The AMERICAN HOME

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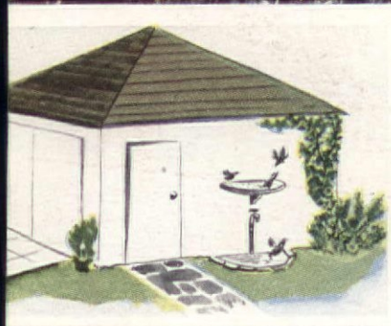

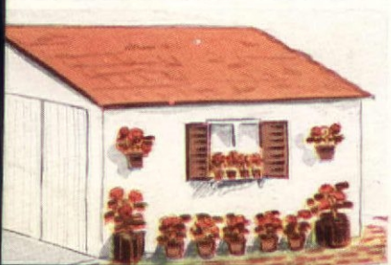

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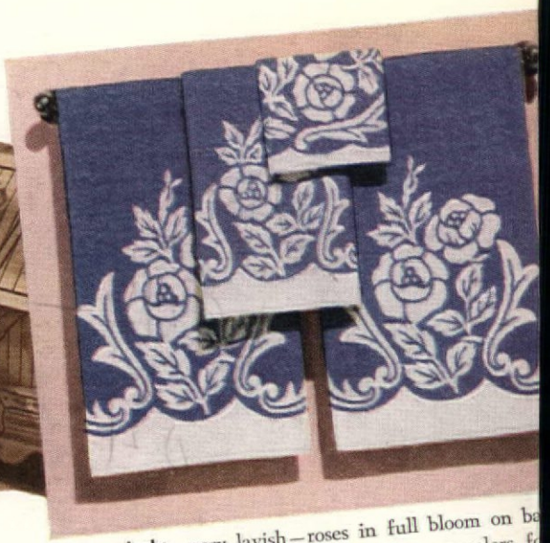


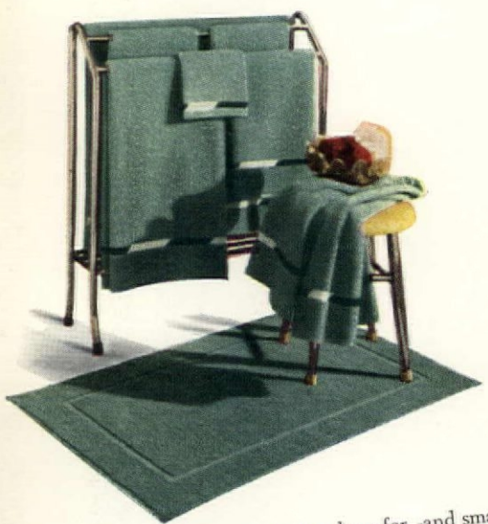
Very orderly—very lavish—roses in full bloom on ba walls! A wide range of heavenly Cannon colors fo luxurious, long-lived perennials. 6-piece set (2 Cann towels, 2 face towels, 2 wash cloths), $2. Bath ma

"It's fun to match 'em up!"

Tired of your bathroom color scheme? Want a fresh new vista for spring? It's *easy!* Just hurry to your favorite towel department and stock up with tempting new Cannon towels *in matched sets* (bath towels, face towels, wash cloths and bath mat all in the same design and color).

It's fun to match up Cannon's gorgeous Decor-Aider designs — fun to have a bright new bathroom every week just by switching sets around — fun to give every member of the family his *own* towels, in his *own* color, even if he can't have a bathroom all to himself.

It's fun, too, to know the *extra value* you get when you buy Cannon towels — so thick-looped for *extra absorbency*, so strongly woven for *extra wear*. Cannon Mills, Inc., New York City.



The kind of towel that strong men long for—and smart women provide them with! Typical of patterns and styles in this price range is this smart new Cannon towel set in turquoise. 6-piece set (2 bath towels, 2 face towels and 2 wash cloths), $3.95. The bath mat is extra.

Cannon's reversible texture in a dreamlike shade of rose is thoroughly businesslike abou getting you dry *fast!* For a 6-piece set in the enchanting new pattern illustrated (2 ba towels, 2 face towels, 2 wash cloths), $2.85. The deep-tufted bath mat is extra.

Superb simplicity in action-loving, hard-wearing Cannon towels! So soft—yet completely virile even to the three-tone border design. 6-piece set in design illustrated (2 bath towels, 2 face towels, 2 wash cloths), $1.75. Bath mat extra.

TRADE MARK REG. U.S.A. MADE CANNON COLOR GUARANTEED FAST

Cannon Towels

IN MATCHED SETS

CANNON TOWELS • SHEETS • HOSIERY

This is a *poor way* to control room temperature!

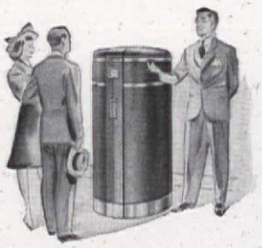
FOR YEAR 'ROUND TEMPERATURE CONTROL ...TURN TO

Phew!—open the window. *Brrr!*—shut it again. Why go on that way, when it's so easy to keep your home *always comfortable?*

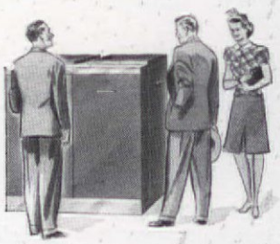
No matter what kind of heating you want—radiator or warm air, oil or gas—there's a moderately priced G-E unit to give you *even warmth.* For summer: G-E units to keep one room or your whole house *comfortably cool.*

Send the coupon today for complete details. There are easy payment plans available.

4 *good* ways to control room temperature:



G-E Oil Furnaces (for radiator heat) in 7 sizes, moderately priced. Steady, carefree heat all winter—*plus* abundant hot water all year at low cost. Owners report 25% to 50% fuel savings! G-E *Gas* Furnaces, too.



G-E Winter Air Conditioners (oil or gas fired) circulate healthful, *conditioned* warm air heat—filtered and humidified to end that "dried-up" feeling. Summer cooling can be added.

G-E Oil Burner to modernize your present furnace. Can be installed in as short a time as one day for as little as $268, plus local permit. Clean, quiet, odorless, fully automatic, easy on oil.

G-E Room Cooler circulates cooled, dehumidified and filtered air in summer. In winter, it gives you controlled ventilation of fresh, filtered air. Also compact units for air conditioning your whole house.

GENERAL ELECTRIC

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

GENERAL ELECTRIC CO., Div. 412, Bloomfield, N. J.

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

Name .....

Address

We've been hunting for a word—

Home owners take dozens of words to tell how much they enjoy their Aluminum Windows. They have you open and close one to feel its easy operation. You see for yourself, of course, how attractive these windows are, and the greater glass area they provide.

Aluminum Windows continue to be a pleasure to live with throughout the years. Made of extruded Alcoa Aluminum shapes, there's no rusting or rotting to require expensive replacements of parts. No shrinking to destroy their weather-tight fit and make them rattle. No warping or swelling to interfere with their easy operation. They never need painting.

Perhaps "Yes" is the word we're looking for, *from you.* "Yes, send me the book on Aluminum Windows." Write us for a copy.

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To meet the needs of the National Defense Program, plus the normal demands of peace, a vast expansion of our already greatly increased production capacity is being speeded. When the emergency is past, there will be more Aluminum available than ever before.

Meanwhile, if you can't get all the Aluminum you want when you want it, remember Aluminum is helping you by helping to meet the National emergency. Aluminum Company of America, 1906 Gulf Bldg., Pittsburgh, Pa.

ALUMINUM WINDOWS

MADE OF ALCOA ALUMINUM

Home of Mrs. T. J. Mulcahy, San Diego, Calif.

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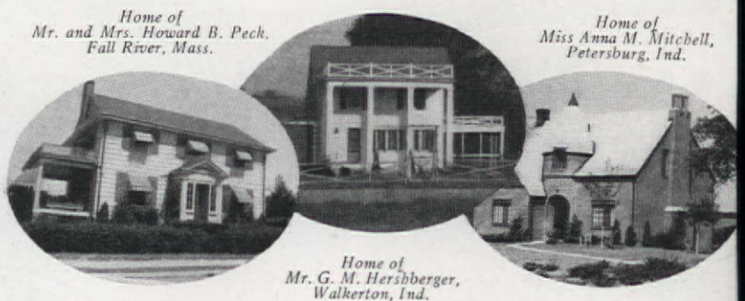

Home of Mr. and Mrs. Howard B. Peck, Fall River, Mass.

Home of Miss Anna M. Mitchell, Petersburg, Ind.

Home of Mr. G. M. Hershberger, Walkerton, Ind.

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The American Home, April, 1941, Vol. XXV, No. 5. Published monthly by The American Home Magazine Corporation, 444 Madison Ave., New York, N. Y. Subscription price $1.00 a year; two years, $1.50; three years, $2.00; (in Canada $1.50 a year; two years, $2.50; three years, $3.50); foreign postage $1.00 per year extra. Entered as second class matter December 31, 1935, at the post office at New York, N. Y., under act of Congress, March 3, 1879.

"Aunt Martha's little girl has come to live with us!"

She came with an ache in her heart . . . and bewilderment in her big brown eyes.

"Why have you come to live in our house?" they asked. "Why don't you live with your Mummy?"

How could she answer the questions her cousins asked with the innocent cruelty of children? What could she do but clutch her doll a little tighter . . .

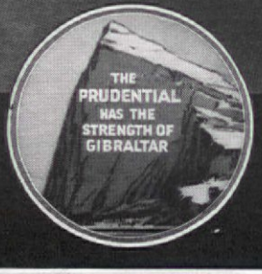
Things had changed so since her Daddy went away to the hospital . . . and never came back. Suddenly there was no money for the things that little girls need. The pleasant white house on Elm Street was gone. And there was no place for a little girl in the single room her Mummy lived in now.

So she came to live in her Auntie's house . . . with bewilderment in her eyes . . . and an ache in her heart that will never go away.

In 1875, a little group of men set out to help prevent tragedies like this. They founded The Prudential Friendly Society . . . with the purpose of bringing life insurance within the reach of everyone.

Today, through its 23,000 friendly agents, The Prudential has brought the blessing of life insurance to millions of American homes.

Your Prudential agent wants to help you plan, intelligently and wisely, your own insurance program . . . to help you give your family the security of Prudential protection.



The Prudential

HOME OFFICE · NEWARK, NEW JERSEY

INSURANCE COMPANY OF AMERICA

VITRAMIC'S brilliant LASTING WHITENESS transforms this home!

VITRAMIC resists dirt, repels water, fireproof

"The whole appearance of our home has been completely transformed. Vitramic's clean white surface is very attractive. We are glad to have the fireproof protection of asbestos sidewalls and ...freedom from maintenance expenses."

Those are the words of *one* enthusiastic home owner! All others who have used this amazing new siding are equally enthusiastic.

VITRAMIC SIDING is *revolutionary!* It's a pure, brilliant, *permanently* white siding—with a beautiful "wood-grain" texture. It was achieved through a new process of fusing, at high temperature, a vitreous, ceramic-like surface to an asbestos-cement base.

VITRAMIC is rock-hard, tough. It resists dirt, repels rain—will not darken, chalk or crack. Fireproof, rotproof, termite-proof. Saves in maintenance, reduces fuel bills.

See VITRAMIC. Imagine how this new siding—with its ever-fresh beauty—will transform your house, or give new values to the home you build. Send the coupon. Get full details!

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The shingle you have long awaited—beauty and character you have never seen in any asphalt shingle. Before you roof or re-roof, get the full facts about Timbergrain!

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Show us samples and give estimates: Siding ☐ Roofing ☐
We plan to build ☐ Modernize ☐

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*Address*_____

Home of Mr. W. L. Fox, Chesterfield, Mo.

Home of Mr. Levi Anker Dayton, Wash.

Fort Worth, Texas, home of Mr. and Mrs. Harry Fifer
Home of Mr. and Mrs. Don W. Snyder, Walla Walla, Wash. (left)
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HOME TOWN PLAY

An Old American Institution

THAT Pilgrim costume didn't fool us a bit. We knew Jim McBride, the hardware man, the minute he stepped before the footlights. Yet Jim had only to declaim his first few noble lines to have illusion and romance cloak us 'round with dreams.

WE COULD well believe that Nan Gimmick was the Chieftain's daughter for tonight; Joe Petz, our grocery clerk, a wily redskin; Tom Black, true to life, the horny-handed smith and charcoal burner . . .

NOW and then, as the play progressed, a friendly giggle would sweep through the house as the prompter's hoarse whisper could be heard from the wings; or when Tim Murphy's sword fell clattering to the floor. But mostly the lordly strutting and great declaiming were taken in good part. And at a tragic climax, as the muted strains of "Hearts and Flowers" rose from the pit, more than one furtive handkerchief was seen to dab its owner's eyes.

ONE smiles today at memories like these. But it's a wistful smile. For you know now how rich in happiness the simple pleasures of those times really were. Thank goodness America still holds firmly to the grand things that have given it character...the old customs, the old songs, the old feasts and the foods that made them famous!

ITSELF an old American institution, the House of Heinz has long played a leading role in bringing delicious "home talent" fare to millions of American families.

FOR A long time back, folks have recognized in our beans, our ketchup, our jellies and pickles the true old-fashioned home flavor they were brought up to know and love. And you, today, find this same toothsome goodness in our many tempting soups, puddings, and rich, spicy mincemeat.

YEAR after year, for more than three generations, we have been helping to set a good table for American families—using the finest methods, the choicest ingredients, the most treasured recipes we could find. We are proud of our role as home-cooks to a great nation. And we trust that some day your children will fondly recall the good meals you serve today... just as you now look back to "Way Back When."

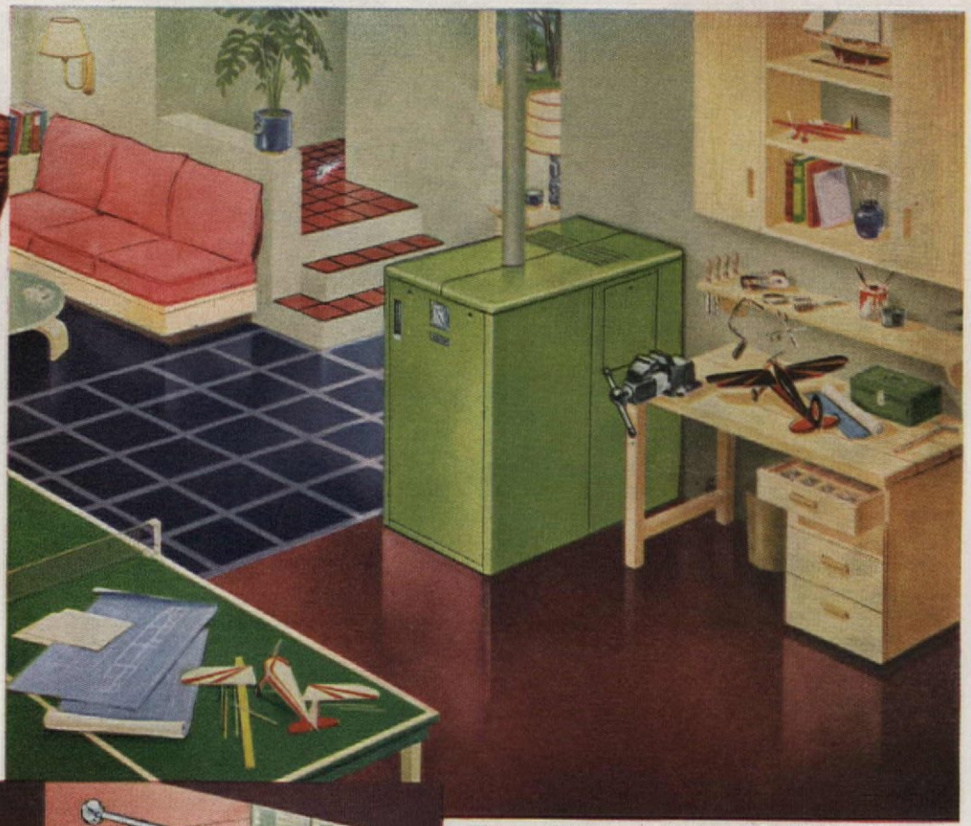
57

H. J. HEINZ COMPANY

An Old American Institution

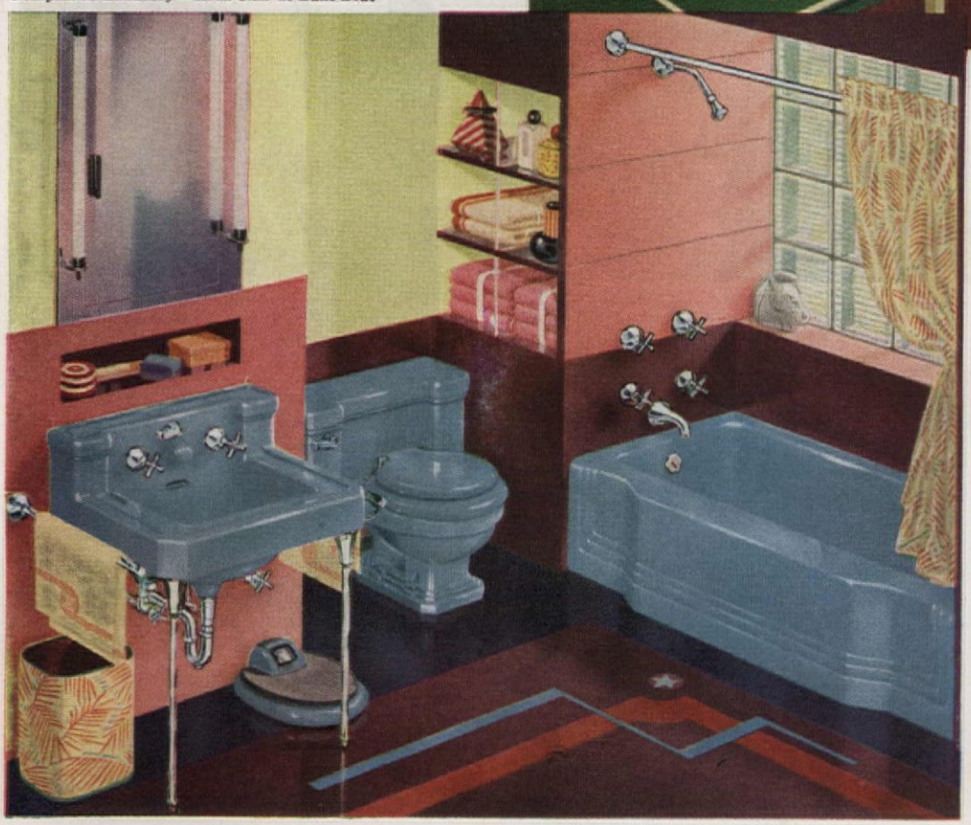
Daddy, when I grow up I'm going to have a house like ours!

AMERICAN HEATING EQUIPMENT COST NO MORE THAN OTHERS "Standard" PLUMBING FIXTURES



Color... Charm... Life! This beautiful bathroom has all three—thanks to the "Standard" Master Pembroke Bath, One-Piece Closet and Companion Lavatory—all in Clair de Lune Blue

Efficient... Economical... Fully Automatic! Installed in this smartly appointed basement playroom, the inexpensive Arcoflame Oil Heating Unit No. 8 keeps the whole house warm and comfortable!



BRING a new thrill in living to the *whole family* . . . bring new comfort, beauty and convenience to your home easily and inexpensively with AMERICAN Heating Equipment and "Standard" Plumbing Fixtures!

You'll enjoy constant, economical comfort whether you select an AMERICAN Boiler and Radiator Heat, or a Sunbeam Warm-Air Furnace or Winter Air Conditioning Unit—for Coal—stoker or hand-fired—Oil or Gas. You'll glory in the rich beauty of "Standard" Plumbing Fixtures, available in many smart styles, in white and 11 magnificent colors.

And if you are modernizing, you can use our Easy Payment Plan: No down payment, no payments for 2 months, up to 3 years to pay on low monthly terms! For complete information consult your Heating and Plumbing Contractor or write to our Pittsburgh office for a free copy of the colorful 64-page book that tells the whole story.

AMERICAN RADIATOR & Standard Sanitary

New York CORPORATION Pittsburgh

Cast Iron & Steel Boilers & Furnaces for Coal, Oil, Gas • Radiators • Cast Iron Enameled & Vitreous China Plumbing Fixtures & Plumbers' Brass Goods • Winter Air Conditioning Units • Coal & Gas Water Heaters • Oil Burners • Heating Accessories

Heating and Plumbing are too important to health to be entrusted to anyone but Heating and Plumbing Contractors.

Harry W. Reed.
CHAIRMAN

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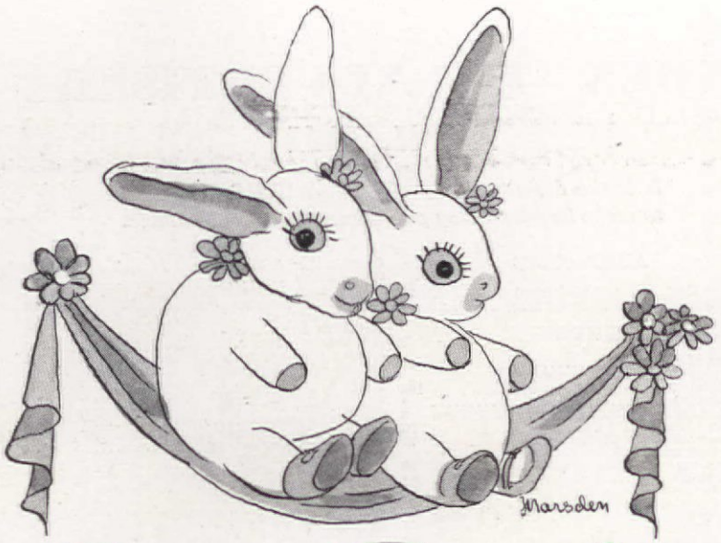

Dear Reader!

DID you use them—did you like them? We refer, of course, to the two new departments, "Personal" and our Something-Out-of-Nothing departments which began in our March issue. This same sort of thing has always been in THE AMERICAN HOME but never before has it been organized and put under one department head so that you might know where to find it each month. We hope you liked them, and used them, for we feel that "Personal" is in line with our broadened editorial interests and "Something-Out-of-Nothing" is our especial pet. It makes us proud to think that our readers are so ingenious, so full of imagination and ambition that instead of sitting around and grumbling about not having what they want, they up and DO SOMETHING about it, even though it may be nothing more than a gay, bright makeshift. We like people with "gumption," folks who don't just sit around waiting.

It's in this very issue, though, that you'll find the department we think you have been praying for your whole life. Page 123. What to do with left-overs . . . how to whip up a swell dish in a few minutes flat . . . how to make every woman in your bridge club gnash her teeth with envy . . . and last, but not least, a Gourmet's Menu—each and all of them you'll find hereafter in EVERY issue! Have we said a mouthful—we'll wager we have. In that announcement on page 122 we think possibly we have summed up all your major woes and secret ambitions in one fell swoop—and it's something you can depend on every time you get your issue.

An extra word, though, about this Gourmet's Menu. It is my especial pet, my own idea for my best loved reader—the reader who loves food. We have turned it over to Herman Smith—for the many obviously good reasons listed on page 124. Unfortunately we cannot share with you the *testing*. (Yes, dear reader, we aren't sincerely regretful that we can't share ours!) Imagine having a list like this come over your desk: Cranberry Julep with sprigs of fresh mint to basic recipe and served in frosted glasses. Sherried Eggs and Sausages—eggs and little cocktail sausages, previously cooked till brown and kept hot, are scrambled slightly in a sauce of cream cheese, butter, and cream and flavored with sherry. Hot Popovers filled with fresh whole strawberries and served with thick cream flavored with brown sugar and grated orange peel. Cafe au Rhum, iced.

That's my idea of good reading! I am supposed to be a deadly enemy of Home Economists, belittling everything they do, which is—well, partly true I admit. I cannot be scientific about food and it is my sincere belief that there is far too much tosh about vitamins and health and too darn little pleasure in food and cooking today. I whooped with joy when I picked up a little booklet, "That's My Dish," from the Key series published by J. Stirling Getchell, Inc. "What does it profit a man to become a vice-president if he loses his appetite"? they ask . . . "We cannot . . . drool at the mouth when we think of vitamin D. We don't snap off the radio and rush to the table when the racy aroma of spinach tickles our nostrils. . . . We have no quarrel with vitamins . . . but it has been fully established that the only food that is well digested is food you thoroughly enjoy eating. . . . We believe it would step up sales if more people thought emotionally about food."

And so do we! Good food might step up the scales as well as the sales, but rather than sit down to the average economist's idea of a good-for-me dinner I'll take mine in capsule form—it is just as much fun. Don't misunderstand us—by good we don't necessarily mean elaborate. But we do mean food prepared by loving hands. To those who know what I mean—we give you Gourmet's Menu of the month!—J. A.

ME A MOLLYCODDLE?

...but confidentially my stomach is!*

VETERINARIANS SAY: *Common dog ailments result most often from hard to digest foods, faulty feeding*

SPANIEL . . . Hound . . . Terrier or Toy! Whatever his breed, your dog has a specialized digestive system. It simply isn't built to handle *just any* kind of food. That's why your dog's day-in day-out health is so dependent on a properly balanced diet, *easy to digest!* It helps protect him against diet-caused ailments such as excessive shedding, listlessness, dietary skin irritation—many others.

At Swift's Research Kennels is *living proof* of Pard Dog Food's ability to maintain dogs in glowing, vigorous health . . . defend them against disease. Here, 5 successive generations of dogs have been strictly Pard-fed *always*. Their growth, general health, and conformation to breed have been splendid!

For robust, permanent health—feed *your* dog Pard, the balanced ration recommended by leading veterinarians!

* *Artist's conception of German Shepherd Dog. Strong, exceptionally intelligent—a splendid guardian. Widely used for police and blind guide work.*

A dog's digestive ability is by nature limited. That is why his health requires a correctly balanced, easily digested diet. Pard's ability to fulfill these requirements is kennel proved.

H. E. ROBINSON, Ph. D. of Swift & Company's Nutritional Research Laboratories

ALL BREEDS *have a specialized digestive tract—Terriers, too. Yet in 5 generations no diet-caused ailments ever occurred among Pard-fed Wire-Hairs at Swift's Kennels. As for energy—they're bursting with it!*

PARD SWIFT & COMPANY'S NUTRITIONALLY BALANCED DOG FOOD

Work Wonders WITH YOUR Baking

..with a range that brings new beauty to your kitchen!

FLORENCE *knows* how important your oven is! That's why, in these new Florence Gas Ranges, Florence builds ovens you can trust for baking and roasting you'll *always* be proud of!

And that's only part of the good things your new Florence brings you! You'll find its full-flavored broiling the best you've ever tasted! You'll delight in the many ways it saves your time and effort! You'll love it for its modern, streamlined beauty . . . because it makes all cooking fun again!

Don't miss the newest models at your reliable Florence Dealer's now—luxurious "Certified Performance" ranges, with all 22 super-performance features; beautiful standard models — 15 great ranges, one of them just right for your home and your budget! You've always wanted cooking like this—have it *now!*

BIG PLUS VALUES YOU'LL PRIZE FOR YEARS!

- **An oven that's big enough for the largest roast! . . . fully porcelained . . . heavily insulated for a cool kitchen and low fuel costs.**
- **A smokeless-type broiler that preserves the good juices of steaks, chops and fish.**
- **Famous "Focused Heat" ring-type burners, with "click-simmer" control and automatic lighters.**
- **Brilliant white porcelain to bring new beauty to your kitchen . . . cleaned in a jiffy!**

Florence Gas Ranges

Special Models for Bottled Gas

Let Florence do your Cooking

A RANGE FOR EVERY FUEL
GAS • BOTTLED GAS • OIL
ELECTRIC • COMBINATION

FLORENCE STOVE CO., Gardner, Mass.
Dept. P-4
Send free booklets. I am interested in ☐ GAS Ranges ☐ Bottled Gas Ranges ☐ Oil Ranges ☐ Electric Ranges ☐ Combination Ranges.

Name.....

Address.....*State*.....

City.....

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Here's CRISPNESS that really lasts!

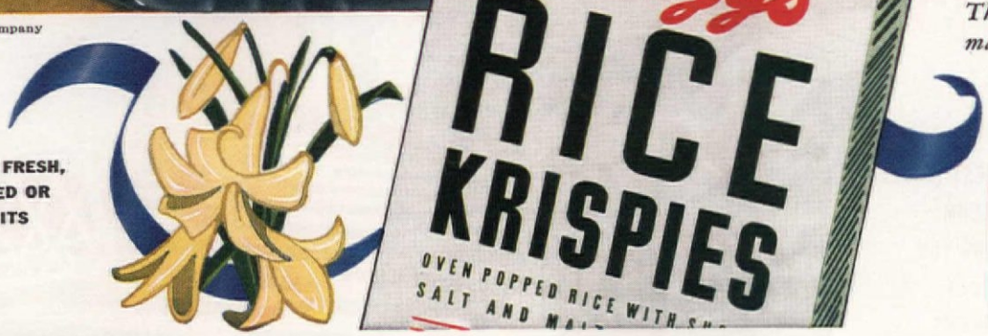
Breakfast goes top hat when you serve mouth-watering Rice Krispies. They add a gala touch, with their appetizing toasty-brown color . . . their merry snap! crackle! pop! The minute you pour on milk or cream, you'll hear this salute to lasting crispness.

And what a flavor! Deliciously different—the kind of flavor that gets action from even the most confirmed breakfast skimpers. For extra enjoyment, add your favorite fruit.

The popularity secret of America's No. 1 rice cereal lies in "oven-popping", gentle flame-toasting, and a rich flavor recipe that is known only to Kellogg's. Tomorrow at breakfast, start the day Rice Krispies' way!

The name "Rice Krispies" is Kellogg's trade mark (Reg. U. S. Pat. Off.) for oven-popped rice.

941 by Kellogg Company



ELICIOUS WITH FRESH, FROZEN, COOKED OR CANNED FRUITS

Kellogg's CEREALS
MADE IN BATTLE CREEK
*CORN FLAKES *RICE KRISPIES *ALL-BRAN *WHEAT KRISPIES *PEP
*40% BRAN FLAKES *KRUMBLES *KELLOGG'S SHREDDED WHEAT

HIGH-STYLE color scheme for your kitchen! It costs no more when you use Nairn Linoleum. Floor is Nairn Treadlite *DeLuxe*, No. 8606. Its lovely rosy cast is picked up in deeper tones in Nairn Wall Linoleum, No. 7955, "*St. Alban's Red*." Counters and splash-back, Nairn Plain Linoleum, "*Mahogany*," No. 1104.

NOTICE HOW the colors of Nairn Treadlite are keyed to other furnishings—wallpapers, chintzes, china, even saucepans—*how easy this makes it for you* to give your kitchen "Never Before" beauty. Floor is Nairn Treadlite Service, No. 9211. Counter tops, "snack bar," baseboard are Nairn Plain Linoleum, "*Crimson*," No. 1127.

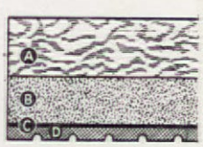
Work these "Never Before" miracles in your own kitchen...

It will turn out just as lovely and practical as these!

LUCKY YOU, if you've put off redecorating your kitchen until now . . . for things have been happening!

BY DOING IT NOW, you get the advantage of a marvelous new inlaid linoleum, perfected by the pioneer linoleum maker. Nairn Treadlite Linoleum is its name!

GLANCE AT THE DIAGRAM—see exactly what Nairn's big new improvements are:



On top, **A** is genuine inlaid linoleum; its colors can't fade or wear off. **B** is the new water-proof felt backing that ends all fear of rotting and makes the surface far smoother and easier to clean! **C** is the unique built-in rubber cushion, which gives linoleum new flexibility to withstand strain. **D** is the factory-applied adhesive back, to be laid direct to the floor for an extra-strong installation! To keep this floor bright, just use Nairn Self-Polishing Wax now and then!

NEVER BEFORE have you had a linoleum like this! Yet you don't pay a penny more for Nairn Treadlite!

WONDERFUL NEW DECORATION BOOK!—"*A treasure house of 'never before' rooms—and how to do them!*" . . . Send 10c to Box 5, Congoleum-Nairn Inc., Kearny, N. J.

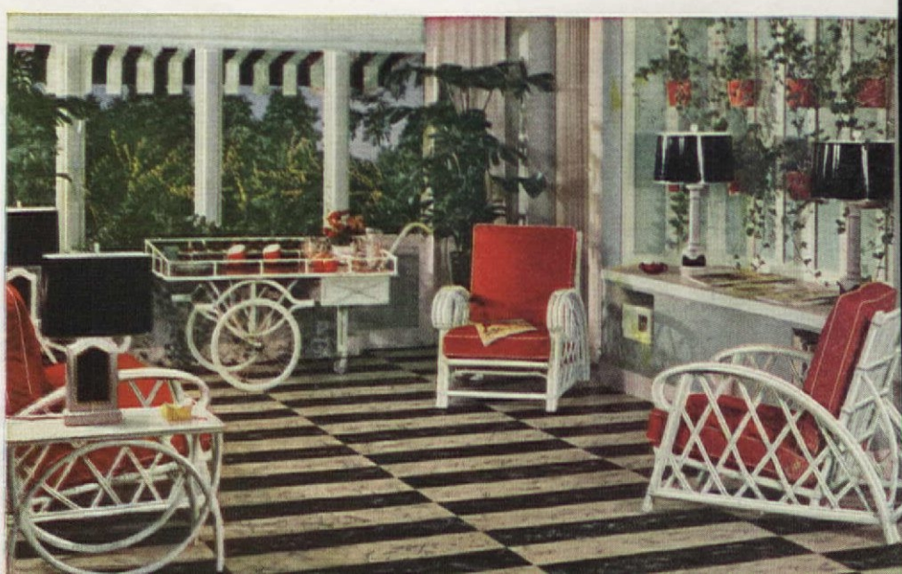
"Never Before" a linoleum so easy to keep clean and polished

"Never Before" such beauty and smoothness in genuine inlaid linoleum

"Never Before" a genuine inlaid linoleum cushioned in rubber

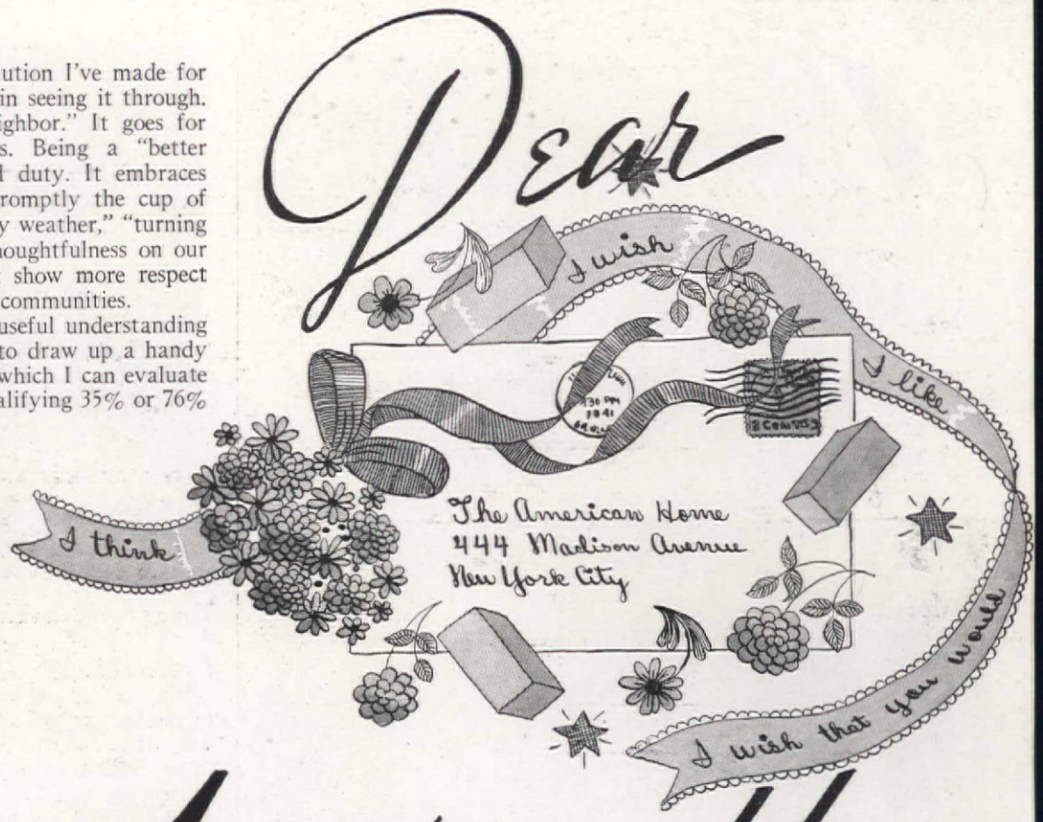
FOR YOUR GAME ROOM AND LAUNDRY, TOO—Nairn Linoleum Tile (Damp-Proof)—an exclusive new development which *makes it practical for the first time* to put linoleum on floors which may be subject to dampness, on or below grade. At last you can enjoy the beauty, resilience, and stain-proof, easy-to-clean qualities of genuine inlaid linoleum in your sun room or basement! These marvelous Linoleum Tiles, when installed, are sealed against moisture—*not once but four times*.

BELOW: Nairn Linoleum Tiles (Damp-Proof), T-59 and T-80, make a handsomely patterned floor. Tiles come in 2 sizes and 6 beautiful marbleized colors—can be laid in any design you wish! Take your floor measurements to your dealer and ask for an estimate.



NAIRN
Reg. U. S. Pat. Off.
LINOLEUM

THE OLDEST MAKERS OF LINOLEUM NOW BRING YOU NEW BEAUTY, NEW ECONOMY,



American Homes

DEAR AMERICAN HOME,

The ink is scarcely dry on the only resolution I've made for 1941 and I'll need some of your good help in seeing it through. It is a firm proposal to "Be a Better Neighbor." It goes for 1941; all the years that string along afterwards. Being a "better neighbor," it seems to me, is both a privilege and duty. It embraces far more than the copybook rules of "returning promptly the cup of borrowed flour," "keeping your sidewalk sanded in icy weather," "turning off your radio at 11 p.m.," etc. It calls for more thoughtfulness on our part. It means that we, as American homers, must show more respect and consideration for those who neighbor us in our communities.

To aid me in gaining a more comprehensive and useful understanding of this fine art of being a better neighbor, I intend to draw up a handy check-chart of some fourteen or more points against which I can evaluate my capacity. I want to know from it whether I'm qualifying 35% or 76% as a good neighbor. Of course, I shall aim for the 99 77/100% mark.

And this is where you come in. Can you refer me to any fairly recent articles in THE AMERICAN HOME which deal with this subject? Or, better still, can you send me tear sheets of this material? And I shall be grateful also for any personal comments you may have on specifications you believe should be in this "How To Be A Better Neighbor" check-chart.—W. P., Illinois.

Editor's Note: We have sent our suggestions along to Mr. P.; what can you offer in the way of specifications for a "good neighbor"?

DEAR EDITOR,

Yes! I cook for men and they love it. Who says American women are not interesting cooks? And the best cooks in the world! It has been my experience that American men prefer plain, well cooked, well seasoned foods to the highly seasoned and camouflaged dishes prepared by Continental chefs.

American women everywhere are serving tempting, delicious meals three times a day and are taking great pride and pleasure in doing so. Perhaps a few serve "lumpy gravy," "bought mint jelly," etc., but we find careless people in every walk of life and heaven forbid that we judge our homemakers by these few.

The majority of American women take as great pains with everyday meals as with "company" meals, setting their tables simply but attractively and carefully preparing a varied and well seasoned menu. What woman who has pride in her home does not strive to make her meals attractive to each member of her family, the men included?

American women do not have to camouflage their food in spicy sauces to make them delicious. They have the very best cornfed, full flavored meat to be had; the freshest fruits and vegetables and superb canned foods at their very fingertips. They are artists with plain seasonings and butter and cream. I have yet to see the man who does not heartily enjoy a good American dinner—the plain, substantial kind—which is well seasoned and attractively served.

Let me say here that magazines such as THE AMERICAN HOME help us to keep on our toes and remind us to not let our homes get in a rut and become uninteresting.

And so, Dear Editor, here's to our American women and their typical American dinners.—MRS. M. R. A., Illinois

DEAR EDITOR,

Imagine this set-up: A quiet evening at home alone, Hubby at a stag, maid out, two boys, four years and a nine monthser, asleep. It's heaven.

We're building a new home. Right this minute the foundation is in and the studding going up. And I'm trying like mad to be just one jump ahead of the linoleum contract with all its color schemes and the plumber who wants to know whether I have decided on a "hostess sink" or the usual double sink.

In the midst of architectural conferences last fall the four-year-old had a bad fall and broke his leg. Everything was ignored on our part. It was a bad fracture and he was so game. When you see your own hanging by his heels day and night for six weeks and smiling about it—does the plumber matter? Every available minute was spent down there with him, reading and cutting out pictures and playing games.

So now—we're all home again and the new house moves on, but "moving" is so far behind. I had saved all my old AMERICAN HOMES for months. And now I'm going over them for ideas and color. And the reason I'm writing this is to tell you how helpful they've been. I only wish I had time to send for all the booklets advertised. But we'll probably make out because there's so much right here and now. I agree with your new policy or probably you've always had it. Middle-class America hasn't quite enough time to read articles which, as you said, "may be ever so charming." (We're definitely middle-class. My husband is on the faculty here at Cornell and we have two children.)

We don't usually write letters of protest or otherwise but I couldn't resist letting you know how helpful and how much I enjoy your magazine. I've tried 'em all. (A few less articles on barbecues, please.) May I wish you continued "down-to-earthness" with still the flair.—MRS. W. D. M., New York

DEAR EDITOR,

Ever since I was *forced*, during my wife's absence, to take on "housewifely" duties I have been wondering why homes couldn't be built with an eye to eliminating much of the dull, back-breaking housework that seems generally accepted as a necessary evil.

Personally, I wasn't accustomed to doing anything much harder than drawing comic cartoons, and the amount of wearisome toil that piled up during the time that I wore the apron not only dismayed me but nearly wore me to a frazzle. I developed a deep respect for my wife's powers and a feeling of bitter wonder that some guy had labeled her sex the "weaker" one.

I also started to resent the fact that the most inaccessible places were the ones that became dirty quickest, that closets seemed to be laid out in cubic inches instead of in cubic feet, and that there were so many gadgets which (to my unaccustomed eye) had no special places of their own but that were always either in the way or not to be found—depending on whether or not I wanted to use them. There were a lot of other things that impressed me; too many to mention here—but I have a lot of respect for housekeepers now.—E. W., New York

DEAR MADAM,

Ever since the architects and "home" magazines started the epidemic of "lopping" off front porches, I have threatened to voice my opinion on the subject. Now my husband urges me to do so as he feels the interesting old and middle-age houses are being regimented by the present vogue

Compact comfort . . .

BROUGHT YOU BY CRANE

MORE comfort—more charm—more convenience per square foot! That's what you get in this compact, modern Crane bathroom—measuring only 7 x 8 ft.

And what a joy to know you can have genuine CRANE Quality fixtures at prices you can easily afford! The Crane *Drexel* matched bathroom group shown above, for example, is surprisingly inexpensive. Yet the fixtures provide an effect of unity characteristic of luxury bathrooms and there are a host of modern conveniences . . . to make your comfort secure.

See your plumbing contractor about installing a Crane *Quality* bathroom like this. Or mail the coupon for the FREE Crane bathroom planning book—in color.

CRANE

CRANE CO., GENERAL OFFICES: 836 S. MICHIGAN AVE., CHICAGO

PLUMBING • VALVES • FITTINGS • PIPE • PUMPS • HEATING

If you are interested in planning a new bathroom or remodeling an old one—mail this coupon to Crane Co., 836 S. Michigan Ave., Chicago, for a book giving you valuable ideas on bathroom planning.

AH-4-41

Name .....

Address .....

Town ..... *State* .....

Young American Home readers photographed by Mr. Henry J. Sidford

for "face lifting"; all are being "modernized" in similar Colonial design.

We have an old house (70 years) with a front porch and you just try to remove our porch! Husbands like front porches. At the time of day when they are free to enjoy them it is dark outside, all the garden view in the back is of no avail, and it is a grand satisfaction to have friends driving by stop in because we look so comfortable on our obsolete front porch. They enjoy it, too!

In June I gave a luncheon for twenty-eight ladies on our front porch and am still hearing complimentary things about it. One guest who lives in a grand new house with no front porch said my luncheon could not have been done in any other house but mine.

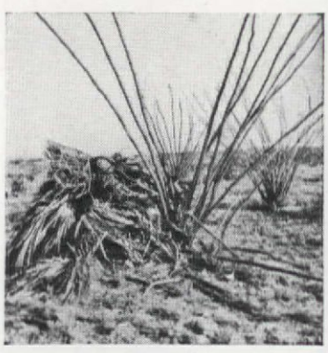
In rainy weather I have as many as seven boys around the age of twelve (our son's age) spinning tops on that porch. Even the canvassers at the door admire our front porch, and let me say here that, irrespective of the outside looks of a house, it is the inside we live in and homes should be kept comfortable for men in this hectic age. Our house is most ordinary on the outside but a newcomer never fails to express delight at the livable inside. There is no style about our porch—linoleum on the floor, peeled cane and bamboo furniture bought as we could afford it—but we are *not* giving it up. We have four friends who had their houses remodeled; three dislike the changes and the fourth had the porch put back on. We have kept the kitchen big, too. And you should see the delight of my husband's golf foursome when they have breakfast in the middle of our big kitchen—no breakfast nook for us either.

Please do something about the present trend of "regimenting" the pattern of house fronts. And *stop* advocating the removal of dining rooms; children need a little formality at the table.—MRS. F. F. L., Chicago

[Editor's Note: The following letter, received just as we had sent the March issue to press carrying, on page 104, Louise Price Bell's answer to the question, "What are desert spoons"? bothered our conscience considerably. True, the article did refer to the conservationists' fears and efforts; but we decided to print it only after being assured that the danger of exterminating the plant was not nearly as serious as early reports had painted it. If, as Mrs. Starkweather says, the situation calls for strict limitation of the use of the spoons, we heartily endorse her appeal and urge our readers to get along without them until they become available from cultivated plants that will make it unnecessary to deface the deserts by destroying the plants.]

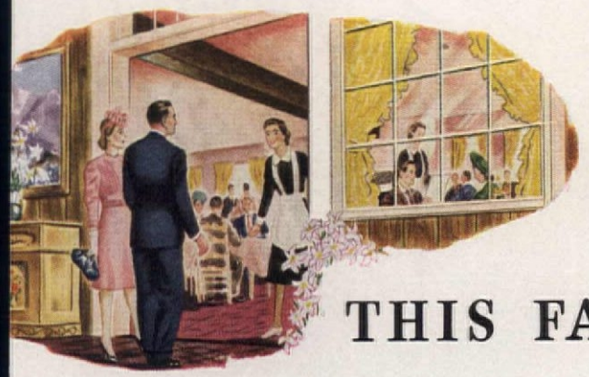
DEAR AMERICAN HOME,

We are asking your kind assistance in helping to curb the ridiculous so-called "spoon flower" fad. Having spread all over the United States, it is the cause of the destruction of thousands of our beautiful sotols (*Dasylirion wheeleri*). I enclose pictures showing the result of "collecting." It seems that public opinion alone is going to be able to stop the sale of the spoons which are now being handled by department stores, florists and curio shops everywhere. We will appreciate any help you can give us.—MRS. M. H. STARKWEATHER, Arizona



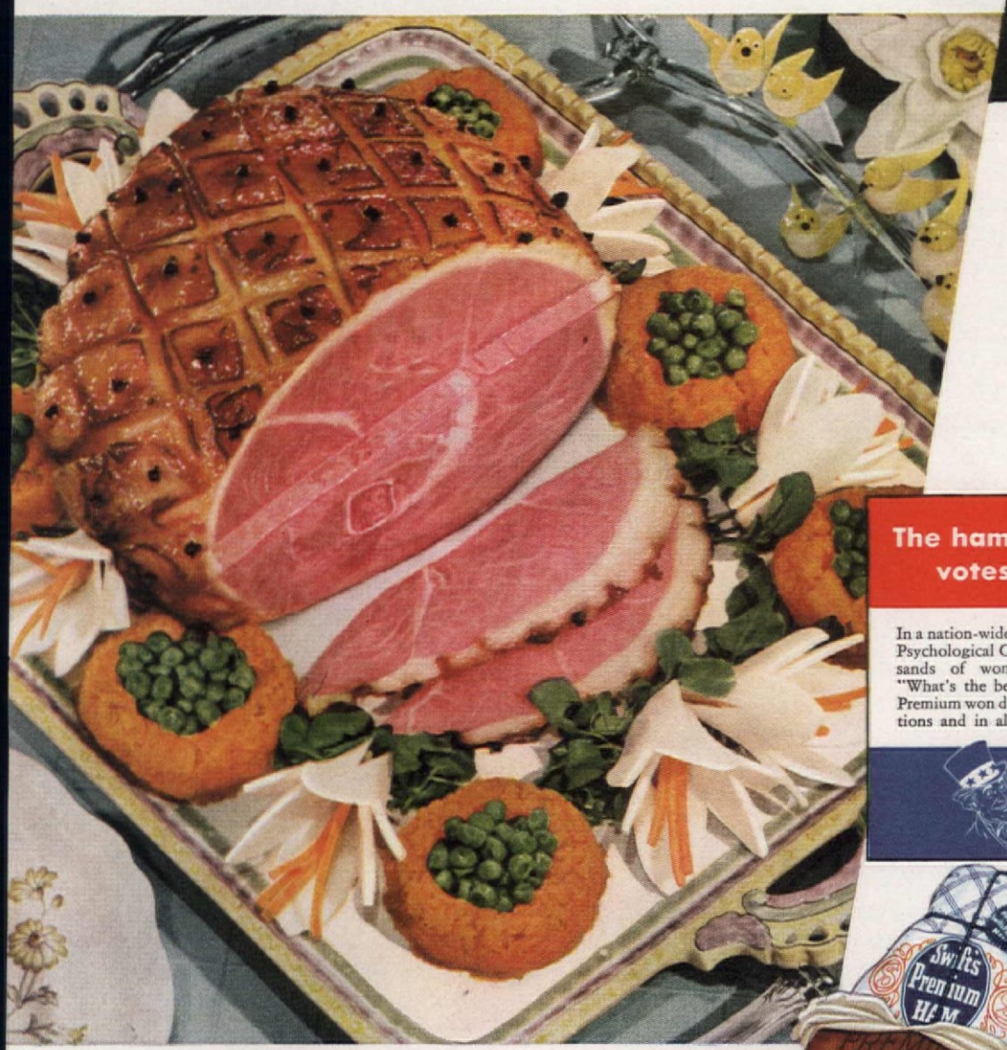
Spoon flower after its mutilation by the "spoon collector"

Easter AT Crane's Canary Cottage



BRINGS GAY "FIXINGS" FOR THIS FAMOUS HAM

SWIFT'S PREMIUM



From Duncan Hines'
"ADVENTURES IN GOOD EATING"
. . . the famous directory of fine eating places along the highways of America

CHAGRIN FALLS, OHIO — Crane's Canary Cottage

Route 422—20 Mi. S. of Cleveland. Every Day Noon to 6 P.M. April 5 to Dec. 1. *This is one of my favorites . . . A truly unusual home restaurant, furnished throughout with antiques . . . a delightful place for luncheon or dinner with superlative food and service . . . I doubt if you will find more delicious food in the country.*

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.

FOR Thanksgiving, turkey; for Easter, ham. Those old American traditions are honored, of course, at famous eating places like Crane's Canary Cottage. Honored, too, is America's traditional choice of ham; the brand is *Swift's Premium.*

Mild, rich-tasting Swift's Premium is the most popular ham in all America. From Texas to Rhode Island, from Seattle to Washington, D. C., women have voted Swift's Premium "the best."

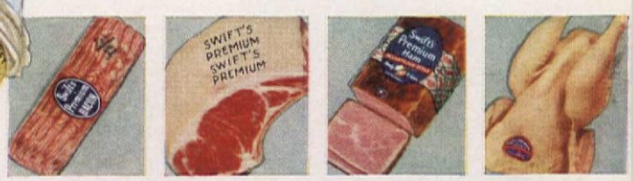
For Easter, and whenever you serve ham, enjoy Swift's Premium's matchless flavor, its spring-chicken tenderness. No other brand gives you this famous flavor for no other gets Swift's secret Brown Sugar Cure and special Smoking in Ovens.

Place your order early for your Swift's Premium Easter Ham.

For easy cooking (Blue label)

Ready to eat (Red label)

EASTER HAM—CRANE'S CANARY COTTAGE. Bake a whole or half Swift's Premium Ham, skin side up, on rack in open pan without water in a slow oven (325° F.). For a half ham, allow about 22 minutes per lb.; 5 minutes per lb. more if ham is taken straight from refrigerator (for a whole ham follow instructions on tag attached to ham). Skin, score, stud with whole cloves, and glaze. Brown in hot oven (400° F.) for 15 to 20 minutes. Surround with mashed carrot nests filled with buttered peas. Decorate with Easter lilies, easily made from vegetables. *Printed instructions and pattern are free at your dealer's.* Ask for them today.



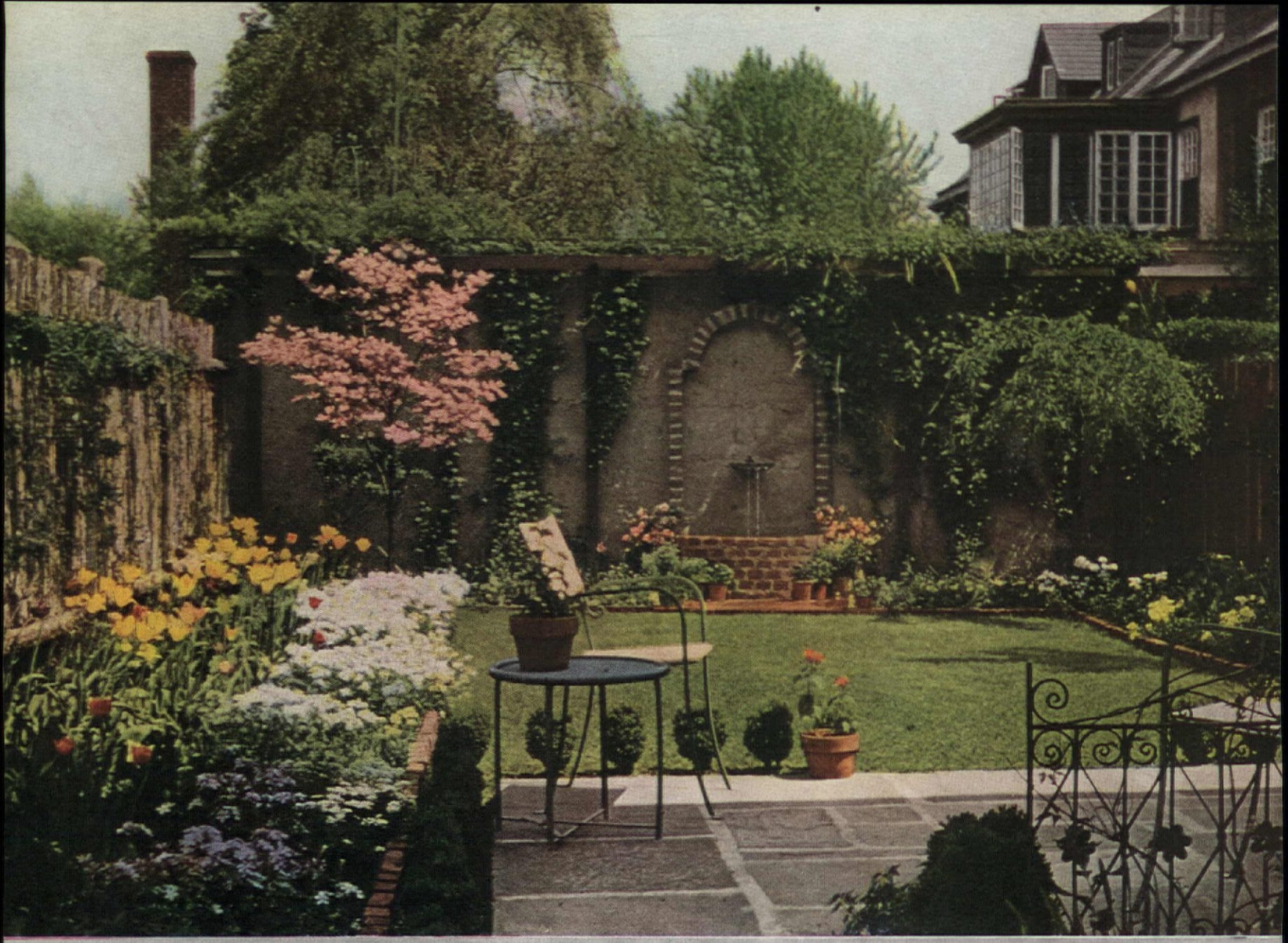
TUNE IN! Swift's Premium program, N. B. C. Breakfast Club (Blue Network)

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

REMEMBER, THE MEAT MAKES THE MEAL

Say Swift's Premium for the finest meats:

HAM • BACON • BEEF • LAMB • POULTRY • VEAL • FRANKFURTS • TABLE-READY MEATS

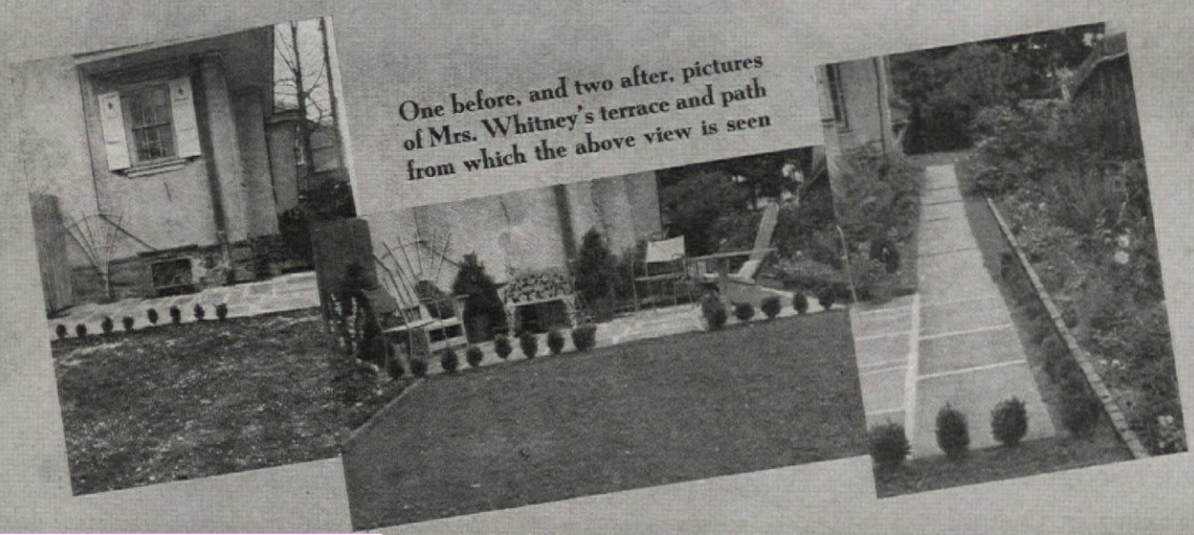


F. W.

Don't tell us you have

WHY, back yards went out with long-sleeved bathing suits, cors—, er, oh, a lot of things that people used to put up with. They belong to the days when folks, thinking of the vast, unoccupied Western areas, supposed that land was so abundant and unimportant that a little plot wasn't worth looking after; when "nice people" never worked with their hands, in the dirt; or sat outdoors in the evening for fear of the "deadly night air"; or entertained guests anywhere but in the front parlor; or let children go out to play until they were suitably upholstered in reefers, caps, leggings, and what-all. They were an accepted, inevitable part of every home.

Or, if you truthfully confess that you have a back yard, won't you assure us that it's because you haven't been able to decide what kind of a garden you want there? We'll agree that the problem needs considerable thought because there are so many possible solutions. But we also maintain that, because there are so many things that can be done, and such a wealth of materials and aids to do them with, there is little excuse for not attempting *something*. We are bolstered in that belief by the steady stream of experience stories that reach us from here, there, and everywhere telling how, time and again, a house with a bit of ground was turned into a home, how the property front was made pleasing from within and without; how lawns were transformed from park-like spots breathing a "keep off" atmosphere into enticing places to live in and play on; how neighboring eyesores were screened out or disguised, or vistas created through a vine-draped trellis or the branches of a well-placed tree. Homeowners the country over *are* doing these things and telling us about them. So we are passing along to you some of these records of success and achievement; examples of what other homeowners have done, the sort of thing that any of you *can* do—if you wish hard enough and put your mind and muscles to work.



One before, and two after, pictures of Mrs. Whitney's terrace and path from which the above view is seen

SAME

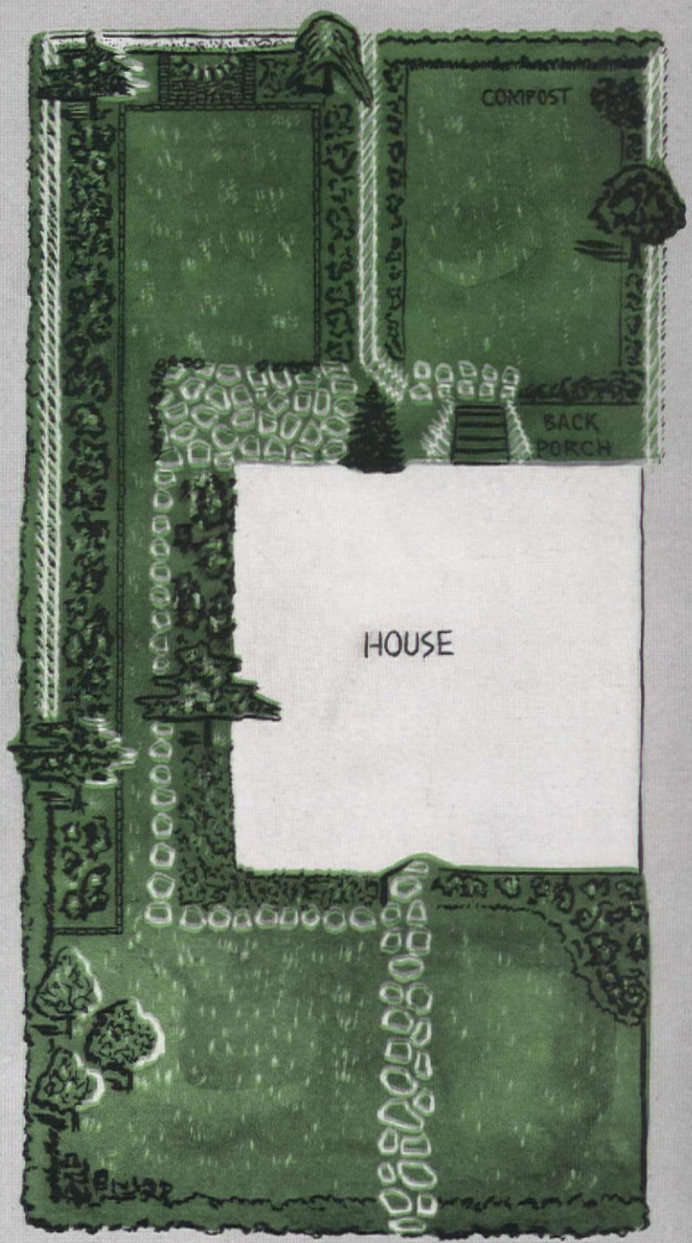
SPOT

Showing how Mr. and Mrs. W. B. Whitney II transformed the "back yard" of their rented twin house in a suburb of Philadelphia

Photographs and plan from the author

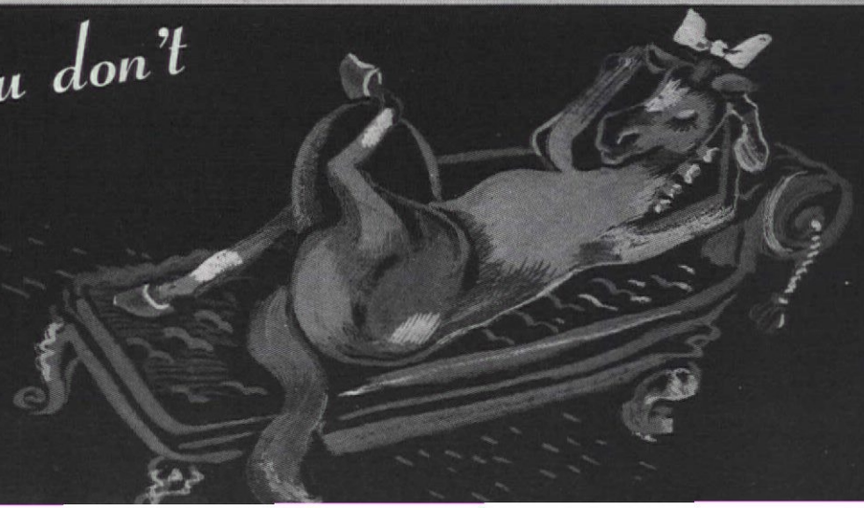
Don't tell us

you can't have a garden because you just rent the place . . . it isn't laid out right . . . it has the wrong exposure, or something . . .



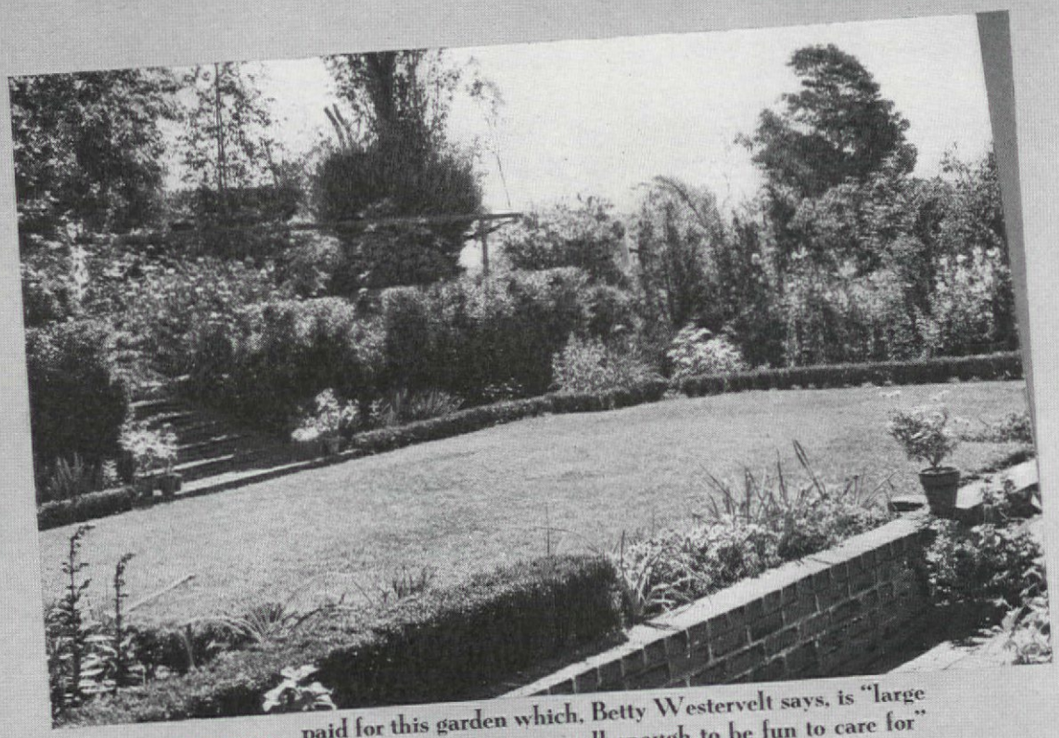
PHILADELPHIA : : Louisa Newlin Whitney says: "A garden is like many other things: if you really want it, you can usually manage it somehow, regardless." In less than three years she, with the help of a sympathetic (if, at first, incredulous) husband, and the tactfully secured cooperation of a landlord, made the transformation shown here in the "back yard" of a rented twin house on a 50 by 100 foot lot in a much-built-up suburb. First came two fences, one of woven cedar five feet high along the drive to give privacy; the other, a brown-stained picket fence, to divide the rear space into living and kitchen gardens (the latter with narrow flower borders and the indispensable compost heap in the far corner). Next, for $22.50 and a slight rent increase, she obtained the fountain, pool, and flanking vine-covered pergolas built against the rear fence and the back of a neighbor's garage, where she had removed an old privet hedge. She did away with costly piping for the fountain by running a brown rubber hose from it along the bottom of the fence (where it is scarcely visible), and through a piece of iron pipe laid beneath the flagstone path; it is attached to a basement faucet when desired and, of course, taken in over winter. Then came the edging of the terrace with tiny boxwoods and of the beds with old bricks on end; and the planting of various shrubs, evergreens, dogwoods, a weeping cherry, perennials, hardy bulbs, etc. "We have worked hard for the past two years," she adds, "but we agree that the garden has been more fun than almost anything we've ever done. The comment that pleased me most was the milkman's—he said it was 'the prettiest back yard on his route.' Who should know better!"

a backyard!



A horse is a luxury if you don't **USE** *it!*

So is a garden a luxury, until it is USED —enjoyed—lived in!



$250 paid for this garden which, Betty Westervelt says, is "large enough to be effective, small enough to be fun to care for"

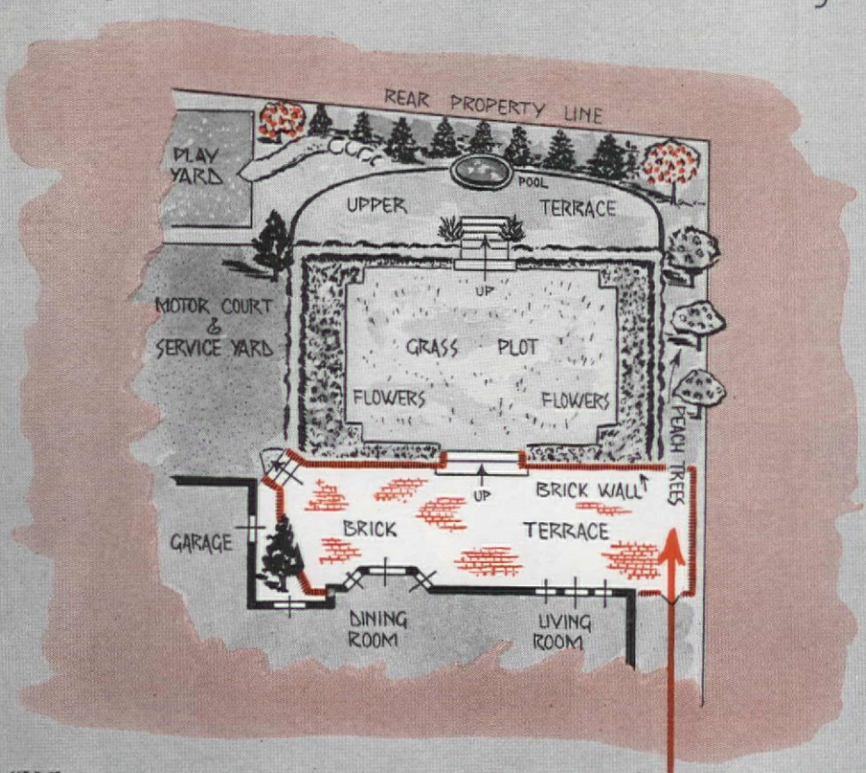
PASADENA : :

Don't tell us you'd love a garden, but—the house and children are all you can care for . . . you have no funds . . .

UNTIL two years ago we lived i rented houses, hopefully planning an planting gardens only to leave ther for others to enjoy. We were gla to take part in the "help beautify Pasadena movement, but as our own house began t take shape, my husband and I rejoiced at th thought of, at last, giving free rein to ou greatest hobby and being able to enjoy the re sults ourselves. We knew that a correct begin ning was essential and, after considerabl reading, we decided that the most importan points were: good, deep, rich soil; good drain age; some shade; outdoor living quarters privacy—and cash. An inventory revealed: ex tremely poor granite soil on red clay (prevent ing good drainage); no trees where the garde was to be, hence no shade or privacy, and a very limited garden budget. The back yard wa only sixty feet deep, with a ten per cent slope from the house up to our neighbor's unattrac tive fence, so we decided on a three-level gar den. After the contractor had roughly graded two levels, the male end of the household executed the third with pick and shovel. When the first week end after we were settled, he started again with shovel, some shrubs, and lots of enthusiasm to attack the flinty earth the result of two days of hard work was but five large holes! To be charitably brief, every shrub, flower bed, step of path, and fence-post hole on our 100 by 120 foot lot has required intensive pick and shovel work, wheeling out dirt, wheeling in topsoil, and spading in peat moss and fertilizer. All of which we have done ourselves.

Our living and dining rooms open onto a brick terrace about forty-five feet wide and fourteen feet deep. When we had laid it, we swept a fifty-fifty mixture of sand and cement into the cracks and wet it down. It is partly covered by a balcony and at the five posts are jasmine vines. Along the back edge rises an eighteen-inch, very professional looking, brick wall (my husband's handiwork). The main part of the garden, as wide as the terrace and twenty feet deep, is reached by two wide, low steps in the center, around which I group potted plants—*my* hobby. The grass plot is bordered with flower beds edged with Japanese box, and a high Eugenia myrtifolia hedge forms a background, and also obscures, at the left, the service yard and play yard.

Across the lawn, opposite the terrace steps, a flight of three more leads through a gap in the hedge to the final level. About eight feet deep, it will, in time, be flagged; and a small fountain and pool will go at the very back on the step axis, while a bank of Pittosporum undulatum (like shrubby orange trees) will eventually block out the fence and house beyond. In the flower beds we change patterns and colors season by season as the spirit moves us. In the beds along the terrace (kept low so we can get the full effect from the



"When our newest baby is paid for, we'll buy white iron furniture with yellow cushions, a Mexican umbrella, two loungy chairs for this end of the terrace"

terrace), are narcissus and Virginia stocks for early spring when the other borders are bright with snapdragons, larkspur, violas, candytuft, and the like, whose shades are carried onto the terrace by potted azaleas, primulas, marguerites, ageratum, and yellow alyssum. Summer and fall see more of the strong red and yellow colors of zinnias, marigolds, calendulas, dahlias, geraniums, nasturtiums, dwarf pomegranates, chrysanthemums, etc.

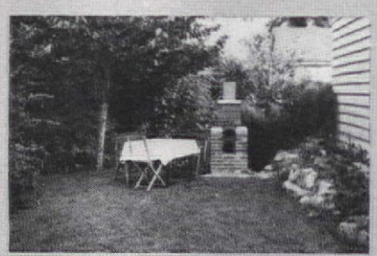
When our newest baby is paid for, we will buy white iron furniture with deep yellow cushions, a Mexican umbrella in the same shade, and two really loungy chairs for one corner of the terrace. At the other end, where the garage wall projects just the width of the terrace, we had a window built in it; it has ruffled glass curtains inside and outside, under the sill, a scalloped shelf for our gayest pot plants. Shaded by an evergreen elm, this spot will have a glass-topped table and iron chairs for our almost daily outdoor meals.

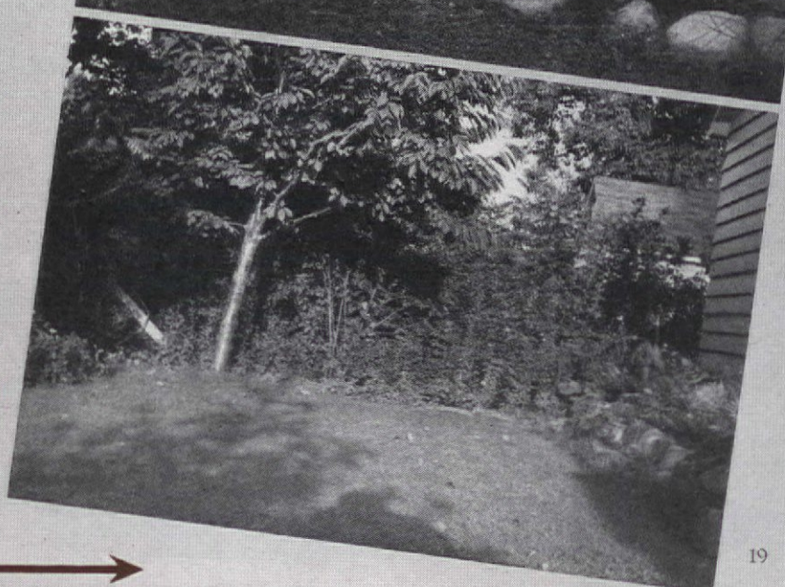
Our small budget has hampered us, of course. But we are gradually getting the effects we want by: putting in *small* trees and shrubs; exercising patience; conscientiously accumulating humus to take the place of expensive manure; pretending that (temporarily) we don't care about privacy, and keeping our eyes open for such bargains as the four gates and the picket fence (that now surrounds the play yard), which we got for a song from a flower-show exhibitor. With our difficult soil conditions, we find it best to stick to what we *know* we can grow, and to strive for two or three seasonal effects rather than continuous bloom or specimen plants. Good-size clumps of flowers of not too many varieties are much better than miscellaneous scrappy units which, in a garden this size, are confusing. Raising plants in flats from seed is fun, but does not save enough to justify our giving time to it. Straight lines and well kept lawns and borders are more important than a bevy of bloom, for a small garden is like a small room—just one or two things out of kilter will immediately make the whole place look cluttered and shabby.

The entire rear garden—large enough to be effective and small enough to be fun to care for—including plants, fences, fertilizer, sand, bricks, and all, cost less than $250. It is still very, very far from our ultimate goal, but we learn something each month and get tremendous satisfaction from knowing that not another soul has dug a hole, laid a brick, sowed a seed, or watered a plant. We actually spend more time on the terrace than in the house, and we have been repaid a thousand fold for every hour of the thought and effort that we have put into it.

Don't tell us

YOUR OUTLOOK IS LIKE THIS



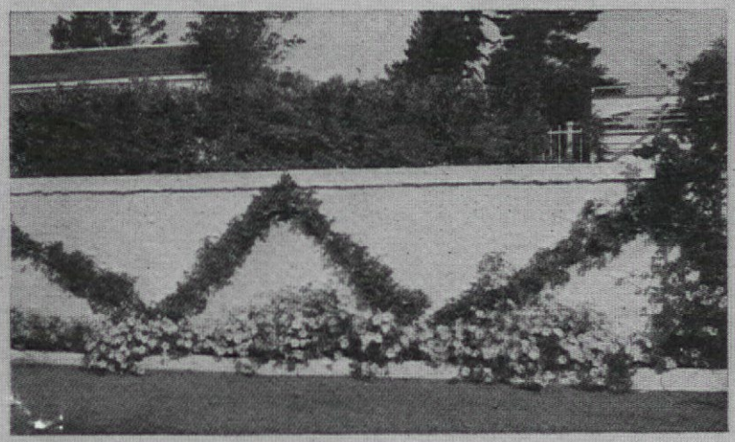


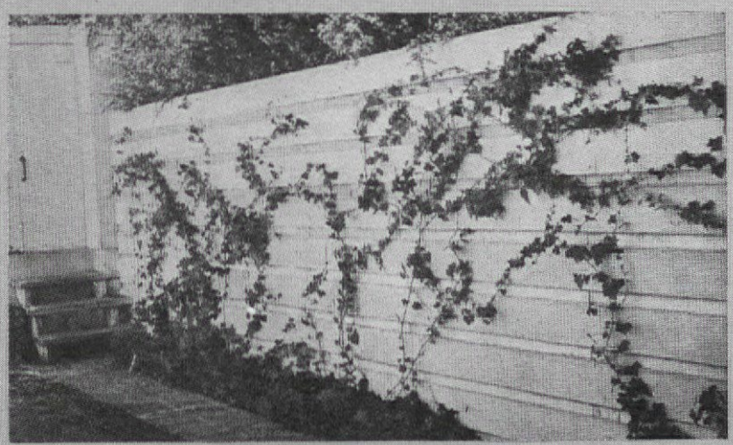
BECAUSE, if it is, you don't have to put up with it. Ronald L. Whitney owned this eyesore and turned it into the wooded, private, little picnic ground shown at the left at the cost of "a five-dollar bill, a 'thank you' for some brick, and the transplanting of some spirea bushes that had outgrown a former location." The lower picture was taken midway of the development and his story of how it grew will, we hope, inspire you to get busy and transform your "eyesore" into a view. He says:

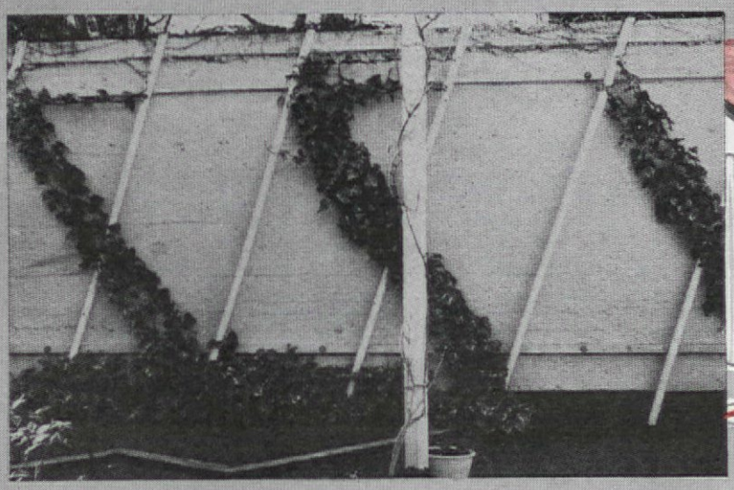
"When we moved in we realized what an unsightly spot can develop behind a garage if you don't care. Folks who had lived here before us obviously didn't. The first thing we did after a general clean-up was to enclose the yard with privet; but surrounding poplars and sumach, our poor soil, and the shade from the garage formed a combination in restraint of growth, of, not only privet, but other shrubs, flowers, and even grass. How could we get any pleasure out of that spot? Suddenly an inspiration, 'Why not a fireplace'? At first we thought we knew, for the simplest ones we could find in magazines were more than our slow, awkward hands could duplicate or our pocket provide. Then an uncle gave us 150 nice new brick and challenged, 'If you want a fireplace, why in—that is, why don't you build one?' Well, that really started us; but then, remembering that a fireplace needs grates as well as brick, we

KALAMAZOO, MICH. : :

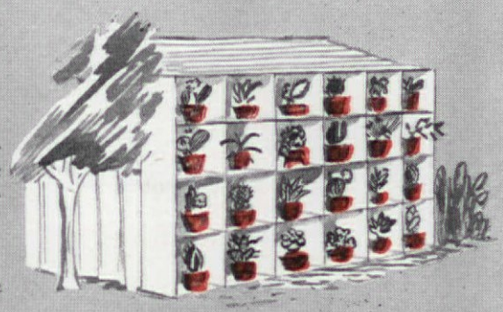
Photographs from Helen Bell Grady







thought we were stymied until, suddenly, we found some 10 by 16 inch cast-iron gadgets for concrete or brick porches at less than a dollar each. Friends told me that heat would expand them and crack the casings if they were cemented in; and reminded me that the fire-pot should be lined with fire-brick, so I bought twenty of those. A neighbor lent me a cold chisel, quarter-inch sieve, tiny trowel, small spirit level, and cement edger, all of which should be standard equipment for fireplace building. Then, with a yard of gravel, a sack of cement, some lime, and a few cheap boards, I began. The result: A three-inch concrete foundation on sand, layers of brick, the lining of firebrick to support the removable grates, a reinforced cement top, and a chimney with spikes inside to hold a tile chimney pot. The neighbors came for the grand opening—and were those steaks good! But the spot was too open until—another idea. Those overgrown spirea bushes out in front where (as you know) they date a house, were just the thing to fill up the corners. Given lots of water, spirea moves easily and stands almost any conditions, so that problem, too, was solved. The place proved so snug that even after several enjoyable picnics, neighbors back of us asked me one day if we had tried our fireplace yet!"



Shelf garden

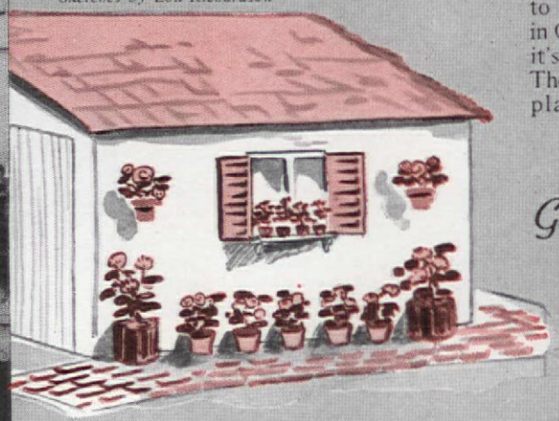
Don't tell us

that you "love beauty" if you put up with bare walls

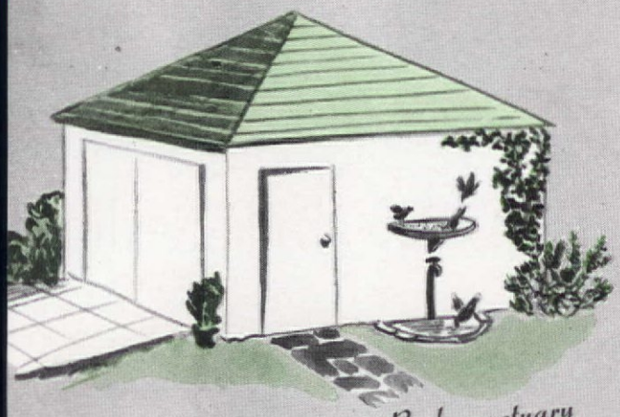
WE'VE heard—and so have you—people apologize for the blank appearance of a would-be garden because, "that awful garage next door backs up on us and, you know, you can't do a thing with a stretch of bare wall." Or because, "we couldn't afford a hedge or a brick wall and, of course, a board fence is just that and cannot be anything else." The fitting reply to such arguments is, "hooey" or "applesauce" or whatever term happens currently to be most emphatic and incredulous. Go out and look at California back yards, especially some around San Francisco that Tommy Church, the well-known landscape architect, has worked on; look at these photographs of gardens out there, and see what can be done with simple vine training to turn ordinary fences and walls into backgrounds of beauty. Whether you use the ubiquitous English ivy, climbing fig, trailing roses, petunias, nasturtiums, or other annual flowers, espalier fruit trees or such woody ornamentals as magnolia, forsythia, wisteria, or what you will, the possible effects of geometrical patterns of green are limited only by your ingenuity and willingness to bring up the plants the way they should grow.

Or, considering specifically the side or end of a garage—your own or your neighbor's, it doesn't matter—look at these sketches from Lou Richardson. They, too, happen to be based on things seen in California, but, after all, it's the ideas that count. The details of construction, plant material and just

Sketches by Lou Richardson

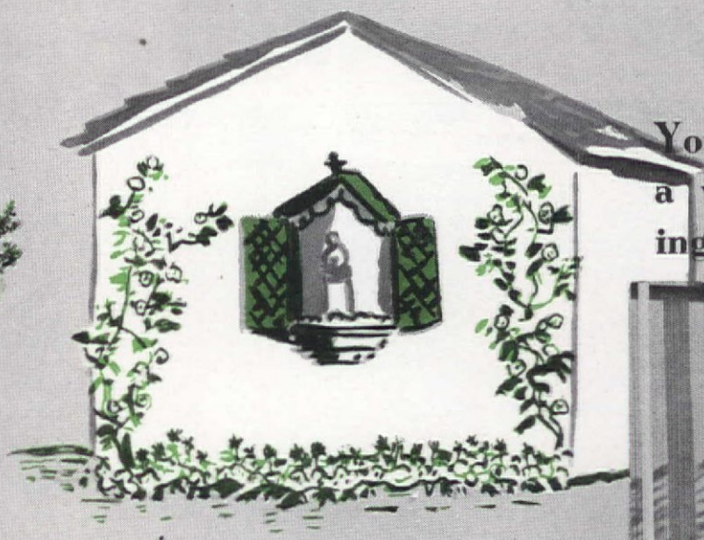


Garden of pot plants

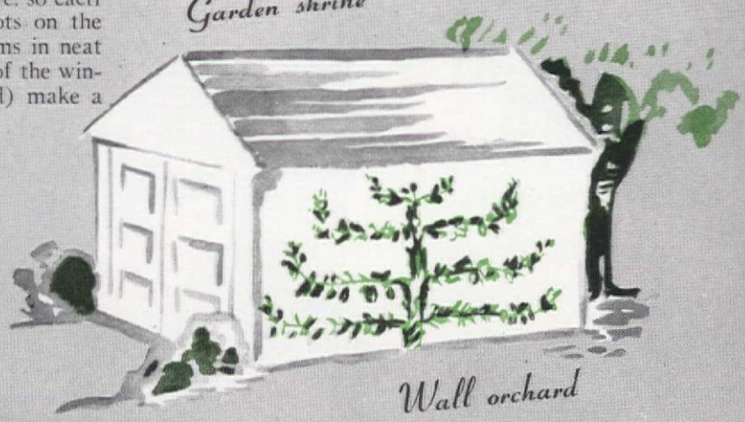


Bird sanctuary

how it is arranged, etc., can be adapted to the climate, setting, dimensions, and other controlling factors in any particular case. The "Shelf Garden," for example, made of rows of niches or shadow-boxes, had a sunny southwestern exposure, so cacti in variety were used in terra cotta pots on the pale yellow shelves. Bright red geraniums in neat clay pots below, beside, and on the sill of the window (which could be real or simulated) make a joyful display of that "Garden of Pot Plants." The large "half-pots" at either end are made of tile sections set in the ground to form a semi-circle and filled with soil. The little "Bird Sanctuary" is self explanatory; but note the simple pipe and faucet device for giving a fountain effect under the bird bath on the wall. The possibilities of carefully trained vines and espalier shrubs and trees are developed in both the "Garden Shrine" suggestion and the "Wall Orchard," which, by the way, can well be as satisfactory in a practical, fruit-producing way in the autumn as it can be delightful to the eye in the spring.



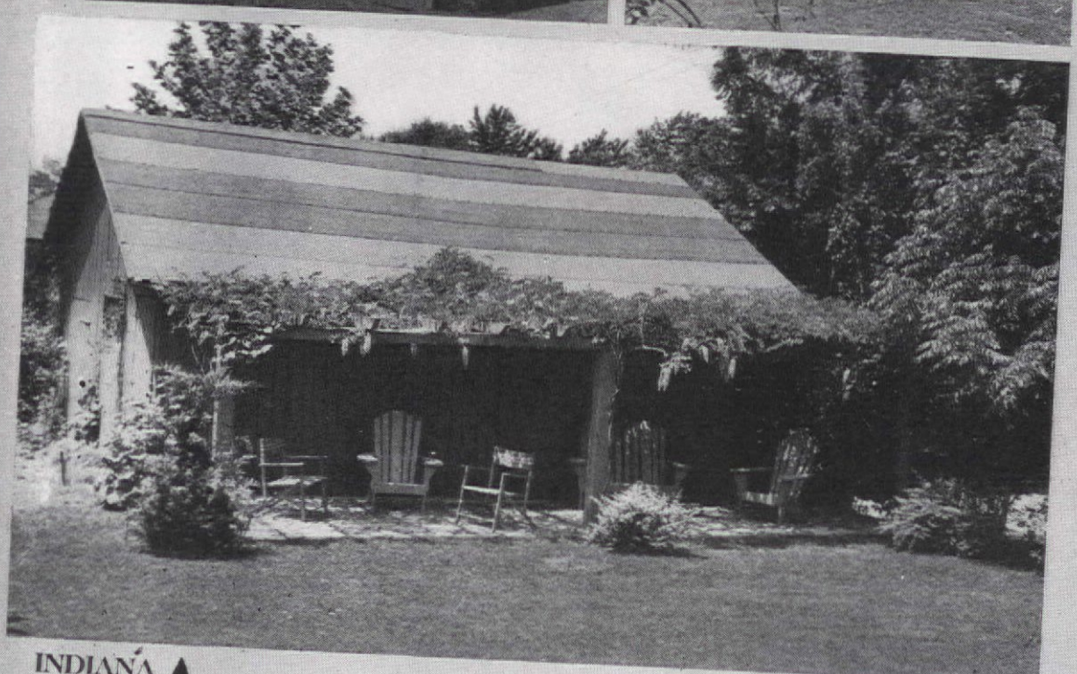
Garden shrine



Wall orchard

You can transform a wall by dressing it up, as here—

or you can try remodeling and make it into something quite different, thus—



HERE is the story in pictures of the realization of one of three wishes with which, two years ago, we began turning our ugly back yard into a garden. I wanted a flagged terrace under a wisteria-covered pergola but, having no gardening experience and a budget sadly depleted by doctor's bills, it seemed as unattainable as the moon. However, I believe in fairies, and in three quotations handed down by my mother and her mother, which I dare say, epitomize the psychology of wishful thinking: "We cease to have visions if we fail to take steps to realize them." "The gods send thread for a web begun." "Learn to make the most of what you have." For turning the old red barn into a two-car garage—our first problem—contractors bid up to $200, but I finally found one who actually did it for $62 plus the salvaged lumber. He even put a pergola where the wagon shed stood, and I moved three of the old wisterias from beside the fence and put one by each post. I thought I would have to get along with the old cinder floor—then a W.P.A. gang, installing new sidewalks and curbs, gave me several loads of broken flags which a neighboring German gardener and his son helped me lay for $7.50. And there was *that* wish come true! The others are another story, but do you wonder that I definitely believe in fairies—good ones?

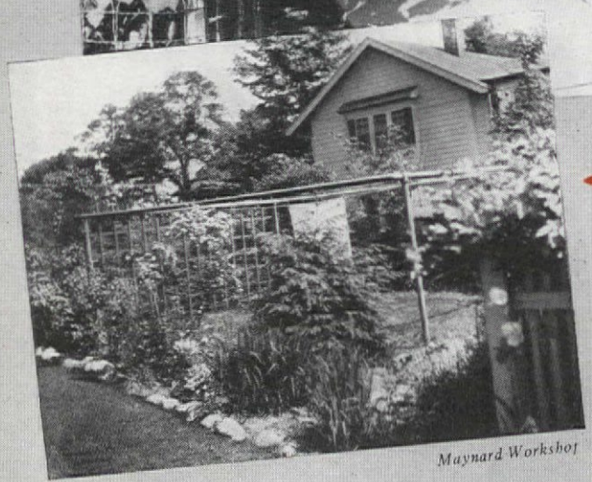
BESSIE LYNN HUFFORD

S. Eric Burgen

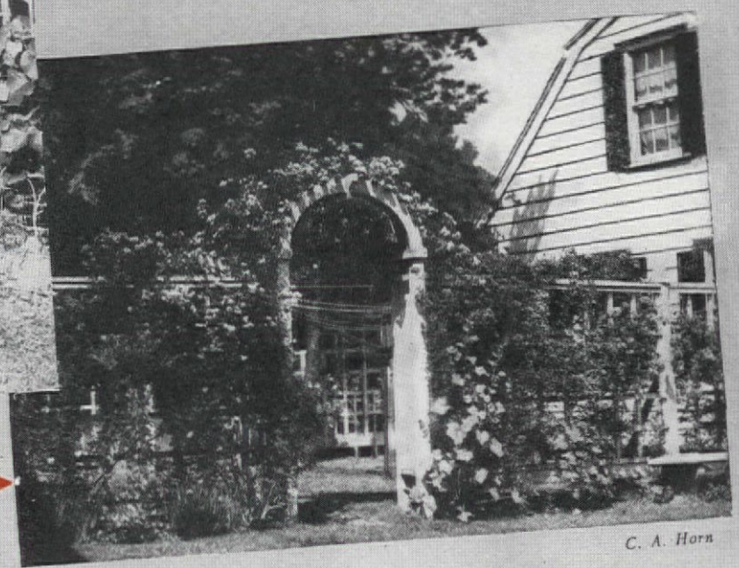
Don't tell us

you put up with a clothesline!

OH, YES, you apologize and wish you "could do something about it," but the point is—you CAN, as these pictures prove. Would you guess, if the line were down, that those masses of Dutchman's pipe, topped by a bird house and a toy windmill, were clothes poles? That yard just below, between the house (out of sight at the left) and the garage, is effectively hidden from the street by the rose-covered trellis and the border of iris and hollyhocks in front of it? And see how the generous, strategic planting in the picture at the far left takes the curse off the not very obtrusive green-painted pipe frame on which the line is hung.—**EMILY SEABER PARCHER**



Maynard Workshop

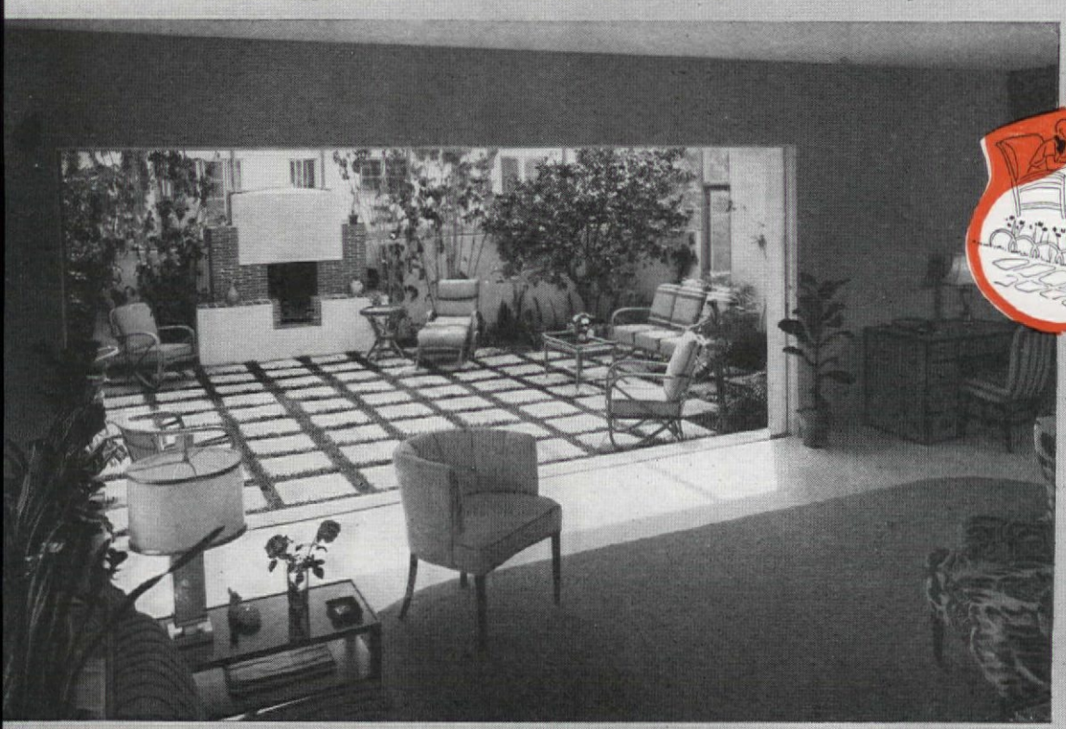


C. A. Horn

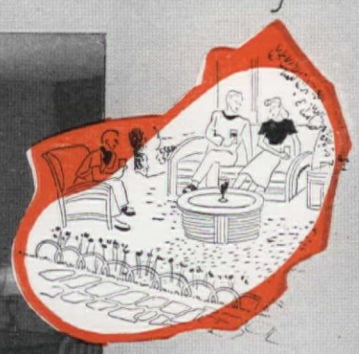
MASSACHUSETTS

Don't tell us

you don't PLAY in your back yard!



Ernest Graham



WHY, you are missing half the fun of living if you cannot or don't know how to really use your garden—or the space that could and should be a garden. Of course, a stretch of smooth green lawn is good to look at—but so is a nicely broiled steak, a brand new roadster, an expensive tennis racket; and who wants merely to *look* at them? There isn't much difference between a garden that isn't lived, entertained, and played in and one that's plastered all over with "Please keep off" and "Don't walk here" signs. Who wants one of those?

By contrast, look at this exceptionally livable garden space in Miami Beach, Florida, which, through the skillful cooperation of architect and landscape designer, has been made as much a part of Mr. and Mrs. Guy E. Michaels'

FLORIDA

NORTH, SOUTH, EAST, WEST, THIS NEW FAVORITE SOUP IS NEWS!

Have you, at your house, discovered Campbell's Cream of Mushroom? The country's buzzing with talk about it! Women are praising its delicious flavor, its smooth, nourishing creaminess, and telling their friends how frequently they call on it now—for family and company meals.

It *is* delightful! Campbell's make it of fresh, extra-thick cream and young hothouse mushrooms, skillfully cooked and seasoned just so. Every creamy spoonful brims with rare mushroom flavor and there are plenty of tender mushroom slices for every cup.

Looking for "something special" to please the family or surprise a guest? Just try—

When you want
A meal to click,
Campbell's Soup
Will turn the trick!

Campbell's CREAM of MUSHROOM

LOOK FOR THE RED-AND-WHITE LABEL

Sunshine specials for spring appetites!

As easy to serve as saying Del Monte—just the thing for blustery days like these!

Precious little fixing, either — and great big enjoyment! All in one "package"—labeled *Del Monte Pineapple.* Instantly ready to give you a bevy of bright ideas—all as tempting as this spring foursome!

A guest-worthy dessert, too—right from the can, simple and unadorned! A gay side-piece for meats. Just watch appetites settle down happily to these sunny slices, no matter how you serve them!

But keep this in mind. Make it Del Monte, each and every time you buy pineapple—any style.

Discover tropical flavor at its best — fine, sunny-sweet "pines"—packed fast—to keep them just as juicy-golden as they grew!

Six styles, remember. Six delicious ways to hustle spring to your table. Have you tried them all?

SLICED · CRUSHED · CHUNKLETS · JUICE
TIDBITS · BARS

EVEN YOUR HUSBAND KNOWS
—getting what you want is important any time

LOUISE: Look what I got for your birthday!

DON: Gosh, cigars—a whole box. Thanks a lot. But gee, honey, I always smoke panatelas. Where did you get these?

LOUISE: Aren't they right, Don? I'm *so* sorry. Let me take them back.

DON: Aw, Louise—I didn't mean to hurt your feelings. And I can change them easy enough tomorrow.

Next day

DON: There—everything on your shopping list. Now can you forget I was so mean about the cigars?

LOUISE: Of course, dear. But Don—look at those green beans. And those pears. Don't you remember, when it comes to canned fruits and vegetables, I always get Del Monte? You and your old panatelas!

One day later

DON: Sorry to bring 'em back, Mr. Hays. My wife wants Del Monte.

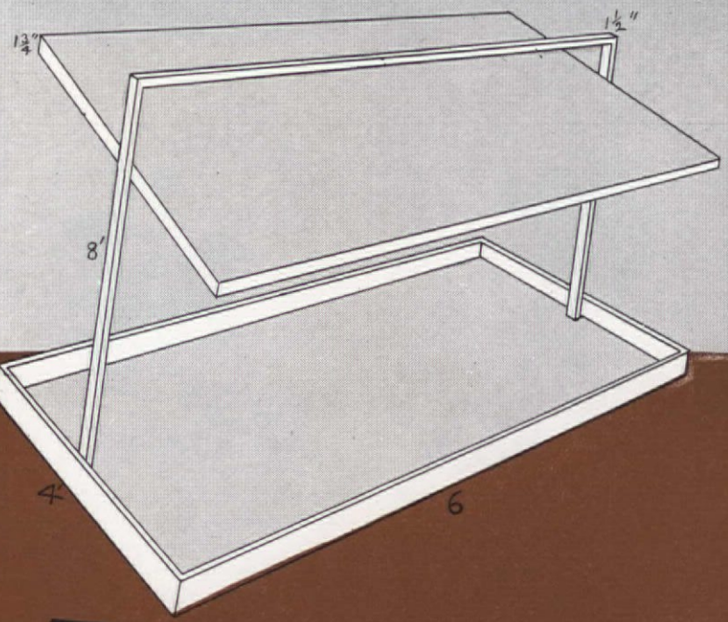
GROCER: That's okay. Why *shouldn't* she get what she wants? What else is a grocer in business for? And we've found the way to keep any good customer satisfied is to sell her brands she knows and likes.

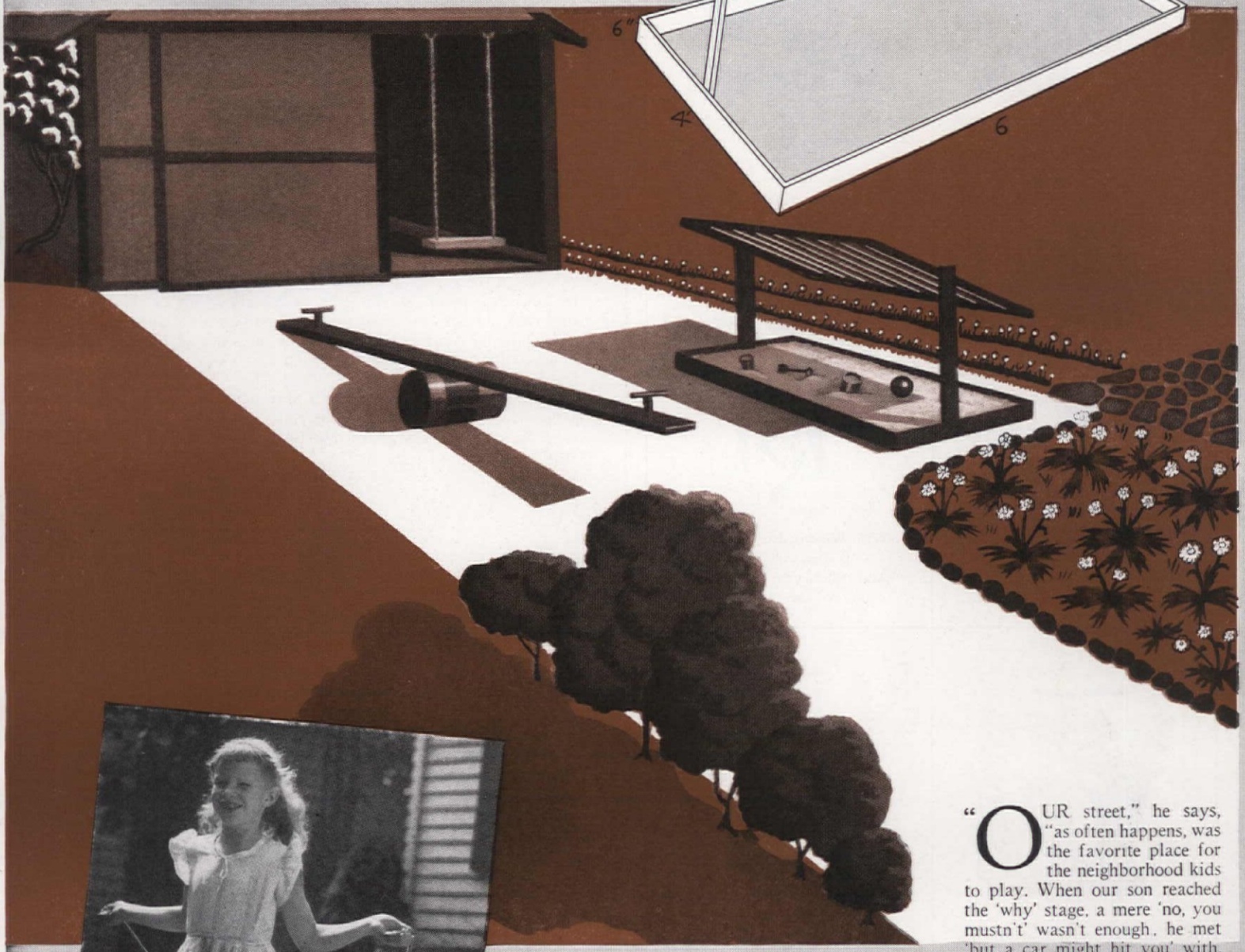
Just be sure you get **Del Monte Pineapple**

FOR THE LAST WORD IN SUN-RIPENED GOODNESS

home as the living room is part of the garden. With the huge sliding windows open, there is nothing but a shallow step to break the continuity; guests at a steak supper or a bridge party can drift back and forth just as they might between living room and library. Note how the set-back of the window prevents the room from being flooded with sunshine which, in the South, might prove unpleasantly dazzling, and at the same time permits an unbroken view of the outdoors. The high wall, besides providing a background for the planting, the barbecue, and the inviting furniture, is an effective protection against boisterous winds, wind-blown sand, and other possible discomforts that a more exposed situation might involve.

Equipment designed and sketched by Paul Hawkins





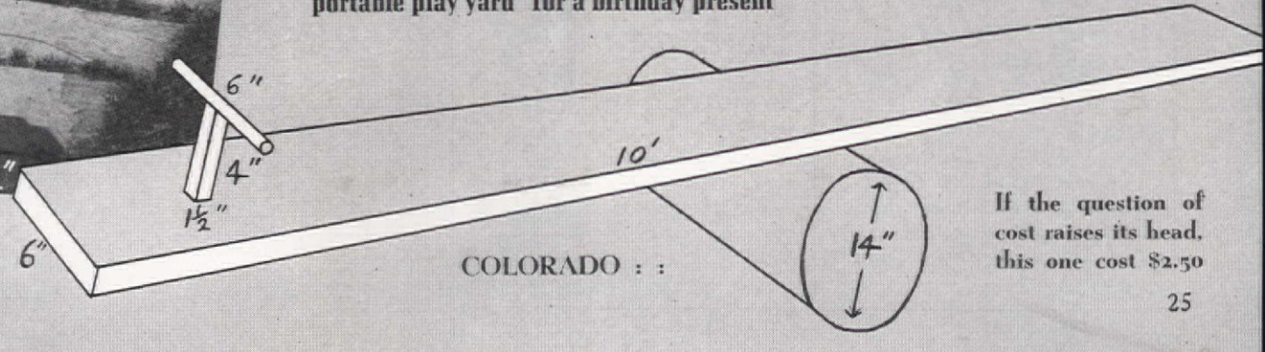
R. H. Ross

Don't tell us

that Mr. Paul Hawkins wasn't a public benefactor when he gave his son this "portable play yard" for a birthday present

"OUR street," he says, "as often happens, was the favorite place for the neighborhood kids to play. When our son reached the 'why' stage, a mere 'no, you mustn't' wasn't enough, he met 'but a car might hit you' with, 'Judy and Dickie and Butch play there.' So we planned a play yard in our driveway as a present and, we hoped, an inducement for the rest of his playmates.

"In its corner, the sand box did not block the garage, and I made the other equipment portable. For the teeter-totter I bolted a ten foot 2" by 6" plank to an oil drum with four 3" bolts, using



COLORADO : :

If the question of cost raises its head, this one cost $2.50

1. Old Grandmother Kate
was a hearty old dame.
At cutting up wood,
she put men to shame.

2. But washing her windows
left her limp for the day,
For Grandmother cleaned
them the old-fashioned way.

3. Now Granddaughter Peg,
who's slim as a vine,
Does her windows with speed
—yet feels very fine.

4. With Windex, Peg cleans all
her windows in stride
And still has the pep
and the time for a ride.

5. Using Windex is easy,
it's plain to be seen.
Spray it on. Wipe it off.
That's all. See the sheen!

6. And Windex contains
no dust-catching oil—
Keeps glass 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

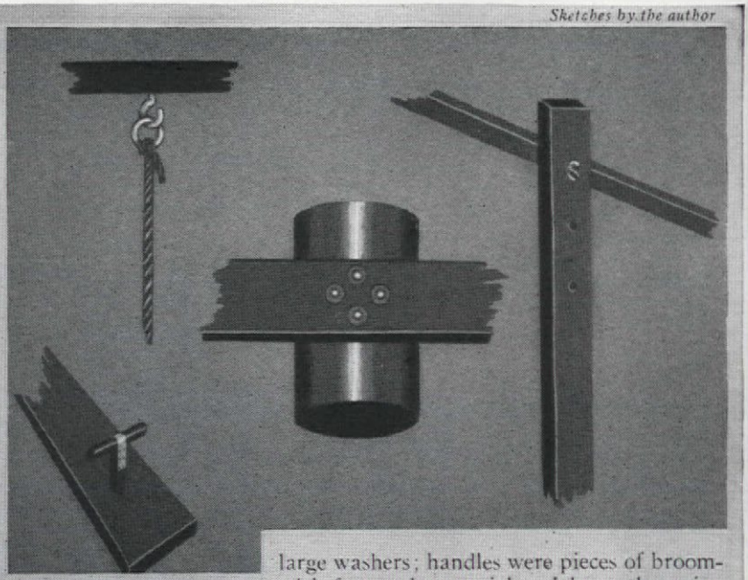
NOW NEVER OVER **15¢**

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

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

Copr. 1941, The Drackett Co.

Sketches by the author



large washers; handles were pieces of broomstick fastened to uprights. I hung the swing on hooks in the garage doorway so it could be taken down and fastened the sand box awning to the 2 by 4 uprights with carriage bolts and wing nuts. The result? Sometimes we think we are running a kindergarten, though thirteen children is the most we have had in the yard at once. Other times we feel that youngsters are unappreciative little whelps. But though some of 'the gang' still play in the street part of the time, our child seems satisfied to 'stay in his own back yard.' And that satisfies us."

Don't tell us

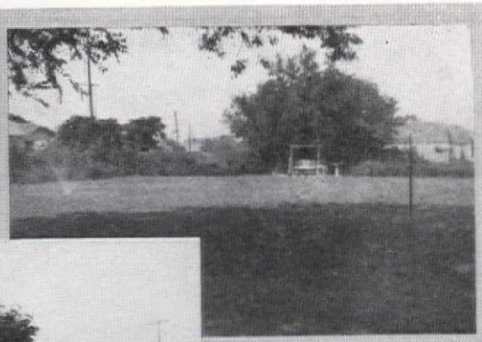
TEXAS : :

you play Ping-pong indoors!

IT PEPS us up no end to find people like Mr. and Mrs. W. F. Watt of Dallas, whose recreation garden is shown above, who seem to know how to get the most out of life and their home grounds—and at very nominal cost. After only two years they have, of course, lots more they want to do, but consider what they have accomplished on a 100 by 200 foot lot wholly unimproved to start with except for two large trees. Using largely native and easy-to-grow material, they have started a pleasant setting of shrubs, evergreens, fruit trees, and roses for only $50. A semi-ornamental wire fence and hedgerow enclose the 100-foot-square rear garden, around which run broad perennial beds and fieldstone walks, while at one side a space is set off by a lower, rose-covered fence for fruits and a vegetable garden.

"Last summer," says Mrs. Watt, "was our first opportunity to entertain in our back yard, but we had frequent parties and suppers there,

$10 bought flood lights for this garden, once a field



especially after installing, at a cost of only $10, flood lights that enabled us to play Ping-pong, croquet, and other games after dark as well as in the daytime. For cold or inclement times, we turned the original two-car garage into an 18 by 20 foot game room, which also is not yet completely furnished. Then we built a new garage, attached to the house, to take its place. Within the next year or two we intend not only to continue planting shrubs and trees, but also to build an outdoor terrace and a barbecue pit. Our friends contributed some of the shrubs, iris, and chrysanthemums that we have planted and that we will soon be able to divide for additional planting. Since we both enjoy working in the yard and garden, what we have done has entailed no labor cost, and we expect to keep on in that way. When we first sent the pictures we did so only to let you know how much we enjoyed THE AMERICAN HOME, but if our experience can be of any help to you or any of your readers, we will be more than happy."

Don't tell us

you've always longed to

GIVE PLAYS . . . but "had no place"

MILWAUKEE

SPEAKING—as we were a few pages back—of keeping young folk off the street and happily busy at creative play, what better and more intriguing way than "giving plays"? (For that matter, why restrict them to youngsters?) If someone objects that it means basement, attic, etc., recall the popularity of the jitney and other journeyman troupes and shout, "Why not a theatre right in the back yard!" Add that home movies can be made better outdoors with natural light than indoors. If you haven't thought of the stage possibility of your grounds, try it—and look at Mr. Lester Lehnherr's sketch showing how space beside a garage (good place for dressing rooms) could be used. Proscenium and wings can be permanent, vine-covered trellis, or temporary and dressed with tubbed and potted plants; the curtain a standard porch shade of bamboo, wooden slats, or awning material to cover an opening eight feet wide and six high for juniors, a bit larger for grown-ups. Seating facilities are easy: blankets and cushions on the grass, with a few folding chairs or benches as "boxes" for royalty or favored (elderly) patrons. The making of properties (out

THAT ONE-HAND TEST CERTAINLY PROVES **LUX** MILDER!

ACTUAL PHOTOGRAPH

MRS. D. M. NOBLES' HANDS AFTER ONE-HAND TEST OF DISHWASHING SOAPS

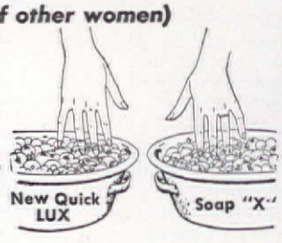
SOAP "X" LEFT ME ROUGH AND RED

HER LEFT HAND was dipped in suds from Soap "X" for 20 minutes, 3 times a day, for 37 days under conditions similiar to home dishwashing. At the end of the test, the hand was very red, rough and dry.

NEW QUICK LUX LEFT ME SOFT AND SMOOTH

HER RIGHT HAND was in new, quick Lux suds for exactly the same time and under the same conditions. It remained soft and smooth throughout the test. Mrs. Nobles used no creams or lotions on her hands.

Here's how Mrs. D. M. Nobles *(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. Nobles placed her *right* hand in a dishpanful of new, quick Lux suds—her *left* hand in a dishpanful of suds from Soap "X." Scientists examined her hands regularly, kept careful records.

Altogether, 5 soaps widely used for dishes were tested.

Save yourself from red Dishpan Hands —use New Quick LUX for dishes

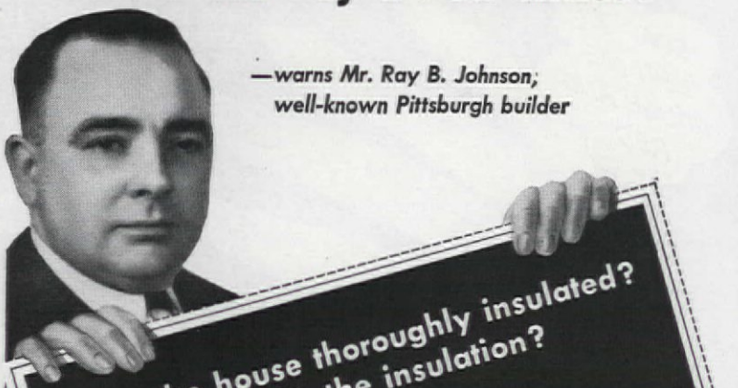
New Quick LUX

Hundreds of women made these dramatic one-hand tests—proved new, quick Lux *kinder* to hands. Why risk red, rough, dishpan hands? You needn't! Change from harsh soaps to new, quick Lux. It has no harmful alkali to dry and coarsen your skin.

It's inexpensive to guard your hands this way. Even in hard water new, quick Lux gives *more* suds (ounce for ounce) than any of 10 other leading soaps tested. It's so *fast*, too! It comes in the same familiar box, costs you no more. Buy the thrifty BIG box!

—for dishes. So fast...so thrifty . . . so kind to your hands!

"Be Sure You Get the Right Answers to These 5 QUESTIONS Before You Buy a New House!"



—warns Mr. Ray B. Johnson, well-known Pittsburgh builder

1. Is the house thoroughly insulated?
2. How thick is the insulation?
3. Is it fireproof?
4. Is it the batt type?
5. Who manufactured it?

Cut out this patch. Put it in your pocketbook. Before you build or buy a new house, be sure your builder gives you satisfactory answers to all five questions.

Here are the right answers

"This is the way I answer those questions," says Mr. Johnson. *"And I can SHOW my customers just what the answers mean because I can show them Johns-Manville Super-Felt Rock Wool Batts right in the walls and roofs of the houses I build."*

1. "The answer is 'yes' if the builder has used Johns-Manville Super-Felt Batts throughout—sidewalls *and* roof.
2. "Insulation should be full wall thickness . . . It will be, if Johns-Manville Ful-Thik Super-Felt Batts are used . . . They are made to rigid factory standards of thickness and density.
3. "This is important. Fireproof insulation has kept many small household fires from turning into big fires. J-M Super-Felt Batts are made of rock wool. They won't burn, rot or decay.
4. "J-M Super-Felt Batts insure an effectiveness not typical of loose or bulk insulation put in by hand. They do not settle—can't be 'stretched.'
5. "For almost a century Johns-Manville's name and products have stood for quality and extra value. That means something to me, and I find it does to my customers, too."

Ray B. Johnson

J-M Super-Felt Batts are made of Rock Wool . . . *They cannot burn!* . . . Are easy to install. Every one carries this trademark. Ask your builder to show it to you.

JOHNS-MANVILLE SUPER FELT An improved Rockwool HOME INSULATION JM

WHY not put yourself in command of *all* the facts? Learn why J-M Super-Felt provides year-round comfort—saves up to 30% in winter fuel. Send NOW for FREE brochure shown at right, which tells—with pictures—what adequate insulation really means to a new-home buyer.

Mail Coupon TODAY!

JOHNS-MANVILLE
Dept. AH-B-4, 22 E. 40th St.
New York, N. Y.

I am planning to build. Please send me your Home Insulation brochure which tells the complete story of J-M Super-Felt Batts—the Improved Rock Wool Home Insulation.

Name_____

Address_____

City_____

County_____ State_____

Johns-Manville ROCK WOOL HOME INSULATION

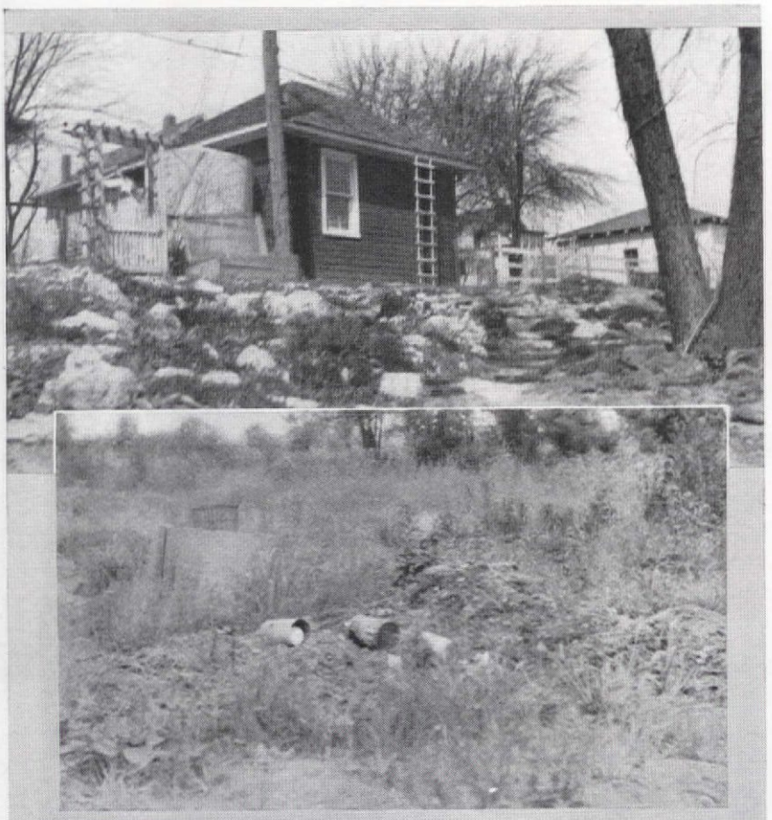
of old orange crates, etc.), scenery (plywood or wallboard is good for this), and simple lighting arrangements is part of the fun, while the actual playwriting is grand occupation for stormy days. Costumes will come to light in attic trunks, if any, or stimulate ingenuity in other directions; and a portable phonograph "orchestra," a mirror, and some make-up material will be needed. Of course, the stage can be used for dances and garden parties and—listen—what better place for hanging the wash on Mondays?

KANSAS CITY ↓

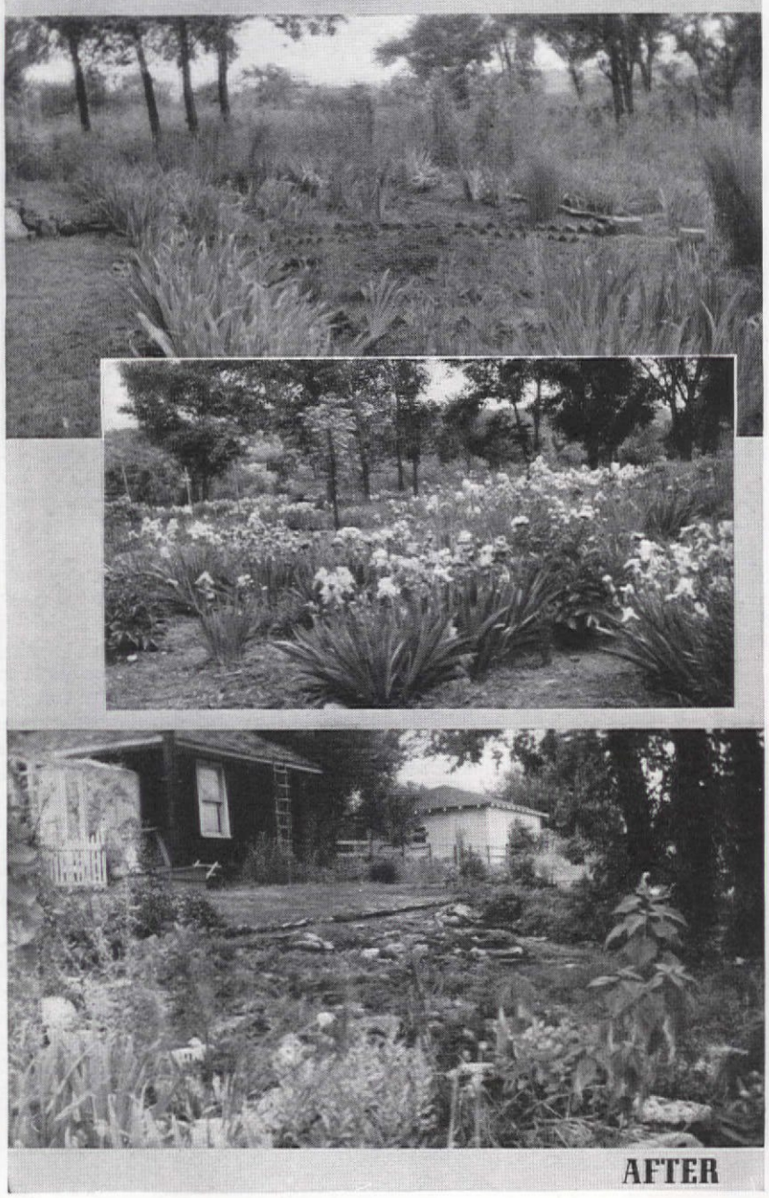
Don't tell us You'd like to—"but the neighbors won't help . . ."

ALL this time we have been talking about individual home back yards, *your* back yard—or rather your garden, as we like to think of it. But how about gardens that everyone can share; odd lots and corners in the community that no one person accepts responsibility for and that therefore quickly tend toward slovenliness and downright ugliness? Stir up a little interest and put some collective effort at work on places like that, and wonders can be accomplished. If you doubt it, or demand to be shown, listen to Mrs. Ruth E. Shaw's report of a Kansas City neighborhood chain garden.

"It started one spring housecleaning week when the park board appointed a captain for each neighborhood to urge residents to make their back lots less unsightly. On one street a vacant lot a block long behind a row of houses was buried under a vast accumulation of ashes, tin cans, broken china, and the like, but as each homeowner was persuaded to have his or her share of the debris removed, it stood revealed as a fairly presentable rolling plot, sprinkled with trees, and with a dry creek bed at the bottom. Then one woman, convalescing from a long illness, started something. Having received many flowers from friends, she had decided that some day she would grow them for others, so she began the beautification of the rubbish heap by having loads of soil carted in, and paying children to haul stones from the creek bed in their toy wagons, for a rock garden. Two neighbors sat up and took notice, got busy, and soon they began a concerted campaign as the 'Three Sisters of the Spade and Hoe.' Others joined the chain, and husbands as well as wives and children took hold, digging, planning, planting, and finally collecting better than average varieties of iris, lilies, etc. Each family met the cost of its own materials and as they spent their time there instead of for other amusements, they figured the gardening was not a luxury. They studied garden books and catalogues, visited other gardens, went to garden club meetings, and gradually became well informed on cultural methods as well as variety selection, flower arrangement, color effects, and other garden matters. They fought bad weather (especially drouth), insects, stray dogs, and other pests, and came out on top with more than flowers. Often the women would sit under the trees with their knitting or mending, finding rest, inspiration, and often new health and strength in their garden work and surroundings. Some worked to reduce, others to gain weight; all benefited from the contact with their neighbors and the soil. The only money returns came from plants and cut flowers sold by the woman who started the whole thing—and that money helped repair the local church."



BEFORE



AFTER

Eclipse ROCKET

$77.50 F.O.B

The POWER MOWER for EVERY HOME

Gratifying Performance

PRACTICAL and MODERN

20" CUT

AMERICA'S FASTEST SELLING POWER MOWER

Thrill to the new mode of mowing! Enjoy the dynamic performance of effortless motorized lawn maintenance.

COMMERCIAL and ESTATE MODELS

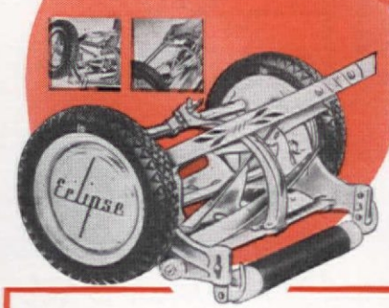
Write for Details

Demonstrations arranged

Parkhound 21"	$115.00
Rolloway 25"	185.00
Rightoway 27"	265.00
Speedway 32"	335.00

All prices f. o. b. Factory

New record breaking economies in speed and acreage.



Eclipse Hand Mowers

AMERICA'S FINEST

NEW TIMELY FEATURES

Tailored for better performance including Natural Grip all steel handle on de luxe model. Eclipse Automatic Sharpening and Finger-tip Adjustment. Price range from $5.75 to $23.50. Write for catalog.

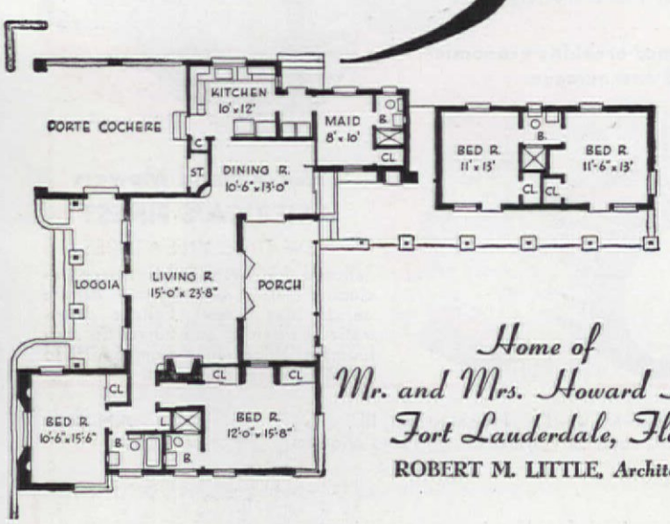
Eclipse Lawn Mower Co., Prophetstown, Ill., AH-441.
Send information on ☐ Rocket ☐ Hand Mowers ☐ Power Mowers

Name.....

Address.....

All photographs by Ernest Graham

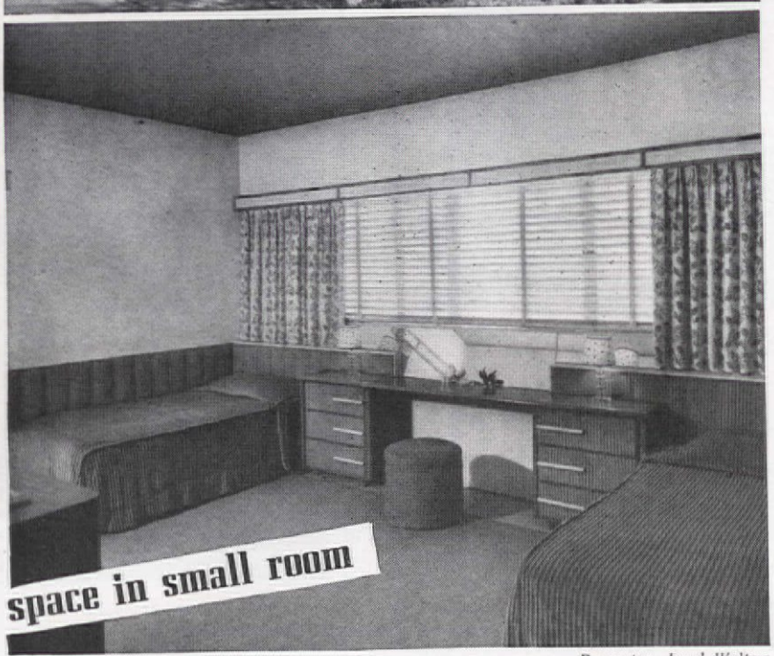
3 bright ideas from 3 sunny FLORIDA homes



Home of
Mr. and Mrs. Howard Hook,
Fort Lauderdale, Fla.
ROBERT M. LITTLE, *Architect*

BRIGHT, engaging treatments of houses, details, and interiors keep popping up in Florida. Open planning of houses is quite feasible here so porches and patios, instead of halls, often connect rooms as well as the indoors and outdoors. Mr. and Mrs. Howard Hook's Fort Lauderdale home has porches on almost every side and omits hall space. All rooms are on one floor, radiating from the living room, and they have a sound functional, if meandering, arrangement. Across the front of this house there's an agreeable loggia which opens directly into the living room. At the back of the house there's a big screened porch right back of the living room and a long sheltered porch (with barbecue) along the bedroom wing. A car shelter or porte-cochere adjoins the front loggia.

This open shelter, pointed out at the top of the next page, has the appearance of a pleasant extension of the loggia and is a smart variation of the usual, street-front garage. Suitable for warm climates, it's being included in a number of new Florida homes. The second feature we point out is a small bedroom in the home of Mr. and Mrs. Herbert Schwartz at Miami Beach, where a cabinet dressing table, twin beds, and dark wainscoting are cleverly combined as a single furniture unit. The simple window treatment is notable, too, as it is in Mr. and Mrs. Guy E. Michaels' Miami Beach home, our third example, where a very narrow, single drapery dresses up the window but doesn't hide the outdoor view, as curtains so often do.



Architect, Wahl Snyder *Decorator, Jewel Walters*

The Classified Section of the Telephone Directory proves a big help to home managers

The 'yellow pages' in the back of your Directory are packed with buying facts and information about things you need to run your home. That's why thousands use them daily. For example:—

PICKED AN AUTHORIZED REPRESENTATIVE UNDER THE TRADE MARK

White Rotary Electric Sewing Machines

Mrs. G. wanted her White sewing machine repaired by an authorized dealer, so she turned to the Classified Section. There she located a dealer, right under the trade mark.

RENTED A COSTUME FOR A SCHOOL PLAY A costume for her daughter's school play was Mrs. B.'s problem. She looked under "Costume Rental," called one of the companies she found there and rented a costume.

LOCATED RUG CLEANERS QUICKLY

Some rugs needed cleaning, so Mrs. C. called a firm whose Classified Directory advertising gave evidence of a complete service.

BELL SYSTEM

Look it up first in the Classified Section

"Grandmothers" are hard to find!

1 MAHOGANY; OWNED BY MRS. M. B. COOKEROW

2 3 WORKS BY ALLEN KELLEY 1775-1800, METROPOLITAN

FRANCES MAYNARD ELLIOTT

Photographs courtesy Metropolitan Museum of Art, Aaron Siskind, Frank Lauder, Essex Institute and Frank Cousins

Few people can boast a genuine Grade A grandmother these days, but those who can are enormously proud, and with reason. Authentic ones are as rare as that day in June and imitations — as always — lack the sterling characteristics of the genuine article.

These miniature, long-case clocks, sometimes called "baby grandfathers," are as highly prized by collectors as they are dear to their owners. Like the grandmothers of fiction, they boast broad bonnets, slender waists, and Gay Nineties hips, and, true to form, they sit quietly in their corners, minding their own business, while still adding charm and dignity to any room they grace. Although they are smaller than the true "grandfathers," usually measuring from forty to fifty-seven inches in height, they are also more adaptable, for they fit gracefully into small rooms and hallways where their larger prototypes might seem more than a little overpowering.

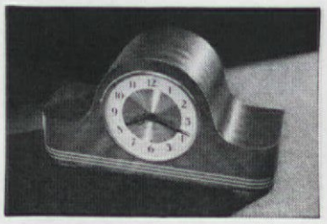
It is not known exactly when these long-case clocks were first made, but it was probably about 1680, when the long pendulum was substituted for the short, or bob, pendulum, invented about 1640. Until the end of the 17th century, they were small in size and it is these which have come to be known as "grandmothers." They are always standing—never shelf—models and were made in Italy, France, Holland, England, and the United States. Various materials were used—oak and pine for the cheaper styles; walnut, often with inlay of oyster shell, popular during the latter part of the 17th and the beginning of the 18th centuries; and, occasionally, ebony, rosewood, and kingwood, a hard wood of a reddish shade. About 1716 mahogany became a favorite material, frequently ornamented with inlay, marquetry and lacquer.

The hood was sometimes plain across the top, but usually was surrounded by a pediment, an arch, a broken arch, or a scroll, with finials of brass or wood. Sometimes the hood lifted, but more often the door opened in front of the dial. Now and then one finds a door in the back, extending the full length of the case for easy winding and repairing.

It is difficult to identify these clocks, since many of the makers, instead of putting their names and the dates on the clocks themselves, included

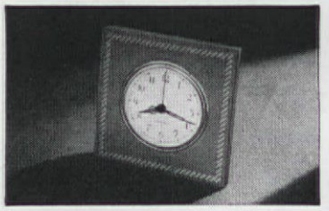
Armbruster won't trust any clock but a Seth Thomas

► Seth Thomas Electric and Key Wound Clocks are a fine family tradition. Honor your own home with one. Give one to someone you love. Here are beauty and accuracy, backed by the name made famous by time.



THE SOLNA. A SethThomas of distinction. Mahogany cabinet, genuine holly wood inlays. Charmingly designed hands, polished solid brass feet. Choice of self-starting electric or 8-day pendulum movement. Strikes hours and half hours. $20.

THE MEDBURY. Genuine quarter-hour Westminster Chime. Rich mahogany case with bird's-eye maple front panel. Self-starting electric movement. $27.50. (With 8-day pendulum movement, $27.50.)



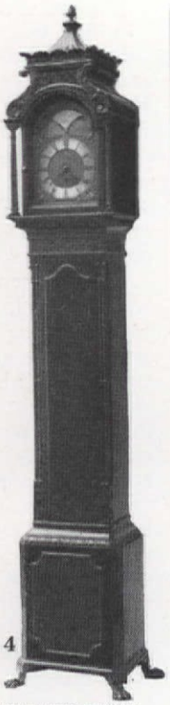
THE FALCON, an electric clock ideal for library or office. Covered with genuine leather in rich tan. Hand-laced border in lighter shade. Light ivory dial. Gold color sash. Self-starting movement. $9.95.

Other fine Seth Thomas Clocks, self-starting electric and eight-day keywound, from $4.95 to $250. Send for booklet: Seth Thomas Clocks, Dept. AH-4, Thomaston, Conn. Div. of General Time Instruments Corp.

SETH THOMAS *Clocks*

CHOICE OF SELF-STARTING ELECTRIC AND KEYWOUND

this information on papers placed in the tops of the instruments—and papers, as now, had a way of disappearing.



4

BY JAMES COWAN

The approximate date of manufacture can often be told, however, by the spandrels, or corners outside the circle of the dial. Some of these are filled with raised gilt ornaments, with cupids a heavy favorite. Others have verses or flowers, after the sentiment of the day, painted or engraved on them. For many years, especially during the latter part of the 18th century, the last word was moving figures, such as see-saws, heaving ships, or time-on-the-wing, placed in the arched top above the dial.

They were made in America near Boston and in Pennsylvania, during the 18th and the early part of the 19th centuries. A Joshua Wilder

5

BY THOMAS CLAGGETT

46 INCHES HIGH

6

clock (**6**), owned by Ginsburg and Levy, has a mahogany case, decorated by band inlay; the dome hood carries a single finial. Its date is approximately 1780-1800.

Four grandmothers display their charms to all comers at the Metropolitan Museum of Art in New York. One (**5**), by Thomas Claggett of Newport, R. I., about 1730-1749, is of mahogany, with a double scroll which boasts two handsome finials. Another (**2**), also of mahogany, with fretted top and three finials, has works by Allen Kelley of Sandwich, Mass., working from 1810-1830. Caleb Leach, who worked in Plymouth, Mass., made the third (**3**); its hood boasts four columns and three finials. Here again, mahogany was used for the case. Fourth in the Metropolitan's collection is a very handsome clock made by James Cowan of Edinburgh (**4**). Its delicate and pleasing design, with the dome top and claw feet, was favored in Britain.

In the Essex Institute is a grandmother 46 inches high (**7**), origin unknown. Part of the Charles M.

7

INLAID MAHOGANY

8

FROM ESSEX INSTITUTE

Hammond collection, it has a plain cherry case, brass finials and a design of flowers and birds.

One of Mrs. M. B. Cookerow's two clocks is of cherry 47 inches high, (maker unknown) and the second (**1**) is of mahogany, 48½ inches in height, with a double scroll hood and mahogany finials.

Mr. and Mrs. George M. Gray's clock (**8**) is of inlaid mahogany in the Sheraton style. Fifty-four inches high, its date and maker are uncertain.

Editor's note: These charming little clocks may be seen at the Metropolitan Museum of Art, New York City; Essex Institute, Salem, Mass.; Ginsburg and Levy, New York. Privately owned clocks described are the property of Mrs. M. B. Cookerow, Pottstown, Pa.; Mrs. G. M. Gray, Kansas City, Kan.

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Throw Extravagance

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THE trick is to come up smiling out of the financial fray, and still to have a finish on your tables with the dull, lustrous gleam of a Williamsburg original. Well, you can do all this, and throw in resistance to heat, water, alcohol, and dirt for good measure. It is simple, costs almost nothing and you can do it yourself!

I never should have had the nerve to pour varnish-remover over my lovely English drop-leaf table if a little great-grandmother from Maine hadn't egged me on with promises of a better looking table than I could get with a twenty-dollar permanent finish. But she convinced me, so I went to work with varnish-remover, painting it on generously with a brush. A spot about ten inches square was also cleaned on the *under* side of the table. This is important! After peeling off tablespoonfuls of waxy "gunk," I scrubbed the table well with fresh varnish-remover and fine steel wool until it was satin-smooth and every trace of finish was gone. Then it was washed and dried in the sun. Looking at it, I shuddered, for the beautiful old mahogany was the gray of meat in a restaurant stew! But I did as directed and mixed about half a cup of hot, raw, linseed oil with the same amount of turpentine. To this was added a generous "squirt" of burnt sienna and half that amount of red oil paint from ordinary artist's tube paints. Making the stain to match the shade you want is safer, cheaper, and easier than doctoring already mixed commercial stains to get the correct tone, which should be on the light side for best results.

After a bit of experimenting on old boards, I found the shade of reddish brown I wanted. Testing my stain on the prepared square *under* the table, it was too perfect a match. So I added more turpentine to dilute it and make it lighter, allowing for the darkening action of the linseed oil that was to be rubbed in and absorbed.

I applied the stain to the top and legs of the table with a cloth. Rubbed it on in a jiffy—and off just as fast. Though it seemed dreadfully bright and red to me, I was assured it was all right, so a second coat was permitted to soak in longer. In direct sunshine, the pores of the wood opened.

In about ten minutes the stain was wiped off and the table was ready for the first coat of half-and-half hot, raw, linseed oil and turpentine. (I heated the bottles in water brought slowly to the boiling point.) When applying this I rubbed across the grain—and then rubbed some more. It was discouraging, for the thirsty grain drank it up as fast as it was put on. But that was what I wanted. The table was left in the sun for about two hours, or until the remaining oil *just started* to get tacky. With fresh rags every trace of oil was removed and the table rubbed bone-dry until it was not the least bit sticky. (You will run into a lot of real trouble if you let the oil stand too long and get gummy.)

We ate on the table that night; one of the advantages of this method is that the furniture never need be out of circulation for more than a few hours. At three to five-day intervals, the process of rubbing in hot, raw, linseed oil and turpentine was repeated, the latter being diminished gradually until pure oil was used. A few days must intervene to allow the oil to seep into the wood more deeply. Each time it was rubbed—and rubbed! Then it was carefully wiped dry. (Be careful what you do with these rags. To prevent spontaneous combustion keep them in a tin.)

When the oil was applied for the seventh time and left on the table, the film remained intact, none of it seemed to be absorbed. The pores had all they could hold. This is the test that tells you when the finish is complete. Some woods won't need seven applications if they are open and coarse-grained. Some may need more. If the furniture is too large to take outdoors and warm in the sun, a few more coats may be necessary. At first the furniture will be dull but wiping gradually brings out the sheen. It is wise to give a piece a half-and-half oil and turpentine application every six months or so just to keep up its resistance. The whole process is an enjoyable one, for one can watch the piece of furniture grow more lustrous as it is oiled and rubbed. The first table I refinished was really made from a lovely grain of wood but had been dulled under a hundred years' accumulation of varnish and wax. There doesn't seem to be any other type of process for finishing wood that gives it such a rich finish. The few hours of labor spent certainly repay you well, for this rubbing process will keep your furniture really lovely through years of hard wear.

Because the finish is *in*, not *on*, the wood, even deep scratches do not show. Steaming hot dishes may be put directly on place mats, no hot pads are needed, and even water does not penetrate the finish. One morning I found my table flooded with water when an old flower container cracked. The water may have been there all night but it wiped off without a trace of injury. This first experiment was so successful that I refinished four other tables with the same materials, and all for ninety-five cents! Chairs, also, can be made to look like new, if refinished in this way.

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The girl in this room is the "All-American" type (hair is light brown to dark brown with blue, green or brown eyes). She is flattered by vivid shades and tints—should avoid dark colors and grayed pastels.

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Jittery ABOUT COMBINING COLORS?

Well, use just one and you can't go wrong. Here's proof that results can be charming

IF YOU'RE so timid about combining colors that you finally settle on just one, you may end up with a very smart scheme. The rooms on this page, in Mrs. C. M. Vanstory's Greensboro, N. C., home, are good examples of what we mean—though the decorator, Otto Zenke of the Morrison-Neese store, used one color simply because he *wanted* to! He knew that a dominantly one-color scheme could be very striking and personal, and have lots of style as well as a restful atmosphere.

Celadon green walls and a deeper green carpet make an appropriate background for the cool, fresh scheme in the living room shown at the top of the page. A magnolia-patterned chintz on a shining white ground and a

F. M. Demarest

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white rug in front of the fireplace give bright accent. Dark woods and sharp accessories add more contrast. The study has a dominantly yellow, corn-patterned chintz for its main interest, and pinky-brown walls trimmed up by a green wallpaper border. Light, provincial oak furniture blends into the background, as do the accessories.

Now of course you can't just pick a color, use it for all four walls and the furniture, and forget it—there *are* a few tricks you need to know. For example, a very restful room may be had by using several shades of one color, such as light to dark green or pale pink to burgundy. If you want your room to be especially striking, do it mainly in a restful color, with sharply contrasting small pieces. Soft greens for wallpaper and most upholstery fabrics,

Blues

1

Carpets: Holmes "Loomtex" leaf design; Firth "Spuntex" mottled effect. Wallpapers: Imperial floral pattern; Thibaut shaded stripe. Fabrics: Desley scroll and leaf; Louisville Textile plaid

2

Carpets: Bigelow Sanford tone-on-tone; Karagheusian floral. Wallpapers: Thibaut stripe; Imperial rosette motif. Fabrics: Waverly makes both check and toile

given a shot in the arm by bright red accents, are an example of what we mean. The little bit of contrast is just enough to further point up your one color. Remember, too, that the woods play a large part in the scheme —a vast difference, as you can see, between dark, mellow mahogany, light oak or bamboo, and shiny red lacquer. Black, white, beige, and gray may be used freely without detracting from your one main favorite color. And the skillful use of big plants or flowers, pictures, book bindings, and accessories do the final tricks.

Once you've made up your mind about the color you like best, the rest is easy. There are tone-on-tone patterned carpets as well as plain broadlooms, just right for your special kind of scheme. You can paint your walls a lighter shade of the carpet color, or use a striped or patterned wallpaper in your color, plus white, beige, or gray. Drapery and upholstery fabrics are to be had in vast variety, ranging from conventional motifs and tiny checks to toiles and stylized flowers.

Our crop of new fabrics, papers, and carpets, selected for one-color schemes, is a pretty good one, if we do say so! In photograph **1** are a shaded stripe and a blue-and-white leaf-patterned wallpaper to give you a start. For fabrics you choose between a bold, cotton-textured plaid with

wide border stripes and a stylized scroll-and-leaf-design serge. Carpets are of the tone-on-tone type. Still sticking to the blues (in color only), **2** is full of style and excitement. For a formal room you couldn't improve on the drama of strong blue and white stripe or gray-white rosettes on deep blue ground wallpaper. The cunning little check ("Glosheen") is meant especially for the country home and very fresh looking it is too, and the blue and white toile is handsome as any we've seen. Both carpets are tone-on-tone, one a Wilton floral pattern.

Over here on the rosy side is another glowing assortment. In **3** is a one-inch rose-and-white stripe, smart enough for the nicest room in anyone's

3

Carpets: Bigelow Sanford foliage; Alexander Smith floral. Wallpapers: United medallion design; Imperial floral. Fabrics: Titus Blatter scroll and leaf; Waverly stripe

4

Carpets: Alexander Smith foliage; Holmes tone-on-tone floral. Wallpapers: Unitized lily pattern; Imperial three-feather motif. Fabrics: Waverly feather print; Desley scroll design

house, and a graceful scroll design. When you consider that these fabrics retail at about 80¢ a yard, you know you really have something. One wallpaper has a medallion design; the other, white flower sprays on a rose ground. The floral-patterned carpet is quite lively, and the foliage scroll is a smart, rosy tone-on-tone. For a style conscious room, start off with the three-feather motif wallpaper or the diamond, feather-patterned fabric shown in **4**. You'll like the scroll fabric and the wallpaper with the lily design, too. In the same photograph are a light, grayed rose tone-on-tone floral Wilton carpet and an Axminster foliage design ranging in color all the way from rose to burgundy.

And so you see how easy it is to whip up a dominantly one-color scheme. For us, the only hard part is picking out that one color out of many lovely ones! But when you find one that really beats the others as far as you're concerned, you're off to a fine decorating start. Just stick to your decision, and the resulting room will be smart and restful.

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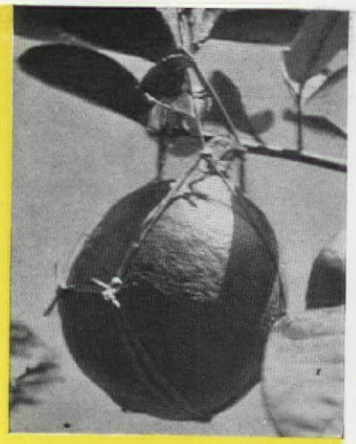
If you can't go to Florida

The wonderful bloom of the Ponderosa lemon would justify growing it, even if no fruit followed—like this one in its raffia sling



BENJAMIN W. DOUGLASS

HAD it not been for the lemon trees we might have gone to Florida last winter. No, lemons don't give me hay fever or anything like that; it was our own lemon trees, in Indiana, that had to be cared for. We could have left the dog and cat with a neighbor, and drained the water pipes—but there just was nothing we could do about the lemon trees. For one cannot haul a whole grove of citrus fruit over to a friend's house in midwinter and say, "Will you take care of this stuff for me? I'm going to Florida." In the first place it would probably kill the trees to carry them around in zero weather; and in the second place they might die of neglect or inexperienced care before you got back.

So, if you have a lemon tree in your home, don't count on going to Florida for the winter. The compensation, of course, lies in the fact that, if you can't go South, with a lemon tree you can bring a delightful part of Florida right into your Northern existence.

We started growing citrus fruit as house plants years ago when I bought a Ponderosa lemon from an Eastern florist. It arrived by post, one winter day, and was taken to the basement to be potted. When I unwrapped it, the poor little wilted plant in my hand looked as if it were a hopeless case; for a few minutes I seriously considered consigning it to the furnace. However, my Scotch ancestry asserted itself and I decided that, having paid thirty-five cents for it, I might as well try to save it, even though it consisted merely of a single stem less than a foot tall with half a dozen broken, wilted leaves. I cut off most of the leaves, trimmed the others with a pair of shears, planted the "tree" carefully and gave it a big drink of water.

For several weeks nothing happened. The poor little plant neither grew nor dried up. Then, to our great delight, new shoots began appearing on the stem and grew with astonishing speed. Leaf after green leaf expanded, as bright and shining as a new morning, and, almost before we knew it, we actually had a lemon tree growing in our living room—in a south window where it could get plenty of sun.

That first year it did not bloom, but early the next January strange new buds began to appear. Not the sharp-pointed leaf buds with which we were familiar, but plump, rounded, dark green buds that could mean nothing less than bloom. If you, reader, know and love plants, you can imagine our delighted excitement.

Although the catalogue had told us that these lemons produce fruit at an extremely early age, we were not expecting any so soon, but we were glad enough to have a cluster of bloom, because Ponderosa lemon bloom is something to write home about. How-

LATHER? *Rather!*

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Ponderosa lemon flowers are lovelier than orange blossoms

ever, the catalogue was right and our tiny tree set a single fruit that first year. Again, were we excited!

The catalogue also said that the fruit was large, for which I consider it entitled to the modesty prize. Ponderosa lemons are more than large; they are tremendous, and even this first one grew so big that the small stem was entirely inadequate to support it. So I wove a loose basket, or sling, of raffia, placed the lemon in it, then tied the sling to a stake as pictured on page 40. I have since found that this is often necessary even with much larger trees. More the shape and size of grapefruit, these fruits are, in fact, true lemons, and of excellent quality.

When our tree was several years old we added a small greenhouse, or conservatory, opening from the living room. This was made necessary partly by the fact that termites were eating the front wall of the house and partly by the fact that the lemon trees (there were several of them by then) were getting too large for the available window space. In this little greenhouse we have grown many citrus trees of various kinds—lemons, oranges, kumquats, limequats, limes.

Of all the lemons grown the four-year-old Ponderosa is still our favorite. Another tree, almost as old, is our Otaheite lemon. This, a true dwarf, is not more than two feet tall and about as broad, extremely compact and ornamental. Countless blossoms appear in clusters and I estimate that last March the plant had nearly a thousand. In full bloom it is truly remarkable to behold.

The Otaheite fruits are of normal size, with an extremely thin skin and of exquisite quality. They are so firm, so full of juice, and the skin so delicate that they are difficult to squeeze. Sliced, to serve with tea, they would be something to rave about, and they give off a delightful odor when you stroke them.

Among the oranges, I know of only one variety suitable for house culture, the Otaheite. It, too, is a precocious bearer, often producing a few blooms on a plant inches high, although as a rule these first blooms do not set fruit. The plant attains some size and tends to become rather open, the branches showing all sorts of curious crooks and angles. The flower effect is less conspicuous than that of the lemons, and individual flowers are smaller, not so pure white or so fragrant.

All citrus plants are easily cared for, but like anything else worth while they must have a certain amount of attention. Since I try to duplicate Florida climatic conditions in my little greenhouse, that means plenty of water in summer; much less water in winter and protection from frost.

In summer we set the trees in their pots in a sheltered court on the north side of the house where they get partial shade, otherwise they are likely to be injured by the hot midsummer sunlight.

If you obtain healthy stock to start with, you need not fear plant diseases, because citrus maladies are hardly to be found in the North. You may be less fortunate in regard to insect pests. The common mealy bug attacks citrus plants eagerly, but a small stiff brush dipped in kerosene can be used to remove them if not too numerous. If an entire plant is covered, they can be killed with one of the prepared oil or tobacco and soap sprays.

Red spiders or mites, those almost microscopic crawlers, are almost sure to appear. Sulphur dust will help discourage them or frequent spraying with plain water will keep them in check.

Another Northern insect that must be guarded against, particularly when the plants are set out-of-doors, is one of the common ants. It does two-fold damage in that (1) it brings mealy bugs to clean plants and there puts them out to pasture and (2) it eats the substance of the new buds, particularly the lower buds. For it, use one of the little ant poison "traps" to be had in the stores.

There is one source of infestation which the Northern citrus grower must watch, namely, Florida oranges bought to eat. My personal preference in the matter of flavor is for Florida oranges, but after having had some sad experiences in introducing scale insects into our little greenhouse, we now always quarantine them on the back porch and promptly burn the peelings.

After having grown just about everything that can be grown in a house in the North, I have come to the conclusion that if I could have but one house plant it would be a lemon tree. Probably a Ponderosa—no, I'm not so sure, perhaps it should be an Otaheite. . . . But then . . . Aw, shucks, I'd just compromise and have both!

YOU can hardly expect carefree children to remember that the safest place to play is their own back yard. But you can do something to keep them there — as thousands of parents have done. Enclose your yard with U·S·S Cyclone Fence. Then your children can play out in the healthful sunshine all day—safe from speeding autos, bothersome dogs or undesirable people. It protects your lawn, flowers and shrubs, too.

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"John thinks I'm Okeh!"

WE HAD A FIRE in our house . . . and I can't say that it was any fun. The house was a mess, and many things were ruined. No one was hurt, fortunately, and insurance paid for everything. But that's quite a story!

We'd been buying insurance, a little at a time, ever since we were married. I wasn't entirely sure what protection we had—and what we needed. So I had sent for a book called the RISK DETECTOR. It helped to point out dangers which we might have overlooked. It was the first step in getting protection that really fits our needs. John admits that book helped us save a lot of money—and *I* get the credit!

★ ★

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Anita Fowler

Here at last, for the first time in the United States, is a modern children's library, designed and built just for youngsters!

KATHLEEN VAN KIRK

FOR CHILDREN—*and no one else!*

REMEMBER the library of your childhood? That grim, mausoleum-like building, which, courtesy of Andrew Carnegie, stood on the main street, defying you to enter? If you were bold enough, perhaps you tiptoed inside, timidly asked the gimlet-eyed librarian for a copy of the Bobbsey Twins (in a whisper, of course) and hurried out as fast as your legs could carry you.

Nowadays, we think, children have things better. And in some ways they do. In most towns there are swimming pools, and tennis courts, and often theatres and Scout houses—all designed to make our youngsters grow up to be healthier and happier human beings. But, unfortunately, the libraries haven't changed much. Most of them do have children's rooms, to be sure, but they are still pretty forbidding affairs, with their cold, gray floors and walls, dotted here and there with busts of Shakespeare or Browning or Dante. No wonder our kids are growing up on a diet composed almost exclusively of the comics and the "big little books"!

Why must the average small library look like a mausoleum? The answer is, that it needn't

Well, something *can* be done about it! In fact, has been. Out in Palo Alto, California, a library designed, built, and furnished for children—the first in the United States—has recently been opened. And it is about as much like the usual library as the Gibson Girl bicycling costume is like your new slacks.

Standing under a eucalyptus tree, its mellow stucco walls and warm red tiles welcome its young readers, a welcome which is echoed in the sunny interior, with its taffy-colored chairs and tables, its wide windows, and its warm red hearth. The furniture, of bold-grain, natural birch, waxed to rich satin, is scientifically designed—in three sizes—for the tiniest, the medium-size tots, and the larger children. Little bodies fit comfortably into the chairs, and little backs are straight. The top of the picture table, designed especially, tilts up in the middle, so that toddlers can spread their picture books out and look at them without hunching over.

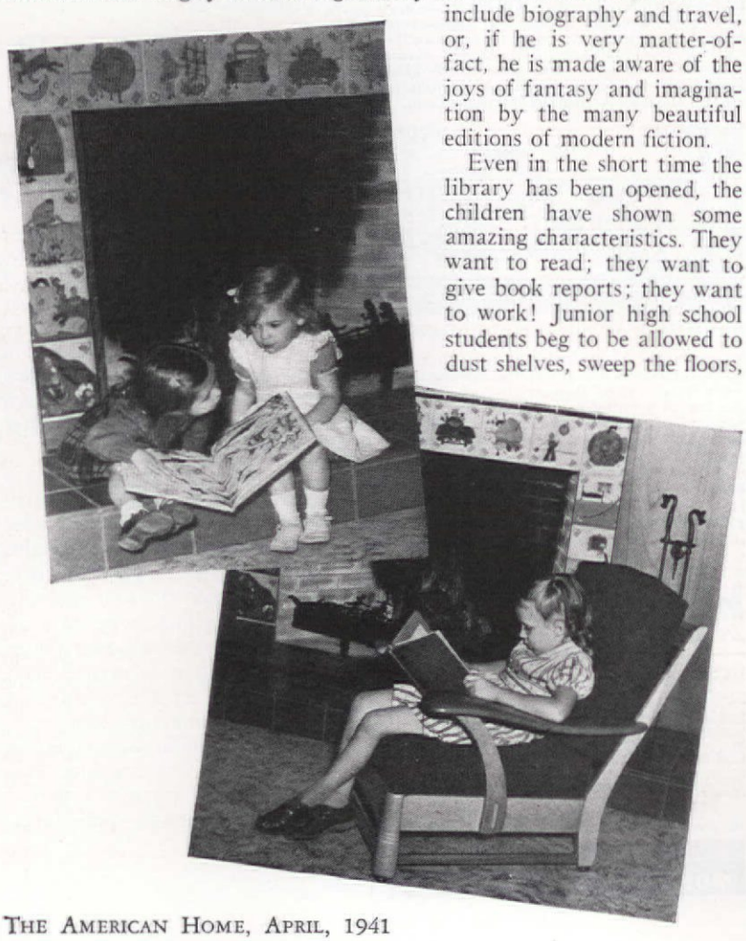
The huge fireplace opening is framed by tiles illustrating the most treasured of childhood's rhymes. A jolly cow grins at a dish and spoon; little Boy Blue sleeps by

his haycock, and Humpty Dumpty teeters on his wall. The grate, lovely and delicate as lace, depicts a scene from Peter Pan and sometimes, when the flames leap up the chimney, the tiny silhouetted figures seem almost to move, much to the delight of the watching children.

The shelves are only five feet high, so that the smallest youngsters can reach all the books themselves, and above the shelves in the main room are wide windows, through which the sun pours in. Ceiling and walls are creamy, sound-proof wall board—pictures may be thumb-tacked to it, and it reflects the indirect lighting in a soft, clear glow over the entire room.

The library instigates activities, but it is the children, blossoming with a sudden interest and responsibility, who continue them. The pre-school toddlers, brought by older brothers and sisters, soon learn that one set of shelves is for them. It is an exciting experience to see a child, reaching scarcely to your knee, go confidently up to the picture-book shelves, select a book, and, walking over to one of the little tables, look through it as solemnly as any college professor. A large collection of very easy reading materials is kept close to the picture-book section so that the step up from just looking to actual reading is not too great.

For the older children there is an admirable collection of both classic and modern books. In addition to such old favorites as Tom Sawyer and Huck Finn, there are biographies and stories with vocational value. If a child has read largely in fiction, gradually his interest can be widened to include biography and travel, or, if he is very matter-of-fact, he is made aware of the joys of fantasy and imagination by the many beautiful editions of modern fiction.



Even in the short time the library has been opened, the children have shown some amazing characteristics. They want to read; they want to give book reports; they want to work! Junior high school students beg to be allowed to dust shelves, sweep the floors,

A guarantee is a mighty important thing . . . and a Ruud Water Heater's tank of MONEL carries the strongest guarantee you can get — water-tight protection against leaks or failure due to rust or corrosion *for 20 years!* But here's something even *more* important —proof that MONEL lasts a *lifetime!*

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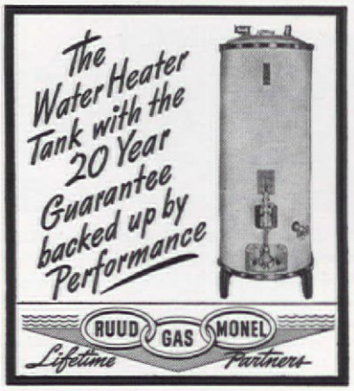
Thirty years ago MONEL was chosen as the right metal for this tough spot. Twenty-two years later engineers stated that it would last at least *300 years longer!* Proof that a Ruud tank of MONEL will still be free of rust and leaks long after the longest guarantee is just a yellowed scrap of paper!

You'll be glad to know that a Ruud Water Heater costs less today *with* a MONEL Tank than it did 10 years ago *without* one!



See your gas company, plumber or dealer in bottled or tank gas (butane or propane) and get a RUUD—the Automatic GAS Water Heater with the Lifetime MONEL Tank.

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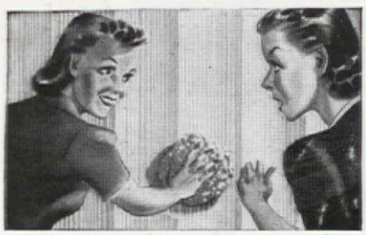
JANE: Yes — and the canvas base is so strong and durable that . . . even if plaster cracks *should* occur they will not break through. It's no wonder Wall-Tex will save us oodles of money!



ANNE: And Wall-Tex saves plenty of grief, too, I'll bet . . . Goodness, you're not cleaning that smudge with *water!*

JANE: *Soap* and water. Wall-Tex is repeatedly washable because the surface is *non-absorbent*. Grime comes off . . . and the daintiest Wall-Tex coloring remains like new for years.

ANNE: And they're such *beautiful* colors and patterns.

JANE: We selected our Wall-Tex from more than 200 gorgeous patterns — many charmingly styled by Norman Bel Geddes, the famous designer. Now our rooms are smart, modern — permanently rich and lovely.

NOTE TO READERS: *See for yourself. Mail coupon for portfolio and swatches.*

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and mount pictures. Mary, a quiet child of thirteen, is from one of the wealthiest homes in the community, but to see her wield a dust broom would never give you any indication of her background. Ann's family has little or nothing, but when she gives a book report, eagerly and proudly, her poverty matters not in the least.

The older girls have formed service clubs which have voluntarily undertaken to help keep up the library. Other groups have formed book report clubs to help each other choose books, and to exchange ideas gained from their reading.

The library has a working plan with the schools whereby whole classes visit the building and browse around, learning to use the card catalogue, and giving book reports. It is also closely connected with the Girl and Boy Scouts, the Community Center, and the various other recreation activities. Books are loaned in large numbers to classes and, during vacations, to summer camps. Every book in the library is read, not once, but again and again.

Not every community can be so fortunate as Palo Alto, whose building was a gift from Mrs. Louis Stern, in the name of her daughter, to all children. But if mothers, the Parent-Teachers' Associations, and teachers, in any community, would band together with a children's library as their goal, they should be able to achieve something comparable and equally satisfying, even though perhaps on a smaller and simpler scale. And they would find it well worth the effort. In these troubled times, we need sanctuaries such as these, where our children may lay up treasures which can not ever be taken away from them.

Little Bo Peep in her favorite costume at opening day party

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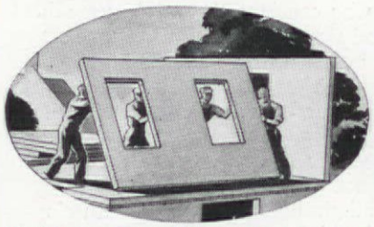
Your heating bills—all your maintenance costs—will stay at a minimum throughout the life of the house. You will require a smaller heating plant and 25% less fuel in winter. Your home will be cooler in summer—and quiet all the year round. Because every joint in the house is machine-perfect, there will be no sagging of floors or walls. Your walls and ceilings are permanently crack-proof. Precision-Built Construction is *quality construction* down to the smallest detail.



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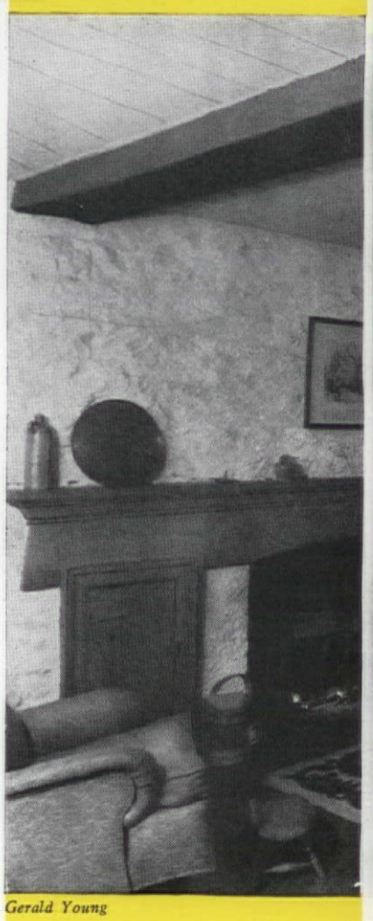


Gerald Young

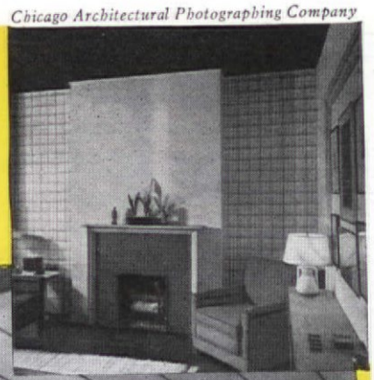
DO YOUR

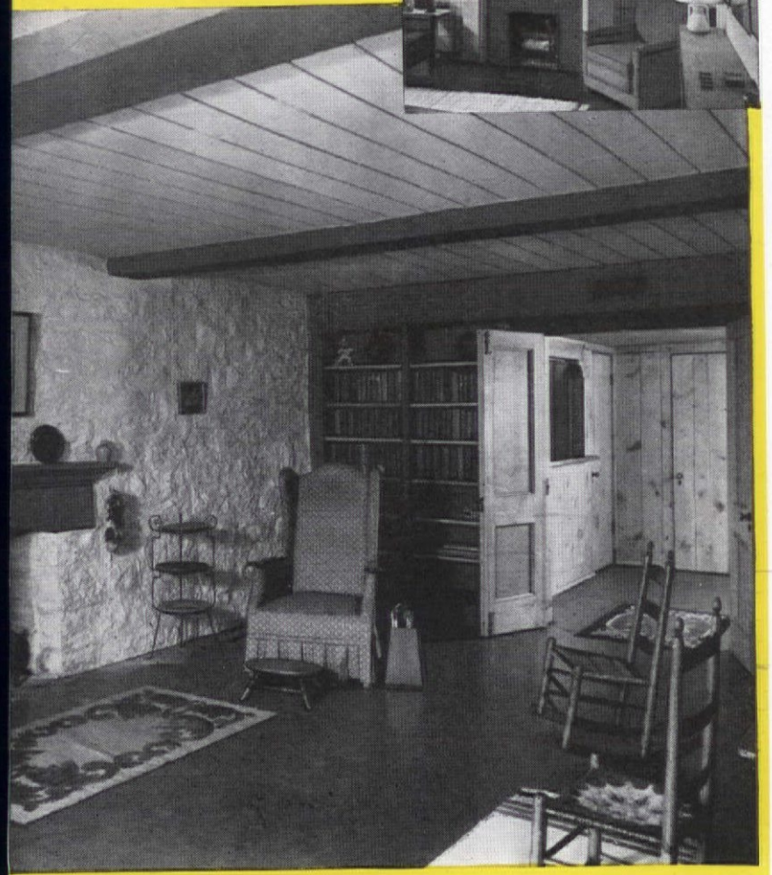
AFTER all, the four walls cover a lot of territory in any room, and can't possibly help but be seen—so you should play them up for all they're worth. None of that plain ivory paint business, or you're just passing up opportunity by each stroke of the brush. The rooms shown on these two pages show you what we mean, for the wall treatments are what make them distinguished.

The large photograph shows a handsome way to do an Early American, thoroughly rustic room. The furniture is all right, but the walls make the story. White-washed stone contrasts with the pine paneling (why have all four walls the same?) and a huge fireplace with wide mantel shelf has real character. At the top of page 45 is a smart modern treatment, with plaid wallpaper on either side of the fireplace. Notice, too, the interest achieved by six pictures (all quite large,

Chicago Architectural Photographing Company

4 Walls





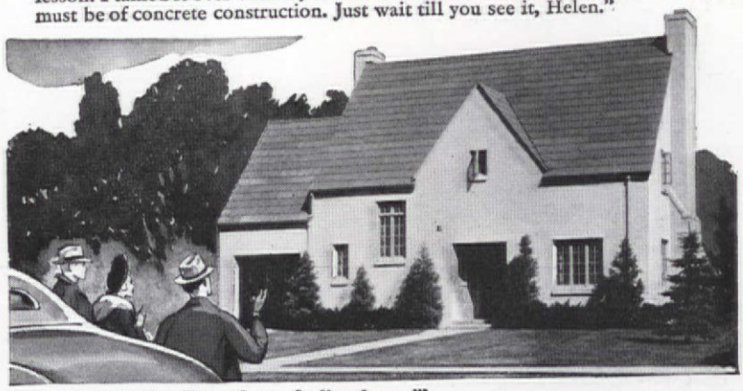
DECORATING JOB!

not all the same shape) grouped on the wall at right—and that a dark ceiling makes the room seem lower and therefore more modern. Below is a room made dramatic by deep grooves on ceiling and walls, a thin, horizontal brick fireplace, and a bold plaid fabric mounted on sections of the walls for dramatic contrast.

Miles Berné from Ethel McCall Head

"I SWORE MY HOUSE WOULD BE *firesafe* CONCRETE"

JIM, THE PROUD OWNER: "Yes, Bob, that fire next door taught me a lesson. I talked it over with my architect and we decided that our new house must be of concrete construction. Just wait till you see it, Helen."



HELEN: "Why, Jim, what a darling house!"
JIM: "Yep, and it's really firesafe. Walls and floors are concrete."

BOB: "You must have struck gold. You spent real money for this place."
JIM: "The figures will surprise you. Concrete costs little more than ordinar construction, and upkeep savings will more than make up any difference."

HELEN: "Don't you just love it, Bob? And Mary says it's the easiest place to keep clean she ever lived in. Why don't we build a concrete house?"
BOB: "According to Jim we can't afford *not* to use concrete. I'll see Jim's architect and contractor tomorrow."

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Concrete offers beauty, comfort, protection against fire, termites, decay, untimely repair bills that might easily rob you of your home investment.

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—Ask a *Concrete Products Manufacturer* or *Concrete Contractor* (see phone book) for names of architects and builders experienced in concrete.

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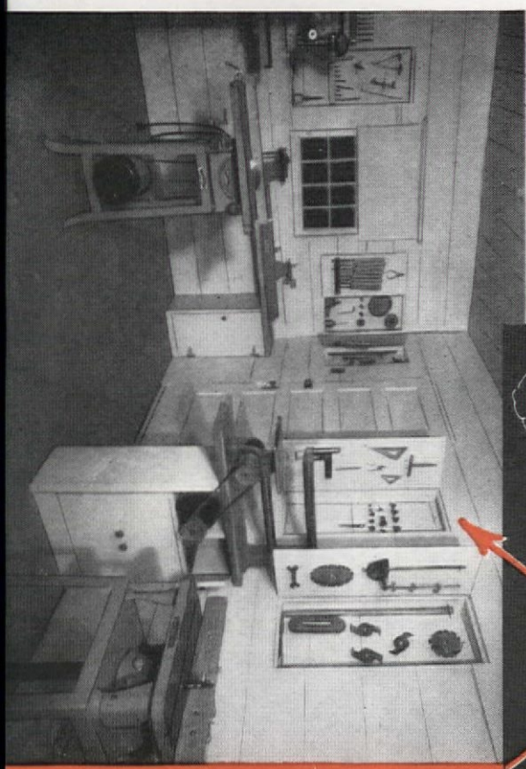
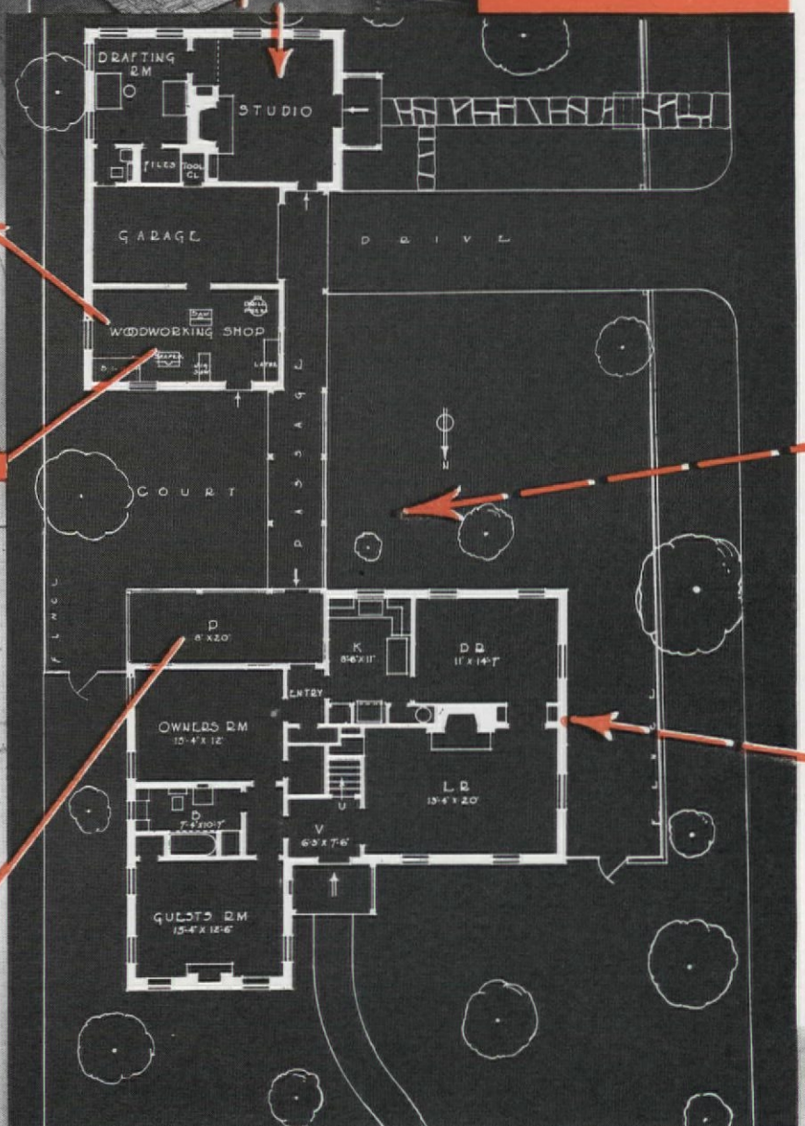


DALLAS from

Home of
Mr. and Mrs. H. O. Yoakum
Dallas, Texas

Designed by
the owner



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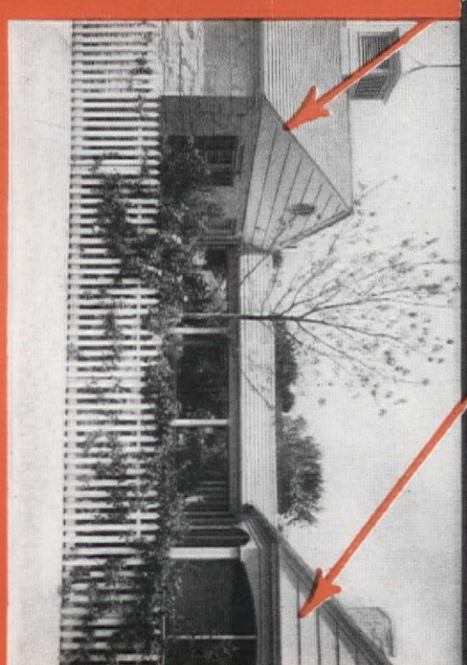
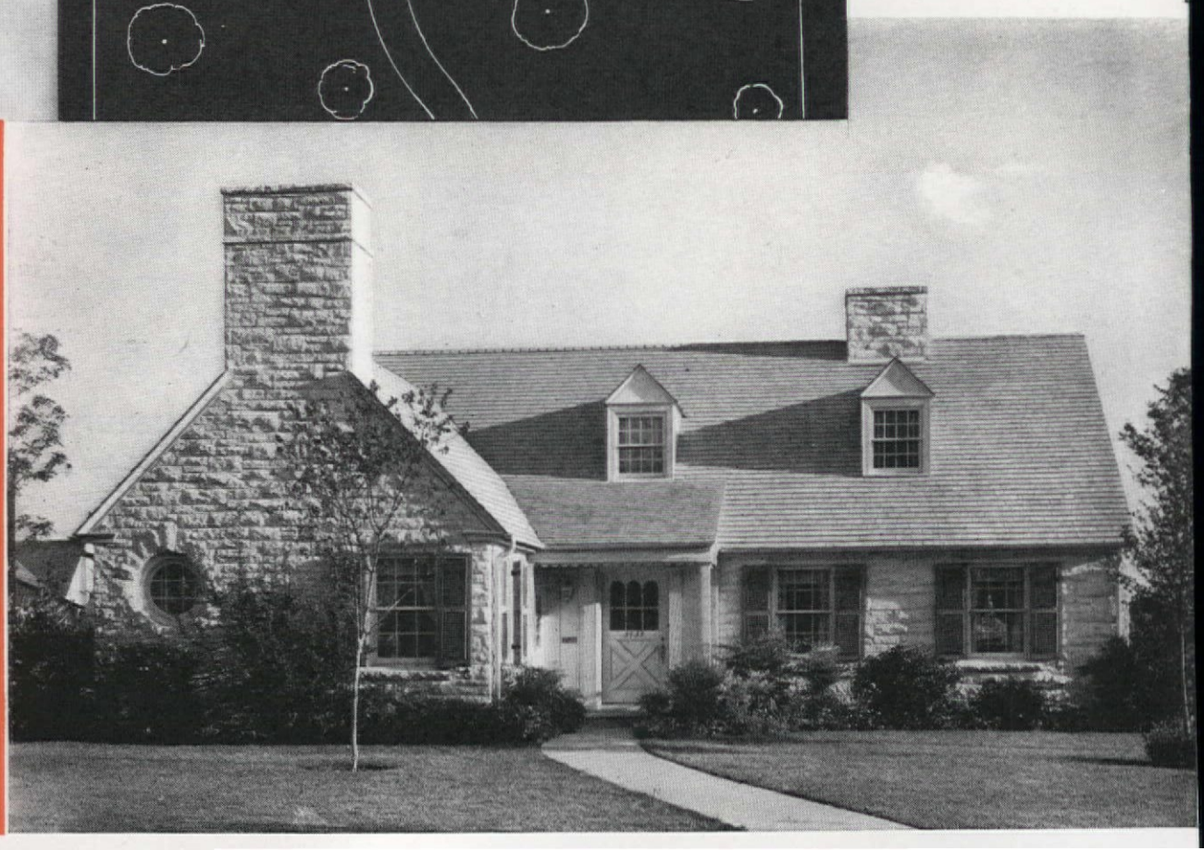


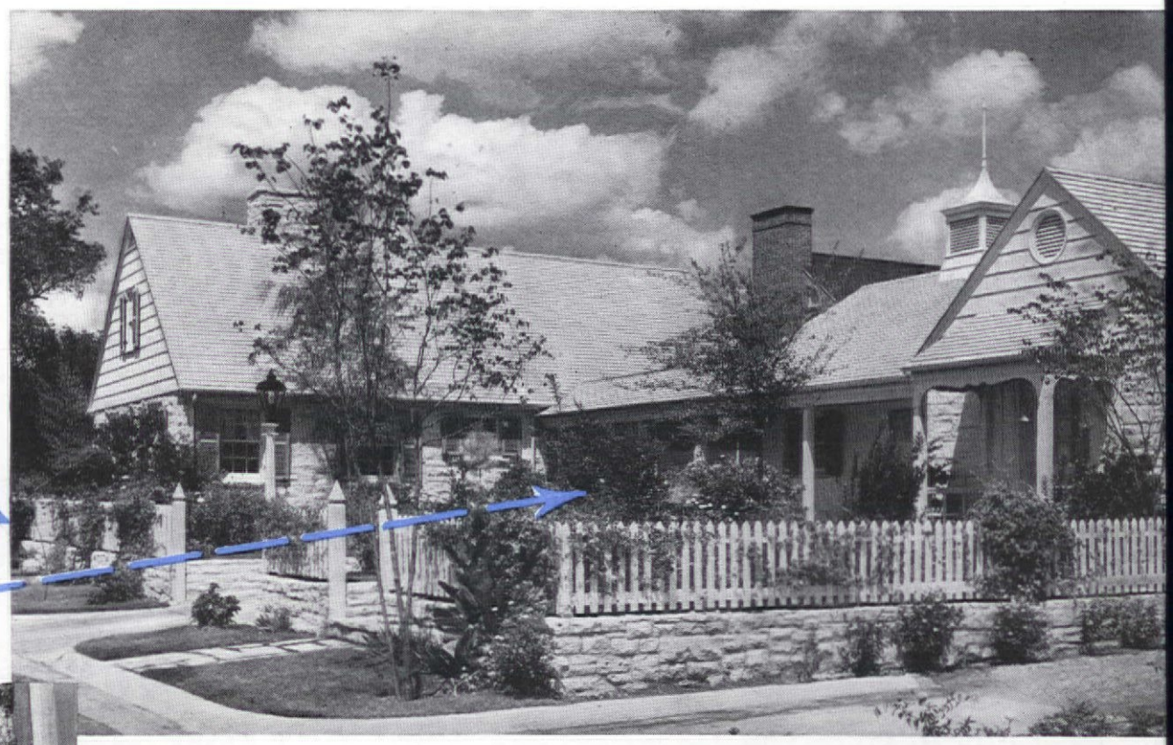
Take a trip around the four sides of this attractive Texas home. Start here at the front of the house and follow the pictures counterclockwise. The lines connecting plot plan and pictures will locate each of the equally attractive four sides

Built for $10,000, excluding lot and landscaping, the house has no basement, has one and a half stories with first floor finished, upper floor attic space for future use. There's a studio-garage combination at the rear

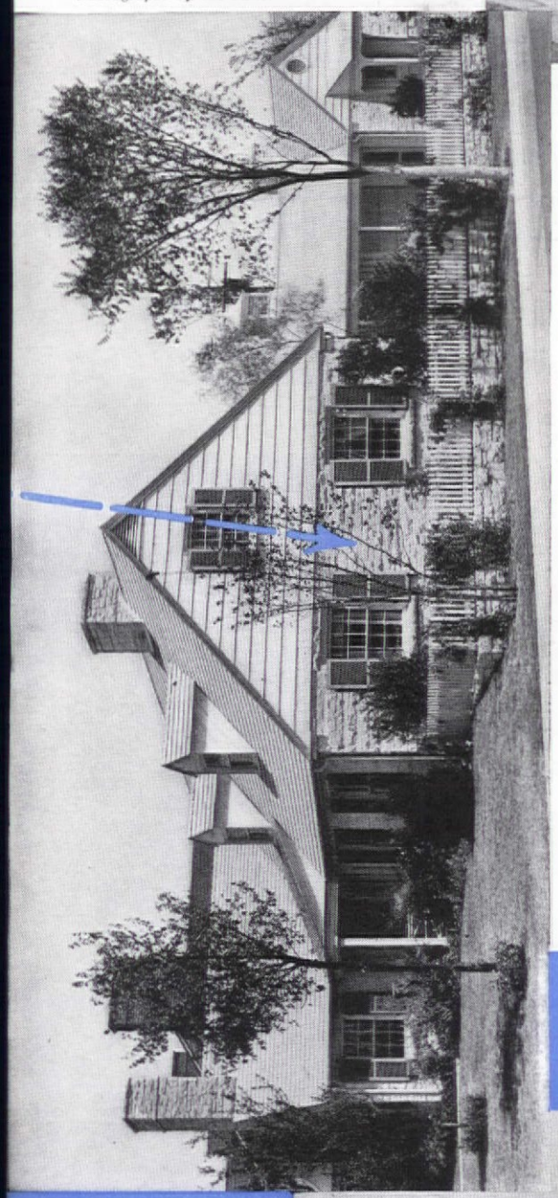


home

every angle

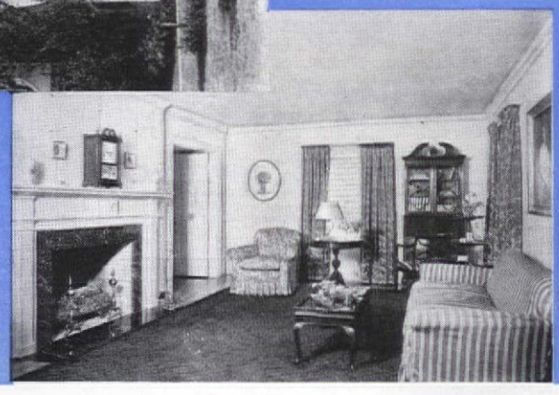


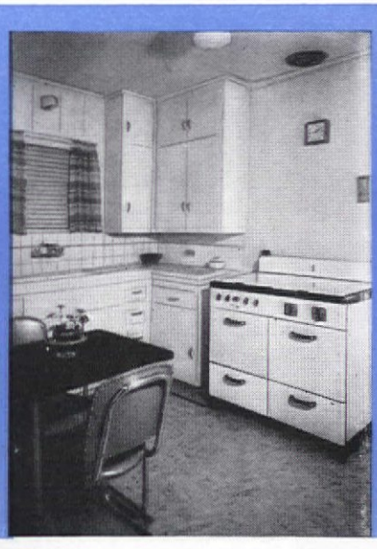
Photographs by the owner

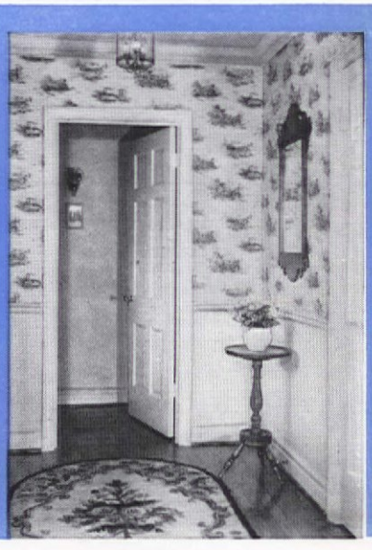


HERE'S a stone and shingle house with all the charm most of us like in a home; low gables and wings, colorful shutters and picket fences, picturesque porches and wood trim, a hollyhock and morning-glory garden. No, our pictures weren't printed sidewise by mistake. We've put the whole plan of this delightful home in the center of the opposite page and we're taking you by the hand on a tour around the outside of the house, showing each side. **1.** We'll begin at the front (bottom of page 46) where a winding walk leads up to a hospitable entrance porch with scalloped trim, a built-in plant shelf and a welcoming farmhouse door. The low roof comes down to first floor height here because the house is principally one story, with unfinished attic space upstairs for a future bedroom and bath. The front is all Texas cream stone, including the projecting guest-room wing with its tall chimney. **2.** Moving around to the right side of the house, shown on this page, we find there are really two buildings connected by a covered porch. The rear structure is a combination garage and studio-office where the owner conducts his architectural practice. It has its own flagstone approach from the side street directly into a big, knotty pine-paneled room and a lavatory. (Incidentally these quarters make an excellent emergency guest house.) Under the same roof but nearer the house are the one-car garage and an adjoining super-duper woodworking shop where the owner turns out furniture for the house. The covered porch to the house runs across the front of the shop and garage, presenting a more attractive front to the street than a flat garage door would and also providing protection direct from studio to house. This long right side of the house is particularly eye-filling because of its details: the picket-enclosed, old-fashioned garden, the fence posts and lamp, low, stone, retaining walls, studio entrance porch—with its distinctive cut out frame and its hanging door bell—the cupola on the roof, the whole charming picture of varied roof levels, light stone walls, blue-green shutters, silvery shingles. **3.** Finally, we come to the long, left side of the house, built near the edge of the lot. This shows the rear of the studio building, a long, screened porch at the back of the house, and the small garden court between them.

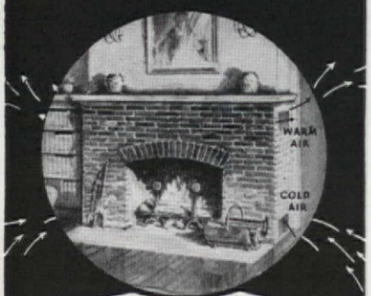
Inside the house, random-width boarding, painted white, is used for fireplace wall in the living room, wainscoting in dining room and hall, complete kitchen walls. Bright, figured papers are used over wallboard in the two bedrooms and above the hall and dining-room wainscoting. There's no basement to the house and individual room heaters, plus three fireplaces, take care of heating, while an attic fan provides for summer cooling.







New-Type
FIREPLACE
warms ALL the house
on cool spring days



CIRCULATES HEAT
Cuts Heating Costs
WILL NOT SMOKE

Build a Heatilator Fireplace and enjoy comfort that no old-fashioned fireplace can give you. It actually circulates heat to far corners of the room and even to adjoining rooms. It takes the chill from the house on cool spring and fall days—saves weeks of wasteful furnace fires and cuts dollars from heating bills. Used and proved in all climates, it is indorsed by thousands of enthusiastic owners from coast to coast.

Makes camps usable weeks longer . . . earlier in spring, later in fall, or even for week-ends of winter sports. Warm-air outlets can be extended to heat rear and up-stair rooms.

Solves the heating problem in basement rooms . . . heats entire room quickly and thoroughly. Recommended by architects for rumpus rooms, play rooms and hobby workshops.

WILL NOT SMOKE

Concealed inside the masonry, the Heatilator is a double-walled steel form around which any style of fireplace can be built. It eliminates faults of design that commonly cause smoking. Simplifies construction and saves materials, adding but little to cost of fireplace. Mail coupon or postcard today for complete details.

HEATILATOR Fireplace

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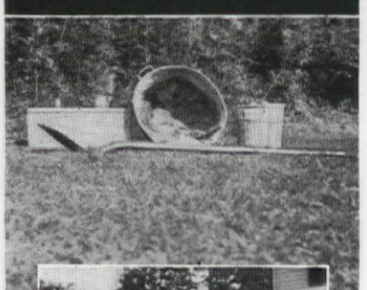
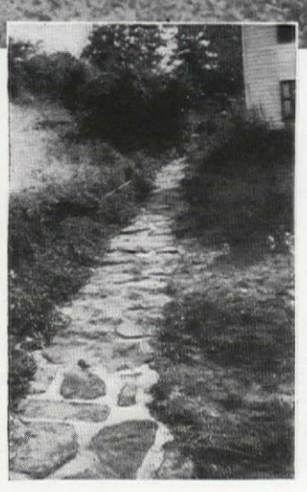
IDEA!





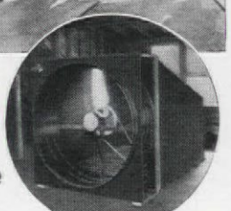
A NEW WALK—we hadn't counted on one when we budgeted the remodeling costs of the old farmhouse which we had just purchased. But the old boards, rotted with time, certainly needed attention. Here some of the many rocks of all sizes found on the farm were utilized. Removing the boards, I dug a trench two feet wide and one foot deep and laid a solid base of stones the size of a man's fist. On these I laid large flat ones of different sizes, filling in between with smaller rocks. Then I mixed mortar, using four parts sand, two of cement, and one of lime. I added water until the right consistency was reached, using an old wash tub for a mixing bucket. With a mason's trowel I placed the mortar in the cracks and smoothed it down, settling it into the cracks by a gentle tapping with the edge of the trowel. This also insures a firm base when it hardens. True masons work kneeling with their toes turned in, but, for a novice, a stool a few inches high will be a real back-saver.

A 90 lb. bag of cement cost about seventy-five cents and a 50 lb. bag of lime about thirty-five. They were more than enough. Sand was brought from a near-by stream (one never buys sand in the country). All told for digging, placing stones, mixing and using cement, lighting pipe, leaning on shovel and arguing with wife, I spent about half an hour for each foot of path. So ten hours of labor and a little more than a dollar gave me a permanent, twenty-foot stone walk.

FULTON McCOSHIN

NEW LOW PRICED
Emerson *Junior*
Kitchen Ventilating Fans
Remove Odors — Smoke — Steam—Excessive Heat from Your Home

You don't need to suffer the embarrassment of a house filled with offensive cooking odors when guests come. You don't need to work in a stuffy, heat-filled kitchen. Emerson *Junior* Ventilating Fans, installed in transom, window or built into the wall, are priced so low anyone can afford their much-needed service. These fans, sturdily constructed, whisk away odors, fumes, smoke, heat, quickly, quietly. For complete information, write today for Bulletin No. 525.



Cool your entire home this low-cost way

Breezeless, humid, sleepless summer nights . . . *you* fighting fatigue, nerves edgy, clothes wilted, your temper sizzling . . . cool off with a powerful EMERSON-ELECTRIC Home Cooler Fan installed in the attic! Then, with a click of the switch you can drive out the heat of day . . . draw in fresh night air . . . make *every room* as cool as a sleeping porch. A low-cost cooling system every home can afford! For full details, write for Bulletin No. 526.

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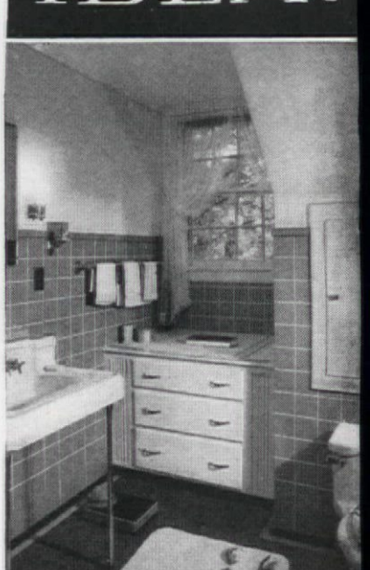
IDEA!

WALK ON THIS SIDE. Nor of this "Wet varnish—tw steps at a time, please" fo me. I've improved on that syste with one of my own. I varnish eac step from right to left across th center and feather off the edge t avoid a ridge. Allowing the steps t dry, with a "Walk on this sid please" sign at top and bottom, reverse the process; thus giving th center a double coat. Stairs are lik new and there's been no incon venience to the family meanwhil

EDNA SAMDAL OSCAR

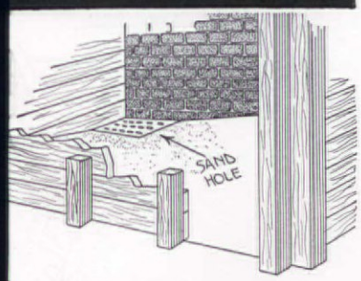
IDEA!



F. M. Demares

USE THE SPACE under tha dinky bathroom window Form an attractive corne and fill in the awkward gap by building in some sturdy drawers Use them for holding all your bulky sanitary supplies. New Hampshir home of Mr. and Mrs. Edwin Jewell

IDEA!

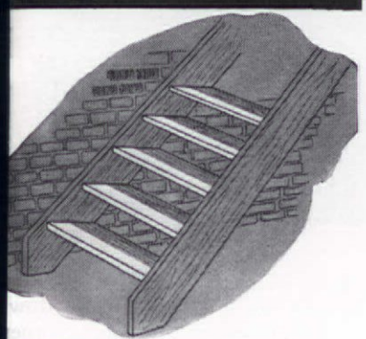


TO KEEP DUST OUT of the coal room the best remedy is to slope your concrete floor to an unsurfaced 12-inch square in a far corner. Dig a hole here three feet deep and fill with sand and gravel. Whenever the coal is wetted down the surplus drains into this corner.
DALE VAN HORN

IDEA!

FOR LESS HAULING away when gardening, replace the bottom of a vegetable or fruit box with sturdy half-inch wire mesh and, fixing wire hooks in the side and holes, attach to your wheelbarrow.—**HAYDN S. PEARSON**

IDEA!



CELLAR STAIRWAY. Danger of falling can be prevented by painting a white strip about two inches wide at the front edge of each step.—**DALE VAN HORN**

Here's one way to get More Home for Your Money!

Have you thought of a home for your family? Do you know how to get the most for your money, whether you buy or build? If you *know* the answers to important questions, you can avoid mistakes and save money, too.

Here's a new edition of a big 120-page book that helped over 250,000 families answer their questions in 1940. It answers questions like these:

★ How much can we afford?
★ What's the best neighborhood for us?
★ How can we finance our home?
★ How many rooms do we need?
★ What are lien laws and contract documents?
★ How can we best use the services of a builder?
★ How can we plan our kitchen efficiently?
★ What type of home mortgage is best for us?
★ How many closets do we need?
★ How shall we insulate our home?
★ How shall we select plumbing and heating equipment?

"How To Have the Home You Want" contains valuable information on planning, financing, decoration, and construction to help you! It's an encyclopedia of facts published by the United States Gypsum Company to assist you in making a better, safer, more economical home investment.

This book costs only 10c*—to cover cost of mailing and handling. *Ask your local* USG *Dealer or mail this coupon today!

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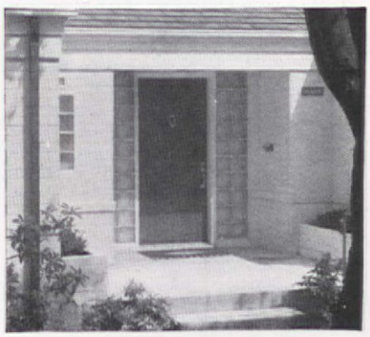
—where research develops better, safer building materials

IDEA!

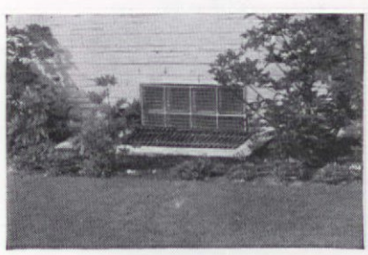
HALL TOO TINY for furniture? Too small for fancy decorative arrangements? Then redeem it from mediocrity with this mirror arrangement. Place a mirror or length of mirrored glass flat against the wall. Have the local carpenter make a shallow circular shelf as long as the mirror is wide and border this with an ornamental moulding about 3½ or 4 inches deep. Line this with zinc or tin and be sure to have the sides and bottom watertight. This entire arrangement can be painted the color of your woodwork or any other color that will harmonize with your walls and rug. In winter the box can be filled with peat moss and blooming forced bulbs or ivy. In summer stretch a fine poultry netting over the zinc box, fill the container with water and arrange fresh flowers before the mirror. Try filling the box with closely packed bulbs of forced pale yellow freesias, Soleil d'Or narcissus, deep grape-blue hyacinths or the large flowered hyacinths. All these bulbs can be set in peat moss and will proceed from the budding to the blooming stage and remain fresh for perhaps weeks. In summer almost any fresh flowers can be used so long as all the colors are in harmony with the color scheme of the hall. With fresh flowers you can try many different arrangements. Use some short and some tall flowers or try making a firm base in the container with ferns and then using just a few tall cut flowers tucked into the ferns. Make this spot a center of interest by being color conscious in your flower arrangements.
MARTHA PRATT HAISLIP

HOW *Beautiful* HOW *Comfortable* you can make your home with INSULUX Glass Block



The hall of this charming home is well lighted but kept private by an Insulux Glass Block panel. Mail coupon for free book filled with other new home ideas.

Insulux Glass Block add decorative beauty to rooms . . . insulate against cold, save money on heating, keep out dust and soot.



Use Insulux Glass Block in your basement, kitchen, garage. Insulux panels give ample light . . . deaden noise . . . prevent intrusion.

OWENS-ILLINOIS
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FREE Mail coupon today for free book on Insulux Glass Block

Owens-Illinois Glass Company
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10th Floor, Ohio Bldg., Toledo, O.
Please send me your free book on use of Insulux Glass Block in homes.

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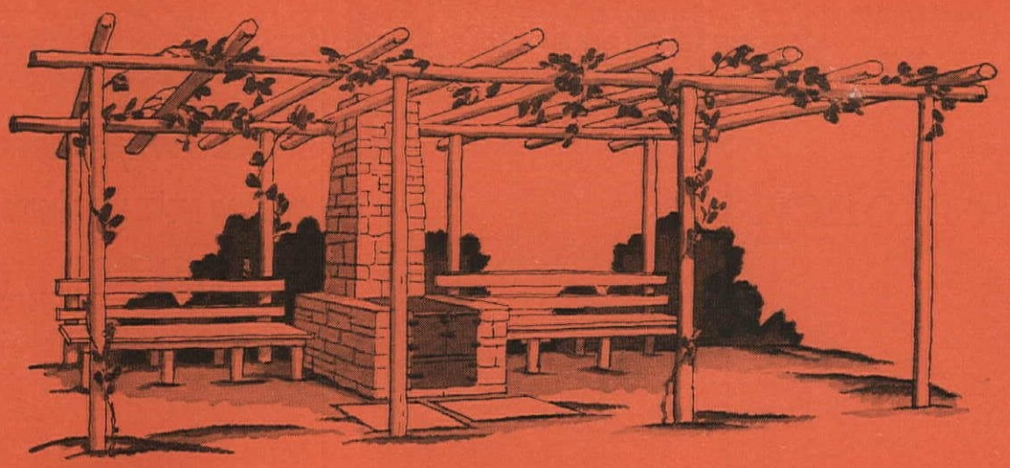
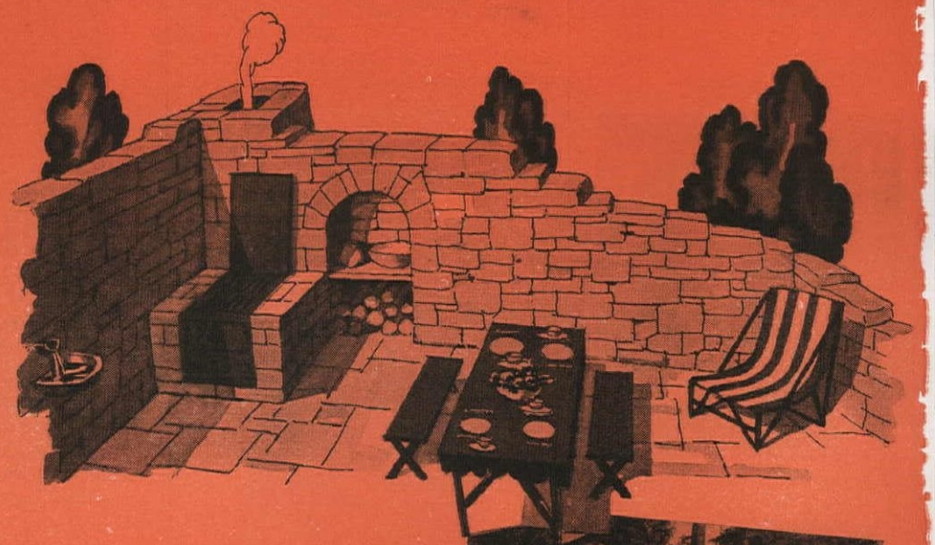


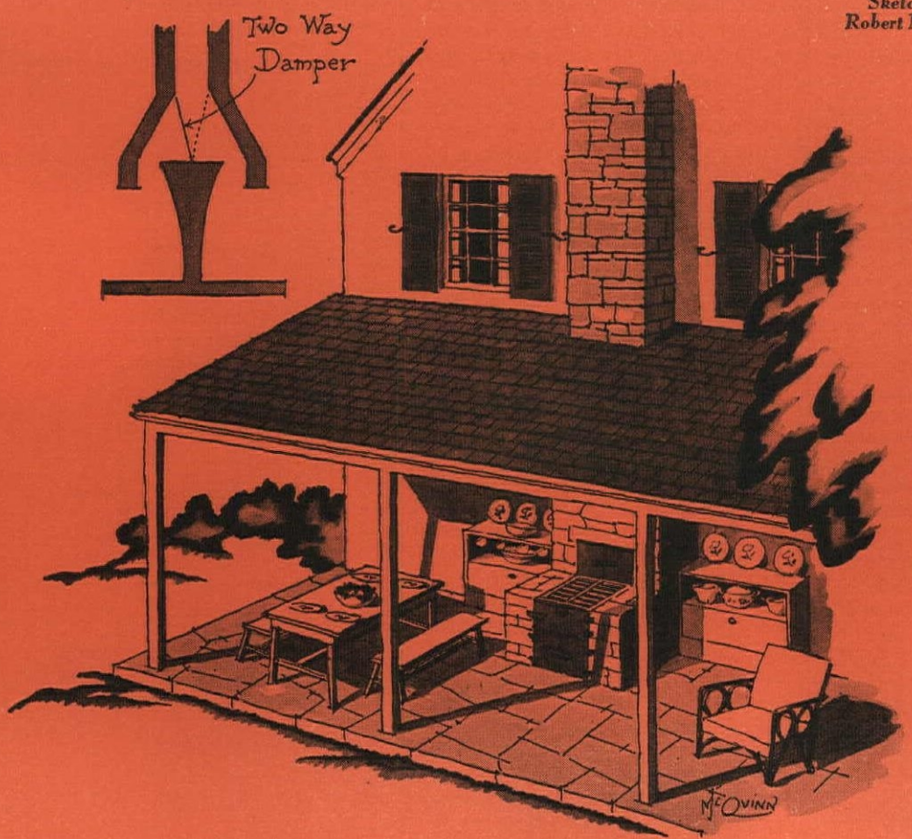
Depending on your location, type of garden, means, etc., you can make a fireplace part of a pergola (left), a protecting garden wall (below), or a house porch

We are sorry to have to say this~

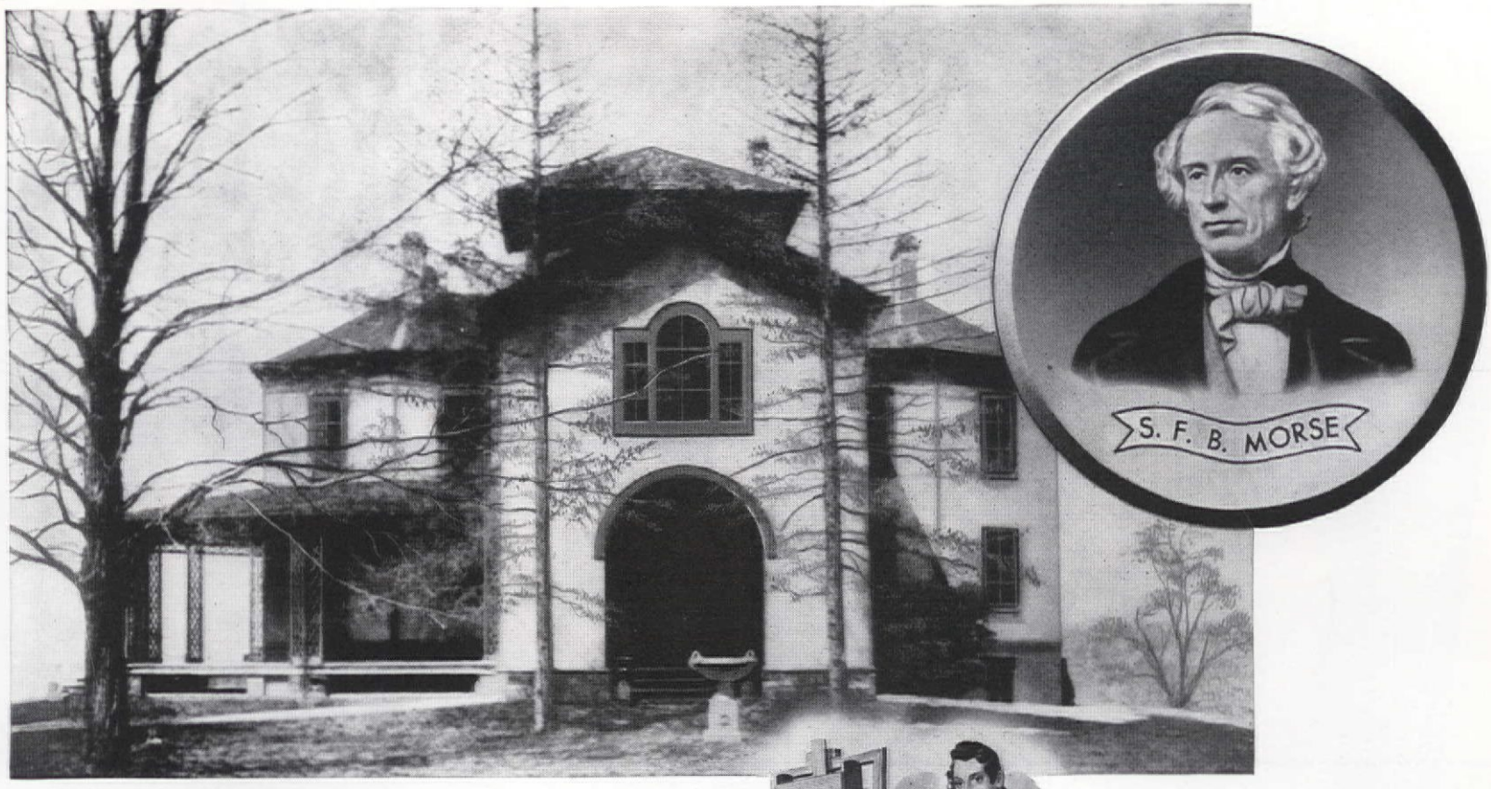
But~ it looks as though the outdoor fireplace wasn't getting a square deal. As we travel about, looking at homes and their settings (from the outside, not as favored guests for whom everything is put in order), we see many a barbecue pit, wiener grill, or whatever you call it, rising stark and lonely in an expanse of lawn or an utterly unsuitable setting. Apparently many people, yielding to the lure of outdoor cooking and eating, have hastily tried to provide the bare facilities, but have forgotten or neglected to make them part of the garden layout, architecture, or general scheme and purpose. We've seen flagstone fireplaces out in corners of wholly undeveloped yards, far from the house, without a tree for shade, a shrub for shelter, or a patch of dry gravel or flagging for temporary furniture. How can you have a jolly steak roast under such conditions? These sketches by Robert McQuinn suggest three of many possible solutions; the photographs, from Marvin G. Olson of Missouri, show how a practically useless corner in his garden was turned into a real pleasure spot, admired by all who see it, and enjoyed by all who use it.



Sketches by Robert McQuinn



Photographs from Marvin G. Olson



S.F.B. MORSE

S. F. B. Morse, son of Rev. Dr. Jedidiah Morse, the early American geographer, was born in Charlestown, Mass., on April 27th, 1791. His father wanted him to study for the ministry and when Samuel insisted upon becoming an artist, told him that he was throwing his life away.

In 1811, after graduating from Yale, Morse went abroad to study under Benjamin West. He became an artist of the first rank and painted many portraits of prominent Americans. His portrait of Lafayette, made when the general last visited America, now hangs in the Mayor's office at City Hall, New York, and is valued at $250,000.

Morse's first telegraph instrument was made out of an old artist's canvas stretcher and portions of a wooden clock. In 1837, when Alfred Vail examined this contraption, he was so impressed that he invested $2,000 and became Morse's partner. A patent was obtained and, in 1843, Congress voted $30,000 with which to construct an experimental telegraph line between Baltimore and the Supreme Court Chamber in the Capitol at Washington, D. C. Ezra Cornell, who later founded Cornell University, was the workman who erected the poles and strung the wires for the demonstration which was a complete success. The first message sent was . . . "What Hath God Wrought".

Morse met Daguerre, the inventor of photography, upon one of his trips abroad and they had become warm friends. In 1839, Daguerre sent him his camera specifications and from these Morse constructed the first camera ever built in America. With it he photographed the Church of the Messiah in Broadway and this was the first photograph ever taken on the Western Hemisphere.

During the last two decades of his life Mr. Morse lived on the banks of the Hudson river near Poughkeepsie. He had converted the original farmhouse into a beautiful Italian Villa surrounded by spacious gardens. A telegraph instrument on his library desk was connected by direct wire to New York and he often talked by it to friends in distant parts of the country, and later with those in Europe over the Atlantic Cable.

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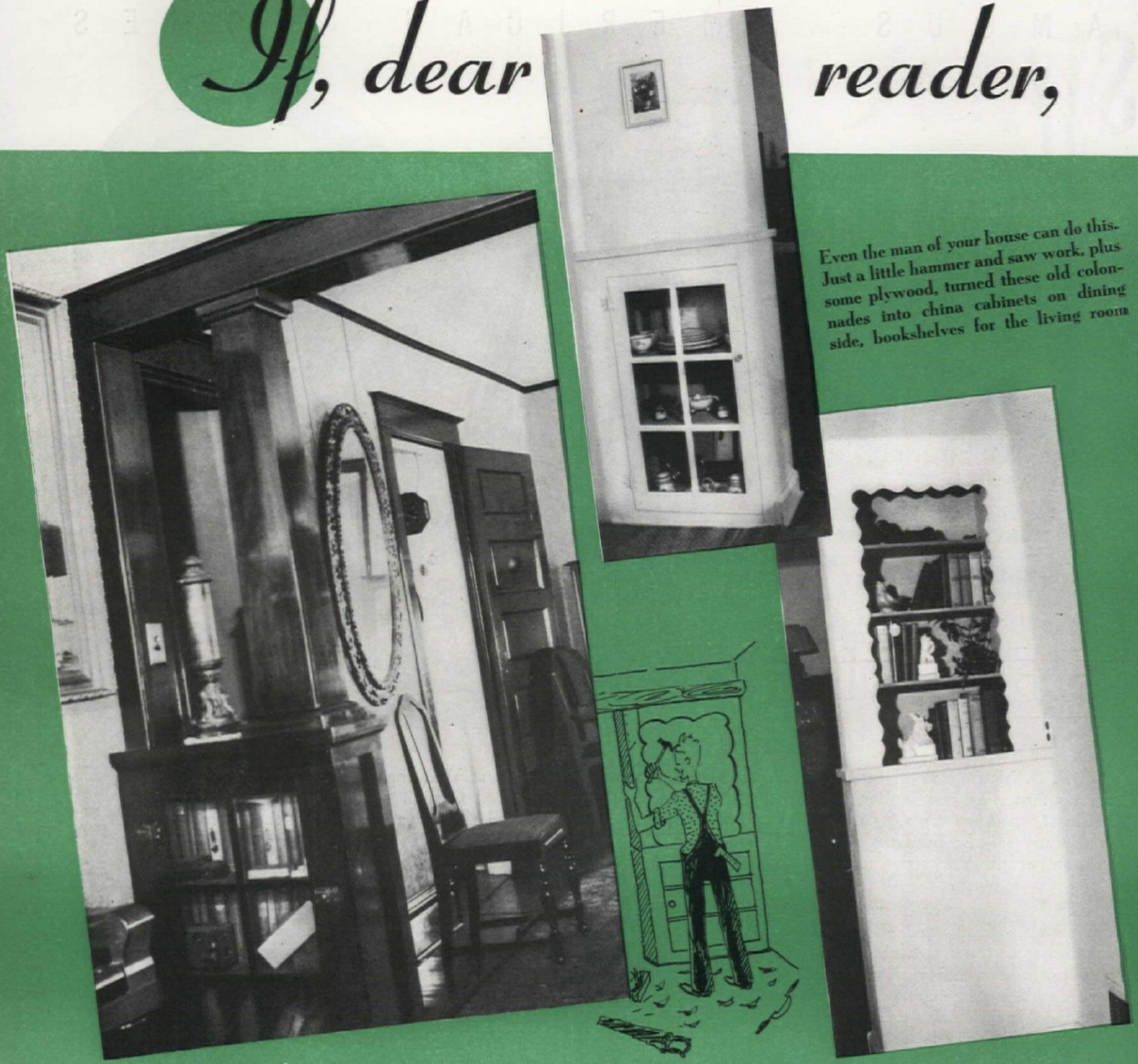
FIRE, AUTOMOBILE AND MARINE INSURANCE

If, dear reader,



Even the man of your house can do this. Just a little hammer and saw work, plus some plywood, turned these old colonnades into china cabinets on dining side, bookshelves for the living room

this looks embarrassingly familiar?

I used to think you could only grin and bear it if you had a pair of "colonnades"!

I KNOW differently now. We're rank amateurs when it comes to carpentry, but we tackled the problem and solved it. Anyone who knows which end of a hammer to use can transform the most unsightly set of colonnades into a pair of attractive and useful bookcases. For sure proof, look at the ones we made.

If your colonnades have round posts, saw them in half. If the posts are square, like ours were, the job is still easier. Just straighten the side of the post toward the archway and make way for the shelves. Nail a plain piece of plywood across the back, and scallop the edges of the front pieces to frame the opening. Then finish off your carpentry with a coat of paint, using a bright contrasting color for the shelves and back, and—there you are, folks, brand new bookcases from your old colonnades. We painted ours cream to match the walls and woodwork, and "lined" the shelves with light blue. The color combination that fits your room is the one to use.

Our best inspiration was the way we fixed the cupboards beneath. Originally, they opened on the living-room side. This meant that we had to move our lounge chairs every time we wanted to open the cupboard doors. At the same time, our dining room on the other side of the colonnades needed more cupboard space. So we solved both problems by transferring the doors to the dining side. That gave us two convenient corners in the living room for chairs, and in the dining room the glass doors display a pair of welcome china cabinets. The blank spaces above the cupboard doors on the dining side (the backs of the upper shelves) are made interesting and attractive by a pair of brightly framed prints.—ESTHER L. KENNEDY

STEP No. 1

in decorating charming rooms:
choose a smart new pattern in

BIGELOW BEAUVAIS BROADLOOM

Made in U. S. A.

This charming room was decorated "from the floor up" especially for Bigelow, by HOUSE BEAUTIFUL. It is full of good ideas, beginning with Beauvais Broadloom No. 1668 which is laid wall-to-wall. The furniture and fabrics, like the Beauvais carpet, are moderately priced.

★ CHECK THIS VALUE-LIST

BIGELOW BEAUVAIS RUGS AND CARPETS OFFER YOU . . .

- ✔ 59 CHOICES in Patterns and Colors
- ✔ TAILOR-MADE sizes to fit *any* room
- ✔ LIVELY WOOL for longer life
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- ✔ MODERATE PRICES for extra value

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

It's easy and fun to decorate from the floor up!

First, of course, you choose a Beauvais pattern. Every one of the 59 Beauvais designs has been styled to "go with" popular colors in other homefurnishings.

Then, have your painter mix a wall color that picks up a tone in your Beauvais. Or find a wall paper that "keys in" with the colors.

Look to your Beauvais again for color inspiration for draperies, upholstery fabrics and accessories. Beauvais rugs, you see, have been thoughtfully color-harmonized.

You can cover your floor wall-to-wall with Beauvais Carpet or have a rug Tailor-Made up to 18 ft. wide and *any* length.

As to patterns, styles, colors . . . wait, lady, just *wait* until you see the whole wide Beauvais range!

Early American designs that would tempt a Puritan housewife . . . beautiful 18th Century florals and scrolls . . . Oriental designs that look as though you'd had an ancestor in the China trade . . . contemporary patterns, and a grand choice of smart colors in self-toned designs . . . but

See them in your favorite department or furniture store . . . *tomorrow!*

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This famous label is a symbol of Bigelow quality and craftsmanship. It identifies all Bigelow rugs and carpets (and there are many other grades, weaves and styles besides Beauvais, to fit any budget). Look for this label at the edge of the rug or carpet.

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FREE! It's new! Many helpful ideas and practical charts! New rooms in color! Ask for "Color Clues to Home Beauty" in stores that feature the Bigelow label. Or write direct to Bigelow Weavers, Dept. 41A, 140 Madison Ave., New York, N.Y.

Hedrich-Blessing 1

DISTINCTION in Illinois Country Home

Data supplied by Ruth E. Lee, Ernest A. Grunsfeld, Jr.

1. WORTH special scrutiny in this home is the large, nearly square living room which extends through the center of the house. Done in brown, beige, henna, and pink tones with light wood furniture and all walls covered in a knotty spruce boarding (bleached and finished in pinkish wax), the room has mellow warmth. The fireplace wall is dramatically striking, yet quite simple; the fireplace is faced by rich black soapstone bordered by built-in bookshelves which extend almost the length of the wall, with a narrow moulding outlining both fireplace and shelves against wood paneling. The paneling, incidentally, conceals remarkable storage space: cupboards for records and magazines over the bookshelves, a wood box and card-table cupboard on opposite sides of fireplace opening. Along the front and rear walls, wide, floor-to-ceiling windows bring the surrounding terraces, lawns, and woods practically into the house. Venetian blinds and simple, homespun cotton draperies, matching the pinkish gray of the walls, can be drawn across all these windows, but during the day the outdoor view

THE HOME OF MR. AND MRS. WALTER E. HELLER IN HIGHLAND PARK, ILLINOIS 2

HOW TO WORK MIRACLES IN YOUR HOME FOR LESS THAN $100

By Joyce Bright

1 I suppose we all have our particular problems in our homes. A friend of mine was telling me about hers. Her husband likes to take shower baths, and their house has a shower stall in the bathroom especially for him. Well, it seems that every time he'd turn on the water, the curtain would get wet, and wrap around his legs at the slightest provocation, and he'd have to practically *fight* his way out of the stall, and Janet's life was hardly worth living because he grumbled so much. So she quietly arranged to have a plate glass door on the stall instead of a hanging curtain. Now her husband can take his showers without curtain trouble of any kind... with lots of light, besides, to keep him cheerful! And the shower door didn't cost much more than he'd pay for a ringside seat at a prize fight!

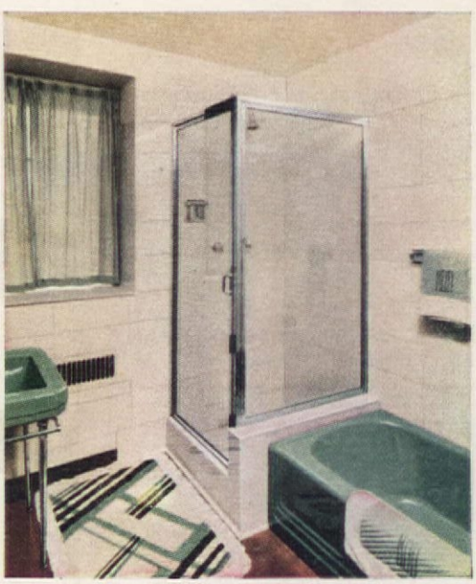
2 Isn't it astonishing how little things can make such a big difference sometimes? The other day I was invited to luncheon at the home of another friend of mine. I've eaten lots of meals there, but this time, when I walked into her dining room, I almost halted dead in my tracks with amazement. The whole room looked different. It had more sparkle, more life, more smartness than I'd seen in it before. At first, I wasn't sure just what made the difference. But suddenly I saw what it was. Mary had covered her dining room table with a mirror top of gunmetal color. A simple little trick...you've no idea how it snapped up the whole room with its bright reflections! I commented about it to Mary, and she said that anyone with $35 or $40 could do the same thing for her dining room.

3 I was telling my sister-in-law about it, afterwards, and she said she wanted me to see a trick *she'd* done in her house to answer a common problem. She has a living room that's very long and narrow, and with walls painted a lovely dusty pink color. She wanted to make the room seem broader, and get rid of that narrow compressed look. So she had a Pittsburgh Glass Dealer here in town put a large structural mirror over the living room fireplace opposite the windows... and she's delighted with the results! That mirror makes the room seem twice as spacious as before, and twice as light, too, because it reflects the windows across from it, you see? The nicest thing about it is that she found she could get her mirror in a flesh color that harmonized just beautifully with her pink walls.

TO MAKE ROOMS GROW BIGGER use Glass

ROOMS NEVER SEEM CRAMPED when glass is skillfully used to give them spaciousness. See how strikingly glass makes this living room grow. Large Pittsburgh Mirror panels behind the settee actually seem to double the size of the room. And the all-glass table, with mirrored base and Heavy Plate Glass shelves, heightens the effect of size and smartness. John Tavis, designer.

CAN YOU IMAGINE a lovelier bedroom vanity than this? The mirrored wall behind it multiplies all the color and light in the room. What's more, it gives the lady who uses it the assurance of accurate, true reflections to help her in her grooming. Note how the top and edges of the vanity itself are also mirrored. Designed by studios of Serge Sacknoff.



EVEN YOUR BATHROOM can be made to grow in size and beauty if you dress it up with reflective walls of Carrara Glass. Carrara comes in ten delightful colors. It never stains or fades. And a damp cloth keeps it clean. A Plate Glass shower enclosure like this is another popular way to bring your bathroom right up-to-the-minute. Willing, Sims, and Talbutt, architects.

How to tell good mirrors before you buy

Look for the blue Pittsburgh Label when you buy mirrors or furniture. It assures you that the mirror is made from quality Plate Glass and will give you perfect reflections. Pittsburgh Mirrors come in these colors: blue, green, flesh tinted, water white. And with silver, gold or gunmetal backing.

Free Booklet *Scores of interesting ideas for dressing up your home with glass. Profusely illustrated. Absolutely free. Use coupon below.*

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Please send me, without obligation, your booklet "How to Use Glass to Wake up Your Home."

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"PITTSBURGH" stands for Quality Glass and Paint

Every Rainbow is a PITTSBURGH COLOR CHART!

Keep The Warm, Rich Hues Of Summertime In Your Home All Year 'Round—With Nature's Own True Colors!

BORROW vibrant, beautiful "Colors by Nature" to brighten up your home—your life. Spread the sunshine of gay, happy hues through every room. Use the shimmering shades of a summer rainbow as your color chart—for every lovely tone can be matched with "Paints by Pittsburgh."

If Mother Nature herself could decorate your home, you'd have the most magnificent blend of hues and tints imaginable. Instead, taking her place, Pittsburgh's Studio of Creative Design offers you three free decorating services to help pick the correct color combinations and *style your home with paint.*

Specify Pittsburgh for Free Services

But the many benefits you get in using these new Pittsburgh Decorating Services are only available to you through the use of Pittsburgh Paints. So when you next need painting—be sure to specify "Pittsburgh."

Your Painting Contractor will appreciate your choice of these fine finishes which are easy to apply, last longer and dry quickly!

PITTSBURGH PLATE GLASS COMPANY
Paint Division • Pittsburgh, Pa.

FREE DECORATING SERVICES

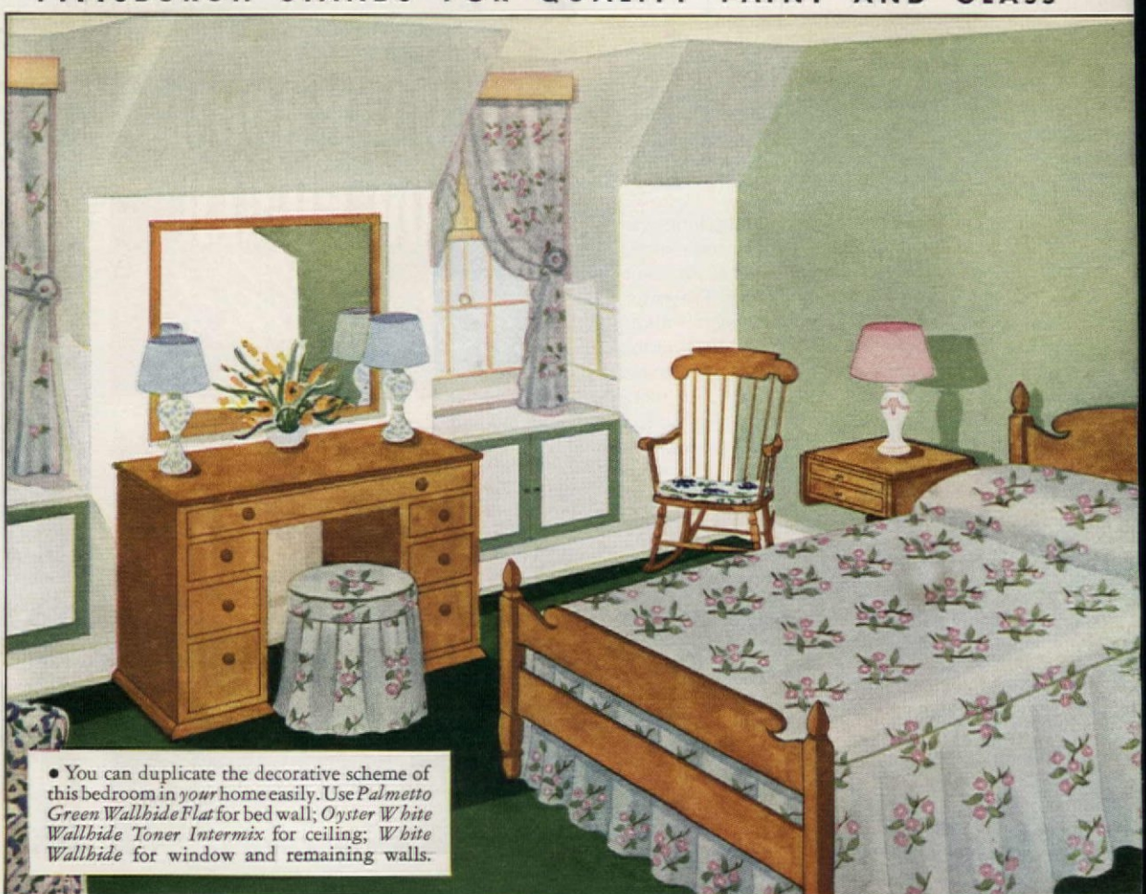
Style with paint for happier homes! And if there is any room that presents a decorating problem, you will want to read all about Pittsburgh's three free, easy-to-use services which are described below:

1. Ask your Pittsburgh dealer for our new 1941 Color Book. It contains dozens of gay, attractive color schemes—which your Painting Contractor can carry out easily and inexpensively with Pittsburgh Paints.

2. Or, your Painting Contractor will help you choose original personalized color schemes with his Color Visualizer—a handbook of Pittsburgh's popular shades—not chips but actual 6½" x 3½" swatches.

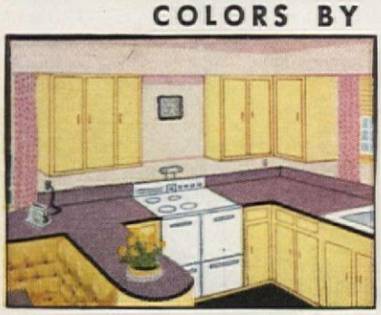
3. For difficult problems, Pittsburgh's Studio of Creative Design offers you complete color suggestions of your own rooms (including present furnishings) showing how they will look *after* you have *Styled with Pittsburgh Paints*—but *before* you spend one cent.

PITTSBURGH STANDS FOR QUALITY PAINT AND GLASS



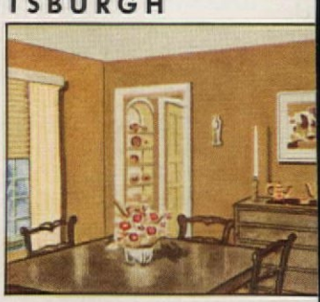
• You can duplicate the decorative scheme of this bedroom in *your* home easily. Use *Palmetto Green Wallhide Flat* for bed wall; *Oyster White Wallhide Toner Intermix* for ceiling; *White Wallhide* for window and remaining walls.

COLORS BY NATURE—PAINTS BY PITTSBURGH



• You'd be surprised how easily you can copy this kitchen. A little carpentry, a little painting and presto—there it is! Walls and ceiling are *Wisteria Wallhide Semi-Gloss.* Cabinets, *Waterspar Old Ivory.*

• Powder Blue is the lovely inspiration for this delightful room . . . matched in *Wallhide Toner Intermix Blue.* Shelf and trim are *White Waterspar Enamel.* Ceiling, *White Wallhide Flat.*



• Color keynote of this dining room is *French Washed Ochre Wallhide Toner.* Ceiling, *Ivory Wallhide Flat.* Trim, *True Ivory Waterspar Enamel.*

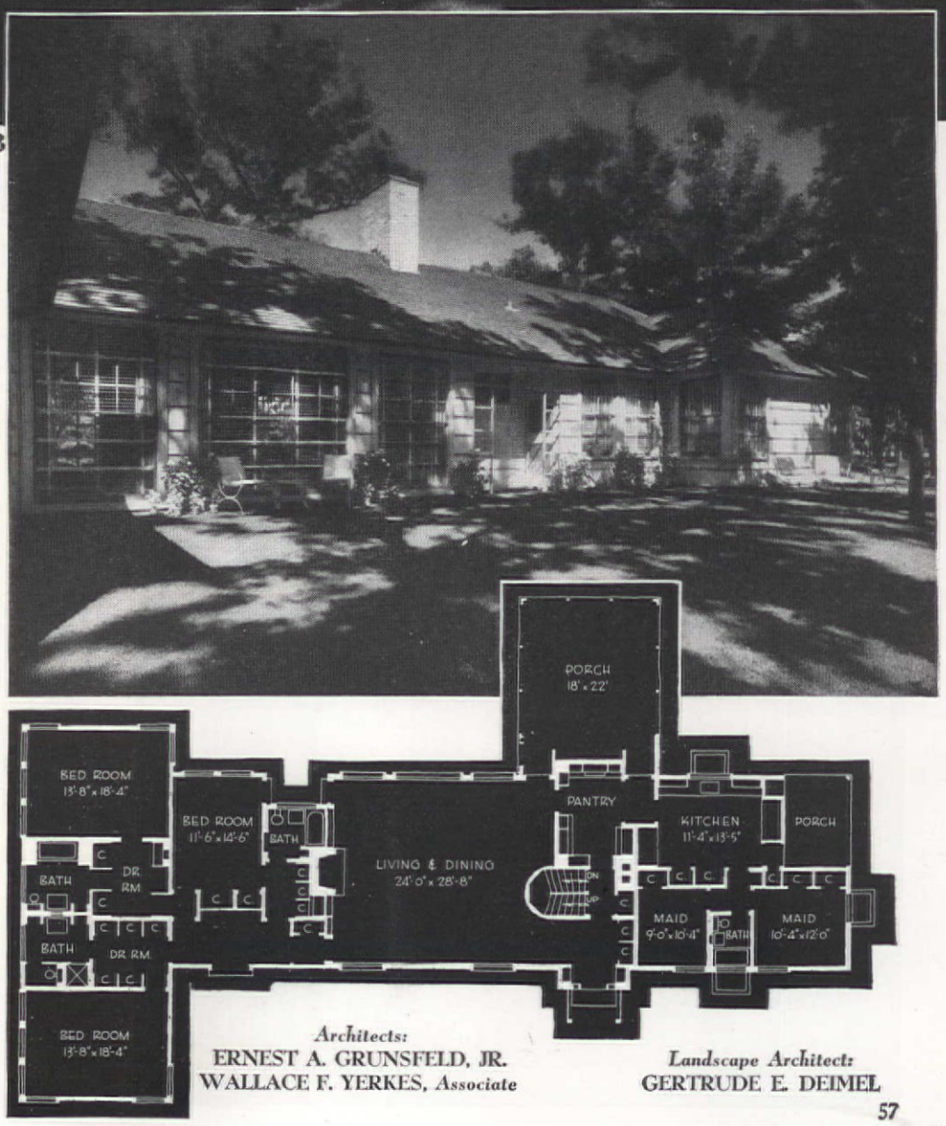
PITTSBURGH PAINTS
WALLHIDE • FLORHIDE • WATERSPAR • SUN-PROOF
Smooth as Glass

3

remains unobstructed. The broad sofa and deep lounge chairs around the fireplace are hand-blocked linen, a henna and beige floral pattern on pinkish beige; other chairs are rough weave and ribbed fabrics of henna and white. Rugs are beige and brown; all the wood furniture is bleached mahogany, accessories are pewter, copper, and modern pottery. The dining quarters are in this same room. Opposite the fireplace wall a long table is set permanently with eight chairs and there's a modern sideboard in an alcove created by a curved, wood-paneled wall. Pantry and kitchen are handy to this dining side of the room and to the rear terrace just outside the windows. Electrical fixtures built in flush with the chamfered ceiling give general night lighting.

2. BACK of the living room, connected with it as well as with pantry and kitchen, is a delightful living porch. Screened on three sides, its high ceiling is sheathed in light fir plywood. Bamboo tables, sofa, and chairs in yellow sailcloth piped in white, white lamps with plastic shades, a permanent dining table, are comfortable equipment on a painted cement floor. Outside this porch is the rear, west terrace set with rosy-beige iron chairs, flanked by pink and red geraniums. The more formal east terrace, at the front, has a clipped hedge, a perennial garden of delphinium and phlox, a wood-block walk, geraniums, pinkish furniture.

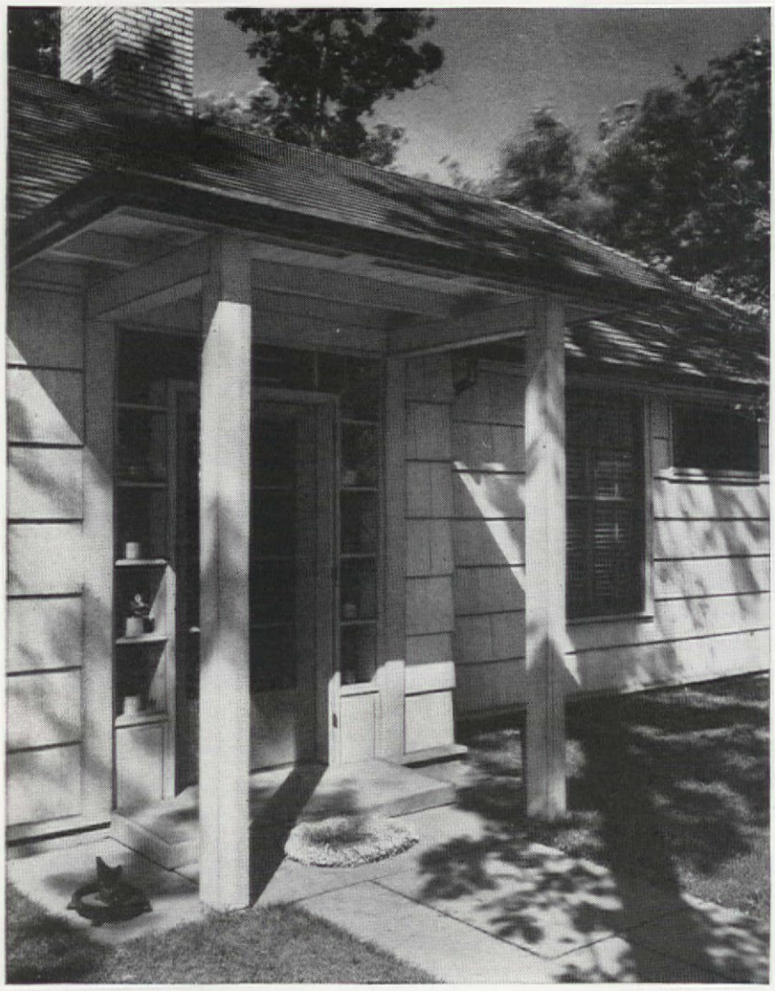
3. FUSS and feathers have no place throughout the house. Its easy-going rusticity is right in tune with its country surroundings of wood and meadow. Simple structural materials were used with broad, bold effectiveness and there's a blessed lack of hackneyed, eye-wearying details. Outside, its single story is enclosed by seven courses of large shingles, low, overhanging hip roofs, and windows which are truly high, wide, and handsome. Inside, wood-paneled walls and



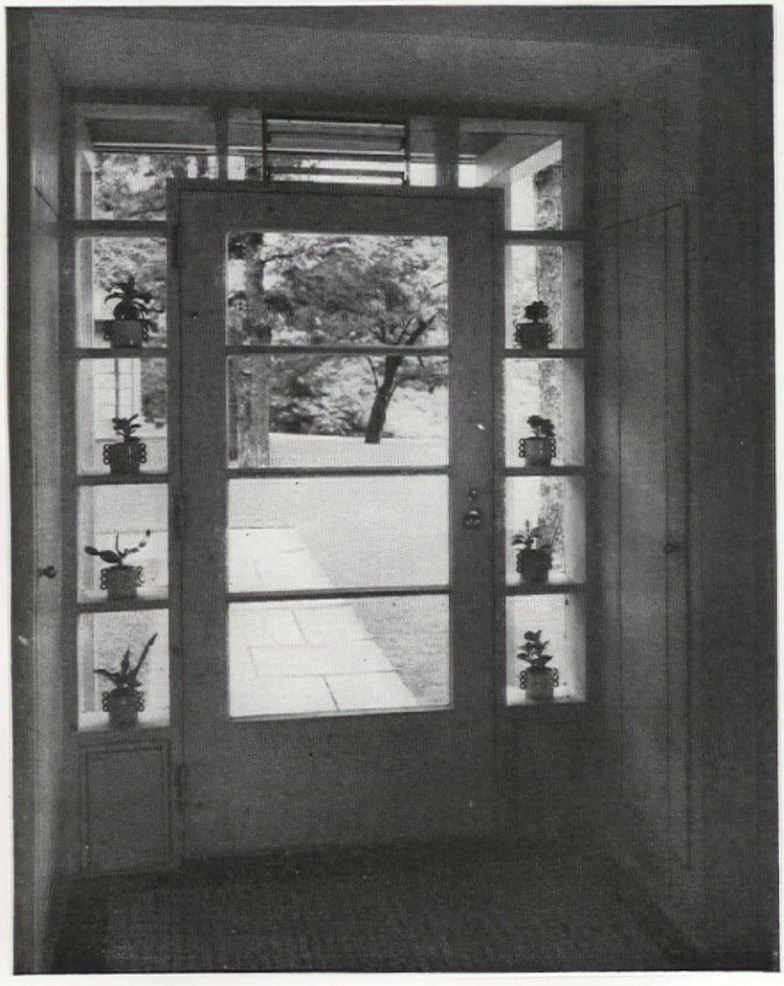
Cottage charm in one story without the drawbacks of low ceilings, diminutive rooms, and tiny windows

Architects:
ERNEST A. GRUNSFELD, JR.
WALLACE F. YERKES, *Associate*

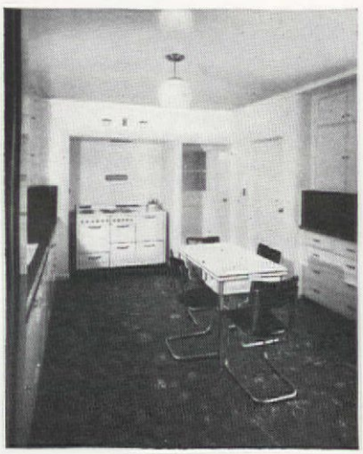
Landscape Architect:
GERTRUDE E. DEIMEL

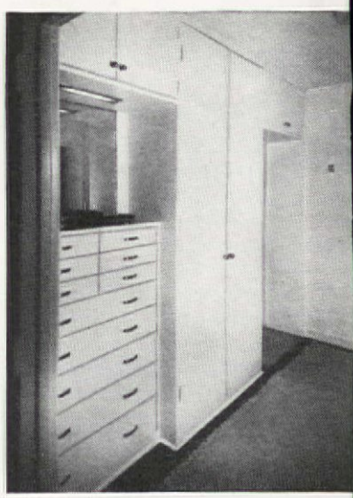


Distinguishedly simple, the front entrance porch has plain posts, shed roof, unbedizened glass doorway with shelves for pottery



Dining end of room has modern textured fabrics and bleached mahogany. Kitchen, pantry, bath, have built-in cabinets galore





comfortable, loaf-inviting furnishings keep up the country spirit in rooms which are well laid out, well equipped, really large enough for a few deep breaths or even a running broad jump. The whole sweep and dignity of the place are distinguished evidence that one-story frame houses need not be merely diminutive, "love in a cottage" effects, the kind that cloy with time.

Its long, low design was dictated by the flat Illinois prairie site, which included enough land to spread out an informal, single-floor house with future enlargement possibilities. And to match the setting, plain red cedar shingles with a light pinkish-gray priming coat were used for the walls, naturally weathered cedar shingles for the roof. Done in the usual manner, with sma details, small windows, the house might have looked like a nondescrip overgrown cottage. But materials and details were treated in a bolde and better way, scaled large enough to be really effective and give th house distinction. Commonplace, skimpy, piddling details were omitte altogether. Window sash, painted a rusty orange-brown, are generall four and five feet wide and natural cypress frames project boldly thre inches from the walls. Over-size wall shingles are exposed to the weathe 14¼" and have a heavy projection, too, creating broad bands whic emphasize the horizontal lines of the house. Low roofs have widely project ing eaves which form deep horizontal shadows. They add a modern not with the added value of protecting the house from noonday summer sun

Build the room around the piano...*and make it a MUSETTE* for greater eye-and-ear appeal

SEE IT!

A modern console can bring new life, charm and interest into your home and if it is a Winter & Company Musette it is an easy matter to select a model which will not only harmonize perfectly with your present furniture and furnishings, but *always be in style.* ♪ For the Musette is America's most decoratively versatile piano. It is available in 16 beautiful and authentic Period Models—based on the various classic designs which are the key to *all* decorative "schools" or treatments. ♪ This important artistic development has, in itself, made the Musette the nation's most talked about and copied piano. ♪ And don't overlook the fact that the Musette is musically outstanding... musically distinctive. Winter & Company not only *pioneered* this fascinating new type of instrument, but through the research and findings of their Musical Engineering Laboratories developed innovations and improvements which give the Musette its glorious, rich, colorful voice... its exquisitely sensitive action... its remarkable tonal stability. ♪ See, Hear and Play this exciting new-day piano—created and guaranteed by America's Largest Piano manufacturer—and identified by, "*Winter & Company Musette*" on the fallboard.

Above, the Federal Musette, one of 16 beautiful and authentic Period Models. Musettes are priced from $295 to $500 F.O.B. New York City and can be purchased with a small amount down and easy monthly payments.

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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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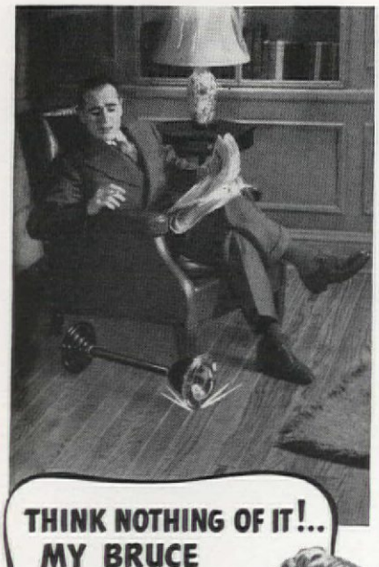

THINK NOTHING OF IT!.. MY BRUCE STREAMLINE FLOOR STANDS HARD KNOCKS

Yes—ordinary wear and tear can't touch this new hardwood flooring discovery! The secret is a new penetrating seal finish —put on by special process at the factory. A finish that's *in* the wood, not just on top —and does it wear! Seals the pores of the wood, too—so it's easy to keep clean and beautiful.

COMES FINISHED AND WAXED

Finished and waxed at the factory—so you just have it laid . . . and move in! Doubly important when you're remodeling. It saves days of "upset."

BEAUTY AND WEAR — NO EXTRA COST

That finish on Streamline is really beautiful—so rich and warm and *even!* And how everyone admires the modern "shadow pattern" effect given by the extra-wide beveled strips! Best of all, Bruce *Streamline* costs no more than ordinary hardwood flooring finished after it's laid—yet look at the "dividend" you get in extra beauty and wear!

MAKE THE "SCRATCH TEST"

VISIT YOUR LUMBER DEALER. See with your own eyes the proof that Streamline's amazing new finish resists scratches that mar and chip ordinary "surface" finishes. See the warm, rich beauty of this lovely new pre-finished hardwood flooring that ends "guesswork" — you know *beforehand* just how your lovely *Streamline* floor will look and wear. Let us send you colorful literature showing Streamline Floors in charming homes.

E. L. BRUCE CO., 1416 Thomas St., Memphis, Tenn.

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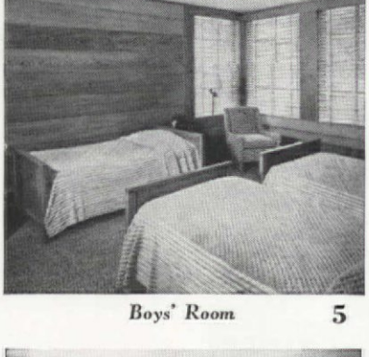
HARDWOOD FLOORS

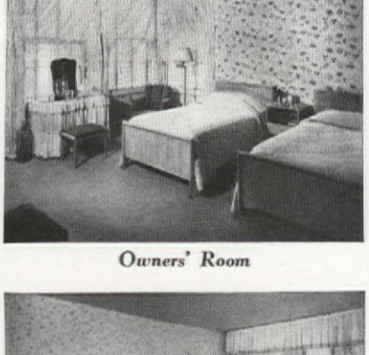
By the World's Largest Makers of Hardwood Floorings

4. SERVICE quarters — pantry, kitchen and porch, two servants' rooms—are reached from the right side of the living-dining room. In kitchen and pantry black linoleum floors and walls are brilliant contrast to dead white equipment.

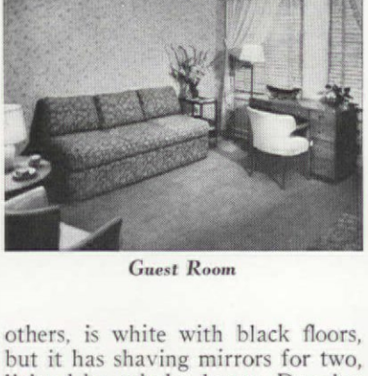
5. ON the left side of the house are three principal bedrooms, three baths. The owners' bedroom has windows on three sides with plenty of wall space remaining for bleached mahogany twin beds and other furniture. An over-all beige rug, voluminous white voile draperies, gay blue and white flowered wallpaper fit the crisply fresh room. The boys' room at the front accommodates beds for Peter, Paul, and John and has masculine redwood walls, walnut furniture, cedar and beige fabrics. Their bath, like all



Boys' Room 5



Owners' Room



Guest Room

others, is white with black floors, but it has shaving mirrors for two, lighted by tubular lamps. Dressing rooms adjoin the family baths and there are thirteen closets between them. The third room is doubly adaptable: as a sitting room connected to the master bedroom, shut off from the hall, or as an independent guest suite. A roll-away bed in one closet makes a twin bed to the permanent studio couch.

DRAINBOARDS! The busier they are the more they need *Ultra-refined* CLOROX!

DRAINBOARD sanitation is important to greater health security. It's easy to give your drainboard added protection with Ultra-refined Clorox, for Clorox has intensified germicidal efficiency ... disinfects, deodorizes in routine cleansing of tile, enamel, porcelain, linoleum, wood surfaces; also removes numerous stains. Clorox provides protective cleanliness in laundry, kitchen, bathroom ... is effective yet gentle in its many personal uses.

Clorox is ultra-refined ... free from caustic and other harsh substances ... it is pure, safe, dependable. Clorox is making housekeeping safer and easier in millions of homes. It is economical in use; a little goes a long way. Simply follow directions on label. Always order by name ... be sure you get Clorox.

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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

Can I go to the pa to play? Don't s just "yes" or "n Instead, "Of cour you *can* go to t park—that is, y are physically able to do so. A you *may* go, too—you have n permission." If little Susie is t smart gal we think she is, she soon learn the difference.

Why don't the flowers smell? Do say, "They're n real." Instead, "Th are artificial; that they have been ma by man to resemble natural flowe which grow in the garden. Thu unless they are perfumed, they la the fragrance of real blossoms."

And your youngster has a whc flock of new words to add to h (we hope) ever-growing vocabular

Did you ever try to order a mea in a perfectly strange language Well, that's a good sample of wha your young Susie is up against

What is tha (pointing to th newel post)? Don say, "Oh, that's jus a post." Instead "That is a newel, th name given to the post at the base or at the landing, of a staircase.

Where does the es calator go? Don' say, "It just goe into the floor an comes out on th other side." Instead "The escalator steps are on a circu lar moving belt, much like a merry go-round turned on its side. Part o it is in sight—the portion we stan on to get from one floor to another When they disappear, the steps ar simply completing their circle.

Your reward? Think how you'l feel when your small daughter after draining a glass of milk, re marks to the world in general not "Swell," but "How refreshing"

Mother, WHY?

"What makes the grass green"? "How do birds fly"? "What is lightning"? As a parent, what do you answer—and HOW?

PHILIP R. JENKINS

IF YOU are the parent of a growing child, you probably collapse into bed at night feeling as if you had just completed an eight-hour session on "Information Please," with no Kieran or Adams to help you out on the tough ones. Even a five-year-old Fadiman can cover a whale of a lot of territory!

Being a conscientious parent, you do your best to answer, even though you may wish, now and then, that your little cherub had been born deaf, dumb, and blind. And, after Susie has been trundled off to bed, you may even sacrifice an evening of bridge to bone up on the encyclopedia, hoping that she will confine her questions to the "A's" and "B's" for a few days anyway.

So far, so good. But have you thought anything about the words you've used in your explanations, and in your general conversation with your child? After all, she is starting from scratch, you know, and you can't expect her to understand that a "gadget" may mean anything from a screwdriver to a trick cigarette lighter; that "swell" may mean delightful, or smart, or fortunate, or a hundred other things.

So, tomorrow, why not try to increase Susie's vocabulary, too? Instead of one of your two classic remarks at breakfast, "Boy, this is a swell day"! or "What a lousy morning"! you can, if you try, be a little more specific: "Isn't the air invigorating"? for instance, or, inversely, "The weather is so humid." Presto, Susie has already added two words to her repertoire. (We assume she already knows "swell" and "lousy.")

You don't want to be pedantic, of course, and have Susie endangering her life with the neighborhood kids by affecting an Elsie Dinsmore air, but there *is* a happy medium, and a little added effort on your part now will pay big dividends. Your youngster will never be frightened later on by words with which she has been familiar since childhood. She will know how to distinguish exact shades of meaning and the correct words with which to express these differences. And—although this may be only a secondary consideration—the effort shouldn't hurt your own vocabulary any, either!

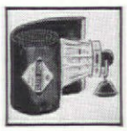
Why you need these DOUBLE Balsam-Wool Advantages

WHEN you insulate you want your comfort to *last.* You want low fuel bills for *all* the winters to come. That's why you need the DOUBLE benefits of Balsam-Wool, applied by the famous Minnesota System. For only Balsam-Wool gives you ALL these benefits to provide lasting satisfaction. Here are the "doubles" which have enabled Balsam-Wool to es tablish its amazing performance record in more than 250,000 homes through 19 years of use:

DOUBLE SEALING—*Balsam-Wool is completely protected by a tough, impervious protective covering.*

DOUBLE MOISTURE LINERS—*providing an efficient and lasting moisture barrier. Mat thickness scientifically designed for moisture protection.*

DOUBLE WIND BARRIERS—*stop wind infiltration—prevent chilly drafts—provide greater warmth near floor.*



DOUBLE AIR SPACES—*to increase insulation efficiency—to allow the walls to breathe.*

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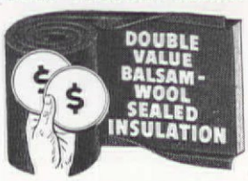
GET THESE DOUBLE ADVANTAGES *For Your Present Home*

It costs so little—and means so much to your comfort—to apply Balsam-Wool in the attic of your present home. Balsam-Wool attic insulation is sold under a money-back guarantee of satisfaction. Get full details—mail the coupon.



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YOU'VE probably noticed how some paint jobs start going to seed with the first round of the seasons—while others keep their fresh bright looks for years.

What makes the difference? Here's the answer good painters will give you:

There's no more weatherproof paint than one made of pure white lead. It's a pretty safe rule: *the more white lead, the better the paint.*

You see, white lead is made from lead—one of the toughest, most weather-resistant of metals. And like lead, white lead paint laughs at climate; defies heat, cold and moisture; doesn't crack and scale with long exposure.

It's this ability to "take it" that explains why a white lead paint job stands up longer. It wears down smoothly and evenly, so that you don't have extra expense for burning and scraping when you finally repaint.

Remember, white lead costs no more than regular quality paints—yet it goes so far and lasts so long, here's one case where the best is really cheapest.

LEAD INDUSTRIES ASSOCIATION
420 Lexington Avenue, New York, N. Y.

. . .

FOR MODERN PAINT STYLING, HIRE A GOOD PAINTING CONTRACTOR—*The new vogue for decorative color-styling demands a skilled painter—one who knows all the tricks of application that insure lasting good looks.*

USEFUL HINTS ON WHITE LEAD TINTS

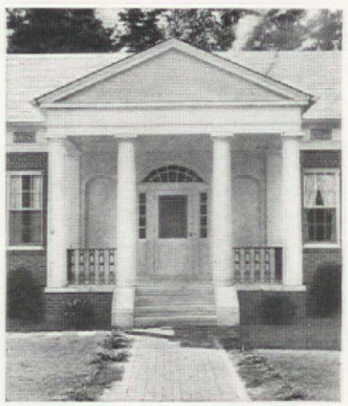
You'll find a lot of helpful information on mixing popular hues in a free booklet, "WHAT TO EXPECT FROM WHITE LEAD PAINT." Write for a copy.

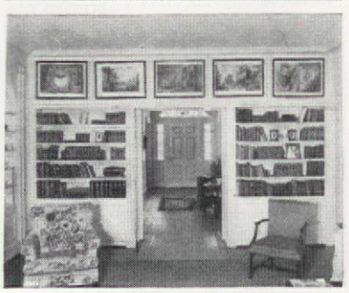
You're money ahead when you paint with White Lead

HERE'S A NEW WAY TO BUY—In addition to the regular paste form, pure white lead is now sold as a ready-to-brush paint by paint dealers from coast to coast.

Ralph Burton Jones

Spacious Little





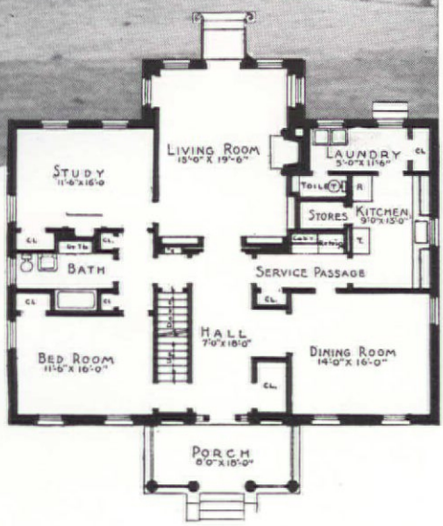
SUSAN JONES MEDLOCK

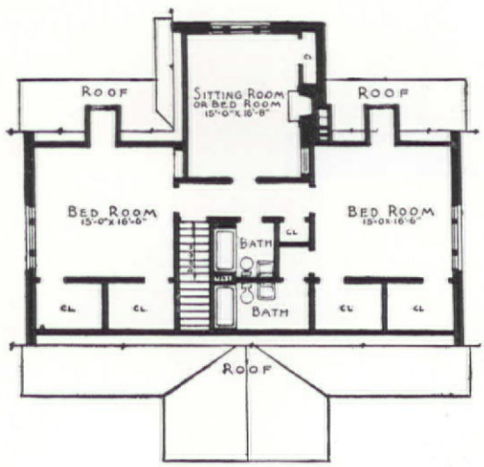
IF YOU'VE tried to lay out a floor plan yourself and squeeze a comfortable number of comfortable-size rooms inside an unyielding rectangle, you'll appreciate the sleight of hand used in this Atlanta, Ga., house. Three general rooms (living room, study, sitting room), three bedrooms, three baths, dining room, kitchen, laundry, basement playroom and *sixteen* closets are all behind that apparently small house front, which is really a story and a half high, with rear dormers.

Red brick walls, a marble front portico in the Southern manner, a wide cornice pierced by white iron grilles give character to the outside. Eighteenth century pieces—an Empire sofa in needle point, Chippendale armchairs, fireside chairs matching the blocked-linen window draperies, and the Greek Revival mantel, the china collection

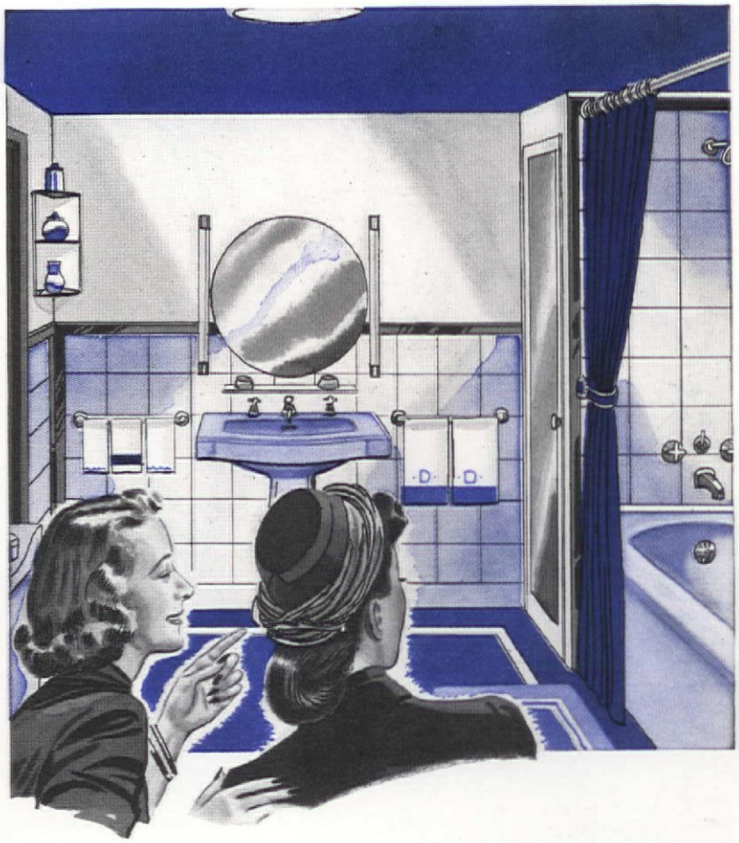
House in Georgia

LEWIS CROOK
Owner and Architect





in the mirrored niche next it, the bookshelves flanking the door, are effective against Colonial yellow walls, rose carpet, in the living room. Stairs lead to the garden from the bay at the back of this room. The pine-paneled den has red and white draperies, the dining room has Wedgwood-blue walls, yellow draperies, Sheraton furniture, mahogany-color carpet. The master bedroom, on the ground floor, is furnished with antique mahogany against green walls.



A beauty treatment

FOR YOUR BATHROOM

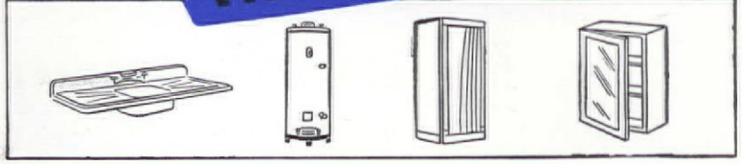
"What a *lovely* bathroom!" Wouldn't you like to have your guests say that when you proudly show them your house? With the graceful porcelain enameled tub and lavatory in immaculate white or pleasing pastel colors, *Formed* Iron Fixtures are a delight to the eye! So practical too. Easy to clean and *acid-resisting at no extra cost.*

Formed Iron Plumbing Ware is fast becoming the American family favorite – and it costs no more, with all its features. And when it is porcelain enameled on Armco Ingot Iron, you can be sure of material excellence. For Armco Ingot Iron is known as the world's standard metal base for porcelain enamel and is the choice of leading manufacturers.

You'll find it used not only for bathroom fixtures but also the shower cabinet and medicine cabinet, for the new hot-water tanks and water softeners, and in many other porcelain enameled products. So when you buy, always ask: "Is it porcelain enameled on Armco Ingot Iron?" The American Rolling Mill Company, 411 Curtis Street, Middletown, Ohio.

PORCELAIN ENAMEL ON ARMCO INGOT IRON

ARMCO INGOT IRON



Of course it's silly, but it's fun!

Violets and roses are all right in their places, but for real fun you can't beat vegetable arrangements. You can make them a bit wacky, or smart, or quite beautiful

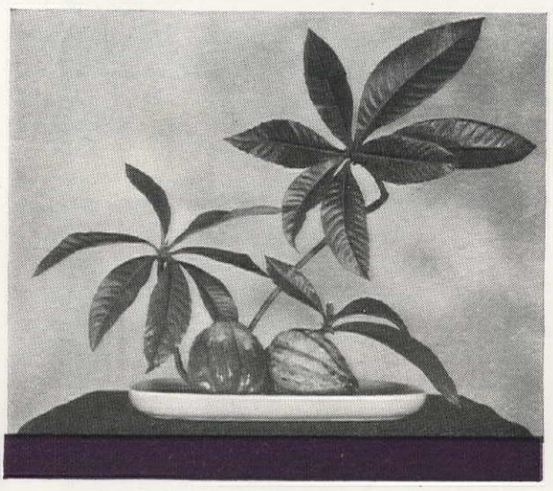
A. LOIS MODGLIN

Nothing could be easier to arrange than the three cunning zebras with stalks of celery for a woodsy background, but the emphasis on repetition and clearness of line is effective. I put them in a chartreuse bowl to match the yellow and green celery tips and leaves. A little family of bay horses, about to have their favorite dinner of carrots, is shown lower left. The baby carrots are surrounded by colorful lava rocks in a shallow yellow bowl. Wild rhubarb or burdock, brown with the tinge of age, adds height and makes a perfect background. Incidentally, the children will adore both of these—you'll be lucky if you ever get them out of the playroom. Real circus fun!

THERE'S nothing like a good fling at a silly idea, I always say, and these vegetable arrangements turned out to be more fun than any dozen fancy flower centerpieces. I can enjoy an orchid as much as the next person, but I'll still take a tomato or a couple of white radishes for amusing decorations. They have their own particular drama.

Whatever the arrangement directly above may lack in fragrance is readily forgiven in a loud laugh. No mistaking the identity of the little black and white animal and his relation to the green onions. He appears to good advantage on a white pottery plate surrounded by bright red radishes.

The others in the animal kingdom will amuse everyone, too.



Even the most conventional buffet or server will take on amusement and personality with an arrangement like the one at top right. Three white radishes, one of which has elegantly curved lines, set off the lush coloring of ripe red tomatoes not deprived of their green stems. Branches of ice plant, or leaves of your own choice, fill in the base of the soft green pottery container.

One with the dignity and beauty suitable for the foyer or living room is shown at the left. On a glowing copper platter are two green squash whose orange highlights add more colorful warmth. Loquat leaves, always dramatic and beautiful, are aristocratic in silhouette against the wall. No need for trivial little knick-knack accessories when you can have something that handsome.

And here at the left is a low, eggplant-colored bowl with New Zealand flax leaves for a high back-drop. Two eggplants, selected for color and form, supply the necessary relation to the container. They are placed at interesting angles, their lines followed by the well known hen-and-chickens. Filled in with white and purple turnips, the color harmony is exciting. Try placing it at one end of the dining table. And after you've tried all these, do a little experimenting for yourself with whatever the vegetable man brings you.

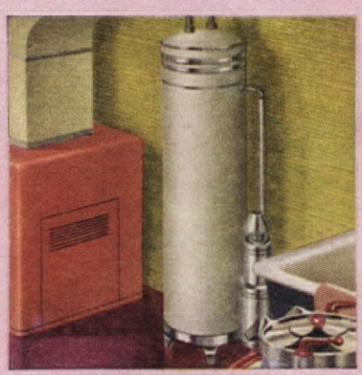
"... he won't buy till he sees the U·S·S label!"

1. Cheer up your kitchen with colorful utensils of porcelain enamel on U·S·S Steels. You'll enjoy their gay, friendly appearance, their long-wearing qualities. They are so easy to keep new and shining.

2. Long life for galvanized ware. Practical utensils which have to withstand constant abuse and weather need the best in steel. The label that says "Manufactured from U·S·S Steels" means you will get it.

3. Treat yourself to extra closet space. Steel utility cabinets, in attractive enamel finish, are of many kinds for many uses. And because they are steel, they won't shrink, splinter, warp or need refinishing.

4. Your refrigerator is lined with glass! Porcelain enamel is really glass fused on metal. That's why it's so easy to keep clean. U·S·S Vitrenamel is used by manufacturers as a fine base for porcelain.



5. No more rusty hot water. Manufacturers cure that nuisance with a porcelain enamel tank lining. Water stays clean. Tanks last longer. Good porcelain needs a good metal base—U·S·S Vitrenamel.

6. Graceful steel casement windows let in more light because frames are slim and corners less bulky. Warping, shrinking and the need for frequent painting are eliminated by using steel frames.

MANUFACTURED FROM USS STEELS UNITED STATES STEEL SUBSIDIARIES

7. This is one style of U·S·S label. There are others differing in form and color, but whatever its style or on whatever it appears, you will find the initials U·S·S, your purchasing guide to steel quality.

UNITED STATES STEEL

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Black magic for ivory skin and jet hair—a room in gleaming jewel tones, set against the sparkling background of a Platinum Beige Carpet by Alexander Smith. A brunette's room, to emphasize the natural charm of her hair and skin.

Black Magic

A ROOM can make a lot of difference in your looks. In some rooms you're just another girl. But in the right setting—against the right colors—you shine!

For every woman "wears" the rooms in her house just as surely as she does her clothes. And the colors in those rooms have a lot to do with her charm. This is a new idea in decorating . . . called Colorama. And whether you're blonde or brunette, red-head, brown-haired or silver-gray, it is real excitement for you.

You can see for yourself how magical the Colorama idea is by "trying on" rooms today with the Colorama Selector . . . yes, actually "trying on" rooms as you do hats and dresses.

You'll find the Selector at any store selling Alexander Smith Rugs and Carpets. See also the Colorama Group of Alexander Smith Floor-Plan Rugs and the Broadloom Carpets for each color type. And mail the coupon below for your personal color horoscope.

FREE! Your Personal Color Horoscope

Clara Dudley, Color Scheme Consultant AH 441
Alexander Smith & Sons Carpet Co.
295 Fifth Avenue, New York, N. Y.

Please send me a color horoscope and your free book: "Colorama—a new idea in decoration."

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PLEASE PRINT NAME AND ADDRESS

Type _____
(Indicate blonde, brunette, brown, red-head or silver-gray.)

Address _____

City _____ State _____

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Alexander Smith & Sons Carpet Co., Yonkers, N.Y.

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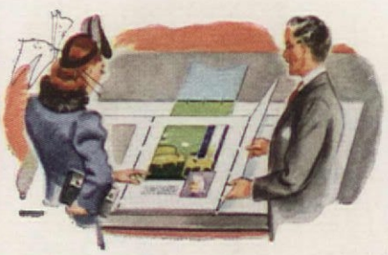
AS ADVERTISED THEREIN
ALL WOOL PILE

HOW TO "TRY ON" ROOMS WITH THE COLORAMA SELECTOR

This Colorama Selector, at most department and furniture stores, enables you to create an endless variety of flattering color settings for yourself. Whatever your coloring, this is the way to choose rugs and carpets. The stores have a wide selection of plain colors and figured carpets *for your own type* in both Alexander Smith Floor-Plan Rugs and Custom-Cut Carpets—sizes to *fit* your rooms—prices starting well below $50.



In room above, Platinum Beige, a Tru-Tone Color available in several price ranges.

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Trade-Mark

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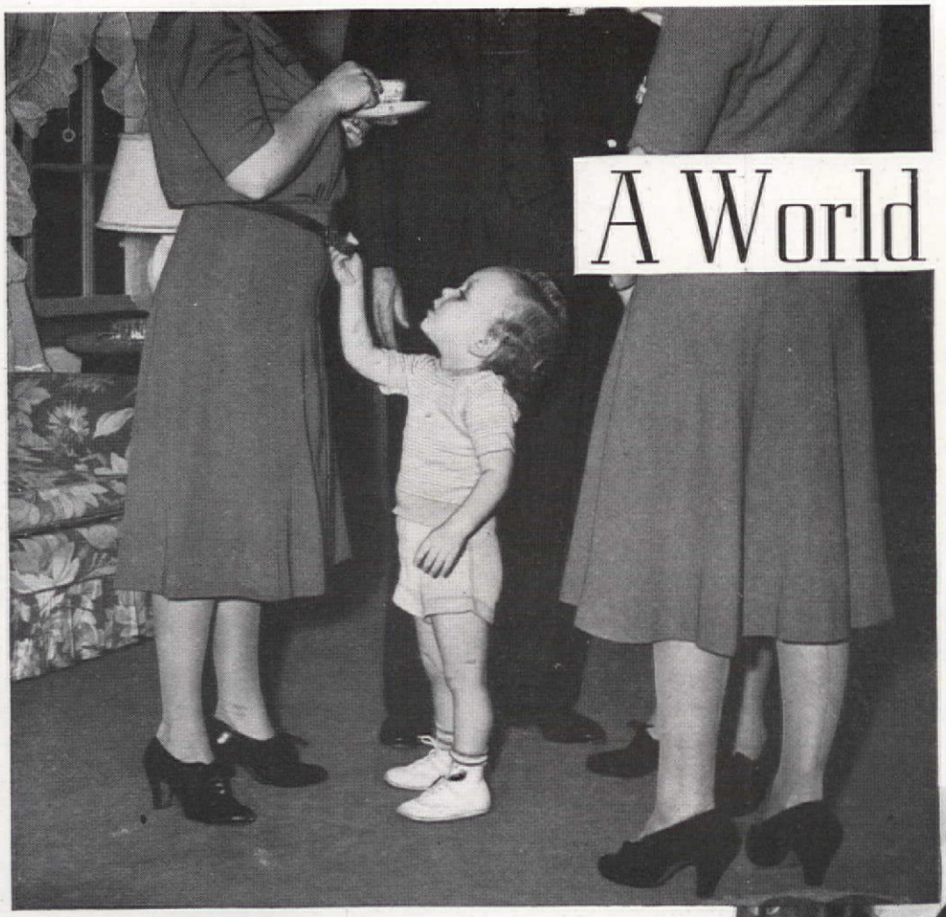

A World Full of Knees

How would *You* attract attention in a world full of knees? Begin your child's training when he is so little he practically absorbs it along with his orange juice!

A LITTLE boy of four and a general taught me my sharpest lesson in child training. The little boy, full of world-shaking news, burst into the room where we were talking, while I murmured something about not interrupting, and, I'm afraid, even apologized after the child had left the room. The general looked at me and said, "Leave him alone. How would you attract attention in a world full of knees"?

That definitely made me think. We had been working on the theory that if surrounded by more or less decent folk with not too reprehensible manners and little or no carping or nagging, a little boy's attitude would be decent and mannerly by absorption. Up to a certain point this was true. With people he knew well, he was quite at ease—a happy, open little boy, eager, gentle, husky, with a quick sense of humor, a quick temper and a sparkling sense of fun. But when he started to school, we saw the chink in the armor.

This is a long preamble to my advocacy of training and training and training, beginning when the child is so little he practically absorbs it with his orange juice and milk. Our actual experience with our older boy made us swing in the other direction with the younger, and is my best evidence against too casual, too understanding an attitude. The younger boy has the security of long familiar manners to fall back on; he has the freedom that comes with ease of manner and consequently the eager outlook of assurance. Because of the old truism that you catch more flies with molasses than you do with vinegar, I intend my boys to have the kind of heel-clicking manners that charm, and therefore immediately prejudice in their favor.

Arthur T. Mayer

The business of helping a child become an asset to the community is certainly no sinecure, but consistency in training is a help. It begins with "please" and "thank you" (and no trimmings or silliness about those words or the reason for them), a constant repetition of them ourselves, and a constant asking for them from the child. Beginning thus, a general attitude of courtesy can be developed which eliminates many of the conflicts and problems of a world full of knees. This same little veneer of good manners, the kind of repeated response that makes a child do the thing he is asked to do as much from habit as from anything else, stands the child in pretty good stead of what we adults call control. Conforming to the family rules easily is pretty much a question of manners, after all, as is all of a child's behavior, and for that matter, of our own, too, when you come right down to it.

When the need for adult assistance arises I always give it, as I would to any friend, because it is fun to do things for people. At the same time I am constantly asking the boys to do things for me (again habit forming) until they are almost automatic, beginning with the little, every-day, obvious courtesies such as my chair at the table, getting up when I come in the room, and so on. People argue that I am now giving my boys a formal, stilted training. Perhaps I am. Not because I think those things in themselves matter at all, but because of a deep conviction that they are a comforting hand at the back of any little boy or girl confronted with the world. The formalities are quickly enough dispensed with as soon as familiarity enters, and freedom in their personal relationships from the time they are three months old is developed, not hampered, by a fixed habit of mannerliness.

Even if the habit of good manners has been long formed, the temptation to upset the apple cart probably will not always be resisted, but the need to repair the damage will be met with less difficulty. Learning the value of "please" may be tiresome and its necessity may be debatable, but if it has been learned early enough, its value will eventually penetrate. While "please" and "thank you" are definitely not the only way in which genuine appreciation can be shown, they are elegant starting points, and easy ways to grease the wheels. If no particular effort has been made to make these trifles automatic gestures, when a child finally realizes the need for them he is a little bewildered by his own lack, a little reluctant to admit that lack, and quickly defiant about it.

Pressure to produce the desired results should be avoided like the plague, except on extreme occasions when even this has its points. As a rule, the early, quiet repetition of certain conventions in no way hampers a child's independence. My older boy is a rugged individualist of the first water, but his lack of conventional good manners, not pressure brought to bear on him, causes his confusion, temper, and stubbornness. But the little brother whose only knowledge of behavior is one of good manners is teaching our older boy how to handle these things.

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We are talking about woodwork. If correct style isn't built in—it cannot be moved in later! When you build or remodel—Curtis Woodwork can help give your home *lasting* good taste and value.

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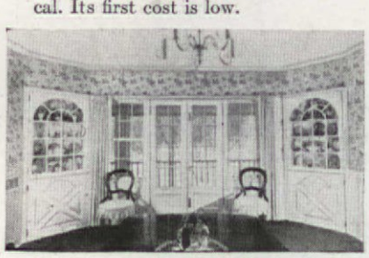

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Termites!

THOMAS O. SHEARMAN

THE unpleasant looking swarms of insects pictured above are *not* your little feathered friends. They are termites capable of deadly damage to the woodwork and structure of your home. They are found in most parts of the United States, even in Eastern states where their destructive potentialities are not always realized. Since they are undercover workers, eating away the heart of a timber yet leaving the outside untouched so that it appears sound, you should be forewarned and forearmed against them. Here are some possible safeguards:

Termite shields: Pieces of metal, preferably copper, placed on top of concrete foundations and soldered at all connecting points. They should extend out from three to six inches. The wood framework of the house, posts and sills, rests on these shields but termites cannot reach the wood because the shields are bent down at a sharp angle and termites cannot crawl upside down to get around them.

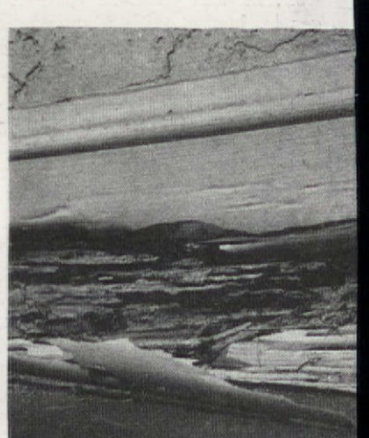
There are two other methods of protection; one, the depositing of poisonous chemicals in the cells of the wood; two, the changing of t wood cellulose by chemical trea ment so it has no food value fungi or termites. *Creosote Trea ments* are a popular method of pr serving wood; they do have the di advantage of turning the wood very dark color and the odor is di agreeable to some. *Chemical Trea ments* are a permanent protecti against both termites and deca and they don't affect the color

Photographs by the author

Termites build mud tunnels u pipes and masonry to woodwor

lumber or have strong odors. Som of the chemicals used are chromate zinc chloride, acid cupric chromat and chemical salts, and they can b impregnated in the wood by mean of pressure.

Precautionary steps: The firs story sub-floor and any wood unde



The face of this baseboard looked sound but the interior was rotten

it, the base of wood wall sheathing and siding, any wood below ma sonry foundations, should be "must" locations for treatment. Inspect all floor joists, wood sills, sub-floors by jabbing a knife into them every few feet; if infested, have a reliable exterminator make a thorough examination, put in new wood and give sound wood a chemical treatment which acts as a preservative.

WARREN'S PORCH SHADES
mean added dollar value in a Home

Building & Loan associations say that a Porch adds One Hundred Dollars to the actual value of *any* Home. If the Porch is of fair size and is screened, it rates an additional *Two Hundred!* Make your own estimate of the plus value if that Porch, besides being screened, is equipped with WARREN'S PORCH SHADES.

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DON'T have all-over patterns for both walls and upholstery unless you *want* a confusing, restless little living room

Frank Willming

INSTEAD→ remember that one bold pattern is all most rooms will take. The above walls are effectively set off by plain carpet, a small conventional motif, one stripe. No confusion, no fighting for attention

DON'T put spindly chairs and dinky little bedroom-size lamps next to a big sofa. They are not related, don't mix well

INSTEAD→ give that handsome sofa a build-up with substantial chairs and smart, dignified lamps. Notice, also, that larger pictures and wide table are in better scale and add importance to room. More drama!

DON'T use all overstuffed furniture with no exposed wood. It makes the room monotonous, leaves you no breathing space

INSTEAD→ try an occasional open-arm chair, like the one shown above. To add more lightness, the bookcase-desk has open grillwork cupboards beneath. These simple changes make the room seem larger and airier

"**When I show a friend** around my house, everywhere I show wood. In my living room, graceful tables, chairs, davenport, my piano—all are wood. Upstairs are wood beds, wood chests, wood dressing tables. In tune and in good taste are my Wood Venetians. No harsh edges and no harsh sounds. No rust. I know how out of place any substitute material would be for any of my things made of wood." Live harmoniously, live in beauty and you live with wood. Be sure about your blinds, for only wood blends with wood. Ask your local Venetian blind dealer.

Wood Venetians

Wood•for•Venetians Association

STREAMLINE MODERN *for* **LIVABLE ROOMS**

FOREMOST designers create Heywood-Wakefield Streamline Modern. That's why this distinctive furniture looks so sleek and attractive . . . proves so *livable* in any room of the home.

● *Send a dime* to Department Z-104, Heywood-Wakefield Co., Gardner, Mass. for this helpful book on Streamline Modern.

HEYWOOD-WAKEFIELD

GARDNER, MASSACHUSETTS

FINE FURNITURE SINCE 1826

DON'T fill up a whole room with button-tufted and channeled pieces. Monotonous, heavy, stuffy as your grandmother's padded satin dress

DON'T use all solid-colored fabrics—and don't let solids monopolize one end of a room. That just promotes a dull, spotty effect

EDWARD J. WORMLEY

Imagination or not, the few basic decorating rules are as important as good manners

NOT that we stand for iron-bound rules and too much respect for anybody's text book—you know that, after all our talk about courage and imagination and what not! But we're still old-fashioned enough to believe in learning the simple fundamentals that make a room pleasant and appropriate, and therefore in good taste. Once you've mastered these rules, then you're on your own and you can take a flyer on your own variations. We suppose it's the same as in good manners—it doesn't matter whether you say "Excuse me," "Pardon me," or "I'm sorry," as long as you say *something* to prove that you didn't mean to step on Mrs. Smith's toe.

It won't do you a bit of harm to learn these rules and apply them to your own home, for they're all based on common sense and good taste. For example, the first thing we tell you on page 69 is not to use several different, bold patterns in one room. Well, if you've ever been in such a place, you'll know what we mean—all the conflict of one big pattern next to another makes you feel as if that family must be too busy, too restless, and given to all kinds of quarrels. No peace in a room like that! And if you look at the top of these two pages, you'll see the difference between the dreadful monotony of dozens of button-tufts as against the pleasing effect of some smooth upholstery. It's just as easy as that.

There are just a few rules not shown that we want to mention. One has

INSTEAD→ try to work in a little variety, remembering always that a room full of cabriole legs is equally as boring as one of all tufted upholstery. The room above has a pleasing variety of form and detail

INSTEAD→ try to plan a nice distribution of solid colors with some patterned fabrics, so that there will be some of each wherever you look. Anyway, a pattern is the beginning and end of a good color scheme

to do with comfort, which interests everyone: Be sure you have enough comfortable chairs to take care of guests. No man wants to teeter on the edge of a hard little Duncan Phyfe side chair while his hostess lolls on a down cushion—but he'll have to if he's polite and you haven't the thoughtfulness to provide enough lounge chairs. But then, too, don't use those low, low lounge chairs that have the seats that practically scrape the floor. When you sit down it's not so bad because you can more or less *fall* into the chair, but when you start to get up you need a team of horses to pull you out. Another thing you'll remember if you're sensible is to put the more durable fabrics on most-used pieces, and save the delicate silks and satins for the pretty little chair few people ever sit on anyway. And may we make a plea against using scratchy, rough, materials on your chairs and sofa. Really, now, you know that such materials are unbearable. Maybe you can stand them but why force them on your guests? When you're planning your color scheme, reserve the bold and striking colors for small areas—we like a little dash or daring, but we don't want it hitting us from all four corners of the room. Then there's the little matter of textures and fabrics. It's no more appropriate to use a silk velvet or taffeta in the same room with a sturdy homespun than it is to wear a pink-flowered and veiled hat with your tweed walking suit. All of which are just sense, manners, and good taste—but don't forget to apply them.

After you've mastered them, you can take off on a spree of individual ideas and fun

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Pequot salutes the Great American Housewife—who has made our country the best place in the whole world in which to live! ★ ★ ★ ★

IT'S thanks to you, Mrs. Housewife, that our standard of living is the highest in the world.

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Pequot is proud and happy to be part of your ideal of the "good life."

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PEQUOT MILLS, SALEM, MASS.

PEQUOT SUPER-SERVICE: Its astonishing *wear* has made this great sheet the darling of thrifty housewives! The rich, firm texture stays sound and crisp, through countless washings.

PEQUOT PERCALES: Into these soft, fine luxury sheets is woven the quality you expect from Pequot. How gratifying to buy exquisite sheets – and know they're Pequot values!

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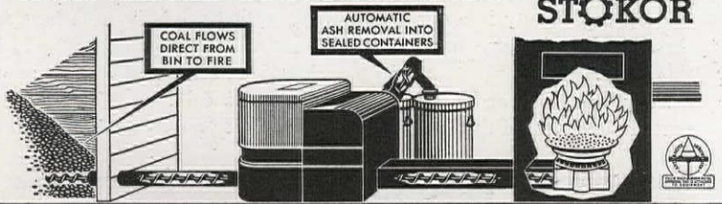

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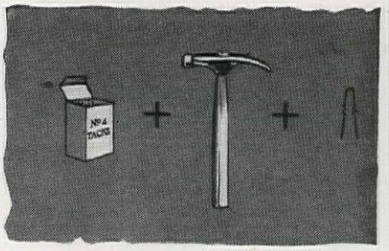

S-T-R-E-T-C-H-I-N-G

IT WASN'T until the six pieces of needle point were finished and ready to put onto the chairs that we realized our job was not yet finished. We realized, too, that the expense of the project of making needle point for the dining-room chairs was not complete when we paid the cost of the materials. The six new seat covers now had to be blocked and they must be put on the chairs with a good upholstering job. The local upholsterer quoted five dollars for each chair or eighteen for the six of them. They were certainly worth it, but where was the economy of making your own seat covers if you had to spend an extra eighteen dollars simply to have them blocked and put on the chairs? So, with some grim determination, we did a good job of blocking and fitting them ourselves and saved the money. This is how we did it.

First, my husband made a wooden frame, the size of the outside dimensions of the canvas upon which the needlework was done. Then we gathered together a box of small carpet tacks (No. 4), a small upholsterer's hammer, and a strong wire hairpin. The ironing board, the iron, a pressing cloth, a clean whisk broom, and a pan of water completed our equipment. Now, for some good hard work!

When we started, the needle point looked rather hopeless. The corners formed all sorts of angles, but when we finished, it was absolutely four-square and as flat and smooth as tapestry. We started the stretching process by placing the needle point bottom side up on the ironing board and sprinkling it. For this we used the whisk broom, which had been dipped in water. We brushed over the material to even the dampening and, spreading a pressing cloth over it, steamed it. We pulled it into a rectangle. The damp canvas yielded readily to reshaping. I placed it back on the board, covered it again with a wet cloth and pressed it well. Pressing is just as important here as it is in tailoring.

It was then ready to tack onto the frame. We tacked one of the selvage

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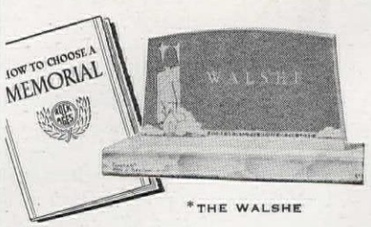

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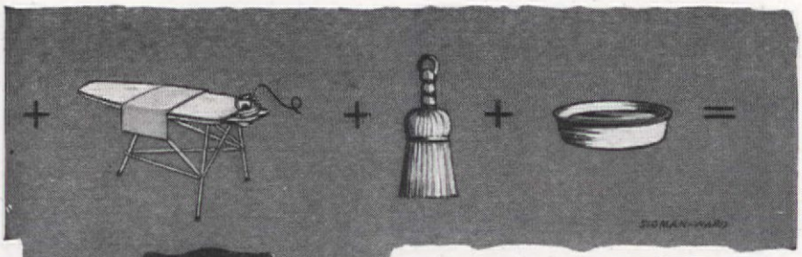

needle a point!

The corners were all angles, the needle point was hopelessly limp. But we stretched and pulled, then used it to cover our six chairs

edges of the canvas first, with the tacks about 2½ inches apart, in a perfectly straight line with the wooden frame. Then we did the same on the opposite side, pulling the material tight but not straining it. After that we tacked the hemmed sides, using the wire hairpin to pull them when we couldn't get a firm hold. We made sure that the opposite sides were parallel and the corners square, and in a couple of cases we pulled up the tacks because they were pulling the canvas too tight and making a scallop in the outside row of needle point. We brushed it once again on the wrong side with the damp brush and left it to dry at room temperature before removing it from the frame.

Now it was ready to put on the chair seat. We centered the floral design, turned the seat over, and lined up the outside edge of the needlework with the front edge of the chair, tacking it securely. We pulled the needle point tight over the opposite edge, again making sure that the lines were absolutely parallel with the edge of the chair, and tacked that. After folding a very smooth corner, we tacked down the other sides and secured the excess material of the canvas so that it wouldn't hang down under the chair. At last our job was finished—at least for one chair. The other five were stretched and put on the chairs in exactly the same way and each one looked like a professional job. And we've been glad ever since that we took the problem in hand instead of giving the chairs to the upholsterer, missing all the fun, and handing out eighteen dollars.

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POLIDENT Beauty Bath
Keeps Plates Like New — Without Brushing

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WORST BREATH OFFENDERS

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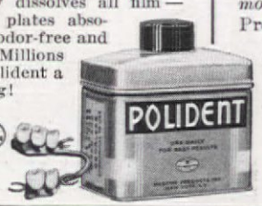

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Cleans, Purifies **Without Brushing!**

Do this daily: Add a little Polident powder to ½ glass water. Stir. Then put in plate or bridge for 10 to 15 minutes. Rinse—and it's ready to use.

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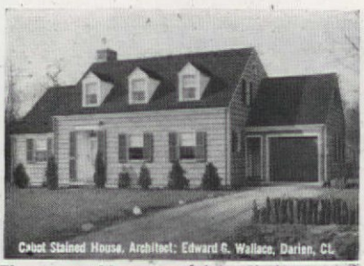

Cabot Stained House. Architect: Edward G. Wallace, Darien, Ct.

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On clapboards, too, Cabot's Creosote Stains give you all the advantages of their texture-revealing beauty, wood preserving quality, and low cost.

No Other Stains can give you the benefits of our patented Collopaking process. By this exclusive method, the pigments are divided to sub-microscopic fineness and *colloidally* combined with the vehicle. When you use Cabot's Stains, the color penetrates further, giving a depth and richness not obtainable with any other product.

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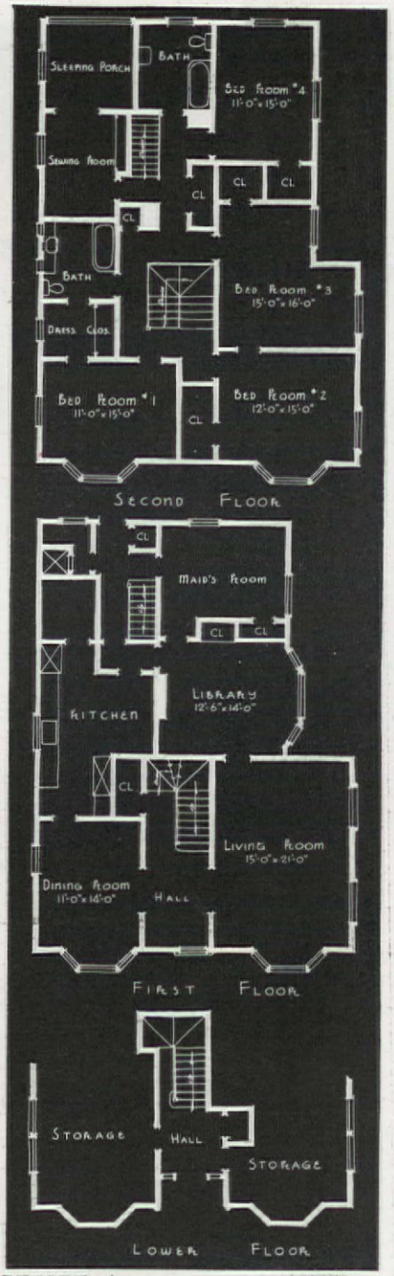

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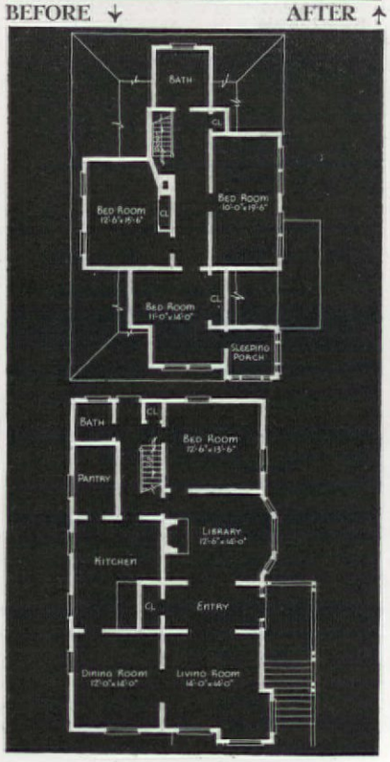

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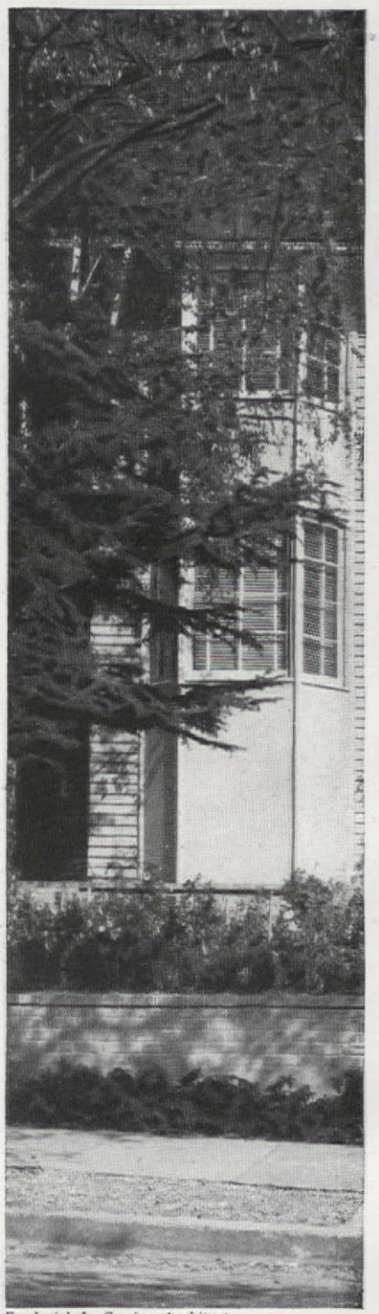


Frederick L. Confer, Architect

SCORE 100% for improved appearance and convenience on the William C. Fankhausers' remodeled home in Berkeley, California. Its "before" pictures show its sad condition, an old-fashioned, two-story-and-basement number with a useless second story cut up by dormers, sloping roof, a corner tower, a bad, non-cross circulation floor plan. The architect whisked off this roof and tower, built up the first story walls to two-story height, adding five feet of space to the right side of the house

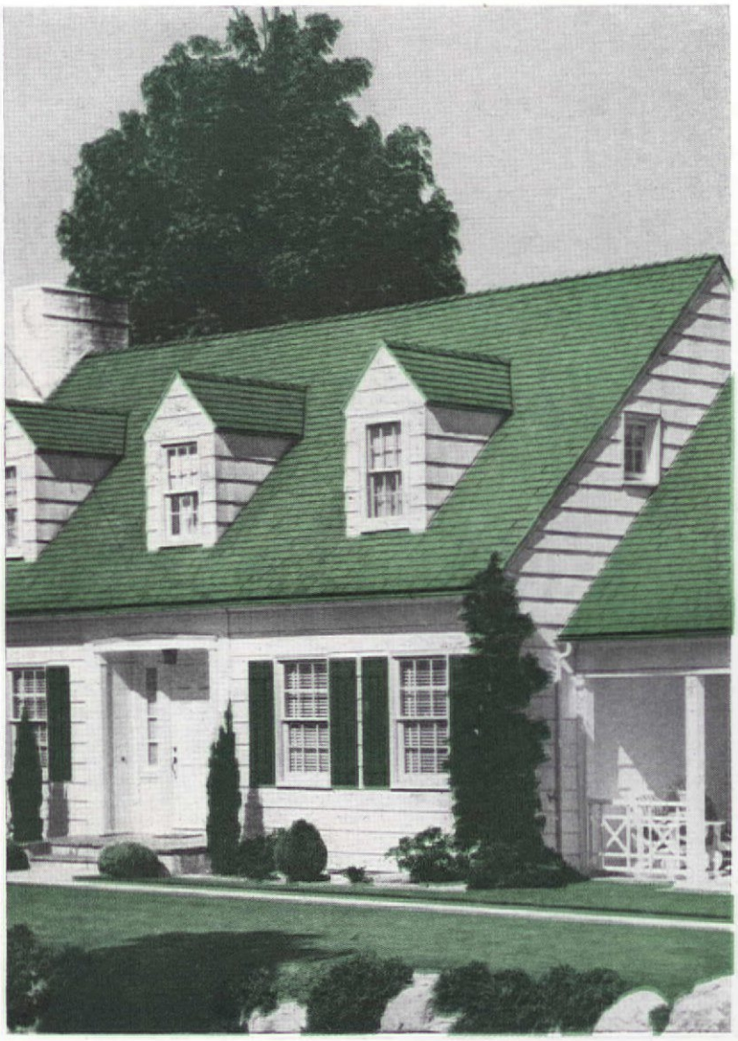
the ROOF

William C. Fankhauser

And they also tore off that corner tower! Result: Smart, convenient modern home out of dowdy old-timer

Landscape Architect: Ned S. Rucker

front by taking in the old side porch. Two-story front bay windows were built; a new, recessed, center entrance introduced at basement level. This entrance leads to new center stairs and hall carried up through the house. On the first floor the dining room, enlarged living room are on either side the hall; otherwise the floor is unchanged. On the new second floor, four comfortable bedrooms, two baths, a sewing room and a sleeping porch, not to mention ample closet space, are now included.—HELEN BELL GRADY



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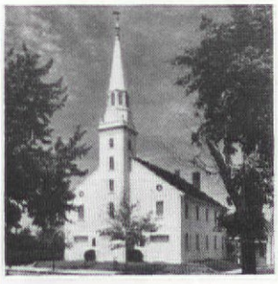

Address Red Cedar Shingle Bureau, Seattle, U. S. A., or Vancouver, Canada, for booklet, "Home Protection." Enclose 10c in coin or stamps to defray mailing.

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The First Presbyterian Church, Huntington, Long Island, built in 1784. In all its 156 years of existence, not a wood shingle on roof or walls has had to be replaced. Testimony indeed to the enduring qualities of wood construction and good paint.

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11 yds. blue percale, @ 15¢	1.65
10 yds. unbleached muslin @ 9¢	.90
Upholsterer's padding	.55
Bias binding for bedspread	.25
Quilting thread	.75
2 lamps, complete	1.40
2 curtain rods	.20
Glass top for dressing table	5.00
TOTAL	$12.68

WHEN we moved into our new house, the downstairs was furnished to the last sprig of ivy. As for the second floor, we moved in the few pieces we had and joined the great army of "do-the-upstairs-later-ers." A month ago I decided to tackle it myself, though I'd never touched a sewing machine and didn't know sheeting from unbleached muslin.

Fortunately, my husband never asks questions and has complete confidence in my decorating ability. He's the kind who would simply say it's great to be an American and let it go at that if he came home to find Old Glory waving over his desk. So when he walked into our bedroom and saw the head of the bed marked with crayon, he simply hied himself to his work bench, grabbed his compass saw and started to work. In thirty minutes his job was finished. In thirty days mine was finished—adding up to a lovely new bedroom, and all for $12.68. Believe it or not, it's true.

I shopped until I found a bright floral cretonne at 19¢ a yard. Nice with our blue and white wallpaper and plain blue rug. Twenty-two yards was enough for draperies, dressing table flounce, an improvised slipper chair, and the flounce for the bed. Plain blue percale, at 15¢ a yard, was used for the quilted bed-spread, head-board, and dressing table top.

The kidney-shaped dressing table, made from an old commode and some scrap lumber, is my pet possession. It's four feet long, and as solid as Gibraltar was a few years ago. I quilted a strip of the plain blue percale to upholster the old commode mirror for the dressing table. A pair of old oil lamps, bought at a pair of second-hand stores for 30¢ each, and wired and shaded at a total cost of $1.40, add their bit of charm and brighten the corners where they are.

For the bedspread padding I used an old, faded cotton blanket, and lined the

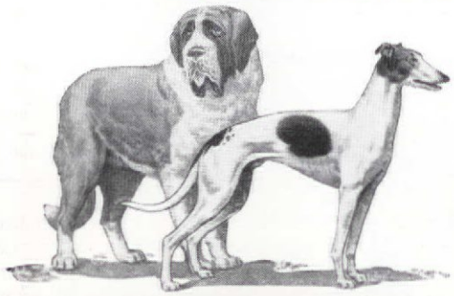
M. LOUISE SWAN

the Upstairs—Later

spread with old sheets. A wooden packing box, a rectangular pillow, a few yards of the flowered cretonne, and some padding made my slipper chair. The pillow is unattached, and simply leans against the wall. An adjoining dressing room with built-in drawers solves the storage space problem. This is a very fine solution for such a small bedroom as ours, where there really isn't space for a large chest of drawers. The night table and the dressing table have enough drawer space for our bedroom and daily beauty necessities, and I don't mind walking a few extra steps for lingerie and such.

Now that the room is finished, I have to watch myself when we have guests. On opening the door to our room, I find myself starting to say, "Of course, this isn't like we want it. We're going to do the upstairs later."

Here's Why Mercury's Difference Is More Than Skin Deep!



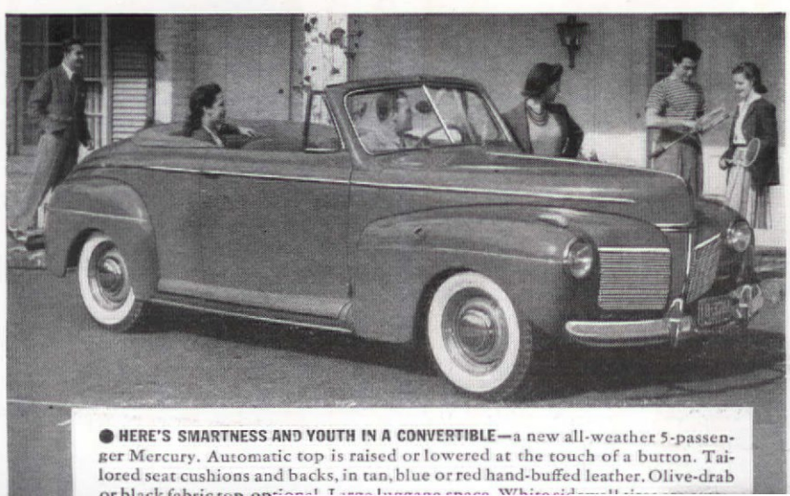
SMOOTH, flowing lines alone don't make a car different. Differences in Mercury start with the very conception of the car itself. ● Because it's actually designed and built differently—with more power per pound than most other cars—there's no other car like Mercury. ● As in aircraft engineering, Mercury construction eliminates superfluous weight and drag. That's why Mercury steps out in front and stays there. That's why it's so alert and responsive in traffic, so swift and sure on the highway.

● **MORE ROOM INSIDE.** Space aplenty for tall, broad-shouldered passengers to relax and rest without crowding. Extra-wide, deep seats and spacious interiors give the new Mercury big-car riding comfort.

● **LARGE BAGGAGE SPACE**—There's plenty of room for the whole family's luggage—big bags and small! Spare tire stands vertically out of the way.

● **SURE-FOOTED TRACTION**—New, larger tires with wider tread put *more rubber on the road* for better grip in starting, stopping—greater stability on curves.

Mercury Always Rides A "Tail Wind"!



● **HERE'S SMARTNESS AND YOUTH IN A CONVERTIBLE**—a new all-weather 5-passenger Mercury. Automatic top is raised or lowered at the touch of a button. Tailored seat cushions and backs, in tan, blue or red hand-buffed leather. Olive-drab or black fabric top optional. Large luggage space. White sidewall tires optional.

WHEN Mercury streaks down the highway and sweeps around curves, you get the *feel* of riding a tail wind. For the tremendous get-up-and-go of this spirited, youthful car whisks you along without a whisper of labored effort. Precision balance and favorable ratio of power-to-weight put it way out front and keep it there. ● Nation-wide records show that no other automobile in its field ever made friends so fast. Here's a car that everybody likes on sight—a trim, exciting beauty, alive with the power and vitality of its V-8 engine that's thriftier than many sixes. Here's a big car, too, inside and out, with plenty of head room, leg room, elbow room . . . yet it's so nimble and responsive that it seems to drive itself. ● New, wider tires and equalized weight distribution give Mercury better road grip—sure-footed stability on curves and slippery highways. Long, gentle, slow-motion springs and double-acting shock absorbers provide a brand new kind of motoring comfort. ● And for all Mercury's fleetness and power, *owners report up to 20 miles per gallon on gas!*

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for the Room that Leads a
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—and need not apologize for either one!

Two *separate* pieces of furniture in one. A thoroughly comfortable bed in a completely comfortable sofa.

You don't sleep on the upholstery or cushions or sit on the mattress. Sanitary!

Sofas, love seats, chairs, even chests that become innerspring mattress beds. Authentic period styles for fine homes.

NO, it's not a "Studio Couch"

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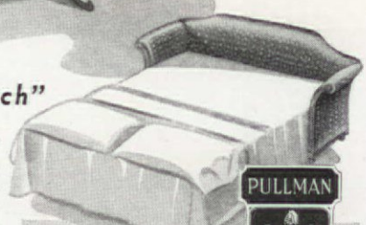

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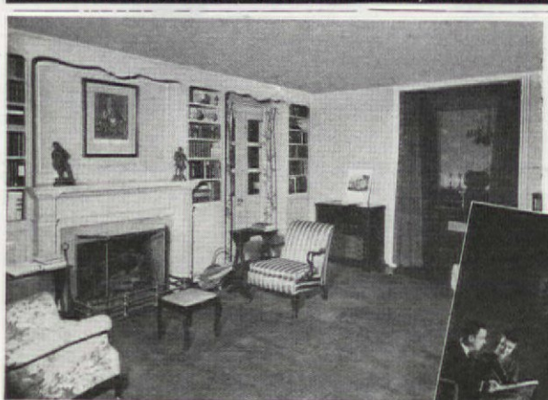
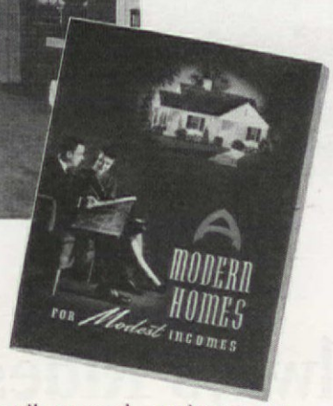


John Howard Payne was right . . . *"There's No Place Like Home."*



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It's a good thing that these flossy ideas aren't too expensive to duplicate, for you wouldn't be able to resist them anyway. Each one makes the most of fetching wallpaper borders in small quantities, plus pretty fabrics and ribbons. We assume that you can cut and sew and paste.

To adapt the one at top of page, paste wallpaper border around dressing-table top, then cover with glass; top it off with a plain mirror framed by the same border. The one opposite is a frothy job in white net—and you've never seen anything so cute as the little mirror with shirred net and bows applied to its frame. The cornice is a bow-knot wallpaper border, and the waste-basket wears a net party dress. The other ensemble is of *tiny* flowered chintz, plus wallpaper borders and a row of miniatures for amusement. And notice the wallpaper-covered lingerie chest (protected by a plastic) at top of this page. It's decorative, and useful for hose and gloves.

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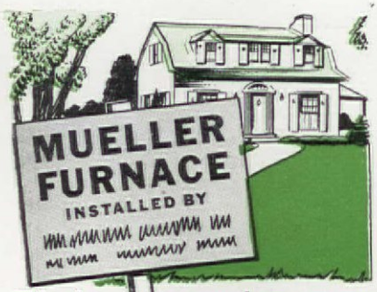

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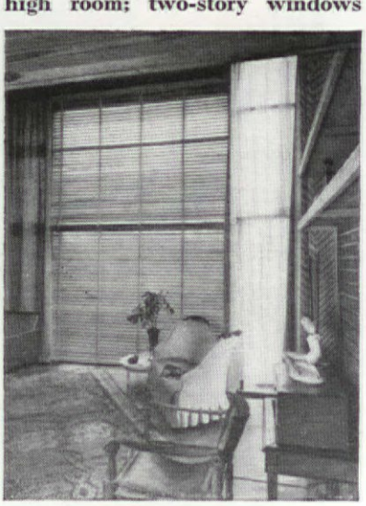

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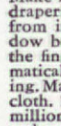

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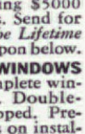

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FOUR

THIS four-family house of brick and cypress siding was designed by Frank Lloyd Wright, undoubtedly the most inventive, original architect of modern times. The entire building is divided into four equal quarters by two center party walls which form a Greek cross. (See plan.) Each of these four quarters comprises a separate, individual home with four distinct levels to it. One of each of these levels—(1) foundation, (2) ground level, (3) mezzanine, (4) pent house—is shown in our general plan.

Let's enter one of the houses through the open garage or carport. At the back of it are a general store room and stair leading down to the heater room on the foundation level. Here, a coal-fired unit generates steam, which is circulated through 175 feet of coils laid in the concrete floor of the entire ground level. Except for a couple of radiators, one in a bedroom, one in bathroom of mezzanine floor, the house is entirely heated by the radiant heat rising from this floor. The sizeable living room, two stories high except in the fireplace corner, has floor-to-ceiling corner windows taking up the greater part of the two outside walls; these windows are partly movable, partly fixed glass. The stairway just inside the front door is concealed from the living room by built-in cabinets; it leads to mezzanine bedroom, dressing room, bath, and deck. This level

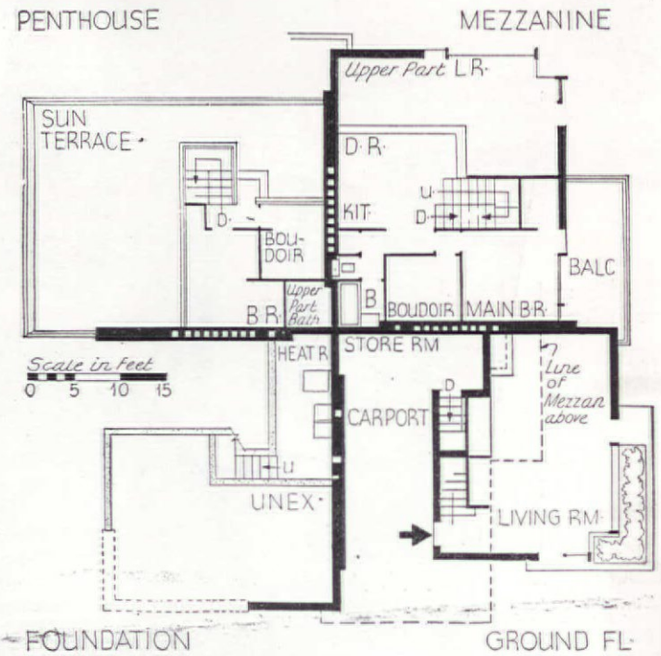
Philip B. Wallace

FAMILY

is partly a balcony over the living room, lighted by its windows. Here, kitchen and dining space are located as the hub of household activities. The housewife can supervise the living room, enjoy the view from its windows, manage front-door traffic by a control and speaking tube, regulate the basement heater, and be handy to all rooms on mezzanine and pent-house level. A stairway leads to the two bedrooms in the pent house while the rest of the roof level is protected space for sun-bathing, clothes-drying and the like. Kitchen exhaust fan, bathroom ventilating shaft, ceiling height transoms in bedrooms and kitchen extend above roof level, circulating heat and air through house.

Suntop House in Ardmore, Pa.

FRANK LLOYD WRIGHT, *Architect* **EMILY KIMBROUGH**



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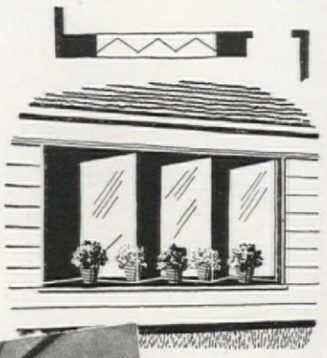
Window-Wise Ideas



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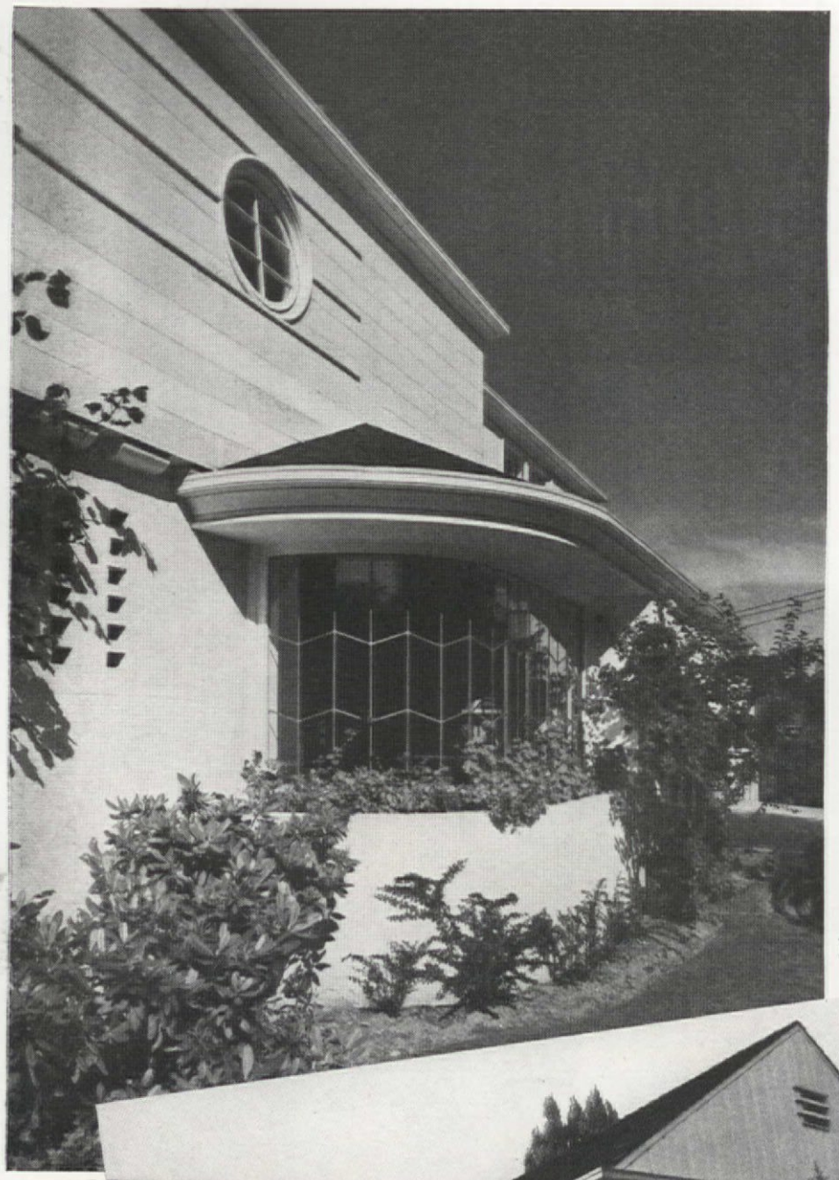

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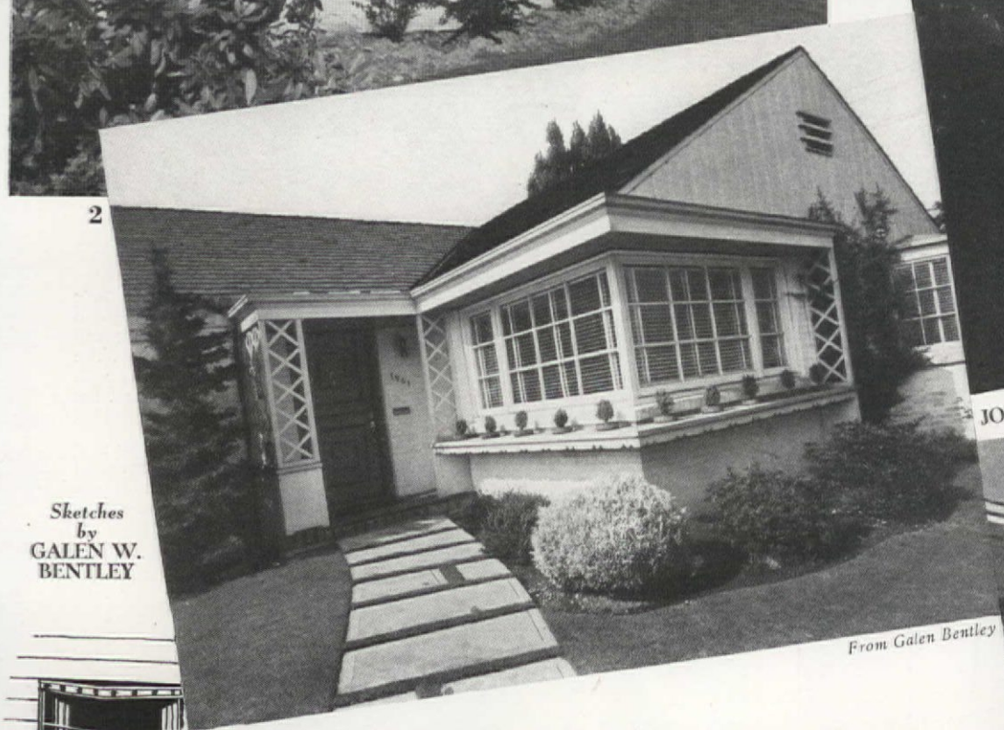
Photographs by Roger Sturtevant

5

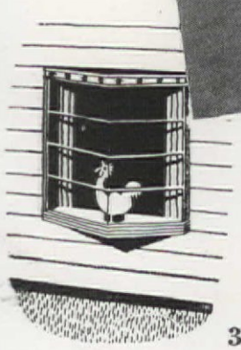
JOHNSON, WALLWORK AND DUKHART, Architects



2

From Galen Bentley

Sketches by GALEN W. BENTLEY



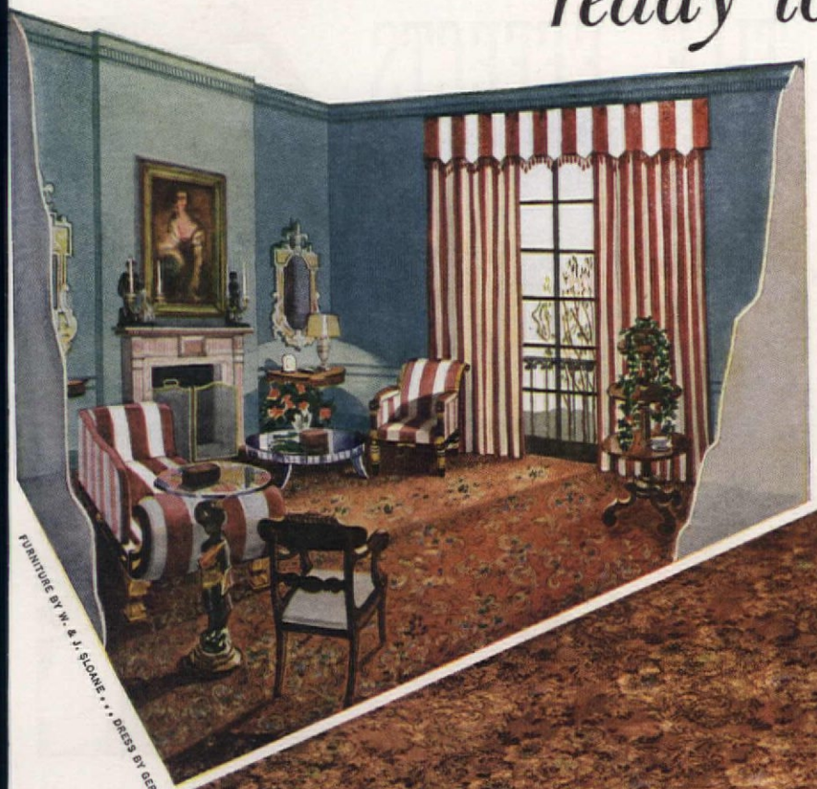
3

6

NOTHING in the world can give a house more lift, life, and general zip than good-looking windows. They're an index of personality just the way eyes are, and if you don't believe that just take a picture of a home you admire, try blotting out the windows and see how much "come hither" remains. They play a unique part as both interior and exterior decorative features of the home and they deserve to be made the most of.

Making the most of them calls for new imaginative treatments and that's what they've been getting out in the Northwest, around Portland and Seattle. With views from many angles in this up-and-down country, big windows are stretched along whole walls, are built around corners and doorways, are grouped in half circles, incorporated in new bay treatments and pop out in delightful small features used in unexpected places. There are picture windows, plant windows, pottery windows, corner windows, overhanging windows, and many other types and varieties. The old traditional single-size sash and the even balancing

Invitation . . . *to the woman ready to buy new carpets!*



FURNITURE BY W. & J. SLOANE . . . DRESS BY GERMAINE MONTEIL

Have you reached that fascinating stage in your home's development when beautiful new rugs or carpets are positively *going to be bought for it at once?*

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Go to any furniture, department or carpet store and check up for yourself the tremendous advance in sheer style and beauty *since you last bought floor coverings!*

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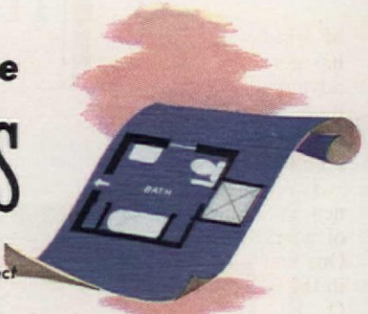
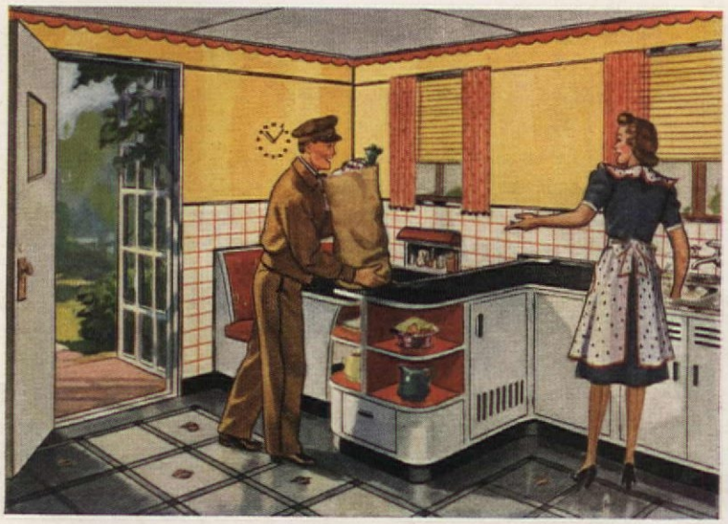
Famous architect shows how to have

BEAUTIFUL TILE EFFECTS

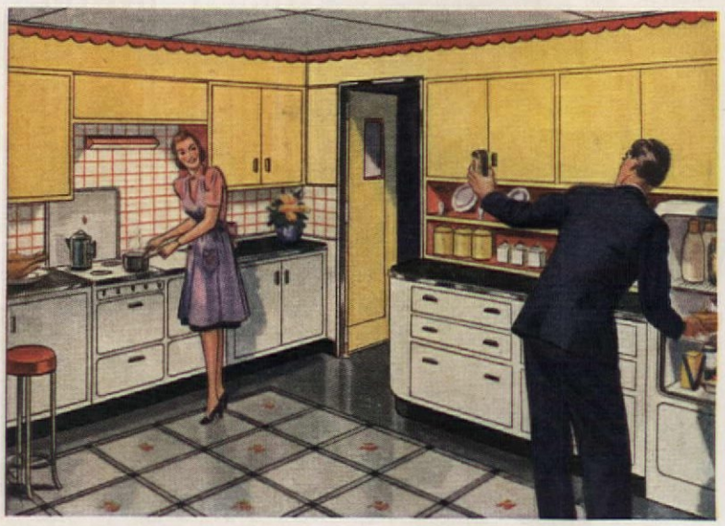
on a modest budget



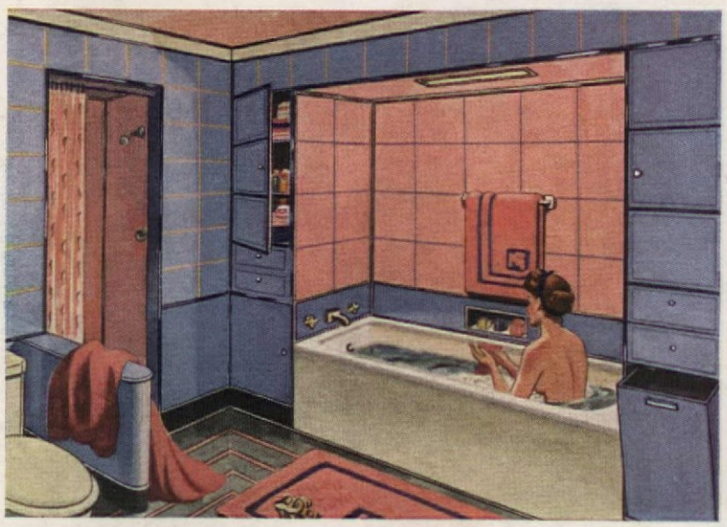
*OTTO TEEGEN, A.I.A., *Architect*
NEW YORK CITY



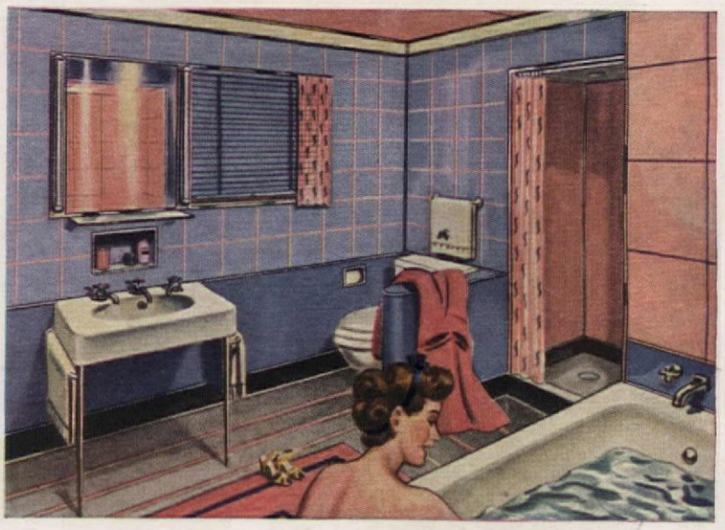
Here's an ideal kitchen designed by Otto Teegen, Director of Architecture of the Beaux Arts Institute, New York. All those luxurious tile-effects . . . those smooth, smart upper walls and ceilings . . . that cozy breakfast nook . . . are made possible by two of today's most modern materials—Presdwood Temprtile* and Tempered Presdwood,* the Masonite* wood-fibre hardboards. Counter tops and recessed cabinet base-boards are Black Masonite Tempered Presdwood.



Wainscot of Mr. Teegen's Masonite kitchen is Presdwood Temprtile with four-inch squares. The board can be painted or enameled before or after it is applied by nailing or adhesive. Upper walls and built-in cabinets are all Tempered Presdwood, which is especially suited for cabinet doors, because it will not warp, split or crack when properly used. Both boards are economical to apply. They can be cut to fit odd-sized areas with ordinary wood-working tools.



Haven't you dreamed of a bathroom like this? Presdwood Temprtile boards with eight and twelve inch squares mark a new note in bathroom wall decoration. Wainscot is Tempered Presdwood, and ceiling is the same material decoratively grooved. Temprtile and Tempered Presdwood are marble-smooth, grainless boards. To redecorate means merely a fresh coat of paint or enamel.



The shower stall is lined with Tempered Presdwood applied with the same metal moldings as those which have been used throughout the room. A light above the Tempered Presdwood ceiling shines through frosted glass. Low partition beside the toilet is also made of Tempered Presdwood. Presdwood Temprtile and Tempered Presdwood are highly moisture-resistant.

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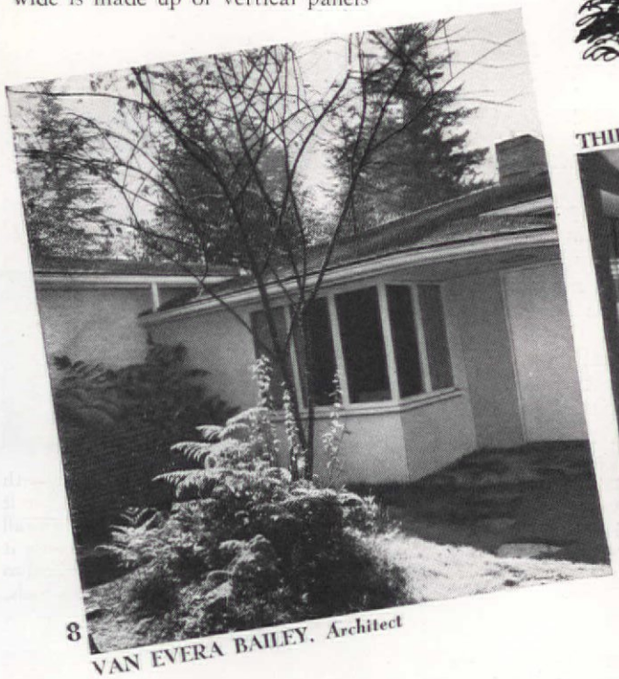
of windows, wall space, and door has gone overboard in favor of the advantages of enjoying more light, more scenery inside the house, gaining more attractive, interesting architectural features outside.

1. One of the most successful new arrangements is a combination of window and outdoor flower box. Our first illustration, a bay window in the Seattle home of Mr. and Mrs. O. F. Klopfenstein, has a low, whitewashed brick coping at window-sill level, planted with geraniums. The window itself is quite wide is made up of vertical panels

7



8

VAN EVERA BAILEY, *Architect*

of leaded glass, turning at one end in a quarter circle. A hood roof overhangs the window, following its curve, and gives the room sun protection. A single sash swings open for ventilation.

2. Entrance porch and corner window are brought together pleasantly in another Seattle home in a way which benefits both and gives individuality to the whole house. The trellis framing the porch is also used to frame the window and the same copper roof is carried over both. A scalloped-wood plant shelf, with pots set in the sill, completes the well-composed design.

3. An old "busy body" glass may have been the inspiration for this appealing little triangular bay, with its two sash jutting out from the wall to enable you to look up or down the street. It would be a most effective window for a prized possession.

4. The original, zigzag arrangement of fixed glass panels in this sketch was actually built in a recent Seattle home and gives exciting variety to the interior and exterior. Plants can be placed in the recesses inside and outside the house; each panel will frame a view. Intended primarily as a picture window, only the two end panels need open so plants need not be disturbed.

5. The single window, doing the routine job of lighting and ventilating, isn't neglected either. Lots of fresh, unstodgy notions, such as this arrangement of white flower box, supporting brackets, a double-layer wood-slat awning and colorful batten board shutters can be carried out. This is in the home of Mr. and Mrs. B. V. Hancock, Marshfield, Oregon.

9

6. Like one of the nice old shop windows of 19th century England, this long, fat bay pushes out from the house and hangs over the outside. Its small panes, in the Colonial tradition, match up with the other windows in the R. L. Coles' Seattle home.

7. And this is a little greenhouse idea for that typical blank wall space next to the living-room fireplace. Very tiny, built of metal frame and glass atop a masonry extension of the chimney, we illustrate the suggestion inside the house, outside, and in plan.

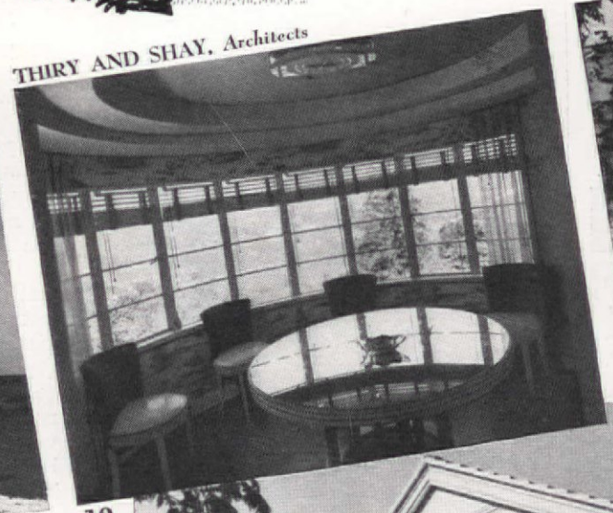
8. There's a most agreeable simplicity in the way the corner bay and front door are smoothly brought under one roof in Mr. Van Evera Bailey's Portland, Oregon, home. Five single-pane, casement sash with narrow frames and mullions in one bay.

9. A good place for that collection of ruby glass to catch the light would be in such a window as this. Just deep enough for a few narrow shelves, it would liven up a whole house front.

10. The tower of a lighthouse has nothing on Mr. and Mrs. P. K. Nichols' dining room for view and for the pleasant effect of a semi-circular array of windows overlooking a lake.

11. An outstanding part of Mr. and Mrs. Arthur Carnine's home in Seattle is its combined window and plant box at gable end.

THIRY AND SHAY, *Architects*



10

11

EDWIN E. DOFSEN, *Designer*

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5. **Genuine copper bearing steel and *bright* extra-heavy premium zinc coating for longer life.**

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61 Shows

AGAIN the records of a year's flower shows testify to th continued prestige of the much coveted AMERICAN HOM Achievement Medal as a recognition of outstanding new varieties of some of the most popular garden flowers They also reflect the maintenance of the high standards that hav governed the awarding of this trophy since its establishment mor than twenty-five years ago. Here are the data for 1940 in com parison with those of the two preceding years:

Number of shows that—	1940	1939	1938
Requested the Medal	61	51	40
Were authorized to offer it	55	47	40
Reported on its award	54	46	39
Awarded the Medal	40	41	36
Withheld it (no entry good enough)	13	5	3

Apparent discrepancies in those figures are the result of th calling off of one show in 1938 and another in 1940, and ou failure to receive any report whatever from one show in 1939 and another in 1940. General approval greeted last year's announcement that thereafter (1) the Medal was to go only to the originator of a winning variety, not to an exhibitor, if a different individual; and (2) in the event that no entry in the Medal Class was considered worthy, the trophy must be withheld and not given to the "best flower in the show" as had sometimes happened in the past. This requirement is reflected in last season's thirteen instances in which no award was made. We commend the courage of judges in so deciding.

While 1940 revealed no six-medal or four-medal winner to match those of 1938 and 1939 respectively, there were some interesting duplicate successes. Four new dahlias won two medals each, namely, Edith Willkie, Maid Marion, Crowning Glory, and Captain Cedarquist. One originator, the Salem, N. J., Dahlia Gardens, won four medals with its varieties Crowning Glory, Trojan, and All American; another won three medals, namely, Dr. H. L. Dozier of Maryland, with Maid

Silver medals were won by Dahlia Edith Willkie at the American Dahlia Society Show and by Peony Dorothy J at the American Peony Society Exhibition. The former also won a bronze medal in its home town, Rockville Center, N. Y.

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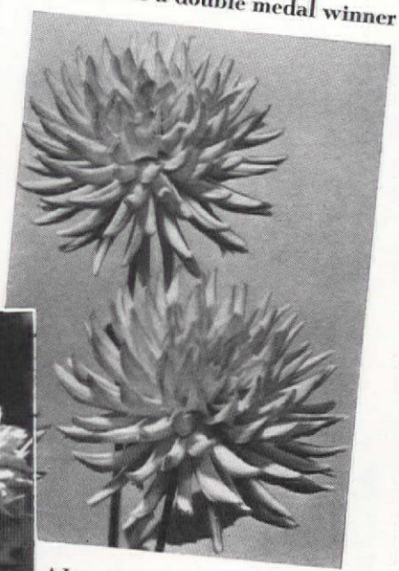
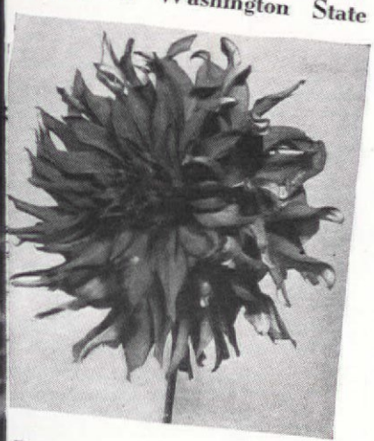
Marion and Rhythm; and four won two medals each. Also there are on our 1940 honor roll one man—C. W. Ballay of California—who has won 9 Achievement Medals over the years; another—Stanley Johnson of Pennsylvania—who has won medals four years running; one—Mr. H. O. Evans of Ohio—who has scored in three successive years, and five two-year winners. That gladiolus interest is increasing is indicated by the fact that twelve gladiolus organizations asked us

Ginger Rogers, the new Virginia dahlia, won in Racine, Wis.

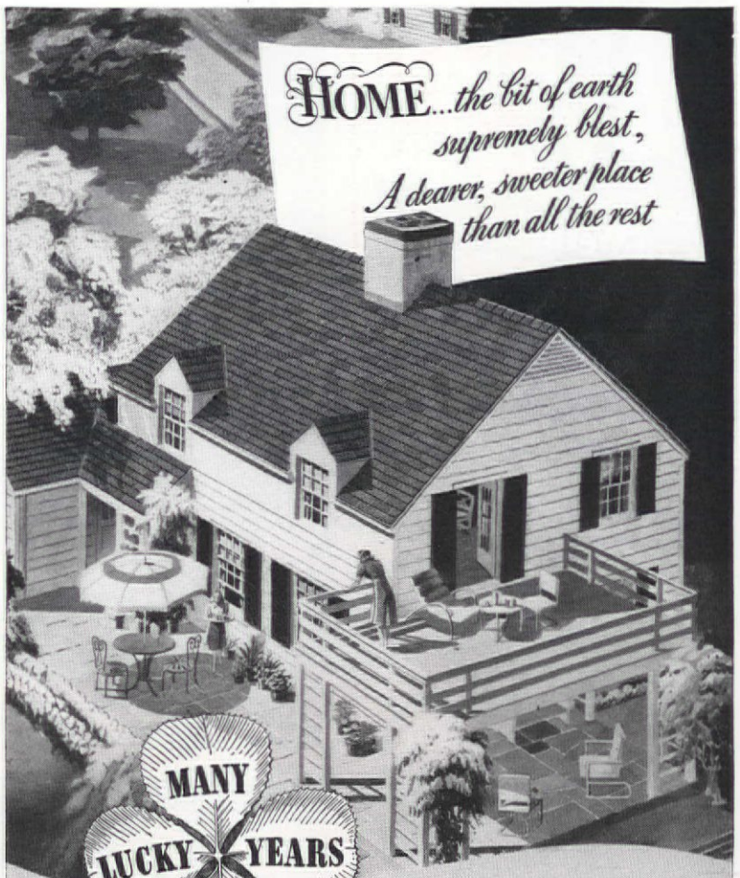
Captain Cedarquist, originated in Ohio, was a double medal winner



Alice McLean, another two-time winner, in Washington State



Berenice Tylman, given the medal at the Central States Show



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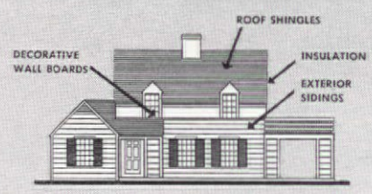

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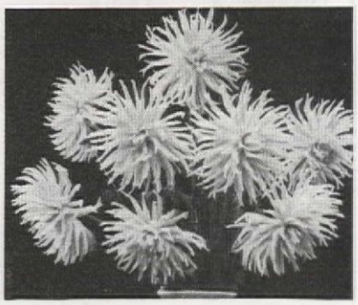

Georgia's Snow Maiden, and two Pennsylvania dahlias that won medals in New Jersey. Above, Blue Moon, which made Stanley Johnson a four-year victor. Below, Snowcrest, H. O. Alexander's white incurved cactus

for the trophy and eleven awarded it. But the dahlia, for which the Medal was originally established, still leads with some twenty-seven Achievement Medals to its credit in 1940, including one of the two silver trophies given. The other went to the American Peony Society, and one bronze medal went to an iris. Peony fans naturally regret that the A.P.S. Regional Show in Canada had to be cancelled owing to the war emergency.

Herewith the official record, and herewith, too, our hearty congratulations to all who won the Medal for their contributions to American flower gardens and flower growers:

Dahlias

Alameda (Calif.) Dahlia Society—To Bernard Dunn, San Francisco, Calif., for JOSEPH B. LANKTREE; semi-cactus; flowers very large, bright, live "Turkey red."

American Dahlia Society, World's Fair Show—Silver Medal to Ernest E. Tooker, Rockville Center, N. Y., for EDITH WILLKIE; semi-cactus; large, pure white. Also Rockville Center. *Western Pennsylvania Branch,* Pittsburgh Show—To W. E. Smith, Parkersburg, W. Va., for FLORAL BEAUTY; ball-like informal decorative; white with lavender tips; blooms 7 to 8 in. across.

Baltimore Dahlia Society—To Dr. H. L. Dozier, Cambridge, Md., for MAID MARION; informal decorative; 11 in. blooms, amber yellow with tips shaded pink suffused with mauve. See also Delaware.

Burholme (Pa.) Horticultural Society—To Stanley Johnson, Cheltenham, Pa., for BLUE MOON; informal decorative; 12 in. flowers, lavender shading to lilac purple at base of petals, giving bluish hue.

California, Dahlia Society of—To C. W. Ballay, Palo Alto, Calif., for CONFUCIUS; semi-cactus; very large, oriental red.

Camden (N. J.) Dahlia and Horticultural Society—To Dr. H. L. Dozier, Cambridge, Md., for RHYTHM; unusual incurved cactus; shrimp pink with yellow radiating from center. (For 1942.)

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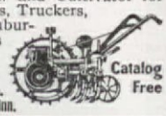

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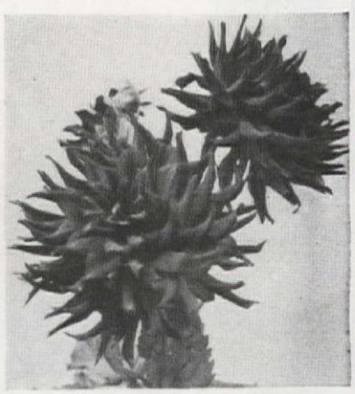

Achievement Medals are won from Coast to Coast. Here are Monongahela (West Virginia), Mrs. Bina West Miller (Michigan), Confucius (California)

Two informal decorative dahlias and an incurved cactus. Grace W. rose-colored medal winner at Portland, Ore.; creamy Amigo, which won in St. Louis, and shrimp pink Rhythm, victorious at Camden, N. J.

Central States Dahlia Society—To Dr. Stanley D. Tylman, Lombard, Ill., for BERENICE TYLMAN; cactus to semi-cactus; 10 or 11 by 7 or 8 in., blooms of deep, intense orange with buff reverse.

Delaware, Dahlia Society of—To Dr. H. L. Dozier, Cambridge, Md., for MAID MARION. See Baltimore Dahlia Society.

East Liverpool (O.) Dahlia Society—To Salem Dahlia Gardens, Salem, N. J., (Wm. H. Nuneviller) for TROJAN; informal decorative; very large blooms; crimson-red overlaid with wax yellow, this pronounced on reverse. Entry grown and exhibited by F. V. R. Viers, Canton, O.

Georgia, Dahlia Society of—To W. D. Ricks, Atlanta, Ga., for SNOW MAIDEN; informal decorative; large; white.

Irvington (N. J.) Garden Club—To Ernest C. Link, Rahway, N. J., for

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Kitsap County (Wash.) Dahlia Society—To Edward M. Lewis, Tacoma, for ALICE MCLEAN; semi-cactus; deep red, maroon reverse. Shown by Franklin Gardens, Tacoma.

Michigan, Dahlia Society of—To Gordon Nutt, Port Huron, Mich., for MRS. BINA WEST MILLER; a medium-size informal decorative; begonia-rose color.

National Capital Dahlia Society—To Salem Dahlia Gardens for CROWNING GLORY; semi- to incurved cactus; blooms 12 in.; rose-pink, cream center. Also Peekskill.

New Jersey, Dahlia Society of—To H. O. Alexander, Glenshaw, Pa., for SNOWCREST; incurved cactus; 7 by 4 in., white with cream tinge.

Ohio Valley Dahlia Association—To Presley Caldwell, Richmondale, O., for STUDENT PRINCE. No data.

Peekskill (N. Y.) Dahlia and Gladiolus Society—To Salem (N. J.) Dahlia Gardens for CROWNING GLORY, shown by Gordon Wasser, Baldwin, N. Y. See above.

Portland (Ore.) Dahlia Society—To George T. Atkinson, Tacoma, Wash., for GRACE W; informal decorative; 11 by 6 in.; rose-pink.

Racine County (Wis.) Dahlia Society—To Mrs. J. C. Burks, Lynchburg, Va. for GINGER ROGERS; informal decorative; 10 to 12 by 7 in.; citron yellow. Exhibited by George Currie, Sheboygan, Wis., for introducer, Ruschmohr Dahlia Gardens.

Rockville Center (N. Y.) Flower Show—To Ernest E. Tooker, Rockville Center for EDITH WILLKIE. See American Dahlia Society.

St. Louis (Mo.) Horticultural Society and Greater St. Louis Dahlia Society—To Edw. F. Nolte, Webster Groves, Mo., for AMIGO; informal decorative; 10 by 5 in.; white, at first flushed with yellow.

Toledo (O.), Dahlia Society of—To Frank's Dahlia Gardens, Bedford, O., for CAPTAIN CEDARQUIST; straight to incurved cactus; 6 by 4½ in.; clear salmon-orange. Also Wellsville Glad-Dahlia Club.

Washington Dahlia Society—To Edward M. Lewis, Tacoma, Wash., for ALICE MCLEAN. Shown by Franklin Gardens. See Kitsap County.

Wellsville (O.) Glad-Dahlia Club—To Frank's Dahlia Gardens, for CAPTAIN CEDARQUIST. See Toledo.

West Virginia Dahlia Society—To Mr. and Mrs. V. H. Ebert, Fairmont, W. Va., for MONONGAHELA; semi-cactus; 8 to 10 in.; ox-blood red shading to nearly "black."

Wisconsin, Dahlia Society of—To Salem (N. J.) Dahlia Gardens for ALL AMERICAN; semi-cactus; mulberry-rose suffused yellow. Shown by Jos. Heineman, Milwaukee.

Peonies, Gladiolus, Iris

American Peony Society, Rochester, Minn. Show—Silver Medal to R. H. Jones, Peru, Ind. for DOROTHY J; clear white, intensely crowded with waxy petals of good substance.

East Bay (Calif.) Gladiolus Society—To Mr. and Mrs. W. H. Wheeler, Alameda, Calif., for BLUE VELVET; dark blue-violet with darker throat and flecks.

Eastern New York Gladiolus Society: Rhinebeck (N. Y.) Show—To Fred W. Cassebeer, New York, N. Y. for ORANGETOWN; rich orange decorative type. *World's Fair Show*—To Humphrey F. Hedgecock, Poughkeepsie, N. Y., for MARGO; exhibition type, clear pink.

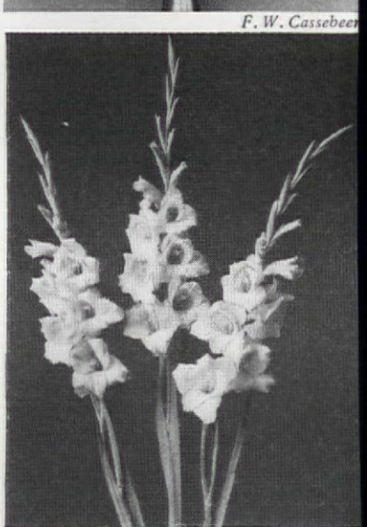
Indiana Gladiolus Society—To Henry J. Harder, Hammond, Ind. for EDITH GRACE; white decorative.

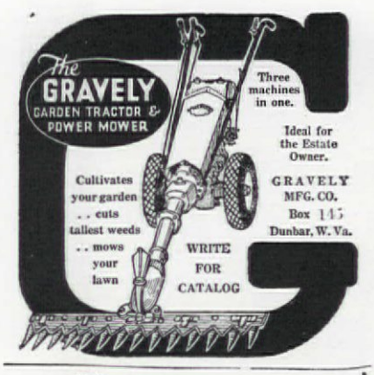
Maryland Gladiolus Society—To Byron R. Kadel, Lebanon, Pa., for MOTHER KADEL; clear yellow.

Michigan Gladiolus Society—To Herbert O. Evans, Bedford, O., for HURRICANE; orange-salmon, with

Gladiolus winners: Blue Velvet (California), Orangetown (New York), Mother Kadel (Maryland)

F. W. Cassebeer





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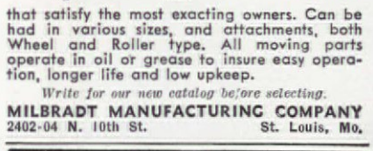
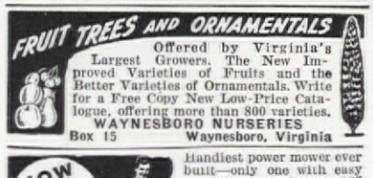
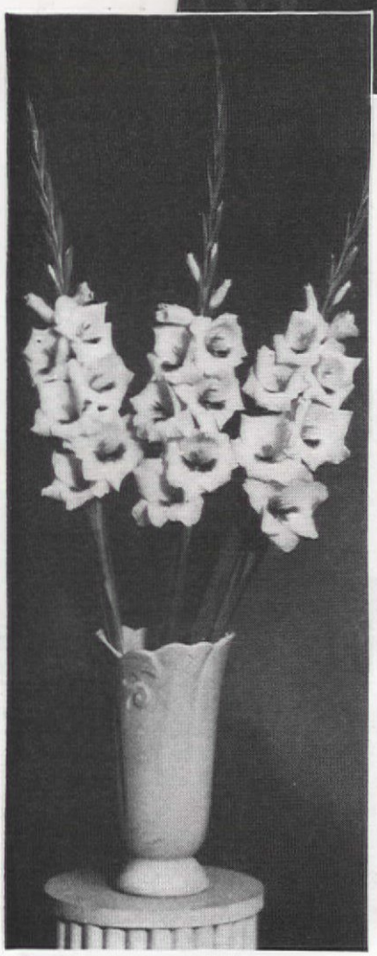




In Minnesota, Mercury (top) won the Medal; in Michigan, Hurricane (left), from Ohio, was the winner; in New York, Margo (right) originated there, was tops; in Indiana, Edith Grace won out



cream throat, red lines. (For 1942.)

Midwest Horticultural Society, Iris Show—To Hans P. Sass, Elkhorn, Nebr., for PRAIRIE SUNSET; of varigata type; reddish orange. Shown by A. C. Wilhelm, Chicago.

National Gladiolus Society—To E. H. Linz, Cologne, Minn., for MERCURY; light red; deeper throat.

Ohio State Gladiolus Society—To George W. Wilson, Lisbon, O., for KING KLICK; large, scarlet-red.

Utah Gladiolus Society—To Clifford Elliott, Farmington, U., for PIRATE'S GOLD; decorative type; clear, primrose yellow, dark throat.

Wellsville (O.) Glad-Dahlia Club: Gladiolus Show—To George W. Wilson, Lisbon, O., for KING TAN; exhibition; rosy tan tinted lavender.

Wisconsin Gladiolus Society—To Dr. George H. Scheer, Sheboygan, Wis., for WHITE GOLD; large Picardy seedling; cream, golden in throat.

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Send for your free copy of "Facts about Tile"... 24 pages of helpful information . . . new designs and rooms in full color . . . full of ideas . . . useful and inspiring . . . just send the coupon.

AH-4-41

THE TILE MANUFACTURERS' ASS'N., INC.
50 East 42nd St. New York, N. Y.

Gentlemen: Please send me a copy of your free book: "Facts About Tile."

NAME .....

ADDRESS .....

CITY ..... STATE .....

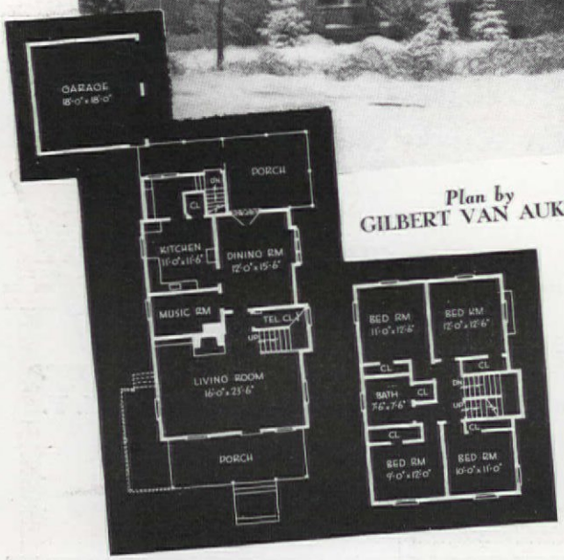
Here's one of the most beneficial, intelligent, remodelings we've ever seen. Carried out at a cost of approximately $1500, using some old materials and family labor, it involved few interior changes at all. But wide bands of wall shingles replacing dismal stucco walls, new shingle roof, arched Colonial porches, a new garage, new shutters, less roof overhang, give distinction to this Elsmere, N. Y., home

BEFORE its remodeling this home was one of a type found all over the country—stucco walls, overhanging roof eaves, skinny-columned front porch winding around the side. There's one in every neighborhood dingy, dowdy, nondescript looking and not very well tied in with the site. Yet these homes are often comfortably livable inside, built in a good neighborhood, and family memories and associations have grown up around them. Such was the case with our home, bought after the 1929 crash at moderate cost. We endured its lack of charm, its endlessly dropping stucco as long as we could; then we decided to remodel it *ourselves* as a family project.

With two architect friends to give advice, an able carpenter uncle as boss, and my husband free for the summer we started in. Dad, Mother, and boys worked in the summer heat, tearing off stucco and metal lath. The eaves of the overhanging roof were cut back by the men, a wholly new black asphalt shingle roof was laid down, the walls re-covered with red cedar shingles stained silver gray, a new brick chimney replaced the old stucco one, a new Colonial farmhouse porch with wide arches went on the front of the house, a new Dutch Colonial front door with brass latch and knocker was installed. Our old garage, built smack in the lot hiding my perennial garden, was torn down and rebuilt near the house. Connecting it to the house, we built another arched Colonial porch clear across the back wall with full garden view. New French doors replaced the dining-room casement windows and lead to a screened dining part of the porch, a good spot for summer suppers.—MILDRED FURBUSH DOBELL

Most Typical Home in the U. S. A.

Remodeled home of
Dr. and Mrs. Howard A. DoBell



Plan by
GILBERT VAN AUKEN

The Historic Home Defense of Colonial Days . . .

Down through the years marches the sturdy spirit of '76 — *Home Defense!* And with it many an old Colonial Home like this one . . . protected since the birth of the Nation by the home defense of Pure White Lead.

. . . the time-tested protection of PURE WHITE LEAD . . .

Ready for the Brush!

Today, the home defense of the Minute Man is ready in a new, up-to-the-minute form. DUTCH BOY PURE WHITE LEAD PAINT — *ready to brush on* — steps into line beside the Dutch Boy's famous *paste* white lead! ★ ★ ★

This new paint is Pure White Lead—all ready to spread! New in form but proved in performance. Yes, if these old New England homes could talk they'd tell you white lead paint's time-tried secret of keeping houses young. How it hugs tight, hugs *long* . . . wearing down slowly, *smoothly*, instead of cracking and scaling off. Ask your painting contractor what this means to you. He'll tell you it makes white lead paint cost less by the year. And saves the expense of burning and scraping off the old paint when you finally do repaint.

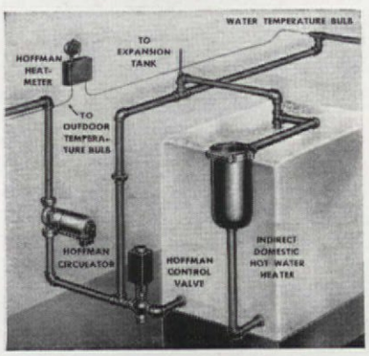
"You're Money Ahead When You Paint With White Lead"

Yes, the new Dutch Boy Pure White Lead Paint is *news!* You betit's news —for now you can get real Dutch Boy White Lead *all ready to brush on!* In addition to this new convenience, you'll also get gleaming whiteness and great hiding power, at a gallon price no higher than that of regular quality paint. Want to make yourself a smart paint buyer? Then send for free booklet, "Styling with Paint the Dutch Boy Way" containing 32 illustrations in color. Address Dept. 373 care of nearest branch office listed at right.

2 COAT WORK: The new Dutch Boy comes in two forms — Exterior Primer and Outside White — specially designed to do a real white lead job on new or old work in 2 coats.

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

"THAT'S THE KIND OF HEAT WE WANT!"



UNIFORM COMFORT-
FALL TO SPRING WITH THIS *CONTINUOUSLY CIRCULATING* DUAL-CONTROL SYSTEM

You'll surely want that new home of yours to have the utmost heating comfort you can possibly build into it. Especially if the cost is no more than for an ordinary heating system! So specify Hoffman Hot Water Controlled Heat and you will have the last word in scientific, *balanced* heating. For the first time you can positively assure yourself of a heating system which smooths out temperature ups and downs —keeps rooms uniformly warm.

This system maintains a *continuous circulation* of heated water to the radiators. Balanced Dual Controls, actuated by *outdoor* as well as circulating water temperatures, measure out hot water from the boiler so accurately that radiators are always *just hot enough!* Your home is thus kept at an even, *constant* temperature throughout the heating season.

DOMESTIC HOT WATER THE YEAR 'ROUND AT AMAZING SAVINGS

A Hoffman-controlled heating system is ideal for the addition of an Indirect Water Heater, recognized as a most economical way to have ample hot water, day and night.

FOR NEW OR OLD SYSTEMS

Any type of automatically-fired hot water heating boiler can be equipped with Hoffman Controls. Whether building or modernizing, get the facts first on this comfort-economy system.

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Hot Water
CONTROLLED HEAT

Hoffman Specialty Co., Inc., Dept. AH-4, Waterbury, Conn.

Send me your free booklet on Hoffman Hot Water Controlled Heat.

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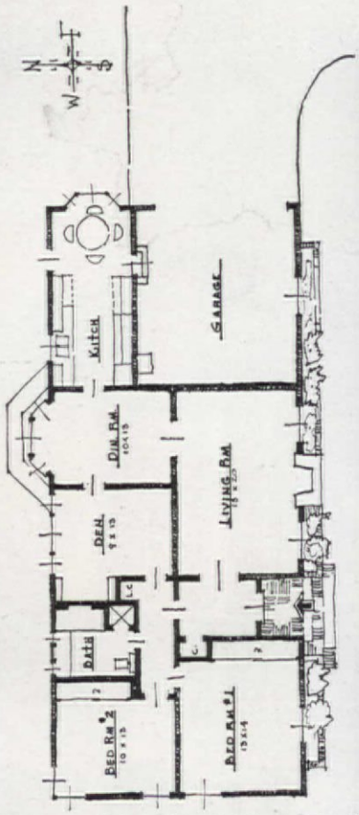
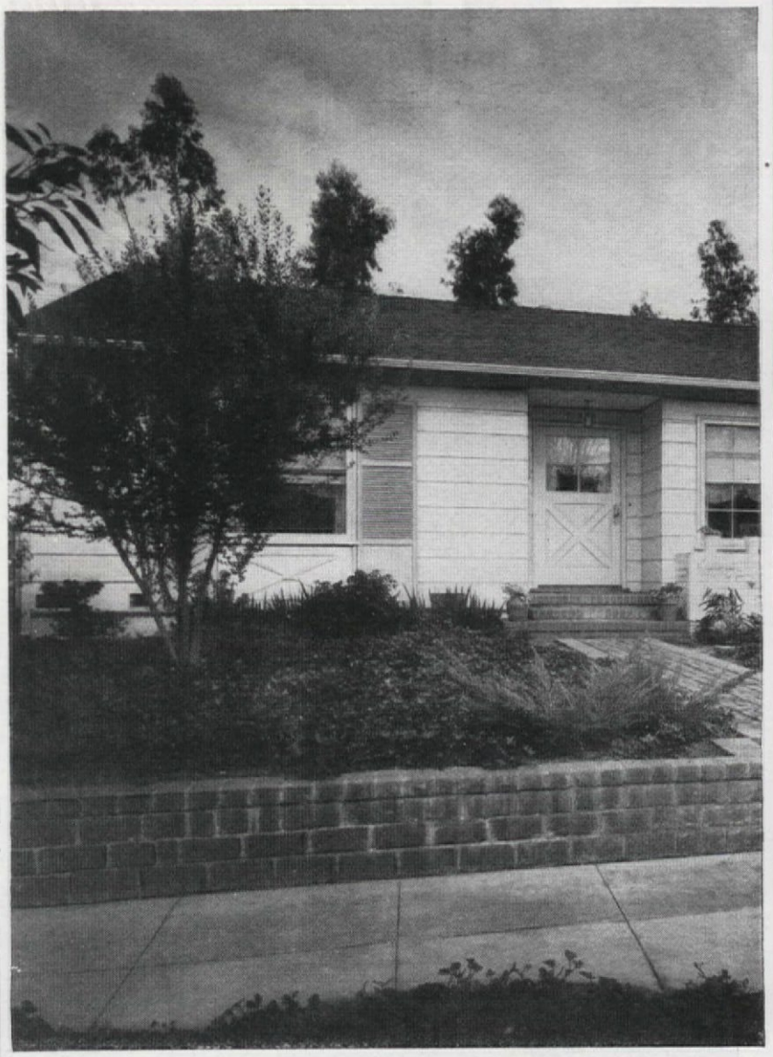
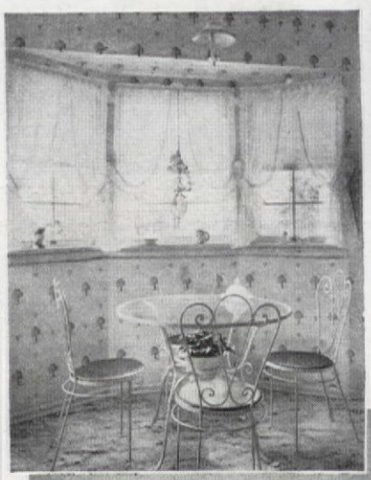
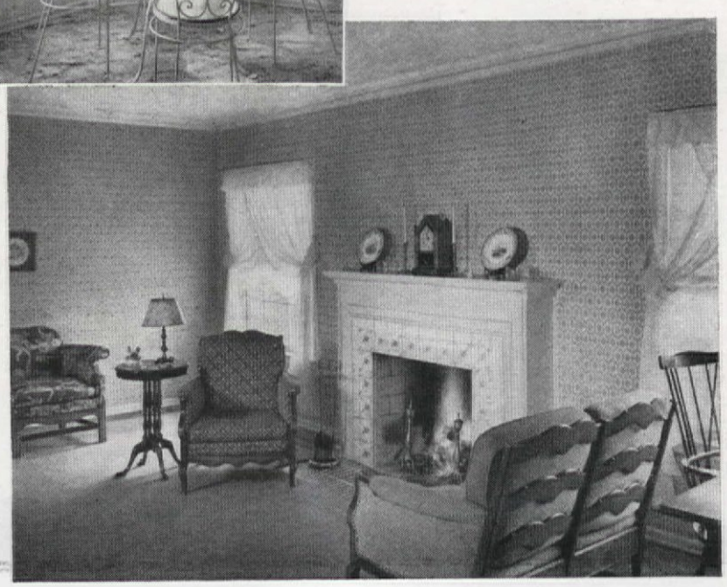
Built and Decorated



Home of Mr. and Mrs. Emil Schmitz, North Hollywood, Calif.







THE throes of building and decorating a home sometimes seem like one of those radio quizzes, a game of questions and answers. "What color schemes to use, what wallpapers to select, what building materials to employ, what furniture will go with what????" Easy enough to answer if the bank account is ample, not so easy if there's an inexorably rigid figure called Budget. That's why Mrs. Schmitz deserves a red rosy apple or some award of merit. An amateur when the home building idea came up, she worked out her own design and decorating ideas on a modest pocketbook and carried them out in good taste and to good effect, with simple materials.

Like many of its California neighbors, the house was planned in one story, built in the $5,000-$6,000 price class, of economical wood siding. The garage was fitted in under the main roof, at the right end of the house, giving the front a pleasant long sweep; and wide front windows, a broad brick path leading up to the recessed front door, give it a hospitable and welcoming look.

Inside the house, ingenuity came to the fore in many details; the dining room is small, just large enough for family meals, but it can be enlarged to dine twelve by opening folding louvered doors the full width of the room. The kitchen, on the other hand, extends the full

on a Shoestring

Fred K. Dapprich

length of the garage, with smart white garden furniture used as a breakfast set at the end. Bathroom washstand has built-in linoleum counter with storage beneath, while two windows and a wide, ventilating transom above them were installed around the medicine chest. Interior color schemes—soft beige, cedar rose, chartreuse, brown, eggplant—were taken from an old hooked rug, and many of the choicest of the Colonial and Provincial furnishings were second-hand store finds.—MARTHA B. DARBYSHIRE

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—See all the new rug colors and designs — decorating helps — 26 model rooms. Mail coupon or 1¢ postcard.

61 Other Colors and Patterns

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It's All So Easy—your materials are picked up at your door at *Our Expense* by Freight or Express—and a week later you can have luxurious new rugs like these *at sensational Factory-to-You savings*—lovely, colorful, deep-textured, seamless . . .

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Any Size to 16 ft. wide, any length

By the Famous Olson Process we shred, sterilize, sort, merge and reclaim the seasoned wools from materials of all kinds—then bleach and combine with sturdy new wools, re-spin, re-dye and re-weave into up-to-date new rugs that have won the praise of editors, decorating experts and women everywhere.

You Risk Nothing By a Trial — We Guarantee to satisfy or pay for your materials. Our 67th year. Over 2 million customers.

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2800 N. Crawford Ave., Chicago, Ill.
CHICAGO NEW YORK SAN FRANCISCO

Gentlemen: Mail your big, new, money-saving Book of Rugs and model rooms in colors FREE to:

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The lovely Early American and 18th Century designs shown above (and many others) are shown in all their many rich, beautiful colors in our big FREE CATALOG.

Personal!

Norbal

American Optical Co.

RIGHT in your own back yard is one of the very best beauty salons. While you're growing zinnias and roses you can also be putting the old sparkle in the eye, digging away the extra pounds as well as the weeds, absorbing sunshine and fresh air, limbering up forgotten muscles—*if* you go at it properly. If you do a really good job, you'll end up by planting healthy salad greens along with the flowers. And you'll never be too busy for this kind of personal beauty treatment, for you can keep an eye on the kids or the stew at the same time.

A little sensible protection for skin, eyes, and hair is important, for you're trying to look like a beautiful woman, not an Indian. Sun glasses must be good ones, perhaps like the "Calobars" shown here: they keep out the harmful rays, have a cooling effect, prevent squinting and wrinkles. A brimmed hat is good for non-tanners, but a bandana will protect your hair without keeping the sun off your face. You'll be smart to use a good hand cream to keep your hands soft as well as limber. The one we show on page 98 comes with pretty, pink cotton gloves to wear over night. Sun-tan cream is a fine idea to promote a golden tan instead of a lobster broil, and at any rate a good protective lotion on a clean, cosmetic-less face is a healthy way to garden. Brushes for hands and nails as well as hair are absolute necessities, and the group with plastic handles and Prolon bristles is new, in any of several colors.

Garden clothes, built for both action and looks, prove again that "My goodness, they think of everything." For serious gardeners, overalls are still the best bet—with or without a shirt, depending on how much sun you want. Or, wear a sleeveless,

Take a deep breath of fresh air, and garden for health and beauty. Blue denim for overalls and shoes, red and white polka-dot shirt and bandana, scientific sun glasses

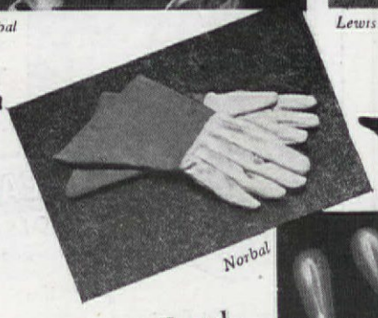
Joyce Pat. #D97058

Germain's

Norbal

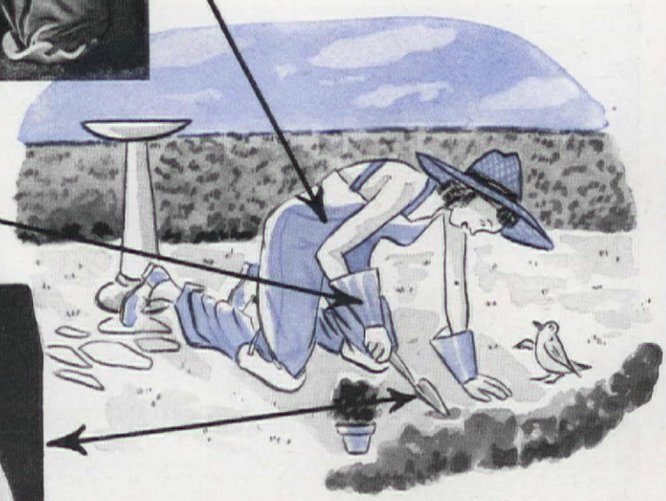
Photographs by F. M. Demarest

Lewis & Conger



Norbal

Union Fork & Hoe Co.



The girl in shorts uses a light, cardboard fertilizer distributor. The ambitious digger wears rubberized knee pads and denim-cuffed gloves, uses bright plastic-handled trowels

Suggestions by Suzanne Adams

Actual photo of a real sneeze, taken with a high speed camera (1/30,000 of a second exposure), showing how a sneeze scatters bacteria-laden droplets of moisture, sometimes as far as 12 feet.

AAHH... KKAA... CCHOOO!

One sneeze can spread a million germs

EVERY TIME you sneeze you fill the air about you with whirling microbes. As many as a million bacteria may be sprayed forth by a single sneeze. These bacteria may float in the air for hours and settle. It is, therefore, always advisable to stifle a sneeze with a handkerchief.

And it is always a wise precaution to wash handkerchiefs in a "Lysol" solution. And to clean furniture, walls, woodwork, tiling, floors, stair rails, door knobs with "Lysol", to minimize the danger of Infection.

Sneezes are but one of the ways that Infections may be spread in your home. Every friend—every visitor and tradesman—may bring in germs. You can do much to help protect your household against this menace by keeping your house clean . . . *hygienically clean* . . . with "Lysol" disinfectant.

"Lysol" is used in hospitals in many parts of the world. Hospitals use it not only for general cleaning, but also for a number of critical operating room uses. That should give you confidence in "Lysol's" efficiency as a germicide.

"Lysol" is highly concentrated. A little goes a long way. "Lysol" is on sale at all drug counters. Don't take chances with substitutes. Complete directions with every bottle of "Lysol" for many protective uses.

FIGHT INFECTION THROUGHOUT YOUR HOME! DISINFECT AS YOU CLEAN

1 IN DAILY CLEANING. Use "Lysol" in the water to mop floors, walls; to wipe furniture, stair rails, door knobs, banisters, woodwork, etc.; to rinse brooms, mops and cleaning cloths.

2 IN THE KITCHEN. Hygienic cleanliness is especially important where the family's food is prepared. Add "Lysol" to the water whenever you clean sink, drainboards, shelves, etc.

3 IN THE LAUNDRY. During sickness, especially, *disinfect the laundry.* Clean washing machine, wringer, etc. with a "Lysol" solution; soak laundry overnight with "Lysol" in the water.

4 IN THE BATHROOM. Keep your bathroom wholesomely clean; wash floor, tiling, tub, toilet, wash basin daily with "Lysol" in the water. "Lysol" deodorizes as it cleans, disinfects.

Lysol Disinfectant

PASTE THIS COUPON ON A PENNY POSTCARD!

GUIDANCE FOR WIVES AND MOTHERS

Lehn & Fink Products Corp., Dept. A.H.-441 Bloomfield, N. J., U. S. A.

Please send me the book "War Against Germs" with facts about feminine hygiene and other "Lysol" uses.

*Name*_____

*Street*_____

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TELL ME ANOTHER AND WIN $5.00 —Says KLEENEX . . .

We will pay $5.00 for every "Kleenex True Confession" published. Mail to KLEENEX, 919 N. Michigan Avenue, Chicago, Illinois

I WAS A Redskin...

UNTIL I STOPPED USING THOSE HARSH, SCRATCHY TISSUES AND SWITCHED TO *KLEENEX*, THE SOFTER TISSUE THAT NEVER IRRITATES DELICATE SKIN.

(*from a letter by* M. B. S., Duluth, Minn.)

AT THE IRONING, BORED...

IMAGINE! AN EXTRA HOUR OF IRONING 'CAUSE MY FAMILY USED HANDKERCHIEFS DURING COLDS! NOW WITH *KLEENEX* THERE'S NO MESSY HANKY WASH FOR ME.

(*from a letter by* H. M. Continental, Ohio)

I had the "Blues"...

BECAUSE MY FOUNTAIN PEN USED TO SPILL INK ALL OVER ME. BUT SINCE I LEARNED TO KEEP IT CLEAN WITH *KLEENEX*, MY TROUBLES ARE OVER.

(*from a letter by* H. J. P., Chicago, Ill.)

Don't put a Cold in your Pocket... Use KLEENEX*

KLEENEX*DISPOSABLE TISSUES (*Trade Mark Reg. U. S. Pat. Off.)

KEEP AWAY says Liquid Chaperone

"More effective than any other material for repelling dogs", . . . reports a leading state agricultural college

A wonderful new dog repellent that rain will not wash away. Harmless. Lasts two to three weeks. Ends the dog nuisance in your garden. Try it when other materials have failed. SEND NO MONEY. Order *Liquid Chaperone* C.O.D. $1 plus postage for full 12-oz. bottle (or *send* $1 and *we* pay postage)

Sudbury Laboratory, Box 111. So. Sudbury, Mass.

Get this SHOWER BATH at FACTORY PRICE

AS LOW AS $24.95

Easy To Install In Space As Small As 2½ ft. Square

Complete, ready to set up. Easily and quickly installed in any room having water connections. Used in homes, apartments, summer cottages, hotels, etc. Size, 30"x30"x76" and larger. Sturdily built of galvanized steel. Beautiful Baked Enamel White inside and outside. Has Curtain Rod. Adjustable self-cleaning Shower Head. Hot and cold water faucets. Soap dish. Drain in floor. Send for our Free Catalog. No obligation. Penny postcard will do.

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The Mark of **FINE FURNITURE**

LOOK FOR THIS TO GOOD — GUIDE MARK FURNITURE

Trust your own instinct on style and fabric but look for the Tomlinson Seal for those "hidden qualities" which spell the difference between beauty for show and beauty that lasts.

Send 25¢ for a copy of The Art of Gracious Living.

FURNITURE by TOMLINSON

385 Madison Avenue, New York

backless dress and a bonnet with a shoulder-protecting back. The new longer shorts offer more protection than the old length, but at the same time allow for plenty of action and sun. Play shoes are done with great imagination, such as the blue denim ones with red bandana trim, perfect with overalls. The teamster-style apron (left) is of bed-ticking demin with divided skirt that fastens around the back of each leg. It has pockets for everything, a chain for shears, padded knees.

Even tools are made with the little woman in mind. There is, for example, an easily assembled commercial ferti-

Pro-phy-lac-tic

Hammacher Schlemmer

Pretty pink mitts go on over cream, soften your hands while you sleep

Elizabeth Arden

lizer distributor, of cardboard with metal wheels, so light you can push it with your little finger. And durable, chromium-finished steel trowels come with bright-colored plastic handles, pretty as you please, but still efficient and easy to use.

All in all, it's a fine beauty world you have in the back yard, so take a deep breath of fresh air and get started. This nice, flowery path to health and good looks is one you can really enjoy every single day.

DOES HE USUALLY PREFER TO . . . LOOK THE OTHER WAY BECAUSE YOUR APPEARANCE IS MARRED BY PSORIASIS

If this is one of the problems you face, why not see what Siroil can do for your psoriasis blemishes? Certainly it is sensible to give Siroil a chance. Siroil tends to remove the crusts and scales of psoriasis which are external in character and located on outer layer of skin. If or when your psoriasis lesions recur, light applications of Siroil will help keep them under control. Applied externally, Siroil does not stain clothing or bed linen—nor does it interfere in any way with your daily routine. Offered to you on a two weeks' satisfaction-or-money-refunded basis.

SIROIL FOR SALE AT ALL DRUG STORES

Write for interesting booklet on psoriasis direct to—

Siroil Laboratories, Inc., Detroit, Mich., Dept. A-4
Please send me your booklet on PSORIASIS.
Name_____
Address_____
City_____ State_____
If you live in Canada, write to Siroil Laboratories of Canada, Ltd., Box 488, Windsor, Ont.

Norbal

For WINNER

1

2

—or Booby

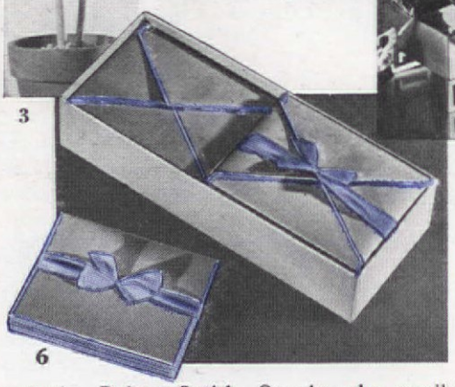
SELECTING bridge prizes gets to be such a puzzle with hours of aimless wandering through department stores trying to find something different. These ideas may make it a bit easier for you. **1.** Chase's tennis racket ash tray is a suggestion for all good sports. It's easy to pick up by the handle and your cigarette is out by brushing it over the metal strings. **2.** "Paper guest towels? Horrors"! you shriek. But what could be more practical when your guests completely outnumber your linen towels or the twelve-year-old has his gang in for dinner? They're from Dennison's. One package at 25¢ would make any loser feel better. Or combine several packages for a head prize. **3.** These "plant garters" are for supporting plants and come in various sizes. Less than one dollar per dozen. **4.** Go feminine and give three cakes of Lentheric's "A Bientôt" soap.

F. M. Demarest

3

4

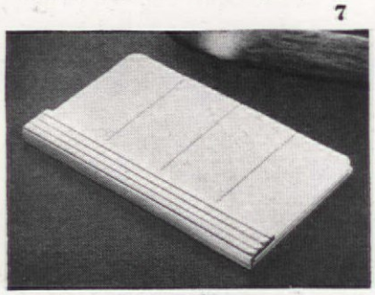
5



6

What woman doesn't love beautifully scented, fine soap and what woman ever has enough of it? **5.** As an especially nice suggestion we offer the entire group of these hand wrought aluminum pieces made by Palmer-Smith. Or give the candleholders singly. **6.** Another useful prize is Crane's tiny note paper. It comes in some very new colors and an attractive box. **7.** The handy desk pad is Kensington's. It can be placed by the phone or on the desk. Costs about a dollar. **8.** To complete the list we offer another suggestion for the victorious *or* the defeated. Place the group of Du Pont Cordura Frigerettes, the new box-shape zipper food bags woven of a new kind of rayon yarn, in the winner's hand or give one of them for low prize. There you are and though it may be a case of "winner take all" we've put in a few compensations for the loser, too!

7



8

"finders keepers... losers weepers"

You're fit to be tied! Furious! Your *steady*—out with somebody else! "It's not fair," you wail jealously. But since when has love been fair? Nowadays you've got to be on your toes *every day* to keep some pretty panther from pouncing on your "heart interest"!

Break a date or two, and next thing you know you're sitting home twiddling your thumbs! *Popular* girls know how to keep going, and keep smiling, regardless of what day of the month it is . . . know how to take "difficult days" in their stride!

How do they do it . . . ? Well—just up and ask 'em! You'll learn something worth knowing . . .

You'll learn that *most* of those carefree, "always-on-the-go" girls use Kotex sanitary napkins.

Ask why and they'll tell you it's because Kotex is so *comfortable!*

The more talkative ones will even explain the reason. They'll say Kotex is less bulky . . . less apt to chafe . . . because it's made in soft *folds!*

Others will praise the flat, invisible ends . . . and rave about the moisture-resistant "safety panel". (They're the girls who value peace of mind!)

But the majority will just say, "Kotex is so comfortable" . . . and let it go at that. After all, comfort is the *main* thing!

And it's comfort that has made Kotex so popular. More popular, in fact, than all other brands *put together!*

Kotex* means comfort . . . at the time you need it most

(Regular—Junior—Super—sell for the same low price!)

*Trade Mark Reg. U. S. Pat. Off.

OUR VIEW—*from every angle*

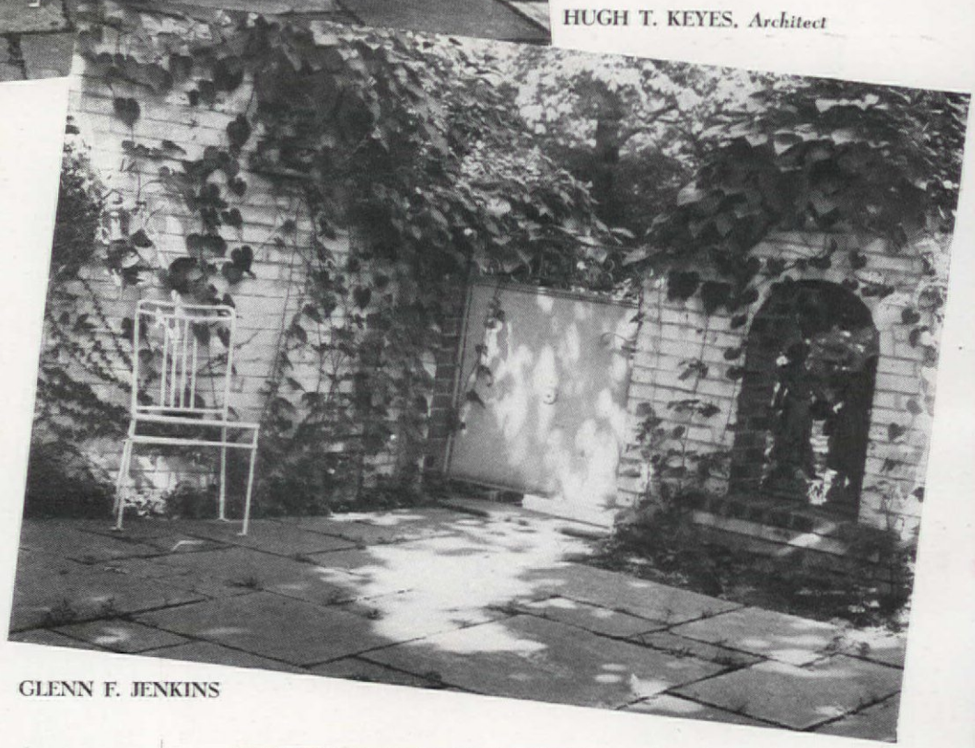
in our dining room!

THAT is how Mr. and Mrs. Wilson W. Mills of Michigan could—and perhaps do—describe it. And have they not cause to be pleased with and proud of the transformation wrought in their Grosse Pointe home by Architect Hugh T. Keyes? Originally, as the upper plan shows, the shallow dining-room bay looked directly at the rear of the property, which meant a very prosaic wire fence, some even more prosaic weeds and scrub plants along the road, and, most prosaic of all, a thoroughly commercial and wholly unbeautified filling station. To the right, the view was across a purely functional entrance court to the garage doors, which was not inspiring, either.

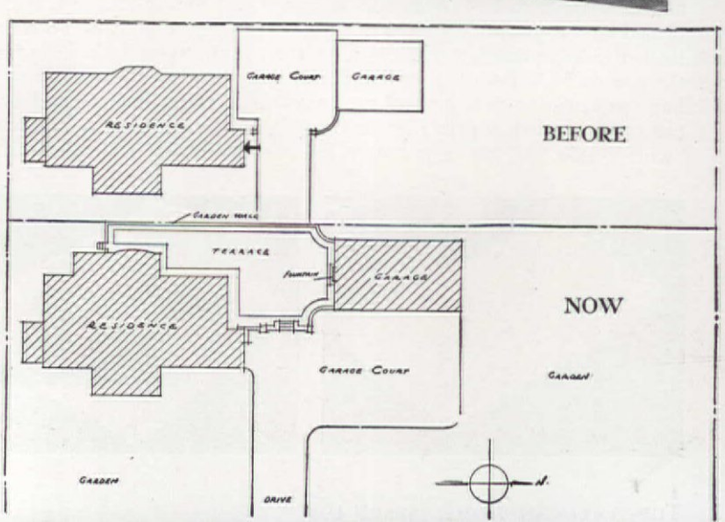
Came need for more space in the dining room. There was only one way it could be enlarged — backward — which meant making the unattractive outlook more obvious than ever. So the remodeling program was expanded to include, literally, everything in sight. First, the garage approach was relocated and the old doors were bricked up, ornamented with lattice and tile, and planted to make the terminus seen in the upper illustration. Next the view to the rear was blotted out by building a shoulder-high brick wall surmounted by a lattice, from the garage to beyond the dining-room extension. Finally the former entrance gate was also closed with a central brick wall, embellished with a shrine motif draped with vines, and flanked by two simple but artistic iron gates; the result is seen in the right-hand picture.

Thus—and with the help of flagging, shrubs, vines, garden furniture, and gently splashing water in the pool against the wall—the erstwhile garage court was turned into a lovely paved terrace. Lovely to live in and lovely to look at from the dining-room windows. But wait a minute. Must everyone in the dining room look out the windows to enjoy it? Not at all, for the end wall of the dining-room extension is a single expanse of mirror, nine by five feet of it, in which the whole enchanting vista is reflected so that everyone at the table can see the terrace and the delight it offers. Not the least of these is the constant play of light and shade on the terrace, the walls, and the gates. It is Mr. Keyes' contention that, "wherever the sunlight filters through there is a charming spot." Space, he says, has nothing to do with charm. The sun shines everywhere; and the beauty can be found wherever the shadows linger or dance, lengthen and shorten, come and go on soundless feet. Certainly this garden bears him out and suggests how beauty may be achieved in many little places.

HUGH T. KEYES, *Architect*



GLENN F. JENKINS



DONE WITH MIRRORS—or rather, one mirror, was this magic of bringing outdoor beauty indoors for all to enjoy

Home gardeners...

This unretouched Kodachrome shows the amazing effect of Vigoro on grass—on an average lawn in Lexington, Mass. The "Magic V" was fed Vigoro, the rest left unfed. The entire lawn was watered as usual and cut once. Look what happened in *two weeks!* Thick, luxuriant, deep-green grass marks where Vigoro went to work. Notice how it contrasts with the part of the lawn that didn't get Vigoro!

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Not only backyard gardeners, but professional flower growers as well, swear by Vigoro. These magnificent roses, in the famous gardens at Hershey, Pa., are fed Vigoro *exclusively* . . . every year! The vital action of this complete plant food helps bring them to gorgeous perfection of size, symmetry, color and fragrance. Vigoro magic works on lawns, flowers, shrubs, vegetables and trees.

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THE COMPLETE PLANT FOOD

Vigoro supplies *all* eleven food elements growing things need from the soil. It supplies them in properly-balanced proportions. When you use Vigoro you run no risk of failure due to incomplete feeding; you get *results*.

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Aluminum House Paint is made specially for the first coat on wood. Over it you use whatever color topcoats you choose. It lengthens their life materially, which means you don't have to repaint as soon as with ordinary priming paint. It's the money-saving way to paint new homes. Also old homes, if the existing paint has weathered down to the wood.

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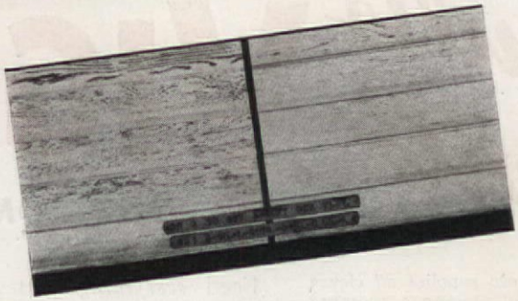


HERE'S PROOF! At the U. S. Forest Products Laboratory, these two sections of Douglas fir siding were painted exactly the same except for the first coat. On the left half, ordinary priming was used. On the right half, Aluminum priming. Both sides received the same two white topcoats. Look at the difference after six years exposure to sun, rain and snow.

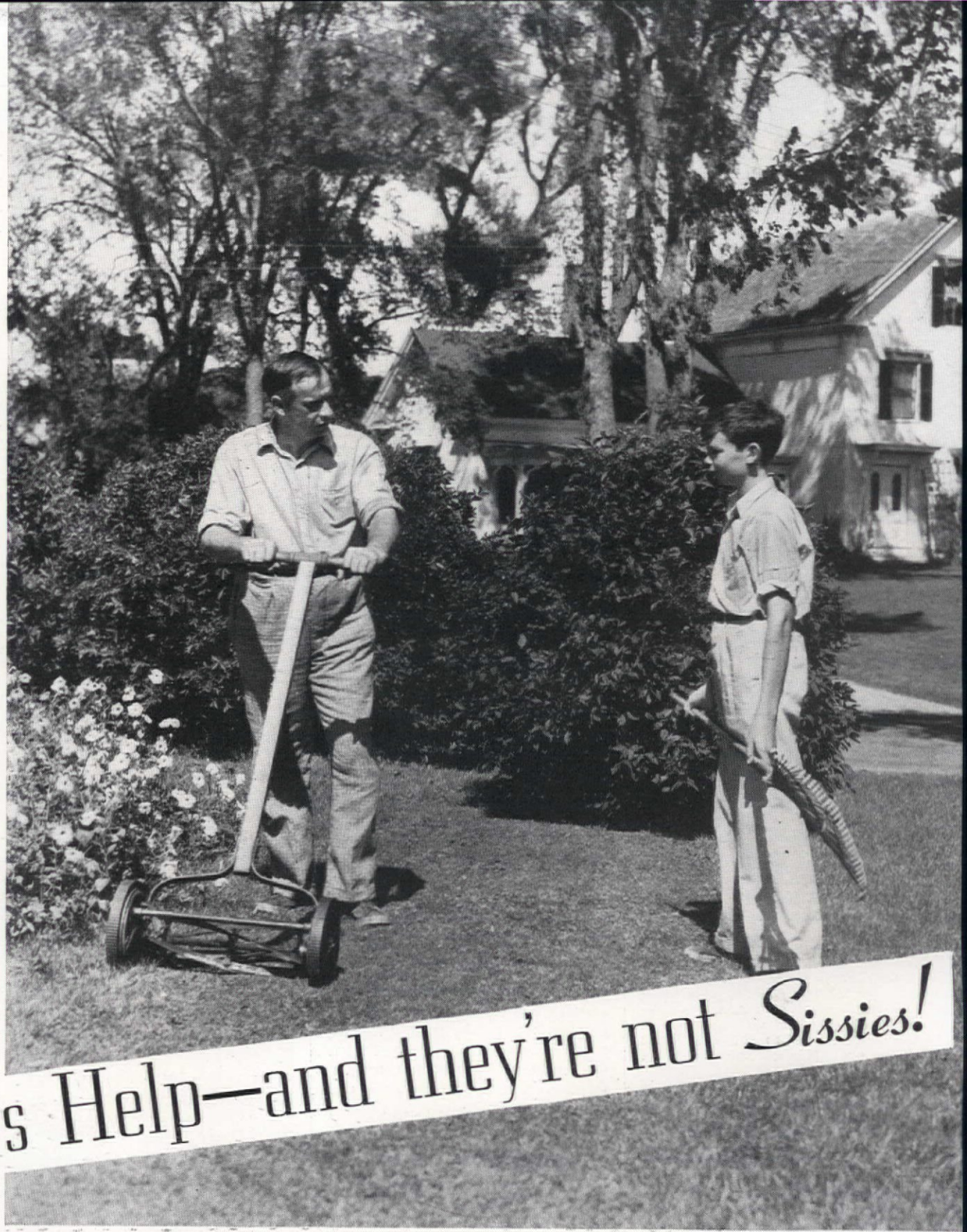
ALCOA Reg. U. S. Pat. Off.

ALBRON *Pigments for*

ALUMINUM HOUSE PAINT

FIRST COATER FOR WOOD

Last month Emily Seaber Parcher told how her family readjusted itself when Annie, the maid, left. Here's another story of how boys—yes, boys—can be helpful in the home, and like it



OUR Boys Help—and they're not *Sissies!*

ANN KEENER

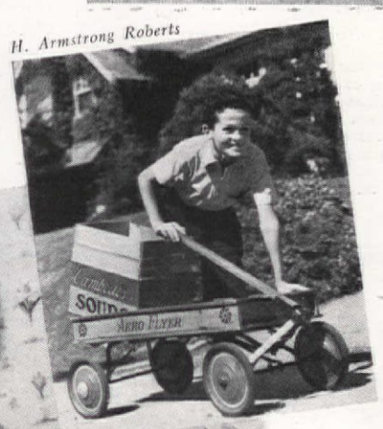
NOT so many years ago, a mother, being handed her third or fourth baby, would say, a bit defiantly, "I'm glad *this* one is a girl; she will be such a help when she is older." Boys were fine, wonderful; but they were *not* expected to be a help to their mothers. To some extent that attitude—which was all very well when boys did real farm work and had definite chores—has carried over into our generation when changed conditions of living made it ridiculous. We, in cities, have no farm chores; but we do have boys.

There are two of them in our family, eleven and thirteen years old. But they are more of a help than a burden. Women who complain, "The older boys get, the more trouble they are," always embarrass me. I cannot truthfully agree, for I think that if children are a burden, the mothers and not the children are to blame. And if I say, "Why, my boys are no trouble; they're a great help," they will think I am boasting, or worse.

I believe in bending twigs when they are young. If you wait until your son is fourteen or more and then expect him willingly to help you, you may be doomed to disappointment. Since our boys were very small, they have had responsibilities: hanging up their wraps when they came indoors, picking up their toys when through with them,

If children are burdens, mothers are to blame. Jobs a boy can do are endless

H. Armstrong Roberts



Ewing Galloway, N. Y.

carrying in pine cones for the fire. Like all small children, one of their greatest joys was "helping mother." Gradually their little fists became capable hands.

"But," I can hear a mother say, "it's so much trouble to tell them how to do things that I'd rather do them myself." Of course it's trouble. It's trouble to break in a new maid, to set a neat table, to have a lovely garden. But women who think it is too much trouble to train children to do certain tasks are not only depriving themselves of some very capable help, but also keeping from their children some valuable training—and unnecessarily, for most children learn easily and quickly.

Of course, they may not do a job as quickly or as well as you could, but give them leeway. Let them do their own work in their own way, even though it's not as good as your way. (However, it *may* be better.) I learned by experience that a child is more efficient if you are not standing over him, criticizing, correcting, smothering his ingenuity. One of our boys is quick, the other is deliberate and slow, but marvelously dextrous at fixing anything from an electric switch to a stubborn latch; and his patience, compared to mine, puts me to shame. It drives me frantic to watch him work, he is so slow—so I don't watch.

The same thing applies to the boys' room. When they were young, they simply picked up their toys. Later they made the beds; then they helped wax the floor; now they have complete charge of it, except that I help with occasional thorough cleanings. The room is their own—it has a bookcase filled with games, puzzles, a chemistry set, and all kinds of books, and what not; and also an outside door open

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to all the boys in the neighborhood and there are times when the room is alive with them. Now who am I to say, "This room must be kept immaculate"! How would you like the job? But when they rake leaves, they must rake them clean, or do the job over; when they wash dishes, they must make them sparkle, or—wash them again.

Actually they do very little dish washing, not because I consider it "unmanly," but because they detest it so; and, to my astonished delight, I no longer mind it at all. The two occasions when the boys wash dishes are: when a real emergency arises in my work (and then they are paid for it); and, I rather shamefacedly admit, when I have to punish them.

A job they rather like is occasional shopping. They are good at it, too. The older prides himself on his ability to buy meat and fish. He knows what cut comes from where on a cow better than I do. The younger boy is thrilled by the "good measure" usually accorded his youth and his numerous freckles.

A little encouragement does wonders for youthful workers, and, in fairness to a child, his jobs should be as definite as possible. Seeking the best way, we agree that certain tasks shall be the boys' share of running our home. When my work is unusually demanding, they do some of my jobs; when I have a slack time, I do some of theirs; but, as a whole, it's pretty definite. Although they can do their work when it suits them best. I suggest that, in summer, they do it early in the morning and experience has taught them that it is wise. But the rule is not iron clad—fish bite so well early in the morning, that it would be a shame to keep them waiting.

A sense of responsibility is developed by use, not by merely talking about it. A respect for honest work is engendered by working, not by hearing about it. The jobs a boy can do about the house are endless, varying with the demands of each household and to some extent with his interests and tastes. One friend has a boy of eleven, who, of his own sweet will, prepares the family breakfast every morning. The best I have been able to do along that line is to rule that late risers prepare their own breakfast. That rule has been the source of much fun. Breaking an egg is still a major feat for Buddy, to be done in strictest privacy. But when it comes to baking flap jacks, he loves an audience.

One morning when he was busy with his hot cakes I heard him yell, in answer to a pal's summons, "Say Lee, come in here a minute." I heard a door slam. Then, "Now watch this, Lee." And, a little later, an excited, "Gosh! How do you do it"? "Oh heck," I heard Buddy say, carelessly, "it's easy. Want one"?

"Sure"! Then, after a longish silence, "Gee, Keener, these are good! Better than my mom makes. She doesn't make 'em often, says it takes too long. But it's easy, isn't it"?

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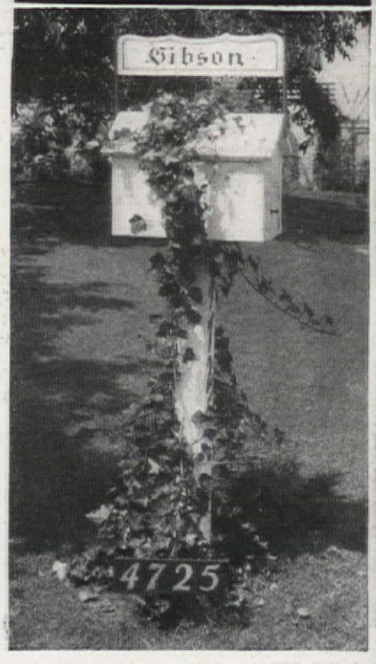
IDEA!



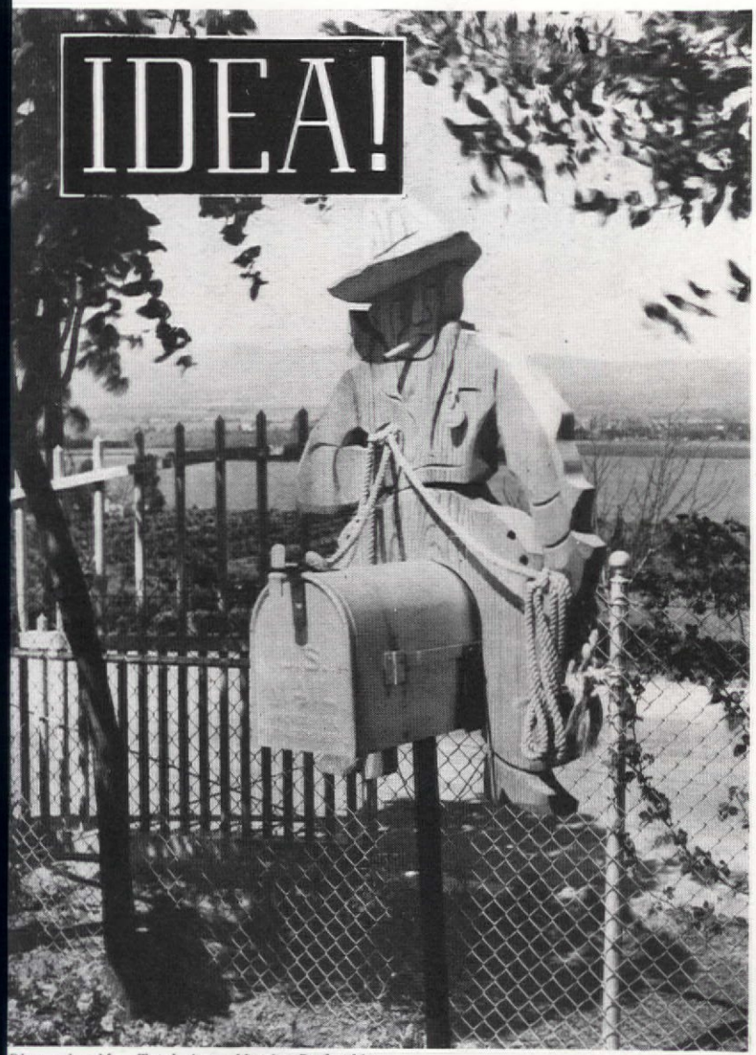
That

". . . There have been approved for use in the rural delivery service mail boxes of standard type. Persons wishing to receive service on rural routes should provide standard mail boxes. However, permission may be obtained of the Department to use a box of home construction provided it is made of suitable material and conforms approximately with the specifications for an approved rural mail box in regard to dimensions and design. It is permissible to construct a box of wrought iron, bronze or copper, but a box constructed either wholly or partially of wood is not acceptable for use as a mail receptacle on a rural route.

"Numerous patrons of the rural delivery service have provided their rural mail boxes of standard type with suitable and attractive housings, and other patrons have, by the use of shrubbery, accomplished settings quite in harmony with the surroundings. . . ."

(signed) S. W. PURDUM
Second Assistant
Postmaster General

IDEA!

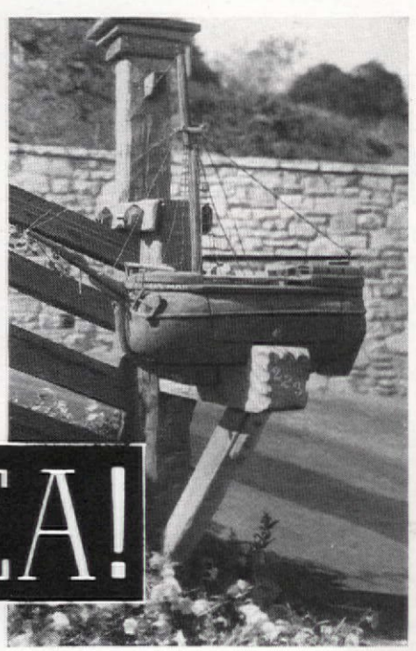


Photos by Max Tatch from Martha Darbyshire

Necessary Mail Box!

It's functional, of course, but it can be attractive, too

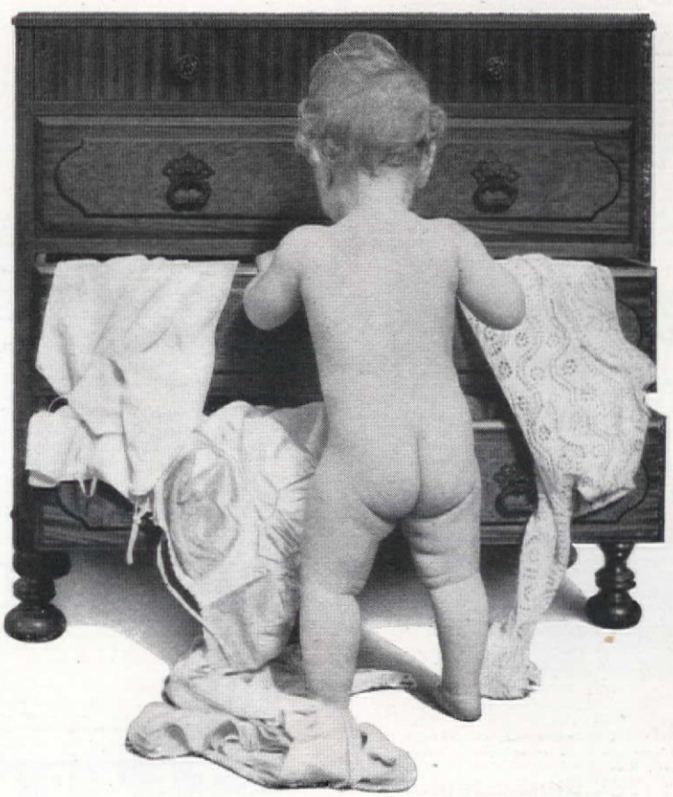
SOMEONE has said that, "Posting a letter is one of the few entirely romantic things left to the modern world." Might not the same be said of getting one? . . . Why not, then, carry the romance into the setting, the decoration of its concrete symbol—the mail box, to which we entrust, and from which we receive, messages of friendship, greeting, love? These pictures show how this has been done, in various attractive ways, by three cheerful California homeowners: On page 104, Mr. and Mrs. Archer Gibson of North Hollywood; above, Mr. and Mrs. R. H. Broomfield, of Tarzana; right, Mr. N. C. Allison of West Los Angeles.

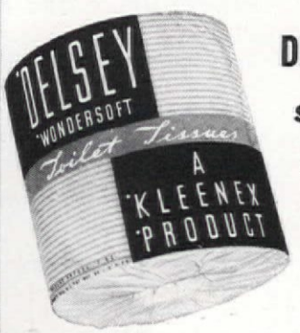


IDEA!

MARTHA DARBYSHIRE

I just gotta find that Delsey– it's soft like Kleenex!





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Write For Free Book

THE plans of our new (rented) Southern California home did not include a patio. But the setting—palms, cypresses, a monkey tree and the nearby San Gabriel foothills—made one a *must*. Finally the landlord agreed to have the contractor include a covered, paved terrace, 9 by 18 feet, in a rear ell convenient to living room, bedroom, and garage. Of course, both Toby and I were already thinking about the fence needed to complete the picture, but I told her that we were *not* going to ask him for that. If we were to have a fence, I'd build it myself.

We scanned most of Los Angeles County but saw nothing to fit our requirements or budget. So I put my artistic and creative skill to the test and sketched something that Toby said wasn't bad, if it wouldn't cost too much. Well, the contractor had left sand; stones from any dry wash were ours for the hauling, so all we needed to buy was cement and second-hand lumber. Gradually (and laboriously) we accumulated the stones while I

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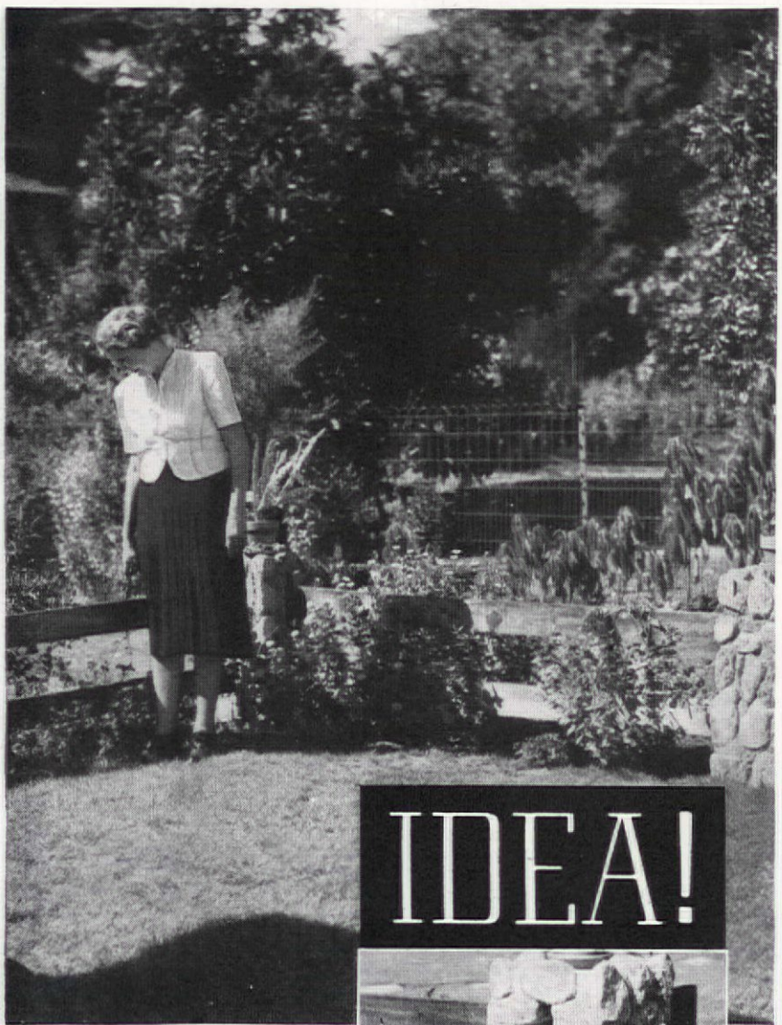
developed qualms because I kn
nothing about mason work. Th
increased when a neighbor said
first completed post reminded h
of a tombstone. But we went throu
with it and when we had brush
the checked, musty, redwood plan
with linseed oil they looked li
seasoned old mahogany. Those
plank, 10' by 4½" by 1¼", and t
bags of cement cost me $2.30; To
paid fifty cents for fifty plants
lobelia, ageratum, pompon zinni
clove pinks, phlox drummondi, b
gonia and coral bells. And one da
when the border along the fen
was a riot of color, the landlo
brought a prospective client to s
the house. "Oh, and I must have
darling fence just like this one
she said. Well, *your* chest wou

Rustic Fence would be proud of

And the cost?—$2.30 of my money; 50¢ of Toby's

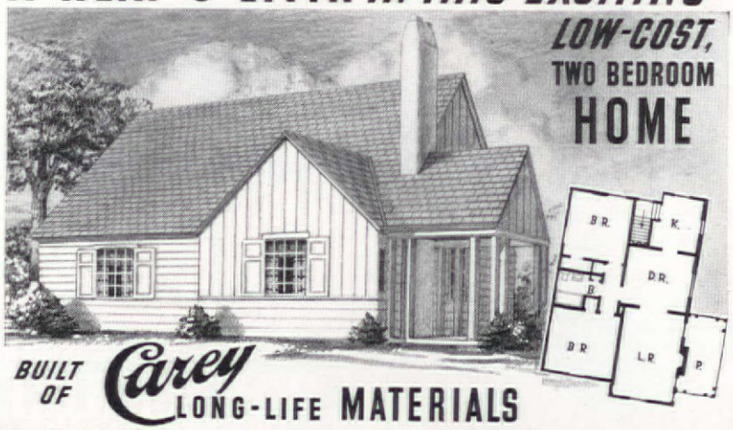


IDEA!

have swelled with pride, too.

Directions: Posts are 26" high, 14" square at the base and 12" square at the top. Make them in a form of four pieces of wood cut that size. Two have two 5½" by 1¾" slots, spaced 5½" from the base and 5½" apart; the other two, minus slots, have cleats for the others to rest against when form is assembled, wired together, set over a 15" deep excavation, lined up, and leveled. Select stones for size, shape, and color and dip in water before setting in cement in form. Build to lower slot opening, then insert two or three wedge-shaped boards all the way through the form (to make a place for the planks); build to upper slot and repeat. Let cement set twenty-four hours before forcing out wedges, removing form and cleaning off excess cement with putty knife and wire brush. For corner post slots, fit a board cut to exact size between inside of form and center of crosswise slot boards; after removing form, bore and chip it out.

A "HEAP O' LIVIN" *IN THIS EXCITING*



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BUILT OF Carey LONG-LIFE MATERIALS

● This attractive 5-room, American-type home is designed for year 'round comfort and easy housekeeping. It is substantially built to provide low-upkeep living accommodations for a lifetime and to be a sound investment financially.

Outside walls of Careystone Siding, fireproof and rot-proof. Roof of beautiful, long-wearing Cork-Insulated Shingles. Sidewalls and ceiling insulated with CAREY Rock Wool, assurance of maximum comfort and low-cost heating. Walls in bath and kitchen finished in fireproof CAREY Wallboard.

This is CAREY House No. 109. May be built under liberal F.H.A. Plan and paid for in easy monthly installments. Write for floor plan and description, with directions for securing blueprints and specifications of this and other unusual homes.

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Look for this ASQU label on the roofing you buy—it is your assurance of longer roof life—lower roof cost per year.

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MANY manufacturers of breakfast sets are now offering tables with Formica tops. These tops have great beauty of surface and color, do not spot with fruit acids or other liquids associated with food, do not chip or crack, stand 250 degrees of heat. Formica does not change in appearance after years of use. Similar tops are used in fine ships like the Queen Mary and S. S. America, in trains like the Twentieth Century and Broadway Limiteds, in hotels like the Waldorf and Palmer House. Be sure to ask your furniture dealer to show you a dinette table with a Formica top. Literature on request.

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My husband said I was smart...

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What's wrong here?

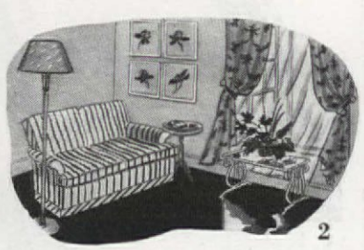
WIN A PRIZE!

WHAT do you know? And how well can you tell it? Every month we are going to play our own little quiz, we are going to pose some problems about all sorts of things, decorating and gardening and building and keeping house and giving parties and going to them, and bringing up the young and feeding the family and living well in general. We are going to show you picture errors and we are going

What's wrong here?

1

What's wrong here?



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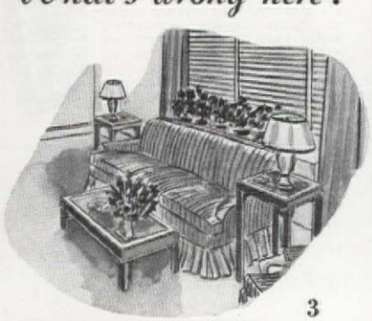

3

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Shure — 'tis magic!

Fill this amazing novelty with water—spread seed—watch miraculous growth of bright, green hair, eye brows, and sideburns. Grows for months; can be cut and planted again and again. PADDY is 5 inches tall. Durable pottery. 'Tis grand, unusual gift. $1.00 postpaid, complete with seed. Satisfaction guaranteed or money back.

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NOW AVAILABLE FOR HOME USE

● Cascamite is revolutionizing industrial gluing—And now it's ready for YOU! Modernize YOUR home workshop, simplify household repairs with CASCAMITE, the quicker, cleaner, *permanent* glue.

MIXES IN A MOMENT in cold water. No heating. No waiting.

WATERPROOF—actually stays stronger than wood, even after prolonged soaking.

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WIN A PRIZE!

to make them as hard to spot as we possibly can. See how many you can guess right. We will grade the papers, and call seventy-five passing, and if you pass you will get a prize from our idea grab bag, a very special idea from one of our pet idea people. Ideas are funny, they are the most elusive, hard to get and keep things in the world. But we are lucky, we've got 'em, and we're big hearted, so every month we will part with one as a reward for smart thinking on your part. It is really a grab bag, the idea may

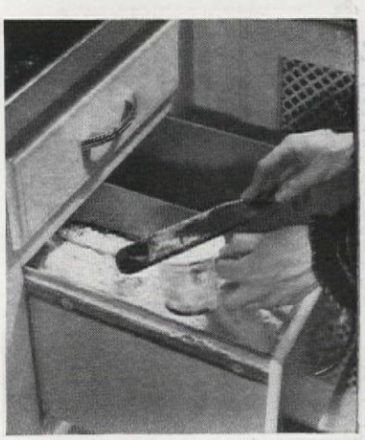
What's wrong here?

4

What's wrong here?

5

What's wrong here?



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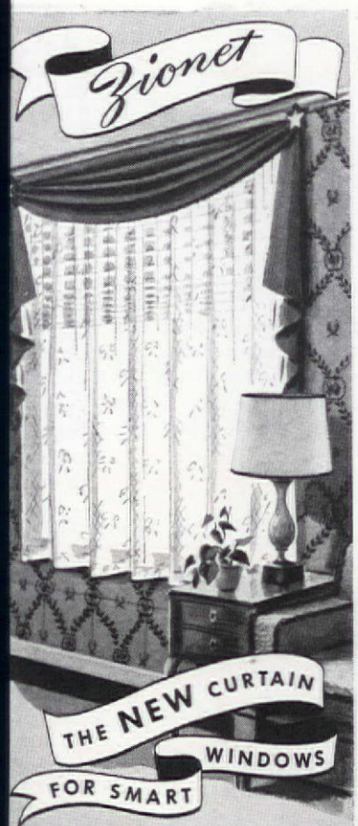
WIN A PRIZE!



Be first to enjoy the sunny lightness and loveliness of these durable, washable curtains. Sheer, beautiful and decoratively correct with or without draperies. And charming to veil your Venetian blinds. See Zionet Curtains now in your leading store.

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BEFORE you decorate *any room* this Spring, ask your wall-covering dealer or your paperhanger to show you his 1941 SANITAS Style Book. The SANITAS X-ray in the front of the book shows clearly just why SANITAS is stainproof; permanently washable . . . why it so successfully covers imperfect walls and ceilings . . . making them look new. For 38 years SANITAS has enjoyed a fine reputation for *proven* WASHABILITY and WEARABILITY—now SANITAS wins a new name for BEAUTY!

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WIN A PRIZE!

be in any department, but it won't be for any of the rest of our two million readers, just for you all by yourself. See if you can pass our quiz for fun. We'll publish the answers the next month so the suspense won't be too great. Please make your answers as brief and to the point as possible; a lengthy explanation is unnecessary. *Use the key number* under each picture to identify the answers.

Of course, as in any contest, even of wits, the judges' decision is irrefutably final and *we won't get involved in any discussion of it or in any correspondence whatsoever.* It is our quiz, our own game, and we will have to be granted the privilege of "no arguments." You may rely on us to be as completely fair as is humanly possible, but we will try to make our quizzes real teasers, too. How smart are you?

What's wrong here?

7

What's wrong here?

"HENRY! DINNER'S READY, HURRY UP. WE'RE HAVING A ST. PATRICK'S DAY PARTY."

8

"O.K." I'LL BE THERE AS SOON AS I FINISH PRUNING THESE FORSYTHIAS."

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Make your basement DRY *and* LIVEABLE

There is no need for a basement to be wet or damp, an unsightly catch-all—a place for the furnace, its ashes, rubbish and castoffs. Basements cost money and they can and should be a perfectly dry, beautiful, liveable part of the home. Dry basements are assured by Medusa Waterproofing. If your basement is damp, have Medusa Waterproofed Gray Portland Cement used in a plaster coat on the walls and a topping for the floor. When planning a new home, insist that all concrete, mortar and plaster coats used in the basement be made with Medusa Waterproofed Gray Portland Cement or if not available Medusa Waterproofing Paste or Powder. Send the coupon for booklet, "How To Make Basements Dry and Beautiful."

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- Pride of ownership and pride in craftsmanship meet in these paneled walls of Western Pines.
- The rich texture of these shadowy-grained woods is beyond compare, whether used as paneling or wainscoting—whether formally or informally, in living-room, dining-room, bedroom or hall—whether waxed in natural finish, stained and rubbed to an age-ripened patina or enameled in a lustrous egg-shell finish.
- If you are interested in beautiful and distinctive interiors, write for a copy of our illustrated booklet, "Building Your Home." It is FREE for the asking. Western Pine Association, Dept. 144-F, Yeon Building, Portland, Oregon.

*Idaho White Pine *Ponderosa Pine *Sugar Pine

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"What Perfect Planning!"

And <u>you</u> can do as well at a surprisingly small cost

HERE'S our Kohler Lavette, or powder room. No bigger than a clothes closet, but what a convenience. The Strand lavatory, long and narrow, is designed especially for small rooms. The quiet one-piece Integra closet is compact — a space saver.

A grand new idea in baths. The Cosmopolitan bench bath with wide rim, flat bottom—and an innovation, the Triton, which mixes water for bath or shower and replaces faucets. And see—Cosmopolitan recess bath, Gramercy lavatory, Walcot dental lavatory and Integra closet make a Kohler matched set.

Now step into my kitchen. Here's my Camberley sink, with acid-resisting enamel . . . deep basin . . . wide ledge . . . two large drainboards. See the handy hose with cool-grip spray, the swing spout and Duostrainer. All so convenient!

EVERY HOME can have Kohler quality plumbing, at modest prices. Kohler offers a complete line of fixtures and fittings for bathrooms and kitchens—many styles and sizes. Ask your Master Plumber to help you select the fixtures best suited to your needs. Convenient time payments if desired. . . . Kohler Co., Kohler, Wisconsin.

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KOHLER OF KOHLER

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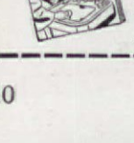

• Please send your colorful 24-page book showing new plans and color schemes for bathrooms and kitchens. (Address Kohler Co., Dept. 1-S-4, Kohler, Wisconsin.)

☐ I plan to build ☐ I plan to remodel

*Name*_____

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Looking fo

AS FAR as we can see there absolutely no point in every one's having the same litt Duncan Phyfe coffee tabl the same tippy lamp tables, the sam standard sofa and chairs. Of cour they're perfectly "correct," and far *t* perfectly conventional. We're all for bit of whimsy or whatever you wa to call it, even if the men folk and t next-door neighbors think we're abs lutely crazy. Surprise is good for u and why not buy something surpri ingly new the next time you go furn ture shopping? That, say we, is all the good and we'll give you a go star right here and now. Here is "hot news" from the latest furniture shows right out of our notebooks.

We cast our vote, without hesitating a moment, for the little "console" (1) which has a lot more pep than the usual four-legs-and-a-top. It takes up a wonderfully small amount of space (30" wide x 17" deep x 32" high), and has two useful drawers and a shelf. Grand for

1

Robert W. Irwin

Widdicomb

Widdicom

You can be original if you really want to with this NEW furniture

3

Michigan Seating Co.

4

Michigan Seating Co. 6

5

J. L. Chase Co.

Style is one of those things no one should do without. It isn't costly, and what it does for everybody!

OOMPH? *Here it is!*

7 W. F. Whitney Co.

8 Conant Ball

W. F. Whitney Co. 9

it got style! Our idea of a secretary that really *does* something for a room is made of maple (**15**), the shelves painted on the inside to show off perfectly your books and bibelots. Personally we'd always leave the cupboard doors open! And last, but by no means least, comes a new version of the "studio couch," really a revival of an old idea which has been sleeping far too long. This "duo-divan" opens to provide sleeping quarters for two people, yet it won't entirely fill that one-room apartment or study that at times has to double as a guest room.

There! All you have to do is pay your money and take your choice, and you'll find your room taking on a fresh, spring look, as gay as the flowers on your new hat.

that small hallway, in pairs for the living room or dining room.

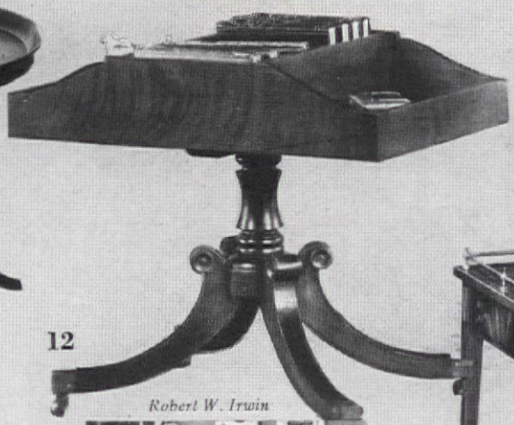
Because it's made of elm in a natural, light finish, we like the practical table-desk (**3**) with its leather top. It isn't fancy, we admit, but we like its business-like air. The chair that goes with it (**2**) has a good, wide seat for comfort. The upholstered chairs (**4, 5, 6**) will give any room that oomph you've been looking for for a long time. They're not too big, even for a small room, and they're all as comfortable as can be. We've sat in them, so we know.

You who have always liked Early Americana can also have your bit of fun. Some of the new maple things take their cue from Pennsylvania Dutch furniture, and what they'll do to give your room zip! Two chests and a dough tray (**7, 8, 9**) with their painted decorations are really

10 Conant Ball

Mersman

11



12 Robert W. Irwin

Brandt 13

Hickory Chair Mfg. Co. 14

Gertrude Stein might say "a table is a table is a table." But, come now, is it, really?

Englander

W. F. Whitney Co. 15

16

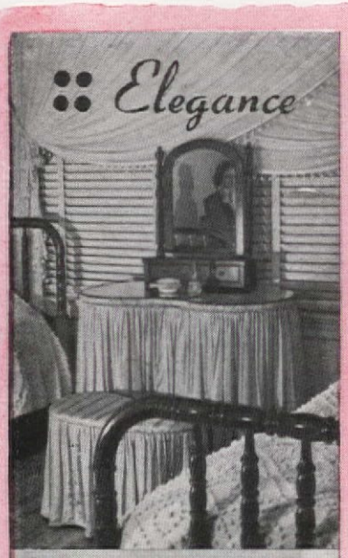
picturesque, to say nothing of that comfortable sofa (**10**).

Occasional tables *needn't* all be stamped out of one mold. The two-tier round table (**11**) has double the usual surface space, and its three legs guarantee a good balance. Books you are reading currently, to say nothing of your favorite plants, fit graciously into the various sections of the pedestal table (**12**) and then there is more space for those cigarettes and ash trays. (As efficiently planned as your kitchen!) We give an extra vote of thanks to the coffee table (**13**) for its brass gallery, to save coffee cups from sliding ignominiously to the floor, and because it can be moved about on its neat castors wherever it is needed.

Another chair we're pretty excited about (**14**) has no arms, to be sure, but is comfort personified, just the same. And hasn't

When you face rows and rows of furniture in a store, of course it's hard to choose. Follow our tips direct to gaiety and originality

Use your

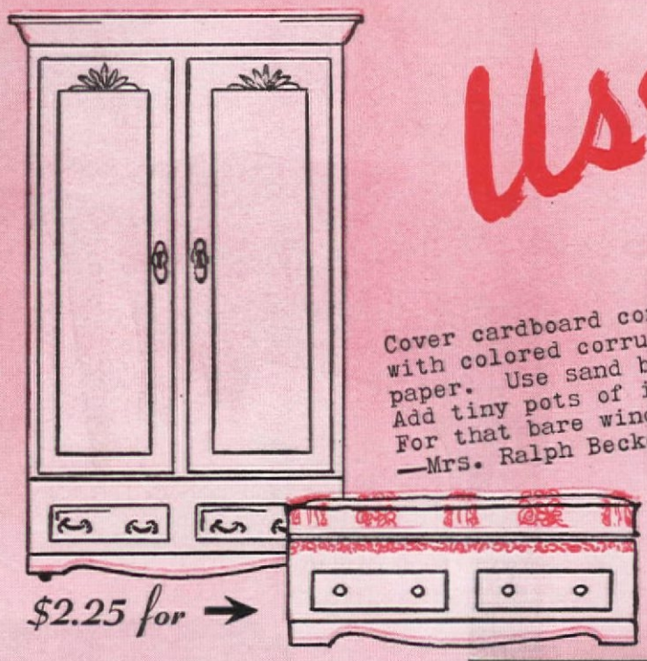


OF COURSE you can use $10 a yard satin—but I've discovered that 2¢ a yard cheesecloth is pretty elegant, too! Just a matter of having enough nerve to experiment with the lowly stuff.

Measure and cut the necessary lengths, allowing about 4 inches for shrinkage on a 2½ yard curtain. Now sew panels together on the edge of the selvage. (For medium windows three panels to a side.) Instead of a regular heading, face top with a strip of sheeting to give extra body. To get a crinkly effect, hide the selvage seams, dip curtain in hot water, wring, gather up the ends so it looks like a long rope, and hang up to dry in this form. When dry, sew on the ball fringe. Large ball-and-cord tie-backs give added drama.

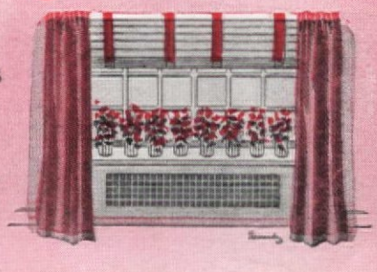
My curtains are two years old, have been laundered at least eight times, and are as good as new!

MARY PELHAM MCNAMARA

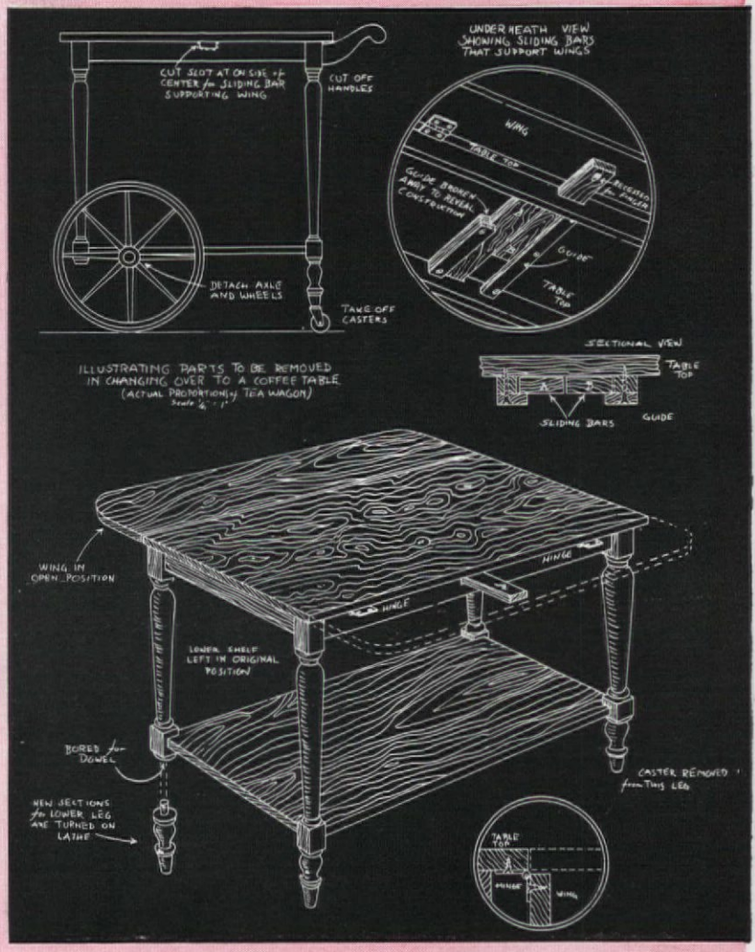


Wardrobe closet to record cabinet! Use leatherette top and wallpaper border.
—Wilhelmine L. Shulte

Cover cardboard containers with colored corrugated paper. Use sand bases. Add tiny pots of ivy. For that bare windowsill.
—Mrs. Ralph Becker



MODEL-T TEA WAGONS, no longer the smart thing to wheel around, can be made into big, useful coffee tables. Follow the simple diagram below—it's easy to pull out the castors and remove handle, axle, and wheels. Then have a school boy who takes manual training make legs to match the original two. The wings are then hinged on, with sliding bars to support them.—HI SIBLEY



PEASANT MOTIFS decorate this delightful little bed, one of two in Vicki Baum's boys' room. A good idea, too, for a gay little summer-house bedroom. Have any carpenter make the base and post for ordinary box spring and mattress. A conventional peasant motif is easy to paint on but, if you like, wallpaper or decalcomanias give the same effect. The spread is a simple homespun type, and the canopy pleated in a bright cotton plaid.—ETHEL MCCALL HEAD

Don't store all those onions, potatoes, and apples away in ugly bags; bring them out into the open, march them down the pantry shelf in wicker baskets. Convenient to get at, ever so beautiful to look at!

imagination!

If you are one of those couples who have to share a closet – don't be sad, have some fun with it. Paint your side pink, his side blue. Then write "Hers" and "His" on the wall

MRS. ALLAN C. LITTLE made this loving-hands-at-home contest winner. It is to be used as a nut cup at a stork shower. Made of pink crepe paper with a pipe cleaner for a handle, it has candy mints for wheels. The base is a small cardboard box with the crepe paper crinkled around it for effect.

PLAIN, ORDINARY STRING!

THE FOUNDATION of this rug, which looks like the lush product of a decorator, was a piece of canvas, 27" by 36", and its deep, fluffy pile was once a cone of string at the corner grocery. First mark off canvas in lines an inch apart. Then wind string twenty times around a piece of cardboard five inches wide. Cut string at both ends; place it across first line marked on canvas; stitch down middle of string, which is on line. Repeat until first line is covered, and then go through the same process until all lines are covered. Result? A luxurious rug that not only holds its own, but *improves* with washing!—OPAL MCNUTT

Two more loving-hands - at - home winners. A baby quilt by Mrs. S. C. Pearce. No patterns available but more information upon request. Mary Jane Pressely made the little girl's linen story book. It tells about "Gladys Goldfish," and her escapades.

If you thrill at the sight of a freshly shaven lawn — yet tire of pushing your hand mower when you need to play golf—relax! Get yourself a Jacobsen Lawn Queen Power Mower. Any high school boy or girl can operate it. So can you—and have lots of fun. No work—just play—half an acre in thirty minutes.

A mechanically perfected power mower that will last a lifetime.

Mail Coupon Below!

JACOBSEN MFG. CO., 742 Washington Ave., Racine, Wis.
Please mail literature and prices on hand and power mowers for.....acre lawn.

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Sprayers for EVERY PURPOSE

BOOKS RECEIVED

—Mostly on Gardening

Art in Everyday Life: Harriet and Vetta Goldstein. Third edition; 498 pp.; Macmillan; $3.75.—A modernized study of fundamental principles of design and color applied to things we wear, see, and live with.

The Antiquer's Picture Book: Marion Nicholl Rawson; 96 pp.; Dutton; $2.50.—An album of some 700 sketches of farm and household objects, quaint and full of memories.

The Art of Japanese Gardens: Loraine E. Kuck; 304 pp.; John Day Co.; $5—A comprehensive, well illustrated study in large, handsome format.

A Book of Garden Flowers: Margaret McKenny; illustrated in lithograph by Edith F. Johnston; Macmillan; $2.—Thirty-three familiar favorites in a companion volume to their The Book of Wild Flowers.

Bouquets and Bitters: Julian R. Meade; 271 pp.; Longmans, Green; $2.75.—Conversational comments about a garden lover's travels.

Coloring, Finishing and Painting Wood: A. C. Newell; Manual Arts Press, Peoria, Ill.; $4.50.—A complete and detailed textbook.

The Circling Year: F. F. Van de Water; 222 pp.; John Day; $2.—The contagious enthusiasm of a writer who lives in the country.

The Doll House Book: Helen Dean Fish; illustrated by Hilda Richman; 154 pp.; Stokes; $2.—Complete instructions for making and furnishing a doll house, abundantly diagramed.

The Earth Speaks: Princess Atalie; 223 pp.; Revell; $2.50.—Flower and plant folk lore of the Cherokees told and illustrated by one of them.

The Garden Clinic: Lawrence Blair; 146 pp.; Macmillan; $2.—A picture book, with explanatory text, of everyday garden practices.

Gardening Without Soil: A. H. Phillips; 138 pp.; Chemical Publishing Co.; $2.—An English introduction to this popular subject, characteristically sane and lucid.

Gardens and Gardening: Ed. by F. A. Mercer and C. G. Holme; Studio Publications; $4.50.—An example of Britain's noble determination to carry on with the things she loves.

Gardens of Character: Marion Cran; 284 pp.; Macmillan; $3.—Personal garden reminiscences, grave and gay, of an English woman.

Green Enchantment: Rosetta E. Clarkson; 328 pp.; Macmillan; $3.—Another delightful compilation of ancient facts and fancies about plants.

Grow Your Own Fruit: M. G. Kains; 434 pp.; Scribner's; $3.50.—A complete manual for the home gardener that tells you how and why.

The Home Book of Trees and Shrubs: J. H. Levison; 424 pp.; Simon and Schuster; $5.—A big, handsome, abundantly illustrated book about woody plant needs and uses.

In Southern Gardens: Clarke and Marjorie Wilson; 80 pp. Stewart W. Wilson; $1.25.—Practical information about gardening in the Gulf Country.

Modern Roses: Dr. J. Horace McFarland; 256 pp.; Macmillan; $5 ($4 to American Rose Society members). --A revised and enlarged edition of the accepted "Who's Who" of roses.

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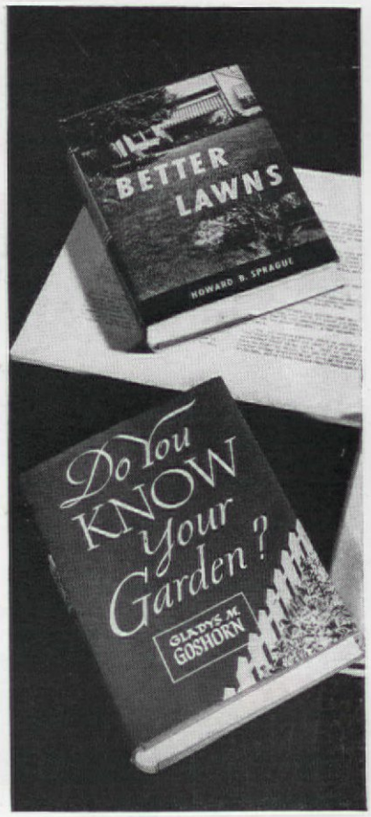

Books

The New Garden Encyclopedia: E. L. D. Seymour (ed.); Wise and Co.; $3.—A garden "best seller" revised, enlarged from 1300 to 1350 pages, and reduced in price.

Parents Can Learn: Helen Ellwanger Hanford; 264 pp.; Holt; $1.75.—Advice for men and women on how to make their parenthood good for their children, themselves and society.

Plants With Personality: Patrick M. Synge; drawings by John Nash; 244 pp.; Dutton; $3.—Descriptive notes by a world traveler.

Shrubs in the Garden and Their Legends: Vernon Quinn; 308 pp.; F. A. Stokes; $2.50.—Facts and tradition about useful woody plants.

Siftings: Jens Jensen; 112 pp.; Ralph Fletcher Seymour; $2.50.—Recollections and meditations on experiences with plants and people.

The Stone of Destiny: Hugh Findlay; 80 pp.; Kaleidograph Press, Dallas; $1.50.—Poems of faith in Nature by an horticultural teacher.

Texas Wild Flower Legends: Nancy Richey Ranson; revised; Kaleidograph Press; $1.50.—Retold tales.

There Was a Garden: Daisy Lemon Coldiron; 68 pp.; Kaleidograph Press; $1.50.—Poems by a garden lover.

Three Neighbors: Russell Doubleday; 104 pp.; Doubleday; $1.75.—Excellent photographs and friendly talks about trees that folks live with.

Trees and Shrubs for Landscape Effects: Marian Cruger Coffin; Scribner's; $3.—A workmanlike discussion of the use of plant materials.

Where Did Your Garden Grow?: Jannette May Lucas; illustrated by Helene Carter; Lippincott; $2.—An unusual combination of botanical, geographical and historical lore.

F. M. Demarest

for the Gardener

WITH a bumper fourteen-months' crop of garden books before us, only a few that are definitely different can be given more than a bare listing. One of these is Gladys M. Goshorn's *Do You Know Your Garden?* (Oxford Univ. Press, $2.50). Here are thirty-five chapters of questions of the "Information Please" type about gardens and gardening; a veritable mine of information for gardeners, garden party hostesses, and garden club program committees. Amusing chapter head decorations by Julian Brazelton reflect the jolly spirit of the book. *The Gladiolus, 1941,* which is the sixteenth annual year book of the New England Gladiolus Society (Boston, Mass.) is in itself reason enough for joining that enterprising organization. Of course, a certain amount of interest in this popular summer flower is a prerequisite for full appreciation of its 196 pages of information about hybridizing, botany, research, enemies, general culture, commercial activities, originations, trials and ratings of new varieties, etc. Professor H. B. Sprague of Rutgers University, New Jersey, is a nationally recognized authority. His *Better Lawns* (Whittlesey House, $2) is really the last as well as the latest word on how to make lawns, how to care for them, what grasses to use under different conditions, and how to solve the problems that lawns give rise to. Dr. Cynthia Westcott's *The Plant Doctor* (F. A. Stokes, $2) in its revised, enlarged form, remains about the only book of its kind—a practical, detailed guide to plant protection on an actual, down-to-earth garden basis. This edition contains new facts about pests and control measures plus chapters on problems in the South and Far West based on travels there. Color is so vital a factor in the arrangement of flowers that the excellent books heretofore published on this widely practiced art have been handicapped by being tied down to black and white illustrations. In *Flower Arrangement in Color* by Fred F. Rockwell and E. C. Grayson (Wise and Co., $2.95), concise, straightforward text is magnificently supplemented by the sixty-one plates in full color from kodachromes by Frederick W. Cassebeer, flower photographer extraordinary. Helen Field Fischer and Gretchen Harshbarger have done a grand job for plant lovers in bringing together in their book, *The Flower Family Album* (the authors, Shenandoah, Iowa; $1.50), some of the best loved garden subjects and some of their commonest wild relations, on the basis of their underlying botanical family relationships. Each page of Mrs. Harshbarger's accurate and pleasing drawings (to scale) of typical cultivated and uncultivated relatives is faced by descriptive text. The large page size and spiral wire binding add to the convenient usefulness of this unique and useful handbook.

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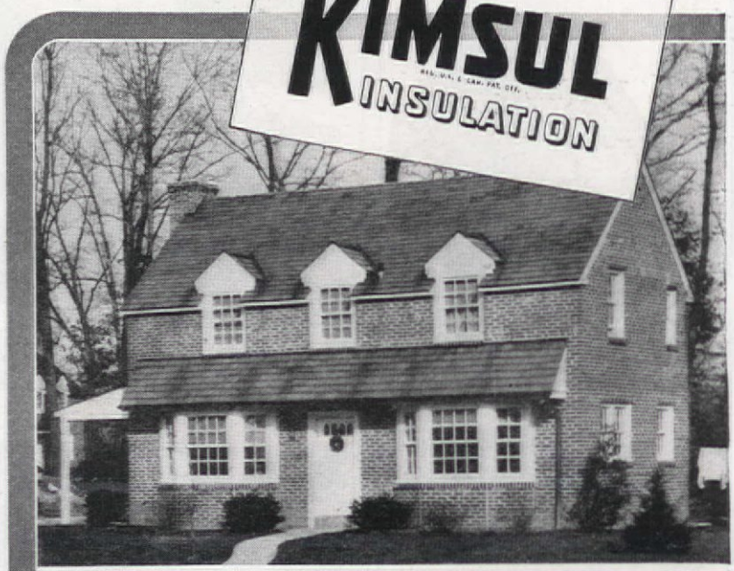

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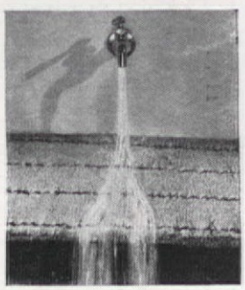

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Danger Spots!

CLIMBING vines can cover a multitude of architectural faults but don't let them run away with the house. Particularly when it's a stone house and they get strong enough to pull out mortar from between the stones. Look out for crevices and fissures caused by shrinking, drying window frames, too, before they need expensive caulking and repointing and before they're large enough to cause real heat loss in the house.

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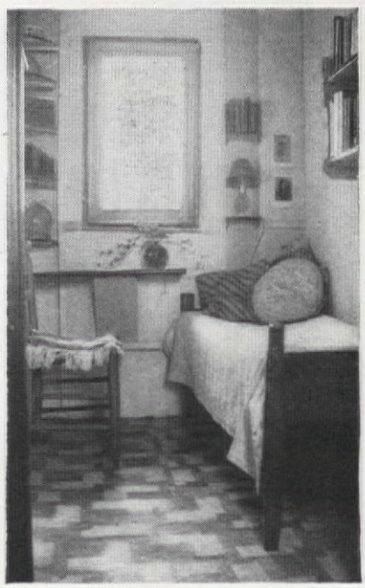
SOMETHING had to be done. I wanted to entertain my noisy young friends, my parents wanted to enjoy their newspapers and favorite radio programs in peace, and our house didn't seem to have room for parents and parties at the same time. Finally I decided to build another house, right in our own back yard! And my handy-man father was going to be my partner in the enterprise.

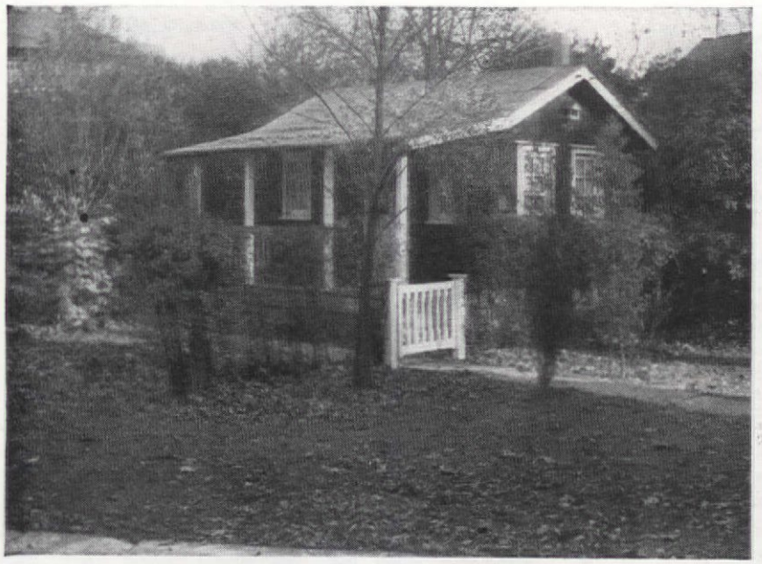
One Saturday morning Dad began digging the foundation of my 8' x 16' three-room house, while I searched the countryside for stones for it. Our unsuccessful rock garden was the best source of material. A salesman for a near-by lumber company helped us select joists, beams, and uprights of pine and hemlock. The window sash, doors and frames

$200



were bought at a local planing mill. The cost of all lumber, including the "roofers," cedar shingles covering the clapboards on the exterior, and the six-inch tongue and groove flooring boards, was $85. In addition we bought an asbestos composition to cover the ordinary "roofers." Interior ceilings and walls were lined with quarter-inch two-ply boards. From books and magazines on building, and by experimenting, we learned how to put things together. Our only outside help was for electricity—$22 for fixtures and outlets, the current connected with the main house.

The floors and walls were easy, but at first we were baffled by the intricacies of a fireplace. However, after we had watched workmen building fireplaces in new houses, we thought we could do a successful job. We did! When it was finished there were only two bricks left out of the 700 we had estimated.



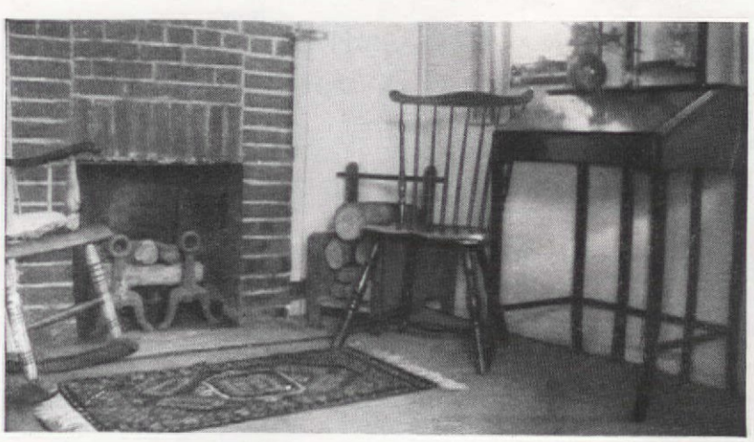
to build AND *furnish!*

It's only an 8′ x 16′ playhouse, built and furnished by amateurs. But that's big enough for the younger generation to entertain in while Mom and Dad read and listen to the radio in peace

ISABEL HIGH

Altogether there are eight casement windows and two doors, front and back. The 8′ x 8′ living room is furnished with a desk, bookcase, radio, and two chairs. One of the smaller rooms has a built-in bunk, chair, drop-leaf wall desk and bookshelves lining two walls. The third and smallest "room," closed off from the rest, is used as a closet for garden tools. In the two main rooms, woodwork is bright red with ivory walls. I made gay curtains and slip covers, and an old-fashioned, pot-bellied stove, bought for $8 at a country sale, provides heat in winter. It's painted to fit in with the rest of the color scheme.

The house cost us $196, some bumps, bruises, and black fingernails. But we proved beyond any doubt that anyone could build a tiny house, and economically, too.



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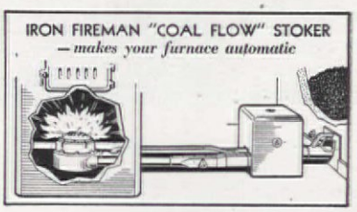

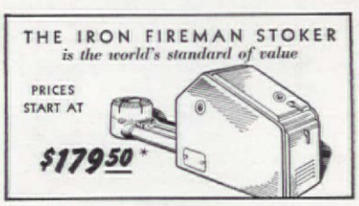

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NOT England

but in California!

Like a gingerbread house in a storybook is Tinker Dell, with its high, picturesque roof of weathered-cedar shingles, its antiqued timbers in faded lemon yellow walls

NOT a setting for Peter Pan, nor in Barrie's Thrums, nor even in our beloved, besieged Cotswold part of England, but right on the sunny slopes of a California hillside overlooking San Francisco Bay are these picturesque cottages. Though they're only a few years old, they have the same look of "belonging," of having been long established in their setting, as their ancient prototypes in England.

An almond orchard, misty white when in bloom, lies all about them and its beguiling influence probably affected the architecture considerably. The houses have much of the same dream-like, fanciful quality. Their whimsical, tumble-down, heart-catching charm is an authentic, not a psuedo one. And if the word "charm" provokes a lifted eyebrow from the functionalists and modern-minded among you, be assured that this charm is linked with practicality, too. As built by Miss Elizabeth Patterson, these are tight,

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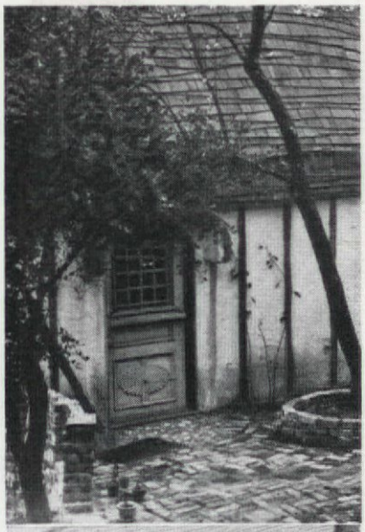
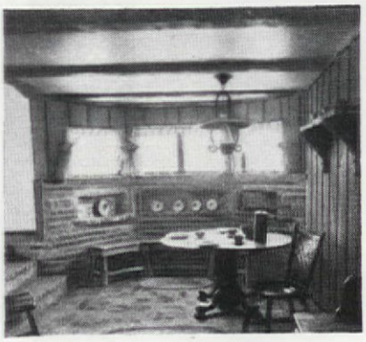
snug little homes with all their carpentry, masonry, plumbing, and wiring right up to snuff and up to building code regulations.

Miss Patterson began her building career, like many others, by building herself a home which she believed would be hers forever. But after finishing it she received



Small brick copings around trees, brick-paved courtyards, old exposed timberwork, are some of the details which lend quaintness



Combined kitchen, dining room

so many offers to lease it that she moved out and built another cottage down the hillside, a peasant type with a thatched roof. Once again, would-be tenants bid for it. But soon this thatched cottage, the "Owl House," burned down. Miss Patterson took a good look at the tile floor which remained, decided its new shade of burnt orange

WHOA!!!

He was going places until his "boss" blew the stop signal on his new Purina

"SILENT" DOG WHISTLE

Train your pet or hunting dog with this amazing whistle . . . your dog can hear it when you can't! Not a toy. Same pitch and frequency as imported "Silent" Whistles selling for as much as $1.75, yet it's yours for only 25c and the special coupon from a bag of Purina Dog Chow! Ask your Dog Chow dealer about this scientifically balanced *DRY* food that's so good for your dog and economical, too!

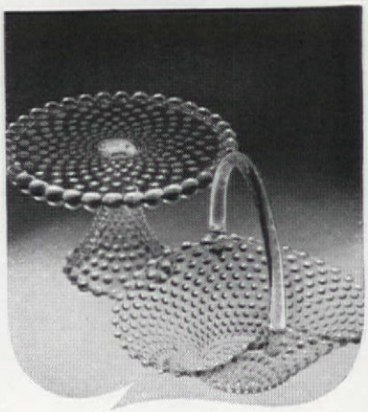
PURINA MILLS ... St. Louis, Mo.

PURINA
DOG CHOW

CALL WESTERN UNION ... They'll tell you where to buy DOG CHOW

Duncan

Crystal . . .
or Cranberry pink . . .
or Cape Cod blue



"old Hobnail"

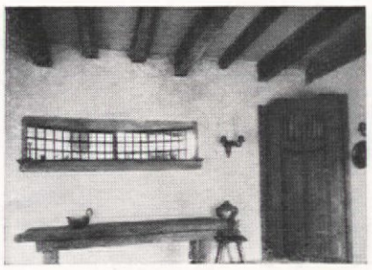
Send for illustrated folder with noted decorator's description of this age-mellowed Early American pattern.

THE DUNCAN & MILLER GLASS CO.
On the Old National Turnpike
at Washington in Pennsylvania
Send me your folder on "old Hobnail."

Name.....

Address.....AH-441

was handsome, indeed, and with the insurance money started all over again. But this time she substituted asbestos shingle roofing for the thatching and saw to it that the cottage was as fireproof as she could get it. By now, she recognized the fact that the building bug had her for keeps so she rented the new house, and built a Dutch cottage, also with Old World character.



• roast leg of veal

RUB a 4½ to 5½ lb. leg of veal with salad oil; season with salt and pepper. Place, outside up, on a rack in an open roasting pan. Do not cover; do not add water. Roast 25 to 30 min. in a moderate oven (350° F.). If you use a roast-meat thermometer, it should register 170° F. for the correct degree of "doneness" of the meat. Slices of bacon or salt pork placed over the top of the roast will help keep the meat from drying out. Other cuts of veal to buy for roasting are loin, rib, and shoulder. Use left-over the next night in our wonderful recipe for veal chop suey!

First of all you need a good cut of veal. AMERICAN HOME Basic File tells how to buy

Tested in
THE AMERICAN HOME KITCHEN

• old-fashioned jelly roll

5 egg whites
1 c. sugar
5 egg yolks
¼ t. salt
½ t. grated lemon peel
1 T. lemon juice
1 c. flour
1 glass jelly

WHIP egg whites until light but not dry. Gradually add ½ c. sugar and continue whipping. Beat egg yolks and salt until light and lemon-colored; gradually add remaining sugar, and continue beating. Now fold egg whites into the egg yolks; add lemon peel and juice; fold in the flour. Line a shallow pan (11" x 1" x 15") with waxed paper and grease well. Bake 25 min. in moderate oven (350° F.). Remove from oven and turn out on a towel sprinkled heavily with confectioners' sugar. Remove waxed paper and immediately form into a roll. Let stand 3 or 4 min. Unroll and spread with jelly and re-roll. Serves ten.

Recipe submitted by
NELL A. FOSTER

Tested in
THE AMERICAN HOME KITCHEN

TODAY'S EFFORTS MAKE TOMORROW'S LEISURE

A simple menu, well planned, can accomplish much in the saving of time and energy. Read these recipes, then turn to page 123

• hula sweet potatoes

6 medium-size sweet potatoes
2 t. salt
2 T. butter
1 c. canned crushed pineapple
¼ c. pecan halves or blanched almonds

COOK sweet potatoes in jackets about 30 min., or until tender. Remove skins, add salt, butter, and mash well. Drain pineapple and stir into sweet potatoes. Pour into a buttered baking dish. Arrange nuts on top. Heat in a slow oven (325° F.). Will take about 15 min. Then place under a broiler a few minutes to brown. Serves four.

How to use left-overs: Cook double the amount of sweet potatoes required for this dish, mash and save them for our unusual recipe—chopped beef sweet potato roll!

Tested in
THE AMERICAN HOME KITCHEN

Old Pennsylvania Dutch recipe wins $100. prize for Mrs. Miles

The days are never long enough for all the things that jolly Mrs. Isabel Miles wants to do. In addition to being a "cracker-jack" cook and baker, she loves to garden, paint furniture, and sew. Her winning recipe has been in the family for years.

APPLE AND BACON MUFFINS

To duplicate the prize-winning results with this recipe you must use Royal Baking Powder as Mrs. Miles did. Its action is different than other baking powders, and to help get delicious prize-worthy results *every time* you bake, rely on Royal—the *steady action* baking powder, made with wholesome Cream of Tartar.

2 cups all-purpose flour
4 teaspoons Royal Baking Powder
1 tablespoon sugar
1 teaspoon salt
1 egg, beaten
1 cup milk
2 tablespoons melted shortening
10 tablespoons sweetened apple sauce
3 strips uncooked bacon, finely chopped

Sift together dry ingredients, add egg, milk and melted shortening; mix all together quickly. Put spoonful of batter in muffin pan. Place 1 tablespoon apple sauce on top of mixture in muffin pan and cover with another spoonful of batter. Sprinkle top with chopped bacon. Bake in moderate oven at 400° F. about 25 mins. Makes 10 muffins.

TO ASSURE BEST RESULTS—

whenever you bake, remember these simple rules. Follow recipe carefully, using level measurements; be exact on oven temperature; and above all, remember the important part baking powder plays in baking results. *Steady action* baking powder, like Royal, begins expansion the *moment* it is stirred into the batter. Royal cakes have a fine, even texture... do not dry out quickly... keep their delicious flavor and moisture longer. For four generations outstanding cooks have relied on dependable Royal for all their baking. They *knew* what Royal could do. Follow their example to help you get delicious prize-winning results, every time!

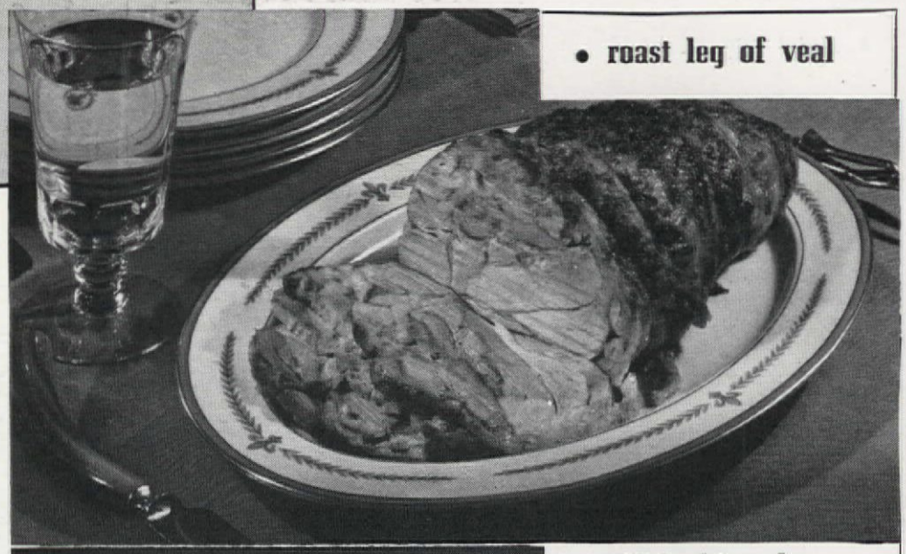
AN IMPORTANT FACT ABOUT BAKING POWDER

Royal is the only nationally distributed baking powder made with Cream of Tartar—a product of fresh, wholesome grapes. Pure Cream of Tartar makes Royal cost more per can—but the difference per baking between Royal and ordinary baking powders is only a fraction of a cent. Use dependable Royal whenever you bake—it's well worth the difference in price.

FREE—ROYAL COOK BOOK. If you bake at home you'll want a copy of the Royal Cook Book which tells how to make delicious cakes, biscuits, muffins, pies, puddings and main dishes. Send your name and address to Royal Baking Powder, 691 Washington Street, New York City, Dept. 54.

It's NEW!

Announcing ~ A NEW



• roast leg of veal

Serve it TONIGHT →

TONIGHT →

• old-fashioned jelly roll

Recipe printed on back of each photograph

Three basic recipes for a hearty meal. Now look at the facing page for three ways of using what is left over →

YOU asked for them and here they are. And they'll be here every single month—answers to four questions we get most often from you. What to do with the problem of the working wife who wants to serve an awfully good meal, and sometime before nine o'clock. To her we dedicate the "QUICKIE," attractive, appetizing and mighty acceptable to company, despite the little time she's had to prepare it. Desserts are the major request from hostesses serving light refreshments in the afternoon or evening. We offer them the "BRIDGE DESSERTS," seasonable, exciting, and simply "Delish." Mind you our bridge desserts will be very versatile affairs. While they have been invented and developed especially as the star of a party, still they can come to other tables just as well, and be just as at home. And just as welcome, too!

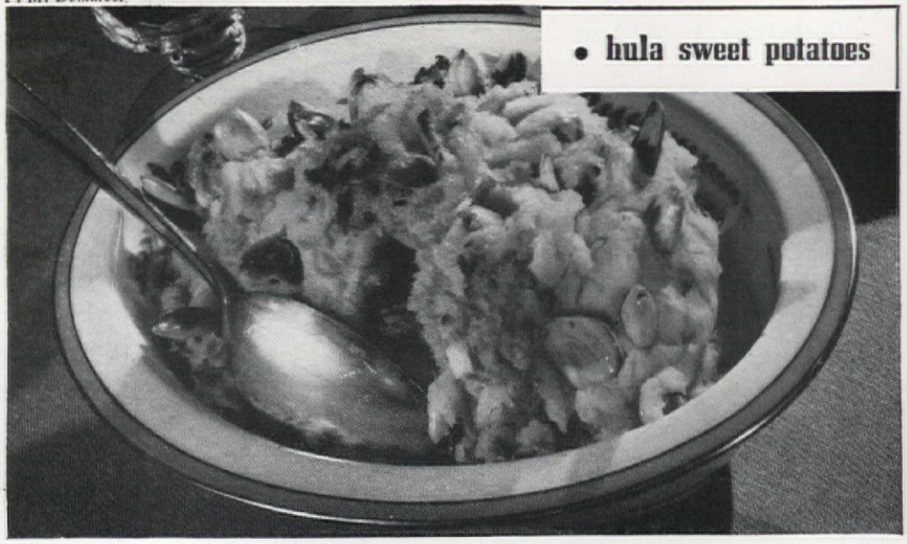
The small family, with its inevitable problem of left-overs, offers an opportunity to experiment with new flavors. Interesting dishes and menus can be developed from bits of this and that; their second act can be better than their first. Small roasts are difficult, while one large enough for flavor and juicy tenderness may leave the most ingenious housewife perplexed about its second and third appearances. Meat is one of the more expensive left-overs, and a greater loss in value if not completely used. So we shall deal chiefly with this problem, not forgetting or neglecting the other odds and ends. Each month we shall bring you exciting

TONIGHT →

and appetizing new answers for the ever-present left-overs, so completely masked, that they are really wholly new dishes and no one can ever say—"Your face is so familiar, but—" The gentle art of stretching is well known to us and we are going to show you various ways of doing that under duress, so that what started out as just a sort of pot-luck business becomes with ease the *pièce de résistance.*

Last, perhaps best, is the answer for those seeking something different, those who enjoy mastery of the art of cookery, which will serve as justification for many new laurels. To them we present with pride the "Gourmet of the Month."

F. M. Demarest



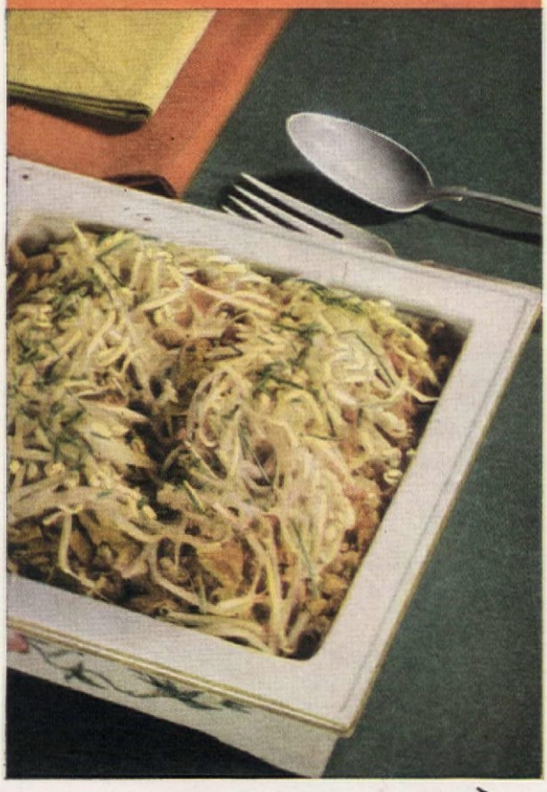
• hula sweet potatoes

Monthly Features!

Look! Special recipes and their sequels. Sleight-of-hand artists. Lightning-quick tricks and fancy flourishes. And every month the elusive "something different"

VEAL CHOP SUEY

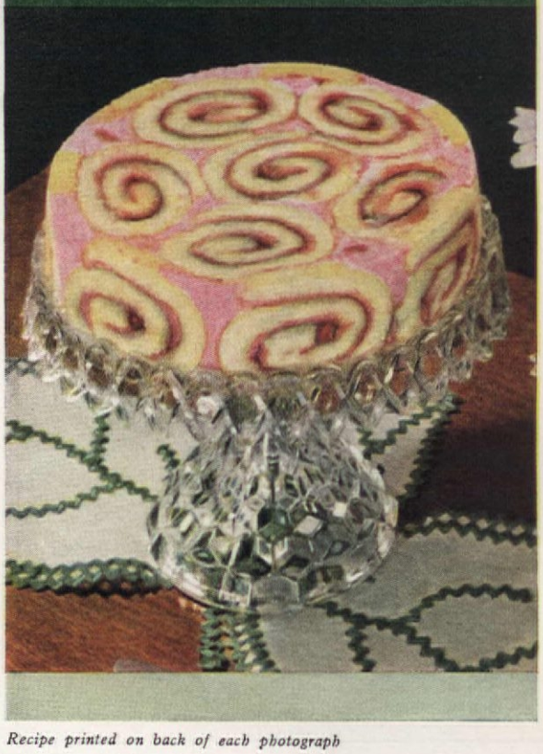
Complete disguise; no resemblance to left-over roast!



— — TOMORROW →

• PINK LADY

An easy, elegant Bridge dessert



Recipe printed on back of each photograph

— TOMORROW — — — — — →

F. M. Demarest

• SWEET POTATO ROLL

— — — — —TOMORROW ↩

• GOURMET'S MENU of the Month

Cold Vichyssoise
Raspberry Bread Sandwiches, Crystalized Ginger-Cream Cheese Filling
Breast of Chicken and Fresh Corn in Gruyère Cheese
Pear Salad, Roquefort Cheese Stuffing

We constantly are hearing that "women don't really like to cook." But from the masses of letters we get every day of our lives we think that what they really don't like is the recurrent problem of left-overs and trying to face down the accusation of sameness in their meals. We think that by starting these permanent features we are going to be effectively helpful about the most boring element in the daily question of what to eat. We propose to present Quickies that have all the finish of a chef's masterpiece, and Bridge Desserts that are not just gooey concoctions but have some spirit, and then our pet, the Gourmet's Menu, of simple usual things, perhaps, but which, perfectly used and carefully associated, become Epicurean.

HERMAN SMITH is a man who has done so many things and been so many places that everything he touches has a wise and sure skill behind it, an indisputable air of experienced poise. There are not a great many places in these United States that he does not know well and intimately, and while the Middle West may be home in the nostalgic sense of the word, New England, where he lives now, does very well. It was in New England that he ran a very famous inn and restaurant for some years. The most interesting people in all sorts of fields of endeavor, having once stopped at that rambling white farmhouse for such a luncheon as one dreams of, would come back again and again with requests for this or that favorite and, too, they would bring their own treasures to be shared and improved upon by one so versed in the Epicurean art as Mr. Smith is.

From years of association with one of the great dressmakers of the 20's, Lucille, he knows about the rich and fashionable, their tastes and flights of fancy, and their manners, too. While with Lucille, he developed his sense of color. He has very definite theories about its importance and they are so effective that they make the food he assembles look almost too good to be eaten at all. Having worked a long time with the movies, he knows about making things dramatic and exciting and all the little tricks of make-believe that are awfully important and convenient to know when you are faced with any one of the pesky emergencies that can descend without a warning sign of any kind. Little tricks like painting a brilliant star's hands and arms with ink when her long black gloves were lost at the last minute and the cameras were about to start their grinding process.

The man has so gracious and expansive a spirit that the simplest things become pleasant little treats when offered by him.

• pink lady

1 package raspberry gelatin
1 c. boiling water
1 c. fresh strawberry juice
(takes about 1½ c. strawberries)
½ c. sugar
4½ c. fresh strawberries
1 c. sugar
1½ c. cream, whipped
*1 jelly roll filled with red jelly

LINE a spring form pan 9" x 3" with waxed paper—cut round piece for bottom and straight pieces for sides. Slice jelly roll in ½" slices and place over bottom and around sides of pan. Dissolve gelatin in boiling water, add strawberry juice and ½ c. sugar. Let thicken, then stir in berries, sweetened with 1 c. sugar, and whipped cream. Pour into jelly roll mold and let stand 5 hours in refrigerator, or over night, before serving. Serves 12 to 16.

* Use recipe for old-fashioned jelly roll published in this issue.

Recipe submitted by
MRS. H. C. FOSTER

Tested in
THE AMERICAN HOME KITCHEN

• veal chop suey

2 T. fat or salad oil
2 c. cooked veal cut in thin strips
½ c. chopped green pepper
1 c. shredded onions
1 c. shredded celery
1½ c. veal stock, thin gravy or bouillon cubes dissolved in hot water
1 t. salt
4 t. cornstarch
2 T. cold water
¼ c. shredded, salted peanuts
3 T. soy sauce
1 (#2) can bean sprouts
1 (10 oz.) can water chestnuts sliced
1 c. bamboo shoots

HEAT fat in frying pan, add veal, brown slightly, and remove. Now add green pepper and onions to fat, cook 5 min. Add celery, veal stock, salt, and cornstarch, which has been dissolved in cold water. Stir, cover and simmer 5 min. Add peanuts, soy sauce, water chestnuts, bamboo shoots, and half the bean sprouts. Heat thoroughly, and pour over crisp noodles or serve with steamed rice. Garnish with remaining sprouts. This is an excellent way to use left-over veal roast or chicken, and in complete disguise!

Tested in
THE AMERICAN HOME KITCHEN

Photograph printed on back of each recipe

Upon receipt of a stamped addressed envelope we shall be glad to supply any of the additional recipes given in Mr. Smith's menu on the preceding page

• chopped beef sweet potato roll

2 c. mashed sweet potatoes
1½ t. salt
⅛ t. pepper
2 T. butter
3 T. milk
1½ lbs. ground beef
1 egg, slightly beaten
2 t. salt, ⅛ t. pepper
½ t. grated onion

COMBINE sweet potatoes, salt, pepper, butter, and milk; beat until light. Form into a roll about 7" long, wrap in wax paper and chill. Mix together beef, egg, salt, pepper, and grated onion. Roll out about ½" thick between two pieces of waxed paper. Remove top sheet and place sweet potato roll in center; wrap beef around it by lifting it up with the waxed paper, press edges firmly together. Lift the roll up with the paper and gently roll it off onto a rack in a shallow baking pan. Bake uncovered in moderate oven (350° F.) for 30 min.

Tested in THE AMERICAN HOME KITCHEN

• chicken and corn in Gruyère sauce

SCALD 2 c. milk in double boiler—add 1½ c. Gruyère cheese (or Swiss type) cut in small pieces; stir until cheese is melted. Thicken to consistency of heavy cream with cornstarch (about 1 T.) made into paste with cold water. Add ½ t. salt, ⅛ t. nutmeg, 2 c. diced chicken and 1¼ c. cooked corn (canned niblets, fresh or frozen); heat thoroughly. An interesting casserole dish can be made also by topping it with crushed cornflakes mixed with a little grated cheese. Dot with butter, place in hot oven long enough for top to brown.

Submitted by HERMAN SMITH

Tested in THE AMERICAN HOME KITCHEN

His interest in food has been developed to an amazing degree, but I'll wager that he was born with that most enviable of "knacks" which, for lack of a better term, we may call being a natural-born cook. There are no lengths to which he will not go in his effort to point up a certain food, to take it out of the hackneyed class, and to give it an added zest. (I fervently believe that Mr. Smith could serve you a bit of old mackerel and make you think it was the most delicious, specially imported, sturgeon.)

From the fund of his experience and the wealth of his knowledge, the widespread tastes of his vast friendships, and the years of encounter with all sorts of people—from the fishermen who know all about cod, swimming or in chowder, to the fanciest epicures from Europe—he is selecting, arranging and presenting our *spécialités de l'American Home*. With the sure pride that comes of personal knowledge of the prize's worth, (what meals we have eaten prepared by that man!) we present herewith the answer to any cook's quest for something new, Herman Smith's Gourmet's Recipe.

YOU'LL ALWAYS BE GLAD YOU BOUGHT A GENERAL ELECTRIC

The Truth About Today's Refrigerators !

NO MATTER what reliable make of electric refrigerator you choose today, you'll get more value for your dollars than ever before.

★ FOR TODAY'S good electrical refrigerators are as fine an example of mechanical perfection as human ingenuity, skill, science and experience have produced. They're more than twice as efficient as the refrigerators of ten years ago, yet cost about one-half as much—so little that almost every family can afford the best in modern refrigeration.

★ WHATEVER make you choose, be sure to: (1) Get a refrigerator that's big enough for your family; too many of the early purchasers have wished for more storage space. (2) Get a refrigerator that's completely equipped—for the little conveniences become very, very important multiplied over the years of use. (3) Get a refrigerator that's made by a reputable, experienced manufacturer, for actually it must outwear the mechanical life of many automobiles. (4) Ask your neighbors, shop carefully, and get all the facts, for you won't be buying a refrigerator again very soon if you choose wisely. (5) Remember that in refrigerators as in most other things, you get what you pay for—so the best model you can afford is your best investment.

★ NATURALLY we'd like to see you buy a General Electric, for we believe it's the finest machine ever built. Of course, we're prejudiced—but be sure you look at a G-E before you make up your mind.

★ MAYBE we build the G-E Refrigerator so well, because we have had a lot of experience as the largest builder of electrical conveniences. We do know that we offer, in this refrigerator, features tested by time and a mechanism that's just about tops in the engineering world.

★ G-E WAS FIRST with an all-steel cabinet—first with the sealed mechanism—first with many other vital improvements. Its record for low cost, dependable service is unsurpassed. And according to recent surveys it is *preferred by more people than any other refrigerator!* We try hard to give people their money's worth and to keep our prices low. A General Electric is priced no higher than other good refrigerators—as little as $114.95* buys a big 6 cu. ft. model. We believe G-E *actually costs less than any other refrigerator over the years!*

* Local and state taxes, if any, additional. Prices slightly higher in the West and South. See your nearest G-E dealer.

GENERAL ELECTRIC

Table appointments courtesy Dennison and International Sterling

A "Hunt" Breakfast, Showers for the BRIDE-TO-BE

IT MUST be the lure of bunnies. Anyway there is something about bunnies and eggs and baskets that delights young children. Whatever the reason, Easter is about perfect for a little fellow's first party. Egg hunting outdoors is all the entertainment you need. Have *plenty* of eggs, a basket apiece, and supervision to prevent a monopoly on the eggs by any one child. With everything so plain pretty at Easter, it's fun to make the breakfast table match. This is all paper so no great damage is possible and it's easy as pie to do. The cloth is woven crepe paper; centerpiece, tissue-paper lettuce, with plush rabbits, the party favors, rushing like mad to get at it. Egg-rabbit place cards show where to sit for a grown-up looking breakfast of tart Normandy, tomato juice, toast, and ice cream rabbits, milk, and an elegant Easter cake.

The invitation sets the mood of the party so many times. Look what you can do with lace-paper doilies. The bride herself, or the kind of shower you are giving, told by the invitations and a wonderful acceptance, the sort of response this type of effort will bring you—all done by Ellen Sheridan

All photographs F. M. Demarest

• tart Normandy

Recipe printed on back of photograph

Ethel Page rabbits (opposite page)

And here's an all play and no work for the hostess kitchen shower. The paper plates and cups, and juices served right in the cans, all get pitched after lunch. Every other blessed thing on the table, the bride-to-be takes home with her for her new kitchen. The tablecloth is a fancy new finished oilcloth, and extra place mats to protect its shining surface —since it is a gift—are dish cloths. The napkins hang from a miniature clothesline against the wall and they are dish towels. The main décor is a huge bean pot flanked with two sets of bars and hooks, those little miracles in a new kitchen that will hold a fine assortment of towels and then neatly slide back under a cupboard or shelf, or hold all the establishment's pots on one little bar and slip out of sight handily. One of those gadgets that are a help rather than a hindrance to use.

Photograph printed on back of recipe

• **English tea cake**

⅝ c. (10 T.) unsalted butter
1 c. powdered sugar
5 egg yolks, unbeaten
⅓ c. chopped blanched almonds
4 T. chopped candied orange peel
½ t. grated lemon rind
1 T. currants
1 T. sultana raisins
2 chopped dried figs
1½ c. flour
1 t. baking powder
5 egg whites

Cream butter and sugar. Add egg yolks, one at a time, and beat well after each addition. Stir in almonds, orange peel, lemon rind, currants, raisins, and figs. Sift flour and baking powder together and stir into mixture. Beat egg whites until stiff and fold in. Bake in a greased, floured pan, 9½" by 5½", in a moderate oven (325°F.) 1¼—1½ hrs. Cool thoroughly before slicing.

Submitted by
TILLY SCHULER

Tested in
THE AMERICAN HOME KITCHEN

HERE'S A KITCHEN SHOWER that's different!

We have hung a wide variety of the essential gadgets for the kitchen on the bar, and added more towels to the napkin array, for the centerpiece. In the bean pot is a huge sprouting corsage of the non-hangables, the knives all sharp as razors and guaranteed to stay that way, the spatulas and pancake turner, dusters and mops, strainers, and other impedimenta that are vital. Attached to each thing possible is a jelly mold in one of the new and pretty shapes, along with some little odds and ends like the kitchen shears, a set of skewers, meat forks, and can openers. We are supposing the bride's kitchen will be blue and have selected all these things in matching colors and we have chosen flatware also to contrast pleasantly with our scheme, the loveliest stuff called "Tiger Eye."

• English tea cake

• **tart Normandy**

*1 baked pie shell
2 T. butter
1 T. flour
1 c. milk
6 eggs, slightly beaten
½ t. salt
6 pieces crisp bacon, broken into small pieces

MELT butter, stir in flour, add milk, a little at a time, and cook slowly, stirring until smooth. Stir in eggs, salt, bacon, and mix well. Pour into pie shell. Bake in a moderate oven (350°F.) 25 to 30 min. This is an unusual dish to serve for a special party breakfast—or a breakfast and lunch all in one.

*Add a little more salt to the dough than usual and bake in a 9" pie pan, but only until crisp, not until brown. Will brown more while custard is being baked.

Tested in
THE AMERICAN HOME KITCHEN

All linen from Cannon and Martex

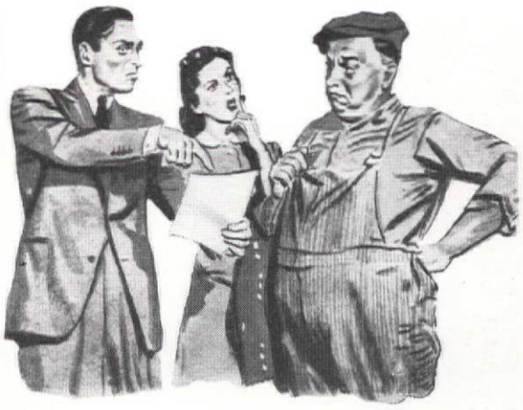
The first course of the luncheon is a snappy beet salad, set on the table right in its aluminum ring mold. The veal Marengo in its casserole follows. Can openers are served with the various juices, which can be poured into paper cups by the fussy or inept, or drunk straight from cans by the experts. Rolls, all buttered, are served from a beautiful, fluted pie tin. An electric waffle iron is the ideal star of the dessert course, and also goes home with the bride, who will probably want to try everything at once instead of playing any bridge.

Right in the same vein of "surprise, surprise" and easy on the hostess is this linen shower, with all the gifts and, neatest trick of the season, the luncheon hidden away in the linen closet. When the guests arrive there is no sign of a party anywhere in sight. Then the hostess says how much she wants to show off her "new linen closet" and there, orderly as can be and enchanting to behold, is all the linen a bride-to-be could wish for. Tied in beautiful little piles with broad satin ribbons, looking very trousseau, as indeed it is, all for the bride. On one shelf are a dozen plain, cardboard boxes, like the ones from a bakery. Each one has a guest's name on it and holds packages of sandwiches and a piece of fruit cake, the entire lunch, except for soup, ice cream and coffee. While the bride is going through the usual appreciative antics the hostess sets up three bridge tables in the living room and calls her guests to bring their lunch boxes and come on down. The soup is on the tables when the guests appear. Ice cream and coffee are also served from the kitchen. As simple as that, and no depressing aftermath. Collect the empty lunch boxes and play bridge right there. All of the things on the kitchen-shower table

* *Recipes from American Home Basic File*

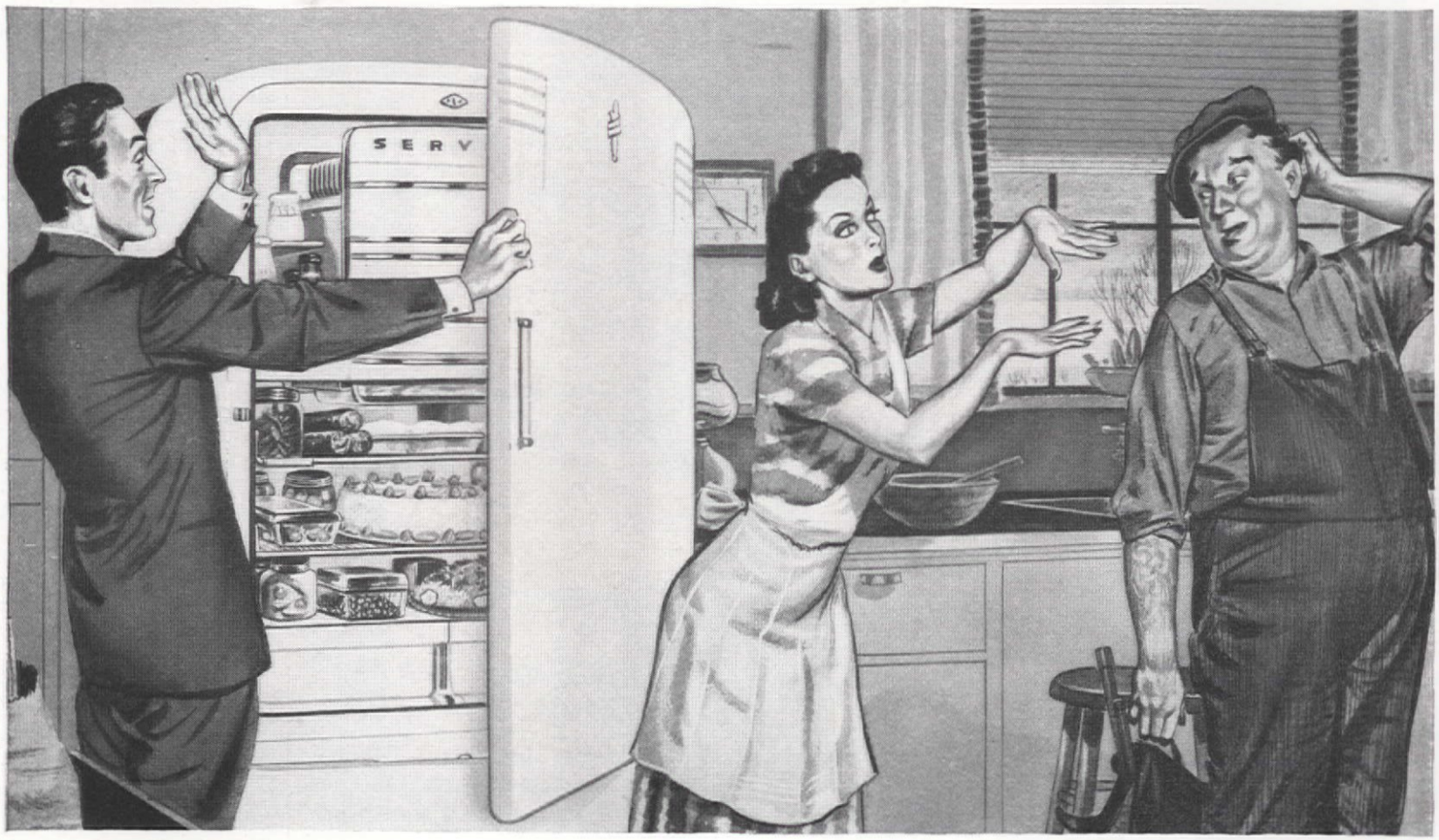
Danny doesn't call here any more

since we changed to silence!



1 **We were plenty sore** when Danny handed us his last bill. "So you call yourself a refrigerator repair man, do you?" we stormed. "Why in Sam Hill can't you fix ours up once and for all?"—"Sorry, Mr. Barnes," says Danny apologetically. "Machinery is machinery. When it wears, it wears. I can't do nothing about *that!*"

2 **The answer to our prayer!** We could have yipped for joy when we saw *that* poster. "Stays silent," it read. "Lasts longer. Because no moving parts to wear." And in less time than it takes to say "Servel" we were hot-footing it to the nearest gas company showroom.



3 **Today, families with experience** are changing to Servel by thousands. And it's not surprising. Survey after survey shows that "Servel is the *only* refrigerator that has all those big advantages people want most . . . permanent silence, lasting dependability, continued low operating cost . . . plus modern beauty, modern features, modern convenience."

4 **"Scram, Danny—no machinery here!"** we joshed when he stopped by the other day to see how we liked our new Servel. "Honest," he asks, "is it everything people say it is?" "You bet!" we tell him. "I've been thinking," Danny says, scratching his head, "with all the people I know with refrigerators that need fixing, maybe I'd make more selling Servels!"

If you look at one, look at Servel—If you look at more than one, look at Servel to see the difference

Stays silent...lasts longer

SERVEL

ELECTROLUX

Gas

REFRIGERATOR

"We had another type refrigerator before getting our Servel Electrolux. We decided on the gas refrigerator when we came to buy our new one because we'd had our fill of noise and moving parts that wear." *C. L. Hartley, 612 9th Avenue, Huntington, West Virginia.*

It freezes with

NO MOVING PARTS!

FOR FARM AND COUNTRY HOMES—MODELS RUN ON BOTTLED GAS—TANK GAS—KEROSENE

Write for details to Servel, Inc., Evansville, Ind., or Servel (Canada) Ltd., 457 King St. W., Toronto, Ont.

New Research Shows Brer Rabbit Molasses RICH IN IRON

Three tablespoons will supply about one-third of a child's total daily requirements

Treat your youngsters to a Brer Rabbit Molasses Milk Shake!* They'll love its flavor and ask for more. And every glass will add extra iron to their diet.

New scientific tests prove New Orleans molasses is second only to beef liver as a rich food source of iron. (All the tests were made with Brer Rabbit New Orleans Molasses.)

Why not start using Brer Rabbit Molasses today—to put more iron in your family's diet?

***Molasses Milk Shake**

Mix one or more tablespoons of Brer Rabbit Molasses with a glass of milk. It's a delicious drink!

Brer Rabbit New Orleans Molasses comes in two flavors to meet taste preferences. Green Label—a dark, full-flavored molasses; Gold Label—a light, mild-flavored molasses.

FREE COOK BOOK Penick & Ford, Ltd., Inc., New Orleans, La., Dept. A-14

Please send me Brer Rabbit's new book of over 100 ways to use molasses—in gingerbreads, cookies, cakes, breads, main dishes, desserts, puddings, ice creams, candies. Colorful, washable cover! Illustrated!

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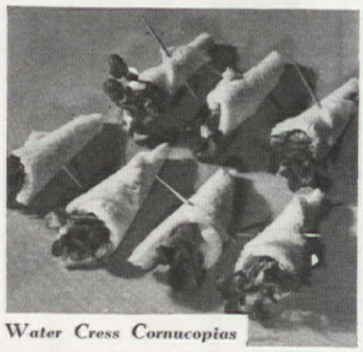
are the newest we could find and we have selected the kind of towels to start almost any home, with nothing "just for show." All of it is the best in its field—simple and usable. The kind of things a bride will live with comfortably and be proud to call her own.

Shown on shower table, page 127

Blue oil cloth, Standard Coated Products Co.; Tiger Eye stainless steel flatware, National Silver Co.;



Water Cress Cornucopias

Ribbon Cheese Sandwiches

Olive Roll Sandwiches

stainless steel serving fork and spoon, R. H. Macy; paper plates, Dennison Mfg. Co.; paper cups, Paper-Art Products; wash cloths and dish towels, Cannon Mills; individual molds, The Aluminum Goods Mfg. Co.; fluted pie pan, A. Kreamer, Inc.; custard cups for cigarettes and casserole, W. I. Tycer Pottery Co.; tiny cutters for match holders, Dixon Specialties, Inc.; pepper grinder, Dripcut Sales Co.; bowl cleaner, Duke Muller Co.; ostrich duster, Silver-Chamberlin Co.; towel rack, pot and pan rack, Knape & Vogt Mfg. Co.; kitchen knife in leather case, W. R. Case & Sons Cutlery Co.; can opener, Hammacher & Schlemmer; skewers, spatula and meat fork, Lewis & Conger; dish scraper, pastry blender, egg slicer, waffle potato cutter, R. H. Macy; clothes line, Modern Maid.

KRAFT French Dressing has a perfection of seasoning not everyone can achieve for herself. And all the ingredients are really *fine*. Taste it! You'll know why this is America's favorite brand.

P.S. *If you like a touch of onion and garlic, try Kraft's* other *brand: MIRACLE FRENCH.*

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SUNSWEET 'Tenderized' Prunes are a Natural Aid to Regular Habits

PRUNES really DO something for you. They provide bulk in its most valuable form, smooth fruit cellulose, *roughage without roughness.* Ask your doctor.

For finest flavor, quick-cooking, and top quality insist on SUNSWEETS. *'Tenderized'* to make them *extra tender* and *extra good.* In FOIL-SEALED cartons to *keep* them extra tender and extra good.

They're packed and guaranteed by the growers themselves.

SUNSWEET "Tenderized" PRUNES

SUNSWEET, Box 4L, San Jose, California
Please send me your free SUNSWEET Recipe Book.

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"Jee everybody ate just what he wanted!"

MARION RICHARDSON

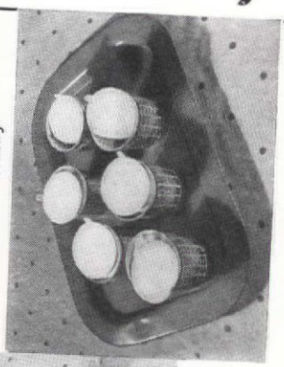
FIVE-YEAR-OLD Andy came home after supper with some other little boys with this decision about parties—they're fun if you can do as you want. With a child's unerring ability to hit the nail squarely on the head he summed up neatly, "Everyone ate what he wanted to." Mother's main problem is to feed 'em, but things they like as well as ones that balance and have vitamins enough.

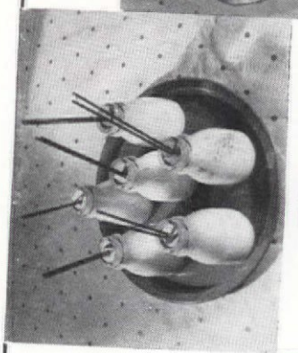
Our six-year-old's idea of a party meal for her friends is sandwiches, raw vegetables, milk, ice cream, and cake. I used to fuss with hot vegetables, mashed potatoes, and creamed chicken, but I finally gave up and followed her dictates. Apparently she is right.

Simple sandwiches are the favorites. Small guests look with suspicion on fancy concoctions. We make jelly-roll sandwiches by slicing a loaf of bread lengthwise, spreading it with butter and jelly, rolling it up as you would a sponge cake jelly roll, and then slicing it. Good with cream cheese, too, or you can put olives or a carrot down the center for a little color. Peanut butter and shredded lettuce is a prime favorite, but ribbon sandwiches, alternate slices of white and whole wheat bread with a yellow cheese spread and a cream cheese spread, sliced crosswise, are pretty special, too. We get milk in half-pint bottles, because the children love it, and it's easy for mothers. Carrot strips, celery curls, and sometimes thin turnip slices seem grown up and alluring on the vegetable platter. Get ice cream all of one kind, because you never have the right proportion if you mix the flavors, and keep the cake simple. You can't go wrong with a simple chocolate cake topped with a wonderful fluffy white icing! Betty's chocolate cake is always a winner with children. It's from THE AMERICAN HOME Basic File of recipes. The ice cream can be made to look very special if you try your hand at decorating the nickel containers in some simple way, quickly, of course before the ice cream can melt. Buy an assortment of sticker paste-ons from the dime store or stationery store and paste them on in some gay amusing design. Or quickly paint each child's

Mom, it was the swellest party

• party specials—children only





We get the milk from the dairy, insert two colored straws through a hole in the cardboard top and let them drink from the bottle. Ice cream in nickel cups is a favorite, too. Simple sandwiches are better than fancy concoctions. To make the "jelly rolls," slice a loaf of bread lengthwise, spread a long slice with butter and jelly, roll up, chill in a damp cloth, slice.

Menu for children's party

"Jelly Rolls" Peanut Butter Specials
Tuna Monograms Vegetable Platter
Milk Ice Cream Cups Betty's Cake

• pretty curly vegetables

Even a rabbit would be impressed with this wonderful platter of raw vegetables! Almost as exciting as ice cream and cake to young eyes

Directions printed on back of photograph

COLD WATER CAN SHOCK YOU AWAKE

The shock of cold water on your face will snap you out of it. But it's a Spartan measure! The human machine will get going faster and keep going longer, with a gentler warming up.

Wake up Happy

WITH THE NEW BLEND

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Make the "EARLY MORNING TEST" with a "wake-up" cup of the New Blend Chase & Sanborn. If you can manage it, get somebody to bring you a cup the first thing in the morning. At least, get down to breakfast as soon as you can.

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THE EDITOR'S FAVORITE RECIPES were brought back from all the food-famed sections of America after a long and careful search by our traveling editors. These recipes are really masterpieces of utility—each is printed in handy filing size (3 x 5) and each carries on its reverse side a photograph of the finished "dish."

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NEW LOW PRICES are now a special inducement for you to own Howell Chrome-Plated Furniture. Kitchens furnished with clean, gleaming Chrome-Plated tables, chairs, and stools are cheerful, colorful and much easier to keep clean. Dinette tables come with handsome blonde Birchwood or attractive colored Plastex or Howellite extension tops and scuff-proof Chrome-Plated legs. With gayly upholstered dinette chairs that are really comfortable, every meal becomes more inviting—and entertaining is given added charm. Be sure you get genuine Howell Furniture—priced surprisingly low. Send coupon for booklet and dealer's name.

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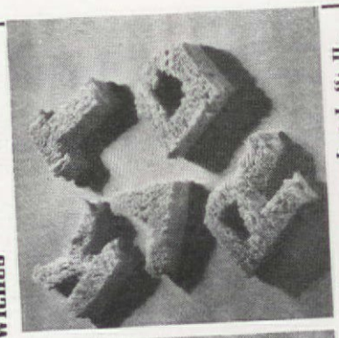
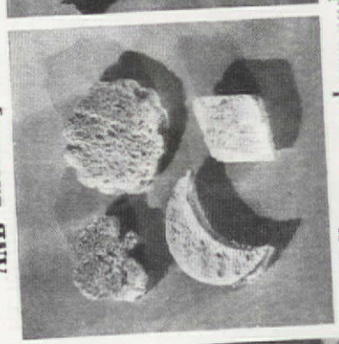
name on his individual paper carton and you will have bright pleased young eyes as your reward. And what more can you ask?

It's vital to take home a present. We suspend a big cluster of balloons from a lighting fixture or a curtain rod and then each child takes home his favorite color. You'd best have several extra, for one or two always come back for a second one when their first one goes pop! A Jack Horner pie filled from the dime store is decoration as well as anticipatory thrill. Add snappers and noise makers and you'll have the "swellest party."

• healthful, AND exciting Sandwiches





Jelly or cream cheese and olives in sandwich "jelly roll"; Shredded lettuce and peanut butter cut with cookie cutters; Tuna, celery, mayonnaise "initials"

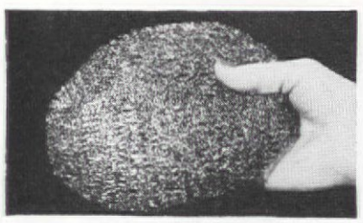
Curly carrots, fringed celery, and turnip thinsies seem alluring and grown up. Ice water, toothpicks, and a sharp knife are all you need!

Carrot curls: With a sharp knife, or preferably one of those tricky slicers or peelers you see demonstrated in department stores, cut very thin, lengthwise, slices of carrot. Roll up, fasten with toothpicks, let stand in ice water. Take out the toothpicks when serving. The carrots will have taken on a permanent curl of their own! The **turnip chips** are made in practically the same way. Cut very thin slices of raw turnips and cup sides together slightly as shown on reverse side. Fasten with toothpicks. Let stand in ice water, take out toothpicks before serving. For **celery curls** first cut celery into short lengths. Split both ends into thin strips toward center and put into a bowl of ice water. The cut ends will spread out in fan shape! Arrange the carrots, turnips and celery on a platter—serve on cracked ice for the touch de luxe.

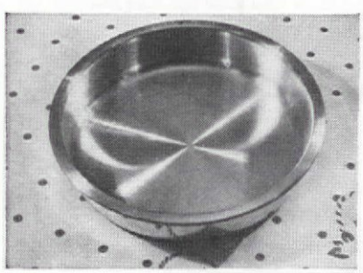
MAJOR & minor

THERE'S only one dish to wash instead of two when food is cooked and served in this new Club Aluminum "Saucette." Comes in three sizes—nice for small families.

NEW nested mixing bowls come in a delectable cranberry red! Tycer Pottery Co. The Turner & Seymour beater works beautifully—beats well and handle turns easily!

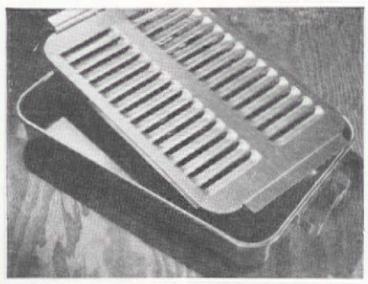


A KNITTED copper pot cleaner, "Kitchen Devil" keeps your pots and pans bright and shining.



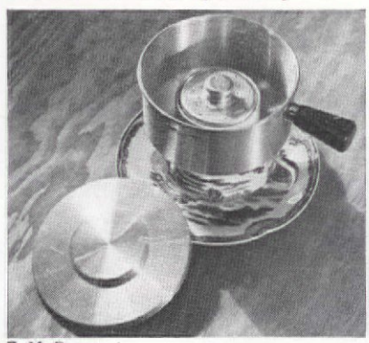
A NEW aluminum Mirro baking pan is just the right size for your favorite upside-down cake. Kreamer pie pan has a pretty fluted edge and keeps juices in the pie!

MOST exciting thing about this French-type pottery is that it is being made right in America, copied from peasantware imports! Made by the Watt Pottery Co.



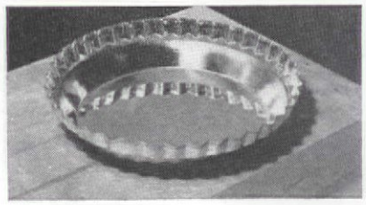
THE West Bend Aluminum Co. has a tricky new broiling pan designed so that food can't possibly slip through into the pan below. Small enough for cooking for two!

JUST where to keep the dust cloth? The Patent Novelty Co. has a ventilated box that you can tack up anywhere. A good dust cloth deserves its own special quarters.



F. M. Demarest

"I THINK I'll make myself a cup of coffee." No, you don't have to heat up the family coffee pot. A West Bend drip coffee maker fits right over your own coffee cup!



IT'S BEEN A LONG TIME SINCE I SCRUBBED A TOILET

WHY SCRUB WHEN SANI-FLUSH DOES ALL THE MEAN WORK SO QUICKLY?

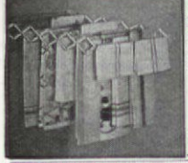
Wise women don't scrub toilet bowls any more. Sani-Flush does this mean job **chemically.** Stains and incrustations go! You don't even touch the bowl with your hands.

Use Sani-Flush regularly. It can't injure plumbing connections or septic tanks. (Also cleans out automobile radiators.) **Directions on can.** Sold everywhere—10c and 25c sizes. The Hygienic Products Co., Canton, Ohio.

FOR 29 YEARS SANI-FLUSH HAS CLEANED TOILET BOWLS WITHOUT SCOURING

For Kitchen or Bathroom

NEW ART All-Metal FOLDING DRYER



15 feet of smooth snag-proof, non-rusting cadmium finished drying bars. Extends 24 in. Folds compactly to 3 in. Needed in every kitchen and bathroom. A wonderful gift or prize. Green or ivory. Easily, quickly put up. Available at leading stores—or postpaid for $1.95 anywhere in U. S. A. 2 for $3.50

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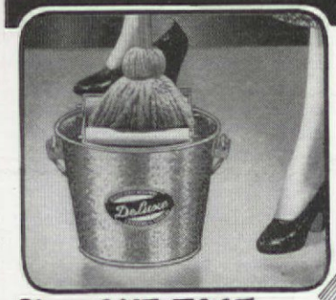
Send Your Order Now. If not yet at your grocers, order direct. 8-oz. tins: 2 for $1.25; 5 for $3.00; 12 for $6.75; 24 for $12.95, postpaid. Mail to North Pacific Nut Growers Co-op. Dundee, Ore.

When I gave a luncheon for thirty guests I seated them at one long table. For a centerpiece I used flowers in containers filled with sand. Then I put greenery around to hide the containers, added a small picket fence.—MRS. G. K. WILSON

IDEA!

I made biscuit tortoni the other day quite accidentally. There was some left-over cake. I put it through the meat grinder. I cut several kinds of fruit into small pieces. Then I came across some extra cream, which I whipped, then stirred in the crumbs, fruit, some sugar, poured it into the ice trays, sprinkled with coconut and cake crumbs and let stand until dinner time. I tasted it cautiously before bringing it to the table, where I thought it might be criticized, but it was delicious.—PAULINE BLOOM

NEW PAIL ENDS MOP WRINGING BY HAND



Now ***ONE FOOT DOES THE WORK!***

You don't have to be an acrobat to operate the new patented *DeLuxe Mop Wringer Pail.* Just dip mop through open wringer on pail, step on treadle, draw up mop. Treadle squeezes rollers, wrings out water, does whole dirty job for you in 1, 2, 3 fashion. So easy a child can do it!

DeLuxe Mop Wringer Pail is made of heavy galvanized metal. No springs, no complicated mechanism. $1.60 at Hardware, Department, House Furnishing Stores. If your dealer can't supply, use Coupon below. Satisfaction guaranteed.

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Enclosed is $1.60. For this, please send me one De Luxe Mop Wringer Pail, postpaid.

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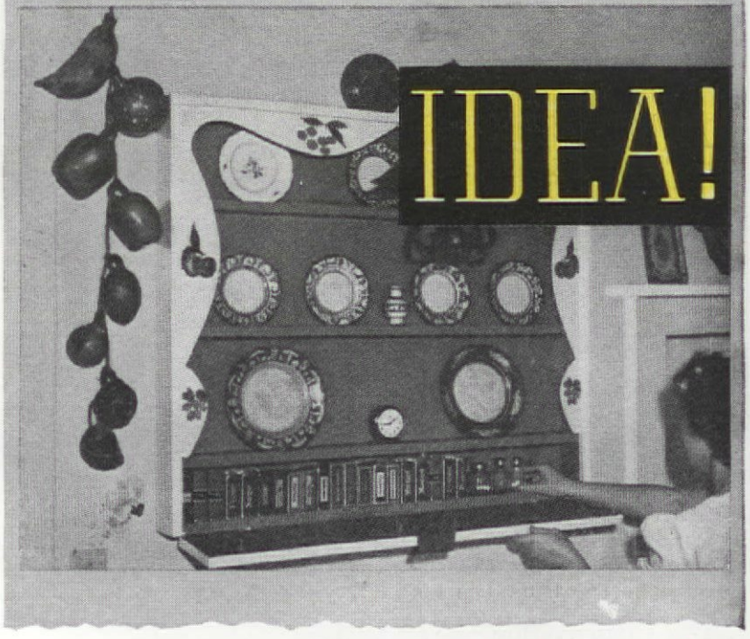
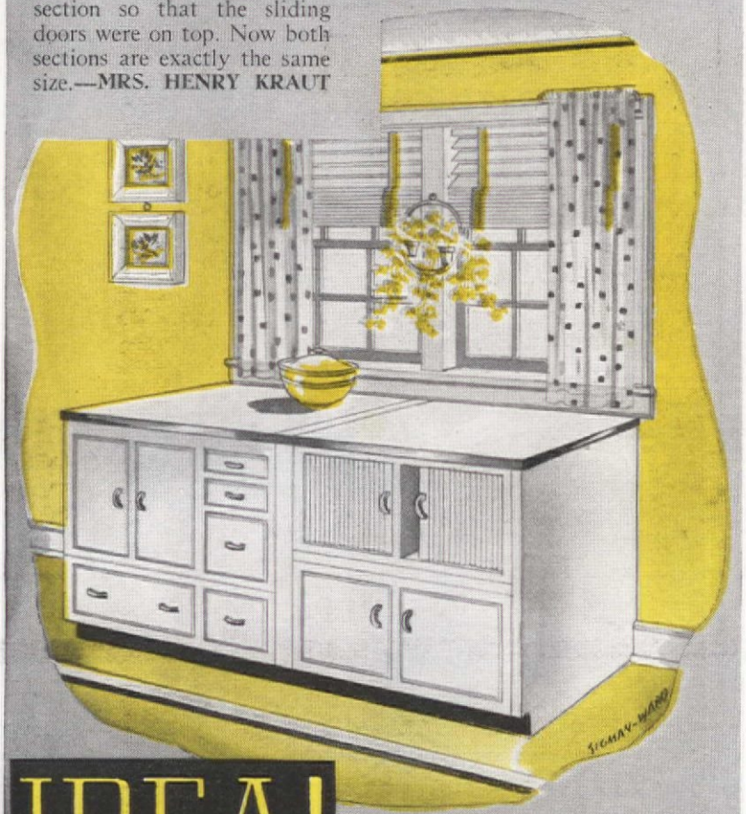
Mrs. Coburn Allen frames bright, painted shelves for plates with pretty scallops decorated with fruit decalcomanias. A string of gourds draped down one side adds still more fun. But best and most practical of all is that compartment with hinged door to hide the spices. Notice, too, that this arrangement keeps them within easy reach, much more sensible than on the usual high shelf.—W. P. TYLER



BEING a mother of three boys I look for time-savers. Here's one for washable pants: After rinsing the pants, fold creases properly, then run through wringer about three times. Hang by cuffs. They require little, if any, pressing.—SUE PARKINSON

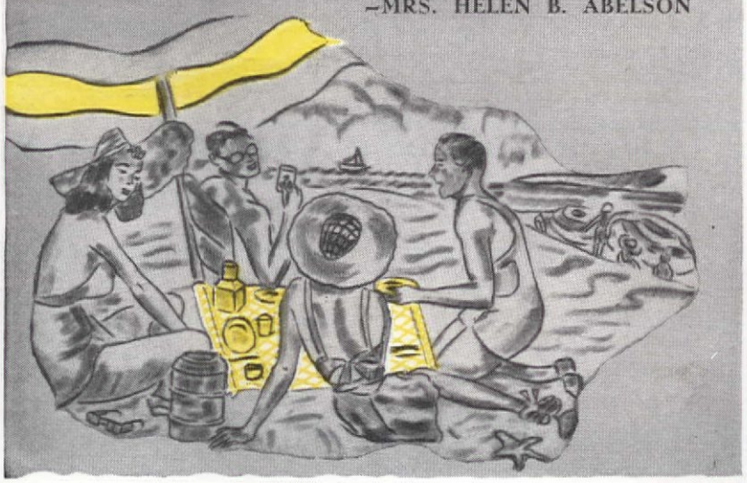
IDEA!

FOR less than $10 my Dad made me a new kitchen cabinet from one of those golden oak beauties. He cut the legs off the working table part and built a new base with two 7-inch drawers, which made the bottom section as high as the top. He deepened the latter to correspond to the depth of the lower part, added new sides and shelf, inverted the upper section so that the sliding doors were on top. Now both sections are exactly the same size.—MRS. HENRY KRAUT



IDEA!

Oilcloth on shade rollers makes a beach cloth that stays down. —MRS. HELEN B. ABELSON



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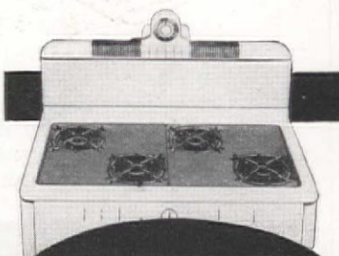

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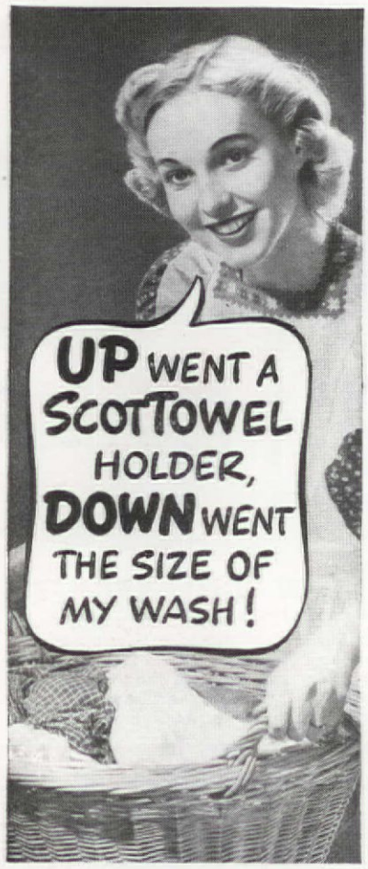

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And what a convenience, too! ScotTowels make kitchen work cleaner . . . easier . . . in dozens of different ways. Bacon to drain? Plates to scrape? Stove to wipe? Something spilled? Just tear off a ScotTowel . . . use it . . . throw it away. Nothing to wash out afterwards.

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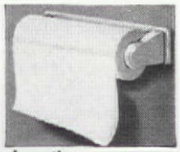

Less than a penny a dozen—150 snowy ScotTowels in a roll

Strong, absorbent ScotTowels keep grease out of dishpan

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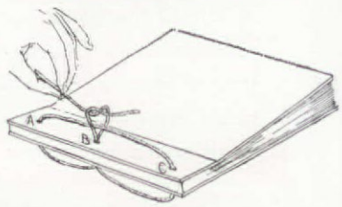
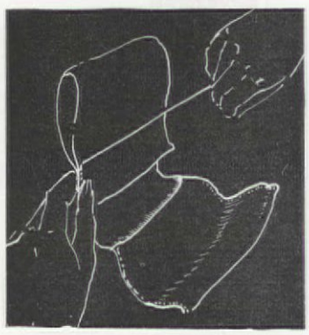
A library for the ASKING!



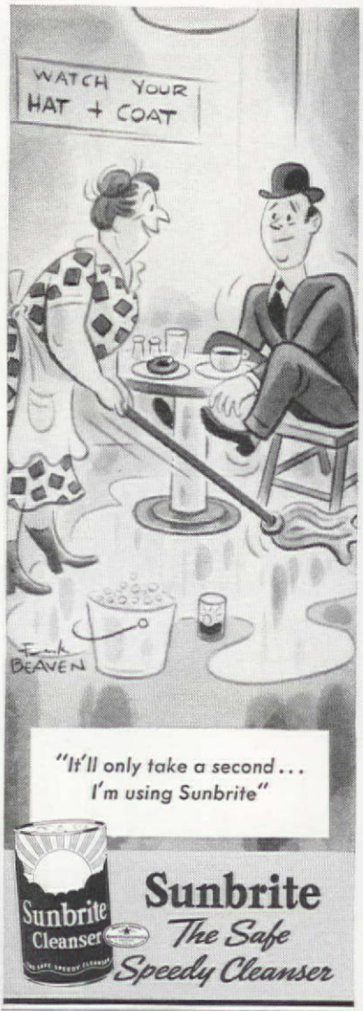
LAST month we suggested that you give a complete collection of advertisers' booklets as a bridge prize, and, if you are the smart gal we think you are, you probably ordered a set for



yourself, too. And now that you've got 'em, you ask, with some justice, what'll you do with 'em? Well, here's the answer, from Dorothy H. Becker, who's an enthusiastic booklet collector from away-back.

"One day," she says, "I decided to bind my treasured library. I cut a separate back and front of cardboard for each book, making each piece ¼ inch larger than the booklet. I punched three holes in each cover and in the leaflet, tied it with a tape. I passed one end of tape through A, the other through C (see illustration above). Then I passed both ends through B, allowing them to straddle the cord, drew the ends tight and tied a knot.

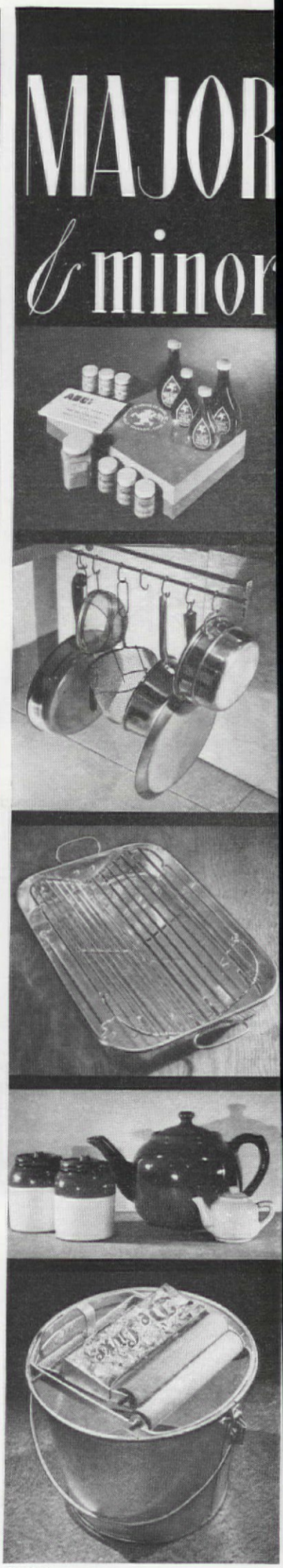
"Then I made slip covers of small calico and chintz prints, one shade for each general classification. A long strip of material, twice the measurement of a booklet, was hemmed on all sides and a pocket-like affair sewed on each end, into which the cardboard covers were slipped. By this time my library was such a cheery sight that I had a bookshelf made for it, and it hangs over my desk in the living room."



Waffles have wings . . . this quick-heating waffle baker turns them out so fast. And they *disappear* as if they had wings . . . they're so crisply tender and delicious. . . . Get this automatic *Toastmaster** waffle baker, with its cheery light signaling when to pour and when to "take." No guessing, no peeking! At your dealer's for $12.95. Ask him, or write McGraw Electric Co., Dept. K, Elgin, Ill., for 16-page book, "Entertaining Hints on How to Entertain."

TOASTMASTER
AUTOMATIC WAFFLE BAKER

*"TOASTMASTER" is a registered trademark of McGRAW ELECTRIC COMPANY, Toastmaster Products Division, Elgin, Illinois.



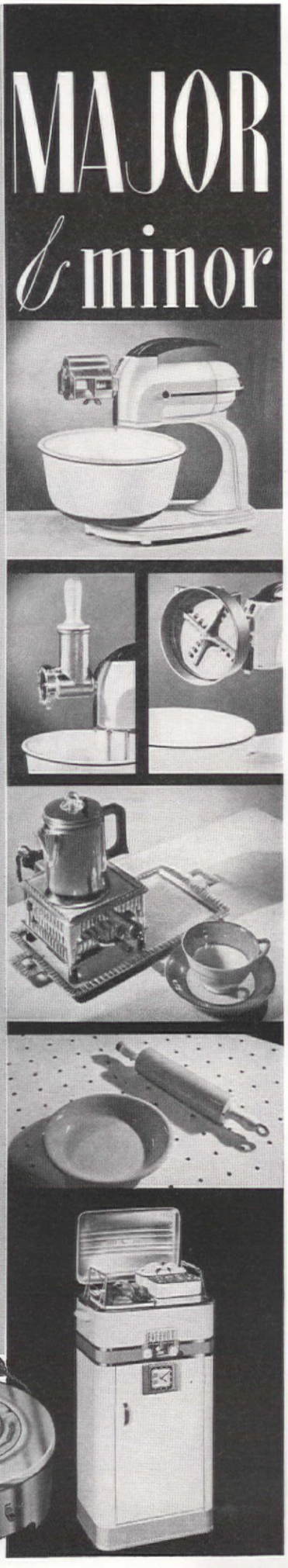
F. M. Demarest

MAJOR & minor

READING clockwise — the first three pictures show the new Landers, Frary & Clark electric mixer. Shelling peas, slicing beans, shredding fruits and vegetables, and chopping meat are only a few of its accomplishments. A speed-control dial, plainly marked, tells how fast to run the motor for each operation. One of the neatest arrangements we've seen is this tiny combination grill, broiler, percolator, and tray in polished cast aluminum. Guaranteed to make any college girl the most popular girl in her dormitory. H. D. Electric Co.

A pottery pastry set with rolling pin and pie pan to match comes in the most wonderful shade of delft blue you can imagine. Even if you've never made a pie in your life you ought to turn out something pretty special with this inspiration. Harker Pottery Company. If your kitchen is very, very small or you need additional cooking facilities, the answer may be one of the new electric roasters. This one from the Swartzbaugh Mfg. Co. has its own cabinet for keeping pots and pans, and a special built-in time-clock and heat-control dial. Finished in rich, baked-on enamel with chrome top, this new hot plate from the Connecticut Appliance Co. is handsome enough to plug in anywhere—for your own private cup of coffee, tea, or what have you. Nice idea for outdoor meals, too, if you have an outside outlet.

No stoop, no hands on a wet mop, with the De Luxe Wringer Pail! The mop dips through the wringer, a foot treadle squeezes the rollers and wrings the mop. Schlueter Mfg. Co. What to give your favorite hostess? Here are some charming ideas that may help you out of your dilemma: "black and white" marmalade jars, or big and baby pottery tea pots—all from Tycer Pottery Co. The Mirro barbecue pan has an adjustable V-shape rack to hold a chicken or turkey in its place, fat side up, so it will do its own basting. Will also lie flat for broiling. This newest device from Knape and Vogt Mfg. Co. is a neat trick. Pans hang from hooks in the cabinet—the whole rack pulls out, and there are your pans all in plain sight. You can quickly find the pan you want and which ones need polishing, too! If you've never tried cooking with herbs you've missed an awful lot of fun. House of Herbs, Inc. has brought out a beautiful new gift box with intriguing herb blends for poultry stuffing, salads, savory stews, and fish.



Check the PYREX WARE you need!

✓ to bring your kitchen up-to-date
✓ to help you be a better cook!

JUST look at the sparkling modern Pyrex ware on these shelves! Every dish has a triple use—for cooking, serving and storing. Don't wait! Get the Pyrex ware you need at today's low prices!

1 **PIE PLATE.** Pyrex brand pie plate turns out "picture" pies every time. 4 sizes—8½" pie plate only 20¢

2 **CUSTARD CUPS.** Deep 5 oz. custard cups for individual servings. You'll surely want a dozen! Each..... 5¢

3 **LOAF PAN.** This loaf pan bakes bread, meat, desserts, and keeps them hot! Two sizes. 9⅛" size only 45¢

4 **ROUND KNOB-COVER CASSEROLE.** Keeps food hot for second servings. 5 sizes. Convenient qt. size only 50¢

5 **DOUBLE BOILER.** You can watch foods come to just the right consistency! Two sizes; qt. size only $3.45

6 **MEASURING CUP.** Red-marked for easy measuring. 3 handy sizes... 8-oz., 16-oz., and 32-oz. 8-oz. size 15¢

7 **SAUCEPAN.** Wide flat bottoms "fit" top burners, speed up cooking. Easily cleaned. 1 quart size only $1.65

8 **WELL AND TREE PLATTER** serves broiled steaks sizzling hot. Well catches healthful meat juices.... $1.85

9 **EIGHT-PIECE MATCHED SET.** 1½ qt. casserole, pie plate cover and six matching custard cups. Gift boxed $1.00

For your own protection look for the trade-mark "Pyrex" on every glass cooking dish you buy.

BAKE, SERVE AND STORE IN THE SAME DISH!

ACTUALLY WATCH FOOD COOK!

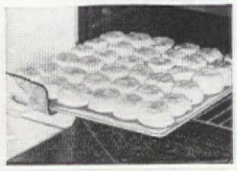
PYREX
OVENWARE - FLAMEWARE

COPYRIGHT 1941, CORNING GLASS WORKS

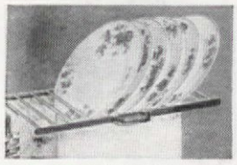
Which one of these features would make you a better cook?

(Sharpen your pencil and check the one you like best)

A BIGGER COOKING TOP? See the new All-American! Space for four big 12 inch pans. Grates flush with top. Less heavy lifting. ☐



A BIGGER OVEN? See the All-American! Fast-heating oven, 18 x 20 inches, takes a 25-30 pound turkey. Better baking results, too. ☐



A PLATE-WARMER? Handy warming shelves on the Magic Chef All-American disappear when you don't need them. ☐

A BIGGER BROILER? This one's practically an extra oven! Broil two chickens or a roast. Warming compartment beneath. ☐

TROUBLE-FREE BURNERS? Magic Chef Burners guaranteed to original purchaser for life of range. Burners light automatically. ☐

You get 'em All in the new 1941 Magic Chef "ALL-AMERICAN"!

EVERYTHING you want in speed, size and economy is built into this amazing All-American gas range! 615 cooking experts helped design this new Magic Chef for everyday family use and special entertaining too! All features shown above, plus extra-high back panel for wall protection, folding cover-alls that fit flush with work-top, handy utensil drawer, smart chrome lamp, Minute Minder. See the Magic Chef Hit Parade of new 1941 models at your dealer's or gas company showrooms today! One to fit every purse and family. American Stove Company, Chouteau Ave., St. Louis Mo.

USE GAS—America's preferred cooking fuel. Magic Chef CP (Certified Performance) ranges make gas cooking quick, clean, cheap, automatic.

EASY TO BUY! *Select your new Magic Chef today! Installment terms begin as low as* **10¢ A DAY**

If you live beyond the gas mains Magic Chef and "Pyrofax" tank gas service are available east of the Rockies.

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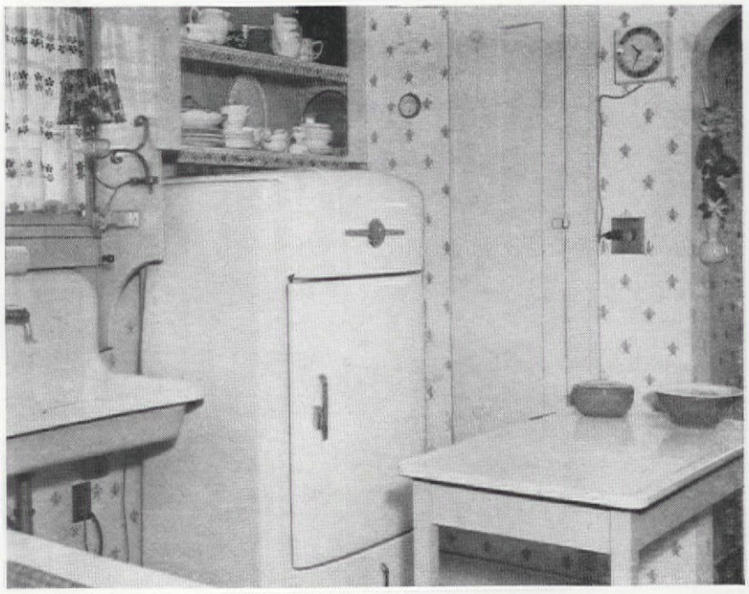
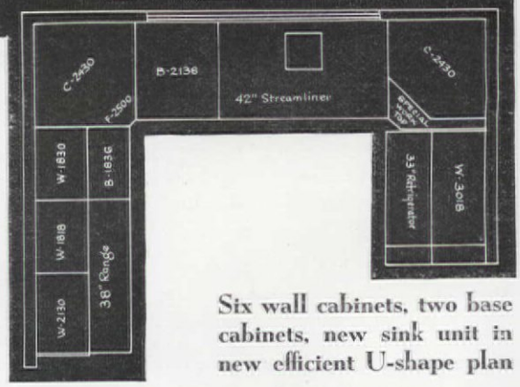


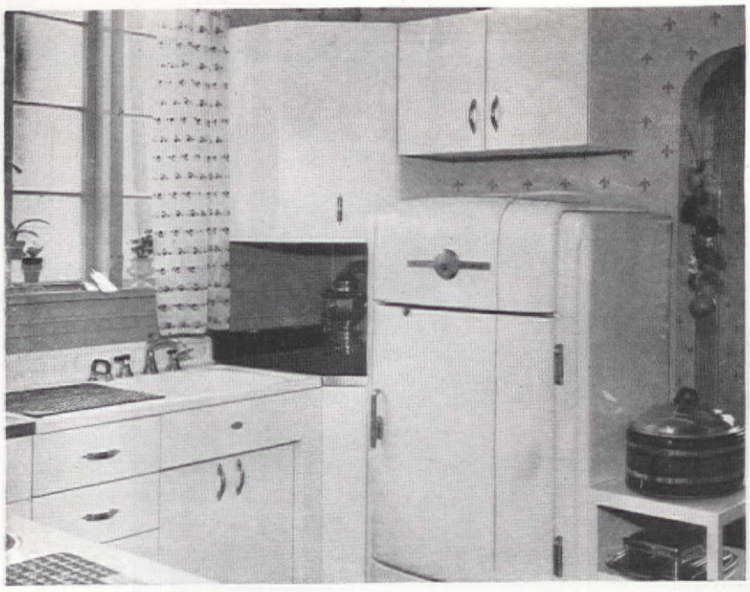
These Pictures Need



On this side, the old kitchen, not decrepit but totally inconvenient

Six wall cabinets, two base cabinets, new sink unit in new efficient U-shape plan

MRS. WILDER says it's hard to stop talking about her new kitchen and, after glancing from left to right at the pictures above, it isn't hard to tell why. It's the kind of kitchen remodeling which shows good, common, horse sense, which does a real job of organizing all the complicated parts of kitchen equipment and furnishings into serviceable, workable order. It wasn't just a prettifying process, though it certainly accomplished wonders doing that, too; it wasn't so elaborate that it necessitated tearing the old kitchen completely down to the wall studs. This isn't the kind of exaggerated "before and after" example where you see a broken old coal stove and a pump in an old iron sink in the "before" kitchen picture, then a super-duper Hollywood movie kitchen as the "after" illustration. No, the Wilder kitchen was a fair enough one before anything was changed; it was neat and well maintained with nothing ramshackle about it. But, oh my, how inconvenient! Nothing fitted together for smooth-functioning kitchen work. Both of the "before" pictures are on this page and they



No Words!

Here we present the new order as described by Mrs. Wilder: generous counter working space, six big cabinets for storage instead of three, a wide new sink with additional storage

show some of the make-shift, stop gap arrangements: the insecure-looking utensil rack, the cluttered, insufficient counter and shelf space, the cabinet and range, awkwardly crowded together. Inadequate electric outlets are also evident in the wall lamp over the sink, with its dangling cord, and the lack of a proper outlet for the electric clock —it's plugged into a sorely needed convenience outlet.

So the Wilders decided to remodel their kitchen and put it in apple-pie order, a good idea in any kitchen. We'd better let Mrs. Wilder tell what was actually done: "We made no structural changes in the room except to replace the old, tiny window over the sink with a new, wide casement window. We wanted a new sink as well as new wall and base cabinets and we found a manufacturer who made both, in the same design, finish, and hardware. These stock cabinets ranged from 18-inch to 30-inch width, so we were able to fit the walls from stock sizes; only the corner cabinet next the refrigerator was special. Cabinets were placed on the window wall and along the two adjoining walls, making a continuous, efficient U-shape working unit which includes range and refrigerator. We used a continuous linoleum counter-top with a back splash. Yellow tile was put on the wall between the cabinets but we kept our old yellow wallpaper with its bright colored pattern, too. Now we have a handy working arrangement with every utensil in reach and really sufficient storage—one cabinet holds almost one hundred pieces of china."—ISLA E. WILDER

She Washes Her Dishes at the Piano!

FREEDOM from dishwashing does something for a woman's soul! That's why the G-E Electric Sink is such welcome, glorious news! Imagine it—merely flipping a switch and having your loveliest and thinnest crystal and china washed and dried more safely than you could possibly do it by hand. Think what it would mean to have your pots and pans turned out gleaming bright! And each dish and utensil made hygienically clean by water hotter than any human hand could endure! Add to all this the happy relief from messing with the garbage. The G-E Disposall built into the sink takes your kitchen refuse, reduces it to a pulp and whisks it down the drain, without your soiling a finger!

The whole fascinating story of this amazing Electric Sink is told in our newest booklet, "The Wedding Ring on the Window Sill". Send for it today.

G-E Electric Sink may be installed as a complete unit, or Dishwasher or Disposall may be installed separately

FOR YOUR PRESENT SINK

The G-E Disposall has also been designed for installation in almost every type and size of sink to dispose of all garbage *electrically* by reducing it to a pulp and washing it down the drain.

TEAR OUT AND MAIL TODAY!

General Electric Company
Advertising Department, SG-164
Bridgeport, Conn.

Without any obligation please send me a copy of "The Wedding Ring on the Window Sill" giving full information about the G-E Electric Sink.

Name.....

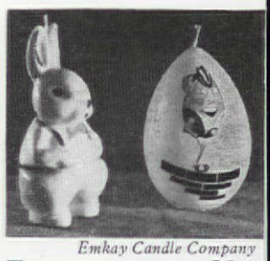
Address.....

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

GENERAL ELECTRIC

Ideas for Easter!

MAYBE you have decided firmly that you will *not* try real, honest-to-goodness live rabbits, because they are so difficult. One or two are all right, but they get to be so many! So we suggest that there are lots and lots of plush, papier-mâché, wool, and sundry rabbits that would be every bit as engaging if given a "natural" setting. Take a look at these and do the same sort of thing with the stuffed variety and the kids will love them. And then take eggs, a whole lot of them, and do something a little gayer than pink and blue, magenta and purple. Paint some faces and then trim them up in fine style with bits of feathers, materials, yarn, paper doilies and such. Use brown eggs for Hindoos, Negroes, Indians, and just think what a whale of an Eskimo a brown egg and a bit of fur would make. These are eggs anyone would feel were worth hunting for.



Emkay Candle Company

Easter supper tables are ever so much more fun lighted with egg or rabbit candles as perky as you please

Photograph by Helen S. Canfield

Amusing faces, bonnets designed by Mrs. J. O. Mall, Mrs. E. Rostel, Mrs. D. Canfield

POOR WIRING Is Exasperating

If you want to enjoy using modern electrical appliances in your new home—ask your electrical contractor to install G-E Home Wiring. It will provide the power you need where you need it. Your wiring system will have—

(1) A proper layout
(2) Big enough wire
(3) Plenty of outlets
(4) Convenient switches

Write for "The Poor Wife's Revenge," a dramatic booklet showing the tragedy of poor wiring and its cure. Address the General Electric Co., Section W-1824, Appliance and Merchandise Department, Bridgeport, Connecticut.

GENERAL ELECTRIC

WITH THE AMAZING NEW
PRESTO COOKER

You'll use it a thousand times a year—and save 300 hours!

Better-than-ever meals prepared in split minutes... better tasting because more of the vitamins and minerals are saved...vegetables retain their natural colors ... inexpensive roasts are made deliciously tender ... all at lightning speed.

2 QT. $9.50 3 QT. $10.50 4½ QT. $11.50
(Slightly Higher West of Rockies)

ASPARAGUS 1 MINUTE
CAULIFLOWER 2 MINUTES
TOUGH MEATS MADE TENDER 35 MINUTES

Order from your PRESTO dealer... if there is none in your community, order direct

NATIONAL PRESSURE COOKER CO.
DEPT. C2 EAU CLAIRE, WISCONSIN

Dear Reader,

your letters are fun and we have an insatiable appetite for them. We love them and are not the least bit modest about being an unstumpable "board of experts." Maybe the reason is that we really and truly love parties and get a tremendous kick out of helping with them, or menus or food or home-keeping in general. Got any tough problems for us?

DEAR EDITOR,

We want to thank you for the idea of the "lumberjack buffet" in the February number. Our Junior Mothers' Club used the idea to entertain our husbands at the annual husbands' party. It was a good time from the minute we sent out the invitations to dress as lumberjacks till the last glass of cider was emptied. The committee had the best time of all, hunting the accessories such as red tablecloths and enough tin plates. I'm sure it sold your magazine to a number of the members. I thank you.—MRS. R. W.

DEAR EDITOR,

It is most encouraging to find a magazine which takes an interest in menus for "career wives" and working girls. Do print more.

I find $5—$6 a week sufficient food allowance for my husband and myself, thanks to your clever budget planning. And that includes entertainment, too.—MRS. W. R. LAR.

DEAR EDITOR,

Our church is planning a Mother and Daughter banquet and we plan to make the favors and programs ourselves as we do not want to spend much money. THE AMERICAN HOME always has such good ideas on other parties. Could you give me some suggestions?—MRS. J. J.

DEAR EDITOR,

My wife is a subscriber to your magazine, and on the Q. T. I am writing to ask if I can get some information for her. In broiling a steak, what is the best way to take off the juice of the steak without getting all the grease from the fat? . . . There probably is some way to do this and I would appreciate any information you can give.—W. H.

"This Low-Sugar Dessert Is Swell!"

Got someone in your family who must go easy on sugar? Try Mrs. Knox's Low-Sugar Recipes for grand salads and desserts! *But be sure you use* Knox Gelatine...it has absolutely no sugar. Ready-flavored gelatine dessert powders are ⅞ sugar, only ⅛ gelatine. Send coupon for more recipes today!

PINEAPPLE FLUFF
(6 servings; uses ¼ package)

1 envelope Knox Gelatine
¼ cup cold water
½ cup hot water
2 tablespoonfuls sugar
2 tablespoonfuls lemon juice
½ cup canned crushed pineapple
Few grains salt
1 egg white, stiffly beaten
Cherries

Soften gelatine in cold water. Add sugar and hot water, and stir until dissolved. Add lemon juice, pineapple and salt. When it begins to thicken, beat until light and frothy; then fold in stiffly beaten egg white and beat until thick. Fill sherbet glasses or single mold. Before serving, decorate with cherries.

KNOX GELATINE
IS PLAIN UNFLAVORED GELATINE—NO SUGAR

SPECIAL FREE OFFER! Mrs. Knox's "Low-Sugar" Recipe Booklet! Delicious salads and desserts...lots without any sugar at all. Make dieting fun! Mail this coupon today for your free copy. Address Knox Gelatine Co., Johnstown, N. Y., Box 74.

Name_____

Address_____

...so easy to have with gleaming **MONEL**

CLOSE your eyes and picture *your* kitchen as *you* want it—with gleaming Monel. Open your eyes and learn how easy it is to buy and install Whitehead-Monel Kitchen Units . . . how their lustrous, easy-to-clean work surfaces grow more beautiful with the years—repaying you a hundred-fold in time saved, in sheer kitchen fun! Remember, Monel can't chip from the slam-bang of pans . . . can't crack, rust or wear out. And Whitehead-Monel Kitchen Units bring you *Monel* sinks, drain boards, and other work surfaces, combined with roomy, *matched*, metal cabinets to fit any desired floor and wall plan.

Let the free booklet offered at the right help you plan your Monel dream kitchen. Write for it *today!*

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73 Wall Street New York, N. Y.

★ *This Free Booklet*
on kitchen planning tells how. Write for your copy of "That's the Kitchen I Want." Address:
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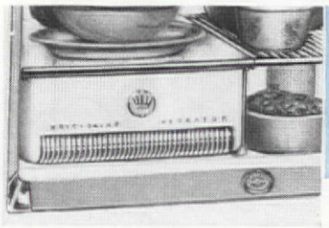
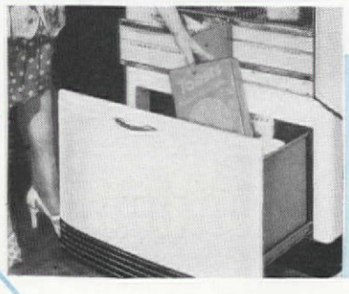
WHITEHEAD *Monel kitchens*
EXCEL METAL CABINET CO., INC.



FRIGIDAIRE : :

ENLARGED MEAT TENDER, HYDRATOR ON STEEL GLIDES



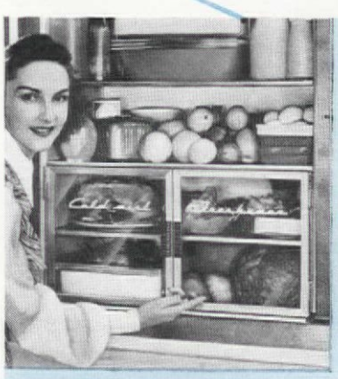
HOTPOINT : :

UNREFRIGERATED STORAGE, ROOM FOR 11 QUART BOTTLES IN NEW 7 CUBIC FOOT MODELS

CONDITIONER keeps 1 lb. butter soft enough to spread evenly

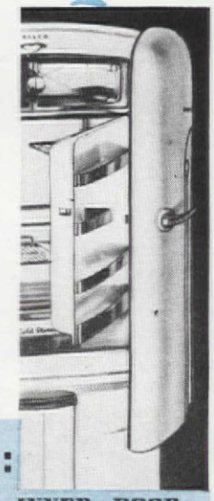
GENERAL ELECTRIC : :

STORAGE: 11 Qts. Milk
12 Lbs. Ice Cubes 20 Pkgs. Frozen Foods



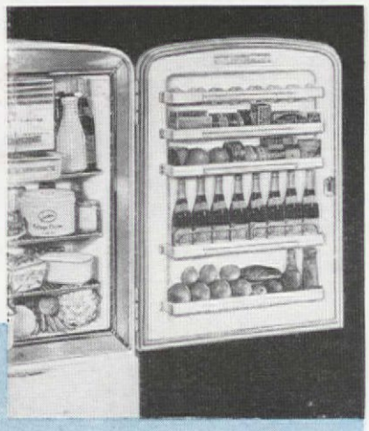
KELVINATOR : :

COLD MIST FRESHENER WITH TWO GLASS DOORS



PHILCO : :

SHELF-LINED INNER DOOR, HIGH HUMIDITY MEAT STORAGE, AUTOMATIC DEFROSTING SIGNAL

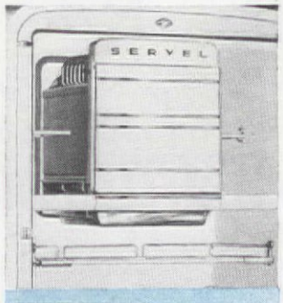


CROSLEY : :

SPACE FOR EIGHT 12-OZ. BOTTLES IN SHELVADOR

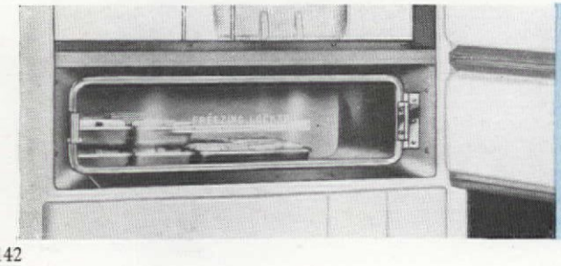
WESTINGHOUSE : :

DIAL TEMPERATURE WANTED IN MAIN PART. OTHER 4 ZONES MAINTAIN PROPER SCIENTIFIC DEGREES OF COLDNESS



SERVEL : :

INCREASED ICE CUBE STORAGE MORE SHELF AREA



STEWART WARNER : :

FREEZE YOUR OWN VEGETABLES. KEEP FRESH FOR MONTHS. EXTRA LARGE FREEZING LOCKER

PRINTED IN THE U.S.A. BY THE CUNEO PRESS, INC.

Now your kitchen can lead a more colorful life

and save you needless work every day in the year

You can flavor any kitchen to your own color taste when you start with a floor of Armstrong's Linoleum. The scheme below began with a smart Embossed effect, No. 5700, with black border and black cove base. Cabinet and counter sides and door are No. 732 Dove Gray Linowall. Wall is Armstrong's No. 772 Daisy Yellow Linowall. A complete list of this room's furnishings sent free if you write.

Still another scheme packed with zest starts with Armstrong's No. 0487 Straight Line Inlaid. Border and cove base are black Marbelle. Wall is Armstrong's No. 774 Rose Coral Linowall. Sides of counter cabinet and door are No. 703 Black Linowall. Now paint the ceiling black, move in your black leather chairs—and forget a kitchen could ever be a drab room of work.

This same kitchen would also look well wearing blue and white. So let's start a new scheme with Armstrong's No. 02 Blue Marbelle, with a dark blue border and blue cove base. Cover counter sides, cabinet, and door with No. 770 Foam White Linowall. Make the walls No. 731 Colonial Blue Linowall. A yellow ceiling and yellow leather chairs complete the scheme.

WE GAVE the wheel of color several generous spins when we planned the kitchen above. *Your* kitchen was the reason! For we wanted you to see how you can bring new life to kitchens with color—color that starts with the gay freedom of the latest effects in Armstrong's Linoleum.

This freedom in color scheming offered by Armstrong's can be seen at your local linoleum store. There you will learn that Armstrong's Linoleum also brings you new freedom in floor care. Spots? They wipe right up. Tracks? A damp cloth, a quick application of Armstrong's Linogloss Wax—and they disappear. Cracks? There aren't any, for this floor is cemented over a felt lining. And that means new warmth and comfort in a room where you're on your feet all day long.

This is just the beginning of the whole fascinating color story we want you to have. It comes in a most practical, color-illustrated book—"Tomorrow's Ideas in Home Decoration." Sent for 10¢ (outside U. S. A., 40¢). Write for it today to Armstrong Cork Company, Floor Division, 4104 Pine Street, Lancaster, Pa. (Makers of cork products since 1860)

ARMSTRONG'S LINOLEUM FLOORS

for every room (A) in the house

Look for the name Armstrong's on the back of the goods you buy.

PLAIN • INLAID • EMBOSSED • JASPÉ • MARBELLE • MONOBELLE • ARMSTRONG'S QUAKER RUGS *and* LINOWALL

The smoke of Slower-Burning Camels gives you

EXTRA MILDNESS · EXTRA COOLNESS · EXTRA FLAVOR

and

28% LESS NICOTINE

than the average of the four other largest-selling cigarettes tested—less than any of them—according to independent scientific tests *of the smoke itself.*

IN cigarettes, the smoke's the thing. And what you get in the smoke of your cigarette depends so much on the way it *burns*. The slower-burning your cigarette, the greater your smoking pleasure. So remember—it's Camel cigarettes that are *slower-burning*. Slower-burning for more mildness—more flavor—more coolness!

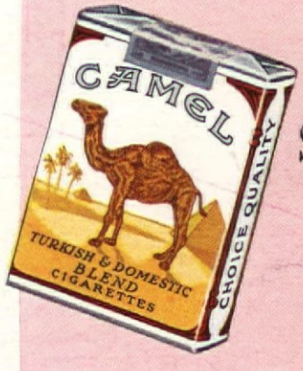
Now Science confirms another advantage of slower-burning Camels. Less nicotine in the smoke! Yes, 28% less nicotine than the average of the four other largest-selling brands tested—less than *any* of them! Light up a Camel. The *smoke's* the thing!

BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking *plus* equal, on the average, to 5 EXTRA SMOKES PER PACK.

"A cigarette is as mild as it smokes—so I prefer Camels. Extra mild and full of flavor, too!"

MRS. BROOKS HOWARD *of Baltimore*

ALTHOUGH prominent in Baltimore social life, Mrs. Brooks Howard finds time to work for many charities ...head a fashionable dress-shop...run "Brookwood," her Maryland farm. Quite a collector, Mrs. Howard specializes in Staffordshire pottery dogs and miniature bottles. "And among my day-to-day pleasures," says Mrs. Howard, "I must mention Camels. Every time I smoke a Camel cigarette, I enjoy it thoroughly. Camel's slower way of burning means 'extras' to me. More flavor, more mildness—more coolness, too—all in one grand cigarette! Whenever I entertain, I serve Camels."



THE SMOKE'S THE THING!

R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

Camel—the Slower-Burning cigarette