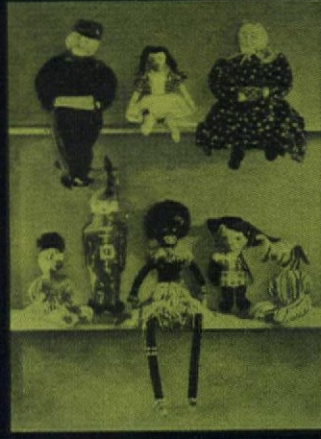
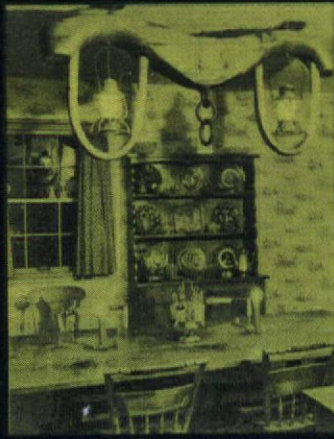
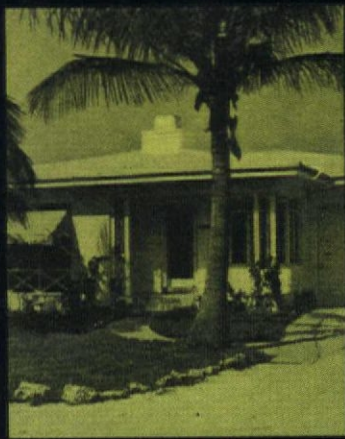
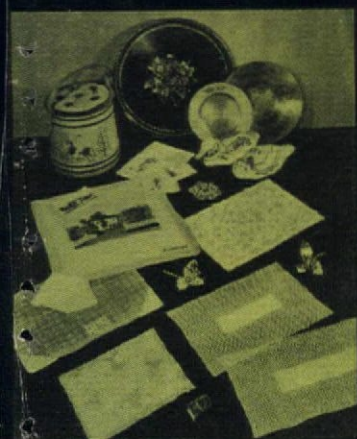


3025

The AMERICAN HOME



10¢

December
1940

PRIZE—WINNING GIFTS • CHILDREN'S ROOMS • PRE—HOLIDAY PARTIES



Guest Shelf-A Cannon towel gift set both practical and frivolous! Give it to the most charming person you know \$5.50



Southern Beauty and warm Southern charm in lovely Cannon towels and matching wash cloths, boxed in roses and ribbons. . . \$1.25



Garden Flame Luscious Cannon towels tucked neatly into a spray of the gayest pink poppies. The 6-piece set for \$3.25. With bathmat, \$4.25



69¢ to \$1.25

Kitchen Bouquet Sturdy, smartly designed dish towels and dish cloths keep kitchens Xmas for months to come!

CHRISTMAS CHEER

THROUGHOUT THE YEAR
GIVE LOVELY

Cannon Towels



\$4.25

Fragrant Blossom Utterly luxurious—this set of fresh, clear-toned Cannon towels and four matching soap cake blossoms!



\$1.50

Morning Star—Big, bright, beautiful Cannon towels in Christmas splendor.



Rambler Rose—Replica of Grandmother's trunk abloom with roses! 6-piece set of Cannon Towels \$3.25 With bath mat \$4.25

• What gayer Christmas greeting—what lovelier lasting token—than these exquisite Cannon gift sets? Luxuriously soft Cannon towels—looking for all the world like bright jewels sparkling in their holiday boxes. Thick-looped, thirsty Cannon towels in festive trappings of ribbons and flowers—ready to gladden the heart, and the home, of every lucky person on your list! Cannon Mills, Inc., New York City Cannon Towels in Gift Sets from 69¢ to \$5.50



\$4.25

Nosegay—A full 10-piece set of Cannon towels blooming in an old-fashioned garden box. Enchanting to give . . . and to receive!



Sculptured Box—Some fortunate friend will bless you when she wraps herself in the heaven of these Cannon towels! \$5.50



\$2.25

Shadow Lace—A sweet Christmas Valentine overflowing with a wealth of Cannon towels!



\$3.25

Woodland Spray Cannon towels in enchanting color combinations in a bower of woodland flowers.



Avenue Hat Box—Thick, thirsty Cannon towels folded into an aqua and white striped box tied in gay ribbons. . . \$2.25



NEW MERCURY 8

A Dream Car Brought to Life!

A driver's dream come true is the superb new Mercury 8. A car as big and commanding as you'd wish — yet lively and full of the high spirits of travel. A car of deep, satisfying comfort and apparently unlimited power. And above all — a big car that is really economical!

So *right* is the Mercury's combination of motoring's good things that it has won more than 155,000 owner-friends in the 25 months of its existence . . . a quick success unparalleled in recent years.

You'll get a new and stimulating welcome from the 1941 Mercury 8. Inviting interiors

that are large in all dimensions. New deep windows that frame all outdoors. New wide cushions padded with soft foam rubber, richly upholstered. And the deep comfort of triple-cushioning . . . easy-action springs, double-acting shock absorbers, and a newly-designed, perfected ride-stabilizer.

But most welcome of all — on the testimony of enthusiastic owners — is the Mercury's outstanding economy: Mercury owners report up to 20 miles to a gallon of gasoline.

Test the Mercury's new ideas yourself — at a Mercury, Lincoln or Ford dealer's.

THINGS YOU'LL LIKE ABOUT IT!

New Exterior Beauty. Long, low, superb streamlines. Wide body. New colors.

Big Powerful Engine. Only V-8 in its field. Brilliant acceleration and performance. Amazingly economical.

Luxurious Interiors. Harmonizing colors. Wide seats. Resilient cushion pads of foam rubber.

Ease of Control. Finger-Tip Gearshift. Velvet-action clutch and hydraulic brakes. Newly-designed, perfected stabilizer.

New Riding Comfort. Long, easy-action springs. Improved shock absorbers. New longer wheelbase with center-poise ride. The car rides like a dream.



THE BIG CAR THAT STANDS ALONE IN ECONOMY



How we retired on an income that will last as long as we live!

To Men and Women Who Want Lifelong Security

LAST MONTH Ted, the postman, gave me an important-looking letter. "Looks like a check," he said.

And a check it was—for \$150. When I got another check the next month, he was obviously curious.

"This check," I explained, "is my retirement income—mine and Kay's. These checks will keep coming every month as long as we live. And all because Kay is a far-sighted woman."

"Far-sighted?"

"Yes, Ted. When I was in my thirties, Kay began thinking about the time when we'd be older, when maybe I'd be tired of working so hard. She came to me and said, 'Harry, I'm worried about our future. We haven't saved much. We haven't got security. You're a wonderful provider, but we're spending money as fast as it comes in. Let's do something about it!'"

"Well, sir, I opened a savings account and for a while it looked as if we were getting somewhere. But things came up and the savings account didn't grow very fast.

"Then I thought about stocks and bought a few shares that looked good. I was about to buy more, when the market nose-dived. So I gave that up.

"Kay and I became discouraged. And then one day

we heard about the Phoenix Mutual Retirement Income Plan.

"The minute we saw this Plan, we knew it was just what we needed. It showed how we could get a retirement income, beginning when I reached 55. And it wasn't just an income for me alone. The Plan actually guaranteed an income for both Kay and me as long as either of us lived!"

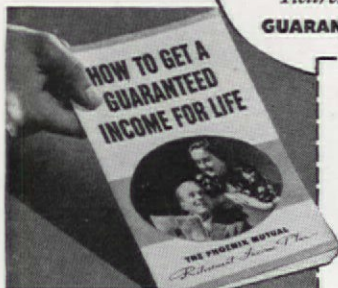
"I began using that Plan. I invested a portion of my earnings in it each year. And now, Kay and I are getting a retirement income—not only as long as I live, but as long as she lives, too!"

"We have the things we want—security for both of us, the opportunity to travel, to live fully and well. We can laugh at worries. We can be sure of comfort and happiness in the years ahead—with an income guaranteed for life."

Send for Free Booklet

This story is typical. Wouldn't you like to make sure of your own future? Send the coupon below and you will receive, by mail and without charge, a copy of the new 32-page booklet which tells about the Phoenix Mutual Plan. The booklet shows how to get a life income of \$100, \$150, \$200 a month or more at 55, 60, 65, or 70. It tells why you don't have to be rich to retire. Your copy will be mailed without cost or ob-

ligation. But don't delay. Don't put it off. Tear out the coupon and mail it today!



Phoenix Mutual Life Insurance Company
441 Elm St., Hartford, Conn.
Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name _____
Date of Birth _____
Business Address _____
Home Address _____

Copyright, 1940, by Phoenix Mutual Life Insurance Company

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Important! Letters requesting information should be accompanied by a stamped, addressed envelope. Manuscripts and illustrations will not be returned unless they are accompanied by the necessary postage. They will be handled with care, but we assume no responsibility for their safety.

Your husband hasn't changed a bit....



When Pilgrims scurried home at dusk,
Pursuing Indians weren't the cause!
They knew their wives were baking beans
To win their husbandly applause!



Those Yankee housewives had the knack
Of putting on a hearty feed.
Their 'lasses-sauced New England beans
Made hungry Red-Coats green with greed.



And in the eighteen-sixties, too,
When menfolk donned the Blue and Gray,
Both sides agreed you couldn't beat
Those baked beans fixed the old-time way!



Your husband—like his ancestors—
Still goes for beans...but now they're Heinz,
The same old treat without the work;
He's sure to like all four grand kinds!

...he still loves **Beans!**

Give Him Heinz Oven-Baked Beans That Taste Just Like The Home-Baked Kind. Thriftiest Of Meals And Easy To Digest

BRING on a big, brown-crust, sizzling-hot crock of Heinz old-fashioned Oven-Baked Beans—and any man's a boy again! He has a boy's hunger, a boy's zest for this most satisfying of meals—baked beans—the homemade kind! For Heinz Beans are every bit as mealy, toothsome and downright irresistible—as packed with energy and flavor—as those golden morsels for which grandmothers have been famous for generations. That's because Heinz chefs use a treasured homespun recipe—bake the beans till every one is plump and tender. Then they're steeped in the most tantalizing sauces that ever made a man pass his plate for *more!*

Four Delicious Kinds!

If your husband's a New Englander, he'll like Heinz Oven-Baked Boston-style Beans with pork and molasses. If he's from the Middle West, chances are he hankers for Heinz Oven-Baked Beans with succulent pork and a sauce of Heinz pedigreed tomatoes. And for a change, he'll enjoy beans with tomato sauce and no pork, Vegetarian-style—or Heinz Oven-Baked Red Kidney Beans with pork.

Many a wise woman keeps all four kinds of Heinz Oven-Baked Beans on the pantry shelf. Splendid for hearty, quick-to-fix meals, or as a tasty side dish—thrifty as they are *popular!*



Copyright 1940 H. J. Heinz Co.

Heinz
57 *Oven-Baked*
Beans

TASTE JUST LIKE THE HOMEMADE KIND



FOR *Gracious Giving*
 ... AND *Gracious Living*

MIRRO
 THE FINEST ALUMINUM



MIRRO *Unbreakable Vacuum* **COFFEE MAKER . . . \$1.89**
6-Cup Size

Make coffee the modern, vacuum way in this fine, new all-aluminum coffee maker by MIRRO. Bring to your table all the clarity, fragrance and full-bodied flavor of vacuum-made coffee at its best. All guesswork is eliminated with the self-measuring graduations—now you can make perfect coffee every time. Among other valuable, time-saving conveniences of this highly practical coffee maker is its wide mouth, permitting easy, thorough cleaning and dripless pouring. Cool, heat-proof Bakelite handle.

8-cup "family size" \$2.19. 12-cup "party size" \$2.95.
 (All sizes slightly higher South and West)



MIRRO HOT BISCUIT SERVER \$1.98

Here's a gift that's sure of warm welcome. The beautiful "Spun-Ray" aluminum has a satiny softness that harmonizes with the finest table silver. Its modern simplicity and generous size suggest dozens of uses. Holds 1 to 1½ dozen biscuits. Has cool reed handle and maple knob. Convenient wire basket. Cover vent controls crisping.



MIRRO FULL RECIPE COOKY PRESS \$1.25

This simple, easy-to-clean cooky press, supplied with 12 interesting design plates, is large enough to accommodate a complete recipe with but one filling, making as many as 80 cookies at a time. Finish of stain-resistant "Alumilite" (process patented). Booklet of "Mirro Test Kitchen" Recipes included.

Aluminum cooky sheets in 3 sizes, 65c to \$1.00
 (Prices slightly higher South and West)

AT YOUR HARDWARE OR DEPARTMENT STORE
 If Your Dealer Cannot Supply You, Use This Coupon

Aluminum Goods Mfg. Company, Manitowoc, Wisconsin
 I am enclosing \$_____ Please send me, at once, postpaid:

	East	Extreme So. and West	Name
— 6-cup Mirro Vacuum Coffee Maker	\$1.89	\$1.98	_____
— 8-cup Mirro Vacuum Coffee Maker	2.19	2.39	_____
— 12-cup Mirro Vacuum Coffee Maker	2.95	3.25	_____
— Mirro Hot Biscuit Server.....	1.98	1.98	_____
— Mirro Full Recipe Cooky Press.....	1.25	1.35	_____
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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., required by the Act of Congress of August 24, 1932, and March 3, 1933, of THE AMERICAN HOME, published monthly at New York, New York, for October 1, 1940. State of New York, County of New York, ss. Before me, a Notary Public in and for the State of New York, personally appeared W. H. Eaton, who, having been duly sworn according to law, deposes and says that he is the publisher of the American Home and that the following is the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication, for the date shown in the caption, in accordance with the Act of August 24, 1932, as amended and the Act of March 3, 1933, embodied in section 1103 of the Act of Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, W. H. Eaton, 444 Madison Ave., N. Y. C.; Editor, (Mrs.) Jean Austin, 444 Madison Ave., N. Y. C.; Managing Editor, F. S. Pearson, 2nd, 444 Madison Ave., N. Y. C.; Business Managers, None.

2. That the owner is: The American Home Magazine Corporation, 444 Madison Ave., N. Y. C.; (Mrs.) Jean Austin, 444 Madison Ave., N. Y. C.; Henry L. Jones, 444 Madison Ave., N. Y. C.; Eaton, 444 Madison Ave., N. Y. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, and the name of the said trust or other fiduciary relation, in which the said stockholder or other security holder appears upon the books of the company, and the name and address of the said stockholder, association, or corporation, in which the said trust or other fiduciary relation has any interest direct or indirect in the said stock, bonds, or other securities, than as so stated by him, and that he has no knowledge of any other stockholders, bondholders, or other security holders than those whose names are given in the foregoing statements.

(Signed) W. H. Eaton, Publisher.

Sworn to and subscribed before me this 30th day of September, 1940. (Signed) Theodore F. Gloisten, Notary Public Nassau County, No. 553. Cert. filed in N. Y. Co. No. 442. (My commission expires March 30, 1942)

[SEAL]

I'M NO Sissy.



but my stomach is!

The real reason for most cases of common ailments in dogs is hit-or-miss feeding, hard-to-digest foods, VETERINARIANS SAY

As any dog expert will tell you, all dogs have delicate digestive systems! No breed is exempt. Dogs simply aren't equipped to handle just any kind of food. That's why feeding a correct diet, easy to digest, is so important to your dog's good health. It protects him against such common diet-caused ailments as excessive shedding, nervousness, diarrhea, listlessness—and many others!

"A DOG'S DIGESTIVE MECHANISM IS NOT THE SAME AS THAT OF MAN. For this reason, his diet should be limited to easily-digestible food. Carefully-formulated PARD is such a ration."

DR. H. E. ROBINSON
Director of Swift & Company's
Nutritional Research Laboratories



TERRIERS have delicate stomachs, too. Yet in 5 generations no diet-caused ailments ever appeared in Pard-fed Wire-hairs at Swift's Kennels!



Pard, Swift's nutritionally balanced dog food, can safeguard your dog's health... help build up his resistance against disease germs... keep him peppy! Pard's ability to do this has been proved repeatedly. At Swift's Research Kennels, Pard alone has raised 5 successive generations of dogs. And not one of them ever experienced any dietary ailment! All developed normally into fine specimens of their breeds. Give your dog these same benefits. Feed him Pard regularly for glowing, permanent health!

PARD

SWIFT & COMPANY'S
NUTRITIONALLY
BALANCED DOG FOOD

THIS FREE BOOK UPSETS HEATING TRADITION

Read how your present furnace is suited for lowest-cost automatic heat and how Motorstokor handles coal and ashes automatically and keeps a uniform temperature. Mail the coupon and learn how to cut fuel cost up to 1/3 or more. See this booklet at once.

PAY FOR YOUR EQUIPMENT WITH MOTORSTOKOR SAVINGS
Motorstokor actually saves cash from the very first year, while ending all furnace tending, uneven heat, and furnace dirt. See why Motorstokor is also ideal for new homes.

YOUR BOOK MAILED IMMEDIATELY
by one of the oldest manufacturers of automatic coal stokers, free of charge to residents in anthracite (hard coal)-burning sections. Send for it now. No obligation. Just your name and address on this coupon:



HERSHEY MACHINE & FOUNDRY CO.
312 Pitt St., Manheim, Pa.

Mail your free, 12-page book, and full details of "Automatic Heat Which Pays for Itself". I live where hard coal is available.

Name _____
Street Address _____ State _____
City _____

Christmas



IS COMING YOU KNOW!

THIS was the Editor's wonderful idea, and how the Loving Hands have fluttered all over this country ever since she mentioned it. We have been fairly run out of house and home, we have been snowed under and bowled over by a seemingly never-ending stream of parcels and packages and whole mail bags full of the good and faithful efforts of Loving Hands. Some of them were pretty frightening, which wasn't so surprising, but most of them, by far most of them, were so good that they left us all in a fairly unhappy state of indecision.

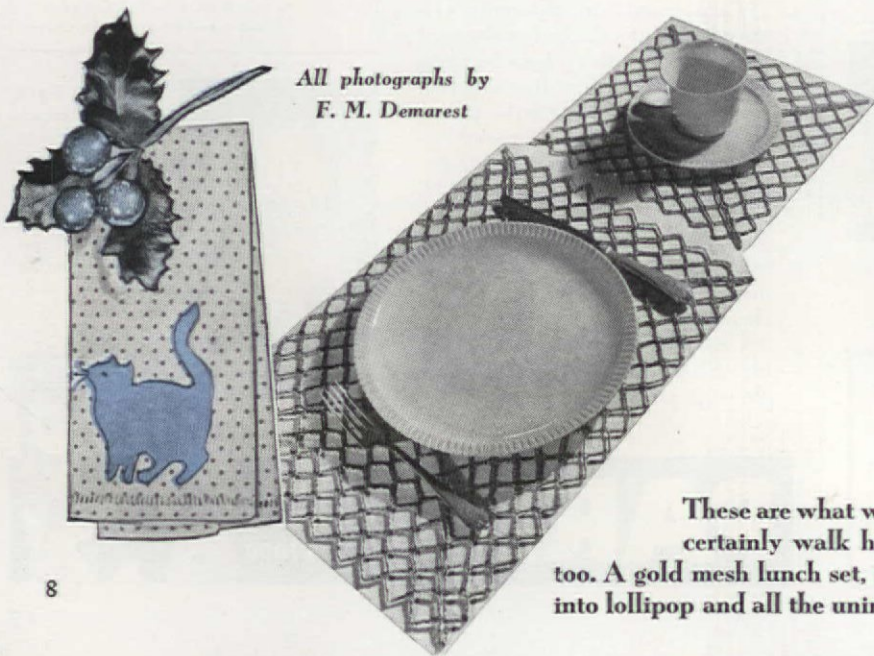
When the Editor first dreamed up this little delight that frequently made us all wonder how we were to get a magazine together, and out, and look at the contest entries and sort, taste, and classify them at the same time, we all thought it was a fine and brave idea, but it sort of flew up and hit us, because we, too, thought that interest in the hand-done arts and crafts and fancy works of cookery had

slipped and fallen by the same old wayside. And if we weren't the mistaken lot! And pretty darned tickled about it, too, I may add. It is a very gratifying thing to be in the kind of dither we were in for days on end. An embarrassment of that kind of riches is an embarrassment we blush mighty prettily under, and we are as pleased as the dickens to say we were wrong, very wrong indeed. Imagination is not dead in the land, nor are the skills that are cultivated and developed at home languishing on the doorsteps of manufacturers. Ingenuity, that fine old-fashioned word, has to be dusted off and used with precision; dexterity with a fine seam has a place of its very own in our esteem these days, I can tell you.

We murmur very low into our long beards that we thought that many too many people just went out and bought a "so and so for such and such" when it came around to Christmas time. And that thought was a doleful one, you will agree. And so to chide us, granted that you should, you sent us hundreds of things in each class that made it very hard indeed to award the prizes. It was elegant fun all the same, and after a minimum of shouting and stamping and hair pulling we reached amicable decisions with which we earnestly hope you all agree.

It really and truly was Christmas that we all had in the back of our minds. The same simple home job that we are always talking about, mainly because we happen to mean it, I suspect. The kind where the things you give may not have enormous monetary value, for what that is worth, but which have an awful lot of thought and several other of those extremely nice, simple things that are not the least bit fashionable, or smart, or sophisticated, but which still in our stubborn, funny way mean Christmas to us.

What if we do say, "Oh, GOSH, there is Christmas coming again—"? Thank goodness we don't really mean it, and anyway



All photographs by
F. M. Demarest

These are what we call really and truly "little luxury" gifts and yet they certainly walk hand-in-hand with thrift and they're smart and gay, too. A gold mesh lunch set, if you please, and a guest towel of shirting. Bath mitt into lollipop and all the uninteresting household books made bright and beautiful





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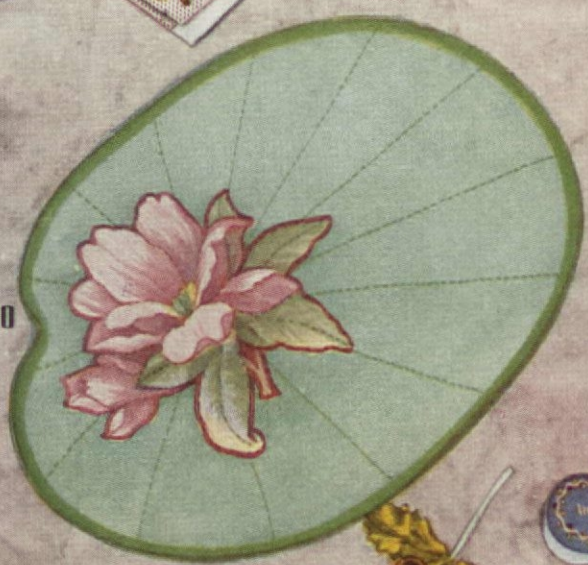
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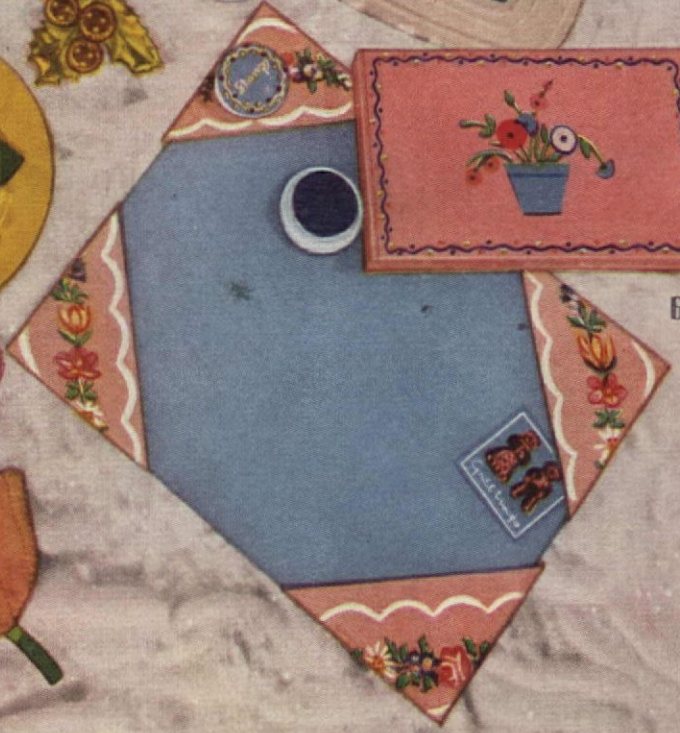
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7



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8



if a few niggardly souls think we do and are bewildered beyond belief by the thought of presents, this year we can and do show you all something very concrete indeed that you can do yourselves, "money no object, market no object."

Look at the dolls just for a starter, every one made at home out of homely materials, oilcloth or wool or whatever, with silk stocking faces, or gourd heads. There's not a professional among them and yet I defy anyone to show me more "oomph" than our savage maiden has, with her wonderful bead teeth, or more charm than the little creature who completely won all our hearts with her wild black hair and uninhibited glance—dusky satin-skinned "Opal," as we called her. It was so difficult to say who had really won a prize and what group these engaging animals and dolls really belonged in, that a new class was created right on the spot to quell the riot amongst the judges, each of whom was valiantly holding out for his own pet. Not that all was sweetness and light in any class. In the main the "winnah" was hard to decide upon, because there was so much that was good. Isn't that a pleasant thing to say—when you mean it?

BUT would you have found it easy to choose when such a neat and jolly little job as the complete set of household books—diary, menus, telephone numbers, and such, together with a folder, all covered in matching papers—arrived, or when a simple thing like a bath mitt, with a long handle to reach the "corners," turned up, wrapped in red Cellophane like a huge Christmas lollipop?

How would you feel confronted with the things that we have shown you on page 10? And these are the final choices, remember, after we'd stood for hours over the problem, first on one foot, then on the other. Look at that wonderful little hatbox, please, with a pin cushion in the very latest mode. If you have had a grand time some week end and want to say thanks to your hostess and her guest room as well, what could be more fun than such things as this hatbox, or the gay little desk set made of chintz and wallpaper, a painted cigar box, and a pair of converted cold cream jars. Now there's ingenuity for

you and no mistake! Those decorated market baskets are the kind of thing that makes you really gleeful. Good for your garden's wealth, or for easing the burden when the youngest has to pick up his toys of an evening and cart them all upstairs again, in fact for a thousand things, and not the least for buoying up the spirits. In the same class are the pillow slips of the softest madras or broadcloth like a man's shirt, embroidered with a touching sentiment, and the cocktail napkin shirt, with a red necktie; and too, the pillow slips, scalloped and featherstitched, with bands of chintz to match the wallpaper. Pictures beautifully framed in deep paper plates, pictures framed on colored paper and covered with Cellophane can serve a double purpose. And please think of a lovely day when luncheon is served on an organdy luncheon set of palest green with a huge chintz flower quilted between two pieces of the sheer stuff, and, under the glass finger bowls, exquisitely made flowers and garden inhabitants of thinnest handkerchief linen, quilted, specially dyed, and sewn to match Curly Locks' finest seam.

For the sheerest elegance, the kind we like the very best because anyone who likes to sew can have it, we like our lovely "Luxury" Grand Prize, the tablecloth and napkins like an organdy wisp, with blue leaves delicately embroidered and appliquéed.

We had to create a new and very special class for some of the things you sent us, because they were of a quality of workmanship that is almost professional, and the Loving Hands behind them showed a skill that we admire tremendously. While we realize that perhaps only a few of our readers could actually reproduce these things, that, of course, could not stand in the way of their receiving just rewards; hence a special group, where ingenuity and workmanship and idea all ranked equal, and very high. Thread lace may not be your forte, or drawn-work either,

These doilies are so beautiful they look as though they were hand painted to suit



for that matter, and when it comes to pieced monogramming in hemstitch a lot of us remain quietly in our corners, but, my, my, how we would like to own a little of same! Whether or not trained people did the very handsome metal work is a matter of no moment; the thing that counts is that it is so beautifully done, with design and charm. The hand-blocked linens, so simply and exquisitely drawn, and the little enameled ash tray, the coquettish ducks, the miracle of a tray, like tole, made from the head of an oil drum, and the squirrel book ends, where the carver has made the wood serve him with its grain augmenting the design, are all pretty wonderful.

A far cry, indeed, but just as swell in its own way is one of the office pets, the exceedingly elegant fish funnel that restrains



The loveliness that everyone enjoys in her nicest table appointments is perfectly shown in our "little luxury" Grand Prize



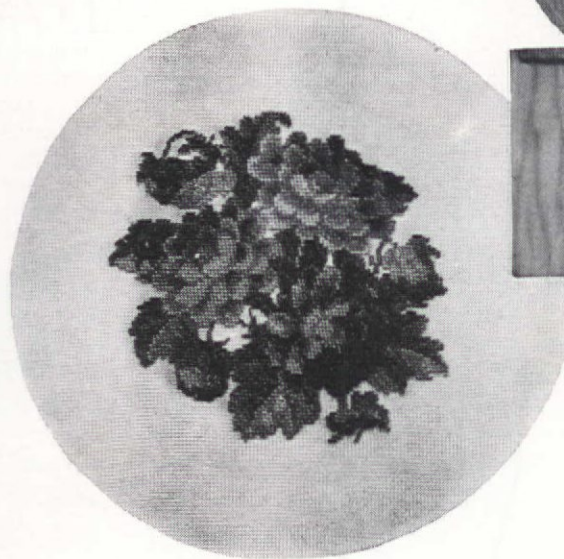
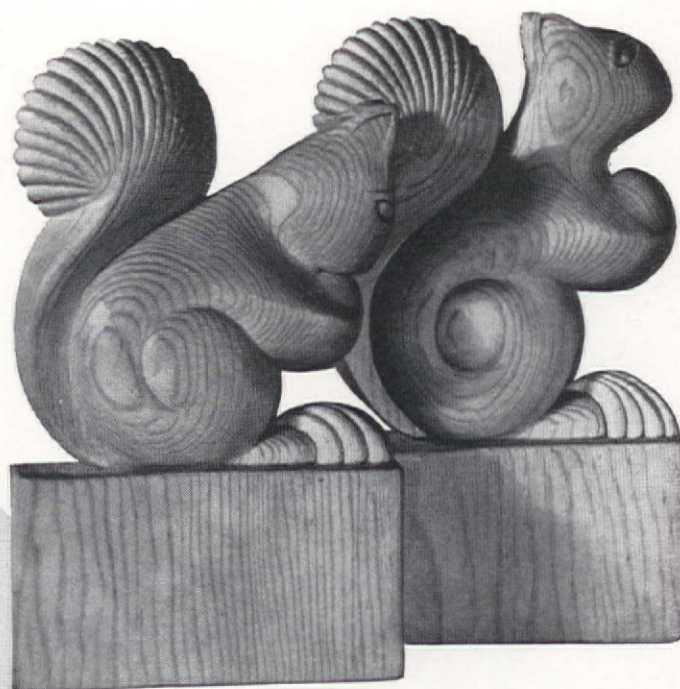
the kitchen twine and keeps it where you can get at it and in one place. He may look vicious to some but to us he is the soul of order.

For a little girls' luncheon, think of the chic and adult quality that little paper hats for candy have, and after the party they can be taken home to be clapped on the heads of favorite dolls. And what a very small piece of lovely figured organdy it took to make a pillow case that looks like thread lace, with a frilly ruffle to boot; irresistible, that's what. And again, those delightful bath mitts, the very thing for people you really love and still feel you can't afford to give much to, the kind of thing you love yourself, but never in your wildest moments would dream of indulging yourself in. They are crocheted in swirls of scallops with a little cake of soap tied to the middle of each by a big satin bow.

During the current rage of "Information Please's" and "Who Am I's" it is fun to get still another version of a guessing game. Calling the titles from well-known books, plays, and so forth from your own selection of photographs has endless possibilities and a set makes such a handsome gift, too.

It is all very well to win prizes. It is a very nice thing, indeed, to have it proved that we were erroneously fearful for the fate of originality and spontaneity and homely skill in this country. But among all the things learned in this contest, one in particular was brought home to us with force, an extremely simple truth, as honest as the contest itself. It is a conviction that these kinds of things, the skill of one's hands, the fineness of one's native tastes and talents, were never more important, really constructively important, than they are right now.

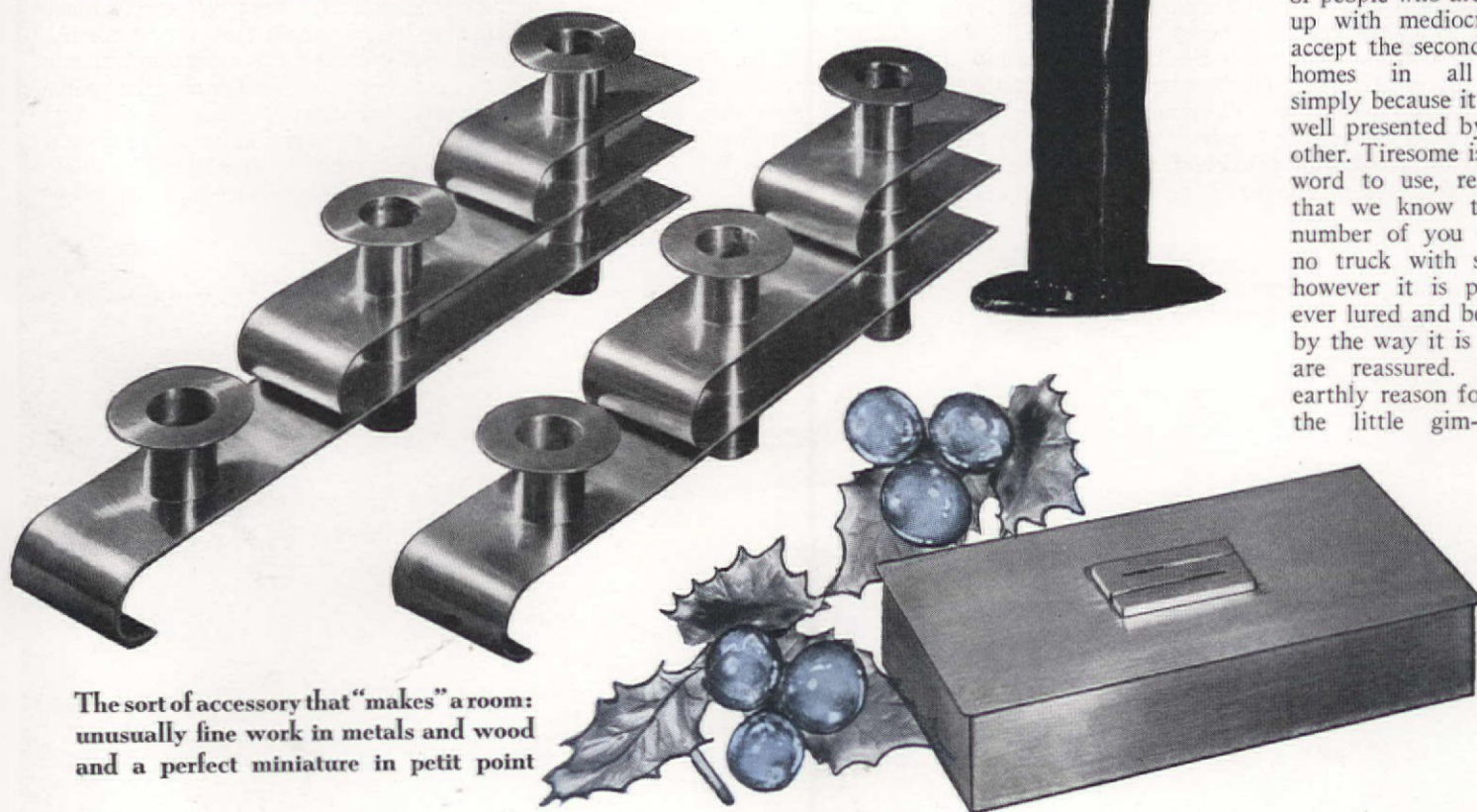
"These troubled times" is a phrase that is so overworked that it has lost all of its poignancy and significance, but here it comes once more. This time it is a background to the reason for our need to do these little things, our need for creating such simple luxuries and doing them well. We are, in all probability, going to hear on all sides that we have never needed Christmas in the true meaning and true traditions of the word so deeply as we do this year. We guess that is true enough. And we need also to stop long enough every once in a while, whatever relief, Red Cross or other charity work



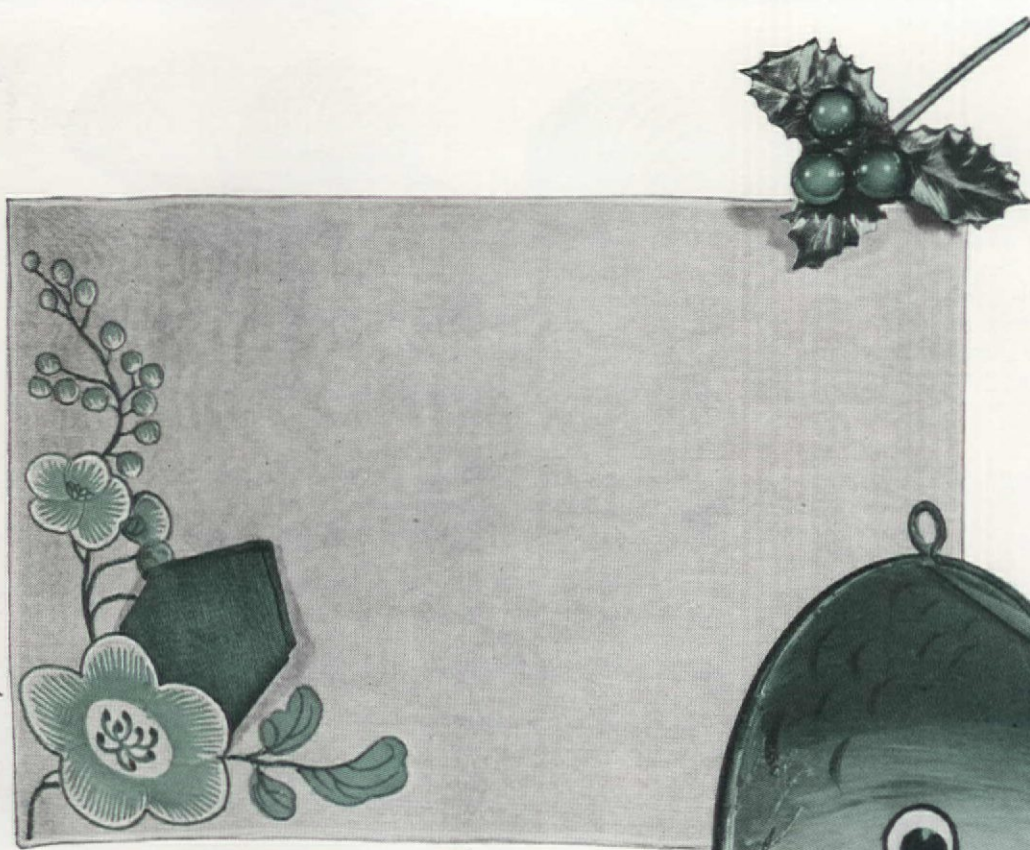
we are knee-deep in, to restore ourselves and maintain our own spirit as real people. We have been pretty flippant-seeming about this whole contest. Perhaps we have joked a lot about the Loving Hands, but it is mainly, we suspect, to mask a fairly constant grin of pleasure that at the last so many of you did so well. But we really didn't feel flippant about it all the time.

The Editor was genuinely concerned and sincerely wanted to see if a little stimulus, honestly offered, would revive handicrafts. It did. It augurs well when people work at the handicrafts, when they have not fallen on the evil ways of stopping in at the nearest store and taking just any old substitute that appears. When there is the desire and the time made in busy people's lives to develop the lesser arts, it is a definitely constructive straw in the wind. Heartening.

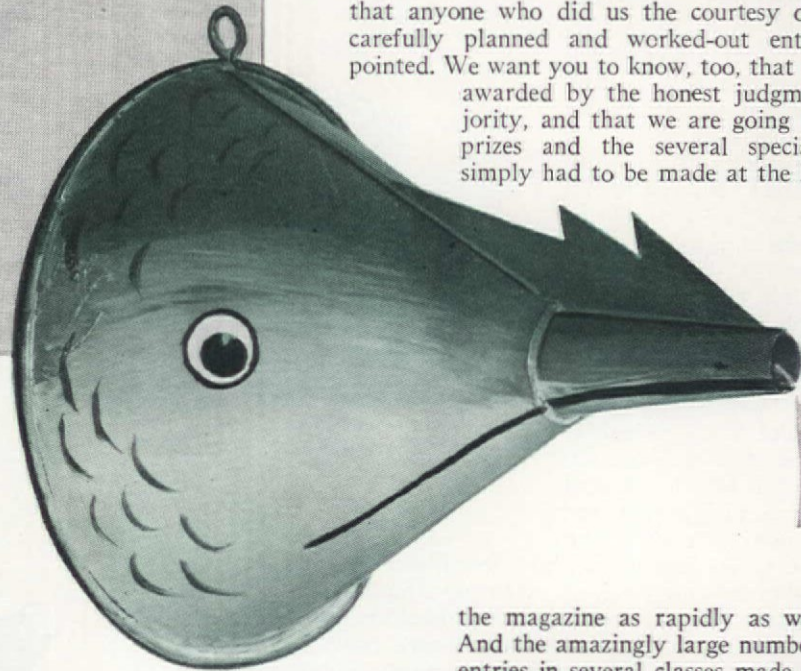
It gets extremely tiresome to see day after day the number of people who are willing to put up with mediocrity, who will accept the second-rate for their homes in all departments simply because it is at hand and well presented by somebody or other. Tiresome is a pretty mild word to use, really, and now that we know the tremendous number of you who will have no truck with second-rateness, however it is presented, however lured and beguiled you are by the way it is shown you, we are reassured. There is no earthly reason for tolerating all the little gim-cracky make-



The sort of accessory that "makes" a room: unusually fine work in metals and wood and a perfect miniature in petit point



been made just for us, was excellent, sometimes almost professional, it was the fact that there were ideas and imagination back of them all that made us cheer. Mind you, we do not say that we drew nothing but golden apples out of this race, for heaven knows we did not, but we got enough very, very good entries in each class to make us pretty unhappy and disappointed about having to leave any one of them out. It was a revelation to see how seriously each judge considered his own choice and how unswayed he was, after he had just quietly made up his own mind. Of course, not having any idea from where or whom anything had come eliminated any chance of prejudice, which was a comfort. But we would like to have you all know that we are sorry that anyone who did us the courtesy of submitting a carefully planned and worked-out entry was disappointed. We want you to know, too, that every prize was awarded by the honest judgment of the majority, and that we are going to show all the prizes and the several special classes that simply had to be made at the last moment, in



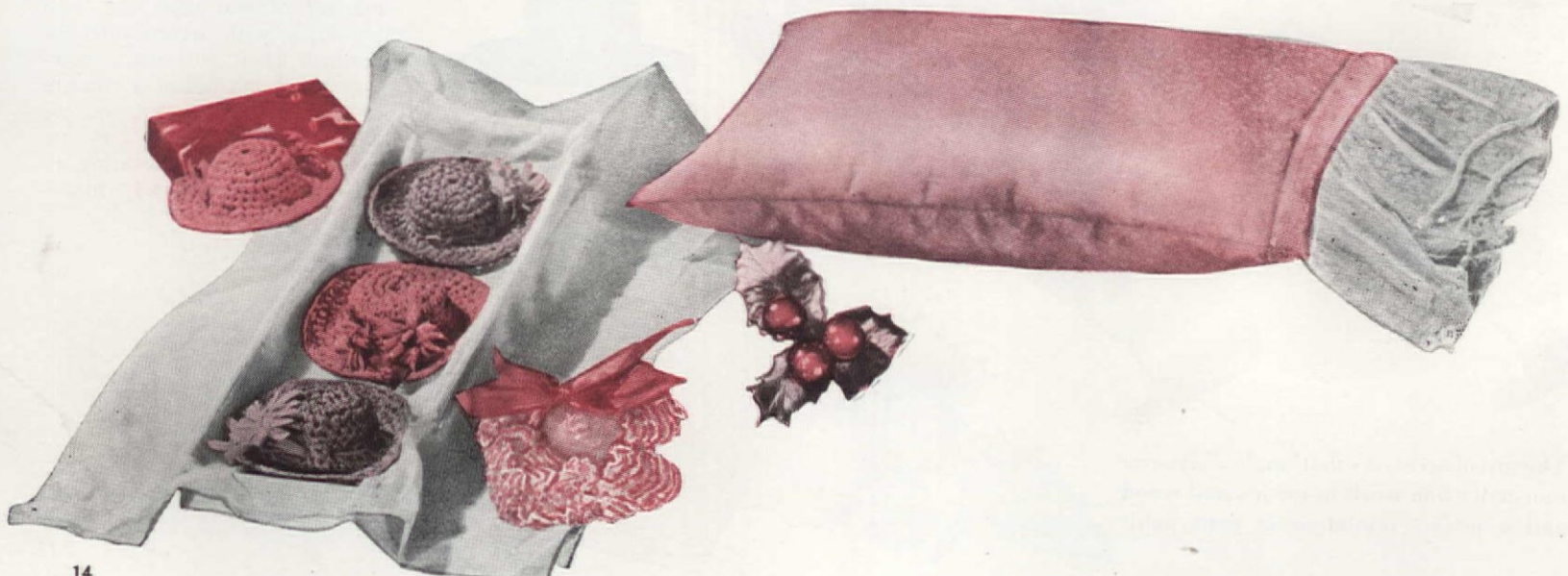
shifts that constantly appear. Not even the old familiar budget cry will give you an alibi now, because the things that we have given prizes to, and many more that unfortunately we could not give prizes to, were home-made, indeed, and at very minor cost, and they mean that people still love all the little extras that make their homes really lovely and pleasant, that they really love them enough to patiently make them, themselves. That stands for a lot, we think. Not all of the classes in the contest called for efforts that would be permanent, such as the food entries where the gift-wrapping was the main element that came in for consideration. And the fact that a tremendous number of you were willing to go to a lot of trouble and take a great many minutes to make an amusing or unique or fantastic or even just extraordinarily beautiful package out of a box of candies or a basket of fruit cake, or so simple a choice as a bag of walnuts, shows us all over again, and we cannot be shown too often, that these pleasant little amenities are still very much alive and stirring, even in this highly mechanized age.

These same highly specialized times, and, too, the feeling many of us have right now of being pushed by a sustained emotional strain, may be the very factors that made the thought of so nice and quiet a thing as a Loving Hands at Home refreshing and at the same time stimulating. I don't think it was all stimulus, however, that produced all these entries. I think that hundreds of you are in the habit of making this sort of thing for yourselves, and while the workmanship, especially of the ones that came in at the last, the ones that had

the magazine as rapidly as we possibly can. And the amazingly large number of very good entries in several classes made us have to add special prizes in those groups as well.

We're very much concerned about not being able to show all of the things we liked best at one time, in the same issue. But we want to do right by all our Nells, and give them all plenty of space, so we are saving the food entries for next time and perfectly luscious, wonderfully wrapped food, all sorts, too, we have to show you. Then later there will be a lot of things for parties, and a lot of things for children—more things to make, and to do. All in all, we hope to show you how terribly pleased everybody was with the amazing response.

It was sort of staggering to put out one little suggestion, a little hint that we thought perhaps the old arts were getting a touch bogged down, and have such a melee of proofs that they were not at all. One thing comes out of this contest with astounding clarity from our point of view. That is that, more often than not, the people who were in no way, shall we say, "influenced," since we choke at "inspired," by the patterns or instructions available to most, showed much better taste and a much keener sense of the "little luxuries" and the things appropriate to a house than those who were dependent



"MUMMY LETS ME MAKE THE VEGETABLE SOUP"

"She spends a lot of her time cooking good things for Daddy and me, but she always lets me make the vegetable soup. I think it's fun!"

Little girls enjoy fixing Campbell's Vegetable Soup! And it's easy to see why. This is a dish they like to eat—and like to have often—so getting it ready makes it all the more fun. In fact, many mothers let their daughters make this delicious, easy-to-prepare soup, as their first lesson in cooking. The children love to stir it, to watch it simmer, and finally to ladle out the savory, tempting platefuls.

DOUBLE FUN FOR MOTHERS!—for, while they like to see the children take an interest in kitchen work, they also enjoy seeing them "fall to" when Campbell's Vegetable Soup is steaming hot on the

table. It's the wholesome, nourishing kind of food they want them to eat! And because it's so substantial, with its 15 garden vegetables and invigorating beef stock, wise mothers make it the main dish at many family meals.

TWO MENUS FOR YOU TO TRY

Campbell's Vegetable Soup
Poached Eggs on Spinach
Bread and Butter
Baked Apple
Milk

Campbell's Vegetable Soup
Creamed Chipped Beef and
Mushrooms in Rice Ring
Buttered String Beans
Mixed Sweet Pickles
Gingerbread with Whipped Cream
Coffee Milk

Schooldays are putting extra strain on young minds and bodies. Have Campbell's Vegetable Soup frequently. Remember, it's almost a meal in itself!



I'll hurry home,
For I've a hunch
We're having Campbell's
Soup for lunch!



LOOK FOR THE
RED-AND-WHITE
LABEL



How many times have you wished for just this kind of easy menu help?



To buck up breakfast—bacon and eggs with Fruit Cocktail. Here's cheery color and "wake up" fruit flavor that'll get the family away in high!



To give meats a lift—drain Fruit Cocktail, heat with butter. Result—a garnish that makes meat loaf, steak or chops taste twice their price!



To make lunch lively—hooray for hot frankfurter sandwiches and Fruit Cocktail! A happy thought for snacks and buffet suppers, too. Try it!



To doll up modest desserts—try hot Fruit Cocktail sauce. It makes good old gingerbread, Brown Betty and rice pudding look and act like company treats.



To get set for guests (expected or not!) keep plenty of Fruit Cocktail handy. A gay start, an enviable end for any meal.

Especially these frosty days—with menus right up against it for freshness and color!

Think of the convenience of having *five* sparkling fruits—instantly ready for fruit cups, desserts, salads—a hundred and one mealtime emergencies.

No hunting around in the markets, either—no peeling, coring or slicing.

That's Del Monte Fruit Cocktail for you—one of the handiest menu-helpers on your pantry shelf! Taste it—see how *different* it is from ordinary fruit mixtures.

It's your best reason to ask for Del Monte—and get Del Monte—whenever you buy!

—and don't forget Fruits for Salad,
another luscious Del Monte Fruit combination



HATS OR HOMINY?

Money's money, isn't it
...whatever you're buying?



JEAN: No, I don't like it—I'm awfully fussy about hats.

ANN: I'm fussy about *everything*.

JEAN: Don't kid me, Ann. I've seen you buy groceries. I sometimes wonder how you know what you're getting when you take all those different brands. Now with *me*...



ANN: I know—you say "peas" and your grocer whips out Del Monte.

JEAN: Right! Why should I spend my good money experimenting? My grocer's too good a businessman to expect me to. He gives me what I want—and makes me a steady customer.



ANN: Well, Mrs. White certainly boosted your stock the other day. So I thought I'd try trading here. After all, she's pretty smart.

GROCCER: Most Del Monte customers *are* smart! They speak up and get what they want. That saves my time—and theirs. And I sell a lot more canned goods, too!

IT PAYS TO LOOK FOR
DEL MONTE FIRST—

especially **Del Monte Fruit Cocktail**

on said patterns and instructions. It may be smart to snort at the little woman stitching away, but when she is left to her own devices with a piece of good china, say, and the desire to match it up with something she plans to use in the same room, she seems to do a darned sight better job than if she takes somebody else's whimsy and follows that stitch by stitch. Maybe all the available patterns are necessarily beginner stuff and serve as the stern grandmother keeping you at her knee while you hemmed, felled, back-stitched and feathered, not to say rolled, appliquéd and blind stitched. If so, that is all well and very good, but we certainly appreciate the things that came to us that showed very clearly that the stitcher had graduated and was completely on her own.

Of course, since almost all of the prize material came in near the close of the contest we like to feel that those people did those particular things especially for us and because they got the idea which we were trying to put across. It makes us feel pretty good, makes the desire to pat ourselves on the back, at least to this extent, completely irresistible. Because something certainly jogged a whole lot of people out of their well-worn ruts of just tating up a new set of tidies against the greasy spots on the rust and blue living room suite. Could it have been we, we wonder in our modest way? Not that we did not get a modicum of the tidy sets and their ilk, too, because of course we certainly were favored with quite a few little daisies, but not nearly so many as we had feared, no en masse stuff, and so you can't blame us or say we are too conceited if we continue to think in our shy and self-effacing way that maybe we are good joggers.

So many of the entries made us realize all over again what a grand thing it is to have a little time and a real feeling for one's home and how much people can do themselves. If we were of the temperament to really rave we could wax exceedingly sentimental about how much better we feel we know you all now, and how we managed to whip up a terrific Christmas glow in anticipation, as it were, and that takes first-class whipping on a hot day in August. Anyway, Ladies and Gentlemen (with pardonable pride we note that there were lots of gents who must have

worked like the famous beavers), we will lay sentiment firmly aside and just say simply, "Thank you very much, one and all, Yours truly, THE AMERICAN HOME."

One of the results of this contest, as far as we are concerned, surprises us a lot. We set out to see how many ideas there were abroad in the land. Maybe we were feeling a little too smug for our own good, for we thought we were holding almost all of the ideas, and doling them out month by month. And now so many have come in to us, they were coming during the last days at the rate of eighty mail bags a day, that we are all excited about them, and in time you shall see them all of course. BUT in the meantime, there isn't the slightest excuse for anything mediocre in the way of a Christmas gift from any one of you to anyone on your list no matter how small the remembrance you want to give.

Some of the simplest things we had were some of the most charming, as, for example, the little Victorian Christmas tree ornaments. They were made of snippets of velvet gowns and bits of lace and ribbons and gilded stuffs that probably had been around in a piece-bag for years, but put together as they were into little blocks and hearts and fancy shapes all beautifully pieced and decorated,



More of our paper pets: the prize game, the wonderful puppy, and a "parchment" shade

nothing could be more delightful. A very small scrap of some fine-figured material, just enough for a little guest towel, with a little appliqué such as a blue calico cat, is a nice gift for a house where we'd visited.

WELL, we had two and a half months of wonderful fun. It got a little thick at times and frequently we wanted to give the whole idea up and go home. We simply didn't care whether there were any Loving Hands in the world so long as we didn't have to look at another single solitary thing they had done, but in the main it was fun. Seriously, the thing we liked the best, as we may have mentioned, is that very definitely the idea behind the whole thing appealed to you in hundreds. The gentler arts—needlework and its relatives, and crafts and nice little tricks made of paper—these things still flourish. There are still lots and lots of people who really and truly make all their Christmas presents, people who tie up their thoughts and activities with the grand old traditions so they carefully plan the things they are going to do for the holidays and arrange to make them in plenty of time. If that is not maintaining the spirit, what is it? While we suffered a good deal trying to award the prizes absolutely fairly we pride ourselves that we did just that. All of the winners are listed together on the next two pages. They come from all over the country, which pleases us immensely, and we would like every one of them to know that our most sincere and heartiest congratulations go out with each award.

The Prize Winners!

Prize-winning articles are illustrated on pages 8 to 17. Those not shown will appear in future issues

No. I—Food Christmas Gifts (10 prizes of \$5 each were added)

Grand Prize of \$50 to Mrs. Irene C. Hornbach, Grand Rapids, Mich., fancy cookies.

Runners-up: (\$25 each)

Mrs. Karl T. Nilsson, Skaneateles, N. Y., Swedish cookies.

Mrs. John A. Ruskey, Upper Darby, Pa., Yule log.

Mrs. John T. Wilkinson, Danville, Ky., Santa Claus box.

Lennice C. Eyraud, Bakersfield, Calif., Santa Claus pie plate box.

Mrs. Cornelius Van Brussel, Mt. Pleasant, Iowa, chutney.

Mrs. W. J. Gannon, Seattle, Wash., candy-filled pig made from salt box.

Special Package Prizes, \$5 each
Geraldine deLancey, Corvallis, Ore., date cakes.

Mrs. F. K. Barton, North Little Rock, Ark., refrigerator cookies.

Mrs. Ralph Merry, Calistoga, Calif., holly wreath cake.

Elma Waltner, Hurley, S. D., popcorn cake.

Mrs. Sever Malnic, Covina, Calif., Santa Claus jar cover.

Mrs. Frances B. Rountree, Austin, Texas, cookies.

Mrs. Sheridan R. Jones, Iowa Falls, Iowa, cocktail sauce.

Mrs. Ivor A. Page, Norfolk, Va., Christmas bell.

Eileen Free, Billings, Montana, Yule logs.

Guy N. Smith, Rockford, Ill., candy jar.

No. II—"Little Luxury" Gifts (5 prizes of \$10 each were added)

Grand Prize of \$50 to Mrs. Wilfred A. Rausenberger, River Edge, N. J., white organdy luncheon set (page 11).

Runners-up: (\$25 each)

Mrs. S. C. Pearce, Springfield, Mo., baby quilt.

Mrs. L. L. Gourley, Washington, D. C., organdy luncheon set (No. 10, page 10).

Mrs. George Glockler, Iowa City, Iowa, pewter candelabra (page 13).

Mrs. John T. Wilkinson, Danville, Kentucky, desk set (No. 6, page 10).

Mr. John S. Selby, Cleveland, Ohio, cigarette box (page 13).

Sarah Lawton Blackburn, Sheffield, Mass., finger bowl doilies (No. 7, pages 10 and 11).

Lois H. Fry, Burbank, Calif., hat pincushion with plaid hat box (No. 1, page 10).

Sylvia Price, Brooklyn, N. Y., place mat with napkin (page 14).

Mrs. C. I. Trimble, Tulsa, Okla-

homa, gilded mesh luncheon set (page 8).

Ella Churchill Warren, Louisville, Ky., pink pillow with organdy case (page 14).

Additional prize-winners (\$10 each):

Sarah Neuer, Toledo, Ohio, crocheted bath mittens (page 14).

Mr. Purdom B. Connelly, Oklahoma City, Oklahoma, soap bath lollipop (page 8).

Mrs. Stanley M. Winne, Kingston, N. Y., guest towel (page 8).

No. III—Paper Gifts

10 prizes of \$15 each:

Ruth B. Fuller, Spokane, Wash., paper plates used to frame pictures (No. 5, page 10).

Mrs. Pickering Dodge, Washington, D. C., Christmas tree with miniature decorations.

Mrs. Adella B. Tasker, Fort Edward, N. Y., paper-hat party favors (page 14).

Mrs. Clem H. Ferguson, Lexington, Mass., sandwich markers (No. 12, page 10).

Mrs. Fred Foy, Scarsdale, N. Y., household desk set (page 8).

Mrs. J. Edward Crocker, Seaford, Del., lamp shade (page 17).

Mrs. George Taylor, Albany, N. Y., pictures used as place mats (No. 2, page 10).

Mrs. Allan C. Little, Nashville, Tenn., baby carriage nut cup.

Mrs. Carl E. Hartman, White Pigeon, Mich., dog (page 17).

Persis O. Hutton, Denver, Colo., match box (No. 13, page 10).

No. IV—Needlework Gifts

Grand Prize of \$50 to Mrs. I. M. Parker, Chicago, Ill., tablecloth embroidered in crewelwork, pattern copied from Coalport china.

Runners-up: (\$25 each)

Mrs. Nelson Bigelow, Westwood, Mass., bridge cloth to match Quimper cigarette box.

Mrs. Bruce Zeiser, Providence, R. I., hooked chair seat to match wallpaper.

Mrs. T. L. Canniff, East Lansing, Mich., needlepoint chair seat to match Quimper plate.

Mrs. H. D. Caudry, Aurora, Ill., needlepoint cushion and rack to match china dog collection.

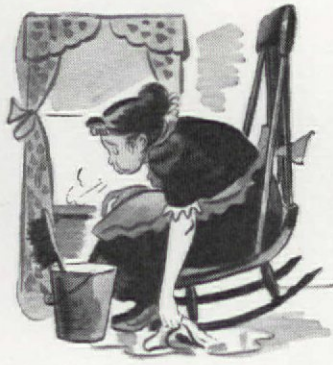
33 Special Idea Prizes of \$10 each

(20 prizes originally offered to which 13 were added)

Mrs. Leonard M. Thompson, Oswego, Ore., appliqué curtains.



1. Aunt Margaret's strength was her greatest pride: She did all the housework and took it in stride.



2. And yet there's one chore even she couldn't take: Massaging her windows was a pain and an ache.



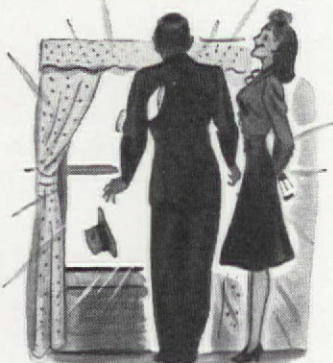
3. Now her newlywed niece, with half of her vim, Hasn't one jot of bother keeping her windows trim.



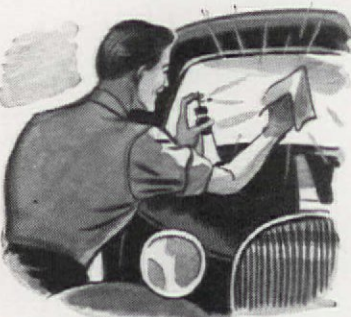
4. The panes at the niece's all sparkle so quick. It's magical Windex that's doing the trick.



5. Using Windex is simple, a mere child can do it. Spray it, then wipe it—that's all there is to it!



6. And Windex contains no dust-catching oil, Keeps windows clean longer, cuts down future toil.



7. Don't be tempted by imitators who promise "more for your money." WINDEX is a quality, oil-free cleaner which leaves no dust-catching film, doesn't streak, sheds no dust on sills or floor.

NEW REDUCED PRICES!

WINDEX

NOW NEVER OVER 15¢

for handy-size bottle anywhere in U. S. A.

Ask your dealer about the new reduced price —also about big 20-oz. economy re-fill size.

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James T. Soutter, Jr., New York City, bell pull.
 Mrs. Warren T. Fifer, Wilmette, Ill., Victorian Christmas tree ornaments (No. 11, page 10).
 Mary Jane Pressley, Ithaca, Mich., "Gladys Goldfish" linen book for children.
 Alice S. Campbell, Keokuk, Iowa, Christmas box.
 Barbara Gottwalt, Lake Placid, N. Y., cookies.
 Mrs. R. M. Pool, Birmingham, Ala., table cloth.
 Mrs. John T. Wilkinson, Danville, Ky., swordfish twine holder (page 14).
 Mrs. Frank Somers, Freeport, N. Y., 2 prizes—baskets and decorated wooden shoes (Nos. 3 and 8, page 10).
 Virginia Wright, Pawtucket, R. I., cocktail napkins (No. 4, page 10).
 Mrs. W. W. Anderson, Ninety Six, S. C., pecan mammy.



HI-JACS

Postpaid anywhere in U. S. GIFT BOXED
 Order Now For Christmas
 Absorbent Terrilit Lastex HI-JACS fit over any shape glassware. Protect clothes and furniture from drippings. Variety of colors identify each guest's glass. Choose from styles shown.
 1. 6 different solid colors. Set of 6, \$1.
 2. 3-letter monogram. (When ordering, print initials.) Set of 8 colors, \$2.
 3. White with 6 different color bands. Set of 6, \$1.
 KILLINGER CO., Dept. AH, Marion, Va.

BENNETT
Flexscreen
 FIREPLACE
 SPARK CURTAINS
 New beauty—convenience—
 safety. Send for free literature
 describing all styles.
 Bennett Fireplace Company,
 1240 Wall St., Norwich, N. Y.
 MAKERS OF BENNETT
 GUARANTEED FIREPLACES

**You'll
 Love Paddy
 and his
 Growing
 Hair**

the amazing novelty
 adored by thousands
 Shure—'tis magic! **PADDY**
 with water—spread seed—watch
 miraculous growth of bright
 green hair, eyebrows and side-
 burns. Grows for months! Can
 be cut and planted again and
 again. **PADDY** is 5 inches tall.
 Durable pottery. 'Tis green,
 unusual gift. For Xmas delivery
 mail \$1 now for **PADDY**, post-
 paid, complete with seed. Sat-
 isfaction guaranteed or money
 back. (Special Quantity Price
 to Clubs and Societies.) WHITE
PADDY NOVELTY CO.
 510 Washington Avenue
 GOLIAD, TEXAS

Mrs. W. C. Ross, Winchester, Mass., popcorn man.
 Mrs. George F. McCleary, Springfield, Ohio, pillow slips (No. 9, page 10).
 Winifred B. Wilson, Gary, Ind., candy gauze dolls.
 Mrs. Bernard G. Winterick, Shaker Heights, Ohio, photograph game (page 17).
 Mrs. Donald Edward Hayn, Pittsfield, Mass., book ends.
 Mrs. E. V. Wilson, Danville, Ky., candy garden.
 Sara Mae Hughes, Bellaire, Texas, ironing board.
 Mrs. Fred Miller, Long Beach, Calif., pillow cases (No. 14, page 10).
 Gilda Snyder, New York, N. Y., jungle lady doll (page 9).
 Matilda Braun, Higbee, Mo., Puss-in-Boots, soldier, striped elephant, savage (page 9).
 Sara Frances Smith, Andalusia, Ala., gourd head doll (page 9).
 Mrs. Jeanette Ver Meulen, Holland, Mich., American pioneer dolls (page 9).
 Mrs. William F. Smith, Bath, N. Y., place cards and tallies.
 Mrs. V. I. Haycraft, Wichita, Kansas, nut cups, place cards, decorated candies.
 Ruth E. Carson, Los Angeles, Calif., turtle cake decoration.
 Mrs. Nelle C. Hurst, Hillsdale, Mich., shell place cards.
 Mrs. J. B. Belcher, Seattle, Wash., bridge tallies.
 Nan Wolfaston, Clearwater Beach, Fla., place cards.
 Mrs. Helene Wilms, Omaha, Neb., place cards.
 Hettie Reinhardt, St. Petersburg, Fla., tallies and match boxes.
 Mrs. John T. Wilkinson, Danville, Ky., button-face tallies.

14 Special Prizes for "Very Special" Ideas!

Mrs. Frank Somers, Freeport, N. Y., ducks and cask (page 12).
 O. H. Keisker, St. Louis, Mo., squirrel book ends (page 13).
 Mrs. James Parker Waite, N. Y. C., petit point (page 13).
 Elise Hooker, Fairhope, Ala., match box cover (page 12).
 Mrs. H. L. Scarth, Winnipeg, Canada, petit point (page 12).
 Mrs. C. R. Stribling, Mexico, Mo., tray cloth (page 12).
 Mrs. David Weinstein, Mt. Vernon, N. Y., luncheon set (pg. 12).
 Ellen V. Kluck, Los Angeles, Calif., tray cloth (page 12).
 Maria Teresa Silverio, Tampa, Fla., sachet case (page 12).
 Mrs. C. B. Colquett, Opp, Ala., luncheon set (page 12).
 Mrs. W. C. Ross, Winchester, Mass., oilcan-top tray (pg. 12).
 Estelle Zellman, West New York, N. J., tray and head (pages 12, 13).
 Beulah Mast, Fresno, Calif., copper tray (page 12).
 M. B. Hummel, copper tray (page 12).



*Wasn't it fun when I telephoned Betty
 all by myself like a grown-up lady?*

It was—and it's just the beginning, Janey. I can hardly wait for all the fun I'm going to give you as you grow up! By the time you're in your teens, I'll be busy all the time, with news of school and homework and clubs—

How exciting! Go on—

And luncheons and lots of the gay good times you plan on the spur of the moment. Oh, Janey, your mother was right when she said she wouldn't dream of bringing up a daughter without a telephone in the house!

You know what?—when I have my own home, you'll be the first thing in it! Unless—do you cost very much?

No, that's the wonderful part! I cost so little that your mother says she couldn't possibly afford to do without me!

Bell Telephone System



**PRECISION-BUILT
HOMES
DESIGNED
BY ENGINEERS
STAY 'NEW' LONGER**



READY FOR OCCUPANCY IN 30 DAYS

Your Precision-Built Home is *your* home—built to your specifications—any size, any type. You work with your own architect—or from our architect-designed plans. In appearance, your finished home looks just as it would if built by ordinary construction.

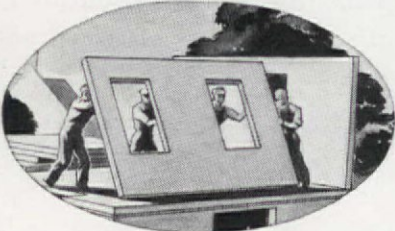
But all the way through, there are important and highly desirable *differences*. Every joint is a tight joint, machine-perfect. Your walls and ceilings are *permanently crackproof*. Your home is doubly insulated—cooler in Summer, warmer in Winter; your heating bills are reduced 25%. The use of Homasote means a



ANY STYLE OF ARCHITECTURE YOU CHOOSE

quiet house; the material has a strong sound-deadening effect. Homasote is the oldest and strongest insulating board on the market; weatherproof and permanently moistureproof.

Walls and ceilings are built in large units—no unsightly batten strips. You enjoy the basic



WALLS AND CEILINGS IN LARGE UNITS

economies of pre-fabrication, yet your home is a completely individual home. You employ local labor and quality materials bought from your local lumber dealer. Your home is eligible for F.H.A. Insured Mortgage Loan.

\$4,000,000 of architect-designed Precision-Built Homes have already been erected. Mail in the coupon today; get the full facts about this new and finer, *engineered* way to build your own home.

Weatherproof
HOMASOTE
Insulating and Building Board

- HOMASOTE COMPANY, Trenton, N. J.
Send Free folders on Precision-Built Homes
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 Panelized Insulation (Wood-textured)
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Name _____
Address _____ 82

**WRITE FOR
MONEY-SAVING BOOKLETS**



Combining Colonial and

Roger Sturtevant

*Charm that makes
your house a home*

Everyone wants musical chimes instead of doorbells. But see the dealer who has EDWARDS' . . . Only he can show you smart period styles to harmonize with the interior of your home.

From Colonial to Duncan Phyfe . . .
From Georgian to Modern . . .
From \$1.00 to \$59.50.

For complete details write Dept. AH or see your nearest EDWARDS dealer.

EDWARDS^{and} COMPANY
NORWALK · CONNECTICUT



Are You . . .
THE SUBJECT of GOSSIP
BECAUSE OF—

PSORIASIS

Do your psoriasis lesions make you unhappy and self-conscious? Are you embarrassed in the presence of others because of this? Then try Siroil. Siroil tends to remove those crusts and scales of psoriasis which are external in character and are located on the outer layer of the skin. Applied externally, does not stain clothing or bed linen; does not interfere with your daily routine. Offered on a Satisfaction-or-Money-Refunded Basis. If after two weeks Siroil fails to benefit your psoriasis lesions to your satisfaction, purchase price will be refunded.

**SIROIL FOR SALE AT ALL
DRUG STORES**

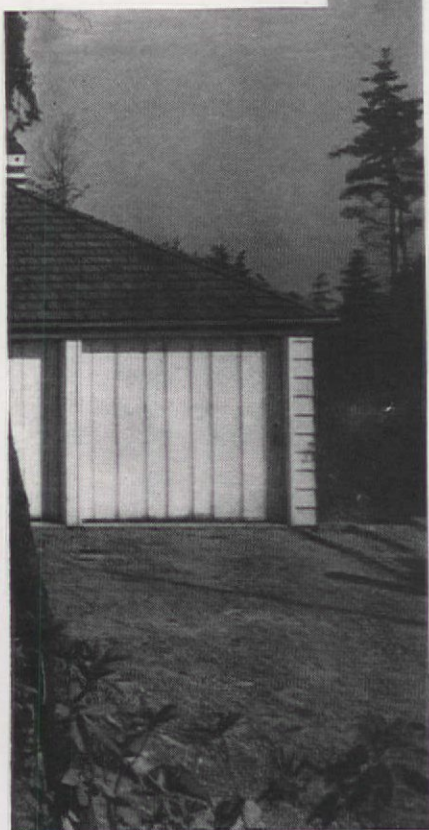
Write for interesting booklet on psoriasis direct to—
Siroil Laboratories, Inc., Dept. A-9, Detroit, Mich.
Siroil Laboratories of Canada, Ltd., Box 488,
Windsor, Ont.
Please send me your booklet on PSORIASIS

Name _____
Address _____
City _____ State _____

WHEN the man of the house likes modern design and the lady of the manor remains true to Colonial, the building of a new house may provoke a family explosion which lifts the lid off the old house. But the two styles can be reconciled under one roof in a manner agreeable to both sides of the household, as Mr. Harrison Overturf proves in his own home in Seattle. It has the kind of gabled roofs and general outline you would find in a rambling Colonial home but it also has the open floor plan, large glass areas, and simplified wood details characteristic of modern houses. It's an agreeable compromise which does well by both styles and has a special interest and individuality all its own.

The entrance hall and the general living-dining quarters are in the center and take up a good part of the house. Painted turquoise blue, they are really one general living space although a wall, separating the hall from the dining area, and a built-in cabinet with open shelving between hall and living area, mark off the rooms clearly and make them sufficiently independent of

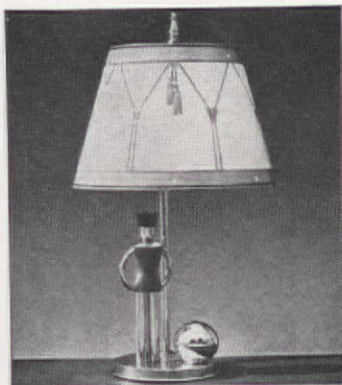
Modern



each other. A left wing extending out front includes the owner's bedroom and a guest room, both wall papered, and a son's room done in plywood and painted. This is a private wing, separate from the rest of the house except for a convenient doorway in the front hall. A right wing houses the two-car garage, with the U-shaped kitchen, cellar stairs and service entrance strategically located behind it. Between them these two wings enclose the two long sides of a sunny brick-paved courtyard; a neat half-circular rustic fence takes care of its front end in a pleasantly decorative way. Covered by the roof of the bedroom wing, an open porch flanks this front courtyard and makes a pleasant approach to the front door as well as a shelter for the yard. Painted white over all, the walls are laid up with shingles, siding, and flush boarding which gives them a nice variety; there's vertical siding on the dining room wall, flush boards cover the gable ends, shingles protect the remaining walls and roof. The tiny cupola on the garage roof is the sort of thoughtful detail which sets a house apart from the run of the mill kind and so is the dining room bay which

CHASE BRASS & COPPER

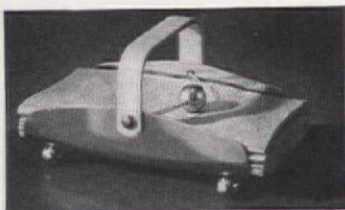
Sold by leading Dept. Stores,
Jewelers and Gift Shops



SENTINEL LAMP. For the nursery, or young boy's room. Sentinel's uniform in blue (or red) plastic—the rest in brilliant brass. 15 7/8" high. 8 3/8" parchment shade. \$4.



CHASE BRASS & COPPER



NAPKIN HOLDER. For buffet suppers, or outdoor dining. Weight keeps napkins from blowing away . . . with weight removed, it is a candy, cigarette or celery server. Polished chromium finish or copper; white handle. 6 1/16" long. \$1.



CHASE BRASS & COPPER

WATERBURY CONNECTICUT

New Type FIREPLACE

warms ALL the room!



It Circulates Heat

The Heatilator Fireplace offers the most important improvement ever made in a fireplace—the comfort of *circulated heat* that warms the entire room and even adjoining rooms. Thousands of users—who have proved the Heatilator Fireplace in all sections of America—will tell you that it saves furnace fires on cool spring and fall days, that it actually cuts dollars from heating costs. Owners say that it solves the difficult problem of heating basement rumpus rooms . . . and that it makes summer camps usable weeks longer.

WILL NOT SMOKE

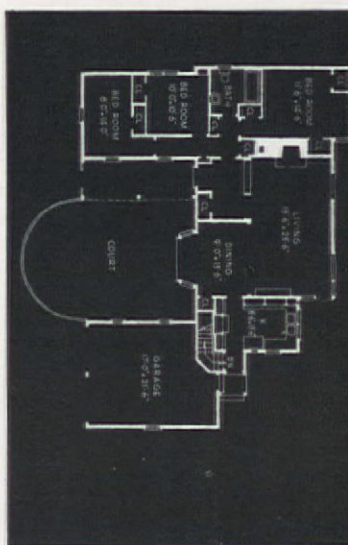
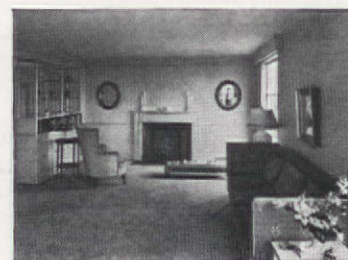
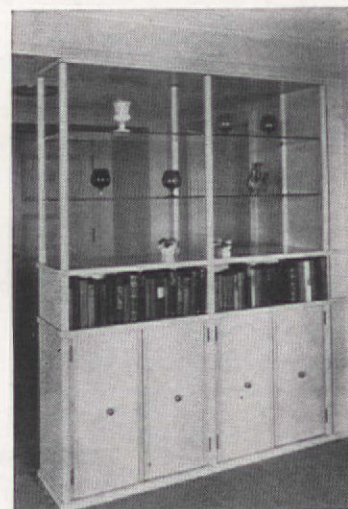
Concealed inside the masonry, the Heatilator is a double-walled steel form around which any style fireplace is correctly built. It eliminates faults of design that commonly cause smoking. Simplifies construction and saves materials. Adds but little to cost of fireplace. **WRITE TODAY** for complete details.

HEATILATOR COMPANY
610 E. Brighton Ave., Syracuse, N. Y.

HEATILATOR Fireplace

HARRISON JOHN OVERTURE

Architect



juts out into the courtyard. It has three long glass panels which look like sash in a bay window but are really doors which slide open. Opened up in nice weather, dining room, living room, and courtyard are practically one. Living room, at back, has wide windows overlooking the hillside.

"I've got
no one to
blame but
myself!"



Did you ever have an explosion? I hope you never have my experience! Of course we had fire insurance, and I figured that was all that was necessary. But an ordinary fire policy does not cover explosion damage.

That experience cost us money. But never again. There's a clever little RISK DETECTOR that is the first step in sensible insurance buying. It has helped us discover the risks that need protection. It has helped eliminate duplicate and wasted coverage. It was the beginning of an insurance plan in our family that really fits our needs.

INSURE THE American WAY

FREE BOOKLET Write for your free copy of the RISK DETECTOR. This interesting 12-page book helps to chart your insurance needs—helps to point out where your own risks are. It is the first step in *personal* insurance protection—The American Way. This booklet is free! Just send your name and address to The American Insurance Group, Department 202, Newark, New Jersey.

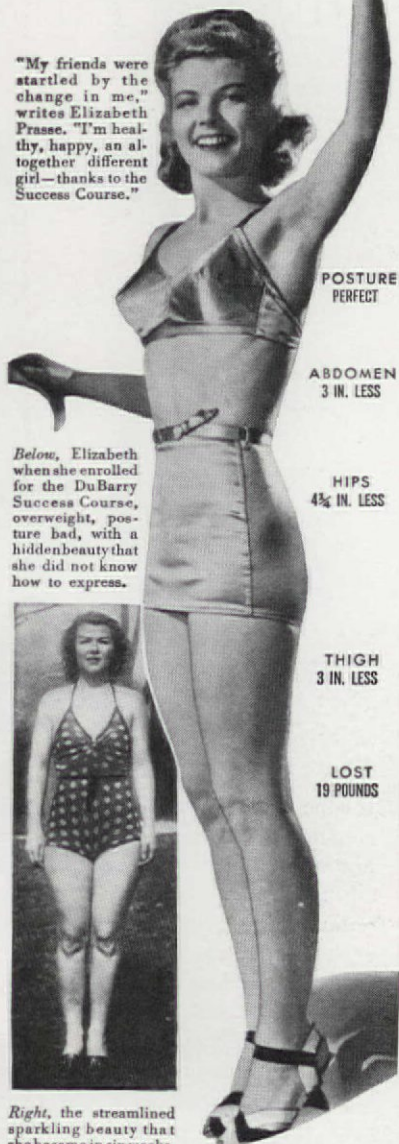


THE American Insurance Group

NEWARK, NEW JERSEY
The American Insurance Co.
The Jersey Fire Underwriters
The Columbia Fire Insurance Co.
Dixie Fire Insurance Co.
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Makes herself over —startles her friends!

"My friends were startled by the change in me," writes Elizabeth Prasse. "I'm healthy, happy, an altogether different girl—thanks to the Success Course."



Below, Elizabeth when she enrolled for the DuBarry Success Course, overweight, posture bad, with a hidden beauty that she did not know how to express.

Right, the streamlined sparkling beauty that she became in six weeks.

ELIZABETH PRASSE is just one of more than eight thousand women and girls who have found the DuBarry Success Course a new way to beauty at home. It brings you a personal analysis and a six weeks' beauty routine for your needs—skin, hair, figure, posture, weight—shows you how to use the same methods taught by Ann Delafield at the famous Richard Hudnut Success School, New York.

Get the Full Story—Send for 32-page book telling all about the DuBarry Home Success Course and what it can do for you.



THIS CASE INCLUDED

With your Course you receive this handsome Travel-Case containing 22 different DuBarry Beauty and Make-up Preparations selected for you.

DuBarry Success Course

RICHARD HUDNUT DUBARRY SALON
Dept. S-22M, 693 Fifth Ave., New York, N. Y.

Please send me the book, "Six Weeks From Tonight," telling about your DuBarry Home Success Course.

Name _____
Street _____
City _____ State _____

Have you heard



OLIVE WREN

from the doctor. If you are absolutely determined to send flowers, hold your fire and send them to the house after the patient goes home to recuperate.

Let's return to the hospital for a moment and the capacity of the average hospital room in relation to the single-track mind of the average flower buyer. A harassed nurse said recently that she could tell the time of year by the floral offerings, without looking at the calendar. This is stupid and simply because you are in the habit of phoning, "Send so and so flowers." If that's the way you order you'll have the comfort of being certain that you are sending what everybody else does.

The problem of the patient with an allergy might be brought

MRS. (Miss or Mr.) Brown is doing nicely at the City Hospital where she (or he) is recovering from an emergency operation performed early this morning—

Just let this tidbit of news crop up in the local society pages or leak out over a party line or a bridge table, and the chances are that Mrs. Brown will come out of the anesthetic believing that she has fallen into a greenhouse. For we are single-minded folk, bless our little hearts, and sympathetic, too. It's an easy bet that every last one of us will rush out and send flowers. The problem isn't whether or not to send flowers but *when* to send them.

Have you ever been ushered into a hospital room bristling with vases of gladioli spikes, chrysanthemums bulging from every window sill and extra tables against the wall to hold still more vases? It was just such a floral display that gave a normally brave young matron the jitters over her own imminent operation. "I expected to tiptoe over to the bed and see the body," she told us, shuddering.

Now most of us are mad about flowers. Some of us believe that no room is furnished without proper blossoms, but we don't fancy being flat on our backs among sheaves of them, unable to

defend ourselves from their mingled odors, and any stray beetle that happens to hitch-hike in.

A poll among nurses shows that at the outside three bouquets, properly arranged, are appropriate and cheerful in a hospital room. If you are sending flowers, wait at least until the patient is out of the vapors of anesthesia. Nothing registers for the first day or two anyway. Then find out if there are many flowers on hand. Fresh flowers to replace fading ones are greeted with real enthusiasm. If the patient is a member of numerous clubs and organizations the chances are that rafts of flowers have arrived practically with the first visit

up here as well as anywhere else. There was such a gentleman so afflicted, who was hospitalized in October. His friends simply ordered flowers and the poor man's allergy was CHRYSANTHEMUMS!!! The mums were distributed to the wards, while his family worried for fear the bedside visitors might think it strange that a small bowl of garden flowers was the only adornment in his room. Why not, for pity's sake, a straight explanation?

Every florist worthy of the name has a fascinating collection of flowers in his ice-box, ready to be combined into unforgettable arrangements, and some of us have a decided talent for whipping to-

about

10 2 YEAR OLD FIELD GROWN ROSES FOR \$1

AMAZING INTRODUCTORY OFFER!

Get 10 strong, 2-year-old, field-grown guaranteed satisfactory everblooming rose bushes for \$1.00! To acquaint you with the superb blooming qualities, the hardness, and the low direct-from-the-grower prices of Naughton's famous roses, we make this unusual offer. Send \$1.00 and we will ship the following 10 roses:

2 Red Radiance (Best Red)	2 Briareliff (Vivid Pink)
1 Pink Radiance (Best Pink)	1 Betty Uprichard (Copy. Rd.)
1 Talsman (Gold and Red)	1 Pres. Hoover (Red and Gold)
1 Etolle de Hollande (Red)	1 Luxembourg (Yel. Apricot)

ORDER COLLECTION NO. 107. All above roses are ever-blooming and hardy throughout the U. S. Will bloom first year. Fall planted bushes are best! **Order now—get 3 Hydrangeas FREE!**

NAUGHTON'S MONEY BACK GUARANTEE! If you are not entirely satisfied we refund full purchase price or replace with stock satisfactory to you. **You can't lose—order now—plant early!**

Write Today!

NAUGHTON FARMS INC. DEPT. R-6 WAXAHACHIE TEXAS

gether unusual small blooms in bowls or flower-bearing figurines, charming enough to be really treasured. If you'd just let yourself go, you'd discover you could do something pretty nice in this line. At any rate you will have had fun and probably find out that your florist is an interesting and co-operative fellow who doesn't seem to mind if you spend fifty cents or fifty dollars. Don't pauper yourself because you are embarrassed about being practical. Three blooms or a single orchid are far lovelier than a dozen American Beauties that will crowd the room and flatten your purse. A small crystal bowl filled with a sissy collection of tiny roses and daisies, a simple jar of gardenias, a slender bud-vase with a single rose of a different variety delivered to it each day, or an old-fashioned tuzzy-muzzy in lace petticoat, choice flowers from your own garden—all are excellent choices that will remain well out of the way of the flying hands and elbows that carry dressing trays, etc. Not that the larger things aren't acceptable; just make sure that they aren't going to be crowded. Three or four great mums (a dozen still need a hall) are gorgeous. Gladi-

this is a good rule—if you want your flowers to pack a thrill, let them be different, not part of a heterogeneous mass.

Must you send flowers? Please some of you do. Yet there are a number of little things that carry pleasure to the invalid's world. How about those collections of inexpensive gifts, packed in a festive box, each marked for a day of the week. This is a grand idea for children or for adults. It calls for a strong resolve or a stern nurse but such virtue brings its own reward in the fun of each day's opening. Then there are the patients with hobbies. Stamps, miniature animals, dolls, maps or even bottle tops—who cares what? If they are collectors, they will thrill to a new item. The chances are that much happiness will result from a little advance knowledge and a little care in your choice. There is always the practical side, not to be sniffed at. There are trick bed-jackets, little pillows with a change of cases, all the long line of fine toiletries, soaps, shaving aids, powders, and light colognes. One favorite aunt sends a check. (It's a nice example.) There are books, current fiction or the type that ties in with a hobby. A welcome varia-

my operation flowers?



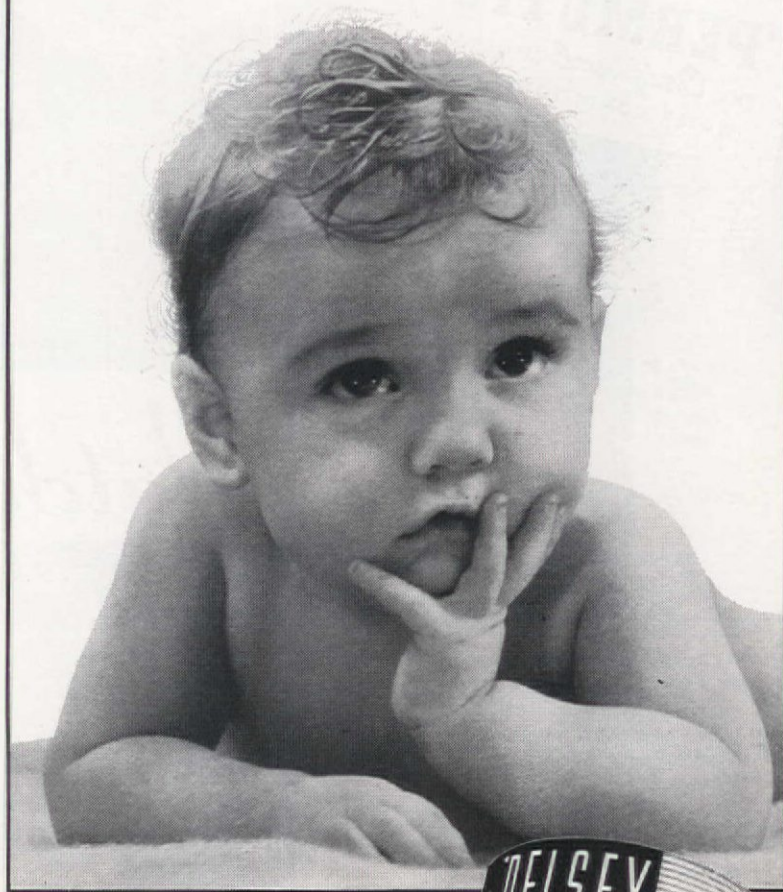
oli four feet tall in the soft shades are extremely handsome, but may lack attend you, so that no one else's vases are cluttering up the place when your glads arrive. A flat basket brimming with small chrysanthemums, shaded from the bronze of autumn leaves to gold, made one patient feel like a Hollywood glamour girl every time she looked at it. The secret of its success was that it was in its own container. Hospital vases as a whole are an uninspired lot, so

tion to this sort of reading matter is a new magazine or a collection of the really well printed ones, and a good reading rack.

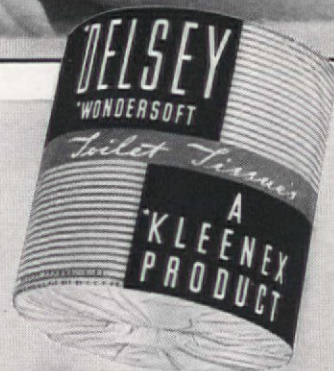
Not to be overlooked is the postman, for mail, and plenty of it, creates a pleasant diversion. Send a personal note to an acquaintance and a newsy letter to an old friend. Even the busiest person can take a little time for a line or two. At the outside all it costs is a little thought and three cents. Telephone calls and telegrams are equally thoughtful.

Last, but not least, is food. Even if extra dainties are unnecessary who could object to a squab, a pheasant, or a woodcock browned to a turn. (There was a man who liked pheasant eggs and got them, too.) If you are a whizz with a skillet or a broth kettle and the patient is at home, it's grand to pop in with an item of the diet all freshly brewed and attractively arrayed ready to serve. Let's use our heads so we won't cripple or kill our sick friends with our kindness.

Delsey you say? And it's soft like Kleenex?



DELSEY
TOILET PAPER



Soft like Kleenex*

3 ROLLS FOR 25¢... DOUBLE-PLY FOR EXTRA STRENGTH

* TRADE MARKS REG. U.S. PAT. OFF.

Now You can Enjoy
SOFT WATER
from every faucet



"PERMUTIT"
THE Original MINERAL
WATER CONDITIONER



► **Pays for itself.** This simple, efficient household water softener can save you enough on soap, fuel, plumbing repairs to more than pay its cost in a few months. Permutit is easily attached to water pipe, instantly softens all water flowing through it. You get clear, soft, iron-free water from every faucet . . . enjoy glorious free-rinsing suds for bathing, shaving, washing dishes—every household task.

Fully guaranteed. Long life—some in service 20 years. Upkeep only a few cents a week. Free trial before you buy.

Send for Free Booklet

The Permutit Company, Dept. AH5,
330 West 42nd St., New York
Please send me free booklet and name of
nearest authorized Permutit dealer.

Name

Street

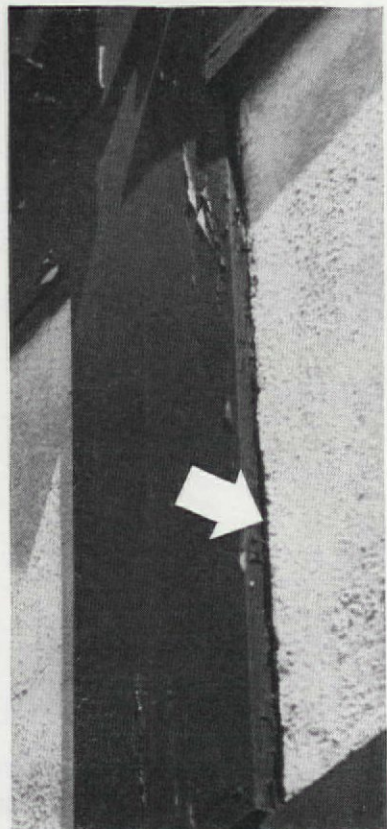
City.....State.....

I do own my own home
do not

*Trademark Reg. U. S. Pat. Off. The original mineral water conditioner.



1
Watch



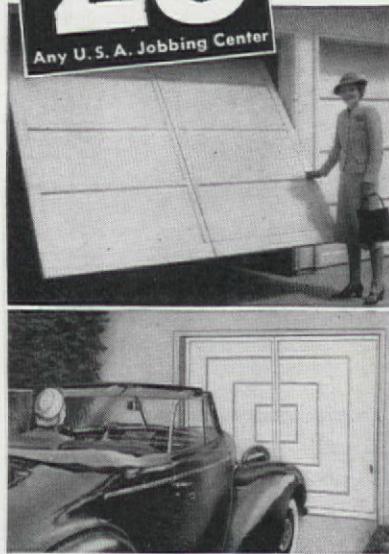
3

ENJOY the comfort of an overhead-type garage door, too!

The new
CRAW-FIR-DOR
costs only

\$28
Any U. S. A. Jobbing Center

Door shown below is 8-panel design which retails for only \$28.



NEW FLUSH TYPE, with bundle of molding for forming any decorative pattern you desire, retails for just \$29 at most dealers.

- A tested, approved garage door of durable Douglas Fir with extra strength hardware.
- Low price includes free-spinning automobile trunk-type lock.
- Pre-fitted for 8'x7' openings. Only 2" headroom needed.
- Any carpenter can install in half a day on either old or new garage.
- Sold by progressive retail lumber dealers everywhere.

● Here's an overhead-type garage door any car owner can afford. The attractive 8-panel *Craw-Fir-Dor* sells for only \$28 in any U.S.A. jobbing center. (The 3 other designs are slightly higher.) It can be quickly installed by any carpenter . . . offers no servicing or operating problems . . . never obstructs service door or windows in garage. A child can operate it. Made strong to give years of service. Your lumber dealer has *Craw-Fir-Dors* or can quickly get one for you. *Fir Door Institute*, Tacoma Bldg., Tacoma, Washington.

Write now for free booklets!

Craw-Fir-Dor
SELF ENERGIZING • ONE PIECE • OVERHEAD TYPE

For special residential or industrial installations, write *Crawford Door Co.*, Detroit, Mich., who make a complete line of sectional overhead-type doors.

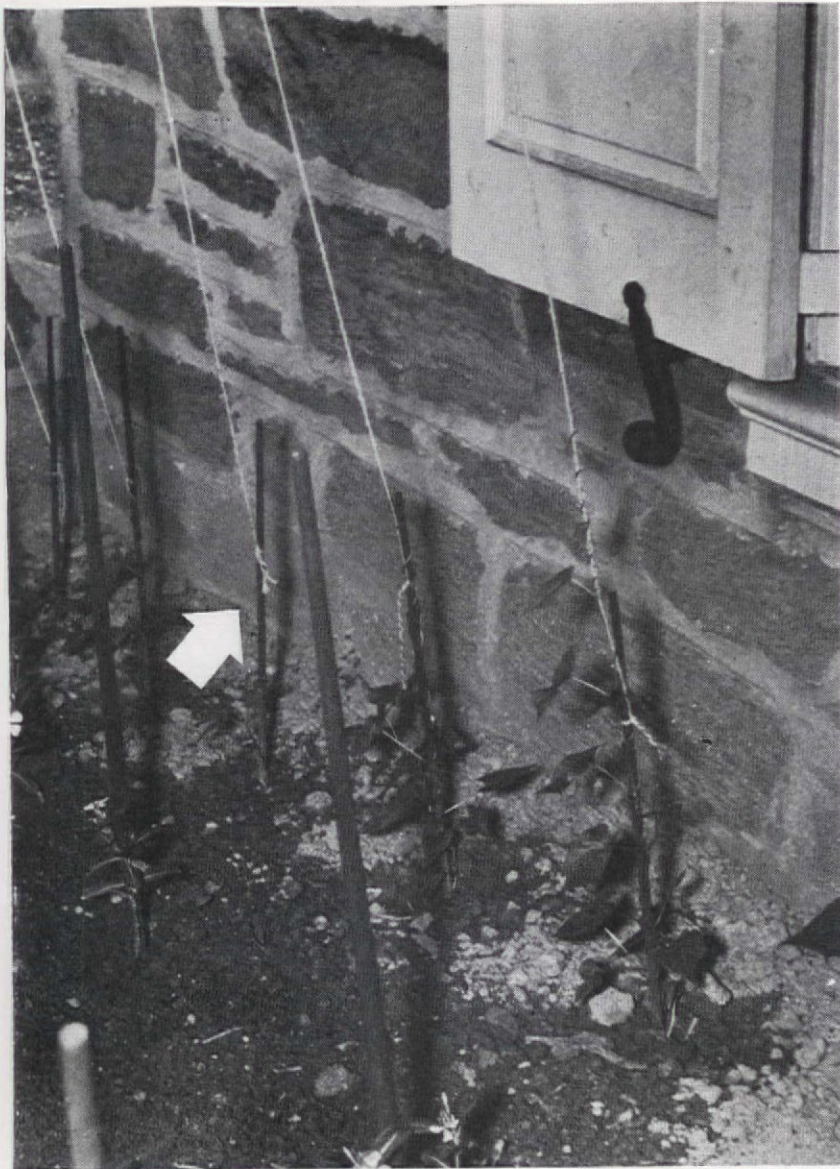


out for

YOU wouldn't expect a car to run indefinitely without regular check-ups and repairs and you shouldn't expect your house to do so either. So how about getting out of that comfortable chair next Sunday morning and looking the place over before winter starts getting in its dirty work? This is the time to prevent little troubles from developing into big troubles. Here are some danger points to check on: loose mortar, cracks in walls, damaged shingles.

1. The joint work or "pointing" between stones or bricks needs looking after. Once this mortar begins to crack and loosen, rain or snow can drive in and disintegrate it. Water can also freeze into wedges of ice in such crevices and split apart whole courses of stone or brick. A few trowelfuls of cement now will save the day. Look out for cracks developing between wall masonry and porch floor masonry, too.

2. If you have flower beds against the house it's wise to leave



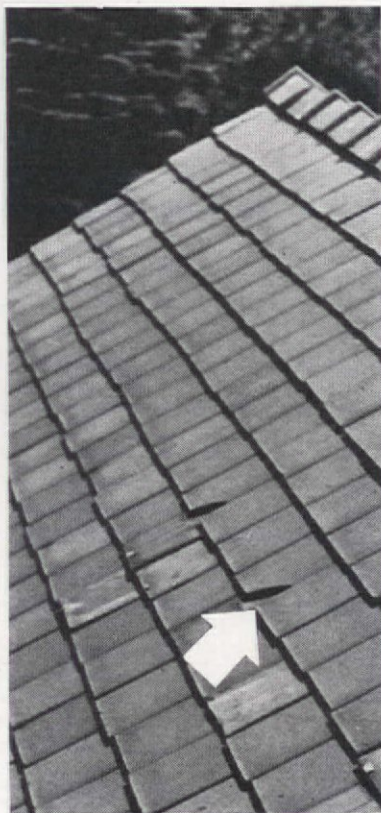
Leicester K. Davis

Winter Damage!

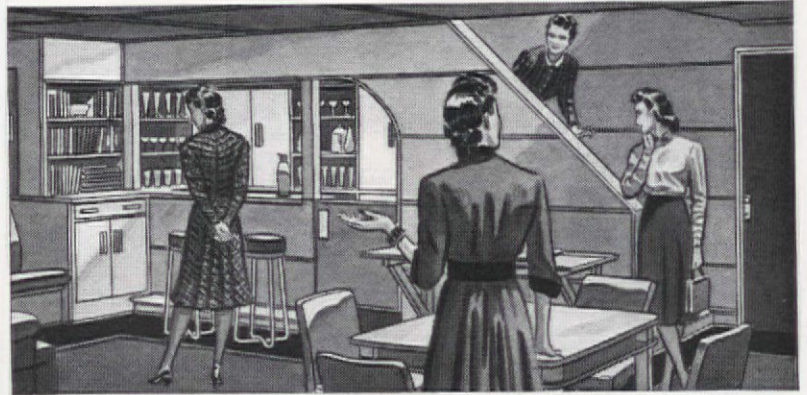
a margin of solid, sloping turf next to the house wall. Rain water and snow can seep down over the foundation stonework to the footings, leaching out mortar, creating damp basement walls, and eventually loosening plaster.

3. Have you any woodwork which has parted company with surrounding stucco? Rain, snow, and ice will work into any such cracks and eventually bulge and twist the lath underneath the stucco until it falls off. Timberwork and wood window and door frames are bound to shrink away from their surrounding materials somewhat but the resulting cracks should be filled in with plastic caulking. Paint which is flaking and peeling on woodwork should be scraped and repainted, too, even if you plan to wait until winter's over for a new paint job.

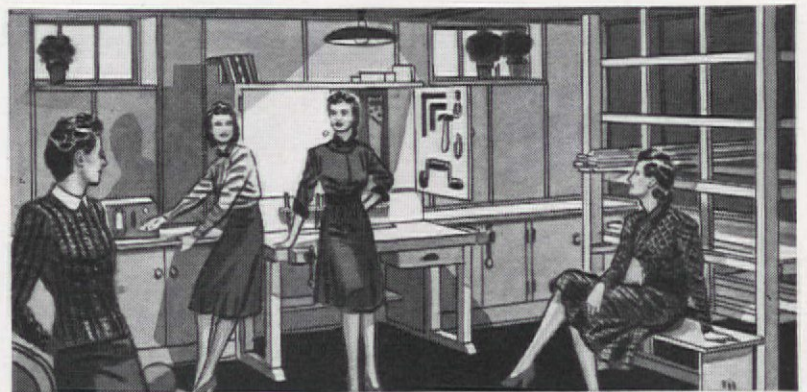
4. One split roof shingle does not seem important but a hard winter will work havoc, driving water under it 'til there is a major leak. Replace 'em or nail 'em down.—KNICKERBACKER DAVIS



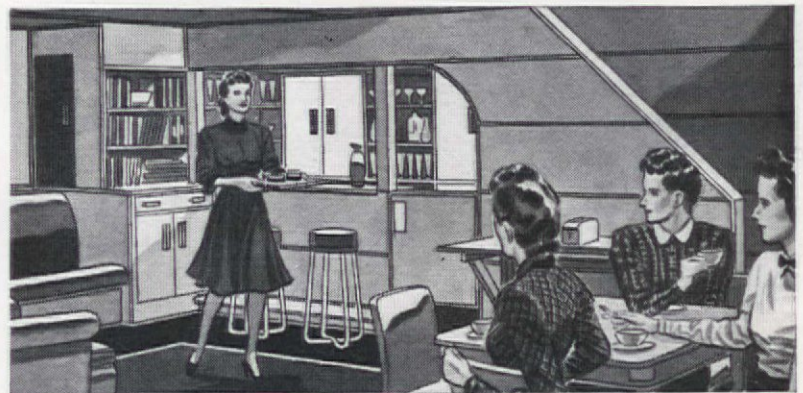
"My bridge club was a nightmare—until . . ."



"Don't misunderstand. I like bridge, but our living-room, while cute as can be, just isn't designed for entertaining; and the girls used to kid me by offering to sit in the fireplace! Then Ed discovered we could afford to fix up the cellar as a game room by using a marvelous new building material that is called Masonite Tempered Presdwood.



"Foxy Ed—said if the bridge club got one end of the cellar, he wanted the other. So he had his workshop built there, using this same Tempered Presdwood. Seems it's particularly good for walls and ceilings where there's apt to be dampness, because it's a hard, grainless, wood-fiber board that is moisture-resisting and won't warp or crack when it's properly applied.



"But we girls aren't bothered by the workshop. We've got loads of room for bridge and tea. Even a snack bar for refreshments. And it all cost so little. Tempered Presdwood can be installed by any carpenter, and can be cut or sawed with ordinary tools. It can be painted any color you want, too. Be sure to find out all about it if you're planning any remodeling!"

Perhaps YOU have waste-space in your home that could be remodeled inexpensively with Masonite Tempered Presdwood. Let us send you a FREE sample and more information about this modern building board. Just mail the coupon below.

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PRESDWOOD

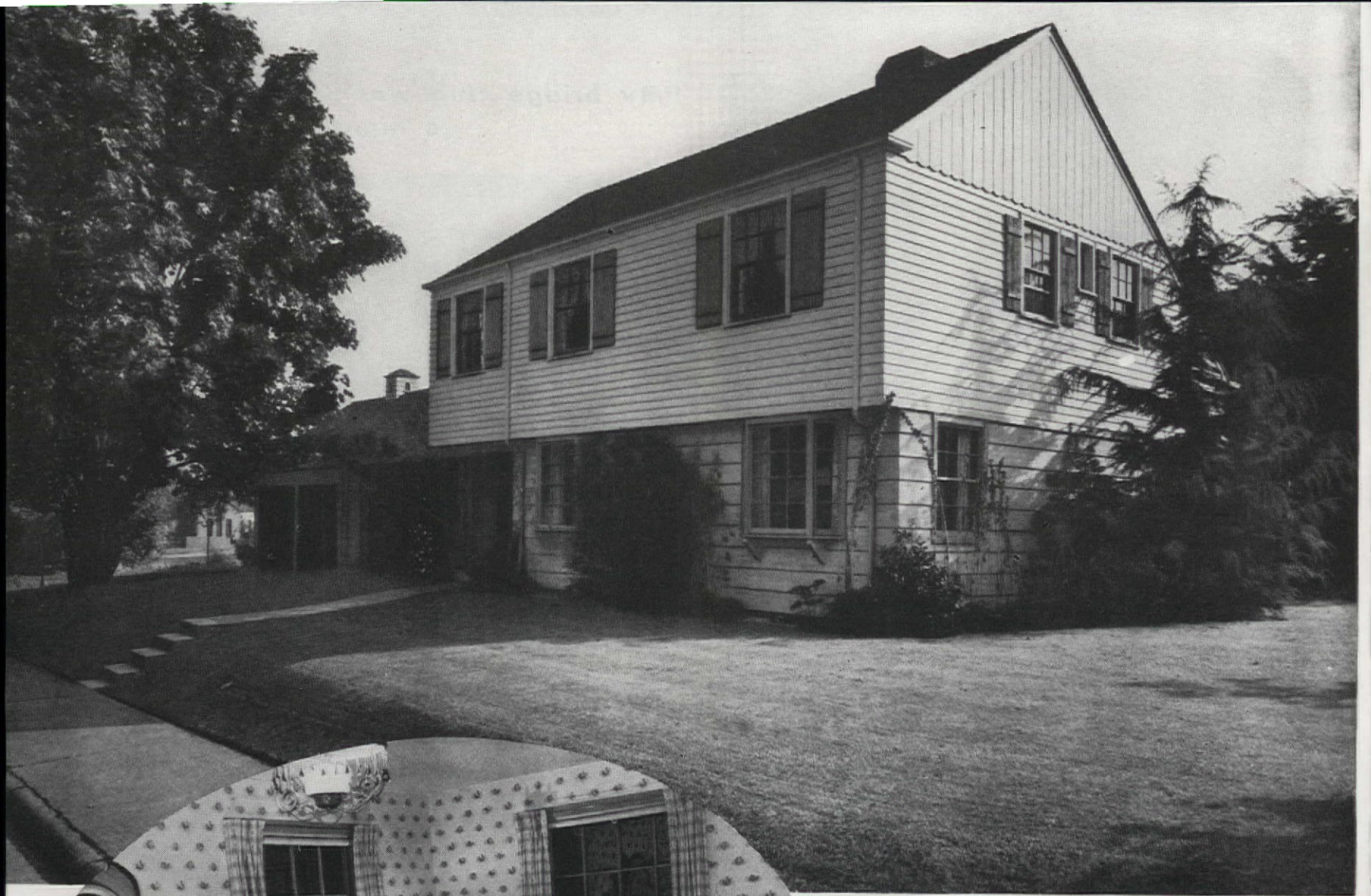


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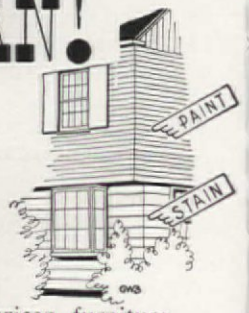


Roger Sturtevant



*D*EFINITELY
*A*ERICAN!

The Seattle, Washington, home of Judge and Mrs. William J. Wilkins has old-fashioned farmhouse flavor



AFTER years of collecting Early American furniture and hours of rubbing and refinishing it, we knew what kind of house we wanted as a background for our hard earned "finds": an Early American farmhouse. A Yankee farmhouse with homespun charm, inexpensive construction, canny use of every inch of space, and practical fitness for easy-going, comfortable homemaking. That was our idea of a real home. But in our part of the country there were no original old New England houses to buy nor any to study and copy. So we looked up illustrations of old salt-box houses with long, slanting roofs, houses with overhanging second stories, houses with lean-to wings and ells, all the familiar Early American types. And despite the fact that our lot was in a settled residential suburb of Seattle and not in the open country, we built a real farmhouse type of home with a salt-box roof, weatherbeaten siding walls, pine board rooms, and even an old-fashioned "barn" of a sort. We got an agreeably rustic appearance by using knotty



TOM HAIRE, Architect



Wolfert's Roost to Sunnyside

IN THE YEAR 1650 Wolfert Eckert built a little gabled house about twenty-five miles from old New Amsterdam on the eastern bank of the lordly Hudson where it widens into Tappan Sea. He was a doughty compatriot of "Old Silver Leg" (as Peter Stuyvesant was called) and longed for a place where he might live and die in peace; so he built the snug little retreat, inscribing in a panel over the door the Dutch motto "Pleasure in quiet," which soon resulted in the place being called "Wolfert's Rest" by his Dutch neighbors. English settlers in the vicinity noting that Wolfert was a hen pecked husband, laughingly referred to the house as "Wolfert's Roost," which name has clung to the memory of the quaint little abode to this day.

During the Revolution, when Jacob Van Tassel lived at "Wolfert's Roost," it stood between the British and American lines. The stalwart Jacob pierced its walls with loop-



holes and it became the rendezvous of a company of husky farmer lads known as "Land Scouts."

As the "Roost" had been marked by the British for special punishment, it later fell into the enemy's hands and was burned to the ground. After the war, Jacob returned and rebuilt the "Roost."

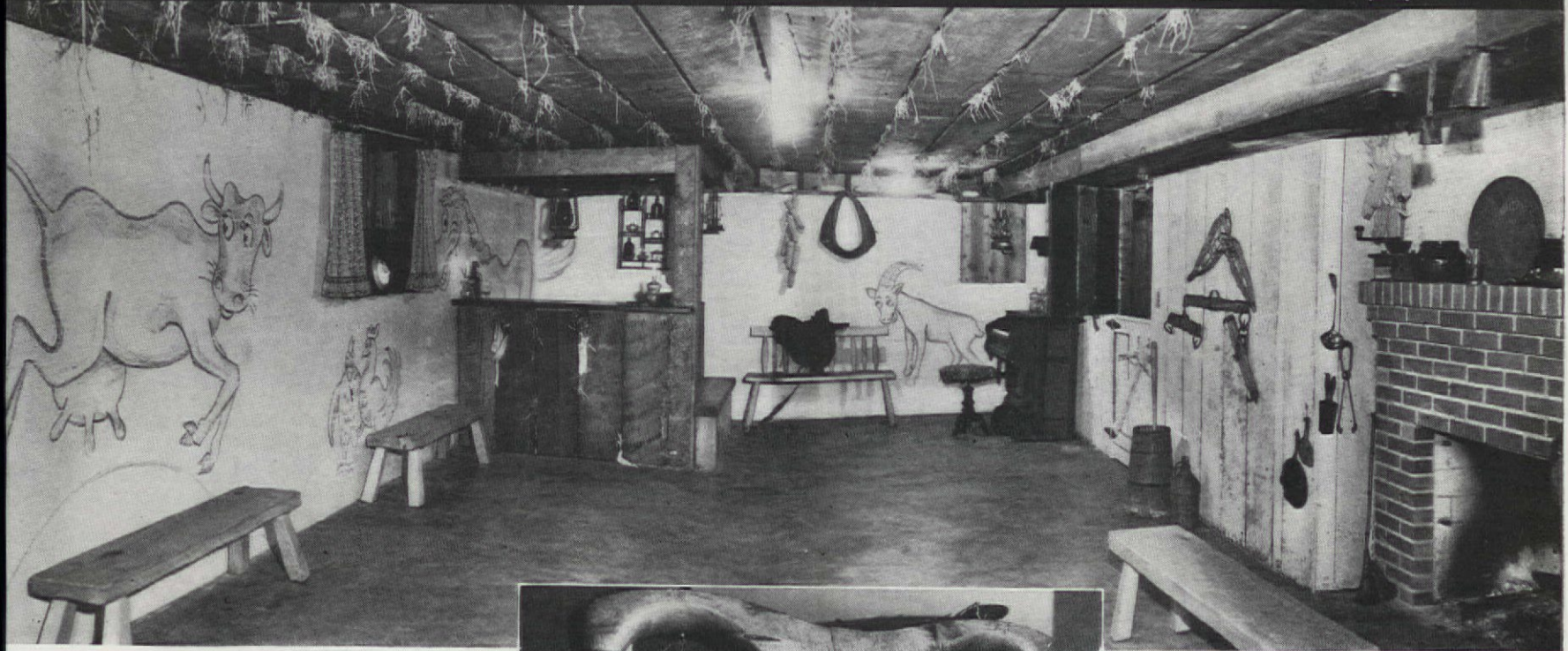
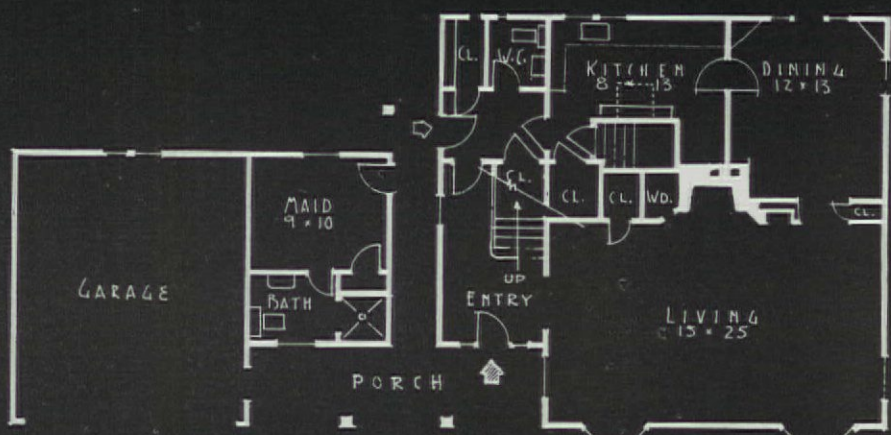
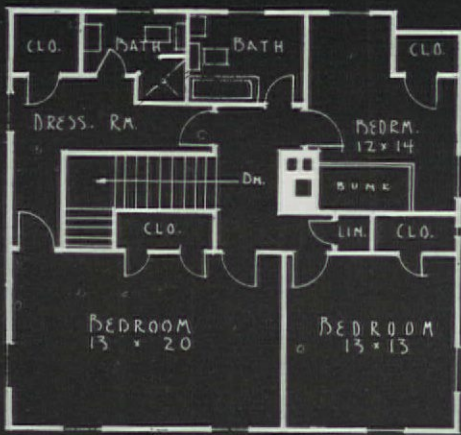
In 1835 Washington Irving, the author who loved the neighborhood which he had made the background of many of his delightful stories, purchased the "Roost" and remodeled it from the simple Dutch cottage into the elaborate American country seat where Louis Napoleon, later Emperor of France, called to pay his respects. Thus came into being "Sunnyside," the home of Washington Irving, its walls heavy with ivy that grew from slips culled from the rugged stones of Melrose Abbey by Sir Walter Scott. "Sunnyside" has been aptly called the Stratford-on-Avon of America.

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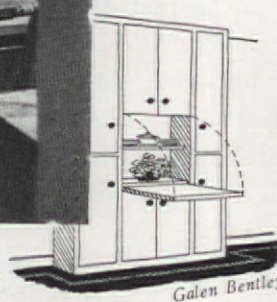
cedar boards twelve inches wide on the first story outside walls, six-inch clapboards on the upper story. The wider boards have an ancient weathered gray tone achieved by giving them a bath of acid stain, then applying gray paint and rubbing it down; the upper clapboards are painted a gleaming white to set off the old blue-green shutters at bedroom windows. A two-car garage wing, done in vertical boards and battens of weathered gray stain,



living room and clumps of pink hollyhocks give additional old-time rustic flavor and charm.

The front door, opening on the flagstone porch, and the garage doors are made up of three-inch cedar planks—wire brushed to darken and age when oiled. The inside hall and the outside passageway are flagged with stones, antiqued by acid. The hall itself has a low, beamed ceiling and rough plastered walls, which catch the spirit of the whole house immediately. The early American theme is carried out in all details. Like all our other lighting fixtures, the ceiling fixture is an old kerosene one, a bracket lamp converted to electricity.

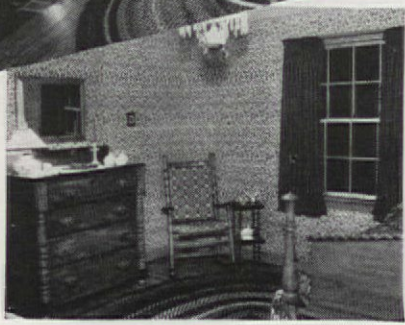
Small shelves in all hall windows display colorful old barbers' bottles. Black iron hardware was hand wrought by a local blacksmith-artisan especially for the house, including door pulls, door latches, and H and L hinges (in Colonial days they signified Holy Lords with the power to keep out evil witches).



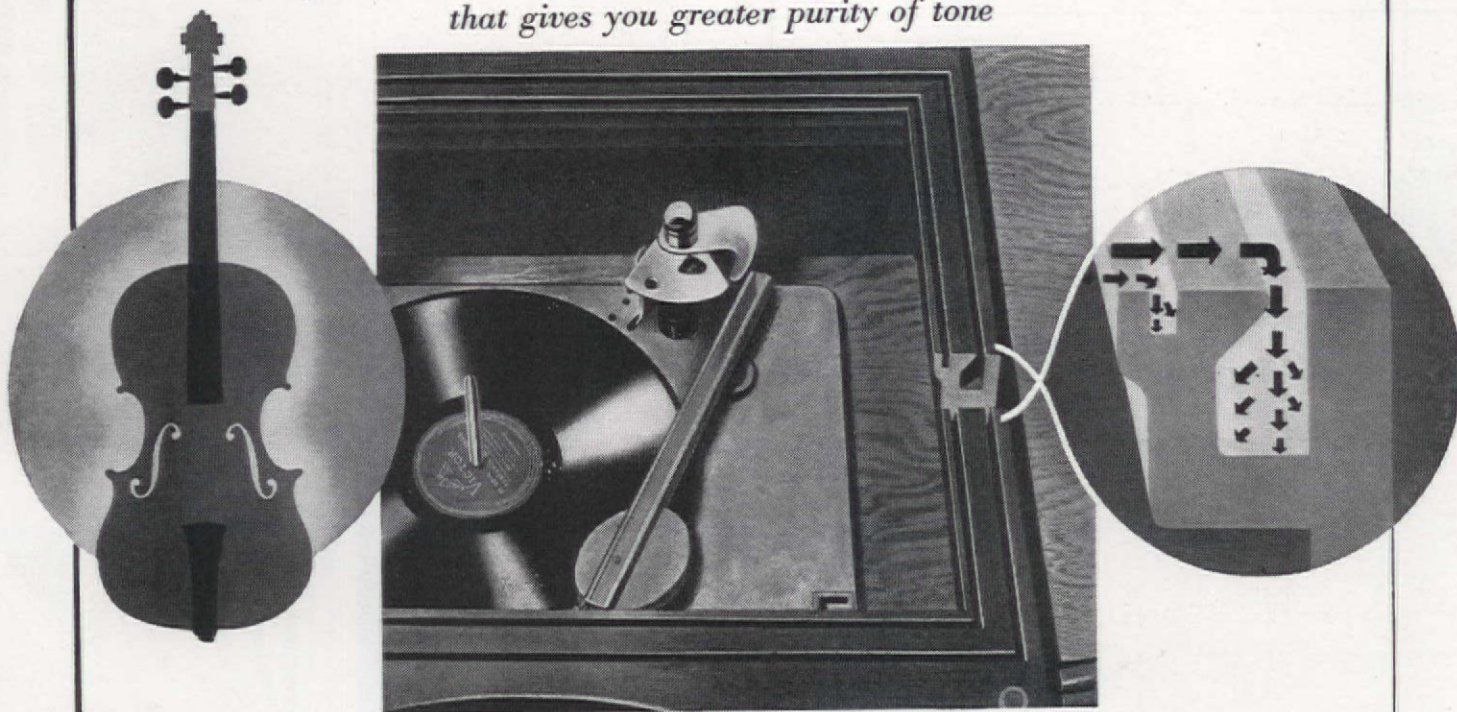
The "barn" is in the cellar, electric lanterns light the dining room, a drop leaf shelf in the kitchen is a handy snack table (see sketch)

stretches out on one side of the house like an old-time carriage shed and is connected to the house by a "breezeway" passage and a covered front porch. This wing also includes a maid's room, finished in pine boards, and her bath, both rooms completely separate from the house but handy to the kitchen entrance. Quaint bow windows in the

In our living room the rough troweled plaster walls were antiqued to a warm yellow cast. With a mellow brown cedar paneled fireplace wall, which includes built-in bookshelves with scalloped frames, and wide, plank and peg, oak floors, we have a fitting and inviting background for our Early American antique furniture of maple, pine, and fruit



"f-slots" in violin inspire exclusive RCA Victor invention that gives you greater purity of tone



FOR CENTURIES violins have had "f-slots" like those shown in white above. They are an extremely important factor in the rich purity of violin tone.

Similar in principle to the "f-slots" of a violin, the RCA Victrola Tone Guard is an ingenious invention of scientifically shaped slots, built into the cabinet wall around the record chamber. These slots capture — and suppress — the unwanted

mechanical noises present in all ordinary phonograph-radios.

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Arrows show path of noises, as they are trapped and suppressed by Tone Guard

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It brings you *only* the rich, pure tone that is on your records! Is one of many exclusive features that again prove why the genuine RCA Victrola gives you records and radio at their best!

Lauritz Melchior, Helen Jepson, Eugene Ormandy and scores of other Victor recording artists choose the RCA Victrola because it reproduces every sound in flawless detail. With it, the world's greatest music masters are heard *exactly as they are!* Remember—*only* the RCA Victrola gives you *all* these features!

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RCA Victrola Model V-302. Classic 18th Century Adam cabinet, available in mahogany or walnut. Instrument has all features mentioned above, is designed for use with television or frequency modulation attachments. Price includes \$5 in Victor Records, of your choice. Yours most everywhere for only \$30 down.

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A SERVICE OF THE RADIO CORPORATION OF AMERICA

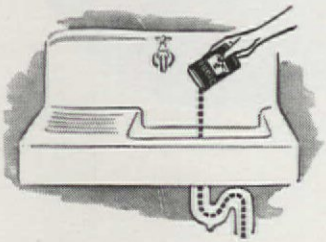
DRAIN STOPPED UP? USE DRÄNO



1. "Bachelors make me laugh. Take Bill, for instance. Cooks dinner for the Joneses and me and brags about how it's a cinch."



2. "Then the pipes get stopped up and he makes a man-size job of clearing the drains. Me, I phone for some Dräno at this point."



3. Dräno puts the heat on down where dirt stops up pipes. Its churning, chemical boiling action frees dirt, lets water flush it away.



4. "I adore benedicts and Bill's going to be one. He proposed (isn't that a scream?) after I came to the rescue with Dräno."

Dräno
CLEARS DRAINS



"P.S. We're going to use a teaspoonful of Dräno after the dinner dishes, when we set up house-keeping. No stopped-up drains for Mr. and Mrs. Us."

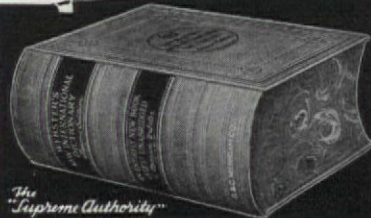
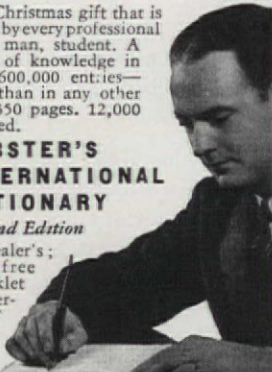
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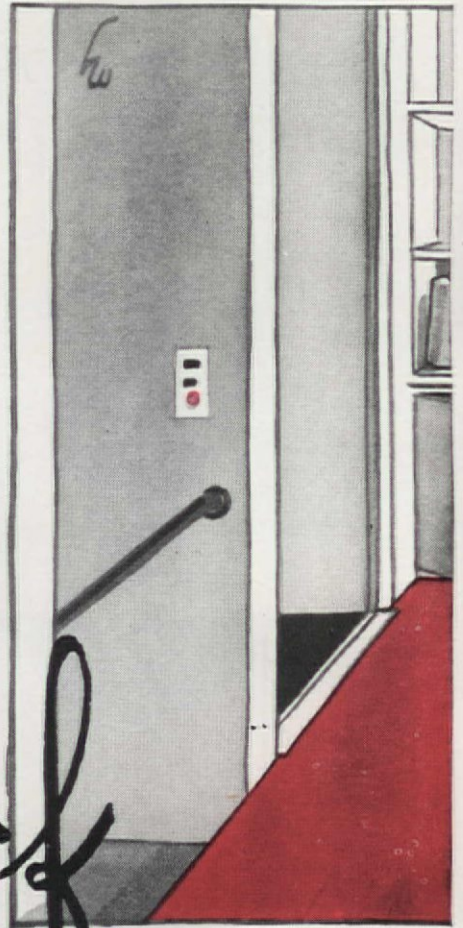
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woods. One side of the red brick fireplace has a built-in wood-box with an iron door.

The dining room keeps up the farmhouse spirit. The end wall with built-in cupboards in each corner is paneled in knotty pine, finished in a light, mellow tone, while remaining walls are papered in an old toile pattern. Our old pine plank stretcher table is our dining table and over it hangs an oxen yoke we found in a barn and equipped with lanterns to serve as a novel and picturesque lighting fixture.

Our "barn" is a recreation room fitted up in the basement. We got circular sawed planks in weather-beaten gray from an old stable and installed them as a ceiling, setting the boards one inch apart with handfuls of hay hanging down between them as if from a loft. A "box stall" and a "manger" serve as a bar and all kinds of barnyard animals were painted on the walls.

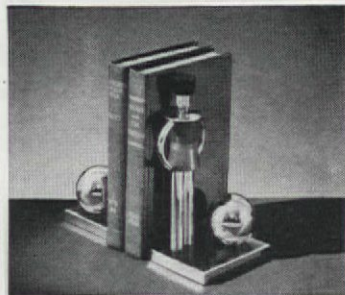
—LUCILLE S. WILKINS



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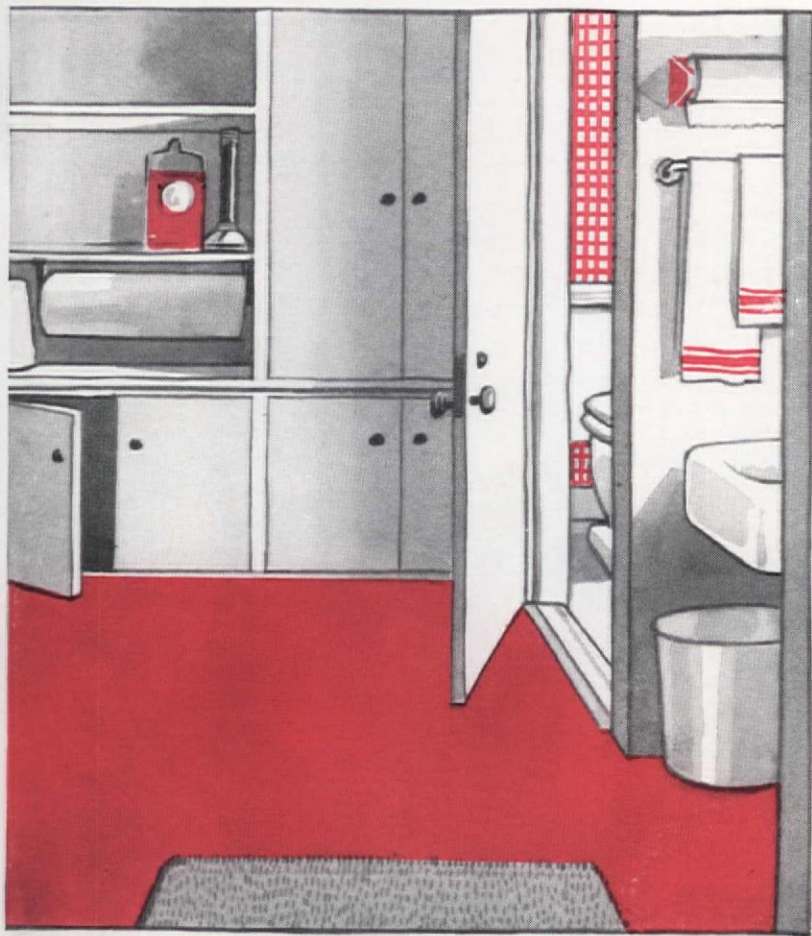
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Harrie Wood

had a back hall!

It would be a small miracle of efficiency—none of those dark cubbyhole catchalls for me!

BERNINA STONE

supply of my oldest towels and some of the new paper ones. That would solve the problem of little children who always decide to come in and wash their hands right after they've been playing in a sand pile and you've been washing the kitchen floor or vacuuming the rugs.

If only I can have a big enough back hall, it will also be my best storage closet. There will be an extra compartment with hangers for off-season clothes, and perhaps summer or winter blankets. Well—my imagination given the opportunity, you can see that perhaps what I really want is a combination back hall, super closet, grand scale cupboard and utility room! No point in doing things half way, I always say.

There are lots of convenience features to be had today, and I'd take advantage of every one of them. Shoe racks and those clothes hanger rods that push up against the wall and hold about six times as many garments in the same amount of space, for

instance. Anything in the way of paper and string holders and cutters would be welcome, too, for wrapping packages. (As it is now, it's all I can do to find the string way in the back of that kitchen table drawer!)

And don't think I'd stop with mere practical necessities and built-ins. I'd have a fine budget decorating spree, with color doing most of the job. I'd be lavish with bright reds or yellows and I think I'd come out with such a cheerful little room that I'd enjoy keeping it neat and orderly and even the boys might cooperate with my efforts. Linoleum would be perfect for the floor, and a can of paint would fix up the cupboards and closet. If I happened to be in an ornamental frame of mind, up would go a bit of amusing wallpaper and perhaps a few decals. It wouldn't matter if I wanted to indulge a few silly personal whims because they wouldn't be on display for casual callers to see, anyway.

When I do finally have my house, its real, honest-to-goodness useful back hall will be its main story. A cheery breakfast room, bedrooms with cross ventilation, a pine-paneled hobby room, and elegant fireplaces are fine, too—but first I'll have my back hall. Without it I wouldn't enjoy the rest of the luxury half as much!

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Here's a full scale piano no higher than your sofa and taking up less floor space than any other full scale piano. Yet the 'Minipiano'* develops the tone of a big instrument because of its amplifying sides and patented features. Guaranteed by Hardman, Peck & Co., Master Piano Craftsmen for 99 Years. Above model only \$275. Many other styles and models. Budget payments if desired.

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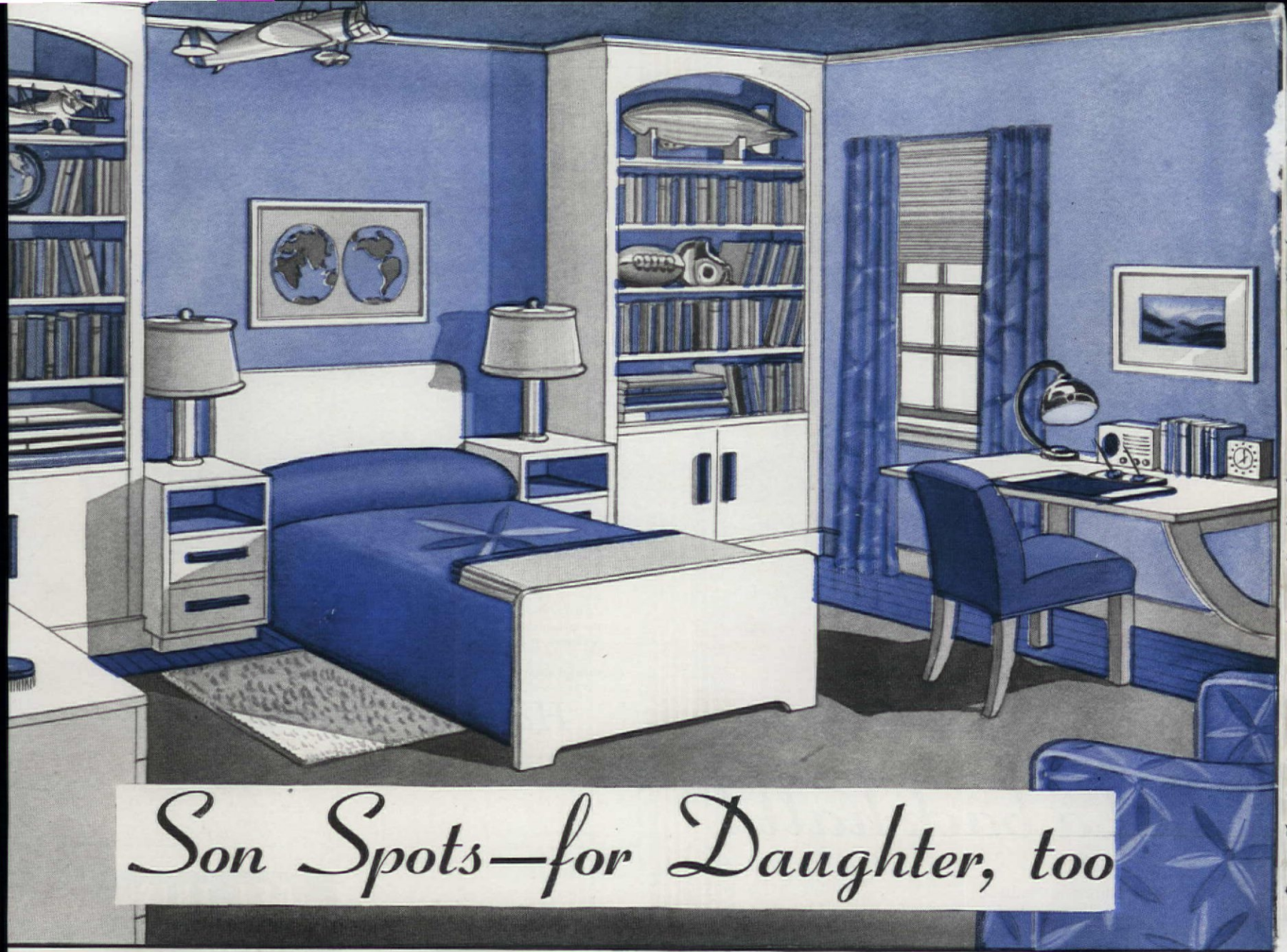
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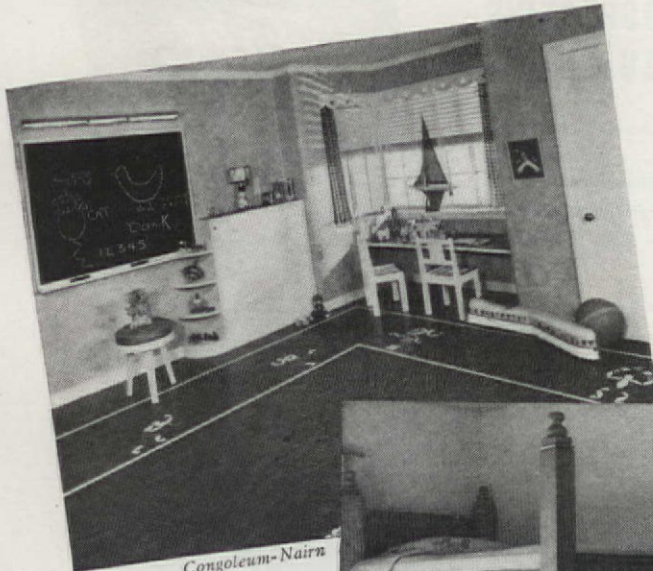
Sigman-War.

Son Spots—for Daughter, too

Ten rooms with no frills and no discards!

A WISE parent knows that the finest rooms in the world won't suddenly turn Junior and Mary Jane into paragons of neatness, virtue, and cheerful willingness to study geography. Children aren't made that way. But if their private domains are just a hodgepodge of discarded furniture, faded draperies left over from the old sunroom, and hooks far above their heads, how can you expect the children to take *any* interest in them?

It doesn't cost much to do a first-rate decorating job in these rooms. Children don't like a lot of fancy frills and expensive things that only mean being more careful and having less fun. They like plenty of space to store things, shelves and such for the inevitable collections, a good desk for studying and keeping notes on the club's secret code, cheerful colors, floors and walls that won't be ruined by foot and fingerprints. If you can't afford new furniture, you can saw down the old to child-size proportions. A coat of paint or stain will cover up mars and scratches. Shelves and cabinets, most important of all, can be built by the local handy man. Today's new fabrics, wall-papers, and floor coverings are as inexpensive as they are suitable and effective. So—



Congoleum-Nairn

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IT'S A DREAM CAR come true . . . this big, 117-inch-wheelbase 1941 Plymouth! New glamour, luxury, power—all wrapped up in a brilliant, new low-priced automobile!

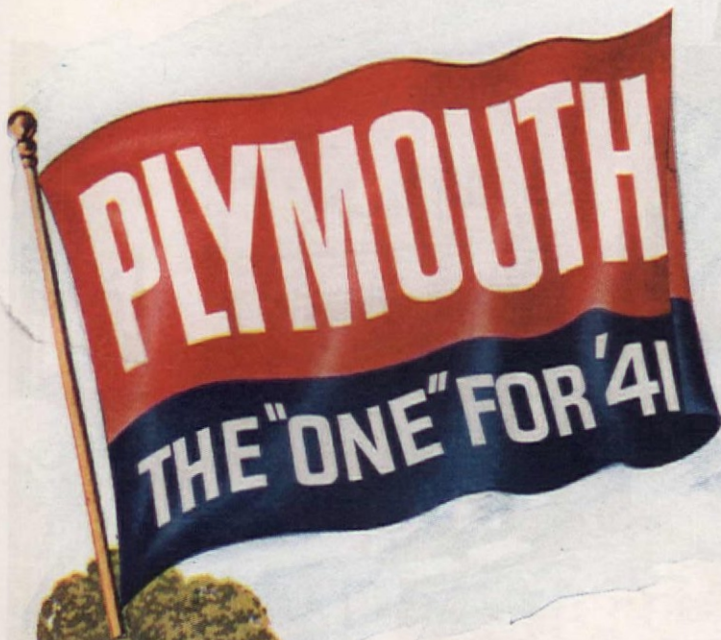
You'll get a wonderful feeling from Plymouth's eager new performance—stepped up *4 ways!* Increased horsepower and torque, new transmission and axle ratios give you new mastery of hills, distance, traffic. It's a "powerhouse" to drive!

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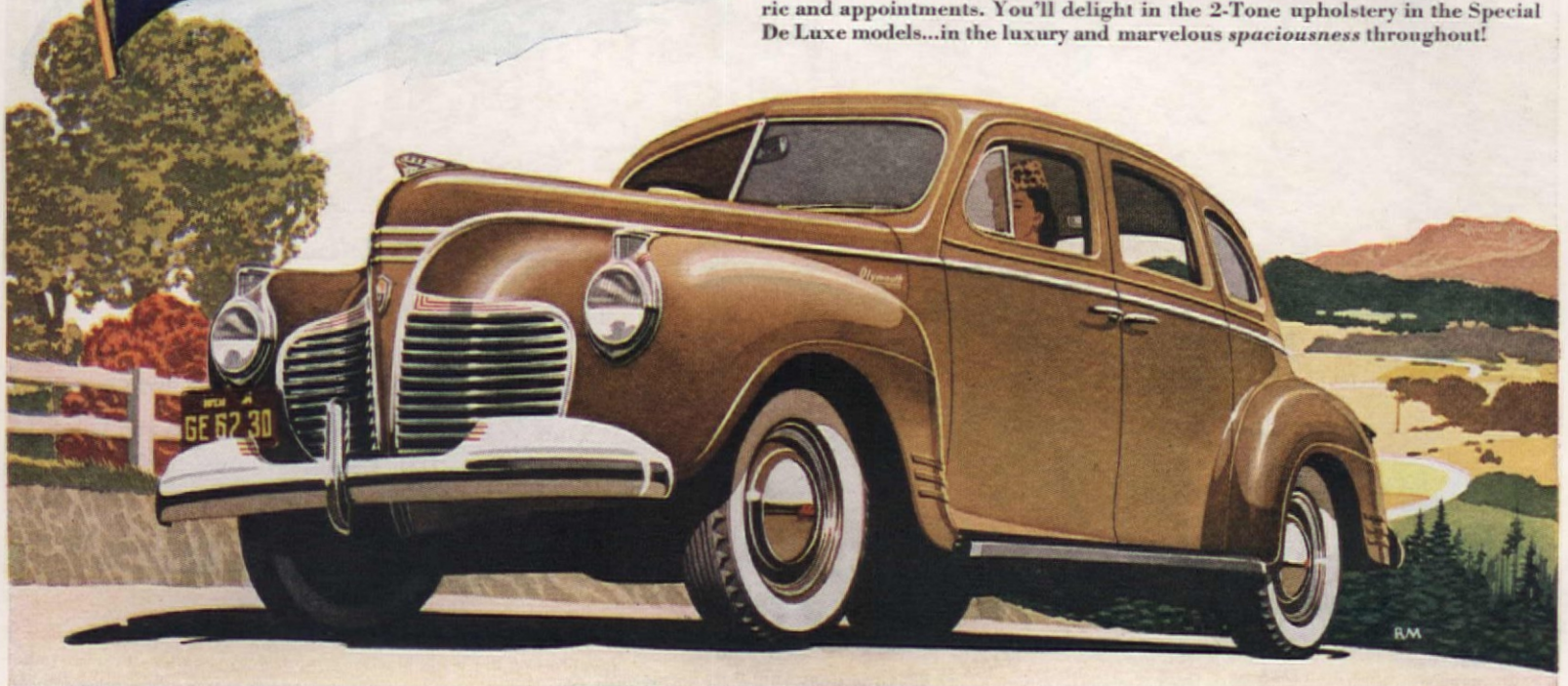
are 2 to 3 times longer-lived . . . front coil springs, 6-inch tires, spring covers—all standard on even the lowest-priced models!

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BIGELOW BEAUVAIS RUGS OFFER YOU...

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No wonder **BIGELOW BEAUVAIS** rugs outsell any other rug in America in their price class!



18th Century and Regency styles blend in this room. Decorated for Bigelow by Miss Charlotte Eaton of *American Home* magazine. The rug is an 18th Century floral design, Beauvais No. 1636.

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Helpful guide to correct use of color. Rooms in color. Ask in stores that feature Bigelow, or write to Bigelow Weavers, Department 124A, 140 Madison Ave., New York, N. Y.



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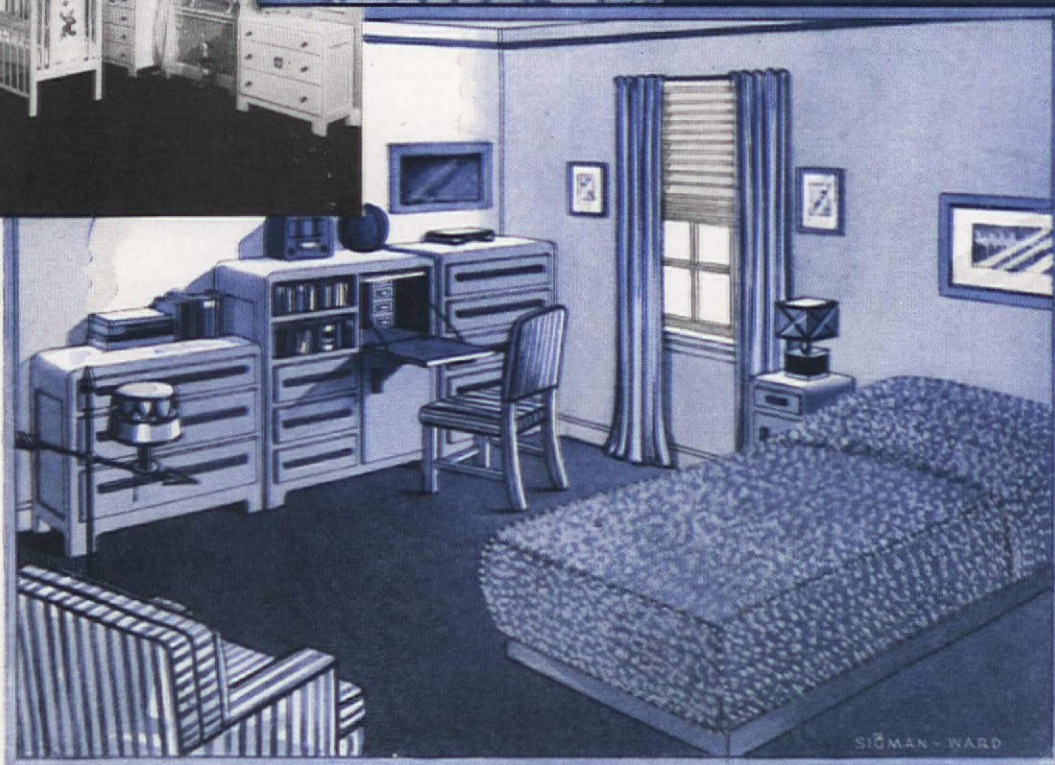
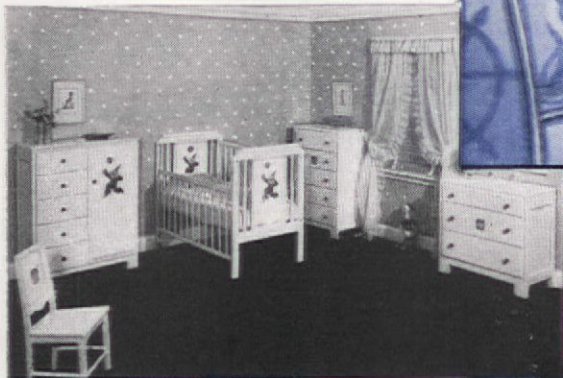
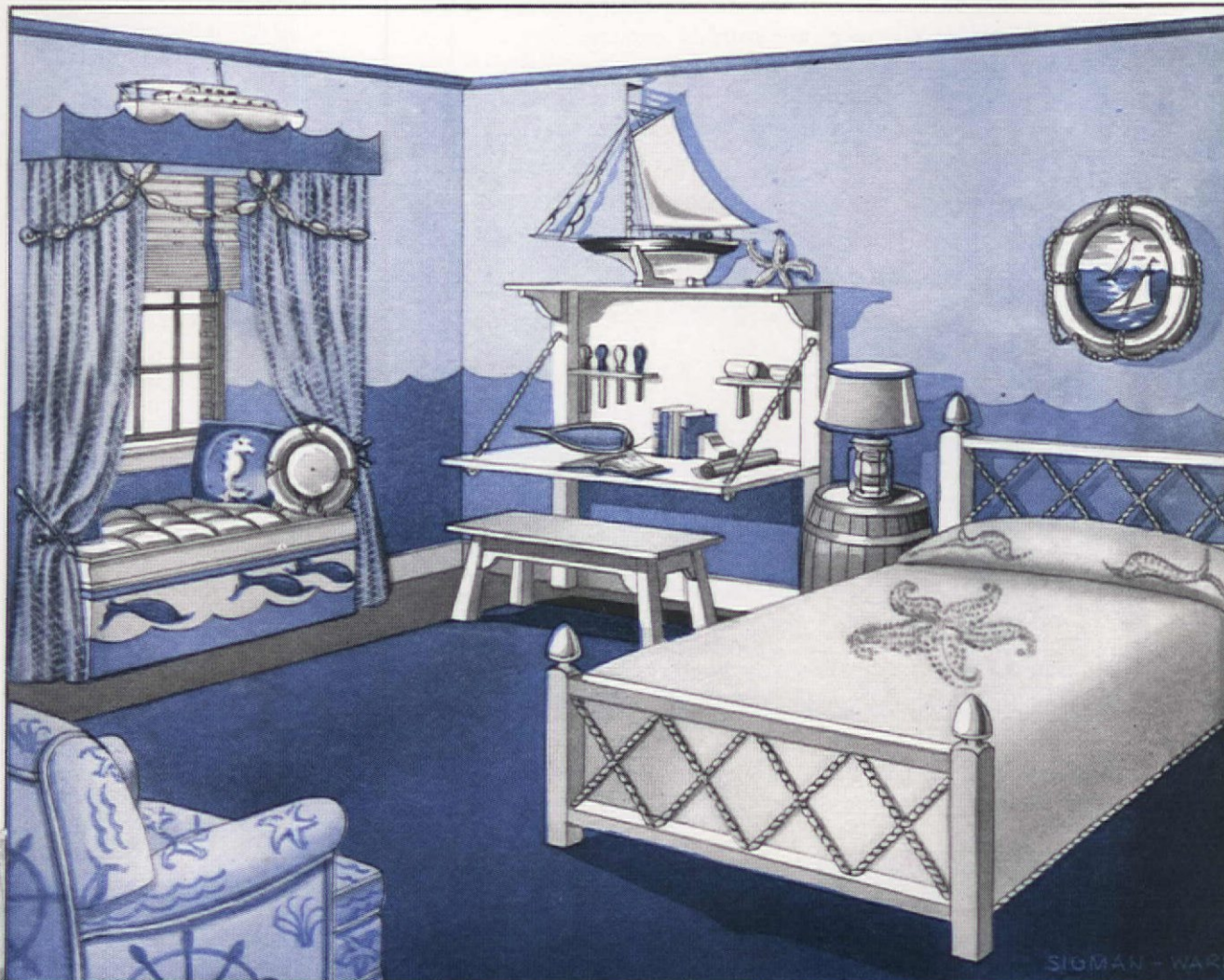
Copyright 1940, Bigelow-Sanford Carpet Co., Inc.

Children like bright colors and lots of shelves even if they don't always put away their belongings!

you haven't a single excuse for ignoring the children's rooms, which are much more important to their occupants than the nurseries that usually do get their generous share of attention.

A little imagination and thoughtful consideration help do the job, too. A bed with a sturdy tailored spread that won't wrinkle easily is welcome as a place to sit and read on rainy days. A small radio-Victrola will solve the problem of conflicting tastes in music. Shelves in a corner or marching down the wall by the bed are ready for displays of things the children have made themselves. A strip of blackboard all across one wall will encourage young artists; a cork or rubber bulletin board will soon be covered with everything from reminders that there's an arithmetic test next week to tickets to the circus. Maps are decorative for walls and useful for learning geography. Two little boys I know can find more remote villages and rivers than you can—just because their thoughtful parents put a huge and quite beautiful map on one wall.

The room which you'll find illustrated at the top of page



32 is made to order for boys who like airplanes, adventure stories, and streamlined furniture. Built-in shelves and cupboards on either side of the bed hold books, models, and trophies, and are easily built of inexpensive pine. Over the bed is a map of the two hemispheres, framed with a chromium molding. A drop-shelf against one wall makes a perfect desk that takes up little space.

Three other rooms on that page are full of ideas, too. One is an ideal playroom with a big blackboard, built-in shelf and storage cabinet, and smart linoleum floor that can take anything from toy trains to muddy shoes. A wide, linoleum-topped shelf in the corner window is fine for cutting out paper dolls and playing games now, and later can be used for studying. A simple, double-decker bed with drawers below and a rope ladder to climb to the upper bunk saves space in the second room. Notice, too, the globe and typewriter, practical necessities

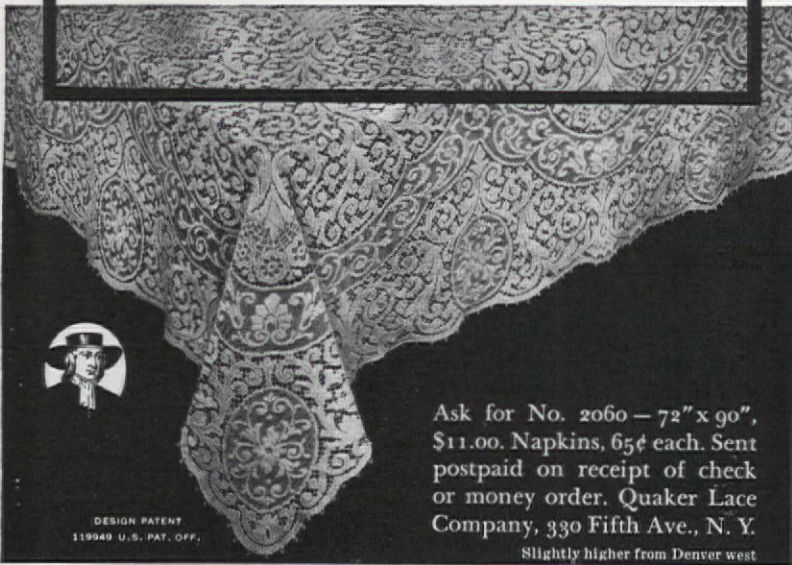
Proof that nursery furniture need not be extravagant, can be used on through school and college. It doesn't take much of a handy man to transform old pieces as shown in "before and after" stages

Give a QUAKER DINNER CLOTH

This masterpiece in lace will serve you magnificently through long years of use. The fine frost-work of the design, in relief against the wood, makes a distinguished table for any occasion.

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Quaker lace dinner cloths, despite their delicacy and air of elegance, are sturdily constructed... launder perfectly. This Venetian pattern with its decorative running scroll and medallions may be seen at your favorite store. Or, if not available, order direct from us.

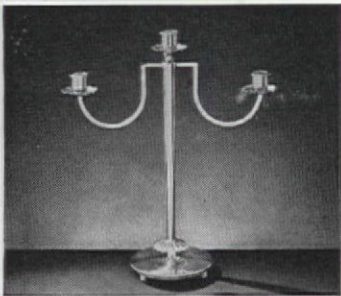


Ask for No. 2060 — 72" x 90", \$11.00. Napkins, 65¢ each. Sent postpaid on receipt of check or money order. Quaker Lace Company, 330 Fifth Ave., N. Y.

Slightly higher from Denver west

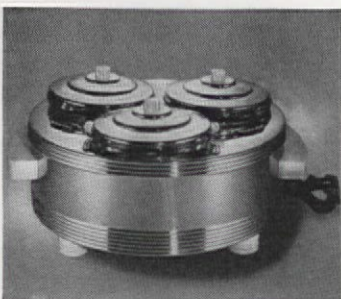
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CROYDEN CANDELABRA. Harmonizes with any style of decoration... holds candles at just the proper height, above the eye-line. Polished chromium or satin silver finish, or polished brass. 13 1/2" high, \$3.50.

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\$2.40 UP NOTARY, CORPORATE AND LODGE SEALS, \$3.00 UP

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ROOVERS Joseph M. Lotsch, Pres. Robert C. Scholtz, Vice Pres. 1456 37th STREET, BROOKLYN, N. Y.

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Giant Dahlia-Flowered
4 colors—Scarlet, Yellow, Lavender, Rose, a 15¢-Pkt. of each.
All for 10¢, postpaid. Catalog Free.
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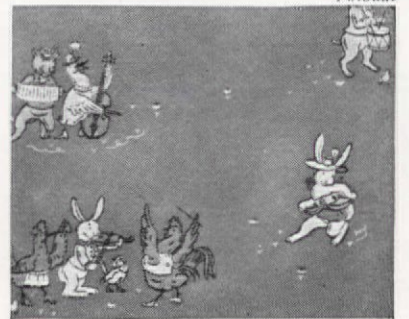
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YOU might have saved it if you had marked it with your own name, woven by Cash's. Clothing, linen and other belongings have been protected by Cash's Names for generations. Ask your Department Store for Cash's WOVEN NAMES, or write us.
Trial Offer: Send us 15¢ for 1 doz. of your first name and sample of NO-50 for attaching without sewing.
FOR XMAS, GIVE CASH'S WOVEN NAMES
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NAMES 1 9 2 12 3. Cement 1 1/2 doz

for high school girls and boys. The third room, now a nursery, can grow up into a study-bedroom because the shelves and cupboards that now hold dolls and toy animals will later take care of books, games, and sports equipment of all kinds.

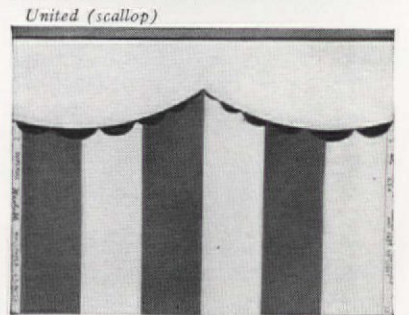
Nothing could be more nautical than the sea-going room for a boy on page 35. All shipshape and no frills! The curtains are real fish net with cork-weighted hemp ropes for tie-backs and trim. The cornice is plywood painted bright blue, with a white steamer riding atop the waves. The window seat is upholstered in sailcloth, and three frisky dolphins leap over the waves painted on its front base. A wavy dado furthers the sea motif. Instead of a regulation desk, there is a large shelf held up by stout hemp ropes, and above it is a shelf which holds a racing yacht gala with pennants and destined for glory on the nearest pond. The bed has head and footboards of natural hemp laced in a diamond effect, and a sailcloth spread with rope edging. A squat barrel makes a good bedside table, the lamp has an old brass lantern base, and a real life preserver, enameled white, frames the print over the bed.

For all of you who can't bear to add the cost of special nursery furniture to all the other bills that come with a baby, we show

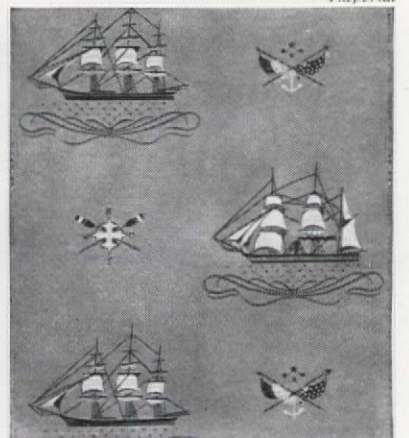
how you can later make such pieces fit into "a real boy's room." Everything but the crib, which was handed down to a baby sister, is still in use, and only a chair, night table, two lamps, and a box spring and mattress mounted on feet were added. The chest of drawers stands in the same corner but is turned against the adjoining wall. Next to it is the chifferobe of nursery days. The top two drawers have been removed and shelves for school books have



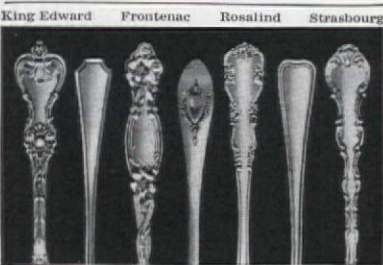
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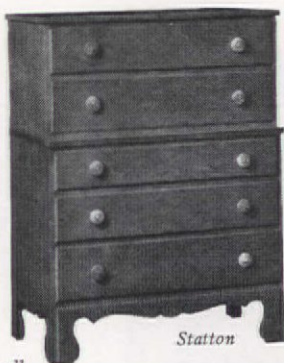


ROADSIDE CRAFTSMEN
EAST BLOOMFIELD, N.Y.

Animal musicians, ships, or red-edged scallop over a green and white circus stripe paper make the child's room entertaining

taken their places, and the long door has been cut in two to form a drop-leaf desk. Number three in line is the bureau shown at right of window in the photograph. The original knobs on all three pieces have been replaced by long modern drawer pulls. The side chair, now slipcovered to match the draperies and lounge chair, stands in front of the desk.

Across the top of page 35 are three more rooms for the children. The nursery's shelves and cupboards, flanking a comfortably wide window seat, will be just as useful later for a boy or girl in high school, and when the play pen is no longer needed there will



Statton

Howell

be plenty of room for a bed. A double-decker bed (just as popular with "only children" who like to have an occasional overnight guest), pine-paneled walls, and desk and recessed bookshelves make a nice room for a boy. Two little girls would love the next room, with its dainty canopied beds, pastel murals, knotty pine dado, and small table for games and tea parties consisting of hot chocolate and dainty assorted cookies.

Grignon

Lullabye



Heywood-Wakefield

R C A (center, right)



Chase



Chase

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"WORLD'S LARGEST SMOKER MANUFACTURER"

The furnishings shown on this page will give you extra inspiration without causing a collapse of family finances. The lamp and book ends guarded by shiny polished brass soldiers with blue or red plastic coats belong in a boy's room; the radio-Victrola in every boy's or girl's room. A large chest like the one at the top will hold all kinds of personal belongings. A neat metal and leather chair is comfortable but takes up little space, the dressing table doubles as a desk, and the pretty nursery furniture will grow with your child as we explained on page 36.

Children have such simple, sensible tastes that it's no trick at all to give them rooms they like—and you'll be surprised to see how much you can learn about decorating just by adopting their ideas: storage space within reach, furniture arranged so there's room left for playing games, bright colors or pretty pastels instead of dull ones.

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For that "special" gift, Imperial's MASTERS Tables offer an ideal selection. The Shields, at \$27.50*, is but one of these 12 fine creations now shown at leading stores.

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Enclosed find 10c for which send me your new illustrated booklet "The Choice and Use of Tables."

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*Slightly higher at distant points.



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IN your home, one of these fine little pianos will become a constant source of friendly inspiration and fun. Decoratively, it will prove a revelation. Famous for over a half century, Lester quality assures a lifetime of absolute musical satisfaction.

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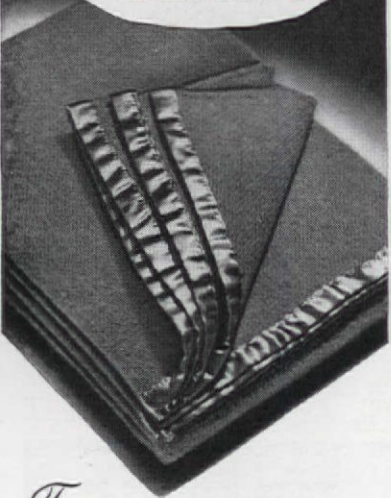
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AND
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ARE GUARANTEED TEN YEARS



Tuck them up in a

Lady Seymour "Snoozer"



*T*HE very thing for Auntie Fran this Christmas! Think how cozy she'll be with this lovely, kitten-soft all-wool "throw" tucked comfortably around her and little Jamie, snug and secure against lurking drafts on Winter afternoons and evenings.




An extra "throw" or two around the house are among the handiest possessions a home can boast. Less bulky and smaller than a regular blanket; perfect for daytime snoozers... of all ages. Grand for the children's beds at night; ideal for invalids, too; a "must" for the chaise longue.

Made by the makers of famous Lady Seymour "Double Weave" blankets, "Snoozer" (54" x 72") comes in 5 lovely shades: Winter Rose, Azure Blue, Rose Dust, Cedar, Dark Blue. Sturdily constructed, yet soft as thistledown to the touch. Ask for it at your favorite store.



(As long as Auntie Fran is still dozing, we'll whisper a little secret: "Snoozer" looks much more expensive than the mere \$5.50 or so (depending on section of country) it really costs! So here's a Merry Christmas to her... and to you!) Seymour Woolen Mills. Established 1866. Seymour, Indiana.

1866 Commemoration  Year 1944

Staunch American Quality
for 75 Years



Photographs by the author

In a very short time we had seen succulents and cacti used to express gaiety, charm, drama, and sentimentality—and all most simply. Do you wonder that we waxed enthusiastic?



Did you ever realize that the angular prickly pear or the stiff, mottled gasteria could be turned into graceful, interesting designs? If not, study these and try your hand

Here's an

ROBERT L. CLARK



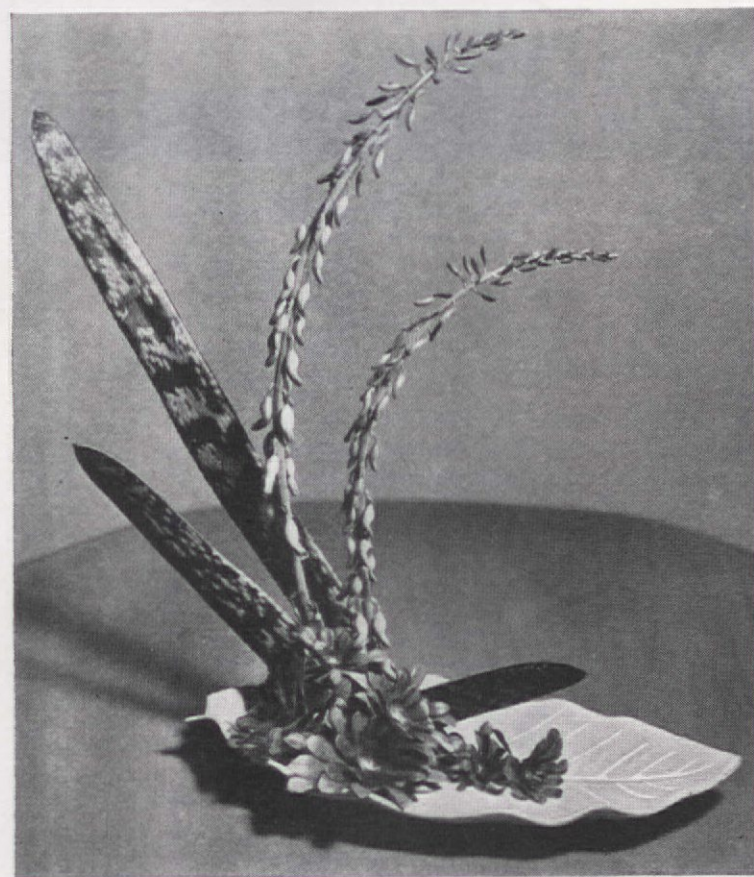
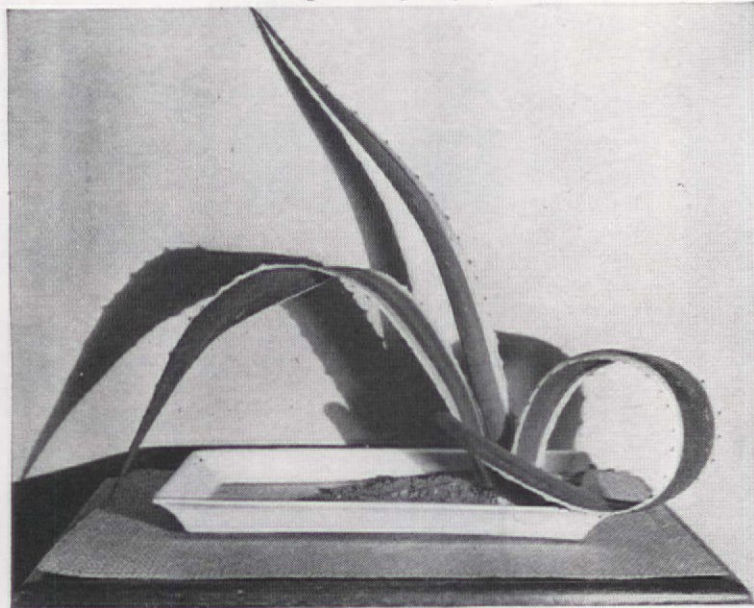
IT HAPPENED just after we had realized a dream and moved into a lodge of our own, with a fireplace, bear skin rug, good hunting dog and all—a regular man's house, thought I. But the Little Lady surveyed the outdoors with a doubtful eye and finally explained that, although Joshua-trees, sagebrush, and the like looked all right out there, they would be no help in providing flower arrangements to brighten the indoor corners. As I glumly visualized myself making flower beds in the sun-baked earth among the boulders, rescue came in the form of a friend who, adept and experienced in the field of flower arrangement, restored the threatened peace and happiness to our household. "Why not succulents and cacti for your flower arrangements?" she said, and proceeded, with the aid of some hastily gathered materials, to create some really charming surprises.

First, donning a stout pair of gloves, she brought in from the scrub branches of two kinds of thorny cactus. Using a tall, rectangular pottery vase, an ordinary chopping bowl, and some stones, she produced a couple of arrangements that were both good and different. The second she finished off with a small Tyrolean figurine to give a bit of needed color. Next she used sprays of a climbing aloe to complement two large, dark-hued wood book ends. Then gasteria leaves, held at a rakish angle by a metal frog, and rosettes of a richly bronze-colored succulent placed so as to hide the frog, made another striking design. But the century plant furnished the real surprise. Inside the

entertaining story

about a man who thought he could get away with making no provision for a cutting garden for his wife—and did, too

Arrangements by Amy Aplin



tough, scarred leaves are delicate tapers of pastel green with a frieze-like design of a darker shade. A few of them with marigolds soon graced the coffee table, and even the rough outer leaves became dramatic in an oblong flat dish with a handful of dirt to tie them in with their humble beginnings. The last spontaneous work of art was of iris leaves and succulents with a china figure of a little girl interpolated to contribute a pleasing, if rather sentimental, note.

Studying the results, I realized that succulents can produce effects in any desired mood. Also they last for weeks with very little water and almost no care and cleaning up of fallen leaves and petals. Often arrangements last until your fingers begin to itch to try something new. "Why not succulents and cacti, indeed?" just as my rescuer asked.



The FEDERAL Musette, a charming model that is also quite at home in rooms with a modern flavor.....\$325

The Gift that Keeps on Giving Beauty—to Enchant both Eye and Ear.



The DUNCAN PHYFFE Musette, just perfect for those ultra-smart homes that are reviving the Regency tradition.....\$425



STYLE 36 Musette—another model with particularly graceful lines and proportions. From \$295

All prices are F.O.B. New York City. There are 13 other MUSETTES from \$295 to \$500. Purchases may be made on Deferred Payment Plan if desired.

Thinking of giving your family a piano this Christmas? Be modern. Be discriminating. Make it America's most talked about and copied piano—a genuine Winter & Company MUSETTE. This new-day instrument—the console that started the "rage" for these smaller, more decorative pianos—becomes the center of interest wherever you place it. You can be sure it will never, never go out of style, for MUSETTE Models are based on classic Period designs which, the years have proved, possess timeless beauty. And MUSETTE quality assures lifetime satisfaction. This instrument incorporates special advanced construction features, developed in the Musical Engineering Department of America's largest piano manufacturer, which make for enduring beauty of tone and responsiveness of action.

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ESTABLISHED 1899
America's Largest Piano Manufacturer

Mail this coupon and we will send you Winter & Company's beautiful new catalog.

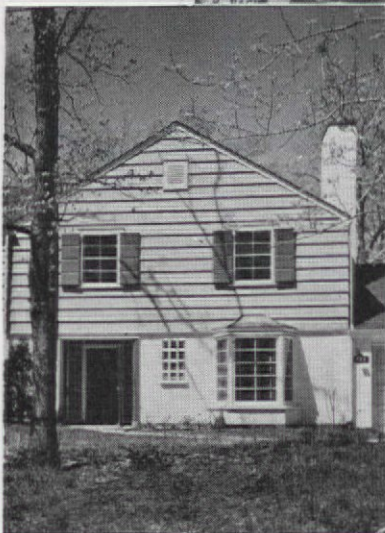
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Send me Catalog showing the 16 Period Models and explaining the features that have made the Musette "America's most talked about and copied piano."

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"You're going to be just as proud of this paint job four or five years from now as you are today!"



Bertram A. Weber, Architect

Four generations of painters have discovered they can promise this about Eagle Pure White Lead mixed in linseed oil. They know the beautiful finish this "pure pigment paint" gives will weather well.

Eagle Pure White Lead creates an elastic film that doesn't crack or scale. And it keeps its beauty for many years because it wears down slowly, evenly.

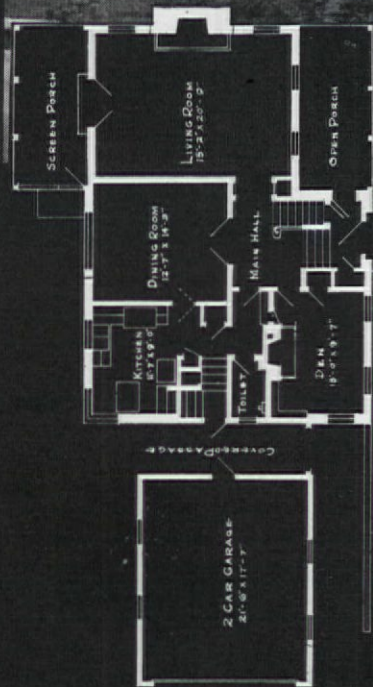
Next time you paint, employ a reliable contractor... and specify Eagle Pure White Lead.



NEW BOOKLET! Contains valuable information on painting, including how to figure the real cost of a paint job. Write for free copy. The Eagle-Picher Lead Company, Dept. AM12, Cincinnati.

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Made by the makers of Eagle Insulation for Homes—thick, fireproof mineral wool.



Add cheer this Christmas... with Brownell's True English



Holly

... as gifts for friends ... to decorate your home

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See what marvelous plants and flowers you can grow in pots and boxes. Scientific feeding is easy now with Vigoro Tablets. Like famous Vigoro but in handy new form. If your dealer hasn't them yet, send only 10¢ (the retail price) and your name and address to Swift & Company, Dept. A-3, Chicago, Ill.

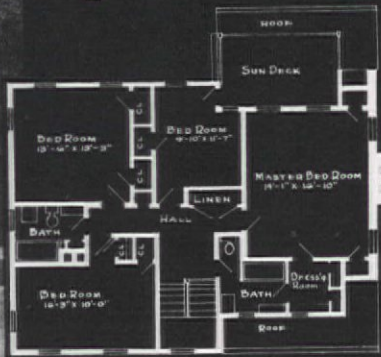
VIGORO Tablets
BY THE MAKERS OF VIGORO, FAMOUS PLANT FOOD

Big enough and broad enough to take proper care of a family of three youngsters and two grown-ups, this East Lansing, Michigan, home of wood siding and reclaimed brick spreads out comfortably on two eighty-foot lots. A picket-fenced two-car garage wing is on one side of the gabled front; a living room wing with covered porches at front and back is on the other side. The house has four bedrooms, two baths, sun deck, and dressing room upstairs; four rooms downstairs; a recreation room below stairs and—a special joy—extra space everywhere. It was precisely planned before a timber went into place because Dr. and Mrs. T. I. Bauer knew what they wanted down to the last cubbyhole; they'd had ten years to plot and plan and increase their ideas along with their family.

One of their special requirements was the "den" for study or consultation with a patient; it's right at the front door, reached without disturbing the rest of the house. With its knotty cedar walls, bookshelves, slate fireplace, India print draperies, and red leather chairs, it's a bright beginning to a nice interior. The living room is equally bright with striped wallpaper, a wide paneled fireplace, blue carpet, and faille figured draperies. A Duncan Phyfe drop-leaf card table and a Washington chair are among its Colonial furnishings. The adjoining dining room uses a decorating scheme of gold draperies and blue and white figured wallpaper which appeared on an AMERICAN HOME cover. It has a wood block floor like the study, along with a white wood dado and corner cupboards flanking a wide plant window with a marble ledge. There are ladder back, rush bottom chairs and brass wall candelabra. Down in the basement the recreation room has an inviting open fireplace of beach stone; this room may be reached by



For a
Doctor's
Family



stairs leading from the front entrance hall or from stairs just inside the kitchen door, a particularly handy entrance for the children when they come in from playing in the back yard.

The four bedrooms and two baths were neatly cajoled out of the rectangular second floor plan. The tiled front bathroom belongs to the master bedroom and is connected to it by a dressing room with built-in drawers, dressing table, and two closets for ample clothing storage. The other bath, for the children's rooms, has linoleum-covered walls just as the first floor lavatory and kitchen have, too, and for the same reason—easy cleaning. In the boy's room two kinds of wallpaper were used, a map pattern on two walls and a plain paper on remaining walls. Wooden valances around the windows are also covered with the map paper and the curtains and spread of homespun cloth, trimmed with bright-colored cords, pick up the map colors and give the whole room a gay, cheery appearance. In the master bedroom a floral wallpaper of Queen Anne's lace covers the walls while the dressing room has a dogwood pattern above the tile with rose beige draperies trimmed in brown to harmonize with the bronze metal trim in this room. A brown shower curtain has a rose beige monogram.

There's a modern kitchen, very much up to snuff in its efficient arrangements and in its blues-chasing color scheme of red and gray, black and white. Equipment such as the range, refrigerator, cupboards, and cabinets are dead white and oyster white. But the inside of the cabinets is painted red and there are red leather chairs for the black and chrome breakfast table set up in the sunny corner window. Red stars on the crisp white curtains and a smart red strip laid in the gray marbled linoleum floor strike the same color note. A cove molding omits those cracks between floor and walls so hard to clean.

in
Michigan



RALPH BAUER, Architect

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HAS THIS *Secret*
Radiorgan *of True Tone*
Mastery



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ANOTHER new Zenith invention to climax a quarter century of Zenith "Famous First" features in radio . . . Radiorgan . . . fingertip-controlled on the organ principle . . . and only Zenith has this!



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You may press in and pull out the "stops" of the Radiorgan to your heart's content. Thus you may obtain an endless variety of "acoustic symmetries." You become the master of tone . . . you choose the amazing tonal effects you desire with any kind of music—orchestra, strings, brasses, drums, vocal . . . as you wish . . . when you wish, like the conductor of a great orchestra or a mighty chorus! You command . . . Radiorgan obeys.

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Front door "welcomes"

like this

THE next time we hear anyone say anything about the front hall being just a sort of passageway leading on to bigger and better things, we'll be about ready to lose our faith in human nature, ambition, and the welcoming smile. To us a front hall is the first impression of the woman who lives in the house. If it is pleasant and charming we feel that she must be a good hostess who really likes to have company. If it is done up in dull beige scenic wallpaper, a nondescript console table, and two scatter rugs at precarious angles, we wonder about her good taste and our being welcome. We think it's practically immoral to let a spindly console, good for nothing but maybe holding a hat and a calling card, be the one piece of furniture in all that space. We think it's even worse to pass up such a fine opportunity for color and dash and the very fanciest decorating ideas. We know that a smart woman will play up her front hall for all it's worth, which is a lot.

You may be thinking that all this is very fine but what about finances, and if you can't economize on the furnishing of that little two by four how *can* you balance the budget. We have the answer to that one. The space to be decorated is small and therefore it's probably the one room in the house you can afford to do up in style. A fine carpet or wallpaper won't cost a great deal because you don't need very much of it. There isn't room for much furniture, so what you have can be the best. It's your golden opportunity for splurging on a shoestring, for having an orchid or two even though your decorating budget may be the slimmest.



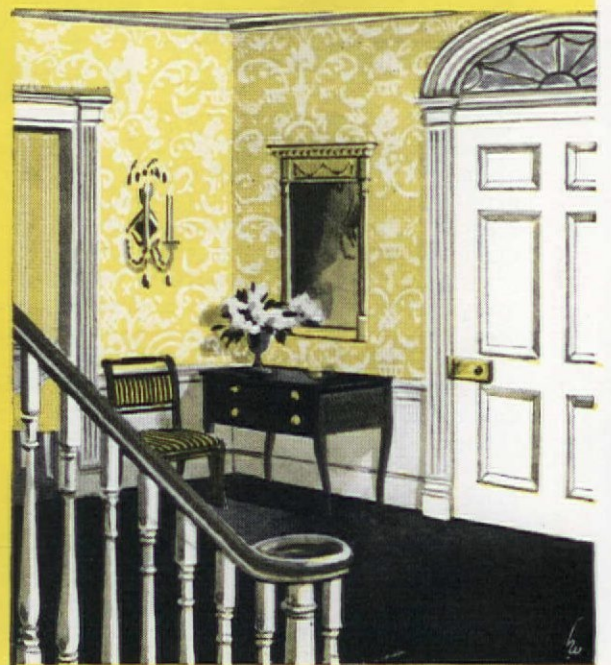
Pabco

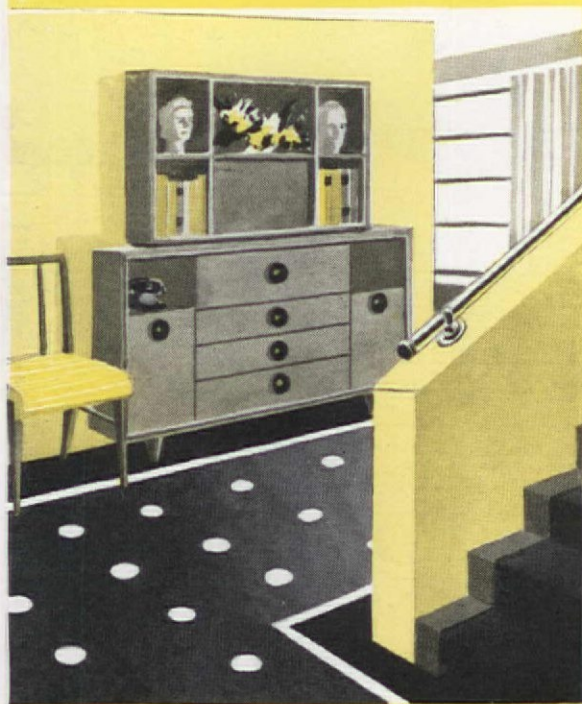
**White stars in black li-
noleum, Regency drama**



Delaware

**Kolorflor, well within
budget, in marble effect**





If you want to give the imagination a fling, the hall's the place for that, too. For example, take the hall in the center of this page. Linoleum with circular insets to give a wonderful polka dot effect would be too much of a good thing for all over the living room floor but is very smart over a small area. Five prim little pots of flowers might look too perky or a little self-conscious in the dining room, but they're made to order for a large mirror console like the one in the hall at the bottom of this page, even with more flowers on both chair and walls.

Color—well, you've heard us mention *that* before, but we're even more rabid on the subject when it has to do with halls. You can have a color scheme as merry as Christmas and twice as bright and still get away with it. (The friend of ours who had a red ceiling in her small apartment foyer knew what she was doing.) And remember that no matter how giddy the stripes or how profuse the flowers on the wallpaper, you won't be looking at them for hours at a time anyway—so go ahead and have your fun.



Firth

Use a lush floral carpet for 18th century style



Olson

Hook design, Early American as antiques



Karagheusian

Sculptured effect, smart for modern or traditional



Clinton

Broadfelt, inexpensive, bright, best in modern

When you go on your shopping and decorating spree, for goodness' sake be sensible enough to get useful furniture, not just typical "hall pieces." A breakfront bookcase, usually associated with the living room, is handsome, full of useful storage space, and fits nicely against a long wall without sticking out and blocking the passageway. A Regency commode like the one in the hall at bottom of page 42 has lots of style and makes a convenient place to write a last-minute check to the dry cleaner. For that matter, a small desk can make part of the hall double as a study when you're not expecting company. Servers and sideboards originally intended for dining rooms often turn out to be very elegant in the hall, besides providing all kinds of drawers and shelves. If your hall is quite large you might try the fetching little tufted Victorian settee that started out in your grandmother's parlor. Even a small and narrow hall has possibilities: an oblong plant stand or a shelf supported by amusing brackets, for instance.

If there's anything we're not, it's sticklers for convention—pretty dull stuff we say—but we do think your front hall furnishings should have some relation to the architectural style of your house. It is something of a jolt to beam with admiration as you approach a delightful little French Provincial house, only to step inside and run smack into the stark 1930 conception of a modern chest of drawers. A fine, generous Colonial doorway should open into something with the same degree of elegance. Trim modern houses should not have their front halls cluttered up with very ornately carved tables. Just a simple little matter of suitability, but every bit as important as not wearing black velvet dinner hats with tweed suits.

Take a good look at your own front hall and see if it is as pleasant and welcoming as you can make it. If you've been guilty of neglecting it, now's the time to see if a little more color or a new carpet or a smart grided-front cabinet won't do the decorating trick. If it's been perfection all these years anyway, you're a smart woman and you don't have to be told how to make the most of things.

Page 42. Top: Whitney server, Imperial paper. Center: Drexel furniture, Thibaut paper, Nurre mirror, Armstrong linoleum. Bottom: John Widdicomb furniture, United wallpaper

This page. Top: Baker furniture, Imperial wallpaper. Center: Herman Miller furniture, Congoleum linoleum. Bottom: Imperial mirror console, Tomlinson chair, Thibaut wallpaper



Alexander Smith

Neat, squared-off flowers for a country hall



Bigelow-Sanford

Bold floral, very good for a large traditional hall



Archibald Holmes

All over three-tone for restful, spacious effect

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COLOR DESIRED

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STATE

Do you know the Pewter



it was well established and regulated in the thirteenth century. Many famous names are to be found among the early French masters: de Bruges, de Braincon, Boulangier, and the greatest of them all, Francois Briot.

But one can hardly hope to find the work of these great

Pricket candlestick, 17th century; Aiguille spouted wine flagon, 18th century

masters outside of museums or collections formed many years ago. The pewter lover of today must be content with the pieces of the eighteenth and early nineteenth centuries to form the bulk of his collection and must consider himself indeed lucky when Dame Fortune places an exquisite piece of seventeenth century pewter in his way.

The rapidly growing interest in the collection of pewter during the last quarter century has stimulated its reproduction and faking. The European continent has been scoured for damaged old pewter, metal of poor quality, and pewter in forms that are not readily salable. Tin is frequently added during the melting process

F. M. Demarest

of France and Switzerland?

ELYSE SALIGNAC RUSHFORD

TOUR the world, stop wherever antique collectors are to be found, and you soon learn that most of them prefer the ancient arts and crafts of their own country. But even the collector of American pewter may find pleasure in embellishing his treasure shelves now and then with a good piece from the Old World. To collectors may be added a myriad of "pewter appreciators," those who are not collectors in the true sense of the word but who acquire pewter from time to time because of its pleasing form or its decorative value. And to all these the pewter of France and Switzerland has much to offer.

The making of pewter must have been an early craft in France, for

to improve the mixture, and the metal reappears in the form of platters, flagons, or soup dishes. In some of the shops these pieces are honestly labeled as reproductions, but in others they are cleverly "antiqued" and sold to the inexperienced buyer, at high prices, as genuinely old.

The polishing of old pewter is, and probably always will be, a much discussed question among its owners. A true patina, the result of disuse through many decades, is one of the best possible evidences that the piece is an old one. But the dull leaden color of the patina is not a thing of beauty and, having given its testimony of authenticity, is better removed. Only by cleaning and polishing may that soft brilliancy

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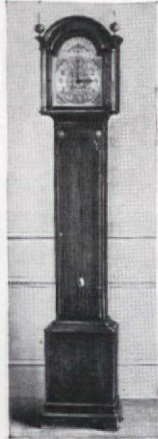
which pewter alone can attain be made to reappear. Furthermore, polishing definitely prevents that insidious destroyer of old pewter, corrosion, and keeps it in excellent condition.

A knowledge of French pewter marks is not only important in establishing the products of that country but may aid in determining the region in which a piece was made. According to law the pewterer was required to "strike" his wares with his own personal or individual mark. These marks were recorded at guild headquarters on leaden touchplates. The marks of the earlier pewterers are generally in the form of an oval or circle containing an emblem or device and the maker's initials. There may be a date, which generally indicates the year in which the maker of the "touch" became a master. Later, in the eighteenth century, the full name of the maker began to appear and frequently the name of the town in which his shop was located.

Besides the touch mark one generally finds a second mark indicating the quality of the pewter of which the piece is made. Roughly



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Early 18th century cimare, a crucifix surmounting a container for holy water, and a chalice for use in the Mass

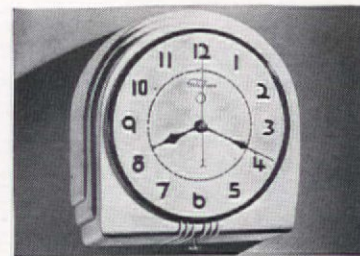
speaking, there were three grades of pewter permitted in France: fine, medium, and a comparatively poor grade—the common. The finer grade was frequently indicated by the letter F, and the poorer mixture by the letter C. A very fine grade of pewter would be shown by two F's placed back to back with a crown above them. An emblem, the arms of a town or its name may appear in the mark and frequently a date. This date rarely indicates the year in which the piece was made; it is more likely to refer to some



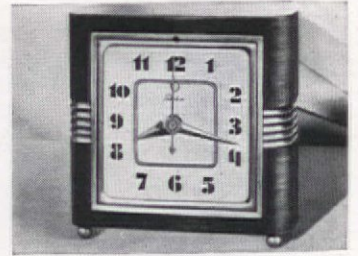
KNICKERBOCKER is an interesting new design in the early American tradition. The brown wood case has an inlay of lighter wood and a gold-colored top ornament. Almost a foot high, this graceful clock is a splendid gift. Priced at..... **\$9.95**

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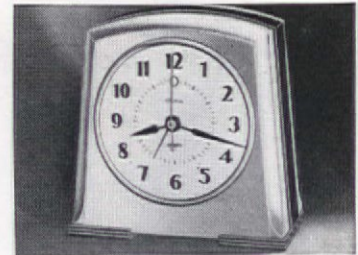
BUFFET is a handsome wall clock for the kitchen, pantry or bathroom. In ivory, white, green, black, blue or red colored plastic cases, to match the color scheme. Modestly priced at..... **\$3.50**



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law or ordinance under whose regulations the pewterer was working at the time the piece was wrought. Other common marks on French pewter are the crown and rose, the pewterer's hammer, and the fleur-de-lis. Quality was sometimes indicated by words as *fin*, *etafin fin*, or *etafin d'Angleterre*. It is rarely that one mistakes the identification marks of private or institutional ownership or the punch mark of government inspection for the individual marks of the pewterer.

Much of the better Swiss pewter is so typical of the country that it

may be recognized with very little difficulty. Yet, if one traces the development of the various types, he will find their origin in one of the several countries by which Switzerland is surrounded. Of paramount interest are the flagons, whose marked variations of form and detail depend largely on their cantonal origin. Spouted flagons are eagerly sought by collectors and pewter lovers and thus are frequently reproduced. The fact that many of the ancient pewter moulds have survived and have fallen into the hands of the unscrupulous should lead to very careful selection in the purchase of the rarer types of Swiss pewter if one is to be sure of getting the genuine article.

Of particular interest among the spouted flagons are the council



From 17th century
France come this
soupière, broad-rim
plate, candlestick



Teaspoon holder, sacra-
mental cruet, cake dish
and candlestick are all
Swiss and 18th century

flagons. Some were in use as early as the fourteenth century, and practically all of the authentic examples known today may be seen only in museums or in well-known collections. The long-spouted Bernese flagons, with a supporting bar between the body and the spout, are the most common type to be found at the present time. Many of the Swiss wine-cans are spouted, and the end of the spout is frequently protected by a small hinged lid. The Zurich bell cans are the type most frequently encountered at the present time, odd shaped affairs with engraved decorations and small applied shields on one side in which may be found the owner's initials and a date.

A more unusual form of spouted flagon is the biberon, which at various times has been wrongly classified as nursing or invalid's bottle,

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Sturdy **FIRE DOGS**

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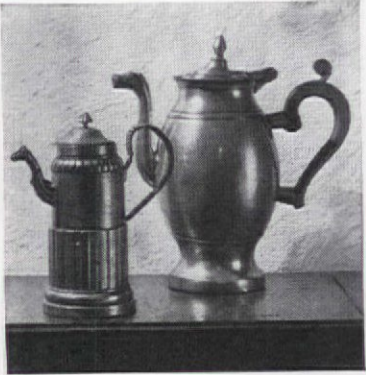
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lamp, and teapot. In reality the biberon held the family drinking water and hung from an iron support at what might be termed "mouth's reach" from the floor. The smaller sizes were for the children and were probably placed at a lower level.

Among the many types of flagons without spouts, those from the canton of Wallis, or Valais, are perhaps the most distinctive. Though there may be considerable variation in the form and size, the presence of the characteristic ram's head thumbpiece on the lid stamps a piece as from



Chocolatière on the left is a Louis XVI piece. Cafetière is 18th century, also French work

this canton. Generally this decoration represents the heads of two rams facing in opposite directions; sometimes a third head may be present, placed between the others. An interesting variation of the Wallis flagon carries a chain handle, also of pewter.

Swiss pewterers of the past have produced many fine examples of the wall fountain, or



Teapot and matching salt are Swiss rococo, 18th century

lavabo, consisting usually of a basin for washing and a storage tank to hold the water supply. Some of these are quite plain and came from the homes of the country folk. Others give evidence of superior workmanship with elaborate decoration and reservoirs of fanciful form. Spe-

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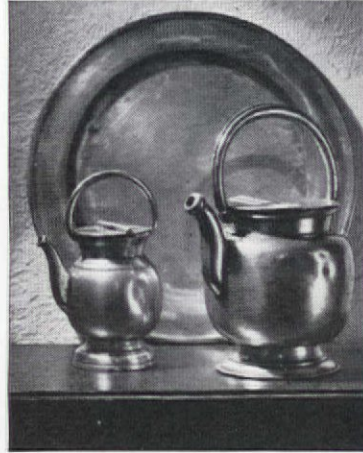
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cial supports were fashioned for some of the fountains, carved backboards with shelves for the basins in many instances, in others veritable pieces of furniture in which the fountains were incorporated.

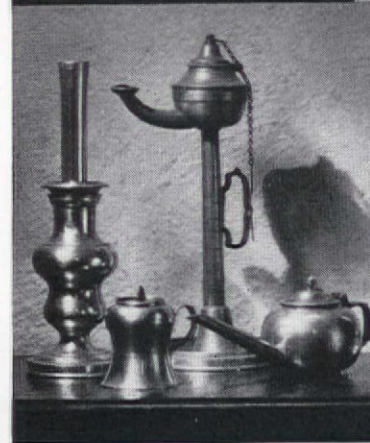
Aside from its marks, the ordi-



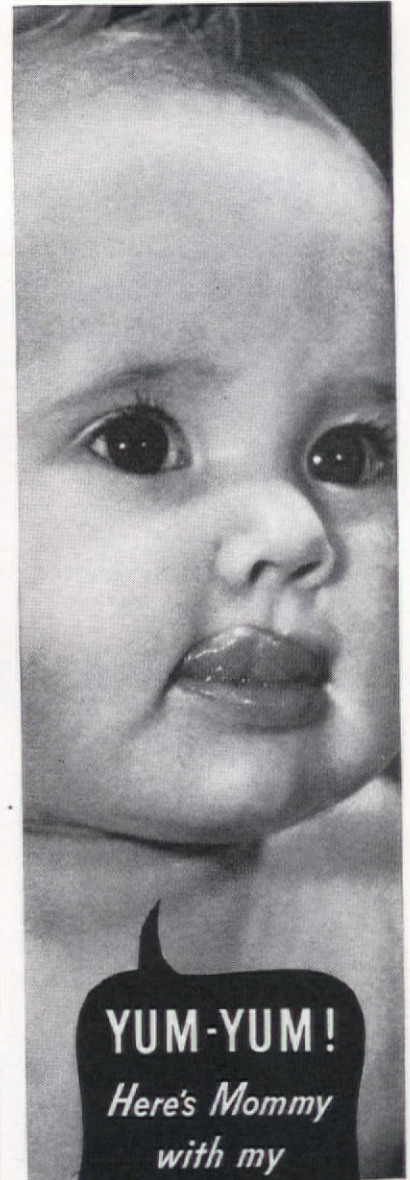
Platter and oil flagons are French pieces, 18th century

nary tableware of Switzerland differs but little from that of its neighbors. Styles developed and passed on, as they did in all countries where pewter was extensively used. Types comparable to those known in France as Louis

An 18th century candlestick, Louis XV vegetable dish, and very rare Louis XV soupière. Below, 18th and 19th century lamps and (right) lamp filler



XIV and Louis XV were well developed by the Swiss pewterers. Fine examples of Swiss rococo may still be found with pleasing frequency. The chocolate pots and creamers are particularly pleasing and the spoonholders unusual. All the pieces are worthwhile additions to any collection.



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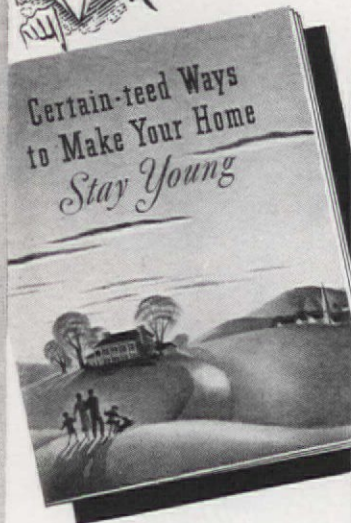
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Attic stairs stowaway

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HOFFMAN VACUUM VALVES
MORE HEAT FROM LESS FUEL

ANY time my wife opened the door to our attic stairs, boxes fell on her, the vacuum sweeper tube came down bumping the bumps, the carpet sweeper handle rapped her shins. To get up the stairs meant stepping over mops, brooms, polish bottles, dust cloth boxes. They were there only because there was no other place for them in our five-room and attic home. So our "stowaway" for cleaning equipment, the unit shown in diagram on the opposite page, came into being.

As a first step I measured the stair wall and then bought a stock \$1.25 sheet of three-ply paneling, 4'-0" x 8'-0", from a lumber yard. I determined that thirty-six inches would be wide enough for our equipment and cut the board to this width, fitting it to the slanting stair base-board. I cut the height of the board to ninety inches at the edge next the attic door. So there was the plywood board shaped to fasten on the right stair wall.

Next came the work of placing the handles, supports, shelves for equipment. These were made so that none extends more than four inches from the wall. For the dust mop, carpet sweeper, yard stick, and whisk broom I used finishing nails without heads; I gave these nails a strong base by applying squares of plywood to the original 1/4" thick board. Wooden pegs, turned on a lathe, were fastened in for the rug cleaning vacuum apparatus and three pegs were installed along the top of the board for the sweeper hose. I turned larger pegs, 1 1/4 inches across, to fit inside measurements of three sweeper attachments and hung a

fourth on two nails. A broom handle, sawed in sections, would be equally adaptable for pegs if fitted to your vacuum attachments. The business of figuring out the proper sizes and locations for these handles and pegs is pretty much an individual problem since it depends on the sizes and shapes of the tools to be stored.

The plywood I had left from the board now came into use for

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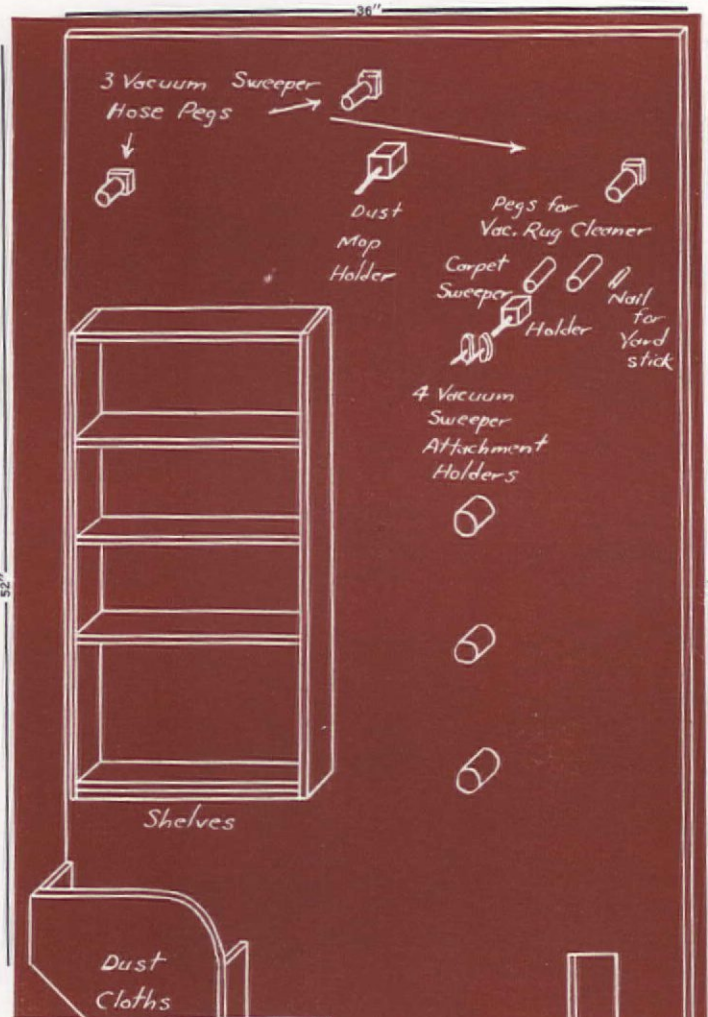
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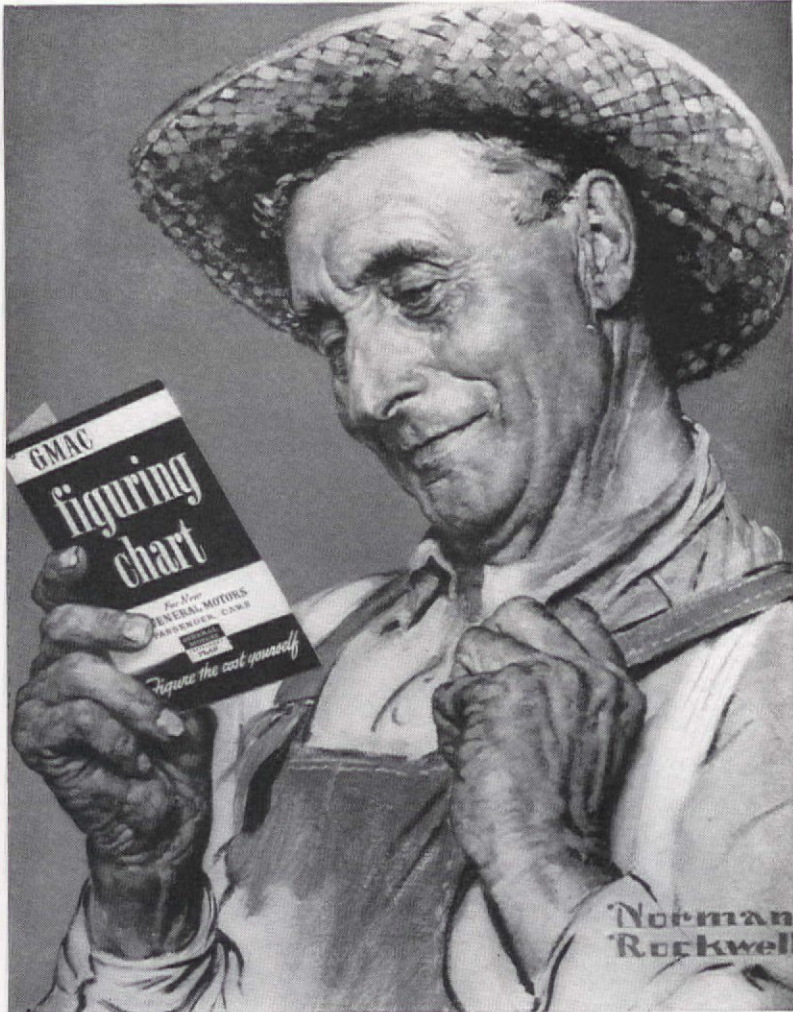
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CASCO AT ALL HARDWARE STORES
CASEIN GLUE • IN CANS • 10¢ TO 65¢
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building four shelves, fourteen inches wide. The bottom one is ten inches high for furniture polish bottles; the other three are six inches high. Two thicknesses of plywood were used to give strength to the bottom shelf. A dust cloth box, open on top and front for easy access, was located below the shelves. Box and shelves were glued and bradded. All wooden pegs were held from the reverse side by single, flat-headed screws, countersunk flush and glued. Then, after I had cut out a hole for the light switch, the board was ready to be mounted on the wall. I sounded out the wall joists and, locating two strategically placed, screwed the board to them through six holes.



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To make this easy, we offer you the New GMAC Figuring Chart. This chart shows you in dollars and cents exactly what your financing cost is, based on the amount of time you want and the amount you wish to pay monthly. Within a few minutes,

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Then you can compare the cost of the General Motors Instalment Plan with that of any other plan and see how it saves you money.

Note, too, in the chart, the various forms of insurance coverage which are included in this plan—to protect your car and assure your peace of mind.

Your copy of the GMAC Figuring Chart is waiting for you. Send the coupon today.



Get this Chart
NO SALESMAN WILL CALL

GENERAL MOTORS
You know what you get You know what you pay
"Open Book"
Instalment PLAN

This plan is available only through dealers in CHEVROLET • PONTIAC • OLDSMOBILE BUICK and CADILLAC cars

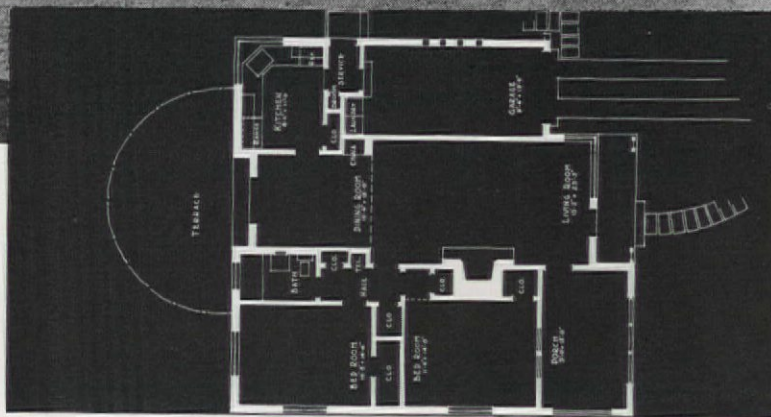
General Motors Acceptance Corporation
1775 Broadway, New York AH-1

Please send me without obligation copy of the GMAC Figuring Chart for 1941 car checked below.

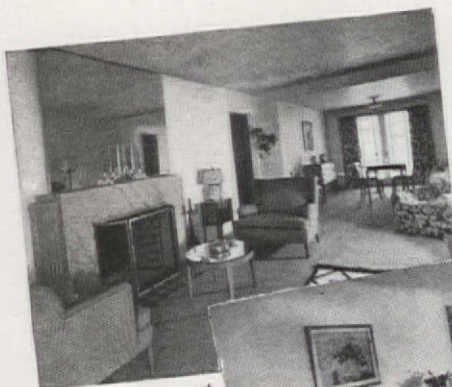
CHEVROLET PONTIAC OLDSMOBILE
 BUICK CADILLAC

Name _____
Address _____
City _____
County _____ State _____ U. S. A.

Miami Beach home of Mr. and Mrs. W. H. Stubblefield



PINK ROOF, WHITE WALLS



F. M. Demarest



ROBERT F. SMITH
Architect



BRIGHT, fresh color was the thing which took our eye and breath when we first arrived in Florida from the Middle West, so we built our home with a coral pink roof and hung sunny yellow awnings against gleaming white stucco walls, with overhanging roof eaves for additional protection. Inside, we used apple green, chartreuse, butter-yellow, pink, turquoise, dubonnet, brown, and white in fabrics and furnishings. Against a tropical setting of scarlet bougainvillea, flame red hibiscus, green palms, and azure sky the effect is buoyantly bright and gay always.

All rooms are cross-ventilated and compactly planned but we aren't squeezed for space. There is generous living room extending from front door to a rear garden terrace; the dining area is included in it but clearly marked off by a lowered ceiling and less room width. Walls here are pinkish off-white, carpeting is oatmeal tone, sofa is chartreuse, furniture is blonde Swedish modern, linen hangings are in white, chartreuse, dubonnet, and violet—the color scheme of the room. A screened living porch done in rattan furniture with yellow and green sailcloth, right off the entrance porch, is additional "loafing" space. A red and white kitchen with a wall-space-saving corner window is behind the front garage. Guest bedroom: California style, off-white furniture, peach, turquoise. Our bedroom: Swedish modern, apple green, yellow.—Mrs. WILLIAM H. STUBBLEFIELD

Martex Gift Sets

offer you...



PICNIC BASKET—7 Piece Set



MEXICANNA—5 & 6 Piece Sets



BUTTERFLY BOX—7 Piece Set



MIRROR BOX—5 & 6 Piece Sets



TULIP BOX—4 Piece Set



MAGAZINE RACK—7 & 8 Piece Sets



HAMPER—26 Piece Set

Martex
BATH TOWELS, DISH TOWELS
AND CHENILLE MATS

the loveliest of towel ensembles neatly gift-wrapped in gay and useful containers . . . Gift Sets that can't help but delight the lucky women who receive them because Martex Towels are recognized as the finest that money can buy . . . *And they're practical too*, because all Martex towels are made with the long-life, plied yarn underweave that gives extra years of wear. Right now department stores and linen shops are displaying Martex Gift Sets in a tempting variety of patterns and colors. Prices start at about \$1.25 for three piece sets. Wellington Sears Company, 65 Worth Street, New York City, New York.

This month it's



"papa" & "baby" holiday tables

F. M. Demarest

WHATEVER you do at the holidays, and whenever that lovely breath-taking season starts for you, somewhere in its duration comes that one grand get-together, the family dinner. There is just something lavish in the sound of the words that ought rightfully to be reflected in the whole party, from the first part of it, the setting of the table, right through the menu, which no longer, thank heaven, has to be actually so long that you are worn out with trying to circumvent it. Each year every one says, "Well, the holidays are so short, and this year of all we need to cling to the traditions." That is quite true this year and every year we need to cling to the traditions that are back of the holiday festivities; we need to remember the simple things that make holidays for and with the family real affairs to wrap themselves forever around the memories of every person, man and boy and beast, who gets a chance to come to the banquet board. In our family the beasts are part of the decoration almost, being the family dogs and cat, of course, who have to have their share of the fun.

That is the main idea of our tables this month, a share of the fun for everybody. All of the stuffy family parties of your own childhood may come dragging to mind and make you wince at the thought,

and that, you will agree, is too bad. One of the gayest and easiest tricks to solve that little problem, and still give you the silly sentimental feeling of a family party, is to give the kids their heads, a little, and make them feel their own importance. It is a grand time, incidentally, to instill a little sense of an "occasion" quietly into even the youngest, a practically painless way of introducing manners to even the most sluggish consciousness.

For the big family party, whether you have yours at Thanksgiving time and a small repeat at Christmas, or whether you borrow from the French and go in for one tremendous whoosh on New Year's Day, this business of having to stretch the dining room all out of shape or else have the table extended by adding a couple of card tables, propped up and leveled by the Encyclopedia Britannica and packs of paper matches, is all nonsense. The wrong people always have to eat on the cracks and books slip out from under the most active children at exactly the wrong moment.

Our favorite solution is a "papa" table, obviously for the adults, and a replica of that table, a "baby," to match. You can set your big table as beautifully as you like. Ours we are pretty fond of, in all its elegance and yet family niceness and simplicity. When we

At the Toll House



HAM SLICES BAKED IN SPICY CIDER

... AND THE HAM IS

SWIFT'S PREMIUM



From Duncan Hines'

"ADVENTURES IN GOOD EATING"

... the famous directory of fine eating places along the highways of America

WHITMAN, MASS.

The Toll House

Route 18—20 mi. S. Boston to New Bedford. Open all year. On each trip I enjoyed a dandy meal at this remarkable place. . . . Its furnishings . . . excellent food, pleasing service . . . delightful host and hostess . . . make it one of my outstanding favorites . . .

AT FAMOUS eating places, in homes from coast to coast, the ham that's preferred is Swift's Premium.

Why? Because it tastes so grand. Swift's secret Brown Sugar Cure, Swift's special Smoking in Ovens, impart a mildness and rich mellow tang no other ham can match. And with that captivating flavor there's spring-chicken tenderness, too.

Whenever you serve ham, enjoy the kind that's America's favorite. Tomorrow—for a very special treat—bake a slice of Swift's Premium Ham the Toll House way, in cider.

The ham America votes best!

In a nation-wide poll made by the Psychological Corporation, thousands of women were asked "What's the best ham?" Swift's Premium won decisively in all sections and in all income groups.

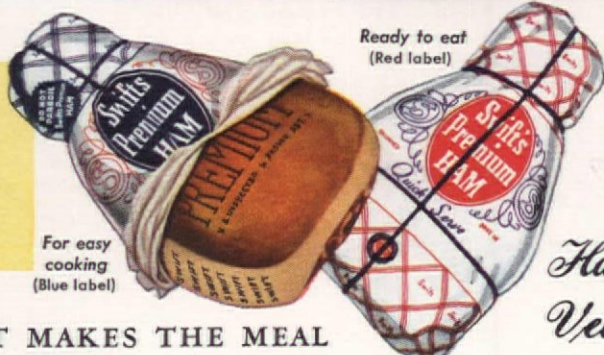


TOLL HOUSE HAM IN CIDER. Place a 1½-inch slice of Swift's Premium Ham in baking pan. Mix ¼ cup brown sugar, ½ tsp. ground cloves, ½ tsp. dry mustard and sprinkle over ham. Add 1 cup sweet cider and bake in a slow oven (325° F.) 1 to 1½ hours. Thicken liquid with 2 tbsps. flour; serve with ham. A good accompaniment is wedges of squash which have been sprinkled with brown sugar and ginger, dotted with butter and baked in the same oven as the ham.

SAY SWIFT'S PREMIUM FOR THE FINEST MEATS:

*Ham · Bacon · Beef · Lamb · Poultry
Veal · Frankfurts · Table Ready Meats*

Unmatched flavor from Swift's secret Brown Sugar Cure and Special Smoking in Ovens!



For easy cooking (Blue label)

Ready to eat (Red label)

Copyright, 1940 by Swift & Company

REMEMBER, THE MEAT MAKES THE MEAL

"Gingies" will make it a Gayer Christmas!

Why not give away boxes of Gingies for Christmas? You'll make a hit!



Surprisingly Easy to Make . . . assuming you use this flour Certified to Produce Top Results!

BOYS AND GIRLS (young and old) will scramble for them—go about munching them till they're all gone!

These old-time molasses cookies are as easy to make as they are delicious. All you have to do is follow the simple Betty Crocker recipe in your sack of Gold Medal Flour. (Includes pattern for tracing shape of "Gingerbread Boys.")

The recipe is "keyed" to Gold Medal Flour. For the proper moistness, tenderness and flavor you will find it most wise to use this flour!

Use Gold Medal "Kitchen-tested" Flour in all your bakings! Don't make the mistake of using

cheap, untested flours that may be unreliable!

When you use Gold Medal Flour and Betty Crocker recipes you may expect top results. This flour is made by millers who have the largest combined experience in the business. Each batch undergoes elaborate domestic science tests to confirm its reliability.

Do you wonder that more women use it, by far, than any other brand? Why not try a sack? General Mills, Inc., Minneapolis, Minn.

Listen to "Betty Crocker" Wed. and Fri., "Hymns of All Churches," Mon., Tues., Thurs. Consult your local newspaper for the time and station.

Holiday Hilarity gets a BOOST!

Try this brilliant "Betty Crocker" contribution to holiday merriment. Get a sack of Gold Medal Flour and pounce immediately on the recipe for Gingies you'll find inside the sack. Make a note to get these ingredients:

- | | |
|------------------------------|----------|
| Shortening | Allspice |
| Brown Sugar | Ginger |
| Molasses (black New Orleans) | Cloves |
| GOLD MEDAL Flour | Cinnamon |
| | Salt |
| | Soda |

CREAM the shortening, add the sugar gradually, then cream thoroughly. Blend in molasses. Sift the Gold Medal "Kitchen-tested" Flour with spices and salt.

Complete Recipe in Sacks of GOLD MEDAL

The complete recipe for Gingies is found in the sacks of Gold Medal "Kitchen-tested" Flour now. It tells you how to make both the "Cartwheels" and fascinating "Gingerbread Boys." Many other recipes in sacks too. Get a sack of Gold Medal Flour today.

DOZENS OF RECIPES IN SACKS IN YEAR

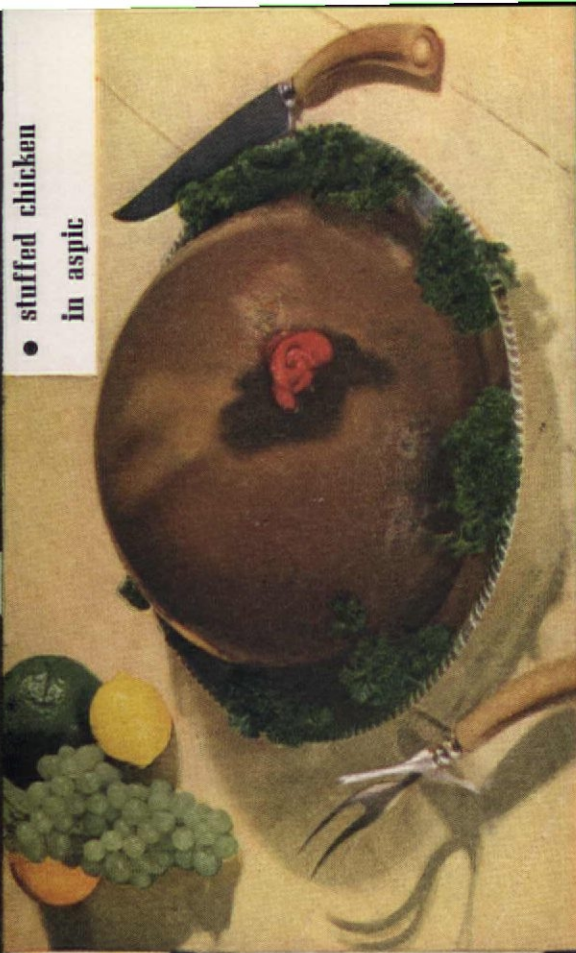
Did you know that many more women use Betty Crocker recipes in Gold Medal Flour than any similar type of recipes? Women pronounce them outstandingly reliable! A new selection of recipes is packed with the flour every eight weeks.

Eventually
Why Not Now?

Gold Medal "KITCHEN-TESTED" Flour

"Kitchen-tested" and "Betty Crocker" are registered trade marks of General Mills, Inc. Copr. 1940, General Mills, Inc.

● stuffed chicken
in aspic



● roast fresh ham
mushroom stuffing



Recipe printed on back of each photograph

got this one arranged, with every last candle in place, grapes and carrots and lemons and eggplant shining with equally polished luster, then was the time to put the two card tables together. There was no hitch there; they are of the same height anyway and don't have to be propped to anything. The little cloth to cover them is exactly like the big shining white one, except that it is a jolly yellow, and where the papas have pretty grand plates with gold and blue because holidays and families together make about the dressiest parties you can think of, the babies have blue too, but not fancy.

The baby table can be put in the living room, if you wish, or completely away from parental eye, provided of course you have the kinds of angels who can be trusted not to wreck the place. But wherever it is, it must have the same look of splendor, the same feel of

elegance and general whoop-la that the big table has. Have great masses of fruits and vegetables from one end of the table to the other, as a centerpiece, with huge fat white plumbers' candles set right down on the cloth all amongst the fruit—and do have lots of them. Where the papa table has beautiful silver appointments, ashtrays and cigarette holders included, the baby table has shiny new cooky cutters stuck into the fruit, just for glitter and sparkle. Where the papa table has goblets and gold decorated plates, the baby has straight water glasses and simple plates of a lighter color.

We had a simply grand time setting these tables and taking their pictures at Gimbel's in Philadelphia. We wanted to have very grand food for our holiday feast and we wanted the baby table to have fine fare, too, but of course simpler than for adults. So we decided to do a huge stuffed fresh ham, you know, with mushrooms all brown and crackly, and serve it with all the trimmings, icy cold apple sauce, for instance, or grilled pineapple. And for the baby table, when something simpler might be better, we did a chicken that is a glory to behold. Turned out in aspic with a rose on its breast, a whole red rose that shows through the aspic, there is the chicken, stuffed with noodles—good as he looks, too.

If it strikes you that we went to much more trouble for the children, it is because they love it so when you do; they will eat like young horses if the food looks as pretty and grown up as this does.

When we did these tables at Gimbel's it was almost as good as a real party, and we had a marvelous time being let behind the scenes in their huge kitchen. They took our very own recipes and made them up down there for the pictures and then had their chef pose, too, admiring his handiwork, as well he might.

We have steered completely away from a set "theme," either Christmas or Thanksgiving, on this table, because the sort of thing that general holidays ought to mean has very little to do with any set orange and bronze or blue and silver theme. If you have always thought of gold and white and general magnificence as the only sort

Drawing by Lollo Offer





New Research Proves Brer Rabbit Molasses is RICH in IRON

Why not give them
Molasses EVERY DAY?



Children love to get their iron from delicious Brer Rabbit Molasses—especially in a molasses Milk Shake, made by mixing one or more tablespoons of molasses with a glass of milk.



Your child gets extra iron in every molasses cookie or piece of gingerbread. These delicious desserts contain the full iron richness of the molasses. All of it is retained in cooking.



**BRER RABBIT
NEW ORLEANS
MOLASSES**

comes in two flavors to meet all taste preferences. If a dark, full-flavored molasses is desired, ask for Green Label. If a light, mild-flavored molasses is wanted, ask for Gold Label.



GROWING CHILDREN need an abundance of iron. And, unfortunately, a number of the foods in the average child's diet provide very little iron or supply it in a form that the body cannot use fully.

But now, in a delicious, inexpensive food—scientific research has found a rich and reliable source of iron which can be used by the body. Recent scientific tests—all made with Brer Rabbit New Orleans Molasses—have proved that:

1. Brer Rabbit Molasses is second only to beef liver as a rich food source of iron.* 3 tablespoons of Brer Rabbit Molasses will supply about one-third of your child's total daily iron requirements.
2. The iron in Brer Rabbit Molasses is from 80% to over 90% available for use by the body, depending upon the grade of molasses. This iron is natural to the molasses—not added.

*"It is apparent . . . that of the foods reputed to be excellent sources of iron, only liver compares favorably with molasses . . . It appears . . . that molasses . . . is, moreover, the most inexpensive food source of iron." (American Journal of Digestive Diseases)

So why not give Brer Rabbit Molasses a regular place on your grocery list and add more iron to your family's daily diet?

FREE COOK BOOK: Over 100 ways to use molasses—in gingerbreads, cookies, cakes, breads, main dishes, desserts, puddings, ice cream, candies. Colorful, washable cover! Mail coupon below!

.....

PENICK & FORD, Ltd., Inc.
New Orleans, La., Dept. A-10

Please send my copy of Brer Rabbit's new cook book, "Modern Recipes for the Modern Hostess." It's FREE.

Name _____
(Print name and address)

Street _____

City _____ State _____

.....

Copyright, 1940, by Penick & Ford, Ltd., Inc.

● roast fresh ham with mushroom stuffing

1 fresh ham, boned, 10 to 12 lb.
Salt and pepper
Mushroom stuffing (recipe below)

WIPE meat with damp cloth; sprinkle with salt and pepper. Fill with stuffing, roll and tie securely. Place fat side up in uncovered roasting pan on a rack, inserting meat thermometer into center of leg. Roast according to—
Method I—Seal in very hot oven (450° F.) for 30 minutes then reduce temperature to 325° F. and roast, allowing 40 minutes per pound (for boned rolled roasts) or until thermometer registers 185° F. for inside of meat.
Method II—Roast in moderate oven (325° F.) allow 40 minutes per pound or 'til thermometer registers 185° F. for inside of meat. Remove rind, score, sprinkle with brown sugar, return to hot oven (400° F.) for 30 minutes.

mushroom stuffing
4 cups soft breadcrumbs
1 teaspoon salt
Pepper
1/2 teaspoon powdered sage
Sauté onions in melted butter; combine with other ingredients and mix well. This makes 4 cups stuffing, enough for 10 to 12 lb. ham.



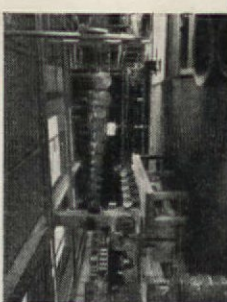
Gimbel's chef and our home economist

● stuffed chicken in aspic

1 stewing chicken (4 lbs. dressed)
Salt to taste
Parsley
Red rose

FOLD neck and wings under chicken and tie feet together. Cover with water, season, and cook very slowly (2 1/2-3 hours) until tender. Cool in broth, remove and cut string from feet, being careful not to break the skin.
Cook noodles in boiling salted water, combine with other ingredients, and stuff chicken. Cut small slit in neck of chicken and insert bouquet made of parsley and rose and 6 or 7 inches deep. Oil bowl slightly before using.
Note: For mould use large mixing bowl with rounded bottom 13 inches in diameter and 4 qts. chicken stock (made with 8 bouillon cubes), and 6 1/2-oz. packages of gelatin. Pour 1/2 inch aspic into mould, let harden. Place chicken in bowl, breast down, pour in aspic to depth of 3 inches, let harden. Then fill bowl with remaining aspic—the chicken should be covered. Chill until very firm, unmould on a large chop plate and garnish with parsley.

Gimbel's, Philadelphia, kitchen



Tested in THE AMERICAN HOME KITCHEN

Tested in THE AMERICAN HOME KITCHEN

Photograph printed on back of each recipe

of thing that could be used on a very grand table, look again at these; they have a feeling of abundance, and yet there is not an orchid to be seen. They have a sense of light and lavishness, too, without either crystal or silver candelabra. They are sort of blue and golden in feeling without breaking anyone's neck to emphasize the color scheme. And, most important to us, they are definitely thrifty and harvest-y tables without being in any way cheap or just "put together" looking. This is the kind of thing we think you can do with the things at hand and a little thought about their assembling. Maybe it is just a rush of holiday feeling to the head that is needed; maybe it is nothing more than wanting a family affair to be a party.



SANTA'S GOT BRIDES ON HIS MIND!

DID you ever see such a year for brides? And every one will love a gift of Rock Sharpe Crystal. There are over 500 patterns of stemware in the Rock Sharpe Crystal collection. A style to fit any decorating scheme and a wide range of prices. Match and add for her, or start a set. Goblet shown is *Oradea* (65c to 75c depending on locality). All good stores carrying stemware carry Rock Sharpe Crystal. For illustrated folder write Sharpe, Inc., Dept. A-9, Buffalo, N. Y.



Rock Sharpe Crystal

HAMMERING A NAIL sounds easy—but do you know how to do it so the plaster can't collapse and the picture fall on your head? I've discovered two very simple success formulas. First, try to center the picture on a stud (directly above nails in base-board) because this gives extra support. Then heat the nail by holding it in a pair of pliers over range, and it will go through the plaster smoothly.—RALPH LEWIS



CHARITY this Christmas means more than it usually does. It means really doing something about the seals that you get to put just everywhere. Make them all the Tuberculosis Seals, and use them with a generous hand. And when

you are buying cards, let them be some of the really beautiful ones that will send medical aid to China which so desperately needs your help. (American Bureau for Medical Aid to China, 57 William St., N. Y. C.) They will tell your friends your Christmas wish even better than the casual ones you can pick up just anywhere. This year, of all years, let your charity start and continue with even such trifling things as your Christmas cards and seals. While they seem very small items, and are, they can really do lots of good when piled up in great numbers.

CHRISTMAS SEALS



what SCOT TOWELS do for 1¢ a day

- Drain breakfast bacon
- Wipe grease out of pan
- Scrape dishes before washing
- Take scraps out of sink
- Clean top of stove
- Wipe out ashtrays
- Wipe hands after cleaning car
- Catch baby's orange juice
- Flour your fish and cutlets
- Wipe up spilled grease
- Pick up broken glass



Cleaner, sudsier dishwasher!



Easy to keep stove clean!

ANYONE who uses ScotTowels will tell you what a *real bargain* they are! For a penny a day ScotTowels do a dozen kitchen jobs. Do them more easily, more quickly. And there's nothing to scrub out afterwards!

Put ScotTowels in the bathroom, too, and save your good towels from the children's grimy hands. Sealed against dust and handling. 150 snowy-white, absorbent ScotTowels to a roll! Get a handy holder, too—your choice of pale green, ivory or red. At grocery, drug and department stores.

SEALED FOR SAFETY



Copr., 1940, Scott Paper Co. "Tear-Easy" Trade Mark Reg. App. for



VERA G. PAYNE

I'm a

ARE you a pushover for itinerant peddlers who knock at your door? Then this is right up your alley. I am a "yes" woman. Three hundred and sixty-five days of the year this eternal struggle—to buy or not to buy—is with me, regardless of weather, holidays, or the children's measles. It always ends in exactly the same way: me, reaching for the salesman's little book, and signing on the dotted line. I can never say "no." I am virtually the magazine solicitor's joy.

Once, I set out to curb my acquisitive instinct. I would outsmart the agent. I saw him coming and hid in the bedroom closet—I nearly suffocated. This was no salesman, but a demonstrator, from whom I had so cunningly withheld my gracious presence. And he gave away a large size package of soap chips! Easy on your hands—grand for lingerie. It would even pinch-hit for your favorite shampoo. This taught me a lesson. I no longer hide. I



Gracious, Mary!
Are you going
into the glass-
ware business?

No, Mother. But Fostoria is
so smart... and inexpensive...
I bought it for everyone!



Crystal Cues for Christmas well within your Christmas Budget

Come now! Let's glamorize this Christmas! Of course, practical gifts. But let them be lustrous, too! That's where crystal begins; gleaming beauty with a practical application. Then let it be Fostoria, the crystal that everyone adores. Smart, *inexpensive* accessory pieces or complete service sets, whatever your choice, if it's Fostoria, every gift-getter will say, "This is the prize of them all!"

WHEN SHOPPING... you'll find Fostoria assembled in radiant splendor on Christmas counters everywhere. Or write for illustrated leaflets. Fostoria Glass Co., Desk 426, Moundsville, West Va.



"yes"

go forth bravely to meet the enemy, whoever he may be.

There was one other occasion on which I hid—this time from a lady selling hosiery. I hid in the shrubbery. She found me—to my horror, and her surprise. Since she was a home-town woman I mumbled some inane excuse, and—I bought three pairs of hose which I didn't need!

For fifteen years this has been going on. Each New Year I swear a firm resolve: To all salesmen and solicitors who get past the bull dog I will say "No!" I shall be bulwarked with my own sales talk. I have a good one. My husband has spent many moons building up my resistance. Our living depends on home merchants. Why contribute to outsiders who never contribute to the local merchants? It is good, sound reasoning. When salesmen come to the door I shall explain all this gently, but firmly. I patronize only home merchants. It is the loyal thing to do. Be-

this dollar might be placed to best advantage. Garden seed! That was it! I would invest in good vegetable seed; later my crop would be harvested and placed on the shelves in my cellar.

Then I remembered. This was the day the lady was coming with the super-bargain in extracts. I owed her 99 cents. Well, should I pay it or should I remain in the privacy of the bedroom? Perhaps I should say that in this terrible emergency I wouldn't be using extracts. When she left, I had a penny, shiny copper. I looked at it a long, long, time. The question of "How green was my garden" dried up right there. This experience, I vowed, would surely teach me a lesson—but it didn't. With the opening of the banks came the opening of my gates, and the advent of college boys. Surely I wouldn't want to keep a poor boy from getting his proper education? Of course not. My loss was always the college boys' gain.

Then take super-special crockery. Or never-wear-out cooking utensils. Not a vitamin lost in all their thousands of pots and pans. Assure you of never-scorch apple sauce and so on. All these blessings come through the invitation supper—or breakfast. The agent will cook either.

The times I've glowed at the thoughts of going out to dinner. You know, "We'd love to come." We go. There are several other couples and the salesman puts on

the supper. Suavely, he turns toward me. Would I like to have him come out next morning and cook our oatmeal, bacon and eggs, or fry pancakes—I need not turn my own lily hands?

I open my lips to

woman!

sides, they are always nice about extending credit. The itinerant salesmen always demand a deposit before delivery!

Heaven knows I am earnest in my desire to keep this noble resolve. And then, somebody slips past the bull dog; I never know how. Certainly I do not rush forth to meet him with outstretched arms. He shows me his line. Time passes—as do the pennies in my purse.

Once, I was almost cured. It happened back in the days of the bank holiday. My husband set off for work. Soon he called back to say: "The bank is closed." He worked in the bank! And that was the morning I always paid bills. I had on hand the full sum of one dollar; altogether, in a bill. Nobody, that blue Monday morning, knew when we'd see another dollar. You remember how many times you spent your spot cash that week before actually letting it slip through your fingers. So I pondered the ways that

take the bait, hook, line, and a dozen Super-Vitamin-Saving pans.

I glance at my husband. Something tells me I will continue preparing breakfast as usual. I glance at my hostess. Her icy stare tells me what a heel I am.

I gulp. I struggle. In desperation I burst out: "No—no, don't come. We, we never eat breakfast!" I back toward the door. My husband's strong right arm jerks me through it. Safely ensconced in the family car, he explains: "Whyn'll don't you ever learn to watch what you're getting into?"

I promise. I mean to keep my promise. The next day a salesman calls. Heaven help me! There are two ways out of this state of affairs, a large smallpox sign for my door, or a police dog for protection for my will power. We seem to be out of smallpox signs, we already own a bull dog, and so there is very little left me but my own good intentions and a stouter backbone.



CHOOSE PYREX GIFTS FROM ONE TO TEN
and your Christmas Shopping's done again!

Something nice for Aunt Em, but under a dollar? An extra-special gift for Mother? For every lady on your list there's a smart original gift at the Pyrex ware counter! Many are gift boxed. Each really is 3-gifts-in-1. See them today! "Pyrex" is a registered trade-mark and indicates manufacture by the Corning Glass Works, Corning, New York.

1 Matched set for cooking, storing, serving. 8½" casserole, pie plate cover, six 5-oz. rimless custard cups. Gift boxed \$100

2 This smart all-glass double boiler cooks everything perfectly. You can always see what you're cooking. 1 quart \$345

3 New all-glass saucepan! Resists stains and discoloring. Detachable handle for serving. \$195 storage. Three sizes. 1½ qt.

4 This lovely crystal cake dish with handles bakes light and fluffy layer cakes faster! Also fine for steaks, chops, and other baking. Priced at only... 35¢

5 This 9-piece "Economy" set includes 9½" pie plate, six 4-oz. custard cups, handy wire rack, 8-oz. red-marked measuring cup. Gift boxed, only... 79¢

6 Double gift! Use casserole for scalloped dishes or as a small roaster; pie plate cover bakes delicious pies. 1 qt. 50¢

7 10 piece "Service Set" includes 1½ qt. casserole with pie plate cover, 9½" pie plate, 8-oz measuring cup, six custard cups. Attractively gift boxed... \$129

8 Sparkling all-glass teakettle that will never rust or tarnish. Use as pitcher for milk, cocoa, or fruit juices. Only \$295

9 Pies taste better and look better when baked in clear transparent Pyrex brand pie plates. 4 sizes: 8½" size only... 20¢

10 11-piece "Gift Set" includes 1½ qt. casserole, 10½" utility dish, 9½" pie plate, 9½" loaf pan, six 4-oz. custard cups, 8½" cake dish. Gift boxed, only \$245

LOOK FOR THE PYREX WARE GIFT CENTER AT YOUR FAVORITE STORE

COPYRIGHT 1940, CORNING GLASS WORKS
PYREX
OVENWARE-FLAMEWARE
A PRODUCT OF CORNING RESEARCH IN GLASS

Are housewives PEOPLE?

Pleasurable exercise, hobbies, inspirational reading, some community service, and your family will find you a stimulating companion, not just a housekeeper!

STERLING THORNE

FROM morning till night in a thousand different ways mothers are called upon to "give" in a big way. The limitless vitality of the young is in itself enough to wear the average adult to a frazzle, particularly the woman who is nursemaid, cook, chauffeur, et cetera, on one pair of high heels. To every mother comes at times the disheartening realization that she has not done a very good job because fatigue has made her snappish for no apparent reason. Lots of women, however, suffer from a chronic state of weariness that is wholly unnecessary; others go stale on their jobs because they have not realized that they have to take time out once in a while, sit down and powder their noses, if nothing more restoring is at hand.

If you feel that you hate your next job—have no interest in doing it efficiently—ask yourself this question: "Is it my feet, or maladjustment of some sort?" If you decide on maladjustment, you must really start asking questions. What is actually causing the strain?



get far enough away from it to see its amusing aspect, even if the best you can manage is simply to recognize the absurdity of becoming wrought up over a minor issue. Mothers especially need to cushion their progress with laughter.

It may seem odd to advise a woman who feels tired to take up some sport. The fact is that nervous fatigue is often speedily dispelled by strenuous exercise. Tennis, badminton, golf, swimming, bicycling, will fix many a case of incipient nerves and build up resistance to disease. Housekeepers spend too much time inside. They need some of the great outdoors. Don't apologize, then, for borrowing your daughter's bicycle for an hour's run.

Relaxation comes, too, from working hard at hobbies. Develop your talents. Find an interest that is fun; if you're lucky, a creative one like painting, weaving, interpreting fine music, either vocal or instrumental, writing, sewing, embroidering, or knitting. You may have to slight some item in your household routine in order to make time. It is worth it. If a neighbor observes the dust on the living room table when she calls, you can always say as a mother of four who was a gifted painter said in a similar situation, "I'm proud of that dust. I was doing something more important this morning."

Another means of relaxation not nearly enough practiced is the quiet hour. While the babies are taking their naps or before the youngsters come home from school, shut yourself away from telephone and doorbell, all by yourself. If you don't do anything but think—or polish your nails—it has to be alone. It will help you to see straighter and think more clearly and may even get you a finer set of values.

Finally, find something so fascinating you can't resist it, outside of your home. Offer your services to the local Red Cross, for instance; join a club not alone for the sake of sociability but to help; or lend a hand to church philanthropies. You need no excuses for stealing time from your family because you will have more to give your family on your return home.



Anton Kamp

Write down the things you hate most in your life and then consider carefully what can be done about them. Perhaps you need more fun—most of us do—but more likely you need to rearrange your schedule to make time for yourself and you certainly need to approach your difficulties less emotionally, more objectively. Cultivate a sense of humor that will make life less baneful. You will handle every annoying situation better if you can



Why play second fiddle to your mother-in-law?

Her cakes, salads and desserts were never better than these
... WHEN WALNUTS HELP YOU

There! There! Why go into tantrums? When his lordship boasts about those cakes "that mother used to make," show your spunk, not your temper.

Just make up one of our new "can't miss" recipes at the left. Set it before him, and in your sweetest tones inquire, "There, darling, how does *that* compare with mother's?"

You'll win! Just see if you don't.

What's more, you don't even need *new* recipes. Merely turn out some of his special favorites—and add walnuts! It's the winning trick for any salad you know. Desserts, too, and candies—and all sorts of other tempters.

Because those crunchy walnuts really do put new goodness into any dish. Result: better looks, better taste; and compliments all around. But one more word to the wise: make sure those walnuts are Diamonds—*always!* They're the pick of the crop.

Golden Walnut Balls
Frosting:
1 cup sugar
2 egg yolks
½ cup orange juice
few grains salt
36 sponge cake cubes, ½ in. to ¾ in. wide
2 cups chopped Diamond Walnuts

Put all ingredients except sponge cake and walnuts in top of double boiler over boiling water. Beat with rotary beater 4 minutes. Remove from heat. Dip cake cubes in frosting, then roll in chopped walnuts. Makes 36 cake balls.

California Fruit Salad
Arrange grapefruit sections, orange rings, banana slices, and Diamond Walnut halves on crisp lettuce. Serve with—
Currant Walnut Dressing
To ½ cup tart French dressing, add ¼ cup currant jelly and ¼ cup finely chopped Diamond Walnuts. Be sure to beat thoroughly before serving.

Spiced Prune-Walnut Muffins
2 cups sifted all purpose flour
3 tsps. bkg. pwdr.
¼ cup sugar
½ tsp. salt
¾ tsp. cinnamon
½ cup chopped uncooked prunes
½ cup chopped Diamond Walnuts
12 walnut halves
1 egg, well beaten
1 cup milk
4 tbsps. melted shortening
12 cooked prunes

Sift dry ingredients twice. Add chopped prunes and walnuts. Combine egg, milk and shortening. Add to flour mixture, stirring only enough to mix. Fill well greased muffin tins ¾ full, top each with a cooked prune stuffed with walnut halves. Bake 25 to 30 minutes in a hot oven (425° F.). Makes 12 muffins.

Baked-on-Icing Cake
1½ cups sifted all purpose flour
2½ tsps. bkg. pwdr.
½ tsp. each cloves, cinnamon, allspice
¼ tsp. salt
½ cup shortening
1 cup brown sugar
2 egg yolks
½ cup milk
½ teaspoon vanilla extract
For the Icing:
2 egg whites
½ tsp. salt
¾ cup brown sugar, sift when measured
¼ cup chopped Diamond Walnuts

Sift together twice flour, baking powder, spices, salt. Cream shortening, sugar, beat in egg yolks. Into dry ingredients spread alternately the milk and vanilla. Spread batter in two 9-in. layer cake pans lined with wax paper. For Icing: Beat egg whites until stiff; beat in ½ of salt. Spread on batter; sprinkle with nuts. Bake in moderate oven (350° F.) 25 to 30 min. Serve warm topped with whipped cream or ice cream. Serves 10.



A BIG THRILL FOR THEIR LUNCHES
—big, inviting walnuts, packed along with their sandwiches and fruit. Won't that make the youngsters' eyes shine? And, you know, walnuts add nourishment, too!

WATCH FOR THIS DIAMOND proof that you're getting California's finest walnuts — more fresh, crisp, usable kernels for your money.

branded
DIAMOND WALNUTS
California's finest



Free For our free recipe book, "Menu Magic in a Nutshell," just address: Dept. T-13, California Walnut Growers Association, Los Angeles, California.

Name _____
Address _____
City _____ State _____

THAT G-E REFRIGERATOR CHRISTMAS SPECIAL IS SUCH A GREAT BUY I GOT ONE MYSELF!



G-E RANGE—Faster, thriftier, more beautiful than ever before! Improved 5-heat Clean-Speed Calrod Units heat more quickly—use less current—give every cooking heat you need from super-speed to simmer. Easy terms, low prices.

G-E ELECTRIC SINK—Dish-washer washes dishes hygienically clean in water hotter than hands can stand. Disposal reduces food wastes to a pulp and washes them away.

G-E FLATPLATE IRONER—Now you can sit down and iron with unbelievable ease! For this efficient, convenient ironer works at the slightest touch—irons and presses beautifully everything from flat pieces to delicate lingerie, ruffled curtains and the children's clothes.

G-E WASHER—General Electric Activator Washing Action washes each piece thoroughly. One-Control Wringer. Reliable long-life mechanism with only 4 moving parts.

For a Practical Person with a Sentimental Side!

There's Something To Please Everyone In General Electric's Great Array Of Sensible Christmas Gifts



G-E REFRIGERATOR—Present prices are lowest, terms easiest G-E has ever quoted. New, money-saving advancements: Cold storage compartment and large frozen storage space. Sizes from 3 to 16 cu. ft.

CONSIDER the real Christmas spirit that's wrapped up in one of these sensible, practical gifts—a General Electric gift that lasts—a gift that says "Stay as young as you are!"

Among these beautiful appliances are many that bring the youth-saving magic of electricity into the home—tireless, quiet, inexpensive servants—to take over unpleasant and aging household drudgery, and help preserve priceless youth.

To make your selection easy, your G-E dealer is now displaying a wide and handsome variety from G-E's complete line. Some are priced as low as \$1.00. Higher-priced gifts are also available on G-E's easy payment plan.

(All prices subject to territorial variations)

GENERAL ELECTRIC

REMEMBER—IT'S EASY TO STAY YOUNG ELECTRICALLY



G-E SUNLAMP (left)—Provides maximum ultra violet effectiveness without "hot spots." \$29.95.
G-E VACUUM CLEANER—Motor driven brush. Toe-tip adjustment.

G-E TANK CLEANER—This "ALL-PURPOSE" cleaner has 8-ft. hose with extension tubes for every cleaning purpose. Equipped with dependable one-third horsepower motor. AC-DC operation \$59.95.

G-E CLOCKS—(Upper left) Domestic—kitchen clock in ivory, green, white and red—chrome-plated bars. Priced at only \$4.95.
(Upper right) Geneva—mantel-type, walnut case with gold-colored hands. \$6.50.

G-E SPEED-IRON—Lightest full-size iron made. Correct heat automatically maintained and evenly distributed. Only \$8.95.
G-E AUTOMATIC TOASTER—Crisp, delicious toast every time—medium, light or dark. \$16.00. Non-automatic models from \$2.95.

G-E AUTOMATIC COFFEE MAKER—All you do is start this G-E Coffee Maker! It turns itself off—keeps coffee at proper serving temperature. \$12.95. Other coffee makers from \$3.95.
G-E TRIPLE-WHIP MIXER—Three powerful beaters instead of two. Wide range of speeds. Built-in spotlight illuminates mix. Complete with 2 bowls, \$19.95.

Around the world **IN A COOKIE TIN!**

Cookies and cakes stuffed with fruits, sweet breads full of surprises come to the holiday tea table from traditional recipes

ELINOR SCOVILLE

F. M. Demarest

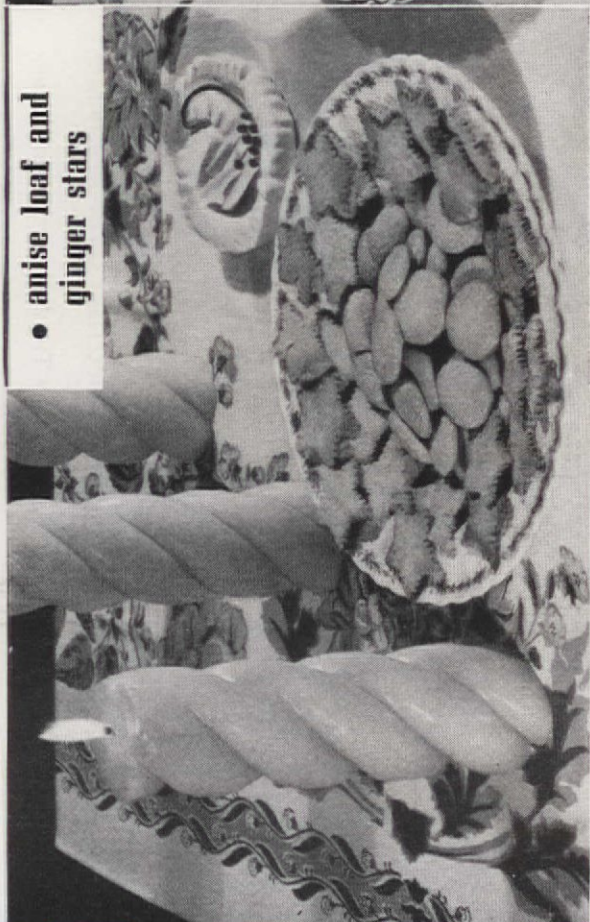
Recipe printed on back of each photograph



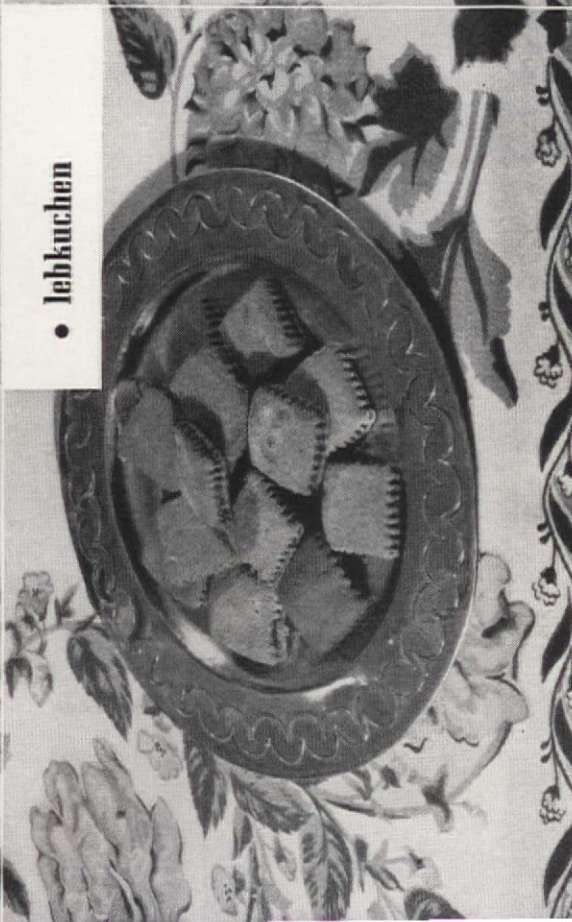
• Christmas honey fruit cake



• spice cookies



• anise loaf and ginger stars



• lebkuchen

CHRISTMAS is coming! You can't begin too early to prepare for it—planning your menus, your entertaining, your decorations, and, most important of all, your time and money budgets. Perhaps you are one of those people who wrap each gift so it looks like a work of art, and spend dollars and dollars on blue lights and balls, so the tree can be modern and elegant. If you are, skip this; we are going to talk here about the vast majority who have to utilize the things at hand, the things packed away from other years, and the things our men folk can understand and enjoy!

In the first place, we are not going to spend money on presents no one wants—ash trays that are too small to be practical, chromium coffee pots for people who already have several of them, or more wheel toys for the children when they prefer a board laid across two skates. We are going to start by giving some of the preserves and fruit we have canned during the summer and fruit cakes and fancy breads and cookies we make now. We are going to make luncheon sets for the family, and we *may* work up nerve enough to brush off that old art training and make our own Christmas cards out of inexpensive butcher paper. We are going to go back to a red and green Christmas tree, the kind we used to think was so pretty before we learned how passé these colors were.

We will even invite a group of the children's friends in one night to make and string popcorn for the tree. We're hoping, of course, that they'll be able to string faster than they can eat.

The afternoon or evening we entertain that crowd, we are going to serve cider and a special kind of gingerbread which can be made up and kept a whole week (providing the family lets it alone that long). It can be mixed beforehand, put in a covered crock, and then put in muffin tins in a hot oven to bake ten minutes before serving. You can imagine everyone's surprise when it appears so quickly and painlessly. We expect to have many

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EXTRA-SAFE with
Ultra-refined
CLOROX

FREE FROM CAUSTIC!



YELLOWED keepsake linens... dingy everyday cottons and linens... are all safely restored to snowy-whiteness by the extra-gentle touch of Ultra-refined Clorox. It's free from caustic and other harsh substances which are damaging to fabrics. And Clorox does more than bleach in laundering... it brightens fast colors... deodorizes and disinfects; lessens rubbing, thus prolonging life of fabrics and making wash day easier for you. And Ultra-refined Clorox brings you exclusive values obtainable in no other product. Clorox is pure, safe, dependable... effective yet gentle in its many personal uses. Simply follow directions on the label. Always order by name... be sure you get Clorox.

Cups, 1940, Clorox Chemist Co.

NEW! SLENDERIZED
BOTTLE WITH
EASY-OFF CAP!

"When it's
CLOROX-CLEAN
it's hygienically
clean!"



AMERICA'S FAVORITE BLEACH
AND HOUSEHOLD DISINFECTANT

Ultra-refined
CLOROX

BLEACHES • DEODORIZES • DISINFECTS
REMOVES NUMEROUS STAINS
... Even Scorch, Mildew

"dropper-inners" during the holidays so we hope to have our wrappings and gifts all together in a box, in case we are caught in the act of wrapping. If the guest room is unoccupied at this time, or if we can pry Father out of the den for two weeks, we can keep all of the litter and tinsel together in one place.

We have a drawerful of beautiful yarns—left-overs from sweaters and ski socks, quilt tacking

Photograph printed on the back of each recipe



and afghans—and we have promised ourselves to use those in glowing color combinations for twine. We are going to have the packages which are to be mailed wrapped, weighed, and stamped long before the rush, so that all we have to do is push them into a mail box, while other people are impatiently standing in line silently hating us.

Most certainly we are going to have some of the cookies we

● **spice cookies**

BEAT well together until thick and foamy... 6 eggs
2 cups sugar
Add candied peel..... 1 lemon
2 oranges
Sift and measure..... 4 cups flour
Measure and sift with flour..... ½ teaspoon cloves
¼ teaspoon cardamom

Add dry ingredients to egg mixture and blend well. Drop from teaspoon on greased cookie tin and bake in moderate oven (375°F.) 20 minutes. These cookies are hard and should be kept in a tight container. Makes 40 cookies.
Note: Beating time of eggs and sugar by hand takes about 25 minutes. Electric mixer takes about 12 minutes.

Recipe submitted by
LA VERNE RAASCH MOWRY
Tested in
THE AMERICAN HOME KITCHEN

● **Christmas honey fruit cake**

STEAM (but not too soft), drain and cut in coarse pieces..... ½ cup dried pears
½ cup dried prunes
½ cup dried apples
½ cup dried apricots
Add ½ cup dried white raisins
Sift and measure..... 3½ cups flour
½ teaspoon cloves
teaspoon allspice
2 teaspoons baking powder
1¼ teaspoons salt
1 tablespoon cinnamon
¾ cup butter
¾ cup sugar
Cream together well.....
Add alternately with ½ flour mixture to creamed sugar and butter.....
Add the fruit alternately with the remaining flour. Bake 1½ hrs. in a moderate oven (350°F.) in a loaf pan 9½x5½x3".

Recipe submitted by
LA VERNE RAASCH MOWRY
Tested in
THE AMERICAN HOME KITCHEN

● **lebkuchen**

SIFT and measure 2½ cups flour
Add and sift into mixing bowl..... 1 teaspoon soda
½ teaspoon ground cloves
½ teaspoon allspice
1 tablespoon cinnamon
1 cup sugar
1 lemon
3 tablespoons cocoa
3 tablespoons water
2 eggs
2 tablespoons honey
Mix eggs, cocoa and
Mix, knead into dough. Divide in half and roll ½ into rectangular shape ¼" thick. Place on greased cookie sheet, spread with filling, cover with second half rolled dough. Bake in moderate oven (375°F.) 20 minutes. Cut in squares with cookie cutter while still hot. Store in tight containers a week or so before using. Makes 60-70 cookies.
Filling: 1 cup each cooked chopped figs, chopped nuts, coarsely chopped raisins, ¼ cup chopped citron, enough hot water to make it spread.

Recipe submitted by L. R. MOWRY
Tested in THE AMERICAN HOME KITCHEN

● **anise loaf**

BEAT together well..... ¾ cup sugar
2 eggs
Sift and measure and stir in..... 1½ cups flour
¼ teaspoon anise
Drop cookies from teaspoon 1 inch apart on a greased cookie tin. Let stand overnight to dry. Bake in a slow oven (300°F.) 20 to 30 minutes. Store in a tight container several days before using. Makes about 40 cookies.
ginger stars
Sift and measure 2 cups flour
Add 1¼ cups powdered sugar
1 tablespoon ground ginger
¾ cup chopped candied orange peel
2 eggs (well beaten)
Mix all ingredients to a dough. Roll out ¼ inch thick on a well-floured board. Cut with star cookie cutter and place on a greased cookie tin. Let stand several hours and bake in moderate oven (375°F.) 10 to 15 minutes. These cookies are very hard.

Recipes submitted by L. R. MOWRY
Tested in THE AMERICAN HOME KITCHEN



• peppernuts

F. M. Demarest



• Christmas stollen

Recipe printed on back of each photograph

How Smart Are You About MEAT?

A modern health quiz about a modern food



1. What big health news about meat was recently discovered by scientists?
2. If you were picking the most digestible meat to serve a family with growing children, which of the following would you choose? Beef Pork Lamb Veal
3. Has any civilized person ever lived exclusively on meat? Why?
4. Why is it now less of a hardship to go on a reducing diet?
5. When is a protein complete?
6. In which of the following conditions do you think meat could be included as an important part of the diet? Bright's disease High blood pressure Tuberculosis Arthritis Anemia
7. This is easy for mothers. How old are babies ordinarily before they get meat in the diet?
8. A porterhouse steak contains more health elements than stewing beef. Is this statement True False

Now look at the answers

1. The big health news is the discovery that meat is especially rich in certain vitamins—particularly the Vitamin B group, including Vitamin B-1 (thiamine).
2. You could choose any one of them and not go wrong—because, as tests prove, all meats are easily and equally well digested.
3. Yes—the explorer-scientist, Stefansson and his colleague, Anderson, lived exclusively and healthfully on meat for one year under strict scientific observation. Their purpose was to disprove once and for all the old wives' tale of the harmful effect of "too much meat".
4. Because the modern reducing diets prescribed by physicians allow a liberal amount of lean meat, you can lose weight without developing that haggard look and "always-hungry" feeling. Lean meat helps keep up your strength and satisfies you.
5. Scientists call a protein "complete"

when it contains the ten essential amino acids. Meat is one of the foods that contains in liberal amounts all of these body building essentials which truly make proteins the "building blocks of the body."

6. If you guessed for only anemia, you are only one-fifth right. Diets liberal in meat are now recommended by modern physicians for patients with, not one, but any of these ailments.

7. Oftentimes meat soup is prescribed by child specialists as early as the fifth month and the baby gets bacon and other meats before the end of the first year.

8. The statement is false. It is a fallacy among many housewives that the expensive cuts are more nourishing. The fact is that the less known cuts, not only of beef, but of lamb, pork and veal are just as nutritious as the fancier ones, often even richer in flavor.

AMERICAN MEAT INSTITUTE, Chicago

Good News About Stews

Nothing stretches the flavor of meat so much as stew, whether it's beef, lamb or veal. Here are some of the secrets:

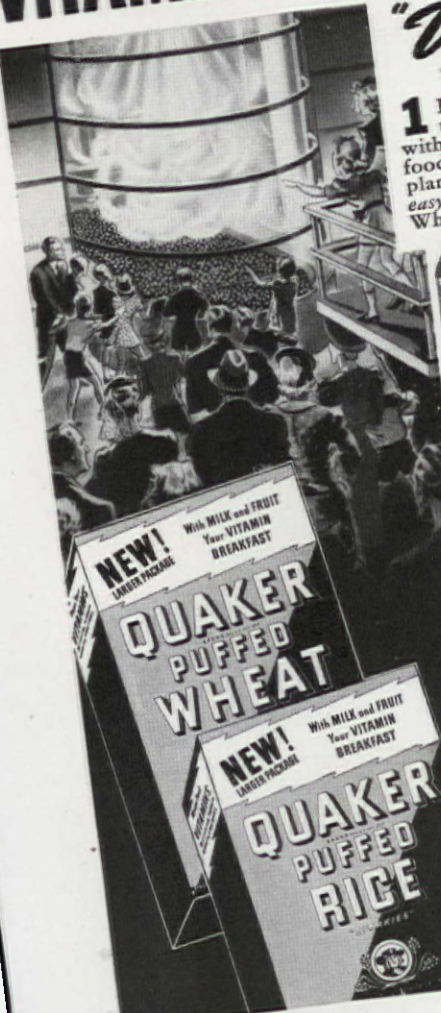
1. Cut meat in cubes of uniform thickness.
2. Keep it colorful, rather than "pale," by browning the meat in a skillet beforehand.
3. Cook gently and keep closed while cooking.
4. Give it new color and flavor interest by using vegetables other than carrots, potatoes and onions—for example, green beans, limas and celery. For added interest, slice the vegetables in strips.
5. Season it properly. For example, add a few whole cloves or a bay leaf. Your meat man will help you select the proper "stew meat."





● It's here! A plan for key vitamin protection. So economical millions can have its benefits this winter. New "Vitamin Rain" breakfast food is vitalized with vitamins B₁, D and G. With the vitamins in your favorite fruit and a glass of milk you thus get a bonus of 40 to 50% of your minimum daily requirements of vitamins A, B₁, C, D and G. Almost automatic. Start now. Use this plan daily to help guard resistance, to help build vitality, health, during coming months.

THIS WINTER MILLIONS CAN HAVE THIS DAILY VITAMIN PROTECTION WITHOUT EXTRA COST



"Vitamin Rain" STARTLES FOOD WORLD

1 Here's how "Vitamin Rain" showers the new Quaker Puffed Wheat and Rice with important vitamins. It's a modern-day food process—the first step that makes this plan for key vitamin protection for all so easy, at no extra cost. Only Quaker Puffed Wheat and Rice bring you "Vitamin Rain."



2 The new Quaker Puffed Wheat or Quaker Puffed Rice and a glass of milk and orange juice give everyone nearly 50% of the minimum daily requirements of these five key vitamins. All the family needs highest resistance against colds and other winter sickness. Start this easy breakfast plan now!



Grocers Say: "DOUBLE YOUR MONEY BACK"

3 Visit your grocer's big "Winter Vitamin Sale." Get a package of the new Quaker Puffed Wheat or Quaker Puffed Rice. Serve with milk and your favorite fruit tomorrow morning. If you don't agree that this simple breakfast helps give you an easier, more economical daily vitamin protection than you have ever thought possible, just return the partly used package to The Quaker Oats Company, Chicago, Ill. You'll get back twice what you paid. Offer expires Dec. 31, 1940.

ASK FOR THE New **QUAKER Puffed Wheat and Puffed Rice**

Copyright 1940, by The Quaker Oats Company

• BREAD

Beat until stiff and fold in...

2 egg yolks
1 cup sugar
2 egg whites
1/2 cup oil
1/2 cup vinegar
1/2 cup lemon juice
1/2 cup orange juice
1/2 cup pineapple juice
1/2 cup grapefruit juice
1/2 cup apple juice
1/2 cup cherry juice
1/2 cup strawberry juice
1/2 cup raspberry juice
1/2 cup blueberry juice
1/2 cup blackberry juice
1/2 cup raspberry jam
1/2 cup strawberry jam
1/2 cup blueberry jam
1/2 cup blackberry jam

Stir in...
Beat until stiff and fold in...
Stir in...
Beat until stiff and fold in...

THE AMERICAN HOME KITCHEN
Tested in...
Submitted by...
Submitted by...
Submitted by...

• BREAD

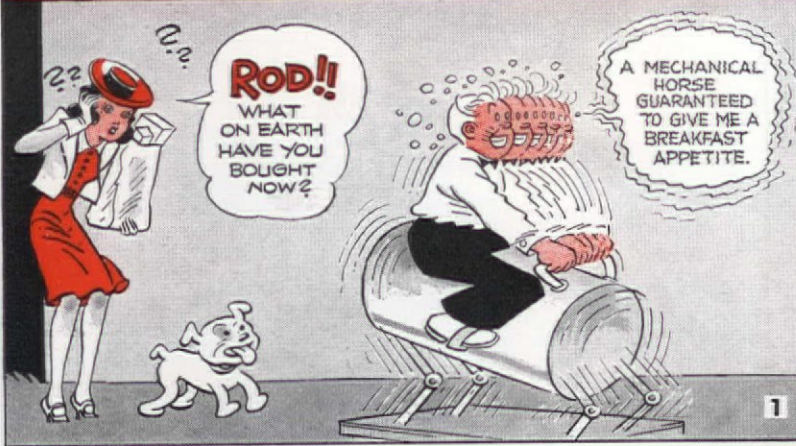
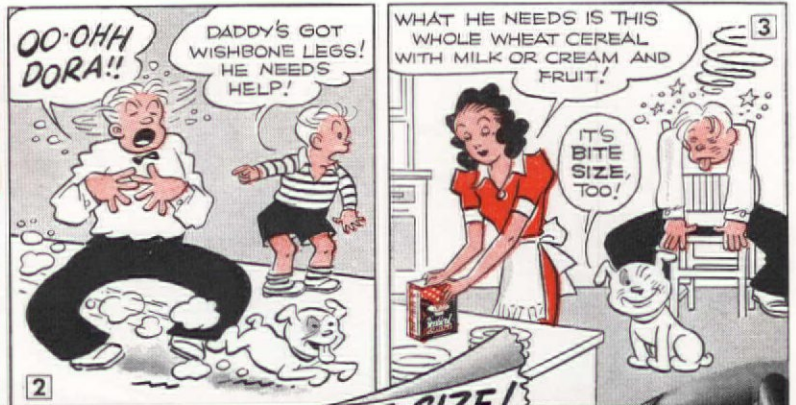
Beat until stiff and fold in...

1 cup raisins, 1/2 cup currants,
3 tablespoons yeast,
1/2 cup oil,
1/2 cup vinegar,
1/2 cup lemon juice,
1/2 cup orange juice,
1/2 cup pineapple juice,
1/2 cup apple juice,
1/2 cup cherry juice,
1/2 cup strawberry juice,
1/2 cup raspberry juice,
1/2 cup blueberry juice,
1/2 cup blackberry juice,
1/2 cup raspberry jam,
1/2 cup strawberry jam,
1/2 cup blueberry jam,
1/2 cup blackberry jam

Stir in...
Beat until stiff and fold in...
Stir in...
Beat until stiff and fold in...

THE AMERICAN HOME KITCHEN
Tested in...
Submitted by...
Submitted by...
Submitted by...

DUMB DORA KNOWS WHAT IT TAKES TO MAKE YOU FEEL LIKE A MILLION SHE'S NOT SO DUMB



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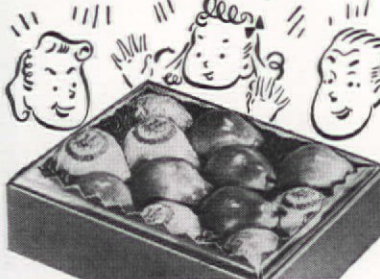
have never had time for in other years—the recipes that come from other lands as well as our own. Every time you come across another good Christmas tradition—one you want to incorporate into your own family customs—head for the kitchen, because that's where most good Christmas things start. Maybe everyone has her own favorite cookies, but here are some "specials."

We have the date picked for our young daughter's first formal tea—and it is going to be so simple to give that we won't even know it is going on, unless Junior finds the orange bread first. We have the decorations all ready: On the dining table, covered with a gay cloth, there will be a fancy glass basket with wonderful cookies (peppernuts). Huge candles all alone will light the table. There is to be a tea service at each end of the table, and the youngsters will feel very adult.

At our tea we shall serve nut and orange bread sandwiches, the bread to be made and out of the way several days before the party. Two or three kinds of sandwiches are quite enough, providing there are plenty of them, and much easier to make than the fancy ones. Instead of nuts and mints, we are having lots of cookies, as fancy as Billy-O, and a smacking big stollen.

THIS CHRISTMAS BE DIFFERENT! SEND THIS RARE

Exotic Gift!



Not One in a Thousand Has Ever Tasted America's Rarest Fruit!

Luscious Royal Riviera Pears in handsome gift packages you cannot buy in any store. So big and juice-filled you eat them with a spoon. Exciting, beautiful fruit the whole family will rave about! An unusual gift to send your friends all the way from Oregon.

The Gift They'll Talk About All Year!

The perfect gift for your business and personal Christmas lists. Only \$1.98 for No. 1 box (10 to 14 pears, depending on size) and \$2.98 for No. 2 box (18 to 24 pears) express prepaid anywhere in U. S. proper. Effortless shopping—just send us names with check or money order and date delivery desired. We do the rest. We guarantee you'll be delighted!

Harry and David

BEAR CREEK ORCHARDS
Box 1612, Medford, Oregon
Royal Riviera Pears

Photograph printed on back of recipe

• orange nut bread

- SIFT and measure 3 cups flour
- Measure and sift with flour 3 teaspoons baking powder
- ½ teaspoon salt
- Add ¼ cup sugar
- ½ cup chopped walnut meats
- 1 tablespoon grated orange rind
- ½ cup orange marmalade
- 1 cup milk
- 1 egg (well beaten)

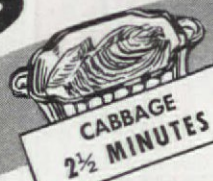
Mix well and turn into 2 well-greased pans, let stand 10 minutes and bake in moderate oven (350° F.) 45 minutes to 1 hour. Recipe will make two loaves, size 6 x 2½ x 3½". Delicious spread with cream cheese.

Tested in THE AMERICAN HOME KITCHEN

• jule kake (Norwegian bread)



IT'S A GIFT - TO COOK IN
SPLIT MINUTES



Give her the new
PRESTO COOKER

Here's the gift she really wants — the PRESTO cooker that will save her 300 "kitchen hours" every year. The PRESTO, world's fastest way to cook better meals, saves time, fuel and vital food values. Home economists and thousands of users (and their families) all agree that the PRESTO preserves tempting garden-fresh flavors and colors of vegetables, makes the toughest meats savory and tender in minutes instead of hours. Remember there's only one PRESTO — the only cooker of its kind in all the world.

2 qt., \$9.50; 3 qt., \$10.50; 4 qt., \$11.50
(slightly higher in far west.)

NATIONAL PRESSURE COOKER CO.
DEPT. 23 • EAU CLAIRE, WISCONSIN



**MOST SENSATIONAL
IMPROVEMENT IN
COOKING HISTORY**

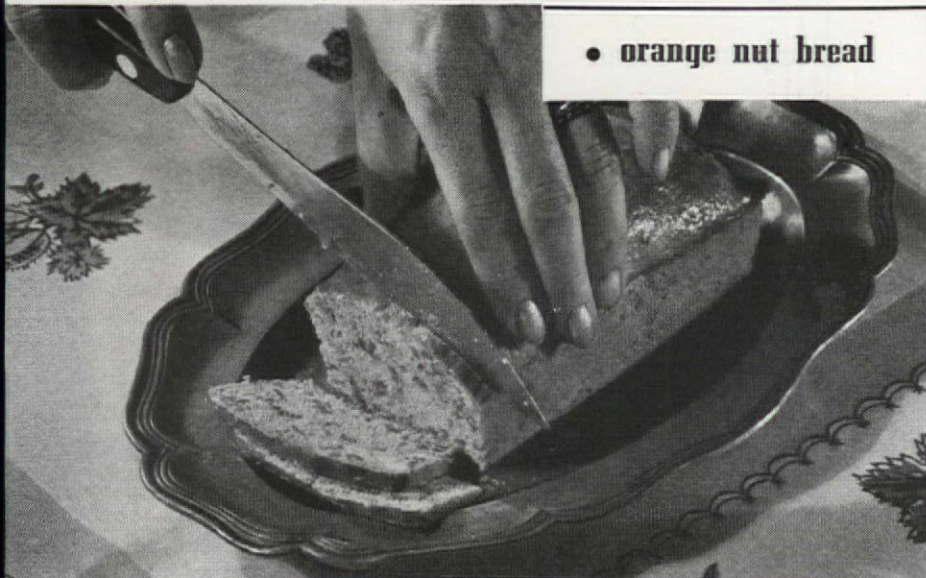


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Hartford, Conn. — C. Fox & Co.
Indianapolis, Ind. — Wm. H. Block Co.
Kansas City, Mo. — The Jones Store Co.
Los Angeles, Calif. — The May Co.
Louisville, Ky. — Stewart Dry Goods Co.
Memphis, Tenn. — B. Lowenstein & Bros. Inc.
Miami, Fla. — Richard Store Company
Milwaukee, Wis. — Boston Store
Minneapolis, Minn. — The Dayton Co.
Newark, N. J. — L. Bamberger & Co.
New York, N. Y. — Lewis & Conger, Bloomingdale Bros. Inc.
Omaha, Neb. — J. L. Brandeis & Sons
Philadelphia, Pa. — John Wanamaker
Pittsburgh, Pa. — Kaufmann Department Stores, Inc.
Portland, Ore. — Meier & Frank Co., Inc.
Providence, R. I. — The Outlet Co.
Rochester, N. Y. — E. W. Edwards & Son
St. Louis, Mo. — Famous-Barr Co.
Salt Lake City, Utah — Z. C. M. I.
San Francisco, Calif. — The Emporium, Hale Bros.
Seattle, Wash. — Frederick & Nelson
Syracuse, N. Y. — E. W. Edwards & Son
Toledo, O. — The La Salle & Koch Co.
Washington, D. C. — Woodward & Lothrop

EXCLUSIVE PRESTO DEMONSTRATIONS LISTED AT RIGHT • OR WRITE US FOR YOUR NEAREST DEALER

Recipe printed on back of photograph



• orange nut bread

• jule kake
(Norwegian bread)

SCALD milk and add melted butter, salt, sugar. When lukewarm stir in yeast which has been dissolved in lukewarm water. Stir in 4 cups flour. Put in a warm place to rise about 2 hours or until doubled in bulk. Punch down and stir in the cardamom, almonds, cherries, raisins, and citron. Work in rest of flour until dough is as soft as can be conveniently handled. Let rise in a warm place about 2 or 3 hours or until doubled in bulk. Knead slightly and place in two greased loaf pans and let rise 1 or 2 hrs. until doubled in bulk. Bake in a moderate oven (350°F.) 45 to 55 minutes. When cool glaze with a thin confectioners' sugar icing.

- 2 cups milk
- 1 cup melted butter (or shortening)
- 2 teaspoons salt
- 1 cup sugar
- 2 cakes compressed yeast, dissolved in 1/2 cup lukewarm water
- 8 to 9 cups flour
- 1 tablespoon cardamom
- 1/2 cup chopped almonds
- 1/2 cup sliced candied cherries
- 1 cup chopped raisins
- 1/2 cup chopped citron

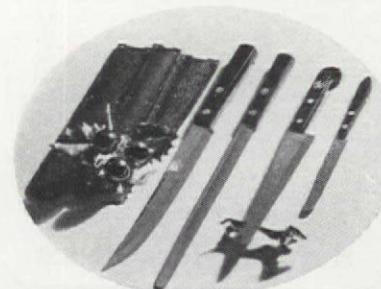
Recipe submitted by
MARGUERITE L. ASHBROOK

Tested in
THE AMERICAN HOME KITCHEN



**Major
and
Minor**

KNIVES: There aren't very many things that we consider indispensable and we don't believe in rules, regulations and "musts." But we do think a good sharp knife or two are a necessity if you want to keep your husband smiling while he carves the company roast. This carving set is as sharp as they come, if not more so, being of hollow ground steel and very complete with



case and all. The little steel dachshund knife rest is a perfect addition. It's American made, from Lewis and Conger, and a fine idea for one of those Christmas presents you'll enjoy as much as your husband will. Not that we're encouraging you to work yourself into everything, but just that we know he'll like this, and anyway if the whole family can benefit from a single present, why not?

Amazing One-Hand Test

I'M MRS. NETTLES' RIGHT HAND. NEW QUICK LUX LEFT ME LOVELY

ONE-HAND TEST OF DISHWASHING SOAPS—

Mrs. Nettles placed her right hand in new, quick Lux suds for 20 minutes, 3 times a day, under conditions similar to home dishwashing. After 23 days, it was still soft, smooth. She used no creams or lotions.

SOAP "B" LEFT ME ROUGH AND RED!

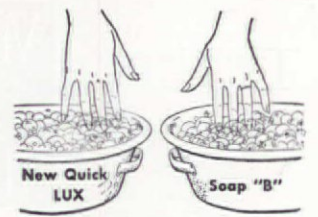
Mrs. Nettles' left hand, put in suds from Soap "B" under the same conditions, was red and rough after only 7 days. After 23 days, the hand was extremely red and coarse.



ACTUAL PHOTOGRAPH



Here's how Mrs. Daniel Nettles (right) like hundreds of other women made the one-hand test of dishwashing soaps, under conditions similar to home dishwashing:



For 20 minutes, 3 times a day, Mrs. Nettles put her right hand in a dishpanful of new, quick Lux suds—her left hand in suds from Soap "B." Scientists examined her hands regularly, kept careful records.

Hundreds of one-hand tests prove New Quick LUX saves you from housework hands

Under conditions similar to home dishwashing, *hundreds* of women made these tests of 5 soaps widely used for dishes. The tests proved new, quick Lux milder, kinder to hands than *any other soap tested!*

So fast! So thrifty! New, quick Lux works fast—goes further, too. These sheerer flakes give *more* suds (ounce for ounce) even in hard water than any of the other leading soaps tested.

So gentle! New, quick Lux has no harmful alkali—leaves hands lovely in spite of dishwashing. Use new, quick Lux for *your* dishes, for all soap-and-water tasks. Buy the BIG box.



In the same familiar box—at no extra cost to you!



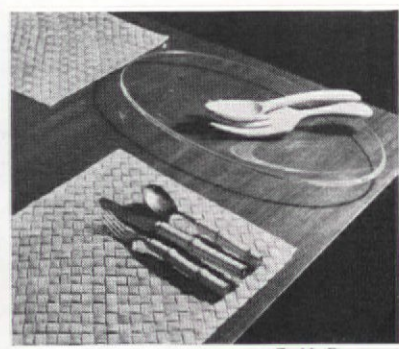
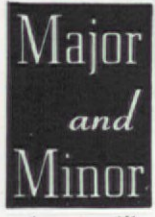
"HE WON'T LET ME HELP HIM WITH THE POTS AND PANS SINCE HE LEARNED ABOUT SUNBRITE!"



IF THERE'S anything we like, it's new gadgets, and this month they're better than ever. We've had our fun trying them out, wish we could buy at least half of the really amazing things that come in every day. Just consider yourself lucky that you're not faced with such temptation! You can't resist it.



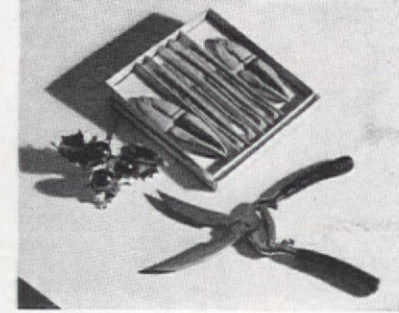
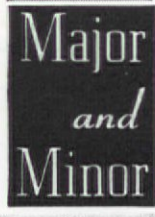
WHEN the kids want to have a corn popping party and you want to play bridge, turn them loose with this U. S. Electric popper. It works almost like magic. Later you can come on the scene, put on the finishing touches by making chocolate, caramel, or regulation balls. You'll certainly have fine popcorn to work with.



F. M. Demarest

NEXT time you want something smart and new and a change from the usual place mats and table cloths, remember these bamboo mats—easily wiped clean with a damp cloth, too. Along with them use the bamboo handled flatware, and for a touch of elegance the oval shaped salad bowl. Mary Ryan.

To add amusement to the practical, prosaic necessity of "picking things up," have a silent butler that looks like a turtle. It's made of duraluminum, is lots of fun to use, and it comes from Lewis & Conger.



A WONDERFUL lobster-pink lobster set, and very fine poultry shears that will *not* break the bank—thoughtful presents for anyone who gives elegant dinners, including yourself. They make the most elusive things easy to handle. Lewis & Conger carries both of these.



NEVER let it be said that this is not the age of scientific miracles. Now you can mix two powders and a little water in the "inner tube" of this shaker, put the lemonade or whatever in the shaker itself, and there you are with an ice-cold drink minus the usual dilution. The name is Quicoid and it couldn't be more descriptive.

1. SURPRISED AS LITTLE DELILAH, AGED 8, ASKS SANTA FOR A REAL CARPET SWEEPER LIKE THE NEIGHBORS HAVE

2. *Sena Rue* TICKLED AS CLERK SHOWS TOY BISSELL THAT REALLY WORKS... SUGGESTS A BIG BISSELL FOR DELILAH'S MOTHER

3. INTERESTED IN WAY BIG BISSELL'S HI-LO BRUSH CONTROL ADJUSTS ITSELF TO NAP-LENGTH OF ANY RUG - CLEANING THOROUGHLY

4. WATCHES HOW EASILY BISSELL SCOOT'S UNDER LOW FURNITURE, PROTECTING IT WITH SAFETY BUMPERS

5. SAYS "MERRY CHRISTMAS"! THINKS OF EASIER NEW YEAR FOR WIFE, USING EASY-EMPTYING BISSELL FOR DAILY CLEAN-UPS--SAVING VACUUM FOR WEEKLY CLEANING.

6. See the new Bissell "Flight" at your dealer's, \$6.95. Other models \$3.95 to \$7.50.

\$6.95

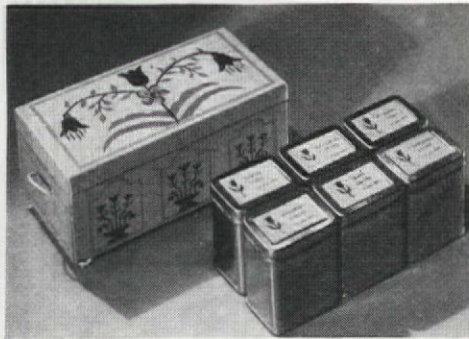
BISSELL SWEEPERS
Sweep QUICKLY - Empty EASILY
BISSELL CARPET SWEEPER CO.
GRAND RAPIDS, MICH.



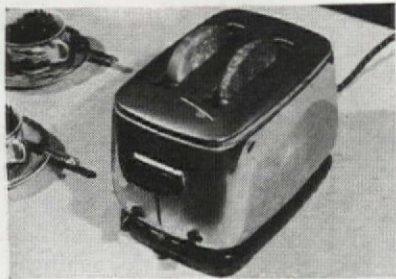
Demarest

**Major
and
Minor**

NOTHING could be better for your country host and hostess than this little assembly, made to order for all those who love tweeds, outdoor steak suppers and the rest of the better things of life: skewers, cutlery and steak set, very modern and practical. Lewis & Conger.

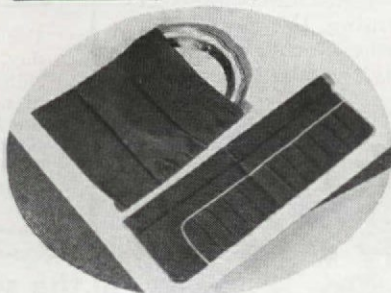


THIS miniature Pennsylvania Dutch dower chest, charmingly decorated, comes packed with six tins of such herb tea delicacies as strawberry leaves, savory stems and marjoram petals. If you can resist it yourself, give it to the prettiest bride you know. She'll love it. From Fanny Morse.

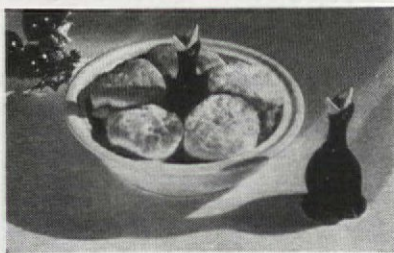


TODAY you don't even have to know how to make toast, let alone boil an egg. This is Proctor's automatic toaster, a genius at making the toast pop up when it's as you like it. It even turns out melba toast, as crisp and golden and crunchy as any professional chef's when it is correctly adjusted.

**Major
and
Minor**



ONE blackbird is enough to make your crusty biscuit-topped meat pies something extra special. Put it in the center of the baking

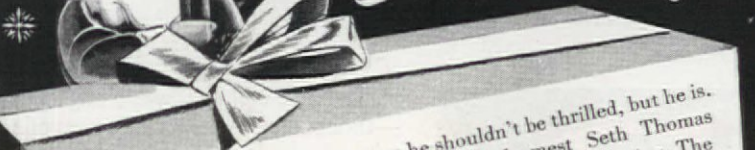


casserole, and let the whole business simmer away. The fun starts when you set it on the table. Lewis & Conger has these perky birds.

IF YOU'RE handy with the needle you can make your own flat and hollowware holders, for pamelas cloth now comes by the yard. From Gorham.

WHAT GIFT IS FAMOUS ON THE FACE OF IT?

IT'S A 'SETH THOMAS' Electric Clock



► Confidentially, Mr. S. Claus says he shouldn't be thrilled, but he is. These Seth Thomas Electric alarm clocks he's ever toted. Coming from him, we call that exciting. The man's been handing out Seth Thomas Clocks for 127 Christmases.



Everybody could use this Seth Thomas Laurel, a self-starting Electric alarm clock. It's a mahogany beauty \$6.95



Seth Thomas Sharon. A self-starting Electric striking clock. 19th Century style. Red mahogany finish on birch or "russet-tone" maple. \$20.00

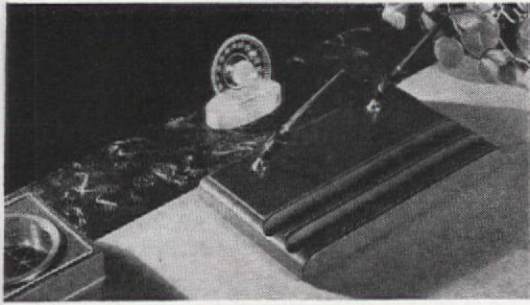


This Seth Thomas Falsbury has genuine Westminster chimes. A self-starting Electric clock. Selected walnut case \$25.00

Seth Thomas Clocks range in price from \$4.95 to \$250.00. Send for free gift booklet showing newest keywound or self-starting electric styles. Seth Thomas Clocks, Dept. AH-12, Thomaston, Conn. Div. of General Time Instruments Corp.

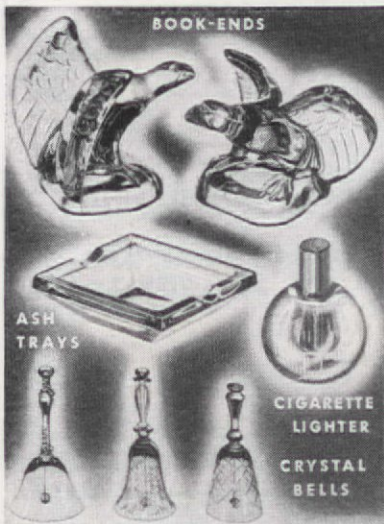
SETH THOMAS
Clocks

EIGHT-DAY KEYWOUND - SELF-STARTING ELECTRIC



has an onyx molded base, but also is available in blue, red, or green. The dial is enclosed in clear crystal and has large numbers, clearly visible from either side and from quite a distance. One of those remarkably useful little gadgets, smartly and simply styled so that it looks well on desk or table in any room. We can't think of a better gift than this thermometer, made by the Precision Products Company.

You needn't run the risk of ruining your health and disposition just because you don't know if the temperature of your house is too high or low to be really desirable and healthy. This Easy-To-See thermometer will give you the right answer at a glance. The model shown



Brilliant New Gifts in
CAMBRIDGE

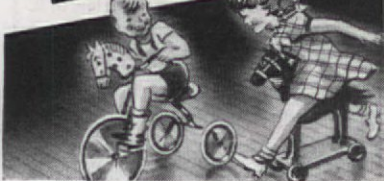
Decorative Crystal

Exciting to give...thrilling to receive... are the many beautiful, practical gift items in Cambridge Decorative Crystal. Modern in motif, hand-made and fire-polished to high brilliancy, they create smart, individual effects for your favorite settings. Shown above are Eagle Book-ends, suitable for table or mantel; Crystal Bells, which add a cheerful note for festive occasions; and Crystal Cigarette Lighters, as thoroughly useful as they are decorative. Prices are well within your budget. At your Cambridge dealer's.

The Cambridge Glass Co.
Cambridge, Ohio

Cambridge
HAND MADE GLASS

"G-E" QUICK DRYING FLOOR VARNISH



For Carefree Floors!

- NO drudgery
- NO polishing
- NOT slippery
- Wear resistant
- Water resistant
- Lasts for years

Pratt & Lambert-Inc., Buffalo, N. Y.

TIME DEALS GENTLY WITH PRATT & LAMBERT PAINT

You don't have to be a millionaire to indulge your gourmet tastes—not since pheasant à la Newburg has been put in cans at a price within reason. A can that serves two costs about 80¢, which is not exactly a budget item but after all is pheasant! We suggest serving it on toast or in patty shells for a de luxe luncheon or late



Demarest

buffet supper, though it's fancy enough to be tied up with a big red satin bow and given to an appreciative friend. It comes from the Samuel Martin Game Farm.



IF THERE'S anything you can't get along without and still be a good wife, it's the traditional sewing basket. Needle, thread, shears, and tape measure are the fundamental necessities, but to keep the socks and such organized and under control you need the complete basket. The one above, from Wiss, is willow with a leather lid, comes lined in your choice of rose, blue, rose beige, or pink satin celanese.

**NO MORE DISHWASHING!
NO MORE GARBAGE! IT'S
ALMOST TOO GOOD TO BE TRUE**



GENERAL ELECTRIC
ELECTRIC SINK

1. Washes All The Dishes!
2. Disposes Of All Garbage!



● Throw away your dishpan—and the garbage can, too! Rid your kitchen of two irksome tasks by replacing your old-fashioned sink with a modern G-E Electric Sink that washes the dishes, disposes of garbage *electrically*.

The G-E Electric Sink is equally efficient for large and small households and can be installed readily in old or new kitchens. It costs only a few pennies a week to operate and saves hours of time every day.

Think what a protection the G-E Electric Sink is to family health, particularly in homes where there are servants. All dishes and utensils are washed in water hotter than human hands can stand.

Mail coupon for complete details.



THE G-E SINK IS SIMPLE TO OPERATE AND SAVES MORE TIME THAN ANY OTHER APPLIANCE IN MY HOME

General Electric Co.
Appliance and Mdse. Dept. SG-0612
Bridgeport, Conn.

Send free literature on the G-E Electric Sink.

Name _____
Address _____
City _____ State _____

DISHES ARE WASHED THIS EASY WAY

1. Scrape food scraps off the dishes.
2. Stack china, silver, glasses, pots and pans in Dishwasher trays.
3. Close cover—turn the controls—and the whole tedious job is done in a *fraction* of the time it would take by hand.

No chipping, no breakage—for dishes do not move. They dry in their own heat. And the Dishwasher cleans, dries itself. G-E Dishwasher available separately. \$194.50 f. o. b. factory. Easy payments.

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 water. Disposall cleans itself.

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

"It's Easy To Stay Young Electrically"

GENERAL ELECTRIC

THIS CHRISTMAS Use Your Head AS WELL AS YOUR HEART!

Give the **KEM** gift you'd like to own . . .

Here is Christmas "smartness"—for every one of these **KEM** electrical servants is smart! Smart in appearance . . . yes. But smarter yet in terms of efficiency. Use this **KEM** list for your Christmas shopping guide.

(A) **KEM ELECTRIC BISCUIT BAKER**
Fluffy, evenly browned biscuits—baked right at the table in 8 minutes. Fine for other baking uses, too. Only . . . \$10.95

(B) **KEM LIQUIDIZER**
Mixes, chops, and liquefies vegetables and fruits without losing any of their natural vitamins. Only . . . \$14.95

(C) **KEM TEL-A-MATIC CORN POPPER**
Fully automatic. Glass top lets you see each kernel burst into huge fluffs of tender flaky goodness. Only . . . \$4.95

(D) **KEM TEL-A-MATIC IRON**
Automatic Control regulates heat—just dial fabric to be ironed. Patented element for quick heat—long life. Only . . . \$8.95

(E) **KEM POP-UP TOASTER**
Completely automatic with thermostatic controls instead of noisy clock. Slices "pop-up" for attention when done. Only . . . \$12.95

(F) **KEM STEAM KING**
Fully automatic, irons with steam and can be used for dry ironing, too! Fabric selector stays in preferred adjustment. Only . . . \$12.95

(G) **KEM 4-IN-1 WAFFLE IRON**
Cooks four big waffles at a time, with separate controls for each pair of irons. Signals when waffles are done. Only . . . \$14.95

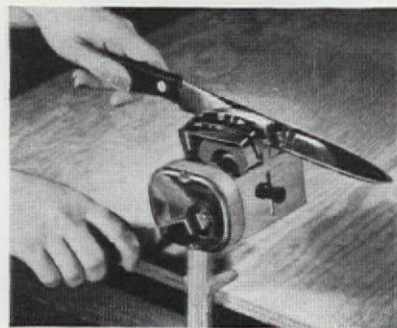
(H) **KEM ELECTRIC MIXER**
New . . . with many improvements! Full power on each of 10 speeds. Instant compact coupling for special attachments. Only . . . \$24.95

IF YOUR DEALER CAN'T SUPPLY YOU, WRITE DIRECT

KNAPP-MONARCH CO., Saint Louis

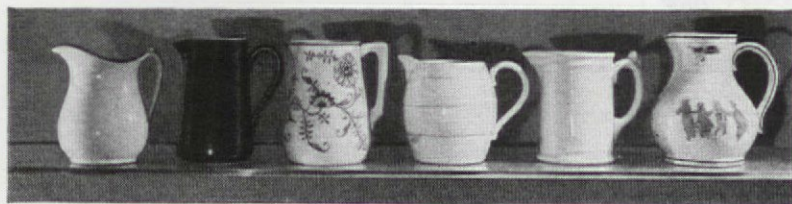
Major and Minor

NO NEED to listen to those words your husband says when he's trying to carve the Sunday roast with a dull knife. Instead, keep the knives sharp with a Quick-Edge sharpener. You adjust the slots to fit anything from a kitchen paring knife to carving sets.



Major and Minor

NO NEED to listen to those words your husband says when he's trying to carve the Sunday roast with a dull knife. Instead, keep the knives sharp with a Quick-Edge sharpener. You adjust the slots to fit anything from a kitchen paring knife to carving sets.



THERE are few ideas that are guaranteed to make a child like to drink milk, but this one is as foolproof as any. A pitcher of his own, out of which he pours his own glass of milk, in easy doses if preferred! The neat little line-up above should be an inspiration to you—they're all very fetching to look at, inexpensive and American made. And there's no law against using them for maple syrup. Lewis & Conger.

You may have to stumble over lots of rubbers and baseballs in the front hall closet, but the card table need not threaten you every time you open the door. Simply hang it on a hook! The lower corners of the table fit into the pockets of these blue denim saddle bags, and the straps go over any hook. This smart



little idea protects the table from scratching and makes it take up only minimum space. And it's really convenient to use because you can slip the table in or out of the bags without removing them from the hook. Irene M. Symonds.



Saratoga Model, Self-Timing Stove, Anyheat Control, Wide Neck, 8-cup size, Ivory Trim.

\$6.45

Good coffee! Clear, strong, stimulating coffee... anyone can make it... with Silex! Just turn on the heat—and the water goes up. Turn it off—and the coffee comes down. Perfectly brewed, perfectly filtered, perfectly swell! Kitchen models from \$2.45, electric from \$4.45 up! 4- to 12-cup sizes. Pyrex brand glass. Narrow neck for better pouring, wide neck for easy cleaning.

Make better coffee!

Genuine SILEX

THE SILEX COMPANY, HARTFORD, CONN.

NEMA WORM CAPSULES

KEEP YOUR DOGS FREE FROM WORMS

Use Nema Capsules to remove large roundworms and hookworms. Effective—Dependable. Send for free Nema booklet No. 652. Write to Animal Industry Dept., Desk M-77 M. PARKE, DAVIS & CO., DETROIT, MICH. Drug Stores Sell Parke-Davis Products. *** Free Booklet**

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Powerful 1 and 2 Cylinder Tractors for Small Farms, Gardeners, Florists, Nurseries, Fruit and Poultrymen.

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Ample Power for Field, Haying and Truck Crop Tools. Run Pumps, Saws and Belt Machines.

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Burpee's Rust-Resistant SNAPPDRAGONS

Giant spikes, 2 to 3 ft. tall. Huge, exquisite blooms, easy to grow. 3 glorious colors, Crimson, Yellow, Rose, a 10¢-packet of each color, all 3 for 10¢! Send 4¢ today.

3 PKTS. 10¢ Value 45¢

Finest flower and vegetable seeds, low prices. "Burpee's Seeds Grow."

W. Atlee Burpee Co., 261 Burpee Bldg., Philadelphia

Learn to be a LANDSCAPE ARCHITECT

Ambitious? Here's a profession for men and women. Year-round occupation—also interesting hobby! Home study course priced by hundreds. Write for free booklet "Success thru Landscape Training"—Tells how others have created their own business with esteemed place in their communities. Write today.

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NEW CACTUS

Grow these fascinating flowering plants in your apartment window. A real garden hobby! Grow anywhere! My new catalog profusely illustrated in full colors FREE TO CUSTOMERS. If wanted for reference 10¢ is appreciated to cover mailing costs. Its a handbook of interesting photos and culture directions. P.O. BOX 77

JOHNSON CACTUS GARDENS HYNES, CALIF.

GROW PLANTS WEEKS EARLIER

Stop losses from sudden freezes. Produce healthier, sturdier plants from seeds in a **KEENE PORTABLE HOTOHOUSE**. Automatic hot water heat—2 heat zones. Strongly built. "Lustra" glass admits the sun's Ultra-Violet Rays. 4 sizes. Write today for Free Folder and low prices or see your dealer.

Try 18 Days at our Risk

KEENE MFG. CO., Dept. 31-M, Racine, Wisc.

Prevent TERMITE DAMAGE

Include scientifically designed built-in **TECO METAL TERMITE SHIELDS** in plans for your new HOME . . . they offer low cost protection insurance for any kind of construction. Send for descriptive literature.

TIMBER ENGINEERING COMPANY
1337 Connecticut Ave. . . Washington, D. C.

Burpee's NEW Wildfire MARIGOLDS

Singly hybrids, 2 to 3 in. across; Mahogany, red, orange, yellow, gold; solid, bi-colors, bizarre patterns. Blooms in 8 wks.—until frost. 14-20 in. tall. **PACKET Pkt. (75 seeds) 10¢ 200 Seeds 25¢**

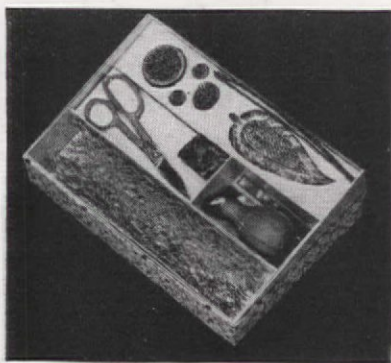
Seed Catalog Free.

W. Atlee Burpee Co. 261, Burpee Bldg., Philadelphia

APPLES FOR CHRISTMAS GIFTS

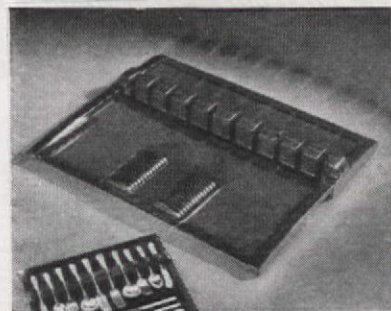
America's most beautiful fruit-gift packages—Golden and Ruby HESPERIAN Apples—delivered direct from orchard—guaranteed to arrive crisp and juicy. Write for free folder . . . natural color illustrations MYRON FOSTER, Dept. M, Hesperian Orchards, Wenatchee, Wash.

IT TAKES more than a few flowers and a little artistic ability to do really exciting flower arrangements. You also need the few practical tools of the trade. All of these, including a small hand sprayer to revive the flowers after the tortures



Major
and
Minor

of arrangement, come neatly packed in a box from Norton Centerpieces. You'll have fun with them.

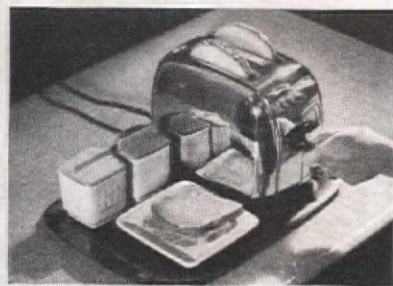


FINE flatware deserves to be frequently used, washed and polished, and always kept in a special holder. This holder, from Towle, is made of a mahogany colored plastic lined with a soft, velvety fabric to protect your silver. It has sections for all pieces and will fit nicely in your buffet drawer, conveniently at hand.



You can't tell by the ring of the bell whether your best friend or a questionable character is waiting on your front porch. That's why you need the Protective Eye. It looks like a regulation door-knocker, but in the center is a "one-way" glass window so you can see who's there without being seen yourself. It comes from the Chicago Venetian Blind Company.

ABOUT all you have to do is supply a slight smile and strawberry jam—Toastmaster's latest contribution to good will at the breakfast table makes perfect toast. Complete with pottery jam jars, plate, and wooden tray.



YOU'LL NEVER KNOW THE THRILL OF EASY CLEANING

UNTIL YOU TRY A

CADILLAC VACUUM CLEANER

Offered in a Wide Selection of Styles & Models AT THE PRICE YOU WANT TO PAY



THE Ideal GIFT THIS SEASON ASK YOUR DEALER Today FOR A FREE DEMONSTRATION

CADILLAC MOTOR-DRIVEN BRUSH MODELS EACH WITH

- Exact nap adjustment
- Automatic tilting
- Dirt-detector pilot light

CADILLAC MODEL 300 Cylinder Type

- COMPLETE WITH CLEANING ATTACHMENTS, DEODORIZER AND SPRAYER.



2 SPEED CONTROL

For your FREE BOOKLET "IT'S A WOMAN'S BUSINESS" Write CLEMENTS MFG. CO. 6630 S. NARRAGANSETT AVE. CHICAGO

The AMERICAN HOME MENU MAKER

Complete

\$1.00



A Modern Gift for Christmas...

Give her a Menu Maker—and you have given her years of easier meal planning and cooking.

It's modern . . . distinguished . . . streamlined—and it makes play out of keeping within a budget, because it simplifies planning meals ahead.

And it saves hours of hunting for a recipe, because it holds hundreds—classified, and ready for instant use.

Shortens Kitchen Hours

Thousands of smart, modern home-makers tell us that the Menu Maker shortens their kitchen hours, and makes their meals more varied and appetizing.

It holds all their recipes—and their week's menu besides! The American Home Menu Maker consists of three parts, a steel filing cabinet with a sliding drawer, light as a feather, yet strong and durable; a series of stiff index cards which automatically sort your recipes by subject, and a package of heavy Cellophane envelopes, colorless and transparent, in which to keep your recipes clean and instantly usable.

The Menu Maker is 12 inches long, 5½ inches wide and 3¾ inches high. It comes in any one of five colors: white, yellow, red, blue or green.

Order a Menu Maker for her today—while there is still time for us to make delivery before Christmas. We will send the Menu Maker direct, enclosing a gift card in your name, if you prefer, but don't forget to specify the color.

\$1 Complete—Order now for Christmas delivery from

The AMERICAN HOME

251 Fourth Ave. New York, N. Y.

Add 25¢ if West of Mississippi, Canada, U. S. Possessions, etc., or two percent for unemployment relief tax if in New York City.

FROM THE EVERGREEN VALLEYS OF OREGON AND WASHINGTON

AMBERNUTS

FINEST OF FILBERTS



Taste them now!... Toasted Ambernut Kernels

Here's a real treat for you and your friends! Ambernut kernels are toasted and salted . . . and then packed airtight in tins to keep fresh and crunchy. They are ready to serve and ready to eat. We make the distinctive Ambernut flavor even more enticing by slowly oven-toasting the nuts. Serve Ambernuts as an appetizer, a cocktail nut, or at the bridge table.

Tastiest of Nuts

Ambernuts, the highest development of the hazelnut or filbert, are regarded by many connoisseurs as the most delicious of nuts. Ambernuts are grown in the evergreen valleys of the Pacific Northwest. Here the world's most highly developed filbert culture, together with ideal growing conditions, produces filberts of the finest flavor and quality to be found anywhere.



Toasted Ambernut kernels are perfect to serve when entertaining. Just open the tin and pour the toasted kernels into a serving bowl. Ambernuts are a nut delicacy everyone will enjoy.



Ask your "fine-foods grocer" for toasted Ambernut kernels. If he cannot supply you use the coupon. In addition to 8-oz. tins of toasted kernels, you can buy Ambernuts in the shell, untoasted, in 1½-lb. cartons. Try Ambernuts soon. See your "fine-foods grocer" or mail coupon today.

Rush Coupon for Holiday Suggestions



NORTH PACIFIC NUT GROWERS COOPERATIVE, Dundee, Oregon.

Please send me the eight Free Holiday Suggestions: "Ambernut Recipes for Every Holiday Occasion".

- | | | |
|---|--|--------|
| Send me, postpaid, toasted Ambernuts indicated. I enclose payment to cover. | <input type="checkbox"/> 2-8-oz. tins toasted Ambernuts | \$1.25 |
| | <input type="checkbox"/> 5-8-oz. tins toasted Ambernuts | \$3.00 |
| | <input type="checkbox"/> 12-8-oz. tins toasted Ambernuts | \$6.75 |

Name _____
Address _____



Paul Frame

LINDA DOUGLAS

SINCE sickness is one childhood enemy with which we can achieve only an armed truce, it's well to be ready for it when it strikes. After it's here there's no time to prepare for it—you simply do the best you can.

I still believe I accomplished the chief strategic advance when we moved from a house where all bedrooms were upstairs to one where a small study downstairs could be converted into a bedroom. But it took a bout with the measles to show me the absolute need of such a room.

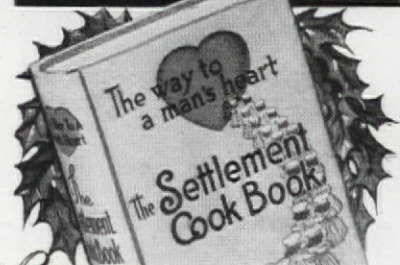
A totally unexpected operation brought home the fact that a little advance preparation would smooth the course of sickness for both the patient and the one in charge of convalescent care.

Take the matter of gowns or pajamas. The hospital shirt has practically everything to recommend it except that it is made of heavy, rough fabric. This may be overcome by splitting three or four inexpensive batiste gowns down the back and cutting them off at the bottom. Long sleeves save rough elbows and a sort of pajama top of inexpensive lightweight print is easy to run up. Gay patterns with animals cavorting all over amuse a sick child.

A few stock items that should be kept in a very special place are: a fever thermometer, a bedpan, a small basin, hot water bottles (a baby size which can be used for earache, headache, etc., as well as the usual size), an ice bag and ice crusher, a rubber sheet, and a bent glass tube. The last is much more satisfactory than soda straws for giving all kinds of liquids.

Other things which add to the comfort of a small patient and the ease with which he can be cared for are a backrest and a bed table when he can sit up in bed for meals, an electric pad, and an air cushion. A screen to shut off direct draft and too bright light is valuable. A thirty-

A BOON TO . . . Christmas Shoppers



An ideal gift for all the women on your list. Make them all happy. No matter what their interest may be, they will adore receiving a copy of

THE SETTLEMENT COOK BOOK —The Way to a Man's Heart—

Wherever women meet, at the bridge table, over the tea cups, when marketing or at church socials, they exchange recipes and talk cooking.

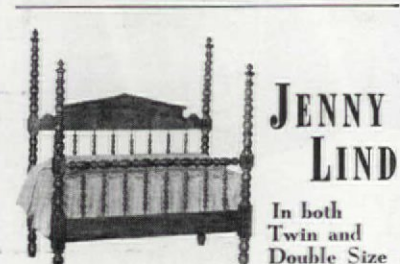
The novice is interested in the basic recipes; the experienced housekeeper is seeking new ways of serving old stand-bys; the hospitable hostess wants the latest and most up-to-the-minute dishes, the career girl demands time-savers. All these, together with Menus, Hors D'Oeuvres, Punches and most unusual Cakes, Tortes, and Cookies, so universally served during the Holidays, are to be found in THE SETTLEMENT COOK BOOK.

Practical, reliable, these 3000 recipes tested in a home kitchen, answer every cooking need in every type of household. Its pages are chock-full of cooking information.

White washable cover. Cross indexed. Festive red and green jacket. At your dealer or send check or money order direct.

THE SETTLEMENT COOK BOOK CO.
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PRICE \$2.50



JENNY LIND

In both Twin and Double Size

Famous Wheeler re-creations have shown the true economy of quality in bed-room furniture for years. Authentic in design. Excellence in material. Superb in craftsmanship. Send 30 cents for our large, fully illustrated catalogue of beds, chests, dressers, and vanities in mahogany, walnut, cherry, and maple. You will enjoy seeing it.

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So. Second Street Nashville, Tennessee

Time I'm going to be READY!

six-inch hospital type bed has a headrest which can be raised or lowered, and its added height makes nursing a great deal easier.

Small pillows which can be tucked under the small of the back or between the knees will relieve strain to a great extent.

For a bed bath, uncover only a small portion of the body at one time. Use as nearly odorless soap, alcohol, and talcum as you can find. Children's tummies do flip-flops on sweets.

Often the doctor orders liquid in large quantities. Salty crackers and potato chips, if possible, help develop a thirst. The hospital habit of bringing around a tray of colored drinks (grape juice, orangeade, chocolate malted milk, eggnog, etc.) mid-morning and mid-afternoon has the double value of breaking the monotony and of increasing the intake of liquids. A child loves the choice, and minutes vanish while he tries to decide which he wants most. The alternates can be stored in the ice-box against the next bout.

An uninteresting diet can be relieved by small dishes that fit the tray, an individual pitcher, a china animal, or a little cartoon propped against the sugar bowl.

Naps can often be induced by covering the young patient's eyes with a bandage of dark silk or folding a dark handkerchief across them in masked rider style.

Bedjackets or sweaters of at least two weights are desirable, for sometimes only a thin covering is needed and at other times a youngster wants to be really snuggled in something almost as warm as a down quilt.

Convalescence is usually the most trying part of an illness, particularly if recovery is slow. The child feels just a little better and time begins to drag, but he is not well enough to do much, and small irritations bulk large. By the same token, however, small amusements are increased in value. At first, anything that relieves the sameness of inactive days is a boon, for reading soon palls and radio has to be taken in small doses. Simple amusements, such as watercolor books, a bead board, even modeling clay, are life-savers. Magazine advertisements and scrap books are sources of entertainment and information and do not require concentrated effort on the patient's part.

Anything that gives a child a constructive outlook and gets him to plan for the future is an aid to recovery. If he already has some hobby, he will enjoy the specialized magazines in that field.



HAMILTON BEACH THE *Quality* FOOD MIXER

Few gifts go straight to a woman's heart like a Hamilton Beach Food Mixer. She knows it's the end to all the tiring arm-work of creaming shortening, beating eggs, mixing batter, whipping cream, mashing vegetables, blending dressings—and other daily cooking tasks. She knows she'll get better results with all her favorite recipes—in much less time than the old-fashioned way.

With *Bowl Control*, a wide range of speeds, and full steady power... the Hamilton Beach does every mixing task to perfection. A slight pressure on the handy control lever shifts the revolving bowl... without stopping the motor. All ingredients are brought into the beaters, insuring a thorough mix.

Give her a real thrill this Christmas... give her a quality-built Hamilton Beach with its many easy-to-use features. See it at your dealer's.

These *Extra* Hamilton Beach Advantages Cost No More

Bowl Control

Bowl revolves on ball-bearing turntable and can be shifted *while mixing*... insures a thorough mix.

Full Power at All Speeds

Steady, full power is maintained at any speed you set the motor—even as batter thickens.

One-Hand Operation

Mixer lifts off stand—*nothing to detach*. One hand holds the mixer and controls mixing speeds.

One-Piece Guarded Beaters

Full depth beaters are guarded and in one unit—quickly detached for easy cleaning.



Choice of white or ivory finish. Complete with juicer and two bowls, \$23.75. (Slightly higher, West.) Many practical, labor-saving attachments at small extra cost.

HAMILTON BEACH COMPANY, RACINE, WISCONSIN

Division of Scovill Manufacturing Company

HERE'S ONE
HUSBAND
WHO WON'T
BE LATE
FOR DINNER!



There's Macaroni and Cheese
baked the COLMAN'S way

—Boil 3 cups elbow macaroni 25 min. in 2 qts. salted water. Drain, rinse with cold water. Butter baking dish, put in layer of macaroni. Add 2 cups milk, 1 tsp. salt, ½ tsp. French's Pepper, 3 tbsps. melted butter, 1 tsp. Colman's (dry) Mustard, ½ cup chopped peppers, ¾ cup grated American cheese. Add remaining macaroni; mix well. Sprinkle with ¼ cup cheese and ¼ tsp. French's Paprika. Bake in moderate oven (350° F.) 45 min.

MY HUSBAND'S KEEN
ABOUT THESE COLMAN'S
RECIPES! SEND FOR
YOUR COPY
TODAY!



FREE RECIPE BOOKLET—

Atlantis Sales Corp., Sole Distributor,
3381 Mustard St., Rochester, N. Y.
Please send me 12 new Colman's recipes.

Name _____

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STAR DESSERT—for Holiday Meals



MRS. KNOX'S CHRISTMAS PLUM PUDDING

(Serves 6—uses ¼ package)
1 envelope Knox Gelatine

- | | |
|----------------------|--|
| ½ cup cold water | ¾ square chocolate (or 3
tablespoonfuls cocoa.) |
| 1 cup milk | ¼ teaspoonful salt |
| ½ cup seeded raisins | ¼ cup nuts, chopped |
| ¼ cup currants | ¼ teaspoonful vanilla |
| ¾ cup dates | 2 egg whites |
| ½ cup sugar | |

Put milk with chopped fruit in double boiler. When cooked slightly, add chocolate or cocoa, which has been melted and mixed with part of the sugar and a little milk to make a smooth paste. Soften gelatine in cold water. Add to hot chocolate mixture and stir until dissolved. Add sugar and salt and stir thoroughly. Remove from fire, cool, and when mixture begins to thicken, add nuts and vanilla, and lastly fold in whites of eggs beaten very stiff. Turn into mold that has been rinsed in cold water and decorated with whole nut meats and raisins. Chill. When firm, remove to serving dish. May be served with a thin fruit or jelly sauce. Serve with whipped cream to those who aren't counting calories.

NOTE: Don't confuse Knox Gelatine with factory-flavored gelatine desserts which are about 85% sugar. Use pure Knox Gelatine.

OVER ½ LESS CALORIES THAN REGULAR PLUM PUDDING!

Holiday high-spot dessert! Yet it's low on cost, low on calories. Only 275 calories in each serving. Ordinary plum pudding has 674 calories a serving. Weight-watching is easy—with recipes like this. Send for Mrs. Knox's "Be Fit—Not Fat" booklet of 30 low-calorie treats—salads, desserts, pies, candies. Free! Use this coupon.

KNOX GELATINE

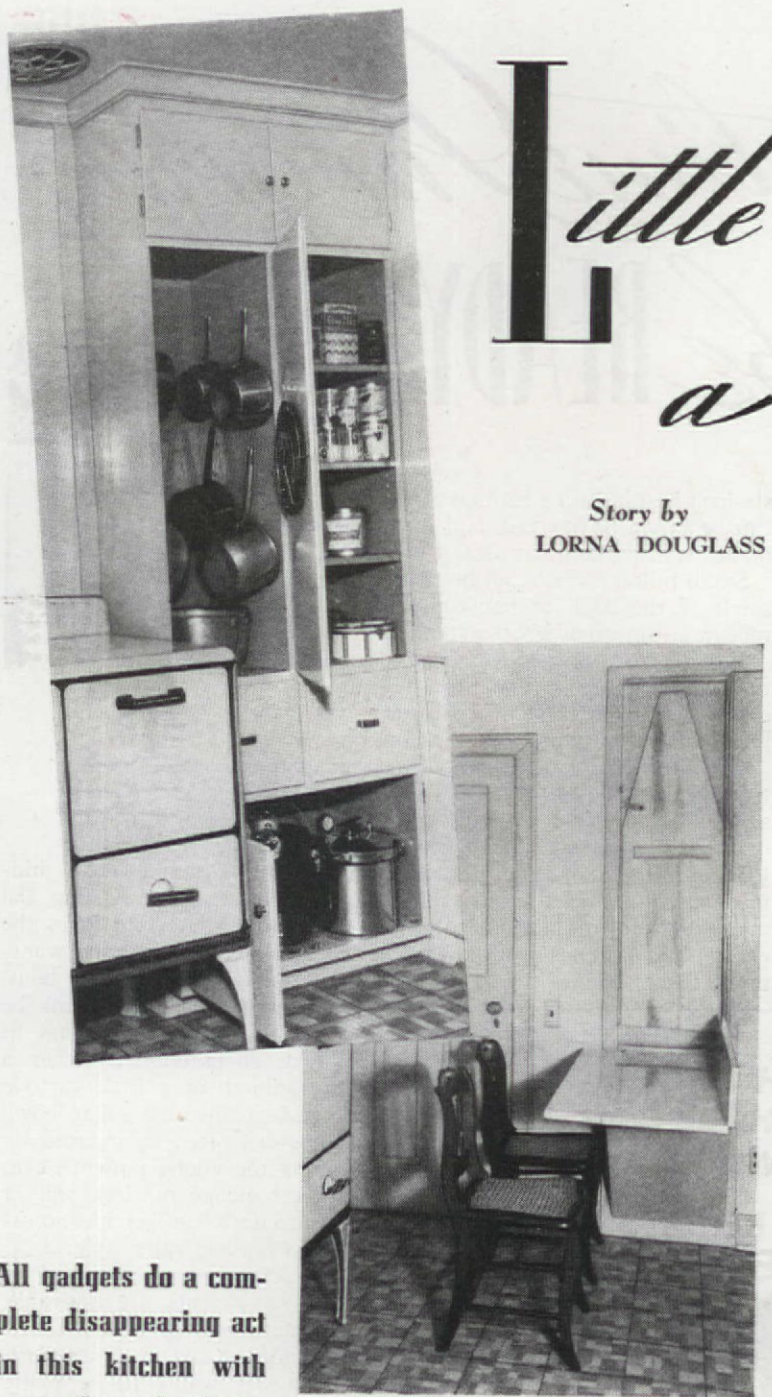
IS PLAIN UNFLAVORED GELATINE—NO SUGAR



Special FREE Offer Want to keep fit—avoid fat? Send for Knox booklet "Be Fit—Not Fat," with 30 streamlined recipes. Limited edition, so mail coupon today for copy! Also free, "Mrs. Knox's Quickies," a booklet of recipes that are remarkable time-savers. Knox Gelatine Company, Box 712, Johnstown, N. Y.

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Little a

Story by
LORNA DOUGLASS

All gadgets do a complete disappearing act in this kitchen with everything built-in and folding away and just very generally leading a double life



Tricks improve woman's KITCHEN!

OUR kitchen is large. Now I haven't anything against large kitchens as such. The trouble with our kitchen is that the sink is on one side of the room, the cupboards on another, and the stove on a third. You have to be a marathon runner to prepare a sim-

ple meal and clean up afterwards.

So when we saw the Mortenson kitchen, our enthusiasm and our envy knew no bounds. The Mortenson kitchen is small, about half the size of ours. And the various units are so arranged that a person can stand in one spot and prepare a six-course dinner without taking more than six steps. Stove, work tables, refrigerator, and all cooking equipment are within an arm's reach.

But it wasn't the size or the convenience of arrangement that made us enthusiastic. It was the pan cupboard, the built-in breakfast table, the knife rack, and the spice shelf. And the thing about them that made us happy was that we could remodel our kitchen and have these time- and step-saving improvements without much work or expense.

Take the pan cupboard, for example. The Mortenson pan cupboard, 18" x 18" x 46", contains all the pots and pans for an average household. Various-size pans hang from eight pegs on three walls of the cupboard, and the larger kettles are placed on the cupboard floor. Racks on the door hold the covers. The bottom of the cupboard is on a level with the burner part of the near-by stove so that stooping or reaching isn't necessary. We took some shelves out of one of our cupboards and made a pan cupboard.

Particularly valuable in small kitchens, where floor space is at a premium, is the built-in table, which is hidden when not in use behind the same door that conceals the built-in ironing board. It measures 27 by 46 inches.

The spice cupboard and the knife rack were the two simplest improvements to make. The spice cupboard consists merely of six boards tacked, shelf-fashion, on the inside of a cupboard door. The knife rack is even easier to make. Just a block of wood, cut to hold knives, and tacked in a convenient spot near your kitchen center. Like the Mortensons, we hung our knife rack over the sink, where it would be handiest.

When we saw how easy it was to make these improvements, we wondered why on earth we had never thought of them before.

BARBECUE GLOVES NEW • USEFUL • SMART



Handle red hot coals, flaming kindling, sizzling pans like magic with KOOL-GRIP fire-proof asbestos gloves. Avoid roasting hands in seasoning, basting, and turning food on the grill or barbecue. Perfect for placing and turning fire-place logs. Novel and swanky as well as 100% useful and appreciated... the perfect gift. Sold by leading department and sports stores coast to coast. Or send money direct. \$3.50 per pair. Satisfaction guaranteed.

JIM LITTLE 651 GARFIELD BOULEVARD DANVILLE, ILLINOIS

HERE'S SOMETHING brand new in floor paint—a real rubber-base floor coating. Has all of rubber's resistance to wear, moisture, chemicals. Acid-proof, alkali-proof, soap-proof, gasoline-and-oil-proof. Easy flowing—easy brushing—quick drying. Easy to keep clean. Far outlasts ordinary paint. Comes in six beautiful colors which won't fade. Use indoors or outdoors on concrete or wood floors. Economical. Desirable territories open for dealers and sales representatives.

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Department P-9, Detroit, Michigan

Send me literature and color card on PARATEX.

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SAY, HONEY, THIS IDEA OF DRINKING DOLE PINEAPPLE JUICE WHILE DRESSING IS TOPS!



What a hit you'll make with your husband if you'll bring him a tall glass of Dole Pineapple Juice first thing in the morning. So quick and convenient—for both of you—and how he'll enjoy it!





We'll keep
our
Merry Christmas
still

MARY LINDSAY HOFFMAN

Of course food plays a most important part in any Christmas plans! But even food takes on an almost mystical significance when there are certain goodies that appear at no other time, certain dishes, certain arrangements of red apples and red candles that are just right for Christmas. We make a good many kinds of things because we use them as token-gifts to our neighbors, or to feed to the always-hungry students who drop in during the holidays. Two things we always have are paper-thin, brittle ginger snaps, flavored with orange peel, and tiny, heavily frosted, cup cakes—red, white, and green. Then, of course, there must be gingerbread boys and girls for the tree—cut out not with a store cutter, but fearfully and wonderfully wrought with a paring knife and a nutpick. Arranging, wrapping and delivering these small remembrances make some of our happiest tasks.

Being a little greedy about Christmas, we have both stockings and a tree. In the stockings certain things always appear—one big red apple (different from any to be found in the pantry, because Santa brought it), ditto with an orange and a tangerine. Always a new penny in the toe. Always a candy cane and a horn in the top. And always a cunning ornament on the mantel just above each—a Santa or a little frosty tree. The gifts for the stockings have cost poor old Santa many a weary hour. "Cute" they must be, and small, of course.

And there must *always* be a few jokes. Someone must have a mechanical toy or a crazy game. Last year the best joke was a positively vulgarly large box of chocolates, bought via the New York Times by Mother herself as a gentle reminder that she really is very fond of candy. It was marked, "To dear old Mother from Mr. Macy."

IF THERE are pets and dolls, they must be dressed up and invited to the tree. Our white collie, "Pooh Bear," always has a bath, a red ribbon, a stick of candy on the tree (this he dismisses with a few licks), a bone, which must be hastily snatched from the refrigerator at the last minute, and doughnuts! And then the dolls! For some fifteen years they were all, every one, completely outfitted in time for Christmas. They still come—those once most adored, and those that look the cutest under the tree. We would not for anything miss the touch of childhood's ancient magic that they add.

We always march down in order of age in the morning—no longer, alas, at five A.M.—singing "The Holly and the Ivy." Pooh Bear is counted the youngest, as he won't go anywhere but first. But I believe all of us would agree that the really loveliest time of all comes on Christmas Eve. Everything is ready—tree trimmed, family presents under it, neighbors' packages labeled. Santa's cookies on the floor by the fire, breakfast grapefruit cut, Christ Child candle lit, Christmas cocktail downed. We stand quietly together before the log fire and sing all the old, old carols, each one's favorite, and end with "Silent Night." We cherish the remark of our boy when he was about ten. It had been announced that the Sunday School Christmas entertainment would be on Christmas Eve. "Why, Mother," he said, "I think it's sacrilegious to have it on Christmas Eve." We did not go to that entertainment. And we felt a warm glow in our hearts that our family celebration should seem to him a sacred thing, as it always had to us.

ALTHOUGH we moderns are not much given to deploring the departure of "the good old days," we all admit that they had some precious value which we should strive to recapture. Nowadays we need all our ingenuity and faith to prevent our children from being cheated of those significant and beautiful home festivities which both express and create the profound meaning of home.

The one festival to which we universally cling and which we are most determined to preserve from the tarnish of commercialism is Christmas. Even this we only half-heartedly defend and, in buying hurriedly the cut-and-dried store "suggestions" for an increasingly long list, lose the fun of thinking up, making, or finding "just the thing" for people we really love.

Let's make Christmas a rallying point for the discomfited and outwitted Hosts of the Home against the too smart and too well-advertised Philistines! In the festival of Christmas we can emphasize again many of the values of the traditional old-fashioned American home. I am not thinking of religious values alone—not in any conventional sense, at least—although we certainly do need reminding every year that Christmas really IS a religious festival.

While one cannot pass along family tradition recipes as one would the recipe for a favorite cake, it may be that some little thing one family does another can adopt and build around it memories so warm that they will forever remain sources of comfort and joy.

Time, of course, is the essence in building traditions. For instance, in our first year of housekeeping we bought at a five and ten a silly little Santa which faithfully reappears on our tree every holiday season. Although the youngest of us (and there are only four) is now sixteen, we still do substantially the same old things in the same old way year after year—but they never lose their charm.

The importance of being silly is perhaps best illustrated by the institution of the Christmas cocktail. Its origin is lost in mist, but its importance was confirmed last Christmas when we had a telegram from Johnnie, for many years a Christmas guest, now a graduate student at Columbia: "Christmas cocktail not so good this year." It was doubly funny—first because he really did drink one for old time's sake, and second because he always hated it! The Christmas cocktail is half a lemon in half a glass of water, with half a teaspoon of soda stirred in—to be administered the last thing on Christmas Eve, and to be taken as we all stand in a row—unpalatable, but very wise.

A candle in the window for the Christ Child, who on Christmas Eve walks abroad looking for a welcome, is a beautiful custom. Years ago a cousin sent us a little holly candlestick which since that time has always had the honor each year of holding the Christ Child's candle.



1941



"Come one, come all!" invites this Toastmaster De Luxe Hospitality Set. With walnut tray, lap trays, heavy crystal dishes, cutter, automatic toaster. \$23.95



Party allure simply radiates from this Toastmaster Standard Hospitality Set, with appetizer dishes in colorful Franciscan Ware. Toast-cutter too. \$19.95



Your waffle feasts will be famous—if you have this new Toastmaster Waffle Service. Excitingly complete, with walnut tray, Franciscan Ware batter bowl and syrup pitcher, chromium measuring ladle, and fast-baking automatic Waffle Baker. \$16.95



It rings the bell for brighter breakfasts, gay afternoon snacks, and midnight feasts. It's the Toastmaster De Luxe Toast 'n Jam Set, with Franciscan Ware jam jars and toast plate, and the automatic toaster that pops up perfect toast every time. \$17.95

Gifts
that
Say



YOU might just as well *leave* the door open—these friendly *Toastmaster** sets have such a genius for spontaneous hospitality. And it's so easy for the hostess . . . *she* won't mind! . . . Choose the set you mean to give—or hint for. And ask your dealer, or write, for your free copy of "Entertaining Hints on How to Entertain," by Henrietta Ripperger.

TOASTMASTER

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**THE
BEADLESTON SISTERS**

of Park Avenue and Southampton

PEGGY SAYS:

"WE BOTH SMOKE CAMELS—
THEY'RE SO MUCH *MILDER*"

AND NANCY ADDS:

"THEY HAVE MORE *FLAVOR*, TOO!"

"The 'extras' are the very things we like best about Camels!" And here are a few of the many other distinguished women who prefer Camel cigarettes:

- Mrs. Nicholas Biddle, *Philadelphia*
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Philadelphia
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- Mrs. Rufus Paine Spalding III, *Pasadena*
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In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than any of them. That means, on the average, a smoking plus equal to

**5 EXTRA SMOKES
PER PACK!**



Peggy and Nancy are the daughters of Mrs. C. Perry Beadleston of New York and Long Island. Among their family forbears are a Territorial Governor, a World War general...

Noted for their glowing blonde beauty

Good companions, the Beadleston sisters are usually seen together at debutante parties, the theatre, polo matches. Serious-eyed Peggy reads a great deal, would like to be a writer... Nancy

(seated on arm of sofa) is fun-loving, figure-skates beautifully, composes swing music.

"Camels... our favorite cigarette"

They agree that: "There's something special about a Camel. It always tastes just right. Milder, cooler, and full of flavor! Camel cigarettes are gentle to the throat, too—not a bit harsh." As Nancy says: "You'd have to smoke Camels to know how grand they really are!"

EXTRA MILDNESS

EXTRA COOLNESS

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GET THE "EXTRAS" WITH SLOWER-BURNING CAMELS

The Cigarette of Costlier Tobaccos