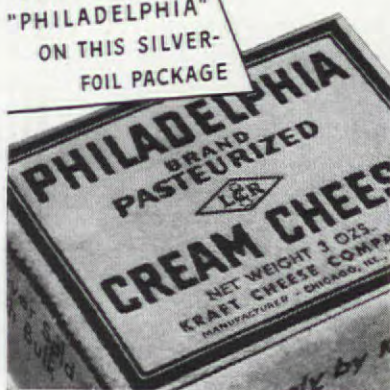


Gourds in assorted shapes and colors for a door decoration



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"PHILADELPHIA" CREAM
CHEESE IS THE BRAND
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Guaranteed
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or Modernizing

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- B With Win-Dor extension hinges both sides of windows are washed from inside... no dangerous and terrifying balancing on window sills.
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plays for him at the garden exhibit at the high school. The which won no end of praise Davy and an encouraging or two for me, was in an deep-brown basket, carelessly ranged (the kind of "careless arrangement" which takes hours of painstaking thought). There, natural-colored spruce branches, and large pine cones, and the greens and browns assumed a truly artistic decorative air.

A red lacquered wooden tray proudly held three virginal white pear-shaped gourds without stripe or mark of any kind. They were a prize which Davy coaxed from a lady admirer collector in another town. A small copper tray on a white black-and-white linen cloth held a third stunning table effect displayed to admirable advantage miniature green-and-orange striped gourds from the "surprise" mixture, squatty little pumpkin shapes, a few bottle-necked ones and some egg-shaped specimens. Tucked into the tray (careless again) and spilling over on the cloth were russet and vermilion autumn leaves, with four black walnuts completing the picture. I remember there were only four because Davy got hungry before the exhibit and promptly ate the other three!

But the fourth display—that of the cranes—was the most amazing. I had painted a pair of ornate, oval-shaped, small gourds a deep amethyst hue, glued skewers on the bodies for legs, and finished them with stubs of toothpicks for bills. They were fun to make and I might have started a gift shop on the strength of the orders I got and party favors was asked to supply for bazaars and fall fairs. But I didn't have the time and Davy wouldn't have either, for he'd planned a winter trip to Florida to see some of the Southern gourds under cultivation. He has quite an assortment now. A Hercules clam hangs from the brick mantelpiece. A string of striped miniatures with a nubbin of red corn decorate a kitchen corner.

All this fun and experience came from Great-Aunt Clara's darning and that chance item that Davy read in the newspaper. . . . Just the other day, I overheard my hobby-horse husband fondly to a friend, as he proudly pointed to my sock darning, "Yes, that little pear gourd was the beginning of an unusual, new hobby collection." When the friend softly asked where Davy got the treasure (it does happen to be a good one), I casually answered, as though I were withholding some kind of deep mystery, which is always maddening to another collector. "Oh, I just picked it up in one of those out-of-the-way places."

Evidence on Paper

FLORA MACK

THE dining room wallpaper, our pride and joy a few years back, had become crab and dreary looking, for time leaves its mark on even the most carefully chosen things. The deeper shades of brown had become actually black; the original ivory background a dull gray. To attempt to improve this room by piecemeal, hodgepodge methods was out of the question; what it needed was a complete repapering job. A staggering thought, this, in view of two important facts: One, a new strip in the driveway had taken the last of our repair fund; two, I had my heart set on a love of a new gown whose effect on the crowd at the club's gala dance I could picture in my mind's eye. The mental struggle was agonizing. Wallpaper or gown—a bright new room or a moment of glory? Well, I'd hie myself to town, look at the gown, look at paper and come to a momentous decision.

In front of a decorating shop I stopped to admire some drapery material and furniture displayed in the window and my eye followed through to the background,

a wall covered with just the perfect paper for our room. It was a beautiful robin's egg blue, with a silvery sheen that made it sparkle in the morning light. After many moments lost in admiration and fear of breaking the spell by inquiring the price, for it did look expensive, I summoned up my courage and marched into the shop to examine the paper at close range.

None of its beauty was lost on examination and it proved to be of a good sunproof quality, put out by a reliable firm—what's more, it was surprisingly low-priced! I gave the room measurements to the salesman, who obligingly figured the cost of the side wall and ceiling paper and the labor charges involved. To my amazement the whole thing figured up to a few dollars less than the cost of that tantalizing dress. However, look at the dress, I must, so with a promise to the salesman to return later with a decision, I dashed up the street to the dress shop.

There was my gown, laid out in all its filmy loveliness, along with

"REGARDEZ, HENRI, THESE AMERICANS THEY NOW SWING EVEN THE BEEFSTEAK!"



"I SEE THIS THING with my own eye," say my friend Pierre. "Pah," I retort, "the American he is swing crazy. Soon one may expect the dancing pork chop. Do not attend them, my Pierre. The secret of the cooking she have not change since King Louis hunt the wild boar at Fontainebleau!"



"PARDON HENRI," respond Pierre, "I do not make the joke. One has only to see this miracle for oneself. Come!" We go to the store of the Magic Chef. We see a gas range of the magnificent whiteness. And the broiler, voila! . . . it is as Pierre say. She do not stoop. She swing out!



"QUICK LIKE A FLASH I buy this pearl among gas ranges for my home. When I entertain the Society of Chefs, they are amaze! The swing-out broiler she is as good as she is beautiful. The Red Wheel oven control is Magic like the name. The burners of the top ignite themselves and last for a life. And the price? Even my thrifty Mignon cannot believe her eye!"

YOU'VE NEVER SEEN a gas range that can compare with Magic Chef! Swing-out broiler makes broiling a pleasure! Non-clogging burners. Heavy insulation. Red Wheel oven regulator. Easy terms! (Live beyond the gas mains? Magic Chef and Pyrofax Tank Gas Service are available East of the Rockies.) American Stove Company, Dept. M 244, St. Louis, Missouri.

JOIN THE SWING TO GAS . . . More than 16,000,000 women cook with gas, the ideal fuel. New CP (Certified Performance) Magic Chef gives the ultimate in speed, economy and performance.

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All Magic Chef burners are guaranteed to the original purchaser against burning out or losing efficiency during the life of the range.



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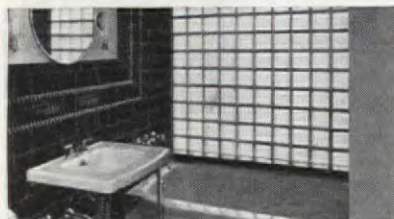


IN every home, traditional or modern, there are a dozen places where Insulux Glass Block can be used to give harmonious beauty... and at the same time, add extra comfort and convenience.

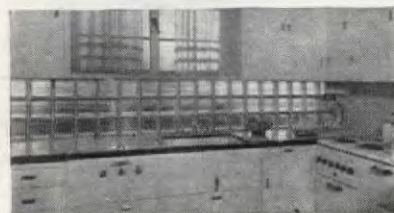
Each light-flooded panel of Insulux lends decorative beauty to both interior and exterior. Rooms gain charm as the daylight passes through the glass and is softly diffused.

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Insulux Division, Toledo, Ohio

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AH440

the right accessories even to sparkling green clips and earrings to match. After gazing my fill at this vision of beauty I slowly walked home thinking every step of the way.

Home once more, I went directly to the dining room where its utter drabness hit me right between the eyes. The winner? Wallpaper—by a knockout blow to my housewifely instincts and home-ownership pride. Thus it was that early one morning, a few days later, the workman started hanging the wallpaper. Strip by strip gleaming beauty replaced the old ugliness. The walls in their new covering seemed to recede and the room measurements to expand into unexpected proportions. This freshness and beauty spread beyond the bounds of the dining room and suffused the living room, creating a new feeling of spacious unity between these two formerly unrelated rooms.

When the clutter had been cleared away and everything put in order, the family gathered for their first meal in the rejuvenated room, while I anxiously awaited reactions. Their amazement, joy, and unlimited praise fully made up for what in a martyred moment I had considered a "great renunciation." Besides, my old black lace, perked up with a new green belt, looked to my now contented eyes like a Paris creation.

Give your house a colorful career

[Continued from page 21]

of the roof. Most Dutch Colonials have no covered front porch and a cottage type like this should have its porch painted just like the house so it doesn't look like an appendage. Other colors: 1. Walls: lemon yellow. Roof: dark, cedar brown. Trim: chalk white. 2. Walls: cedar brown. Roof: cedar brown. Trim: chrome yellow.



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WS 415

Leaves from a junk- snooper's journal

[Continued from page 94]

failed her at something very important. Then I asked her if would play something for me had no idea that she could—without a minute's hesitation sat down and struck a few chords. There was a dead silence and then without any warning at all, she lifted her old head and began singing! I was dumbfounded! The song was as weird and mournful as an old ballad and had two verses to it. She had composed both the words and the music. When she had finished she closed the organ and invited us to look at her house.

In one room she had spread a burlap sack filled with sliced apples to dry on the window in the sun. Toward the back of the house was a tiny room with a fireplace, bed, chair and table. She lived here during the winter because she could keep warmer and be near the kitchen. She had no unusual pieces of furniture, but all of it was good. Early American pine and walnut. I bought a candlestand and a rocker and a few picture frames.

Before we left she looked about for something to give us. The country people give a present to a departing guest. She found some big yellow apples from the tree and gave us a sackful to take home, and then rather reluctantly she told us good-by.



SUNDAYS are reserved for visiting friends made on antiquing trips. Alst house has gracious furniture and hospitality. Negro cook lives in the cal



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YOUR chimney, by any chance, some-
thing of a colorless blot on the land-
scape? Are the foundations and masonry
walls of YOUR HOME poorly dressed?

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the perfect treatment
for exterior masonry sur-
faces. A needed protec-
tion against the elements,
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medium that puts the
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prepare, easy to
apply and one coat is generally suffi-
cient. When you have the chimney and
the foundation walls of your home
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date if he has to
stand there bruising
his knuckles against
the door of the only
bathroom in the
house!

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In space no larger than needed
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Address.....
City..... State.....

FHA—What can it do for you?

[Continued from page 113]

and ownership in this country.

Why, then, should not every
home owner seek insurance on his
mortgage? Because the Federal
Housing Administration was pri-
marily intended to aid the small-
income family whose savings are
so modest that a down payment
on a home would not be enough to
make a lending institution willing
to advance the balance.

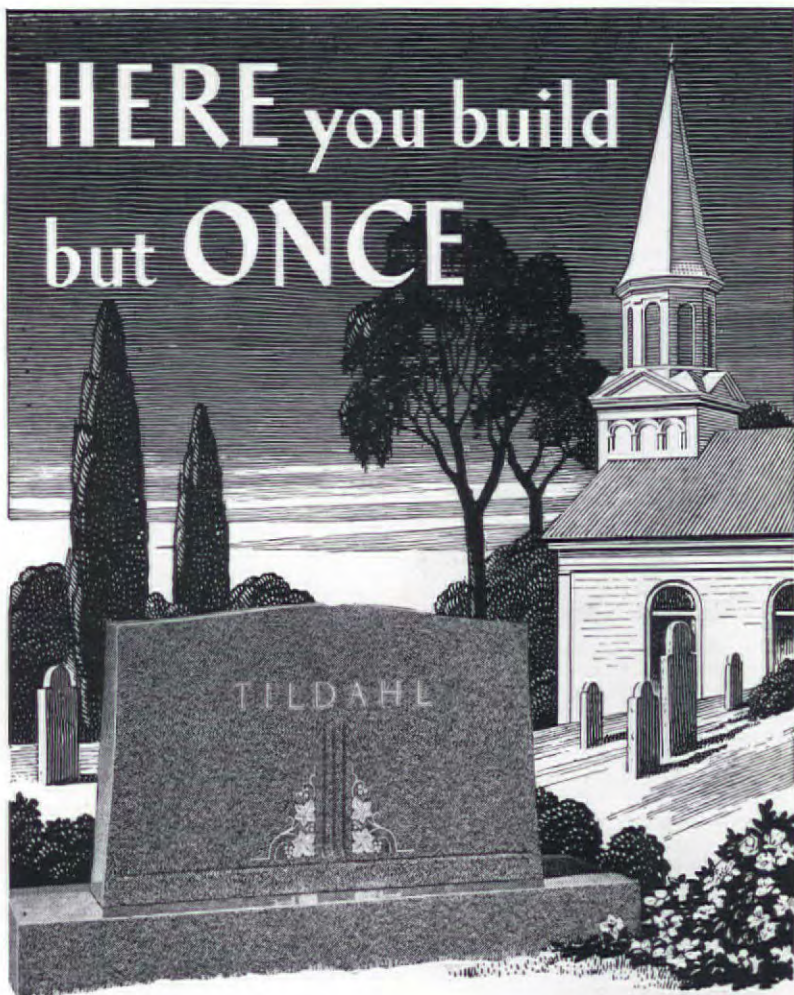
If you are planning to buy or
build a home, to cost \$12,000 and
you can pay \$4,000 or \$5,000
down, you might find a lending
agency which would regard you
as a first-rate risk. It may be glad
to lend to you the needed \$8,000
or \$7,000 at, say, 4½% or even
less. It hopes that you will reduce
the loan from time to time, but it
isn't insistent that the loan be
paid at fixed intervals. Your in-
terest rate may be lower, since you
don't have to pay the extra ½%
for the FHA insurance. Moreover,
you can pay off the mortgage in
larger or smaller amounts, as you
and the lender may agree.

BUT can you find out whether
the FHA will insure a mort-
gage on the home you intend to
buy or build without committing
yourself to such insurance? Can
you get from FHA its guidance as
to land planning, materials, and
the other factors in house making
that the organization watches as
the house is planned and built?
You can, but it will cost some-
thing, depending on the value of
the house. And, when all is said
and done, it will be worth it.

To sum up: If you are young,
ambitious but impatient at the
slowness with which your savings
mount, go to the nearest FHA
branch office or write to the Fed-
eral Housing Administration in
Washington, D. C. They will con-
sider your proposal and advise
you how to approach a lending
agency. It may seem a compli-
cated thing and perhaps you'll
be irritated at delay and docu-
ments, especially when you think
how easily a real estate dealer
would have shown you just where
to sign in order to "Own your own
home." But in the end, it will have
been well worth your time and
the trouble taken.

If you're older, a little more cer-
tain what you want and a little
more ready to pay \$10,000 or more
for a home, with at least a fourth
or perhaps a third down, don't be
in a hurry to take out an insured
mortgage. Talk with your banker,
but talk also with an FHA repre-
sentative about your plans. Then
make up your mind as to what
you want to do.

HERE you build but ONCE



YOUR memorial is a solemn record FOR THE
AGES. It would be a failure indeed if its beauty
today fails to live and speak with equal eloquence
to the generations to come. Rock of Ages Memo-
rials, from the material to the smallest detail of
finish are created to attain heirloom beauty and
greatness. Talented artists and craftsmen, aided by
exclusive finishing processes, accomplish results
that earn the proud "signature" of the famous
Rock of Ages seal, etched into the stone. Each
memorial so marked carries an Everlasting Guar-
antee which is bonded by the National Surety Cor-
poration... your permanent assurance of satisfac-
tion. Your nearby Authorized Dealer will show
you beautiful examples at prices ranging from as
low as \$35 for a small marker to fam-
ily memorials from \$150 to \$200,
\$250 to \$400 and \$600, and up to
\$25,000 and more.

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"How to Choose a Memorial"



For your protection EVERY
ROCK OF AGES MEMORIAL
BEARS THIS SEAL
etched into the stone



Rock of Ages Advisory Service, Dept. H-4, Barre, Vermont

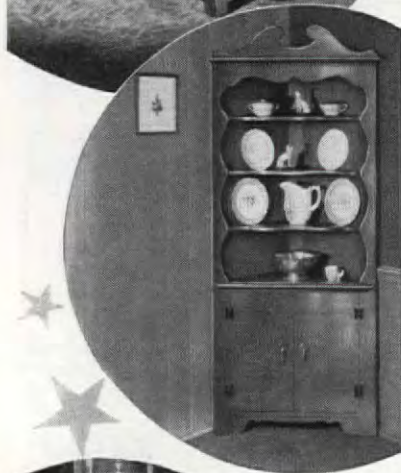
Without obligation, please send me your 1940 illustrated
book, "How to Choose a Memorial," with design suggestions,
epitaphs, symbolism, etc.

NAME.....

ADDRESS.....

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HEYWOOD-WAKEFIELD
GARDNER, MASSACHUSETTS
FINE FURNITURE SINCE 1826

Spring song

[Continued from page 43]

yard or so of earth to make a flat spot like a ledge to the right of the spring. That left the steep hillslope above a real problem, but we found smooth rocks for steps and placed them comfortably close together. To the right of the spring they climbed to a natural rock garden; to the left they led to the trail that followed the branch down to the creek that runs parallel to the road.

That done, we could clean up—take out rotten logs, pull up poison-ivy and honeysuckle, drain the swamps, clear the choked stream of rotted limbs and leaves and clay islands. And then, finally, we could begin the really congenial work of planting. From our experience with our small garden at home we knew that we could not plant our favorite flowers and ferns and trust to luck they would thrive. We knew we would have to plant those things that wanted to grow in the shade on the slopes where the air was moist, or in hollows where the soil didn't dry out. So our first task was to find out what plants liked such situations. We got what help we could from books, botanists, and other nature lovers, but we had to rely chiefly on our limited experience and our own observations of the native plants and their habits.

Here in the Tennessee Valley we have an opportunity to learn much that can help nature enthusiasts all through the East, for the Smoky Mountains rise to a mile above sea level, which means that the same flowers and ferns that are found near the peaks thrive in New England; and those found some two thousand feet lower are at home in Pennsylvania; while those found near the level of the valley also occur in northern Alabama and southern Kentucky. Most of the flora found anywhere in the

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NEW BEAUTY FOR EVERY ROOM WITH NU-WOOD

Kolor-Fast Nu-Wood can be applied to your walls and ceilings quickly and easily with the minimum of muss and upset. With Nu-Wood you have permanent decoration—beautifully textured and patterned walls and ceilings, glowing with soft color... solving your decorating problems once and for all. Should you wish to build an extra room in your attic or basement, Nu-Wood does that job, too!

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Don't confuse Nu-Wood with other insulating interior finishes! Nu-Wood is different... has more style... more appeal. Remember, too, that Nu-Wood colors are made fadeproof by a new and exclusive process. With all its advantages, Nu-Wood is amazingly low in cost. Add new glamour to your home with Nu-Wood—mail coupon for full information!

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Kolor-Fast
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NAME.....

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mountains can be grown anywhere in the valley if given the right amount of sunlight and moisture and the right soil. So we were pioneering in a big way.

We made a systematic check of what was already growing near the spring or close to the branch or creek; those things, I knew, liked moist situations. On the pernicious vines were rooted out, we found a heartening number of flowers, flowering shrubs and trees that had been struggling for years to survive. Within a half-mile of the spring we found twenty-six species of ferns.

One thing we noted about the trees, that all gardeners should know, was that the oaks, though numerous, were not dominant. In fact, it seems that oaks are never dominant where other things thrive. So there were trees that should be in every wild garden: some few white oaks, beeches and walnuts; dogwoods, of course the service-tree and the southern wood, one blooming in early spring, the other in mid-summer; a forest of redbuds; black haw; spice-bushes with small lemon yellow blooms on bare branches in February; witch-hazels that flower surprisingly in late fall and tulip-poplars.

Our survey completed, we were in search of locations where flowers grew as nature intended where hogs had not rooted out trilliums and men had not cut out the dogwoods; where violets made carpets and ferns grew up to our shoulders. Natural wild gardens they were, away from the roads, such as can be found in almost any country if one looks. We were studying the landscape, not collecting primarily, though we did come back with armloads when the owner was generous. We found a hollow damp and shaded like the one below our spring, where bloodroot and twin-leaf could be counted by thousands and decided to make one like it. Above our branch was a northeast slope like that of another natural garden we discovered, where great white trilliums covered so much space that from a distance they looked like stars in a green sky.

We did not attempt to find a pattern for the spring, depending on our sense of what belonged and what did not. We would not overcrowd; we would plant only white flowers that like shade and dampness, and a dozen species of ferns. Among the beech ferns and the Christmas ferns beneath the dogwood to the right of the spring, we planted a few large clumps of maidenhair. On the steep bank we set a white-flowering sedum, the fragile fern, and ebony spleenwort. Across the branch were rock crevices to be filled with the berry-bearing fern and the purple cliffbrake, and

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Please send information on Chicago Alumilite,
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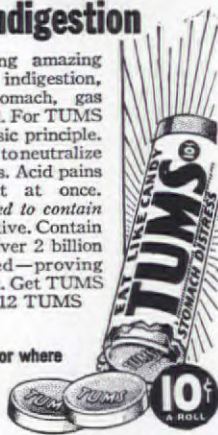
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FOR ACID
INDIGESTION



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Do you dread those "trying years" (38 to 52)? Are you getting moody, cranky and NERVOUS? Do you fear hot flashes, weakening dizzy spells? Are you jealous of attentions other women get? THEN LISTEN—

These symptoms often result from female functional disorders. So start today and take famous Lydia E. Pinkham's Vegetable Compound. For over 60 yrs. Pinkham's Compound has helped hundreds of thousands of grateful women to go "smiling thru" difficult days. Pinkham's has helped calm unstrung nerves and lessen annoying female functional "irregularities."

The best known and one of the most effective "woman's" tonics. In liquid or handy to carry tablet form (similar formula). Try it!

those between the big rocks above the spring invited two delicate ferns, the maidenhair spleenwort and the Venus-hair fern. Beyond the rocks, in moist earth, we planted a very large royal fern and below the spring along the branch we placed others that like excessive moisture—the royal, cinnamon, marsh, Virginia chain, Goldie, and crescent ferns.

White flowers were not difficult to find. Besides the grandiflora, nodding, and painted trillium, there were foamflower, snakeroot, Dutchman's breeches and shooting star; the white spider-lily that opens at five o'clock on a summer afternoon, bloodroot, twin-leaf, white violets, wild hydrangea, lizard's tail and galax.

Some distance from the spring and on down the creek we could let the woods bloom with color: Virginia bluebells in pink and blue; the Texas blue star, the blue phlox, wild forget-me-nots, wild geraniums, and the pink azalea in happy communion. The fire-pink and the Indian-pink that brook no rivals could grow on separate hillslopes, but the branches of the pink rhododendron and the laurel could grow intertwined as they do in the mountains. The purple rhododendron could go near the trail, and the flame azalea (why do we have so few of them in our gardens?) could be planted where for an hour or so each day the sunlight was as bright as the colors of the flowers.

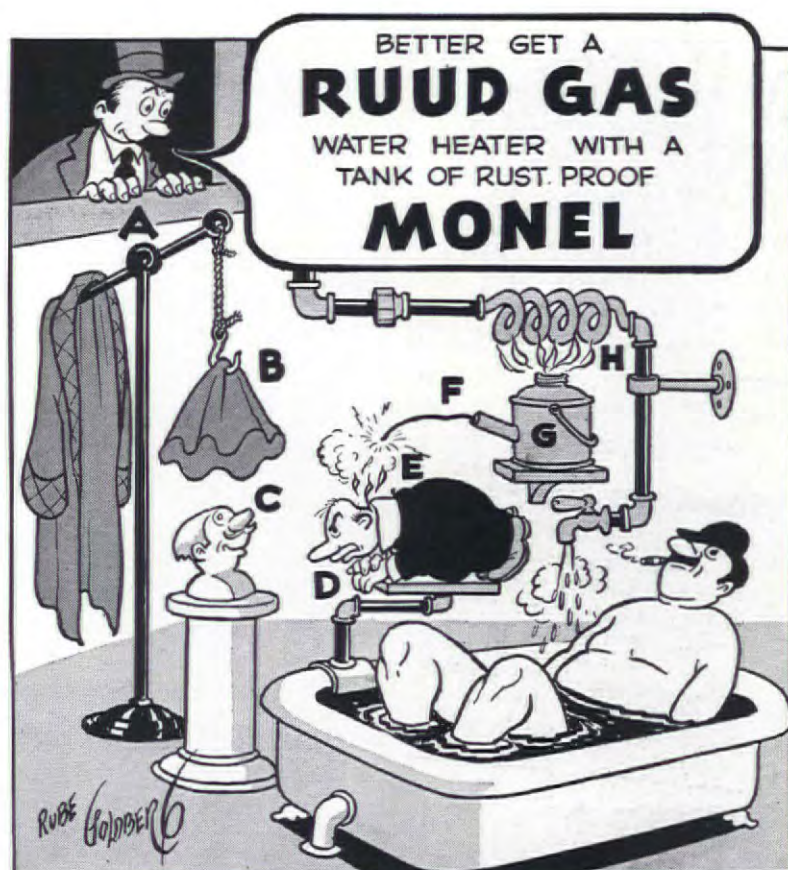
Perhaps we will start on the log house and the out-door fireplace this year. It will be good to build our hearth near a spring; that is the way things should be. We are glad we spent our first efforts on the spring for that work will never be finished; when we sit by the clear pool we see not only reflections of what we have planted but also visions of the things we must plant next year, and after.

I have told of our project in detail because you who own a spring, a branch, a pool in a shady place, or even a spot of moist ground have problems like ours. And you can use many of the same subjects. If you would have a wild garden you are likely to find, as we did, that, in native flora, pot luck is good luck—at least as a beginning.

It's easier to coddle—but it's not fair!

[Continued from page 41]

kindness to shelter him from such facts. The longer he is babied, bribed, and sheltered from responsibility, the longer his development is delayed and his chances are obviously lessened for successful competition.



Weight of bathrobe on arm (A) lifts hood (B) from marble bust (C)—Lovesick midget (D) discovers bust is image of hated rival and gets hot under celluloid collar (E), which takes fire and lights fuse (F), igniting fuel in container (G). Flames heat water in pipe (H) and warm bath is ready.

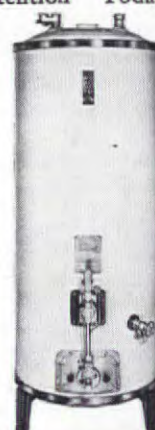
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"I'm not going to be a slave driver. I shall start in gradually but I am going to start. It's not fair to my children to expect as little as I have been asking."

Her bombs were thrown. She sat back to hear the explosions. There are pros and cons to every question and no group is better able to think up all the possibilities than a congregation of mothers. There was little left unsaid by the time the discussion was finally over.

"But, Edna, when children are working all during school hours they need what time is left for relaxation."

"I know I should make Mary do more but it is such an effort! It takes so much of my time to get her to do the simplest thing. I just can't keep at her."

I'd give Douglas more things to do if only there were more things I could let him do. But, I declare, he is so clumsy and careless I can't let him help in the house."

"It takes Millicent a whole morning to clean her room. It ought not to take more than half an hour. It wears me out just to watch her."

"I knew it," thought Edna. "Learning to guide a child is like learning to ride a horse. The first time I was on a horse he did just as he pleased. Now I control the horse and we go places. I think I am learning something about guiding children." Aloud she said, "I think we're letting our children ride us. We know more than they do. We're supposed to have judgment born of experience. I think it is high time we took over the reins."

That night Edna sat down at her desk and outlined her plan. It was true that nine-year-old Bill was subjected to school discipline for some twenty-five hours a week, but he did not have school work to do at home, as yet. In school he was working with a group. It was easy to travel with a herd where the same thing was expected of everyone. That sort of training was not enough. He needed to learn that things could be expected of him outside of the group, that he had individual responsibilities. First, Edna proposed regular, daily tasks for each of her children. Second, she would have it understood from the start that they were going to assume a share in the business of maintaining the home because they were old enough to take a part. Regular, daily work was not a means of earning money. Each child was already receiving an allowance. If either of them wished to earn extra money it would have to be for extra work. Edna outlined a schedule for nine-year-old Bill—

Before school:

Make bed.

Sweep front steps and sidewalk.

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After school:

Change clothes and spend half hour on some appointed task.

After supper:

Help with dishes.

Saturdays: In addition to regular tasks.

Clean room.

Straighten book and toy shelves. Burn papers in all household waste paper baskets.

She looked it over. Shades her farm-reared ancestors! Would they have snorted at such d dling! But it was a lot compared to what Bill had been doing was downright slave-driving compared to what most of his young friends did.

Four-year-old David should have a schedule too.

After breakfast:

Help clear off table.

Brush up crumbs under table.

Dust chairs in living room.

dining room before going out to play.

At noon:

Get all toys put away before lunch.

Late afternoon:

Put away all toys.

Help set table.

After supper:

Put out milk bottles before going to bed.

On a fresh sheet of paper Edna started a list of special tasks which could be assigned to Bill, things which he was capable of doing.

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She would choose from this list in assigning the half-hour's work after school, on Saturdays and during vacation periods.

Rake leaves in fall.
Pull dandelions and other weeds from lawn in spring and summer.
Cut grass.
Clip edges of lawn around flower beds.
Clear sidewalks and driveway of snow in winter.
Help with dishes and table-setting.
Sweep porches and keep door mats clean.
Polish brass and silverware.
Run errands.
Help with housecleaning.
Clean windows.
Carry in wood for the fireplace.
Shell nuts. (Keep some unshelled nuts on hand.)
Write letters. (Edna had been careless about seeing that Bill acknowledged letters, cards, and presents received from time to time.)

Edna made another list for David—

Rake leaves.
Pick dandelions.
Shovel snow. (His little snow shovel could be used on suitably small projects.)
Clear table after meals.
Run errands.
Help with dusting.
Write letters. (David too could "write" thank you letters by drawing pictures to be enclosed in mother's letters.)

David's leaf raking, snow shoveling, dandelion picking, and housework might not be as much actual help as Bill's but the idea was not to exploit the labor, it was to instill in each child the habit of working. Where the task was reasonably small it was to be carried to completion. Otherwise it was to be pursued for a stated length of time.

"Now let's see where you can go from here," thought Edna. Children have a remarkable natural resistance to training. Self-improvement is not their idea at all. Their ingenuity in inventing objections and excuses, coupled with their ability to forget and their immunity to repetition give them a tremendous advantage when matched against the patience and endurance of their parents. But Edna had the courage of her convictions and the enthusiastic backing of her husband. She outlined her plan to Bill and David and talked it over with them.

"Enthusiastic" was not the word for Bill's response. But he was less antagonistic than Edna had dared to hope. He was stoical. He supposed he could endure it. Secretly he believed mother would get over the idea pretty soon. David, still too young to consider it as anything but a new kind of play, thought it would be fun. And so the plan was launched.

Bill and David each kept a bet-



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ter check on the other's performance than on his own but the fact that each had a part in the new regime contributed greatly to its success. Since Edna considered promised reward nothing more or less than a bribe, the fulfillment of duty brought no reward except the satisfaction of accomplishment. But, children being very human, it was soon necessary to work out a scheme whereby the slighting of a duty was followed by some penalty. Sometimes this was a fine, sometimes an extra job of repetition of a neglected task. Edna was delighted to find that penalties were not incurred very often. The boys seemed to sense a reasonableness in the procedure and were willing to do their part.

Martyr Attitude Vanishes

Since the plan was devised as a steady, daily system the martyr attitude was replaced by a desire to plunge in and get it over with, so as to have time for other things. If Edna heard Bill muttering about the things he could accomplish if only he didn't have so much work to do, she tactfully concealed her smiles, for during the half hour of enforced labor each afternoon Bill thought of so many things he would rather be doing that the moment he was free he snapped into them as though released by a rubber band. Boredom and ennui vanished. He was so full of suppressed projects that playtime was utilized as never before.

Of course things were not always harmonious and Utopian.



There were ups and downs, hurt feelings, bitter moments, plunges into despair and happy rescues therefrom. But Bill and David's parents feel strongly that the inauguration of the plan was a step toward the formation of the type of character they want their boys to develop.

Edna no longer cares how her neighbors feel about their children's responsibilities. She is teaching her children to whale in and tackle their tasks and their problems and to find the infinite satisfaction and pleasure that is to be found in accomplishment.



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[Continued from page 30]

one good saleable car, one jalopy of 1929 vintage, some inherited furniture of dubious value, some savings bonds, and—most important of all—a grim resolution to do or die! If others could get their own home, so could we! This inventory established one fact quite definitely; we had to settle the total cost of house and lot as soon as possible. We were perfectly willing to give up our nice car in order to get a house but we had no desire to build a house so expensive that the mortgage loan would be master of our souls. The total cost would have to be a rigidly fixed sum, there could be no extras, and it would be determined largely by what we could get from our assets for they were going to provide the 10% down payment on an FHA insured loan. The total cost would have to be low enough so that our monthly payments would be less than our present rent (we'd have to have some money left over to keep up the place). So we worked out a total cost of \$3,800 for house and lot with our architect, the lending agency, and our local FHA office. And we stuck to it. The finished house today is a far cry from our de luxe notions but it's ours and we think it's darned nice!

Though it's known little of actual construction work, we were protected by a good contractor, a reliable lumber company, and rigid FHA requirements. The completed house is 39½ ft. across the front by 32 ft. deep. The exterior is wide white clapboard with a silver gray shingle roof and gray color trim on the front gable, garage door, and panels of the Colonial front door. The 5 room interior has three coats of plaster; the living and dining room walls have a slight trowel texture. All floors are waxed hardwood; kitchen and bath with best grade linoleum. There is no basement; laundry facilities are on the first floor in the service room and heat is supplied by gas wall furnaces. This arrangement eliminated costly excavation and useless space, and greatly lightens the work in our maidless house. A gabled roof, covered entrance, corner windows, bay window in the dining room, outdoor terrace in the back facing a majestic view of the Rocky Mountains, attached front drive garage, a model kitchen, more than adequate closets, and bushels of outlets were all features we insisted upon.

We made many trips in our old jalopy to the building site, and it was a real thrill to watch the house taking shape. But I think

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the most fun was in juggling our furniture to produce completely decorated rooms. This necessitated our disposing first of pieces too bulky and outmoded for the new house at a price high enough to buy all the new things we needed. Secondly, we had to rejuvenate the pieces we kept. From the sale of the furniture we realized enough to purchase white window shades and white ruffled curtains for the whole house, a tabletop stove, and material for slip-covers for sofa and chair and chintz for one bedroom. For our rejuvenation work we thumbed our issues of *THE AMERICAN HOME* searching for "before and after" furniture illustrations.

Our greatest achievement was with the bedroom furniture. The headboards were removed from the twin beds and the low footboards used for the head. I padded these with kapok and upholstered them with a dainty chintz and brassheaded tacks. The same chintz was used for the bench and top of the dressing table and pads for a small chair. The skirt of the dressing table was made from discarded marquisette curtains. The furniture was painted old ivory, fitting in nicely with the dusty pink walls, blue rug, and patterned chintz.

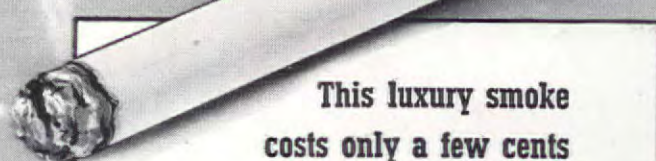
In the little girls' room the walls are an aquamarine blue with silver stars on the ceiling. The closet is copied from one in *THE AMERICAN HOME* having toy drawers and storage space for larger toys. The hooks are at a level where the girls can actually reach them. Their dressing table is an old half circle end table painted white with a flounce of dotted swiss and blue satin ribbon. The other white furniture



was freshened with another coat and even the toys came in for some retouching. The beds were upholstered in the same way with a nursery print.

Since there is no fireplace in the living room (13½ x 17½), the center of interest is around the corner windows with its grouping of table, chairs, and lamp, and in the sofa which is flanked with small tables and a pair of white lamps. Lamps controlled by a wall switch light the room. We planned the colors of this room around a blue Chinese rug. The walls pick up the soft pink scarcely discernible in the rug. One

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chair cover takes the darkest blue for its background and has a conventional motif of beige with a scattering of small flowers in pinks and wines. The sofa cover is a solid wine finished with beige moss fringe.

The dinette (8 x 10½) is the loveliest room in the house. We wanted a room large enough for our family and small dinner parties yet with no waste space. The entire front wall facing east is a bay. You can't imagine a more delightful way to start the day than having breakfast in such a sunny room. One of my worst inhibitions was eating in the kitchen or a breakfast nook as constricted as a strait-jacket. Our future plans call for an indoor garden in the bay, but for the moment we are content with white wire hanging shelves filled with potted ivy on either side of the bay.

The efficient kitchen is 7 ft. x 10½ ft. One enters by the swinging door from the dinette and directly facing it is the recessed refrigerator with enclosed storage cupboards above, broom closet to the right, and door to the service room to the left. The seven-foot wall has the window centered above the sink and cupboards on either side above and below. The counter and cupboards continue around the wall, flush with the stove. Walls and woodwork are off white with the cabinet interiors red. Hardware on the cupboards are the same red. The linoleum on the counter and floor has a white background with a red, gray, and black marbled pattern. The service room has the same linoleum and white trim. It is equipped with porcelain laundry tray, automatic hot water heater, built-in ironing board, and washing machine. This room has an outside door simplifying laundry work.

It's a strange thing that you never appreciate grass and trees until you don't have them. Fanatic gardeners have ushered us into their gardens and we have



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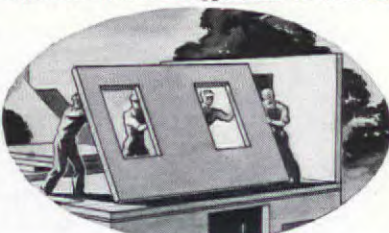


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politely exclaimed over their puny plants, all the time thinking to ourselves they must be a little insane to make so much fuss over a few posies. But if anyone ever made an about-face, we qualify for an all-time record. We even went so far as to take evening callers out to show them the new blades of grass by flashlight! We have been in the house five months and during that time we have built a four-rail white fence in the back and a two-rail in the front, made a play-yard and playhouse for the children, moved the lawn so many times the novelty has worn off, put in foundation plantings, and planted twelve bushels of perennials which we begged, borrowed, or stole from our friends. Property ownership is quite a responsibility, but we're all for it.

Building Data

Foundations: Reinforced concrete footings. **Structure:** Exterior walls—½" x 8" cedar lap siding. Interior walls—3 coats plaster on lathing. **Roof:** No. 1 red cedar shingles. **Insulation:** Exterior walls—¾" weatherproof building board. Interior above ceilings—insulation wool. Weatherstripping on all outside doors. **Windows:** Double hung sash; full screens. **Floors:** No. 1 oak; kitchen, bath, and service room—linoleum, also kitchen counters. **Woodwork:** Trim and cabinets, white pine; overhead garage door. **Hardware:** Brass and glass except kitchen, bath, and service room which have chrome and glass. **Paintings:** Interior—3 coats outside paint. Interior—3 coats flat washable wall paint; kitchen, bath, and service room, semi-gloss enamel. **Bathroom:** Stock fixtures with shower. Porcelain laundry tray in service room. **Kitchen Equipment:** Built-in pine cupboards, broom closet. Gas range. Electric refrigerator. Built-in ironing board in service room. **Heating:** 3 gas wall furnaces, thermostat control. Can be operated individually by hand control if only one unit is needed in fall or spring. Gas automatic heater for hot water.

—HELEN LEWIS

Busy business man invents robot hotbed

[Continued from page 36]

the lower end of the pipe with a hacksaw, and the end is threaded and fitted with a locknut or section of coupling. The rod is inserted in the pipe as far as desired and the locknut tightened to hold it firm. Of course the connecting rod not only lifts and lowers the sash but also serves to brace it sufficiently against the direct force of the wind.

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The soil in the hotbed is heated by the lead-covered resistance cable method which, developed during recent years, has proved a most satisfactory successor to, and substitute for, the old-fashioned fermenting manure system. Sixty feet of cable is used in each compartment, laid with two inches of sterilized sand above and below it; in the lower picture some of the sand has been scraped away in the farther compartment to show the cable. The temperature created by this heating unit is controlled by standard equipment not shown in the diagram, but consisting of a switch operated by a temperature-sensitive tube, the bulb of which is buried in a box or basket of soil similar to those in which Mr. Allen starts his plants. He also keeps an ordinary mercury thermometer in the soil as a check.

When the apparatus is operating he sets the controls so that the soil temperature is maintained at 57 to 62 degrees F. and the maximum air temperature is 65 degrees. This he finds sufficient to germinate seeds well but not high enough to favor the development of the damping-off fungus which sometimes takes such a toll of young seedlings. As an added precaution he sterilizes the inside of the hotbed with formaldehyde, and the soil and flats or seed pans with boiling water at the start of each season. Seeds themselves are disinfected by shaking them up in a paper bag with a small quantity of red copper oxide. As a result he has an enviable record of high germination—close to 100 per cent; rapid germination—he has had asters above ground in three days, and complete freedom from insect and fungous troubles and plant losses. As the outside temperature rises on a sunny spring day and that inside the hotbed reaches the 65 degree point, the thermostat actuates the damper which in turn raises the sash and holds it open until the temperature inside falls to 63 degrees causing the damper to act again and close the sash. Similarly the current in the cable goes on and off as the soil goes below or above the desired temperature.

There is a further precaution against overheating during that changeable period between spring and summer. About this time the central partition between the two compartments is removed and one thermostat is left at 65 degrees while the other is set at 67. Then if the air temperature continues to rise after one sash is lifted, the other will rise and give added ventilation throughout the whole hotbed, especially if the connecting rod of the second sash is connected at the middle point. Still later in the season they are both attached at this point.



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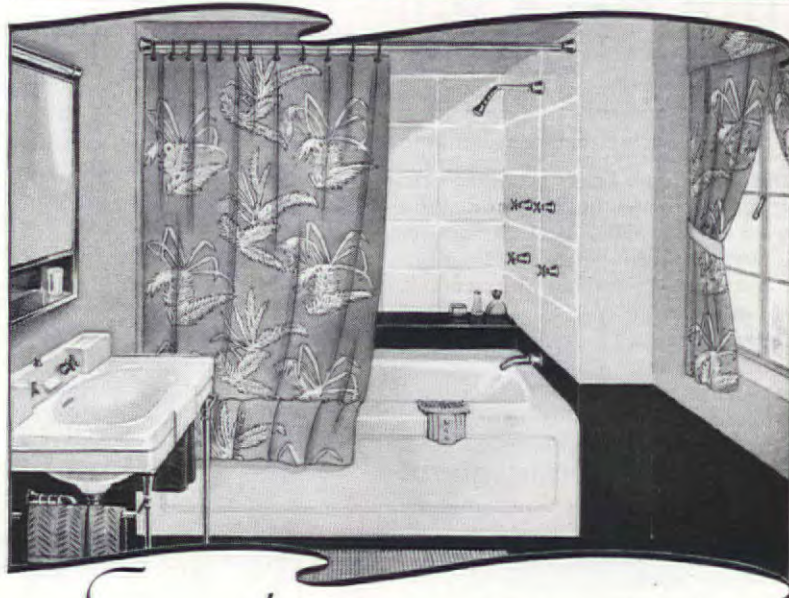
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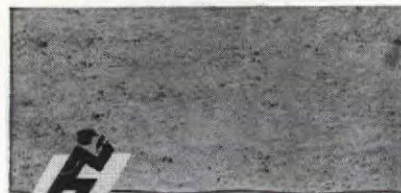
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Mr. Allen estimates that the electricity consumed when the soil-heating coils are "on" is less than that of one 75-watt lamp. When the outside temperature is 15 degrees above zero, the soil heater in his hotbed is on about half the time. As the weather gets warmer, the heating periods become shorter and the "off" periods between them longer until, when the outside air is at about 40 degrees, sufficient heat is supplied by the sun to keep the desired temperature inside the hotbed except at night. Even then it falls very slowly because of the tight, insulated construction.

Mr. Allen is especially enthusiastic about the elimination of the necessity for the special hardening-off of seedlings before they are transplanted out of the hotbed. The conditions are so accurately and carefully controlled that the temperature within the hotbed is gradually brought to that of the outdoors so that the little plants suffer no shock or check. The periods of ventilation increase steadily as the spring advances and by transplanting time the sash are open practically all the time and the plants become acclimated with no trouble at all.

Garden steps and how to make them

[Continued from page 38]

teur craftsman in his backyard garden as for the professional landscape architect. And, as in all the arts, the most successful effects, those that give the impression of having "just happened," are usually the result of careful study and the application of these basic formulae.

The secret of successful steps lies in the ratio or relationship between the rates at which they go upward and forward. This is determined by the depth (from front to back) of the flat surfaces (called "treads" or "runners") and the height of the vertical spaces or "risers" between them. Obviously, the higher the risers, the steeper will be the stairs (and the more effort it will take to mount them), and the shallower must be the treads. Now it has been worked out that, as one general rule, the sum of two risers plus one tread (in inches) will equal 27. That is, if a tread is 15 in. deep, each riser should be half of the difference between that and 27, or 6 in. Or, with an 18 in. tread, the risers would be $27 - 18 = 9 \div 2 = 4\frac{1}{2}$.

Another handy rule is that the sum of one tread and one riser should lie between 18 and 20. Still, another is that the product of one tread and one riser (again in inches) should be not less than



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72 (which is a common figure for house stairs) and may be as much as 85 or more. On a basis of, say, 80, we find that a 15 in. tread should have a 5 1-3 in. riser, and a 6 in. riser, a 13 1-3 in. tread. In other words, knowing the height that must be surmounted and the distance that can be allowed for the steps, the problem is to select a riser height that will be easy and pleasant and then make the treads in proportion according to formulae just given. Naturally a broad flight of steps should be more gradual and have deeper treads than a narrow, stairway. Also it has been found by experience that an angle of more than 17 degrees from the horizontal is inclined to be too steep for garden steps even though it might be acceptable indoors. Such an angle means a rise of one foot in every three feet of forward progress; it also is represented by a stair in which the sum of one tread and one riser equals 22. That means a tread of 16 inches for a riser 6 inches high, or a tread of 17 inches for a riser 5 in. high.

Given guiding figures like these to work with, it is not difficult to design a flight of steps on a simple sketch plan or section of the slope where they are desired, in the actual construction work.

But even before deciding on the step dimensions, one must determine what type will best fit the situation. If a long, gentle slope confronts us, is it too steep for comfortable ascent on the existing grass or other surface? Or, if a path will fill the bill, is the grade such that the gravel surfacing will wash down hill in every rainstorm? If so, a compromise solution may be a series of ramps or broad steps separated by a low riser made of the trunk of a sapling, or a discarded railroad tie partly buried in the ground. Sometimes it may be necessary to secure such a "step" by driving two long stakes or iron pins into the ground in front of it, a few inches in from either end. In a sloping path broken by a few steps the ratios above referred to will be ignored, the height of the riser kept conveniently low (less than 6 in.), and the width of the "treads" increased to two or three average paces—say 6 to 9 ft. Furthermore it is usually desirable to vary a series of broad treads by having three or four of one depth, say two paces, and then one three or four paces deep as a sort of "landing." Often a gentle slope will permit the surface of these broad steps to slant slightly, thus lessening the height of the risers; this, of course, should never be done in the case of ordinary steps each of which should be perfectly level.

In any informal steps, in which logs are used as just described,



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or rough, flat-topped flagstones, there is no need of a balustrade or ramp at either side. Instead, the ends of the logs (or stones) should run under the soil so as to make the structure unobtrusive and as much as possible a part of the ground itself. Make sure every step is set firmly so it cannot rock or work loose.

Where steps are called for between two distinct levels of planted or landscaped ground, especially if they are separated by a steep terrace or a retaining wall, they must be flanked by ramps or balustrades of either the same material as the steps or some material that combines satisfactorily and appropriately with them. A brick ramp, with or without a stone coping, would be suitable with steps of brick, concrete, or cut stone. A balustrade of boulders or rough fieldstone—perhaps treated as a "dry wall" with graceful rock plants growing out of it—would harmonize with steps of rough stone or the shallow disks of redwood, cedar, cypress, or other durable timber that are being used in some parts of the country.

The planting of all kinds of steps offers a wealth of opportunity, whether the desire is to soften the outline of balustrades with English ivy, or add to the interest of the steps themselves by setting small herbs and alpine in the spaces between the stones or bricks, etc. But this is a subject in itself.

Belgium blocks, cut stone in various styles, concrete, brick, slate, etc. are available for steps of more architectural or formal design. All these call for much heavier construction including a substantial foundation extending below frost line. A decision as to materials must be based in part on the proximity of the house to the garden, and on the material used in the building and its porches, terraces and outlying features. It is also affected by the type of garden, the nature of the plant material used, the locality and its natural conditions. In other words, each flight of garden steps is just as much an individual problem calling for individual solution as is the garden itself or, for that matter, the home of which it is a part.

There are, of course, some apparent inconsistencies; one constantly encounters such things in gardening. For instance, it might be thought that steps made of neatly clipped turf would offer one of the simplest and most natural ways to climb a short, not too steep slope. Actually, while a well designed flight of such steps (especially if built with a concave sweep) is beautiful to look at, it is expensive to construct and maintain and



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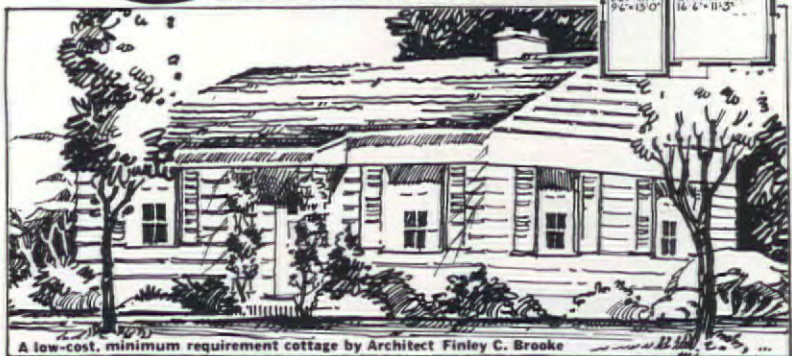
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so definitely architectural in form, that it is far better suited to the formal garden of an elaborate estate than to the simple surroundings of a small home. Again, it has been said by some authorities that "wood is too impermanent to be considered" in discussing step construction. Impermanent of course it is, in comparison with masonry. Yet, in combination with painted wooden fences and walls such as are becoming increasingly popular where an inexpensive result is wanted, what could be better than strongly built, well painted, neatly kept wooden steps, especially when they are as pleasingly proportioned and as firmly built as those shown at the bottom of page 37.

Let the steps in your garden definitely fit the purpose for which they are needed; let them fit the environment, the building to which they are related, the style and design of the garden, and the tastes and means of those who are to use them. Make them of materials that "fit," and the more accessible and easily obtained these are, the better. Build them so that they not only "feel" right, but also "look" right (as a matter of fact, the two are interdependent), and you will find them not only a rich satisfaction in their own right, but also a notable addition to the beauty of the garden no matter how pleasing it may have been before you had them.

Texas problem lot becomes an asset

[Continued from page 30]

frontage for it extends about 270 feet along the road; a three-rail farmhouse fence emphasizes this width and makes the lot seem even more spacious. An entrance gate and posts of Williamsburg Colonial design add a flourish which saves the fence from a monotonous appearance.

The house faces west with a trim, trellised entrance porch opening directly into the living room. This is a generously proportioned

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room and the open dining room at the back of it and the screened porch off the left of it more than double its size. All three rooms are closely connected and used as one, giving the living room the advantage of air circulation from three sides, a comfortable feature in this locality. A louvered screen, swinging out from the wall, provides necessary privacy for the dining area while a Dutch half door on an end wall leads to the porch. White, wood paneling covers this end wall around the severely white formal fireplace, while the other living room walls are papered in a dusty rose tone. Floor and table lamps, controlled by wall switches, are used for lighting; there are no ceiling or wall fixtures.

The screened porch is the summer living room and has its own fireplace and a white barbecue pit; it can be used for summer dining too because the kitchen is right next to it. Fitted between garage and house it gets three-way exposure while the fireplace at the front corner protects it from the late afternoon sun. The floor is of concrete and the ceiling of wood paneling finished to resemble cedar. The enclosing lattice affords some privacy from the road and doesn't have to be taken out to put screens in or to remove them. For the single lighting fixture an old lantern painted white and eggshell blue was wired. The irregular shape of the room and its ample size make it one of the most attractive and thoroughly enjoyable spots in the home.

The dining area is just big enough for comfort and has no waste space. A Colonial brass lighting fixture with frosted glass shades and prisms hangs from a ceiling papered yellow, and the paper on the walls has an effective pink and rose pattern on a yellow background. Dining room and kitchen were planned in complement to each other; gray cabinets and paneling on the kitchen walls with a yellow lining for the cabinets and a yellow and white polka dot paper on the ceiling. The floor linoleum is brick red. The kitchen is planned like a galley with cabinets and sink along the window wall, and a built-in hot water heater, flanked by a hooded range and the refrigerator, along the opposite side. The disposal of equipment is as space saving and scientific as in a laboratory. Chrome hardware was used for kitchen and bathroom, brass in the other rooms.

Paneling laid horizontally and painted cold blue encloses the bathroom. Its ceiling has a pink paper with blue and silver stars. De luxe chrome fittings and an unusually large linen closet done in blue are luxurious features; the floor is of deep blue linoleum. The master bedroom is papered

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in a white stripe with a solid blue ceiling while the guest room color scheme is French gray and yellow, with ceiling and closet carrying the yellow tone. Both bedroom closets are equipped with shoe racks and have cross ventilation. The hallway outside of the bedrooms has a green ceiling and an interesting Colonial wallpaper with Paul Revere, Mt. Vernon, and other designs in a predominantly green color on a cream background.

The total cost of the house was under \$5,000. Here are some of the building costs not including foundations, roofing, architect's fee and other items:

Lumber	\$1,200
Bath fixtures, septic tank, and utility services	\$425
Electrical work and fixtures	\$150
Paint and paper including labor	\$550
Millwork, approximately	\$300
Hardware	\$125

DOROTHY FISHER

It's a triangular situation

[Continued from page 10]

ever selling their land a few years ago are in a position to select one of several offers for what was almost worthless land. The sudden desirability of such land is interesting because it has brought about an odd condition where cheap, formerly undesirable ground is sought after and good ground is going begging. Let's hope it won't skyrocket the cost of land which is cheap now.

A second result is the opening up of new sections and the rejuvenation of old ones. Since much of this cheap ground is in the outlying sections and distant suburbs of big metropolitan centers, these sections are enjoying a business boom. Many a small suburb that has stopped growing, or worse still, has slipped backward into a sleepy desuetude, is reaping the benefit of the effect of a hundred or two hundred new houses within its borders. New stores, new schools, and new movies are springing up, and the existing ones are finding business better than it has been for years.

A third result concerns the older rented houses in established suburbs; with many families moving into new little houses, the larger ones are being vacated and thrown on the market in ever-increasing numbers. Real estate agents complain that these houses rent more slowly and the people who rent them are more demanding and deliberate in making their choice. This too is a "break"

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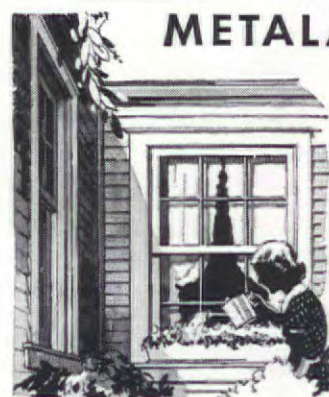
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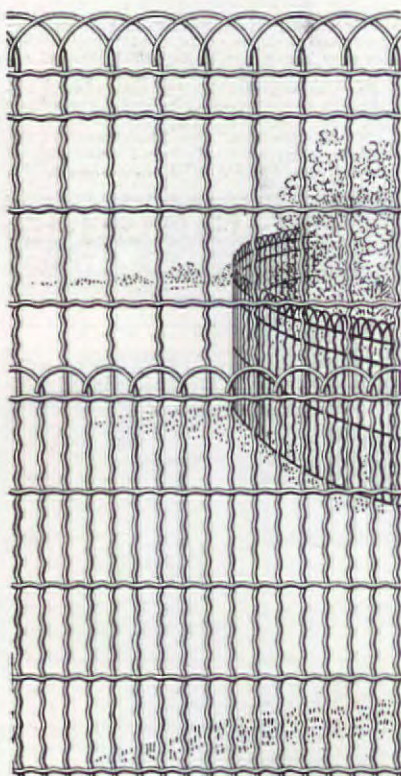
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for the lessee and if the owner is wise and modernizes the property he will benefit too.

A fourth result is the fact that little houses have been a life-saver to the building industry. With the market for higher priced houses almost dormant for some time past, the low-cost house has stepped into the breach and has been instrumental in keeping life-blood circulating in the veins of an otherwise sickly business. Not only is the low-cost house keeping the builder busy, but it is a boon to masons, carpenters, laborers, and the like. While the margin of profit is not large, and the pay is hardly equal to the wages of the Roaring Twenties, still these men have jobs and are earning enough to keep themselves and their families and stay off the relief rolls. "And that is something in these days" as one of them said recently.

BUT the real winner in this merry maelstrom is the man who buys the house. Let's consider his side of the picture. It may be admitted, right off the reel, that these houses are not built with the fine degree of workmanship necessary in higher priced houses. How could they be for a much lower price? But right here the FHA steps in to see that the buyer does not get "gypped." Before the builder can get his houses approved for FHA mortgages he must submit his location, plans, and specifications to the FHA for inspection and approval. The FHA has set up a code of minimum requirements, which they feel will insure the erection of a substantial house. All plans and specifications must meet, or be superior to, these requirements before they receive the stamp of FHA approval. But that is not all. They go a step farther and conduct rigid inspections of these houses in various stages of construction to make sure that the builder is living up to his specifications. Thus the buyer has the assurance that Uncle Sam says his house is O. K.

And an additional benefit is the fact that competition is getting tough. Competition always means that each builder tries to outdo the other in giving a bigger and better package for the same money. Consequently buyers are finding that little houses are increasingly better built, on larger lots and with automatic heat, tile baths, Venetian blinds, and other features, none of which were included when the first builders ventured into the field. Not for a long time has there been so much house offered to the buyer for so little money.

Another benefit to the buyer is the economic set-up. The average carrying charge for these houses is somewhere between \$25 and \$35 a

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month, which in most cases is less than the purchaser was paying for rent. Thus he gets a brand new single house for a small down payment and less monthly rent than he was paying for an old house, which was probably either a row house or semi-detached one, or an old one in poor condition. It should be noted right here also that the FHA has just as rigid qualifications for the buyer as it does for the builder. They check his credit rating, his place of employment, and length of employment, and financial standing in order to ascertain whether he can comfortably pay the necessary carrying charges. If he fails to pass inspection, his application for a mortgage is refused. This precaution eliminated the practice that was the curse of the twenties, namely that of buying beyond one's means only to lose the house when times get bad.

Thus we are facing a new era in the economics of the building industry. Speculative builders, who have concentrated their efforts on the higher priced brackets for years, have completely reversed their field and are plunging into the little house market. And it is about time too, for the man who is buying most of these houses is truly the "Forgotten Man." A study of the buyers reveals that most of them fall into the white-collar, medium salary classification—office workers, teachers, small business men, and the like. They could not afford to buy the higher priced houses; they did not like the pillboxes or row houses that predominated in the former low-price field; so they took what they could get and liked it. Another angle brought to light by this study is disturbing to builders who still hitch their star to the high-price brackets. Many people who could afford to buy expensive houses prefer to save their money and buy one of the little houses because they are quite attractive and are adequate to fill their needs.

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Achievement medals in 1939

[Continued from page 45]

won two medals in 1938 and in 1937 as well. Five other growers (Mrs. George Kinyon, Mrs. J. W. Lee, Mr. H. V. Wright, Mr. John Young, and Mr. H. O. Evans) in winning bronze medals this past year, repeated their performances of 1938. Once again a variety (American Victory, originated by the American Dahlia Farms of New Jersey) won two bronze medals, one of which went

to the originator and the other to the individual who exhibited the winning entry. This rather confusing result has occurred from time to time because there have never been any specific instructions for the judges regarding it. Therefore, in order to clarify the situation and more fully carry out the original intent and purpose of the Medal as a recognition of achievement in the pro-

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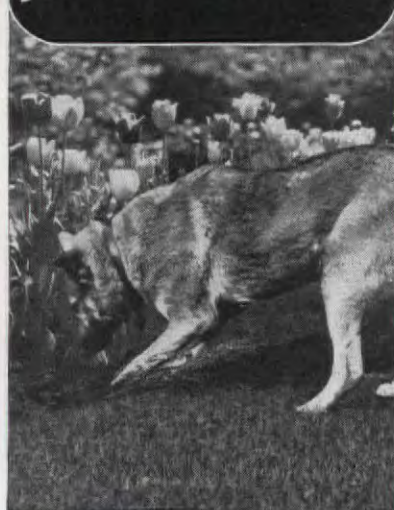
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duction of improved varieties, it has been decided to make the terms of award provide that the Achievement Medal shall be given only to originators, even though someone else exhibits the



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Gloria Bacher, at
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Lucilla, East Liverpool, O.

variety and receives due recognition for that. Looking ahead to the 1940 show season, therefore, the conditions under which this trophy shall be awarded can now be summarized as follows:

The American Home Achievement Medal is offered for new, improved, distinctive varieties, not yet disseminated, of dahlias (at last three years old), peonies (which have not been offered for more than three years), gladiolus, and iris. Not less than three flowers (spikes in the case of gladiolus and iris, and sprays in the case of small flowered dahlias) shall be shown and they must be entered specifically for this award. The Medal shall be awarded to the originator of the winning variety, whether exhibited by him or another (who may, however, be mentioned in the report). It cannot go to an unnamed seedling; if a winning variety has no name, it must be given one satisfactory to the Society concerned before the award will be confirmed. The winning of this Medal automatically renders the variety winning it ineligible to compete for it in a future year.

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Have a more beautiful garden this year by giving your plant Vitamin B! produces larger blooms, more luxuriant foliage, restores sick and struggling plants to health. Write for READY-TO-USE HOME GARDEN KIT containing VITAMIN B1 powder and FREE basic solution vial, special dropper and measuring pick. Easy directions for using 6 to 12 mos. supply. Money back guarantee. \$1.00 Postpaid.
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LAWN-BOY
EVINRUDE POWER MOWER

It should be noted that the conditions no longer permit the Medal to be "automatically transferred to the best flower in the show" if, in the opinion of the judges, no undisputed novelty entered in competition merits it. This change, too, is designed to maintain and emphasize the true purpose and standard of the award.

And now, with a greeting and a hearty expression of congratulation, both to the Achievement Medal winners in 1939 and to the contenders who made them work so hard to win their honors, we present the year's report in which the 41 exhibitions are arranged alphabetically in two groups.

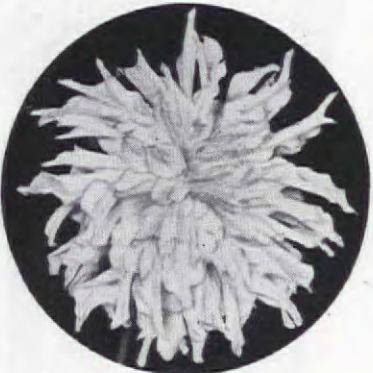
The 35 Dahlia Shows

Alabama, Dahlia Society, of Birmingham: To American Dahlia Farms, Berlin, N. J., for American Victory (shown by H. C. Rike of Birmingham), an ox-blood red formal decorative; a strong grower with 8 in. very deep flowers.

American Dahlia Society, New



Lucille L. winner at Detroit, Mich.



Yellow Glory, two New Jersey shows



American Victory, Birmingham, Ala. and Scranton, Pennsylvania

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HEAVY "CREAM OF THE CROP"
2 YEAR OLD FIELD GROWN

ROSES



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American Beauty (dark red)
Briarcliff (vivid pink)
Betty Upchurch (red, & copr.)
Columbia (rich pink)
Caledonia (alabaster white)
Charles K. Douglas (crimson)
Dame Edith Helen (pink)
Dainty Bess (pink & white)
Etoile de France (Red)
Etoile de Hollande (dark red)
E. G. Hill (dazzling red)
Edith Nellie Perkins (copr.)
Editor McFarland (deep pink)
Frau Karl Druschki (white)
Francis Scott Key (deep red)
Golden Dawn (bright yellow)
Grass An Teplitz (red)
Golden Ophelia (yel. & gold)
Los Angeles (salmon pink)
J. J. L. Mock (soft pink)
K. A. Victoria (pure white)
Killarney White (fine white)
Lady Hillington (deep yel.)
Lucille Rand (carmine)
Luxembourg (yellow orange)
Margaret McGredy (orange)
Olympiad (scarlet, yellow)

Mrs. Charles Bell (shell pink)
Mrs. E. P. Thom (lively yel.)
Ophelia (salmon, yellow)
Priscilla (pink)
Paul Neyron (pure pink)
Padre (coppery scarlet)
Pres. H. Hoover (red, old gold)
Radiance Red (best red)
Radiance Pink (best pink)
Radiance Shell (best shell)
Red Columbia (bright red)
Radiance, Texas White (whit.)
Rosllyn (gold & yellow)
Sensation (scarlet, maroon)
Claudius Pernet (gold)
Willomere (pink & yellow)
Sunburst (deep yellow)
Talisman (red, gold, yellow)
White American Beauty
Yellow Talisman (brilliant)

BABY DOLL ROSES

Chatillon (bright pink)
Cecile Brunner (pink, white)
Golden Salmon (pink, orange)
Ideal (dark red)
Lafayette (cherry red)
Gloria Mundii (orange, scarlet)

CLIMBING ROSES

Clb. American Beauty (red)
Clb. Crimson Rambler (crimson)
Clb. Pres. Hoover (red, old gold)
Clb. Talisman (red, gold, yel.)
Clb. Red Radiance (best red)
Clb. Paul's Scarlet (drk. red)

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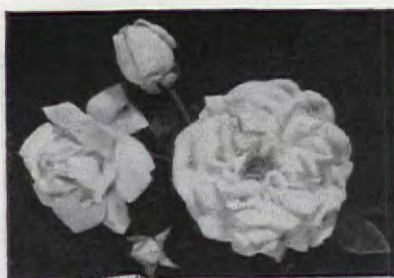
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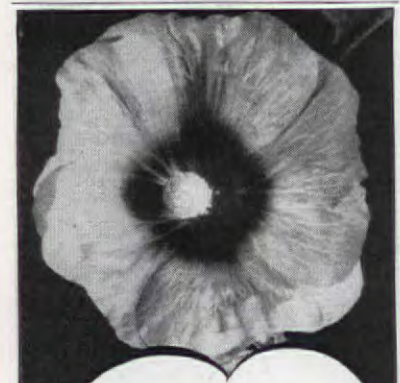


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York, Sept. 26, 27 (Silver Medal): To S. Yohe Veile, Easton, Pa., for Manhattan, informal decorative; nearly flame colored orange-red with yellow at base of twisted petals; blooms 12 in. across and 6 in. deep.

A.D.S. Western Pennsylvania Branch, Pittsburgh, Sept. 16: To Salem Dahlia Gardens (William Nunneville), Salem, N. J., for Flash (shown by Henry Retzer), a straight cactus bicolor, with crimson-red tipped white petals of interesting lacinated form. Early bloomer, with 9 by 5 in. flowers.

Baltimore (Md.) Dahlia Society, Sept. 17, 18: To Glenden Dahlia Gardens, Wilmington, Del., for Progress, informal decorative described as "rose-mauve, with sturdy, insect-resisting foliage, long stems and well placed flowers which keep well when cut."

Burholme (Pa.) Horticultural Society, Sept. 22, 23: To Stanley John-



Mary S. won at
San Leandro, California



White Lace, the Medal
winner at Portland, Ore.



Miss South Euclid, win-
ner at Toledo, Ohio

son, Cheltenham, Pa., for Burholme, an informal decorative of an attractive bright French purple. Strong plant, heavy foliage, stiff stems and 12 by 6 in. flowers.

Camden (N. J.) Dahlia and Horticultural Society, Merchantville, N. J., Sept. 29, 30: To Stanley John-

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☐ Red Leaf Barbary 1 to 14 for 50c.
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6 each Long Spurred Columbine, Sweet Rocket, Canterbury Bells, Marguerite, Maline Cross, Deltoideum, Monarda, C. Pink, Delphinium, Oriental Poppy, Newport Pink, Scarlet Purple Beauty Sweet William and Burbank's Shas's Daisy, entire 80 beautiful field grown plants that earned 5 to 12 inch last fall. POSTPAID at planting time for \$1.00. 10 gallon pail PLANT VITAMIN B₁ included FREE if you order this mix. Late arrival and satisfaction guaranteed.

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semi-cactus with large intense red blooms frequently measuring 13 in. by 8 in.; flowers early on 6 ft. strong-growing plant.

Central States Dahlia Society, Chicago, Sept. 16: To Lew Sarett, Ravinia, Ill., for Thunderbolt, "huge, flaming, incurved cactus, vivid-scarlet in color." Blooms average 11 in. across and are borne well above foliage, early and freely.

Delaware Dahlia Society, State of, Wilmington: To S. Yohe Veile, Easton, Pa., for Manhattan (see American Dahlia Society).

East Liverpool (Ohio) Dahlia Society, Sept. 15, 16: To Rosemary Dahlia Gardens, Martins Ferry, O., for Lucilla, semi-cactus, deep old rose; erect blooms, up to 11 in. across on stiff stems; leathery foliage.

Georgia Dahlia Society, of Atlanta, Sept. 29: To H. C. Rike, Birmingham, Ala., for Baby Queen City, a coral-pink miniature formal decorative of unknown parentage. The 3½ ft. bush bears many uniform, full centered flowers 2½ by 1½ in. A Queen City in miniature.

Indianapolis (Ind.) Dahlia Society, Sept. 16, 17: To The Tudor Gardens (Miss Jennie Tudor) Zionsville, Ind., for Gloria Bacher, a chance seedling formal decorative of vigorous growth; flowers of clear rodamine purple varying to lighter tones at the rolled edges, up to 9 in. in diameter.

Irrington (N. J.) Garden Club: To Frank Weingarh, Irrington, N. J., for Katie K. judged the best flower in the show.

Kentucky Dahlia Society, Louisville, Oct. 7, 8: To W. B. Dietz, Louisville, Ky., for Amelia Earhart, as best bloom in the show.

Michigan Dahlia Society, Detroit, Sept. 16, 17: To W. G. Litz, Port Huron, Mich., for Lucille L, an informal decorative seedling of Cordelia; non-fading light pink with a lighter center. It will not be disseminated until 1941 as Mr. Litz wants to wait for reports from the Storrs and Lansing Trial Grounds to confirm his opinion of the variety.

Missouri Valley Dahlia Association, St. Joseph, Mo., Sept. 30: To Allen C. Southern, Independence, Mo., for Mrs. Geo. Le Boutillier, selected as the best in the show.

National Capital Dahlia Society, Washington, D. C., Sept. 23, 24: To David Quick, Woodlawn, Md., for Osa Helen, a dark red, finely formed informal decorative verging on semi-cactus, 10 in. in diameter.

New England Dahlia Society, Boston, Mass., Sept. 9, 10: To John Young, Braintree, Mass., for Peace, a cactus seedling from Scotland, pink, suffused with lemon yellow; flowers about 7 in. across.

New Jersey Dahlia Society, Kearny, N. J., Sept. 30: To Conrad Frey, Nutley, N. J., for Yellow Glory, a lemon-yellow semi-cactus raised from seed of Aztec Glory. A prolific producer of unusually large blooms, occasionally attaining 12 in. in diameter and a depth of 7 in.

Northern New Jersey Horticultural Society, Passaic, Sept. 16: To Conrad Frey, Nutley, N. J., for Yellow Glory (see above).

Ohio, Dahlia Society, of Cleveland, Sept. 23, 24: To Lew Sarett, Ravinia, Ill., for Thunderbolt (see Central States Dahlia Society).

Peekskill (N. Y.) Dahlia and

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 \$77.50
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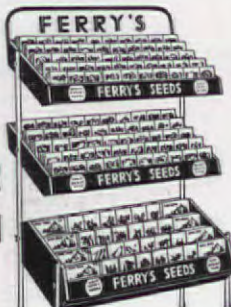
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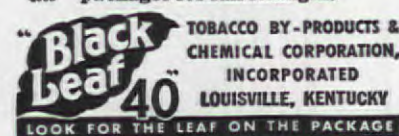


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Gladiolus Society, Sept. 15: To S. Yohe Veile, Easton, Pa., for Manhattan (see American Dahlia Society).

Pennsylvania Horticultural Society, Philadelphia, Sept. 21, 22: To Stanley Johnson, Cheltenham, Pa., for Richard Watts, formal decorative of burnt orange with unusual gold blending; blooms 8 to 10 in.

Portland (Ore.) Dahlia Society: To Mrs. J. W. Lee, Tacoma, Wash., for White Lace, a pure white of true cactus type; blooms full, with closed centers and fringed petals, long lasting when cut.

Racine (Wis.) Dahlia Society, Sept. 2, 3: To Lew Sarett, Ravinia, Ill., for Thunderbolt (see Central State Dahlia Society).

Rockville Center (N. Y.) Dahlia Society, Sept. 16: To Ernest E. Tooker, Rockville Center, for Tooker's Masterpiece, a true yellow informal decorative; plants 6 to 7 ft. tall, flowers 13 to 14 in. across.

St. Louis (Mo.) Horticultural Society, Sept. 30, Oct. 1: To H. E. Ward, Webster Groves, Mo., for Director Carl Dahl, judged the best bloom in the show.

San Leandro (Cal.) Dahlia Society, Aug. 26, 27: To Patricia Dahlia Gardens, San Leandro, Cal., for Mary S a semi-cactus, plum colored, with silver on reverse of petals.

Scranton (Pa.) Annual Flower Show, Sept. 14, 15: To Edward M. Keck, White Haven, Pa., for American Victory (originated by American Dahlia Farms, Berlin, N. J.); see Dahlia Society of Alabama.

Toledo (O.) Dahlia Society, Sept. 9, 10: To C. F. Lasch, South Euclid, O., for Miss South Euclid, pink, straight cactus with long pointed petals; as they close somewhat at night, they give it an incurved cactus appearance.

Virginia Dahlia Society, Richmond, Sept. 26, 29: To R. P. Liphart for Sunrays, which was judged



Martha Churchill, which won at Tacoma, Wash.



Jeffersonian, winner at Wellsville (Ohio) show

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ed the best bloom in the show. Washington Dahlia Society, Tacoma, Sept. 2: To R. P. Turnquist, Bremerton, Wash., for Martha Churchill, four-year-old irregularly curved cactus, salmon-rose shading to peach at the center which is deep and full.

Wellsville (O.) Glad-Dahlia Club, Sept. 23, 24: To Walter Churm, Beaver, Pa., for Jeffersonian (shown by Henry Retzer). Large, orchid-pink, informal decorative sport of Sultan of Hillcrest. Flowers, often up to 12 in. freely borne on strong stems.

Wisconsin Dahlia Society, Milwaukee, Sept. 9, 10: To Lew Sarett, Ravinia, Ill., for Thunderbolt (see Central States Dahlia Society).

Peony and Gladiolus Shows
American Peony Society, Boston, Mass., June 22, 23 (Silver Medal): To Harry F. Little, Camillus, N. Y., for Snow White, medium size, fully double, rose type flowers; white with slight yellow shading in collar; from a selected collection of seedlings, parentage unknown. Well tested in various locations, has proved a plant of good habits, opening symmetrical flowers excellently in midseason.

A.P.S., Regional Show, Chicago, June 10, 11: To River Drive Peony Garden, River Grove, Ill., for A. B. Franklin (originated by A. B. Franklin, Minneapolis, Minn.). A late variety producing unusually fine flowers which open with faint blush, but become pure white.

East Bay Gladiolus Society, San Francisco: To Glad-A-way Gardens, Hayward, Cal., for Picardy, as best flower in the show.

Maryland Gladiolus Society, Havre de Grace, Md., Aug. 12, 13: To H. V. Wright, Edgewood, Md., for Gunpowder, a four-year-old sport of Picardy with which it is identical except in color; this is a clear buff with practically no throat markings.

Michigan Gladiolus Society, Bay City, Mich., Aug. 18, 19, 20: To Mrs. George Kinyon, Gladwin, Mich., for Wenonah, an attractive salmon-orange. Scored 83.8, the highest in the show.

Ohio State Gladiolus Society, Akron, O., Aug. 26: To Herbert O. Evans, Bedford, O., for Stella Antisdale. Tall spike; many large florets, soft pink, creamy throat, "suede" finish. Won nine prizes at Akron Show.

Utah Gladiolus Society, Salt Lake City, Aug. 5, 6: To Clifford Elliott, Farmington, Utah, for Luminosa, magenta with white throat and mid-ribs, one spike showing eight of its 22 florets open.

Wellsville (O.) Glad-Dahlia Society, Aug. 19, 20: To G. W. Wilson, Lisbon, O., for Treasury Gold, a cross of Betty Nuthall X Pfitzer's Triumph; color vinaceous-orange; spikes 56 in. tall with 30 in. head with well placed 5 to 6 in. florets.

CORRECTION

The woodland table arrangement shown in color on page 48 of the March issue was done, not by Margaret McKinney, as stated, but by Margaret McKenny, author of several wild flower books and the recently published "Birds in the Garden," so enthusiastically received by bird and garden lovers alike.

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[Continued from page 27]

west side of the house and a short lawn slopes from it down to the water's edge. Sun and shade are equally obtainable for it is partly uncovered, partly roofed by the extension of the house roof. The kitchen wing also extends out to help seclude the terrace from the road and has a door which makes it possible to serve meals with a minimum of trouble.

Located in the southwest corner of the house, the kitchen has the fine spot it deserves as one of the most used rooms in the house. Two windows face the front and two face the lake, offering an outlook which is a real "pick-up" to anyone working at the sink. Placed on an angle right across the corner window, cabinets and counters spread out on either side of the sink in an L-shape arrangement. Opaque glass panels, flush with the ceiling, are the only general lighting fixtures in kitchen and dining room.

The two bedrooms and baths are in the near corner of the house

completely private from the rest of the house. Three steps on the left side of the living room fireplace lead up to a compact little hall and each of the rooms opens into this. One bedroom has a broad corner window, the other a triple window. Both are about the same size and immediately adjoin the bath. Also in this same corner of the house is a bathroom and shower for lake bathing.

Building Data

Foundations: Concrete footings; 4" concrete slab for terrace and garage. **Walls:** Rough 1" x 12" fir boarding with battens nailed over the joints. **Floors:** 2" tongue and grooved fir. **Masonry:** Split bricks on fireplace, chimney, and flower box. **Interior:** Plaster walls on wood lath. Living room ceiling; rough beams and 2" planking exposed. **Heating:** Forced air, gas fired air conditioning installation. **Cost:** Total: \$4,123 including 15% architect's fee.

Color—the great American bugaboo!

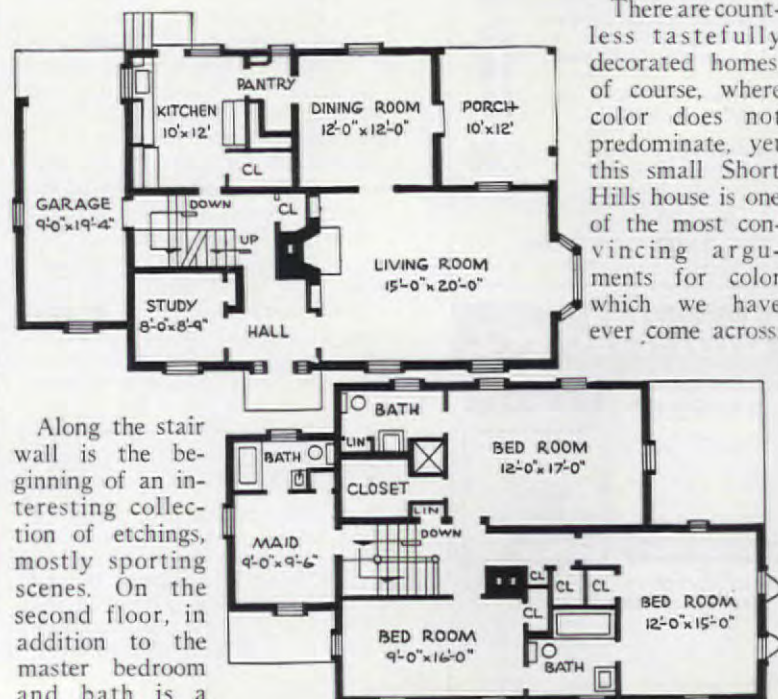
[Continued from page 15]

glass-shelved, glass-bedecked bay window, its welcome fireplace with arched bookcases, painted like old-fashioned cupboards, flanking the sides. But for the gay wallpaper the dining room is furnished simply. From it a door opens to a screened-in porch, a "summer dining room." The white kitchen with red trim is not unusual yet it's as convenient, well-equipped, and up-to-date as are most of today's kitchens.

guest room and bath with a nursery adjoining. The architect planned good circulation throughout the house. For instance, the maid's apartment over the garage is entered at the stair landing and from the first floor hall one can enter the garage under cover.

The home was as complete on the first day it was occupied as it is today and now, instead of having to buy "fill-in" furniture, there are adequate funds for garden needs.

There are countless tastefully decorated homes, of course, where color does not predominate, yet this small Short Hills house is one of the most convincing arguments for color which we have ever come across.



Along the stair wall is the beginning of an interesting collection of etchings, mostly sporting scenes. On the second floor, in addition to the master bedroom and bath is a

THE AMERICAN HOME, APRIL, 1940

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YOUNG Mrs. Sloane is the wife of the grandson of Thomas Edison, the famous inventor. Mrs. Sloane's interests are centered in charity work and home life. She writes verse, likes to sketch, plays the piano. In particular, Mrs. Sloane prides herself on her good cooking...enjoys slipping into a house apron to "putter around the kitchen." Portrait at left shows Mrs. Sloane in a characteristic pose—serene, gracious, smoking a Camel.

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