

The American Home

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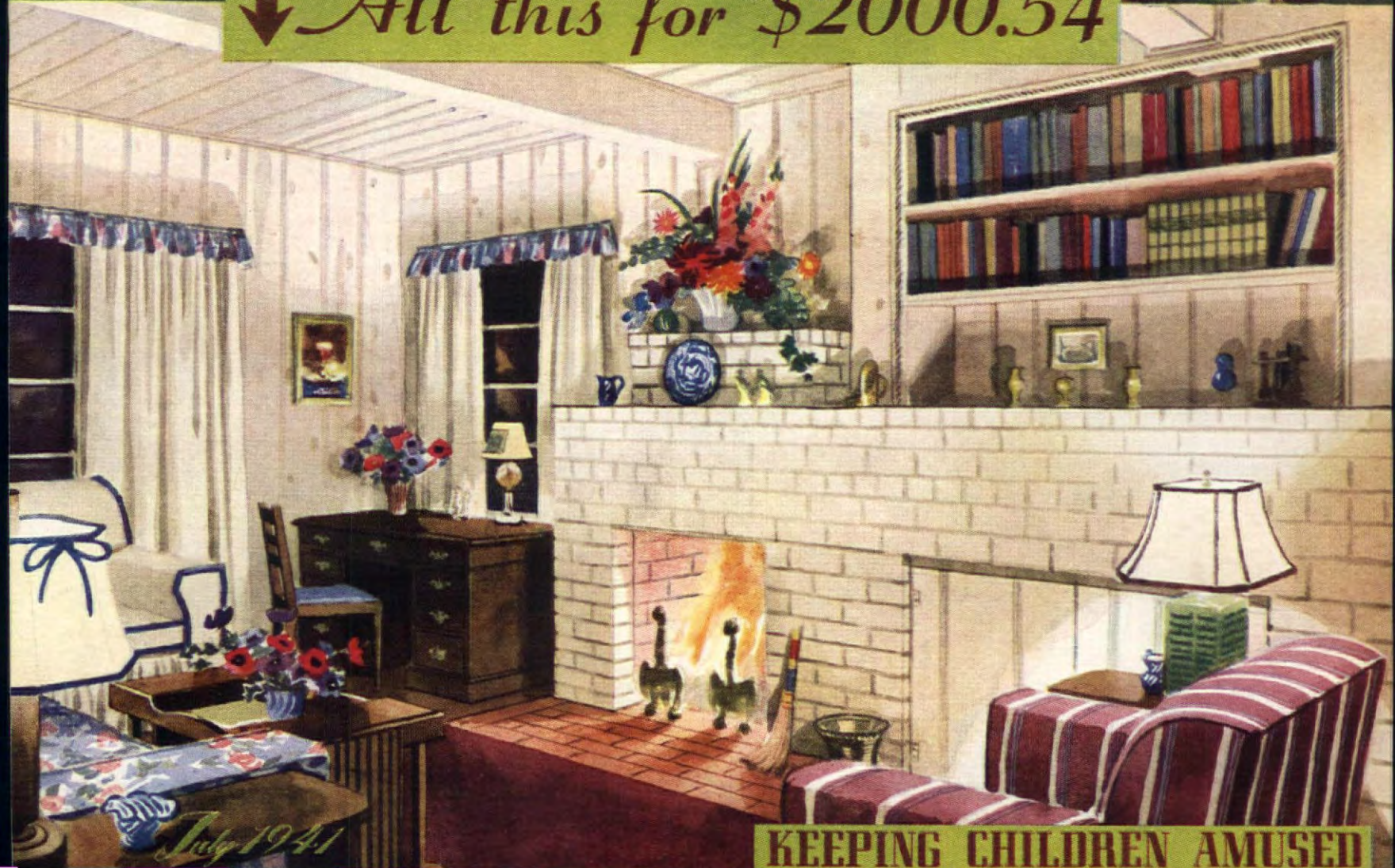
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WOMAN'S COLLEGE
UNIVERSITY OF NORTH CAROLINA



↕ All this for \$2000.54



KEEPING CHILDREN AMUSED



“... and put the cat out every night
and remember what I said about the sink!”

Skyridge

First night alone

Dear Jane:

*I've just wound the clock, put the cat out
and I think I've done everything on the list you left
— including washing the dishes and cleaning
the sink with Bon Ami.*

*Believe it or not, I'm not a bad housekeeper
if I do say it myself. And any time you want
to trade "jobs" just say so!!!
Bill and Nancy phoned to home.*

Why Jane said “Nothing but Bon Ami”

First, because she's proud of the shiny brightness of her sink after years of use! She's always cleaned it with Bon Ami and she doesn't want to dull that gleaming surface with a cleanser that's gritty and harsh. *Second*, because safe as it is, Bon Ami is speedy, too! Cleans fast enough to satisfy even a housekeeping husband!



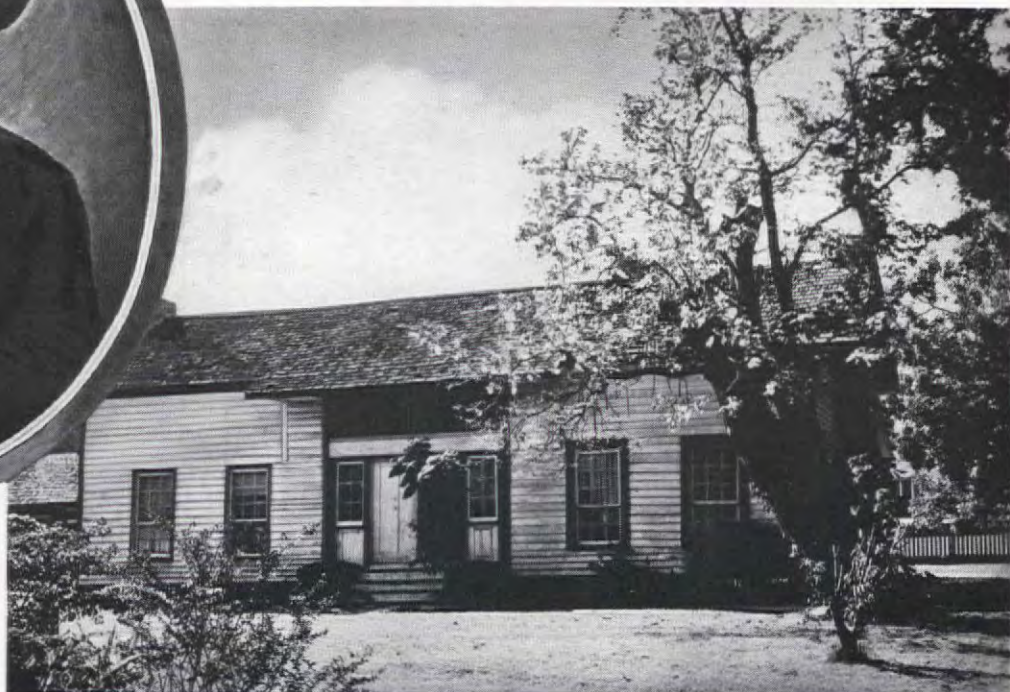
Bon Ami

“hasn't scratched yet!”

Copyright, 1941, The Bon Ami Co.

Sam Houston

The Only Governor of Two States



A hundred feet in front of this home of Houston stands his law office

IT IS NOT so much an accident of statehood as the singular leadership of the man himself that explains why Sam Houston became governor, first of Tennessee and then, after its admittance into the Union, of Texas. Born of Scotch-Irish stock near Lexington, Va., on March 2, 1793, Sam was taken by his family to Maryville, Tenn. At about fifteen, not fancying his job as trader's clerk, he ran away to live with the Cherokee Indians—an exile of nearly three years that gave him a deep-seated understanding of tribal traits and customs.

During the War of 1812, Houston served under Andrew Jackson at New Orleans and began a life-long friendship with "Old Hickory." He was wounded and decorated for bravery and after the war, was delegated to managing business connected with removal of the Cherokees from Eastern Ten-

nessee to what is now Arkansas. Later he settled down to practicing law in Nashville and became district attorney. He was made adjutant general of the militia, U. S. congressman and, when only thirty-four, governor of Tennessee. He resigned from this high office and went again to live with the Cherokees, who adopted him into their tribe and made him a chief.

Avenging The Alamo

Because of his intuitive sympathy for Indians, Houston was commissioned by President Jackson to negotiate treaties with the Cherokees in Texas and after the outbreak of the War for Texan Independence, was chosen commander-in-chief of the Texas Army. On April 21, 1836, Houston, commanding 743 raw troops on the bank

of the San Jacinto River, defeated 1600 Mexican veterans led by Santa Anna, the ruthless "Napoleon of the West," thereby avenging the massacre at the Alamo.

Texas emerged as a republic and Houston was twice elected its president. During his first term, the city bearing his name was founded and when Texas became a state in 1845, Sam Houston was named U. S. senator. Fourteen years after he was elected governor of Texas. He died at Huntsville July 26, 1863. Houston was a courageous soldier, wary, intrepid and resolute and an able and foresighted legislator. His old home, built of logs in 1847 (*above*), has six rooms in the main structure and a log kitchen fifty feet in the rear. It is now part of the campus of the Sam Houston State Teacher's College at Huntsville, Texas.

Houston's "Steamboat House" in which he died



The Home, through its agents and brokers, is America's leading insurance protector of American Homes and the Homes of American Industry

The HOME INSURANCE COMPANY

★ ★ ★ NEW YORK ★ ★ ★

FIRE, AUTOMOBILE AND MARINE INSURANCE

TREAT ME

ROUGH-



But spare my stomach!

*Hard to digest foods, haphazard feeding
are most frequent causes of
common dog ailments* **VETERINARIANS SAY**

"SPECIALIZED" describes your dog's stomach in a word, whatever his breed! For all dogs are alike in this respect—they simply can't handle just any foods. Consistent good health depends on a balanced, easily digestible diet. It helps prevent excessive shedding, listlessness, nervousness—many other common ailments.

Scientific feeding studies have

NATURE HAS LIMITED THE DIGESTIVE CAPACITY OF ALL DOGS!

"Because the digestive systems of all dogs are comparatively specialized, care should be taken to feed an easily digested ration. 5 generations of Pard-fed Cocker Spaniels, at Swift's Kennels, have escaped every diet-caused ailment."

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



shown again and again that Swift's Pard is a health-protecting, safe diet for dogs. At Swift's Kennels, Pard has kept 5 generations free from all diet-caused ailments. Their carefully charted histories reveal excellent general health, growth, and conformation to breed!

Now's the time to put your dog in tip-top condition, and keep him so. Feed Pard, recommended by veterinarians as a regular diet for all breeds!

*A fine working breed, the Old English Sheep Dog is exceptionally good natured. An intelligent watch dog, gentle with children.

Give PARD Your "See and Sniff" Inspection

Open a can of Pard. See how fresh and wholesome Pard looks and smells. If Pard does not come up to your expectations in every way—send the label from the can to Swift & Company, Chicago, Ill., with your comments. Swift will give you double the price you paid.



PARD

SWIFT & COMPANY'S
NUTRITIONALLY
BALANCED DOG FOOD



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Mr. and Mrs. E. E. Sammis, Jr.
Ossining, N. Y.

JULY, 1941

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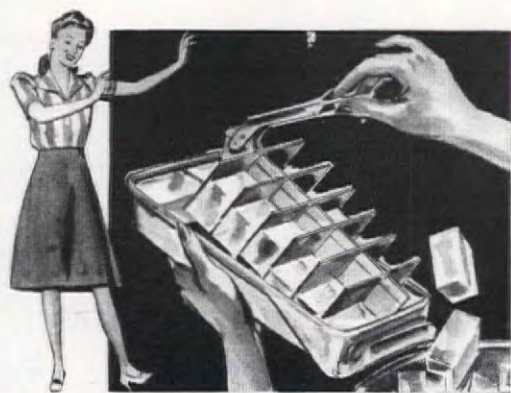
"I fell in love with Frigidaire!"

"It's beautiful, **INSIDE AND OUT**...and I found Frigidaire had loads of features I couldn't get in any other refrigerator at any price!



"IT WAS FUN LOOKING—that nice Frigidaire salesman took a lot of time to show me how Frigidaire is the best buy in every way. I didn't realize until he told me, that Frigidaire is made by General Motors—the same people who make those grand motor cars, like Cadillac, Buick, Oldsmobile, Pontiac and Chevrolet.

"YOU SHOULD SEE the exciting Cold-Wall models! Chilling coils within the walls keep food fresher longer, and preserve precious vitamins. *All* the models were so chock-full of exciting features that I got the feeling General Motors was just as proud of creating Frigidaire as I would be of owning one. For instance . . .



"FLIP A FINGER, AND ZING—there are your ice cubes. You don't need a crowbar to get Frigidaire's exclusive Quickcube Tray out of the refrigerator, or the ice cubes out of the Tray. You get ice easily, instantly—*always!*



"SCORE ANOTHER FOR FRIGIDAIRE—a seamless all-porcelain interior makes Frigidaire more sanitary. Even the inside of the door is lifetime porcelain-on-steel! Cleaning's just a matter of seconds!



"YOU'LL SAVE PLENTY with Frigidaire's famous Meter-Miser. Thanks to General Motors' superb engineering, it has 22% more freezing power than last year, yet uses less current. You've just *got* to see these new Frigidaires *today!*"

CAUTION: Unless a refrigerator bears the Frigidaire nameplate, it is not a genuine Frigidaire, made **ONLY** by General Motors, world's largest builders of automobiles, motors and refrigerators.

BUY THE FAVORITE... **BUY FRIGIDAIRE!**

FRIGIDAIRE ELECTRIC REFRIGERATORS
Duxton, Ohio • Toronto, Canada

... MORE THAN 6 MILLION BUILT AND SOLD !

July, 1941

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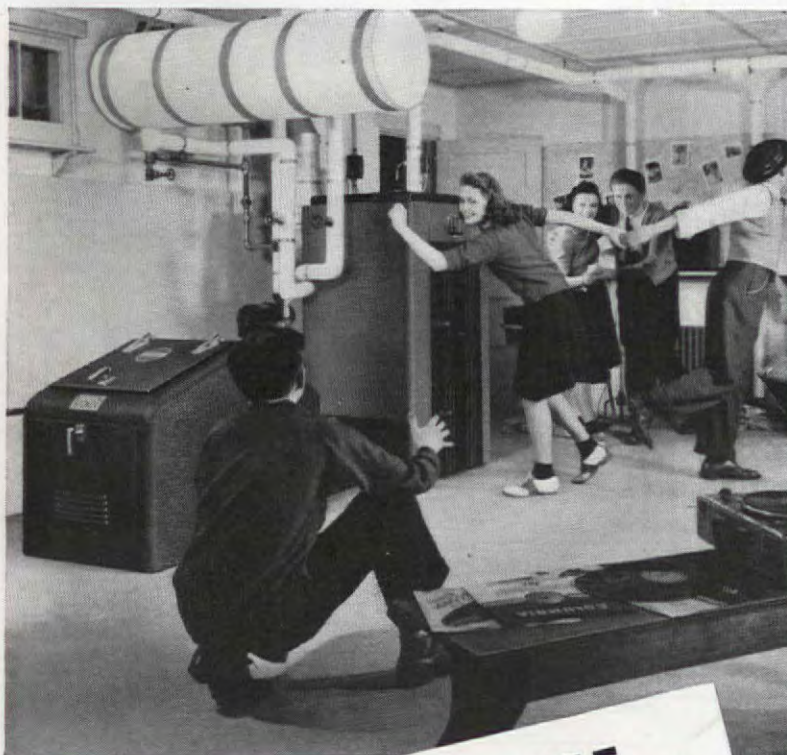
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THE AMERICAN HOME, JULY, 1941



Now's THE TIME
TO THINK OF
HEATING

SUMMER is the time to make your plans for next winter's comfort. Now you have plenty of time to make a choice of the type of heating best suited to your home. Now your heating contractor is not rushed, and can assure you the best of service. By choosing your heating now, you are assured of prompt delivery of material, of a careful, workman-like job, completed in ample time to prepare your house for the first fall cold snap.

A Crane automatic heating system will free you from the drudgery of furnace

tending—will protect your health and comfort and guard your fuel budget as well.

Crane boilers and furnaces are made in all sizes and styles designed to burn coal—oil—or gas. Your heating contractor will be glad to help you select the system best suited for your home. He will also furnish you a 4-way heating service, which assures you of an adequate heating system.

Mail the coupon below for the interesting Crane book which will give you full information on all types of heating systems.



CRANE


CRANE CO., GENERAL OFFICES: 836 S. MICHIGAN AVE., CHICAGO
PLUMBING • VALVES • FITTINGS • PIPE • PUMPS • HEATING

CRANE CO., 836 S. Michigan Ave., Chicago, Ill. AH 7-41
Gentlemen: Please send me a copy of "Choosing the Heating System for Your Home."

Name.....
Address.....
Town..... State.....

AUTOMATIC HEATING SYSTEMS FOR EVERY FUEL





"Peggy's a wonder, isn't she? Her whole dinner was a dream but her salad was divine!"

KRAFT
Mayonnaise
a superb blend of...

*..fine eggs and oil,
fragrant vinegar
and spices, and as
the final crowning
touch . . .
fresh lemon juice!*



Compliments come thick and fast when you serve Kraft Mayonnaise. It glorifies everyday salads, makes extra special ones "events".

This superb mayonnaise has the delicacy and richness that only really choice ingredients can give. Fine eggs, oil, vinegar and spices, and—for piquant flavor—*fresh lemon juice*.

Its *texture* is exquisite, too . . . blended to velvety smoothness in Kraft's exclusive beater.

We firmly believe that once you try Kraft Kitchen-Fresh Mayonnaise you'll never bother to make your own again . . . unless you just plain like to work!



LIKE SWIFT'S PREMIUM HAM, IT'S

*Sugar-cured
for extra flavor!*



Quick main dish! Slice Prem, serve with pineapple and strawberries.

FINER quality, finer flavor... that's what you expect from Swift's Premium. That's what you get in Prem! No spices! No gristle! Prem is made from tender, juicy cuts of fresh, lean pork... selected and prepared with extra care... then sugar-cured the exclusive Swift's Premium way. Prem can't be matched for extra goodness!

SWIFT & COMPANY: PURVEYORS OF FINE FOODS

What's wrong here?

THIS is the third month for our quiz and we are wondering whether you are finding it an entertaining brain teaser. We, of course, are having lots of fun with it ourselves. In case you missed the previous announcements, we'll repeat. These quiz pictures are, in a sense, our own "Information Please." Each one has something fundamentally wrong with it, and this has nothing to do with the technique of the illustration. You spot the errors and quick, quick write us. See how many you get right. Address: American Home Quiz, 444 Madison Avenue, N. Y. C. We will grade the papers and, if you get a passing mark, you will win a prize from our idea grab bag. It might be on decorating, gardening, food, or handicrafts—but it will be a special idea that belongs just to you who have answered the questions correctly—sort of like a personal issue of the department. Fun? Awfully exclusive, but who doesn't really enjoy that? We'll publish the answers the next month. Please make your answers as brief as possible and use the key number under each picture to identify it. No entries will be considered after July 25th.

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. However, we shall try very hard to be fair.

What's wrong here?



2 What's wrong here?



4 What's wrong here?



What's wrong here?



What's wrong here?



7 "Dainty, courageous snowdrops—so named because from spring-planted bulbs white flowers arise just in time to greet the first snow flurries of the fall..."

What's wrong here?

A SPECIALTY AT THE

Old Chase House

...TINY PANCAKES, STRAWBERRY HARD SAUCE, AND

SWIFT'S PREMIUM BACON



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

WEST-HARWICH-BY-THE-SEA, MASS. The Old Chase House Route 28—On Cape Cod—83 Mi. from Boston. June 14 to Sept. 14. More than 230 years old, this lovely house with vast fireplaces and fine old paneling and furniture, opens its doors to overnight guests and those in search of delicious food.

"SWEET SMOKE TASTE!" That's the reason why Swift's Premium Bacon is served at the famous Old Chase House . . . the reason you'll prefer it for your family and guests.

No other bacon has this special, captivating flavor. And, in an All-America poll on "What's the best bacon?" no other brand got even half as many votes.

Sugar-cured Swift's secret way and specially smoked in ovens, Swift's Premium Bacon is marvelously mild and delicate. Yet it's zesty, rich in flavor "come on."

At your house, why not always enjoy the bacon America likes best? Ask for Swift's Premium Bacon.

The bacon America votes best!

In a nation-wide poll made by the Psychological Corporation, thousands of women were asked "What's the best bacon?" Swift's Premium got more votes than the next seven brands combined!

"Sweet Smoke Taste" from Swift's secret Sugar Cure and special Smoking in Ovens

SAY SWIFT'S PREMIUM FOR THE FINEST MEATS:

Bacon . Ham . Beef . Lamb . Poultry
Veal . Frankfurts . Table-Ready Meats

OLD CHASE HOUSE PANCAKES AND BACON. Place Swift's Premium Bacon on rack in shallow pan; bake in moderately hot oven (425° F.) 10-12 minutes, or until brown. No cooking is necessary. Arrange on a hot platter with tiny pancakes (about the size of a dollar). Accompany with Strawberry Hard Sauce. To make the hard sauce, cream together 1 smooth $\frac{1}{4}$ c. butter and 1 c. confectioner's sugar and 1 c. sliced strawberries, fresh or frozen. (Any kind of fruit, or oranges, may be used instead of strawberries.)

MEMBER. THE MEAT MAKES THE MEAL

In Hawaii—"loveliest fleet of islands"—climate, scenery and laughter-loving people weave a spell no visitor forgets. A characteristic feature of Hawaiian feasts is juicy golden pineapple, symbol of hospitality.

From glamorous HAWAII...



MRS. A. LEE YATES WARD
SENDS HER FAVORITE
RECIPES FOR YOU
TO MAKE WITH
LIBBY'S HAWAIIAN
PINEAPPLE

Pineapple Kamano

This is a delightful main dish for luncheon or supper. To make it, combine 1 lb. Libby's Alaska Salmon (one No. 1 can) with $\frac{1}{2}$ cup of fine bread crumbs, 1 egg, salt and pepper. Form into thin cakes and press a well-drained slice of Libby's Hawaiian Pineapple on each. Place on greased baking sheet in a mod. oven (350° F.) for 20 to 25 minutes. Libby's Pineapple, fully ripened on the plant, has a superb flavor that combines deliciously with other foods. And you'll like the looks of Libby's. Libby's are selected slices.

Informal entertaining is typical of Honolulu, where Mrs. Ward is a well-known hostess. At garden lunches, and formal parties, too, pineapple dishes are favorites. "I hope you enjoy these recipes," says Mrs. Ward. "Libby's Pineapple does them full justice; it has such a marvelous flavor. It is sun-ripened right here in the Islands."

Libby's
HAWAIIAN
PINEAPPLE

SLICED
CRUSHED
TIDBITS
LONG SLICES
GOLDEN CHUNKS
JUICE

*Actually ripened
on the plant!*



Libby's are
descriptive labels!
See panel on back.



Dear American Home



THOUGH there were bouquets in abundance, we'd hardly say that vehement brickbats were entirely lacking after our May issue. However, all were most enthusiastic and sincere and truly appreciated by us. We should like to quote from a few:

DEAR MR. SEYMOUR:

From all sides I am hearing of the very fine article in your May issue, "We're Proud to Have Started It." My fan mail on this subject amazes me. I didn't realize how many men, women, and children read your magazine.

I think you presented the story fairly and squarely. Most of the men in our industry have evidenced a desire to co-operate with any public-spirited group. Certainly there are enough troubles in this world that are common to all of us without adding to them. If we are to concentrate on our affairs abroad and on our defense program, we should certainly be broad-gauged enough to have a common meeting ground on problems such as our own roadsides. So thank you again for being so fair to our industry.

The all important fact must not be overlooked that America is essentially a commercial nation. We Americans have more luxuries and a pleasanter life than any people on the globe today. Advertising has played a very important part in our lives. Mass production would have been of no avail without mass selling. Outdoor advertising is merely a component part of the whole advertising fabric of selling. I think some of these facts should be presented to your AMERICAN HOME readers in one of your future issues. —LEONARD DREYFUSS, President, United Advertising Corporation.

And here's one from Mr. L. W. C. Tuthill, Chester, N. Y.:

"It's evident, Mrs. Austin, from your May issue, that pussy-footing palliatives are 'out your window.' The way you line up the 'gord orful' and, side by it, show the acceptable, is as courageous as it is horse sense. The dictating limitings, that skating around the chances of 'offending the reader,' that put a crimp in so many magazines' opportunity of forthright helping hands,

is as regrettable as it is inept. There's ever the phase of *defending* the readers, which you recognize as worth giving a decent break.

"A whale of a lot of readers have the red blood to live their own lives, in their own way, not as just one of the herd of 'baa-baa's.' However, theirs is a continual self battle—conscious or not—in the inner mental defending of their views and actions. To such, your May approach is a *comforting assurance*. A real contribution to more contented living. Congratulations."

"SHOULD BE HANDED OVER COUNTER WITH EVERY MARRIAGE LICENSE"

MY DEAR MRS. AUSTIN:

I am not a bride and it is beginning to look as though I never will be, but your timely tirade against the selection of 18th Century atrocities has struck a humming chord of response in my un-premarital heart. THE AMERICAN HOME should be handed over the counter with every marriage license.

Please accept my very special congratulations on your effort at commending American simplicity instead of the rococo and insecure frivolity of this modern 18th Century stuff—and I mean stuff. It has curdled my blood more than once to see people who ought to know better spending their hard-earned coin for obviously inferior merchandise that will not only stand out like a sore thumb in its surroundings, but reflect on the judgment of its purchaser. Its only virtue is that it probably won't last a lifetime.

... And just as a final hint, before I take your leave, are you quite sure THE AMERICAN HOME isn't overlooking an almost uncultivated market? Why not give a little more attention to those thousands of "career girls," school teachers, and widows who "live alone and like it"?*

Oh yes—thank you, too, for compiling the May issue more readably—without the checkerboarding of

ads and stories that made reading recent issues something more difficult than a chess problem.—MARTHA HAWKINS, Indianapolis, Ind.

[*We are! We've put the job up to Ethel McCall Head, one of our favorite contributors.—Ed.]

AND, lest we permit our enthusiasm to carry us too high—

"What do you think we housewives do? Throw out half our furniture every month, dig out old pieces from the attic and paint roses all over them to replace those thrown out and drape tablecloths and bedspreads in screwy swags at our windows?"

"Furthermore I ask you if you think that American housewives have nothing else to do but interior decorating? ... A lot of us have homes, with gardens. Do you ever write any sensible articles about a real honest-to-gosh garden problem? No. Many of us would like to have expert advice from other readers on just exactly how they manage to grow such lovely sweet peas when ours just shrivel up and die. And just HOW does one start building a screen porch to make the roof join up with two other roofs of unequal height?"

"It will soon be time for people to take their vacations. What about making some plain and simple suggestions of not so well-known inexpensive mountain or lake resorts all over the country. ... Give the readers what they are interested in, not what you think they OUGHT to be interested in."—RUTH LOUISE NAIMAN, Hampton, Va.

[Dear R.L.N.—we hope you saw our June issue with twenty pages devoted to family vacations.—Ed.]

And from Arlington, Virginia, Mrs. Charles R. Long writes:

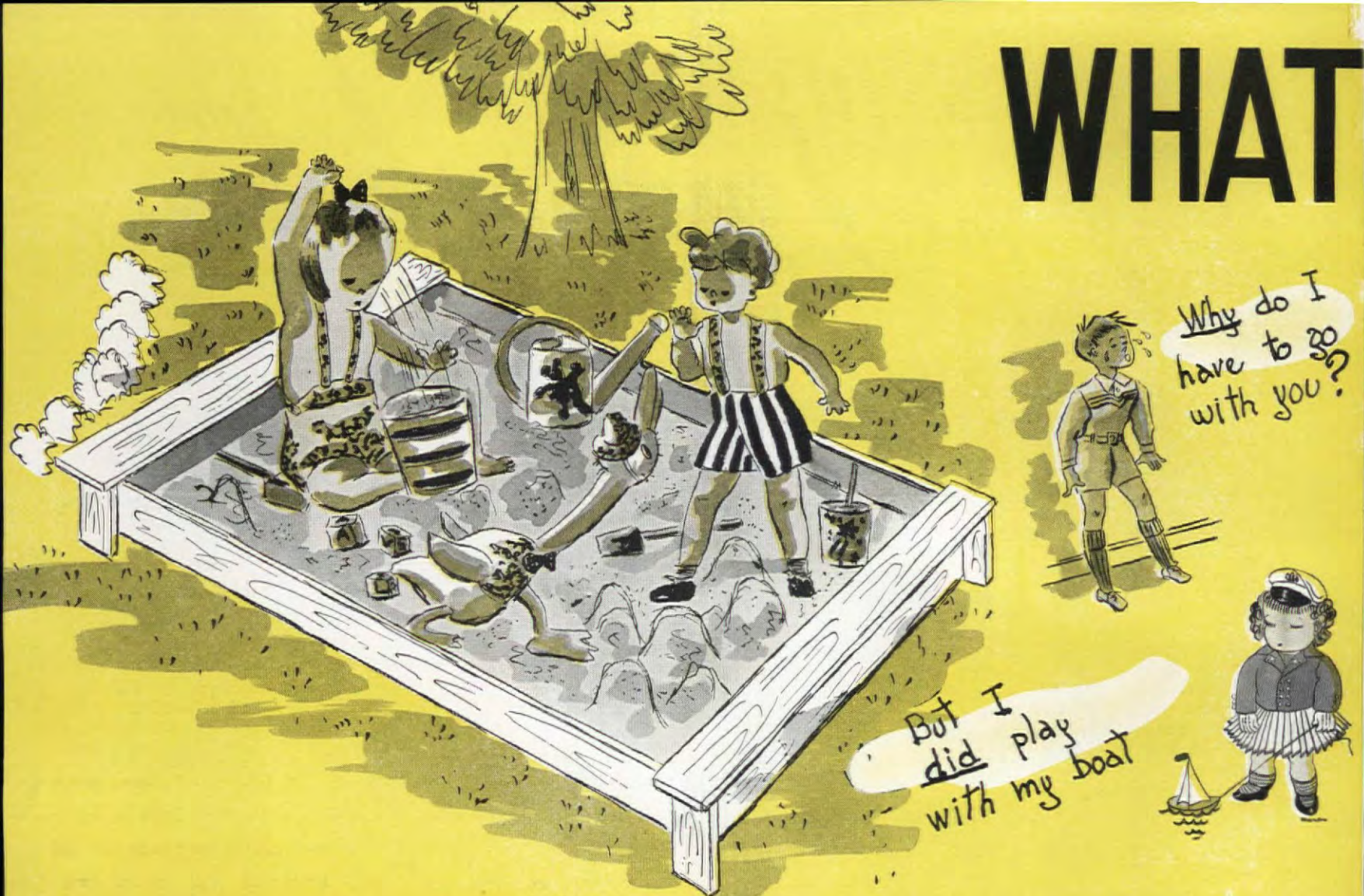
"I think you make a mistake in inferring, if I am correct in my belief that you were inferring, that the American buyer in an attempt to express dignity or some such feeling is for that reason demanding the imitations of good 18th Century furniture. The buyer takes pretty much what is offered and for those with the average education (which is usually an education totally devoid of artistic or decorating principles) and the average pocketbook it has been extremely difficult to find 'charm' either in houses or in furnishings. With the assistance of such issues as the May issue of THE AMERICAN HOME and with the co-operation of furniture manufacturers it should be possible for the average American woman to create a really homelike atmosphere with furnishings that are functional without being 'modern,' and attractive, but still sturdy and usable."

From Mrs. W. W. Davidson, Jr., Evanston, Ill.: "Never have I gotten a magazine that didn't make my house appear shoddy, out of taste, and too awful, until your May issue. ... I no longer hanker nor grieve for the corner cupboards, the swags, or the silks and satins. And this I know from bitter experience—the dinette sets you speak of, *we* have one! ... I've warned all my friends, and I wish somebody had taken the trouble to warn me!"

DEAR MRS. AUSTIN: As a writer and regular subscriber to THE AMERICAN HOME, I have been lost in recent months by your struggle to establish a new format and a new type of content in your magazine. As a contributor to —, I was inwardly pleased by the better status of My magazine. But now, all is forgiven. Your editorial in the May issue has put me on the track and I feel compelled to write you with many compliments on the newly arranged format which is splendid, lucid, and wholly intelligent.—VERNON DAVID IRISH, Ottawa, Illinois.

Thank you and congratulations on your May number. ... For several years we have bemoaned the fact that women are forgetting that their men still live at home and they have some right to a place to stretch out with the evening paper and rest.—AMERICAN HOMER, Detroit, Mich. [Dear American Homer—when you see the August AMERICAN HOME! The men *really* take over!—Ed.]

WHAT



WITH the first warm days of summer parents breathe sighs of relief and say, "Isn't it grand to have it warm so the children can get outdoors again? It's been hard having them cooped up all winter, and you can't blame them for being restless."

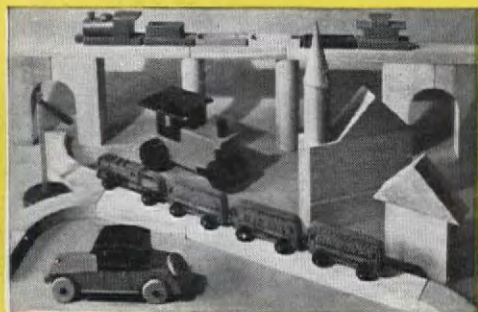
These same parents will be disillusioned if they think it's enough to dress their children in sun suits and turn them loose in the yard. For children, left without play materials, play pretty much like puppies and sometimes learn little more from the experience. But given a few good toys, most children will learn to play happily alone and to get along with other children; to use their imagination, work out ideas and carry them through; to find, without adult suggestion, a morning's interesting occupation.

Do you wish that David, just four, would play in the yard by himself? Give him a sand pile, a few wooden spoons and chopping bowls, a dented muffin tin from your own cupboard. Keep the sand moist and it may stay within bounds and not scatter itself over your flower garden. On hot days let David have a bucketful of water, just to add adventure to the mixing of sand cakes or the construction of a bridge with a river of real water underneath. For happy play experiences, solitary or sociable, for boys or

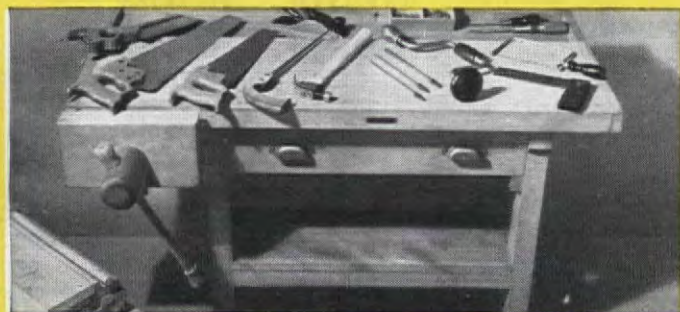
girls, a sand pile hardly can be equalled. It holds a small child's interest day after day and, incidentally, encourages constructive thought.

Another play material, less seasonal and fully as valuable in aiding a child to learn to play contentedly alone, is a set of building blocks. These can be as elaborate or as simple as you wish. Most lumber companies are glad to let you poke about and gather a basketful of scraps, and often a collection of interesting blocks will grow from such a source. The children will find it fun, too, to sandpaper the blocks and later, perhaps, help to paint them. Or, any toy department has sets of blocks. These commercial blocks can be bought in sets or by the dozen in open stock, and are so designed that successive sets can be used together. It is important to know that the smallest blocks should be about half the size of an ordinary building brick. Working with blocks this size and larger, the child builds imposing and satisfying structures before he gets tired.

Little two-year-old Jackie will pile his blocks one on top of another, and shout with glee when his tower becomes taller than he. Jean, who is three, will have more ideas. Her blocks will be railroad tracks in the morning, trains at noon. Later the children will embark co-operatively on



Eddowes Co., Inc.



Photographs courtesy Educational Playthings, Inc.



The secret of absorbing hours, real contentment, and happiness lies in the play materials you give your child. Those which can be used in different ways and for a long time are better than those whose possibilities are quickly exhausted. The best play materials—dolls, blocks, paints, tools—may begin as childhood toys, finally become adult hobbies

MARY ELIZABETH KEISTER, Principal, University of Chicago Nursery School

Constructive, educational toys really are fun. Project play blocks enable a child to build cities that would stagger the government, even two-year-olds are handy with tools, and little girls enjoy housekeeping if they have some of above equipment

SHALL WE DO WITH THE CHILDREN?



Well, Johnny's taller 'un me—



Now---- what'll we do now?



But I'm tired OF playing with dolls



Same old ice-cream and cake-parties with GIRLS!

building projects that would stagger the government. A whole village, or a dock complete with barges, tugboats, and freighters.

Parents are amazed to see their two-year-olds in nursery schools using hammers and nails, and the teachers are surprised at how rapidly a child acquires skill in their use. Even Susan, who is only two and a half, will nail a crosspiece to a stick of wood, christen it "airplane" and then offer to make airplanes for Timmy and Richard. But Timmy and Richard, being four and five respectively, have already launched into a far more ambitious undertaking. Their house boat is presenting a porthole problem.

A few regular carpenters' tools and some soft wood scraps make excellent play materials and may inspire a hobby or even a career. These tools must be good and sturdy—not cheap "child-size" ones. Such materials should be used at first only under supervision, but as the child progresses he may be trusted to perform some operations alone. By that time, however, the father is having such fun working with the child that he won't want to stop. Carpentry often provides a starting point for the kind of father-and-son relationship that persists and even deepens over the years. If you want to encourage your child to play with other children, get

School's out now, but neither you nor the children will have much of a vacation unless the little darlings are kept happily busy. Read these practical articles, and you'll understand why it's not enough to turn them loose in sun suits and hope for the best!

him a large express wagon, some boards, orange crates from your grocer, an old blanket or piece of canvas, and perhaps a length of garden hose. You will find all the neighborhood children constructing airplanes, fire engines, trains, tepees—while they imitate Indians and firemen.

To very young children dolls have a more universal appeal than most parents realize. A cuddly doll, a doll bed, and a few squares of gay, printed cotton remnants for "covers" please most little children. Add grandfather's cane and some high-heeled shoes, and your children are set for many happy days. The little boys, too, will join in dressing up as the family doctor and Aunt Matilda on a visit to the doll's house.

Parents often complain, and rightly so, that what we call the creative materials—paints and clay—are "messy" and "not worth the bother." They are messy, but they are worth to the child many times the effort of getting them out and cleaning them up later. Anyway, they can be used on the back porch, in attic or basement. Mix vegetable food colorings with water, give the children paint brushes (dime store variety, about an inch wide) and let them work on large sheets of ordinary brown or white or gray wrapping paper. It's another chance for your child to be happy.



F. M. Demarest

Materials, Educational Equipment Co.

All children like to build things—smaller blocks for indoor play, and great big blocks for outdoors



John B. Tutcomb from Black Star

Fritz Henle from Black Star



Paints are a little messy, but worth the trouble. Good tools, not wobbly "child-size" ones, often inspire lifetime hobbies



Children DO love gardening



Photo by the Mott Studios from Frances Duncan

1. Garden on a "play bench" makes room for trains, dolls



Art Streib



Seaf Camera News

YOU don't garden just because it will improve your mind to see how plants grow and slim down your waist to dig out the weeds. Not at all! You want a climbing rose because it is pleasant to see it blooming just outside the window; you take care of that big tree because otherwise the place looks bare and hot; lilac bushes are worth the trouble for they reward you with fragrant blossoms. Well, then, you can see why gardening for children must be linked with fun and play. Every child considers play a serious and important part of real life, and the kind of gardening he likes must also be play.

One of the best ideas I've seen is a garden "play-bench" where children from three or four years up can build wonderful houses and gardens, railroads and tunnels. In construction, the play-bench differs little from the regulation greenhouse bench. It should be three or four inches deep, a foot and a half or more wide, and as long as is convenient. It is built of inch-thick lumber and should have stout supports to hold it at a suitable height. If lined with zinc, it has even more possibilities for usefulness. On the safety and isolation of the play-bench the small workman may leave his paddock fence or garage still incomplete, just as real work-

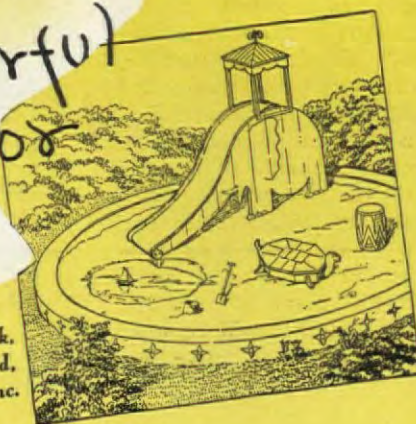
men knock off work at noon—and his mother needn't spoil a miracle of construction by saying, "Now put your toys away."

For example, the one at the top of the page has a background of California mountains painted on Manila paper. A kind father (who also loved to whittle) made the tiny house, and the car standing in the driveway came from the five-and-ten. The "shrubs" are plants of dwarf sweet alysum; at the edge of the drive are small plants of lippia, and the clumps in the background are dwarf marigolds that cost a cent apiece. An enamel baking pan, borrowed from the kitchen, makes a fine swimming pool. Peat moss was used instead of regular soil because it is cleaner, and the plants are doing nicely in it. The charm of the thing is a tremendous effect in proportion to the small amount of watering and other work necessary to keep it in a blooming condition.

In the ample kitchen of an old New England farmhouse such a bench, ten feet long, kept two little children happy for a whole winter. At the far end, ice-cream salt, instead of sand, was the basis for a winter landscape. There were miniature mountains with sprigs of junipers for trees, and small dolls slid down hills on toboggans of Manila paper. One of the children made an elaborately constructed railway for small, wind-up trains that really would run from the icy mountains of New Hampshire to the verdure at the other end of the shelf, where his brother had a stable and paddock for miniature horses in "sunny California." Manila paper tacked on the wall at the back served as a canvas for a rough landscape which gave still more reality to the youngsters' world.

At the Montessori School in New York, a similar bench was constructed which ran the length of the small playground. This bench was filled with good soil, and real gardening was done by thirty or forty children, each

2. Circus garden has wonderful elephant for a slide!



Circus, sports, and forest gardens from the book, "Children's Gardens," by Edwin L. Howard, published by Studio Publications, Inc.

BUT—IT'S GOT to be FUN!

FRANCES DUNCAN, Hollywood, California



Photograph of this garden and the circus garden, as shown at the 1940 International Flower Show, by Seaf Camera News

in his own plot. The fence in the background was camouflaged by sketchy murals of fairy tales, complete with Jack's miraculous beanstalk.

These give you a few suggestions about what your child can do on a play-bench. But he'll think of plenty more! Which reminds me of one small boy I know who says he's going to have a rodeo ring and stock farm, too, on the bench his father is making for him. And there are great plans for a tennis court and croquet set-up at the far end of the one at the top of page 14. Or perhaps your youngster is modern, air-minded, and wants a landing field, hangars, and a dozen of the dime store's latest model planes, so remarkable in their realistic lines.

In any case, the child is tempted to make a garden in relation to his play-bench world. A lawn only 18 by 24 inches can be of real, growing grass, to be clipped with the scissors and watered and tended. The garden, though doll-size, can be real, too. Small lobelia, or sweet alyssum, or other tiny-flowered plants, may serve as shrubs, a bit of *Spirea thunbergi* for a flowering tree, and small junipers or *retinosporas* for impressive evergreens. If your child has a good sense of construction and proportion, he will make a miniature flag-stone terrace and perhaps a pergola or modern garden house. And, as far as he is concerned, all this constructive, educational work is pure and unadulterated fun. His gardening is play, and so of course he loves every minute of it.

Now if you possibly can, there's one more thing you ought to do about your own garden in relation to your child: please try to set aside a little plot that will be real, honest-to-goodness, active fun

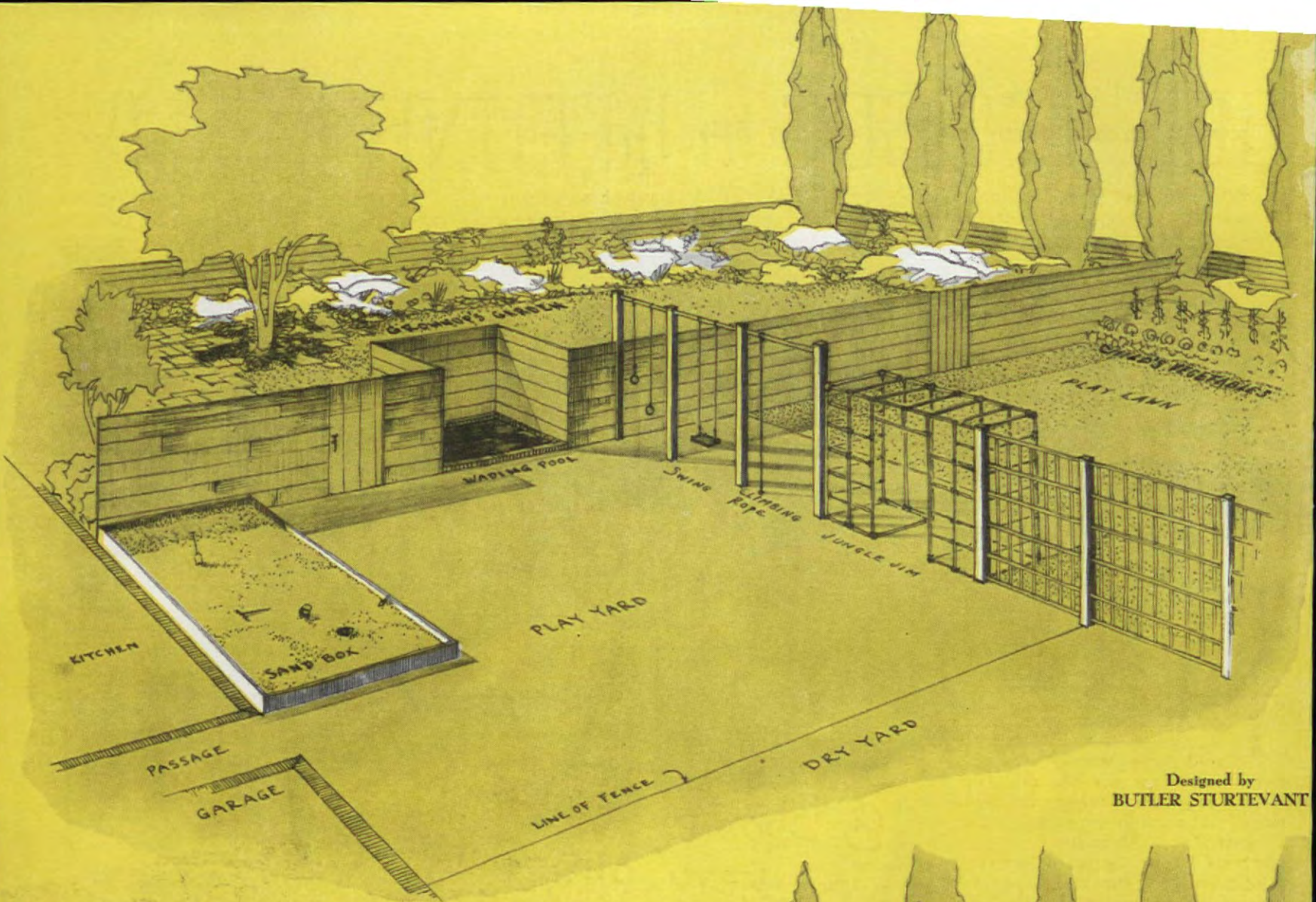
instead of just another crop of flowers that are not, under any circumstances, to be stepped on. No child enjoys things connected with too much parental restraint, and we must say we agree with him. Why *should* he like the garden if it's just a place with a lot of reminders to "keep off," "don't touch" and "be careful"?

The circus garden, for little children, has a wonderful but quite easily and inexpensively constructed elephant slide—and while your child may not learn about zinnias from it, at least he will love the garden in general because of it. The sports garden is one of our favorites if you have room for it, because there the whole family can have fun, give parties, and acquire skill at anything from archery to putting. And for energetic little boys, a forest garden by all means—just get a tent-tepee and some hardy shrubs and trees to simulate a forest, and you won't need to urge your little "wild Indians" to stay put and play in their own back yard. [And, by the way, here's an idea, reported by one of our scouts whose

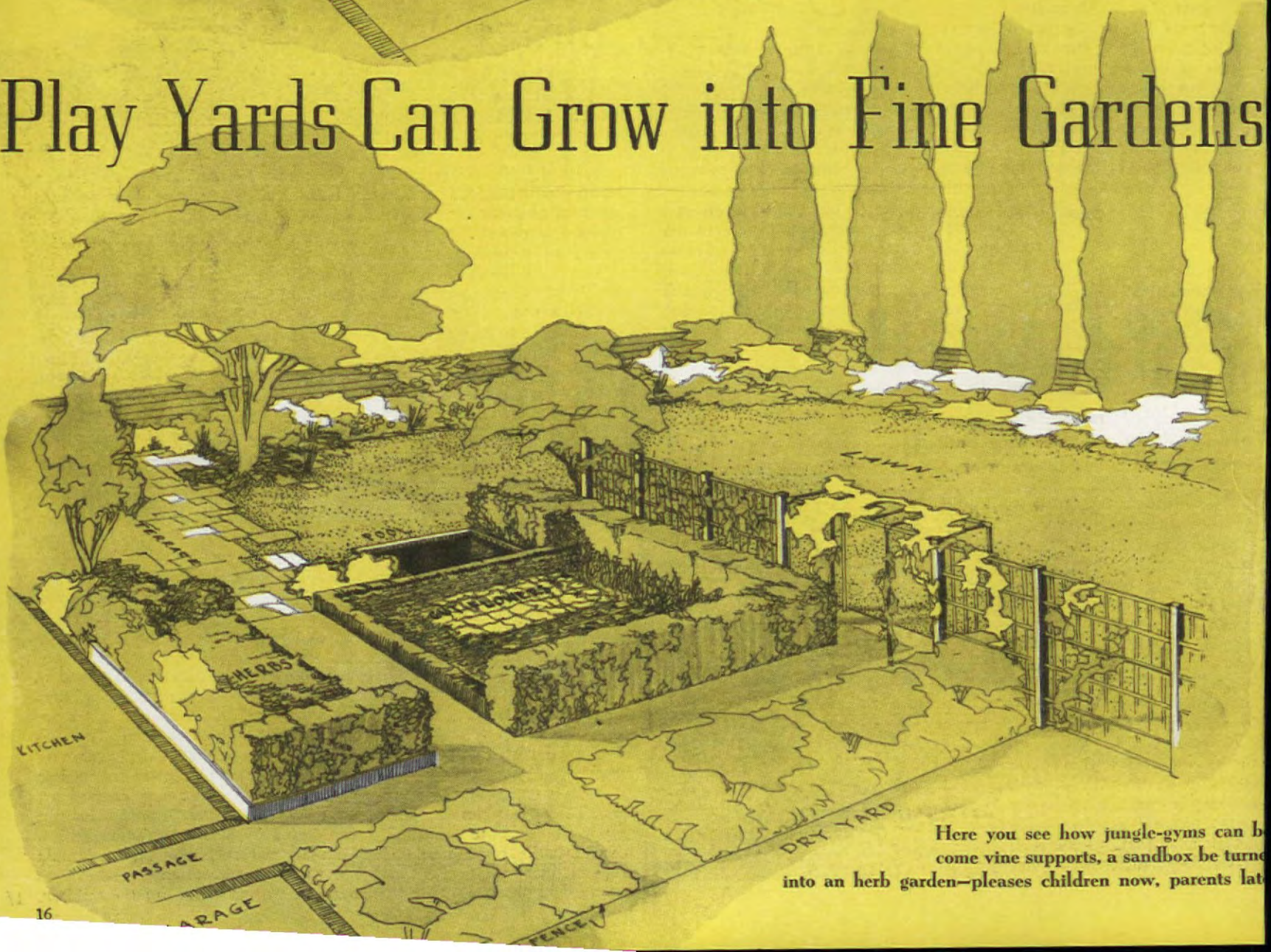
little nephew really does love gardening. He's only about five years old, but instead of giving him child-size tools, the best of which are often wobbly and incomplete as to variety, his parents gave him a tool set intended for women and therefore light enough for him to handle. When he discovered his tools were actually "grown-up," and not just playthings, he set to work with all the energy and enthusiasm in the world. Some of these tools, as shown on our "Personal" page in the April issue, are available with bright-colored plastic handles to catch a very young man's eye. And they will encourage and start him off on the right track, so some day he'll be a really good and experienced gardener.—Editor.]

4 Backyard
forest garden
Complete with
tepee and
the Indians!





Play Yards Can Grow into Fine Gardens



Here you see how jungle-gyms can become vine supports, a sandbox be turned into an herb garden—pleases children now, parents later.

Study of the opposite page will show how easily all the alterations can be made. Four or five days' work for a gardener and perhaps three days' work for a carpenter are all that are required to transform an adequate play yard into a charming garden—that is, if you've planned well!

KEEPING the children at home is a man-size job, but often can be done by providing them with an adequate outdoor play area where they will have enough room for plenty of freedom and fun. The play yard must be spacious and flexible, to allow for a variety of activities. Swings, slides, and wading pools are not absolutely necessary, but space is. This area should be near the kitchen or service end of the house (easy supervision) and away from the street. If you go in for pedigreed dahlias, have a hedge or

up the pool will be in good relation to the garden. Incidentally, it's wise to have part of it deep enough for future water lilies. Just have some deep spots, and fill up these holes with brick and sand. Later, all you have to do is take out the filling and plant your lilies.

You may find that the sandbox is a perfect place for an herb garden. If you are careful about ceiling heights and placement with relation to rest of garden, the play house may become potting shed and tool house. Jungle-gyms and frames for swings lend themselves to later

fence to segregate them so your horticultural hopes won't be ruined by a stray football. Later, the play yard becomes part of your lawn or garden.

If you are going to have a wading pool, place it so that when the play yard grows

use as vine supports, so if you plan on using them as such, place them where you eventually will want them situated.

Tanbark and other soft surfacings are good pavement for

small playgrounds. In small areas some of the new outdoor linoleum pavings might be used. They require a concrete base, but if the area is to be used later for grownups' games, this type of paving will be found practical.

Most home yards are not large enough for a separated play lawn, but if you plan ahead you may be able to use part of the future main lawn for this purpose, simply by fencing off a portion. Then later remove the fence, do a little patching, and you have your large, permanent lawn intact, none the worse for extra wear.

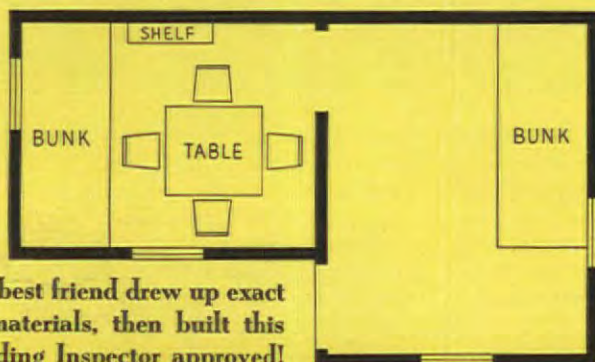
Opposite you see how a typical case might be handled. The first view shows a play yard segregated from the "grownups' garden" by a fence. In the play yard are sandbox, wading pool, trapeze, swing, jungle-gym, climbing rope, play lawn, and vegetable garden. The vegetable garden is the children's. The area between jungle-gym and sandbox is paved with tanbark and later becomes a cut flower and herb garden, as shown in the second view. The play lawn eventually becomes an extension of the main garden lawn by removal of the fence. Note that placement of wading pool in the play yard is controlled by its place in the finished composition. By cutting down swing frame posts and filling in between them with lattice, a fence is produced to match the existing one. An imposing jungle-gym becomes almost graceful after removing excess rungs and training vines to grow over it and thus hiding its original identity.

The boys built it!

THERE was no place where my eleven-year-old son and his friends could hold their club meetings in privacy. Then Perry showed me the plan of the clubhouse that they wanted to build in our back yard during summer vacation. They had figured out the exact measurements, and the kind and amount of lumber needed.

After much telephoning to the lumber company (the patience of the men in that company deserves special mention), the boys started building. I was afraid such vigor and enthusiasm would wear them out in the first few hours, but the days went by and the work progressed. Then they decided to build two bunks, which are so firmly anchored that I believe we'll have to remove the cabin if we ever want to dispose of the bunks.

When the clubhouse was finished, with tar paper over the roof and lathing over the cracks between the boards, there came a big moment for the boys—the City Building Inspector came to see if it met all requirements. Finally he told the builders they had done a fine job, and the next night it was listed in the newspaper among the buildings granted permits!

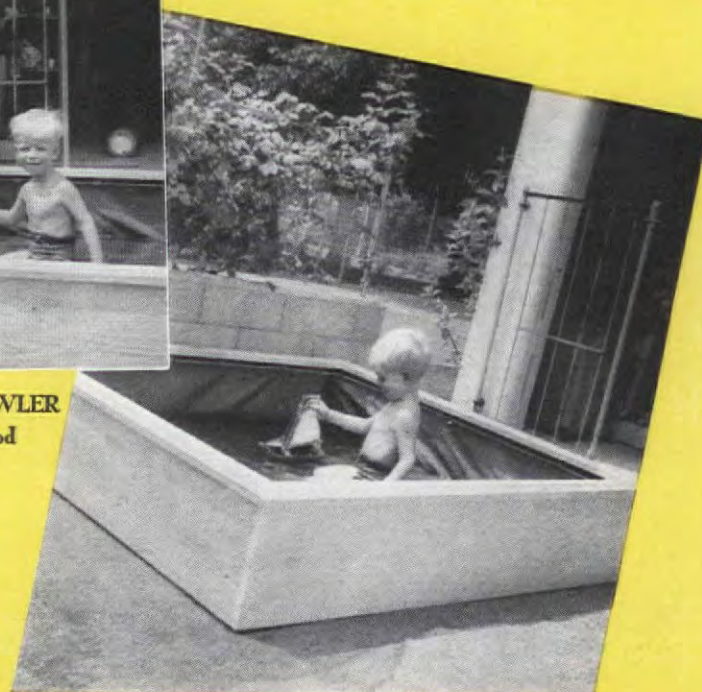


AIDA G. GARST
Palo Alto
California

Our son and his best friend drew up exact plans, ordered materials, then built this cabin. City Building Inspector approved!

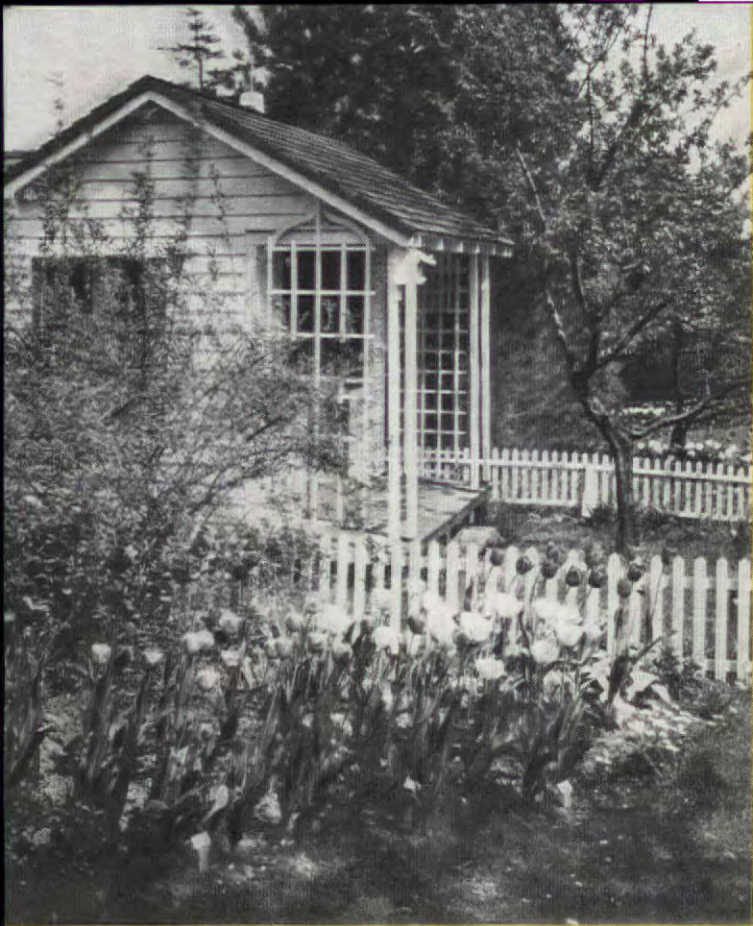


WILLIAM H. FOWLER
North Hollywood
California



A portable pool keeps him cool and happy!

TO KEEP a little boy cool and happy, try this knock-down wading pool. It is 5' square and 12" deep, and the waterproof duck lining can later be used as pup tent or sandbox cover. The sides are pieces of 1" x 12" x 60" common white pine. The top frame is optional, but strengthens the side members and provides a step or seat for the youngsters. It is 1" x 3" white pine with mitered corners fastened to the side panels with brass wood screws. Screw eyes and grommets are installed in each corner and at 12" intervals along the sides, 1" below the top of the frame, to hold the 7' square lining. To install the lining, push it down into the frame, meanwhile folding in the corners box fashion. Manila rope or light sash cord is laced through the grommets and screw eyes to secure it in place. Easy for you to make; worlds of fun for the children.



Playhouse in the New Jersey garden of Mrs. David L. George
Photograph, H. G. Healy



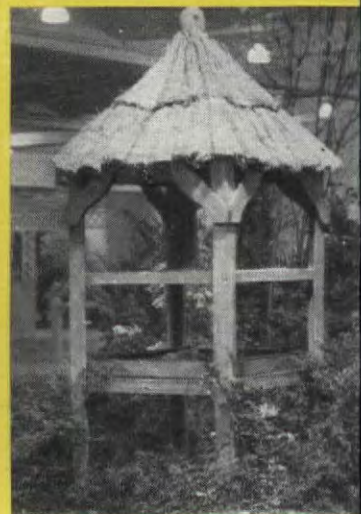
Shown at the 1940 International Flower Show; Edwin L. Howard, architect



Every
little girl loves
a playhouse!

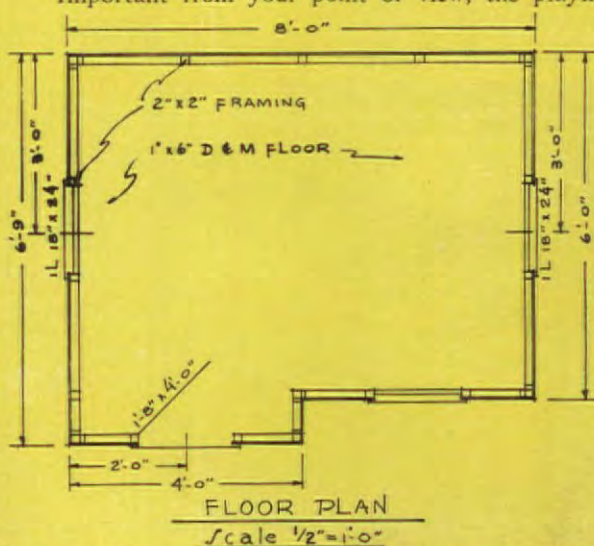


Seaf Camera News

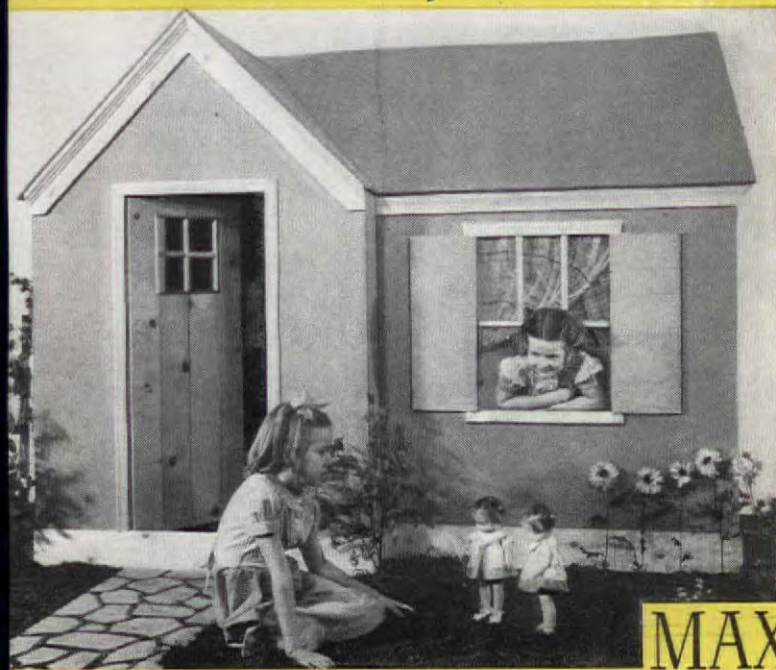


Seaf Camera News

AND we think every little girl should have a playhouse! It doesn't make much difference whether dad made it out of cheap lumber scraps or a professional builder turned out the fanciest job in the neighborhood, just so long as Susie likes it and can have her friends over to play in it. Child-size furnishings, complete to curtains, chairs and a table, pots and pans, cost little but add lots to the fun. So does a small garden plot, Susie's own to care for as she pleases. Important from your point of view, the playhouse can and should be a decorative, related part of the garden. (As Mr. Sturtevant said on page 17, it can later be potting shed and tool house.) The playhouses shown here prove this delightfully—and, as a matter of fact, it's another way to make gardening fun, for even a very little girl will enjoy taking care of a few simple, sturdy flowers and shrubs around her own "private property." If your child is a boy, let him have something like the one directly above. It combines the advantages of a tree-house and looks out, but also adds to the beauty of your garden. The playhouse at the left, of exterior wallboard can be built by an amateur carpenter at a cost of not more than \$28.50 for all materials. It is only 8' x 6'9" but makes a cool and pleasant place to play



MAXIMUM COST: \$28.50



Photograph courtesy Insulite Company



Campbell's PEA SOUP

Think of the first tender young peas from June gardens—then taste this grand pea soup! It's made of selected garden peas and fine table butter, blended into a smooth purée. Makes a wonderful cream of pea soup, too.



Campbell's CHICKEN GUMBO

The recipe for this excitingly different and delicious chicken soup came from old New Orleans—famous for distinctive foods. Into its savory chicken stock go fluffy white rice, okra, red-ripe tomatoes and tempting pieces of chicken.



LOOK FOR THE
RED-AND-WHITE LABEL



Soup as the one hot dish makes a summer lunch or supper easy...and delicious, too!

Easy, because when your one hot dish is soup, the stove time is cut short—over and done with double-quick. Easy, because a good soup does so much for a meal that the rest can be quite simple. Delicious, too, because soup is pleasing in itself, and has a knack of paving the way for the good, cool things to come. So for a summer meal that is both easy and delicious, try this—

Campbell's Soup*
Tomato filled with Ham Salad
Toasted Cheese Sandwiches
Strawberries and Cream Cup Cakes
Iced Tea

*Which soup? It's for you to decide! You'll find three on this page, any one of which would make this an ideal summer supper. Good hot soup sharpens the appetite. It's soundly nourishing, too, and fits perfectly into your hot-weather meal plans. This summer, why not cut down on kitchen time—and also improve your meals—with soup as the one hot dish!

Campbell's CREAM OF MUSHROOM

A smooth-as-smooth cream soup, rich with true mushroom flavor. Campbell's make it of extra-heavy cream and hothouse mushrooms, with plenty of tender mushroom slices. A party touch for any meal.



A bracing dip
Then home for dinner
Where Campbell's Soup
Will be the winner.



YOU'LL ALWAYS BE GLAD YOU BOUGHT A GENERAL ELECTRIC



What's So Different About A G-E Refrigerator ?

IT's quite true that in many ways today's electric refrigerators all look pretty much alike. They are more attractive, have more new convenience features, operate more economically and provide better food preservation than ever. The prices, too, have just about hit bottom, and today you can buy the very finest electric refrigerator for half the price paid a few years back.

★ **BECAUSE** it is hard to tell at a glance just what the real difference is between refrigerators, it is important to check all of them carefully. For although there is now little choice between prices, there still can be a big difference in what you get for your money. Choose the right make, model and size and you won't be buying another refrigerator for many years.

★ **HOW WELL**, how long and how economically a refrigerator serves you depends mostly, of

course, on its mechanism. And it is here that you will find the biggest difference between a G-E and other refrigerators.

★ **WE FEEL** we can boast a bit with all due modesty. For the sealed unit that has proved such a great contribution to household refrigeration was created by General Electric engineers. And such rigid rules of precision manufacture were set up for the production of this marvelous mechanism that special gauges had to be devised to meet these new, exacting "watchmaker" standards. As a result, the outstandingly dependable performance of G-E Refrigerators has become a tradition.

★ **NATURALLY**, we believe the experience gained through being the world's largest builder of electrical products should qualify us to build the very best electric refrigerators

on the market. And we are proud to learn that recent surveys show more people prefer a G-E than any other make.

★ **WE WOULD** like to have you see the new G-E models. They are the "best buys" we've ever offered. Some of them even have a Butter Conditioner that keeps table butter just right for easy spreading!

★ **AS FOR** prices, you will find General Electric right in line with all other good refrigerators—a big 6 cu. ft. G-E model sells for as little as \$124.95 (all prices subject to regional differentials and to change without notice. See your nearest General Electric dealer).

IF YOU'RE PLANNING A NEW HOME write for G-E's booklet "Your New Home and Your Pocketbook". G-E Home Bureau, Dept. XG-1067, Bridgeport, Connecticut.

GENERAL  **ELECTRIC**



SPACIOUS Living in 11' x 20'



Frank Willming

Beautiful old walnut doors did not quite fill the closet door opening. Mrs. Forster filled in with wallboard, and painted in shelves and books!

*Geneva, Illinois, home of
Mrs. Cameron Forster*

NO ONE would ever suspect that the living room above is only eleven feet wide. Neither would one suspect that it is part of an apartment built in what was once a hayloft in an old stable in Geneva, Illinois. Mrs. Cameron Forster, its owner, has done wonders with the small space. Everything needed is there, yet there is no feeling of crowding or confusion.

Mrs. Forster wisely chose white for walls and woodwork to give a feeling of greater space. Wisely, again, she placed everything—the large Aubusson rug and the smaller hooked rugs, and all the furniture—parallel to the walls, wasting no space and avoiding the confusion of cater-corner lines. Thirdly, from her collection of

exquisite antiques, gathered from all over the world on her many travels, Mrs. Forster chose to use here those pieces which were suitably small in scale.

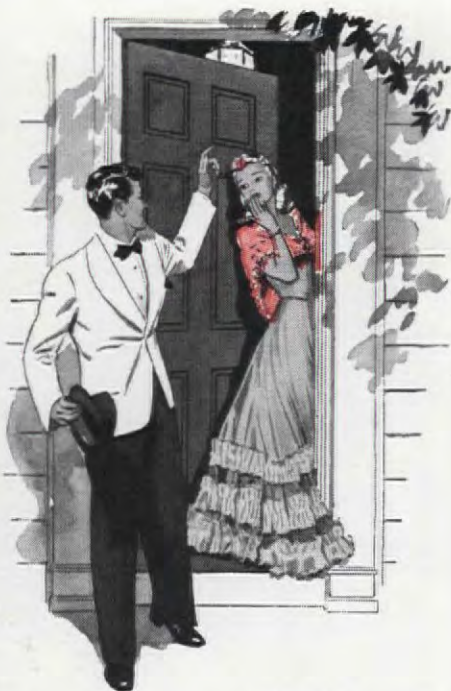
Against built-in bookshelves across one end of the room is her "conversation group." At the other end are her desk, lounge chair, and lamp tables. With the center of the room left quite clear, there is no crowded, confused effect.

In the even smaller dining room, Mrs. Forster has achieved the illusion of space by yet another means—abandoning conventional arrangements. In this one cheerful, little room there are pieces from France, Italy, Spain, Holland, Switzerland, Mexico, and early New England, yet see how happily they live together now!



Data supplied by Ruth W. Lee

—and the dining room is even smaller—11' 10" by 12' 8". Think how cluttered it would be if Mrs. Forster had not used white for walls and ceiling, and abandoned both the conventional "table-in-center" arrangement, the "all-chairs-alike" convention!



You — and the moon and the music

YOU . . . in a *dream* of a dress . . . floating over the polished floor, with the entire stag line at your heels!

It was wonderful . . . *all* of it. So now you rush upstairs to wake up Sis and give her your confidential report . . . share your triumph.

After all, it's her triumph, too. She's taught you a lot of things . . . put you wise to some glamour hints that made all the difference.

Doesn't she get the credit for suggesting that camellia for your hair—and then producing nail polish that exactly matched?

And wasn't it Sis who taught you how to make your eyes look so much bigger with a touch of eyebrow pencil in the corners?

Remember when you had that personal talk about Kotex Sanitary Napkins?

She pointed out that your secret is safe with Kotex, because those flat, pressed ends can't make telltale outlines, even under the most clinging dress. The carefree confidence it gave you to learn about the "Safety Shield" in each Kotex was worth a fortune in itself.

Incidentally—it might be a *very* sound idea to take her advice about trying the three sizes of Kotex: Junior—Regular—Super. Certainly, you're the *only* one who can tell which size is right for you.

All in all, you're a pretty lucky girl to have a sister like that . . . she's on your side. Let her know you appreciate her . . . and her help.

KOTEX® SANITARY NAPKINS

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



H. Armstrong Roberts



First Aid is *not* medical treatment.
It is intended to save life, keep the victim comfortable until the doctor arrives, and prevent further injury

LEWIS EDWIN THEISS
Lewisburg, Pa.

YOU can't expect to get through a whole summer of outdoor sports and strenuous play without at least one member of the family or friend having some kind of accident. Even the most sure-footed little boy may fall out of a tree, his sister may get too big a nose-ful of water the first time she tries to dive, and you just might burn your arm instead of the hamburgers. All of which may develop serious consequences unless you have sufficient knowledge to apply the fundamentals of First Aid treatment until the doctor comes.

That is why it is worth your while to study the directions on the cards on the opposite page, and keep them handy for reference in emergencies. Then, if it is possible, and most cities do have Red Cross or "Y" groups offering courses in First Aid, study the subject more thoroughly. It has been said that a good wife and mother combines all the talents of nurse, cook, social butterfly, and executive, and it is no idle gesture to put practical nursing at the top of that list.

Not wanting to sound too much like your grandmother, but still believing that you can't be too careful, one more warning: *if in doubt it is far better to do nothing than to do the wrong thing.* Many doctors report that good intentions but lack of knowledge and training have caused more harm than good. So, if you don't feel completely sure and confident, just see that the victim gets plenty of fresh air and does not move, keep bystanders away, loosen tight clothing, and call the doctor at once. And don't ever listen to the advice of well-intentioned but untrained onlookers. The chances are that they don't really know what to do; they may only add to the injury. Instead, make it a point to learn First Aid yourself!

FUN and FIRST AID are often synonymous

Personal!



How many women are You?

Wife . . . mother . . . hostess . . . family chauffeur . . . cook . . . gardener . . . home maker and manager — the modern woman must be versatile. She has to know a good deal about any number of things.



• to check bleeding

Small cuts that do not bleed severely should be painted at once with a good antiseptic, preferably mild iodine. Then cover wound with sterile gauze or freshly ironed linen, and bandage firmly over the cut area.

Bleeding from the veins flows freely from the wound, but does not spurt. It usually can be stopped by pressure at the sides of the wound with clean gauze or sterile material, as shown in the photograph. Cold may be applied by means of ice wrapped in a freshly ironed towel. If this does not stop bleeding, apply tight bandage near wound, on side farthest from heart. Loosen tight clothing, and keep the victim quiet—especially, the affected part must be kept at rest.

• artificial respiration

This is to restore natural breathing to a person who has nearly drowned, or stopped breathing.

Place the victim prone on his stomach, left arm bent to cushion his head and right arm extended—while you have someone get a doctor, warm blankets, and dry clothing. See that there is nothing in nose or mouth to obstruct breathing. Be sure the tongue is forward. Now, at once, kneel astride the victim, just below his hips, or straddle one leg if he is much larger than you. This is your "rest position" and is important since you may have to keep up the work for eight hours or so. Remember—keep going until the victim is able to breathe spontaneously. (Directions continue on reverse side)



• simple fracture

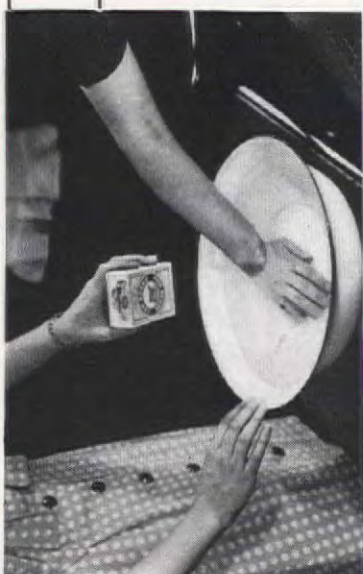
If a bone is broken, but there is no wound and the skin is not pierced, it is a simple fracture. Do not move the victim, if doctor can come. Otherwise, do not move him until injured member is in splints to prevent its moving. If victim is suffering from shock, it is essential to keep him warm.

Splints may be anything long enough to reach above and below fracture—strips of strawberry box for finger, umbrella, or broom handle for leg—and must be well padded. Place on opposite sides of broken bone, bind firmly in place. (If the skin is broken, it is a compound fracture and the wound must first be treated antiseptically to prevent infection. Let only sterile material touch it.)

• burns

Burns are classified as first degree if skin is merely reddened, second degree if skin is blistered, third degree if tissue is charred. Serious burns may cause shock and infection, and therefore there should be a preliminary treatment while you call for the doctor.

Remove or cut away clothing, except that which sticks to burn, and then apply sterile material soaked in a slightly warm solution of three heaping tablespoons of baking soda to one quart of water. Or submerge burned member in solution. In either case, you are accomplishing your purpose of excluding air. (Epsom salts, or half tannic acid powder and half warm water, may be substituted for the soda.)



The Queen of the Castle must know the "do's" and "don't's" that insure the protection of the home — and safeguard the health and well-being of the family. The prevention of accidents, fires, burglaries, law-suits — that might cost you your home itself — requires very specific knowledge.

How can busy women obtain the important facts vital for the protection of life, health, property, valuables? An easy answer lies in a new, illustrated booklet,



"Danger Spots in the Home," recently published by The Employers' Group.

Compliments of a friend

In a friendly spirit, 'The Employers' Group' offers you this new booklet free, hoping that the suggestions in it will make your home and family safer — and your life freer from worry. The returned coupon will insure a copy for you.



The EMPLOYERS' GROUP

Practically every form of insurance except life

110 Milk St., Boston, Mass.

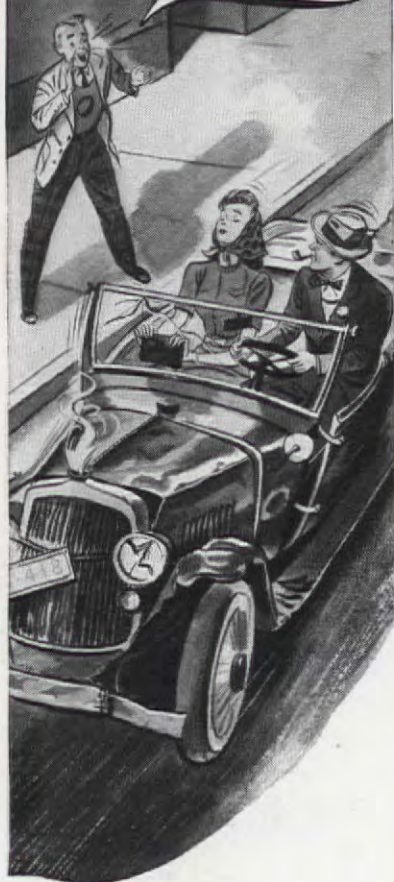
Gentlemen: Send me, without obligation, your free "Danger Spots in the Home."

Name.....

Address.....

PLEASE PRINT PLAINLY 7-41

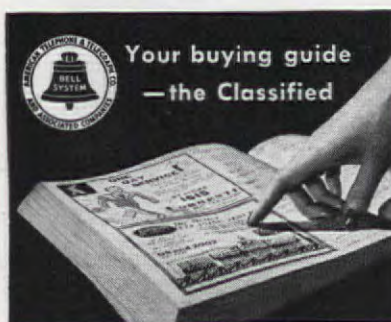
**"WANNA SELL YOUR
CAR? LOOK UP JUNK
DEALERS IN THE
CLASSIFIED!"**



Buyers and sellers get together in the Classified Section of your Telephone Directory.

In it you can quickly find information for buying the things you need and for selling things you want to dispose of.

For example, there was Mrs. L. of Burbank, California. She wanted to get rid of some old odds and ends. So she looked in the Classified for junk dealers and called a company whose advertisement gave the information she wanted.



Your buying guide
—the Classified

Maybe Johnny won't sprain his ankle this summer. But just the same, The American Home thinks you should know the fundamentals of First Aid. So, with the co-operation of the Red Cross of New York City, we present them here. They are necessarily condensed, but they will start you off on the right track and, we hope, encourage you to study the subject thoroughly. You could, for example, make this part of your woman's club program

• artificial respiration

(continued from reverse side of card)

Swing forward and, keeping arms straight and fingers together, place the palms of your hands on victim's back so little fingers touch victim's lowest ribs. You are trying to expel air from victim's lungs and, as you swing forward, your weight bears gradually, not violently, on him. Now, to make a victim inhale, release your weight with a snap and swing back into "rest position." Make a complete respiration cycle every 4 or 5 seconds, imitating normal breathing. To keep up rhythmic respiration, say, "Out goes the bad air," as you swing forward and, "In comes the good air," as you swing back.



• to check bleeding

SEVERE bleeding from arteries spurts out, and must be stopped by exerting pressure on artery at some point between cut and heart. Always use only sterile material.

A tourniquet should be used only if bleeding cannot be checked otherwise. It is any firm object, such as a roll of bandage, applied to artery at proper pressure point. Leave extra bandage or material to tie in place a short stick, butter knife, etc. Twist this to tighten tourniquet and so check flow of blood. It is important to loosen every fifteen minutes so circulation is not stopped for too long.



• sprains

MOST important, don't let the victim use the injured member, because use aggravates the injury. Assist or carry him to a chair or bed, and elevate the sprained ankle or other member on pillows, coats, or other soft supports, so it will receive less blood. Apply cold, wet cloths for some hours. A sprained wrist can be held up by a bandage sling around shoulder and body. Even in the case of a slight sprain—or anything else—your doctor should be consulted at once. For, what appears to you to be a sprain may, in reality, be a more serious break or dislocation which requires immediate medical attention.



• broken collarbone

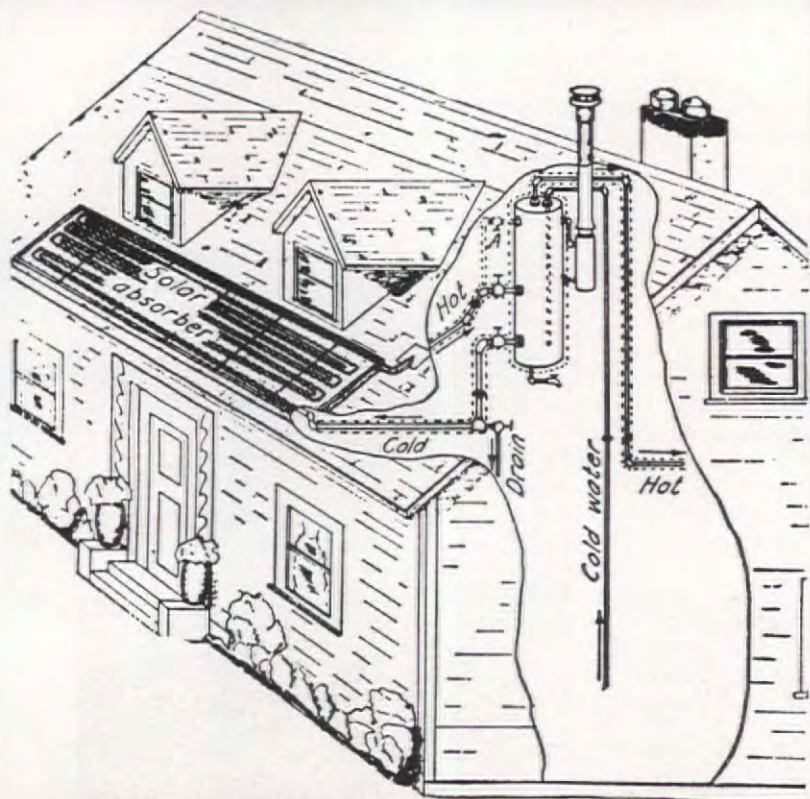
A BROKEN collarbone may be very dangerous, and the doctor should be called at once. The shoulder often sags in, and there is danger of the sharp, broken bone ends cutting arteries or tissues. However, until the doctor arrives you can be useful by supporting the forearm in a sling to prevent motion of the injured bone. In this, as in most accidents, the victim suffers from varying degrees of shock. Keep him warm and quiet with blankets and hot-water bottles. Give him hot coffee or tea or aromatic spirits of ammonia—never give an alcoholic beverage.



Photographs, F. M. Demarest

Additional instructions printed on reverse side

And now "SUN, Inc."



heats water for you!



WE HAVEN'T yet succeeded in harnessing the sun's energy and securing an inexhaustible supply of cheap power and heat, but we have been able to make such startling

progress in that direction that more than 10,000 homes in Florida are now using water heated by the sun without charge, according to the simple system here illustrated. It differs from any ordinary system only in that the water is heated, not in a range water back, or gas- or oil-burning boiler, but in a series or coil of pipes arranged in a glass "solar absorber" which can be built into the roof or an awning-like frame. As the water becomes hot, it circulates to an insulated storage tank, where the heat loss can be kept as low as half a degree per hour. Since sun-heated water may reach 205° F.—only seven below boiling—a well-insulated tank can deliver hot water for a good many hours after the sun has sunk or been obscured by clouds. Obviously, the method works best in sunny, southern locations, but it may prove practicable for summer homes in the temperate zone wherever there is generous sun.



From glass enclosed heater-coil unit, awning type or built into roof, hot water flows via tank to faucets

ANDRE LA TERZA
New York City



"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



If You Don't Succeed... CRY, CRY AGAIN!

IS MY MOTTO WHEN
WHEELING SOME NEW CLOTHES
FROM HUBBY. BUT I ALWAYS KEEP
A BOX OF SOFT, ABSORBENT
KLEENEX HANDY TO REPAIR
MAKE-UP AFTER HE SAYS YES.

(from a letter by M. F., Portland, Ore.)



BOY, AM I POPULAR!



I SHOWED THE
WHITE COLLAR
GALS HERE HOW
TO MAKE CUFFS OF
KLEENEX TO SAVE
DRESSES FROM
OFFICE GRIME.
REWARD: FOUR
KISSES... SO FAR!

(from a letter by A. B.,
Shreveport, La.)

A Bird in the Hand...

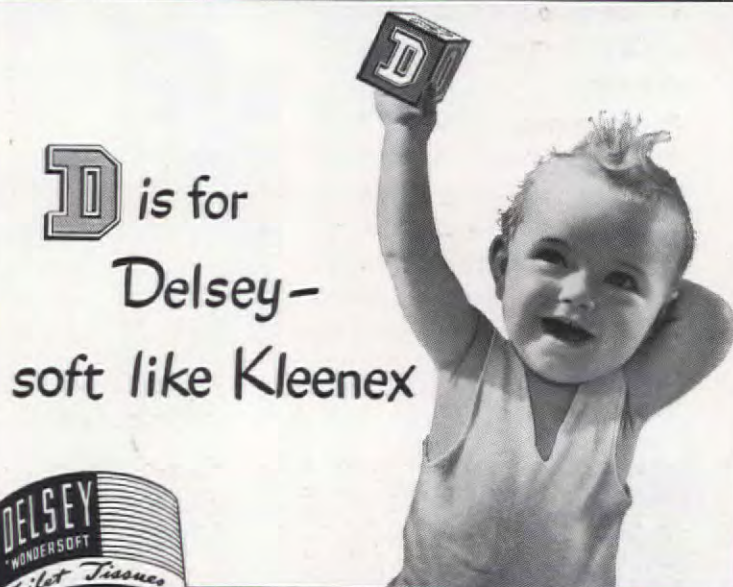
IS WORTH TWO ON THE PLATE,
WHEN IT COMES TO EATING
FRIED CHICKEN! AND SINCE
WE'VE "DISCOVERED" KLEENEX
THERE ARE NO MORE GREASY
FINGERS TO SPOIL THE FUN!

(from a letter by S. B., St. George, N. Y.)



ADOPT THE KLEENEX HABIT!

KLEENEX* DISPOSABLE TISSUES



DELSEY* TOILET PAPER

soft like Kleenex Tissues
double-ply for extra strength

3 ROLLS FOR 25¢ - 12 ROLLS FOR 97¢

(*Trade Marks Reg. U. S. Pat. Off.)



LOW COST NEED NOT MEAN A RUN-OF-MILL BANDBOX

Here's the little house shown
on our cover, low in cost, large
in livability, with truly charm-
ing "fixings" and built-in features

ARLA BAIN, Los Angeles, Calif.

"HOW in the world did you ever do it?" is the question everyone has asked us, meaning how did we build our six-room frame house, with its convenient and decorative built-in features, for such low cost. The answer to that naturally involves a number of factors, but it is principally a story of our own planning and management, along with good luck in getting materials, workmen, and lot advantageously, and having cash in hand. Probably the most important factor was the assistance of our daughter, who is a designer. She and her husband had planned and built their own successful small home, so she worked out a house plan for us, carrying the design through to the blueprint stage. Our contractor said he had never worked with such accurate drawings.

Our house is on the property next my daughter and son-in-law's, in an excellent section where lots usually bring from \$700 to \$1,000 each. But we acquired our 50'-0" x 100'-0" lot for almost a song because it has a 14'-0" storm drain running along the south side. By skillful plotting our daughter schemed a house to fit the lot and skip the drain. The plan gives us a more generous southern exposure, too.

Our fixed determination in planning the house was to create an attractive, comfortably-livable home for \$2,000—no more, no less. In totaling actual expenditures, from each five-cent sack of nails to the last can of paint, we were overjoyed to find that we had over-run our budget by only 54¢! Essential factors in the successful achievement of our plan were: much shopping around for materials; interviewing many potential sub-contractors; careful comparison of all bids; and, most important of all, perhaps, a spirit of adventure and stick-to-it-iveness. Good fortune was ours in obtaining workmen of character and ability at fair prices.

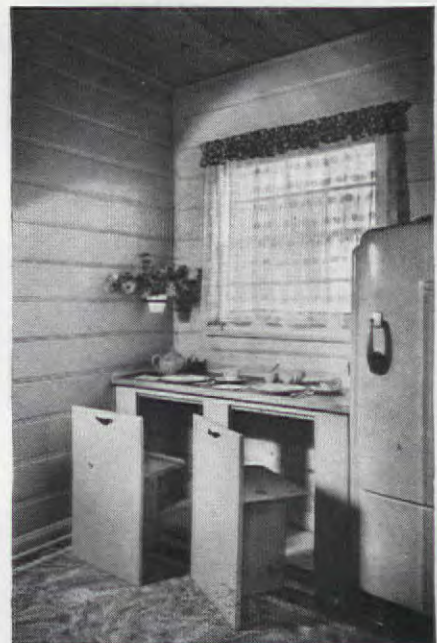
We made our decisions about interior and exterior finish only after extensive visits to material houses and lumber yards. Redwood ship lap (re-milled from window stock) was obtained at a real bargain for the exterior, and 3/8 inch knotty pine for the interior, throughout. These were not only good buys, but we have found that they assure livability. Our wooden house is dry and warm, has good acoustic and insulation qualities.

Dispelling the theory that knotty pine might be monotonous to live with in every room, each room is decorated in a different pastel hue. This was done by simply rubbing paint into the surface with a rag (this is economical, too), and then enameling door and window moldings in the same shade. The dusty-rose bedroom, creamy-buff living room, and sky-blue den are particularly pleasing to the eye.

For gaiety, the kitchen walls are enameled a pale turquoise with contrasting ceiling and trim in a high gloss varnish that is most effective.

Concrete floors, overlaid with hardwood in the living room and bedroom, were decided upon for economy and durability. (The concrete is termite-proof and requires little upkeep.) Den, bath, and kitchen were finished in amber-color cement which, when it had aged six months, was shellacked. (Concrete must be moisture-proofed properly where hardwood is to be laid.)

With so rigid a budget, one might imagine special features would be out



Photographs by Maynard L. Parker



BUILDING COSTS:

(Most figures include both materials and labor)

Lumber, sash, and doors	\$628.00
Concrete work and carpentry labor ..	663.97
Plumbing	256.25
Painting	143.46
Brick-work	105.00
Electric wiring and fixtures	64.35
Hardwood floors	50.70
Floor furnace	39.50
Metal work, gutters, etc.	34.65
Hardware	9.66
Plaster in garage	5.00

\$2000.54



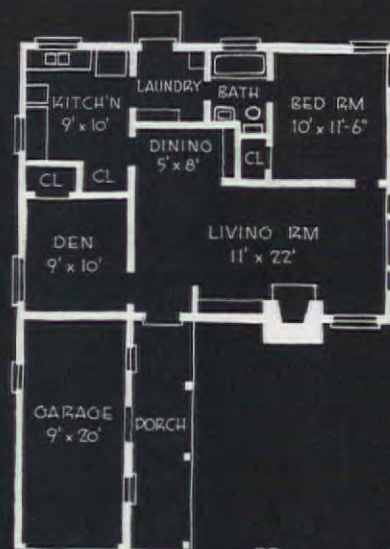
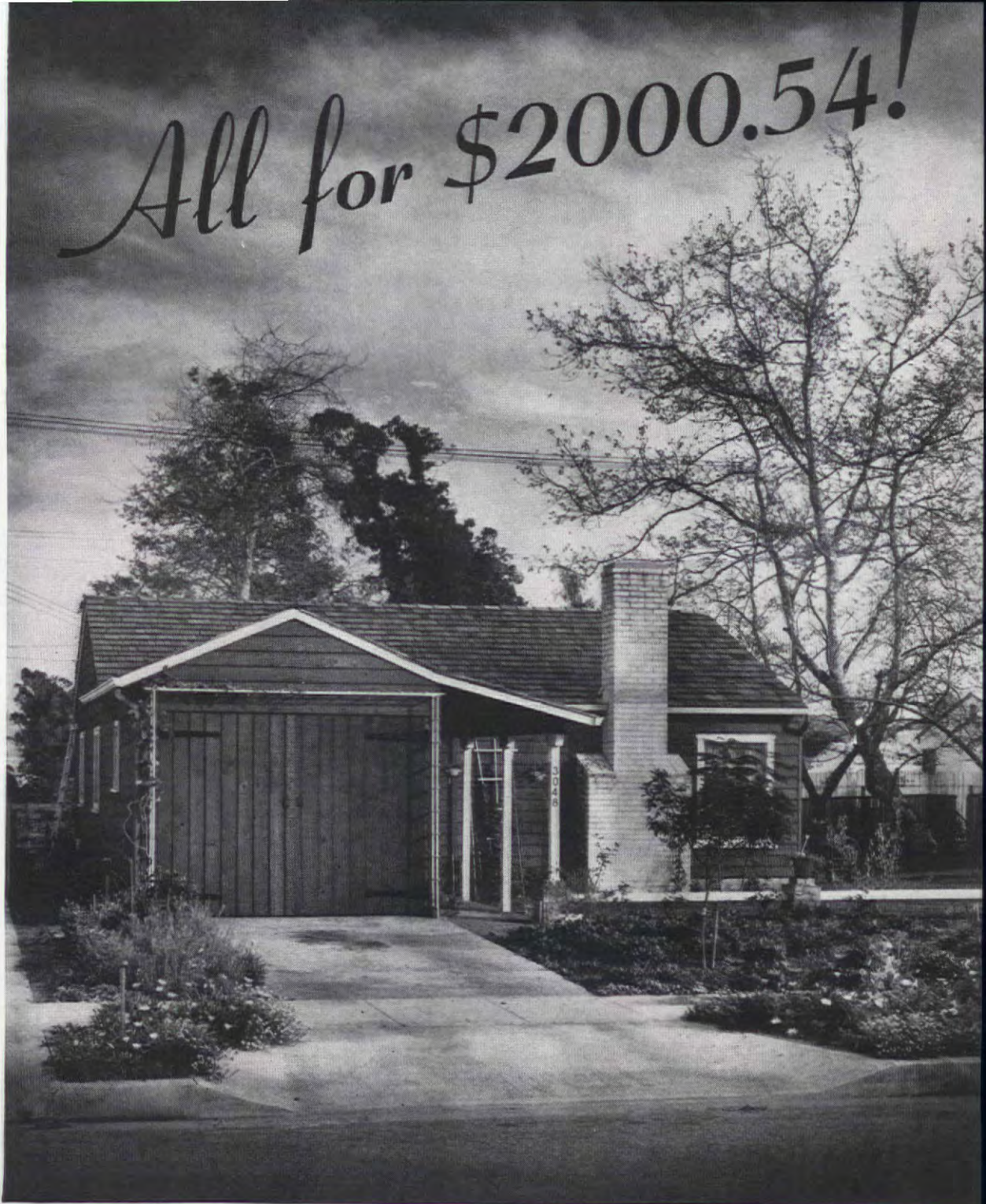
Kitchen table and breakfast bar. Handy chairs, built-in table save floor space



of the question. Such is not the case. We've a large fireplace with adjoining brick wood-bin and spacious bookshelves. The long, sand-set brick porch and roof of split cedar shakes give the exterior an air of distinction seldom found in low-cost dwellings. China shelves in our dining space were made decorative by the contribution of our son-in-law, a beautifully band-sawed, curved facing. For pure convenience and fun we designed our breakfast bar with its two chairs tucked in as part of the table front. And, in our small den, we built more bookshelves along the wall opposite the window and squeezed in a little bar in closet space; reflecting mirrors make it appear twice its actual size.

Lest anyone might imagine that we cut any corners in quality of materials or labor, it is interesting to know that the house is located in a section which is subject to a strict building code, and all details of construction and quality of lumber are equal to FHA requirements.

All for \$2000.54!

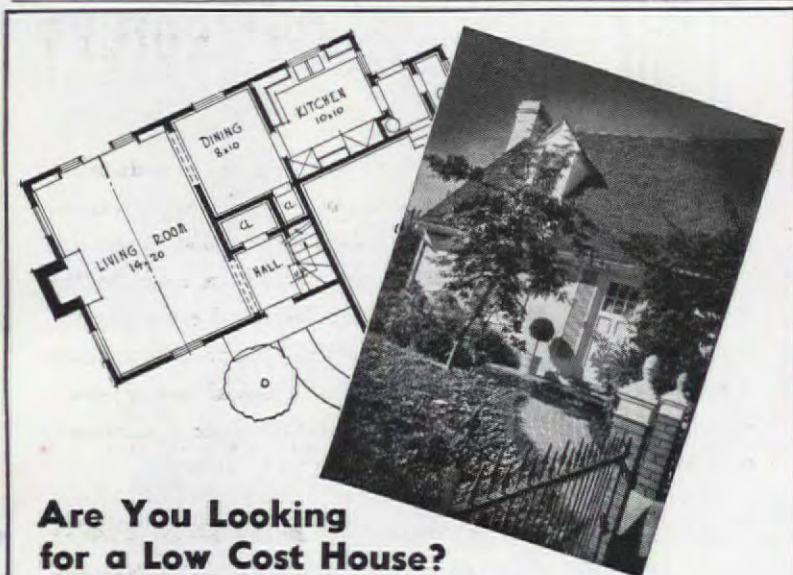


**Home of
Mr. and Mrs. Joe S. Bain
Los Angeles, California**



"Janie, the little flatterer, says our new bedroom bay helps my make-up. Since we redecorated and put in Wood Venetians, I can adjust the light, and the breeze too, exactly as I want it. The whole bedroom seems richer, more luxurious. And with wood chairs, wood beds, wood chests and wood sash and doors, of course any substitute blinds would not harmonize. Only Wood Venetians blend with my other things of wood." Yes, and Wood Venetians will not rust, have no metallic rattle, are soft and pleasing to the eye and seem cool in summer, warm in winter. They are always in good taste. It's easy to insist on Wood Venetians. Just tell your Venetian blind dealer what you want.

Wood Venetians
Wood•for•Venetians Association



Are You Looking for a Low Cost House?

Here, perhaps, are the very plans of the house you are going to build. At any rate, here are thousands of ideas you will want to use—a doorway, a window or courtyard, a fireplace or hall vista.

The Book of HOUSE PLANS (Section 1)

Here are 178 pages devoted to every popular style of architecture—the pictures and plans for 155 different houses—early American, Georgian, Colonial, Regency, English, French, Dutch, Norman, Spanish, Modern Steel.

All these plans have been selected from the personal files of 108 of the country's

leading architects—their best creations. And they cost—a few as much as \$28,000, a few as little as \$1,500. They fit everyone's purse—your purse.

Send for your copy today. It's only a dollar which will be refunded promptly if you are not satisfied.

The American Home • 251 Fourth Ave., New York, N. Y.

Just Porch

WORK YOUR FINGERS TO THE BONE FOR CLEVER SHADES? NOT FOR THESE! WHIP ONE UP IN IDLE MOMENTS

Pearls dripping down a parchment shade or, for the wasp-waist effect, a taffeta belt on a wide ribbon. Knotted yarn tassels sprout from a battery of holes

You Can't Catch Me!

Hundreds of us Willie Worms (Canker Clan) are up here ruining this tree. You can't catch us now, but we wouldn't be here if TREE TANGLEFOOT had been applied earlier. MORAL—Keep canker worms out this Fall. Apply TREE TANGLEFOOT early. Write for FREE booklet, "TREE TANGLEFOOT PROTECTION." The TANGLEFOOT CO.—701 Straight St., Grand Rapids, Mich.

TREE TANGLEFOOT
STOPS ALL CLIMBING INSECTS

NATIONAL MOWER CO
831 Cromwell Avenue St. Paul, Minn.

Sickle mower, power driven, rubber tired, pulls self, cuts high grass, hay, weeds, on level or rough. Moderate Price.

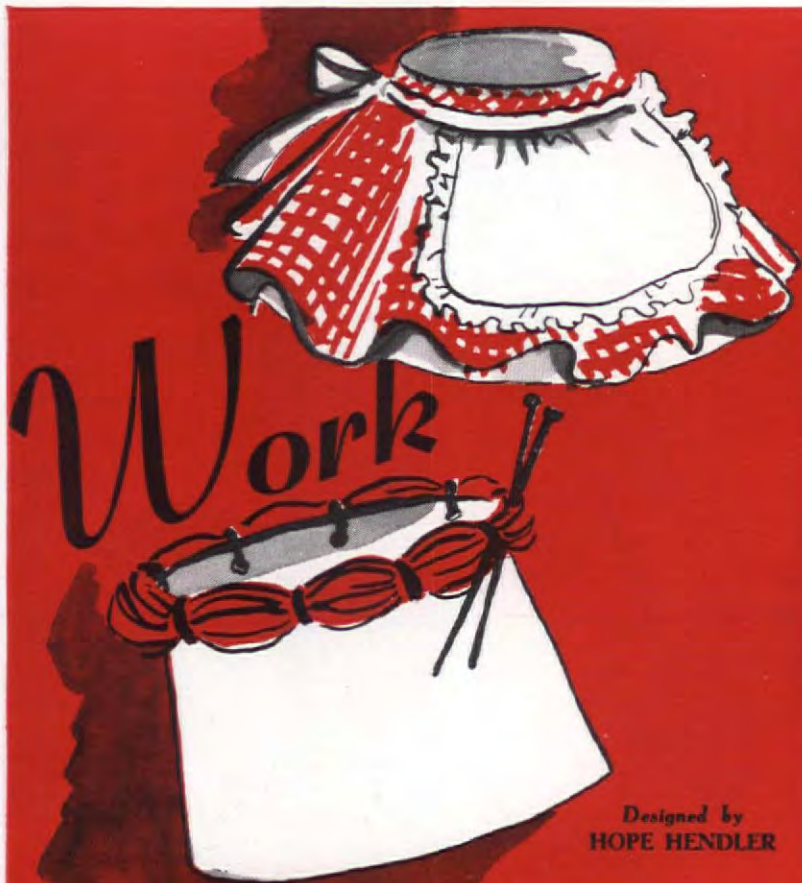
Write for 6 times faster than a scythe
Catalog

Quick Relief FROM SUMMER ECZEMA

Startling discovery of REAL cause of Summer Eczema makes it easy to correct and prevent this hot weather problem. Simply get Hilo Dip and Ointment at pet, seed, dept. stores or send 50c for small or \$1.00 for large combination. Pamphlet with photos of actual cases. **FREE**

Hilo
DIP and OINTMENT

THE HILO CO. Dept. Y. Springdale, Conn.



Designed by
HOPE HENDLER

What, no panties? Amusing little gingham skirt, neat and complete even to the white pinafore tied around its waist with a prim bow in the back. And here, is knitting reduced to its simplest form—a generous hank of yarn just wound around top of shade and spiked with knitting needles

NOT JUST ONE—
BUT THREE CORD
SASHES ON WIDE
RUFFLED RIBBON



It's Always Playtime

LESTER *Betsy Ross* SPINET

WHEN YOU OWN A

YEARS OF FUN, happiness and relaxation are in store when you become the proud owner of one of these practical new pianos. Styling that will always be in good taste and lasting decorative beauty too, are assured in each of the twelve lovely models awaiting your selection. Lester quality, famous for over a half century, is your assurance of tonal richness, swift touch and complete musical satisfaction. Every Lester piano carries our full Ten Year Guarantee. Be sure to try a Lester before you buy any piano.

LESTER GRAND PIANOS AND BETSY ROSS SPINETS ARE SOLD BY LEADING DEALERS EVERYWHERE

Here is a 24-page book illustrating many delightful room arrangements... shows how to place your piano to best advantage... what to look for in style, design, construction and tone. It will help you obtain the utmost in enjoyment and piano value. Fill in and mail the coupon now for your copy.

SEND FOR
YOUR COPY
OF THIS
INTERESTING BOOK

LESTER PIANO MFG. CO., INC.
LESTER, PENNSYLVANIA

Send me your 24-page illustrated book showing piano arrangement in the home. (Enclose 10c for postage.)

NAME _____
ADDRESS _____

For Carefree Floors!

"61"

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

QUICK DRYING FLOOR VARNISH

Pratt & Lambert Inc.
Buffalo, N.Y.

TIME DEALS GENTLY WITH
PRATT & LAMBERT PAINT

STOP LIVING IN A HOT HOUSE

Is your home hot in summer—your bedrooms like "bake-ovens"? If so, why not make it 8° to 15° cooler with Chamberlin Rock Wool insulation in walls and roof? Keeps summer heat OUT—winter heat IN. Pays for itself in fuel savings. Monthly payments.

CHAMBERLIN METAL WEATHER STRIP CO.
1234 LABROSSE DETROIT, MICH.

SEND FOR FREE BOOK

Name _____
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T. Baumritter



U. S. Rubber



Gaston Johnston



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U. S. Rubber

Personal!



Norbal



Kleinert Photographs, F. M. Demarest



Frances Denney

HAVING fun and taking things easy are what we're thinking about this month, and we love it. Further, all these nice, lazy luxuries are well within our price bounds. That's part of our philosophy, for there's no fun in feeling guilty on the first of the month, and that goes especially for little luxuries which are supposed to bring pure, unadulterated pleasure and nothing else.

For example, that strange looking table-book-rest at top left is adjustable to different heights and slants, and though it costs under \$4 entitles you to eat breakfast in bed without a wobble and to read weighty books without having to hold them. For swimmers, and if you're not one you ought to be, we have a bright red, white, and blue striped beach bag with matching shoes. We happen to go in for diving, too, and so picked the cap that has an inner suction band to keep hair dry through everything but deep-sea diving. Or, if you prefer to take your water sports in the deep luxury of a bubble bath, get the rubber pillow and really relax. Personal for Fido is the "doggie stake" with eight-foot chain attached by means of a swivel so he *can't* get tangled up. Good news for you is that they're making dresses of washable glazed chintz, so you can look crisp as lettuce and pretty as roses. And for a de luxe gift for yourself, bride or sweet girl graduate, the make-up box below. It's dainty and fetching, has everything from nail polish to powder keyed to the lipstick color, giving you a nice "matched" look that suggests you spent literally hours achieving it. It decorates your dressing table as well as yourself.

BRIDGE PRIZES: These are for fun, too, and we hope the winner is your best friend. We've combined them with "Personal" this month because we think this a month when bridge players will particularly welcome something daintily personal, and both cosmetic and "swim shop" counters offer many prize suggestions. The gayest bits of nonsense are the bright-colored rubber flower lei and bracelet to wear in swimming. The girl who goes in for fancy diving and therefore plain, sleek suits will jump at this chance for adornment, and decorative beach-sitters will like them, of course. That wonderful pink corduroy job with the white bows is called "Pat Me," a mitt with its palm full of wild-rose-scented bath powder. Once you've used one, you'll never go back to the old sprinkle system that covers you and the bath mat with powder. Makes you feel pampered as a prima donna. The flossy dressing table is a miniature, but complete with eyelet-embroidery skirt—and it holds nail polish, remover, cotton roll, two emery boards, and an orangewood stick. All three prizes are bargains at one dollar and one fifty. Sorry, we can't shop for you; please *don't* send money. But if you send a three-cent stamp we'll be glad to tell you where you can get any of these articles.



Revlon



Dorothy Gray

*Twin
Announcement*

A Softer ScotTissue at a New Lower Price

"I LOVE THAT
EXTRA SOFTNESS"

— *Softie*

"AND MUMMY
SAVES MONEY, TOO"

— *Toughie*

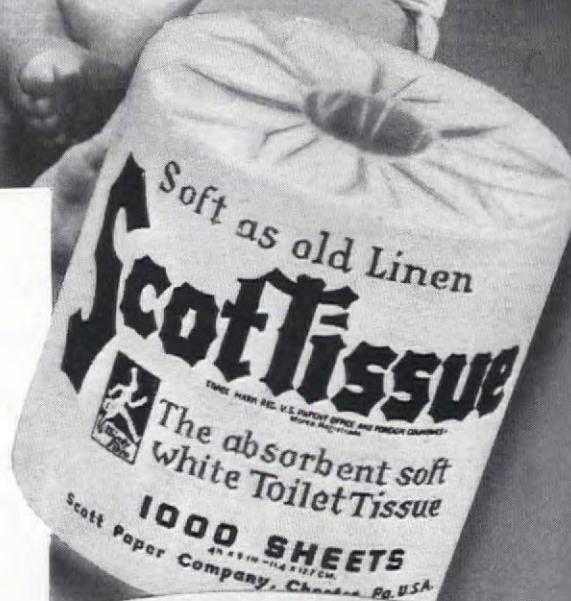
**SOFTIE and TOUGHIE—the lovable ScotTissue Twins—
have big news for you—**

Constant efforts and research have recently achieved two amazing results for ScotTissue! Not only has this Luxury Texture toilet tissue been made remarkably softer—you get this extra softness *plus* a saving in cost.

Best of all, this finer ScotTissue gives you extra softness without sacrificing its twin quality—toughness—so necessary for practical toilet use. It resists tearing and shredding even when moist . . . insures immaculate cleansing.

Ask your dealer for this softer ScotTissue. It means extra comfort . . . safe protection for baby's sensitive skin . . . and economy. Each roll gives you 1000 strong individual sheets. Fewer sheets needed—the roll lasts longer.

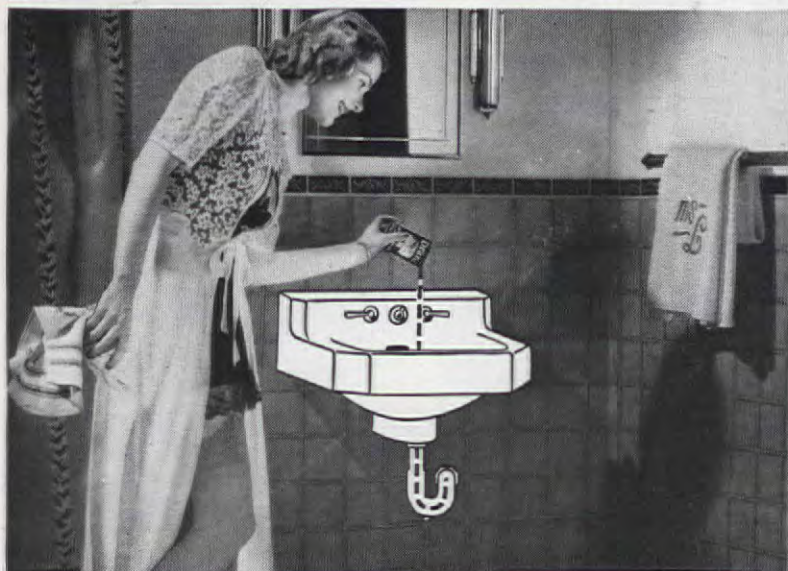
Copyr., 1941, Scott Paper Co.



Soft for Comfort

STRONG for Security

Drain trouble avoided...if you



Use Drano...it keeps drains open!

PREVENT DRAIN TROUBLE before it starts. Avoid the nuisance of slow-running or stopped-up drains and the possibility of big bills.

HAIR, GREASE, and dirt clog drainpipes...make water slow up...unless you get the Drano habit. A little Drano used regularly prevents drains from clogging. If you should forget—and a drain does stop up, then Drano's churning, boiling action clears away the trouble in a hurry. Drano won't harm pipes. It's never over 25¢ at grocery, drug, or hardware stores.



Copr. 1941, The Drackett Co.



Victim takes the bait

BEWARE of the

WITH increasing awareness of the value of shade trees, American home owners are giving more thought to their care, gradually realizing that it is common sense and thrift to have a "doctor" examine a valuable specimen that seems to be ailing. But in doing so they risk sad disillusionment—unless and until they learn to distinguish between the competent, reputable tree expert and the all-too-common, unscrupulous quack.

A tree quack knows that most tree owners are tree lovers, and that tree surgery is a new, little-known science. He can tell whether a tree has ever been cared for by an expert; if it has, its owner is not a likely victim. But if he sees a man gazing worriedly at a wilting branch, chewed foliage, or some other mysterious but suspicious condition, he scents a sucker ready to strike at his bait. He stops his car (tree butchers are invariably itinerants), smoothly engages the owner in conversation, discourses learnedly about insects, diseases, etc., and soon the owner is begging to know what can be done about the precarious, but previously unsuspected, state of practically all his trees. In the end, the quack probably agrees (for twenty, fifty or more dollars) to "check all the trees treat those that need it, remove dead and diseased wood, etc."

In a few days—usually when the man of the house is at the office—he returns with ladder, saw, chisel, can of paint, bucket of cement, and one or more assistants. Just what they do is more mystery, but a big brush pile accumulates, logs are piled up ("they will save you a lot for firewood next winter, madam"), splashes of paint appear and smudges of exuding concrete where something they call "cavity work" has been done. When the owner returns, the quack, on a quick tour of inspection points out what a fine job he has done, receives his check, promises to be back in a few weeks to check up, and is gone—for good.

Later, as Mr. Tree Owner gazes dispiritedly at his trees, notes no improvement, but perhaps more wilting branches; finds the concrete crumbling out of shallow holes, and ugly pruning stubs that, even to him, don't look right, he senses that he has been gypped. A representative called from a local, well-known nursery or tree firm (that he hesitated to consult before lest it would cost too much) confirms his worst suspicions: More damage has been done than benefit, and though some of it can be repaired, some is beyond help even if the victim can afford to pay a second bill for intelligent correction of the bad work.

There are other tree rackets. Spraying offers rich opportunity for long involved explanations, expansive promises about the cure-all nature of "our newly invented spray," a generous charge for immediate, "emergency" treatment, and a subsequent period of unhappy awakening. Of course, there are excellent spraying and pruning contracts, involving seasonal care, frequent inspections and assured protection—but you don't find them offered by fly-by-night tree workers. The feeding of trees with complete, quick-acting plant foods, amazing new chemicals, secret stimulants and immunizers is another fertile field for glib salesmen.

What can you do about it? First, if you own trees, learn something about their life history, habits, need, enemies from available books and

ONE SPRAYING KILLS WEEDS
DOES NOT KILL GRASS

Easy to apply—can be used over all or in spot-treating individual weeds. \$1.55 in gallon cans at your dealer's.

ACME WHITE LEAD & COLOR WORKS, Detroit, Michigan

IRIS 1/2 PRICE

Write for beautiful free booklet illustrated in color, describing 500 best spring and fall blooming varieties—100 at half regular price. Also lists 100 varieties of Oriental Poppies and Hemerocallis.

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Give your Home Garden a chance to reach full bloom by killing destructive insects with **Ever Green Garden Spray**. Easy to use—simply add water and spray! Non-injurious to people, pets and plants when sprayed. Powerful—kills plant lice, rose beetles, leaf rollers and most chewing and sucking insects. 35c bottle makes 6 gals. of spray. At seed, hardware & drug stores. Distributors: Acme White Lead and Color Works, Detroit, Mich.

EVER GREEN Garden Spray

GUARANTEED Enjoy ELBERT FIREPLACES

For cabins, basements, houses, etc. Convenient size—burn wood—last for years. INSTALLED like COMMON STOVE. WON'T SMOKE. Easily moved. Little fuel—much heat. Safe—good looking. **BUY DIRECT—SAVE 1/2.** \$15 with fire-screen. F.O.B. factory. Booklet on request.

B. F. ELBERT 655 Harwood—Des Moines, Ia.

100 GORGEOUS TULIPS \$2.39

Magnificent Rainbow Assortment of gorgeous colors—choice Darwin, Cottage and Breeder Tulips—Guaranteed to Bloom Next Spring. Order Now—a post card will do. Bulbs will be sent C. O. D. parcel post, at right time for fall planting.

BURGESS SEED & PLANT CO. 418 T.C., GALESBURG, MICHIGAN

ORDER NOW PAY NEXT FALL

CYANOGAS Kills Ants INSTANTLY

If you have a lawn or garden, keep a can of Cyanogas on hand. This gas-producing powder will solve your ant problem. The spouted can is specially designed for treating ant nests. A pinch will kill all ants in nest—Instantly! **SPECTACULARLY EFFECTIVE!** Easy to apply. A little goes a long way. Drug, hardware, seed stores carry Cyanogas or can get it for you.

30c—ENOUGH TO KILL A MILLION ANTS



Butchery

QUACK tree doctor



Disillusionment

Photographs by Lester E. Lang

government bulletins. (Recently published by Oxford University Press, "Maintenance of Shade and Ornamental Trees," by Dr. P. P. Pirone of Rutgers University, is probably the best book on the subject.—HORTICULTURAL EDITOR) When you need advice, consult your county agent or state agricultural college, or a recognized, established professional; someone with a permanent business address, known in his community, who can refer you to satisfied clients. Then don't begrudge him a fair fee for his advice and services. And if you are ever approached by one of the pseudo-experts, be noncommittal, get all the information you can about him, arrange for a future conference, and promptly report to your local Better Business Bureau, tree commission, or nurserymen's association on the chance that it can take appropriate steps. The legitimate tree-expert profession is well represented by a National Shade Tree Conference, with headquarters in Columbus, Ohio, and several regional conferences. New Jersey has a law authorizing the examination of tree workers and the certifying of all those that pass the test. Thus the stage is set for Certified Arborists, who will doubtless be an important factor in tomorrow's tree protection. But meanwhile, **WATCH OUT FOR QUACKS!**

A widespread pest, his extermination calls for knowledge and action

SELMA STEIG
Dallas, Texas

WHAT PUTS
Weatherproofing
IN PAINT?

IT'S THE LEAD WE MINERS DIG, AND THE MORE THE BETTER, SAY SKILLED PAINTERS

FOR a paint to last any length of time, it must be able to stand up to weather. That's why for years expert craftsmen have made their paints with white lead.

You see, white lead is derived from lead—and everyone knows what a tough, time-resisting metal that is!

Paints made with white lead are long-lasting, too. They're indifferent to blistering heat and biting cold—to rain, snow or anything else the weatherman serves up.

You don't see any cracking and scaling on white-lead-painted jobs. The paint wears down gradually and no scraping or burning is required before repainting. The new coat goes on right over the old one.

So when you buy paint, be sure

you know how much white lead it contains. It's a safe rule to follow: *the more white lead, the better the paint!* You can't, for example, get a more durable paint than a 100% white lead paint. This is the kind good painters mix from lead-in-oil.

To cap it all, white lead costs no more than regular quality paints. Its beauty, economy, durability all go to prove the old maxim, "The best is cheapest."

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



TO OBTAIN UP-TO-THE-MINUTE PAINT STYLING, EMPLOY A SKILLED PAINTER the decorative color styling now so popular requires all those little tricks of application in which only an expert painter is versed.

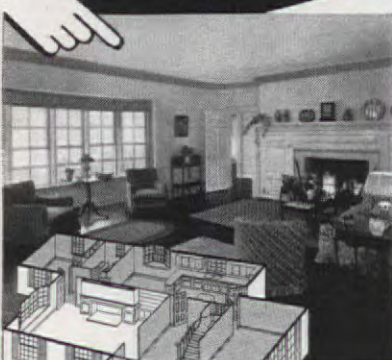
CONVENIENT WAY TO BUY

In addition to the familiar paste form, pure white lead is now obtainable as a ready-to-brush paint in popular-size containers, at paint dealers everywhere.

You're money ahead when you paint with
White Lead

COLORS AND WHAT TO DO WITH THEM—You'll find a lot of interesting information on popular white lead tints in a free booklet, "WHAT TO EXPECT FROM WHITE LEAD PAINT." Send for your copy today.

**MORE CONVENIENT
MORE ATTRACTIVE
LIVING ROOM**
for your new home



FREE BOOK SHOWS HOW!

★ It's easy to have a bright, attractive living room when you plan efficiently and use the right kind of doors and windows! The picture suggests one idea.

Find more ideas for *all* your rooms in a new free 32-page idea book called "Open House." Whether you plan to build, buy, or remodel, this interesting, valuable book will show you how to make your home more convenient and cheerful.

Ponderosa Pine for Enduring Beauty and Utility

You want doors and windows that fit well and that make you proud of them for the life of your home. Doors, windows and other woodwork of Ponderosa Pine will assure lasting satisfaction and enduring beauty.

"Ponderosa" has uniform grain and soft, even-textured surface that takes and holds paint, enamel or other finish readily. Any architectural design is easily reproduced in "Ponderosa." Edges and ends of doors don't splinter or split . . . grain doesn't "raise." Windows fit; help keep out drafts. Ponderosa Pine doors and windows are an aid to charming interior decoration. They give you convenience and utility at low cost because *both* doors and windows are stock items.

Ideas for Building and Remodeling!

Here's help in making your rooms bright, pleasant and convenient—*fresh* ideas in valuable "Open House." It's free! Just ask your lumber dealer, or send the coupon today.



Ponderosa Pine WOODWORK

PONDEROSA PINE WOODWORK
Dept. A-7, 111 West Washington Street
Chicago, Illinois.

Please send my free copy of "Open House."

Name.....

Address.....

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



IDEA!

DUSTPAN in new role—used in the summer cabin for holding your favorite cook books. Nail a gay, spanking new dustpan to the wall, handle side down. Use later to pick up dust.
—LEWIS WEST, San Francisco, Calif.



IDEA!

WOODEN TOWEL RODS for a trellis—another cabin idea—hold vines in place and can be added to as needed. They can be screwed on, or taken off when the vine is to be laid down for the winter. Metal rods, though usable, may burn the tendrils.
—LEWIS WEST, San Francisco, Calif.



AN ORIGINAL LAWN BENCH, built by C. C. Daniel, Lake Lotawana, Mo. Strips of the same awning material used for the top were attached by rings to two horizontal rods at either end. These can be adjusted for sun or wind. Back rest and magazine rack made of orange-crane wood. Wonderful for a good snooze or even for just plain relaxing



IDEA!

with that good book or magazine.
—V. E. FRAZIER,
Kansas City, Mo.

PRETTY soon now you'll be hearing that familiar phrase, "Well, today's going to be a scorcher," so we hope you're all set for the hot and sticky season. Don't let a cucumber have anything on you for coolness this year for there are more ways to treat the heat than by wilting beneath it. Our individual requirements for summer comfort are more easily attained this year than ever before. To get your equipment imagination started in the right direction, we offer the following as a good beginning.

Proper ventilation, achieved merely by forced circulation of air without temperature conditioning, is often the secret of keeping your house cool and comfortable. The well-known portable electric fan is presented to us this season, improved for easy handling, noiselessness, low operating cost, and all at a lower initial price. Operating on the principle of the attic fan is a portable high-volume type which can be set up in front of any window for night cooling. It will draw fresh air through all other open windows in an apartment or floor and discharge it through the opening it faces.

With an exhaust fan installed in the attic, evening can bring a swift, almost miraculous, cooling of the whole house instead of leaving us to suffocate through long breathless hours of vain hope for nature's only sudden relief—a heavy shower. The first cooling of the air outside is a signal to flip the switch of the big fan and sit back with a sigh of real relief.

A single area control is possible with this cooling method,

Light-weight folding fan which can be hung on wall. Quiet, 3-blade fan operates for 1/4 cent a day. Improved small unit coolers

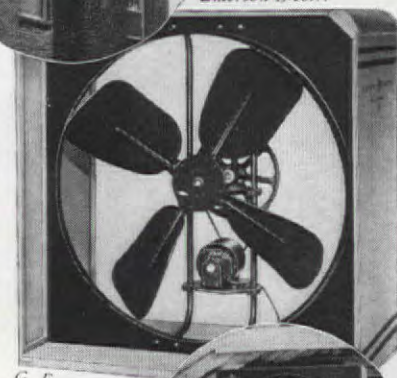
because when in motion the fan will draw air from any point providing an easy intake. Hence during the dinner hour the first-floor doors and windows can be opened and those on the second floor kept closed, establishing a faster current and greater comfort through those rooms which are in use. By the time adequate cooling has been established there, windows and doors are closed and those on the second floor opened. As long as the fan is in motion, currents will provide comfortable circulation.

Improved individual room coolers for window locations, less cumbersome than before, are easily plugged into light sockets and provide better cooling and circulation of air. Operating almost without noise, we find these unit air conditioners prepared to contribute materially to our comfort.

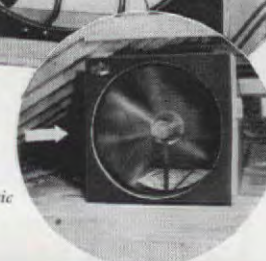


Home ventilating system: attic louvers, and a fixed exhaust fan

Emerson Electric



G. E.



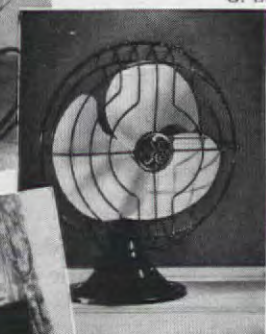
Emerson Electric

MAJOR & minor



Lydon Brecher Co.;
photograph,
Schoen-Klammer

G. E.



G. E.



De La Mare

ASPARAGUS ANNUITY

SOME YEARS ago I invested a nickel in a packet of rust-resistant asparagus seed. Yearly the dividends grow larger from this annuity, which will stay in force long after I need it. I planted the seed along a fence in early June; by fall there was a dense

row of feathery green shoots. The following June, I dug a trench 30 in. deep, 3 ft. wide and 40 ft. long between the side lawn and the vegetable garden, in front of my perennial cutting bed which, by July, is a sorry sight. I put in a foot of rubbish for drainage, a layer of rotted corn cobs, then rich garden loam, and set out 70 plants from my thickly seeded row, staggering them to give each about twenty inches of room, and damaging the stringy roots as little as possible. Asparagus (so named because "asparagi doth signify the first sprout of every plant in the spring"), although a garden aristocrat, is easier to grow than a fruit tree and as long-lived. It responds to a Christmas-present top dressing of well-rotted manure, but even without it goes on producing succulent stalks for from four to eight weeks every spring. One of the first, most welcome gifts of the garden, it fits into the menu anywhere; it requires less preparation for table or canning than any other vegetable; and a plot ten feet square will supply an average family's needs. Yet strangely, according to a recent survey, only 12 per cent of American home owners have it in their gardens! —F. A. DE BRA, Milledgeville, Ohio

Wanna join The Digger-Uppers



and Putter-Inners?

The entrance requirements are stiff, but if you can pass them you will be eligible to life membership—whether you own several hundred acres or a brace of tomato plants on the fire escape

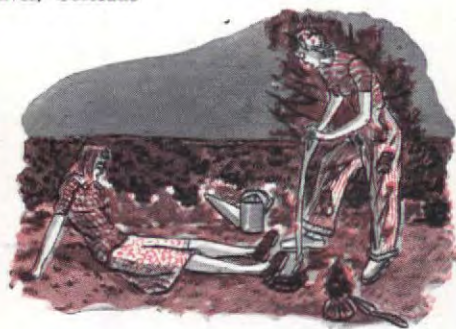
HELEN LEWIS, Denver, Colorado

IF YOU have had creaks in your joints and shooting pains down your back; been breathless from chasing all varieties of pests, in the throes of despair over Jack Frost, and in jubilant elation over your first choice bloom, then you are eligible to join the royal order of "The Digger-Uppers and Putter-Inners."

But before being officially initiated, there are a few preliminary hazings that you must go through to satisfy the older members. If you can pass all the requirements of the inner circle and, with a smiling face, say "Gardening is my hobby," then, and not until then, can you become a member of this noble organization.

First, you must forget that there was ever any such thing as time and throw all clocks, watches, and sundials into the rubbish barrel. Even the habit of guessing at the hour will blacklist you. In the past, before you thought of trying to enter the order, you may have imagined that gardening could be done mornings and evenings, or in flourishing week-end style. Not so! This order demands your every breathing moment from February until late in November. The only reason for the brief vacation is so that you can go to some rest home to get in shape for the coming season. Also there is a little time out for a holiday dinner and opening Christmas presents which, of course, are garden implements, vials of the latest chemicals, and any new books of helpful hints.

After you have crossed this first hurdle of living in suspended time, you come to the second requirement. At first this demands diplomacy and much apologizing to your family and friends, but after a while they don't bother about you; in fact, they drop you from their guest lists and cut you out of their wills. But you mustn't worry, because you still have the treasures and little slugs of the great outdoors. As you can guess, this step eliminates all activities that might interfere with your gardening. The best times to do any essential work other than gardening (after all, you need money for seeds and fertilizer and the water bill) are moonless nights when the barometer says "Hurricane," or cloudbursty days when the thermometer reaches 120°F. Of course, if any of your friends want to come over and talk while you are busy with spade



Conversation except with other members is frowned on among neophytes



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People Now Enjoy
the Lasting Comfort
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FOR EVERY FUEL—OIL, GAS OR COAL

YES, more than half a million people enjoy the comfort and convenience of Automatic Delco-Heat. Why not join them... now... while prices are still low and terms the easiest ever! You're sure of satisfaction, because Delco-Heat is built and backed by General Motors... sold and installed by experienced dealers. You're sure of unbiased heating advice, because Delco makes units for every type of system and fuel. Get the Whole Story today from your Delco-Heat dealer...including how little it costs to convert your present heating system.

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—YOU'LL BUY AUTOMATIC
DELCO-HEAT

For name of Delco-Heat dealer, consult Classified Telephone Directory under "Oil Burners," "Stokers" or "Furnaces-Heating" or mail coupon.



Delco Appliance Division, General Motors Sales Corp., 393 Lyell Ave., Rochester, N. Y.
Yes, I'd like to know the latest automatic heating developments. Send me the Whole Story of Delco-Heat.

Name _____
Address _____
City _____ State _____



Many a path to gardening success may be paved with dirty dishes, but what matter? The Order will bestow an accolade

body's business, but if you have any notion that Ginger Rogers is anything but a new species of dahlia, you may as well give up immediately the idea that you can ever become a member in good standing.

Now that you are practically a hermit, you don't care how you look, so the next degree takes up apparel. Clothes newer than the vintage of five years ago are not tolerated. If, unfortunately, you have worn out even the patches on your slacks and there are no other older ones to take their place, then purchase another pair; but give them a special treatment before wearing them for the first time. The proper technique is to douse them in weak sulphuric acid and spatter them with paint and a few gobs of cement. Thereafter the garden will take care of their appearance. Most any kind of a shirt will do as long as it stays in the same age group as the slacks. But the real effect of the outfit is attained by the proper choice of a hat. Fishermen's hats haven't a chance compared with the relics one meets in a garden. You can wear one that was once the glory of the fleet, or one of approved mail-order-house style, but you *must* have some sort of a bashed-in hat. The hatless vogue is definitely not for you.

For flower shows, which are the only "formal" gatherings you are permitted to attend, a baggy little tweed number is in order—and the baggier the better. It must, naturally, be without the slightest suspicion of a crease, and should, preferably, look as if a litter of puppies had

or trowel, that's allowable; but after a few such one-sided conversations, they won't come around again in such a hurry.

Conversation except with another member is not encouraged among the neophytes of the Digger-Uppers and Putter-Inners, but if you

must indulge now and then, just to keep your vocal organs from atro-

phying, your discussions must be strictly on the subject. Latin names should roll off your tongues like no-

been sharpening their teeth on it. Not that they *have*, for any sort of livestock is strictly taboo among the Digger-Uppers and Putter-Inners. What if Fido should decide to cache a bone under your prize petunia?

Even children are looked at askance by the full-fledged members, though you will probably be allowed to keep yours if you see to it that they are securely chained to the front porch on those rare occasions when they are allowed outside the house. Once you have cleared your own premises of these enemies to good gardening, you mustn't hesitate a

moment at running the neighbors' pests off your place. What if you did borrow their rake last year and never return it? They're enjoying your garden, too, aren't they—from a respectful distance, of course?

If the head of the house is also the gardener, the poor wife must share his enthusiasm or get a divorce. If it's the wife who has the bug, heaven help her husband! In either case, you have to take in your stride little things like a week's dirty dishes in the sink, lumpy beds, canned beans, and rings around the bathtub. Which brings us to our next requirement: nothing can bother you; you are completely indifferent to what goes on inside the house. No Rube Goldberg devices for getting you into dinner have any effect. Only when your legs are so wobbly that you must have sustenance, can you drag yourself to meals. Then, the rest of the family having eaten, you munch a sandwich under

your precious tree. At this stage you are about ripe for initiation.

But before taking this final step, you must pass an examination. I forgot to say that a prerequisite before even applying for membership is a Ph.D. in botany. But, supposing you have worked that off in your youth, you must still be able to appear before the examining board and (1) give botanical names of the plants in your garden and at least three common names for each; (2) state whether they survive in sun, ultraviolet ray, or six feet underground; (3) give directions for injecting plant food with hypodermic needle and otherwise; (4) identify all weed seedlings by their foliage; (5) offer substantiated proof of the number of times you have moved everything in the garden. You can never hope to be

a Digger-Upper and Putter-Inner unless you have done it at least three times.

And now, having survived the initiation and passed the exam to the satisfaction of those in the know, you are an active member of the Digger-Uppers and Putter-Inners. There is no gold pin to tell the world that you are one. But your appearance shouts it. Your hair is long and shaggy, guiltless of haircut or wave; your skin resembles a piece of brown shoe-leather or else a boiled lobster with a becoming scale effect around the edges; your arms have mountains of muscles dotted with lakes of freckles; your carriage suggests the Hunchback of Notre Dame; your hands—they are the most distinctive of all. This organization needs no secret grip; a glance at the hands of a supposed fellow member and you will know immediately whether or not he belongs, for, if so, they are rough as sandpaper, with fingernails broken and jagged, and all crevices decorated with Mother Earth. Finally, your feet: if you can get any shoes on, every pair will be stiff as a board from too frequent waterings, flecked with white paint, double-soled with clay, and down at the heel.

After you have identified a fellow member by these marks, you talk far into the night (one of those hurricane nights) about the beauty of your respective gardens. If only he (or she) could see yours in full bloom! At last you part to carry onward the torch of this noblest and best of fraternities. Want to join?



Concentrate on the watering can while your husband wields the can opener

Coca-Cola comes to the party . . . in a wheelbarrow

NEW! VOLUME 2

Send for this Entirely New Book

This new and larger 1941 edition of "Flower Arranging" by Laura Lee Burroughs contains new pictures, new material, 48 new, beautiful photographic color reproductions of flower arrangements, with designs, descriptions and many suggestions. Send your name and address (clearly printed) with ten cents in coin or stamps (to cover cost of handling and mailing) to The Coca-Cola Company, Atlanta, Georgia, Dept. AH.



Size of book
7" x 9"

Whether picnic, barbecue or party . . . good things to eat or drink, and plenty of them, hold the secret of success. So here a wheelbarrow holds an ample supply of Coca-Cola and lots of ice . . . a refreshing idea. Many people like to drink Coca-Cola right from its frosty bottle. The life and sparkle of Coca-Cola always add to the fun. Everybody welcomes it. You can buy Coca-Cola conveniently from your dealer in the six-bottle carton or the twenty-four-bottle case.



COPYRIGHT 1941, THE COCA-COLA COMPANY

Ways to serve Coca-Cola and ways to arrange flowers add something bright and happy to pleasant living. The book "Flower Arranging," offered on this page, suggests how to do both.

Illustrated at the left is *Umbellatum Lilies*, one of the flower arrangements in the book. Send for your copy. You will be glad you did.



The
Six-Bottle Carton



Suburban farm 25 miles from New York

OUR idea of a home was a place for real country living. We wanted quarters for horses, a cow or two, fifty or so chickens, honest-to-goodness dog kennels (not just a dog coop), as well as comfortable shelter in which to rest our own heads. We wanted sufficient land for complete privacy, a property big enough to squeeze in a badminton court, a pool, gardens, brooder house, stable, garage, storage and work houses.

Suburban friends brought up the old saw about "champagne tastes" and hinted that a large estate in open country would fit our wants. But our pocketbook was decidedly not of estate proportions, and whatever property we bought had to be within an hour's commuting

distance of New York City. Why not a "shoestring" estate then, we pondered, a modest property not new or fancy, but one we could fix up carefully and completely to provide country living on a small scale?

We began a property search by drawing a thirty-mile circle around New York City and combed and combed that territory by automobile. Eventually, within a twenty-five mile radius, we found "the" place which is now "Westlawn." All around it open fields with cows, horses, and the true farm collies were much in evidence. (We even passed an automobile ditched because a deer had jumped across the road!)

The existing house, of stained brown shingles, was small and rather

All the interests of country life on a one-acre property created for the \$75 per month formerly spent on a New York apartment

GERALD TAYLOR WHITE
Montville, N. J.



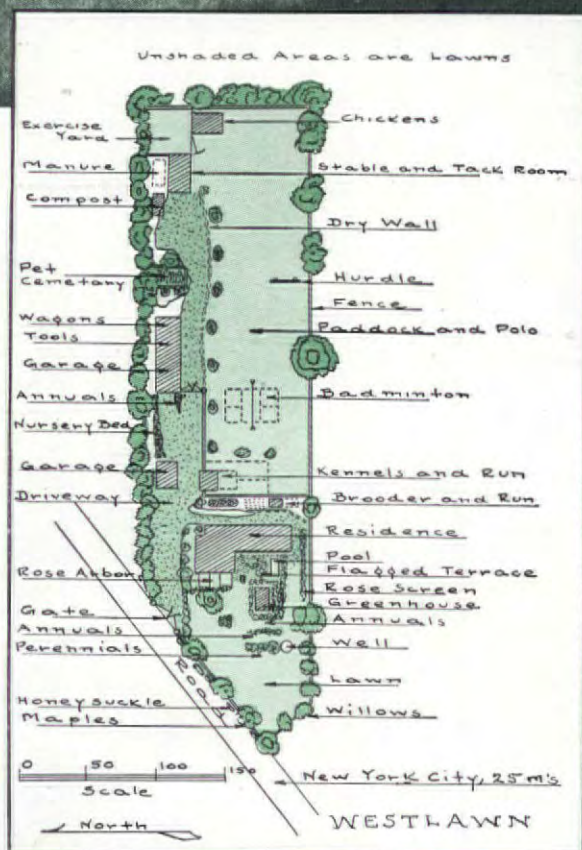
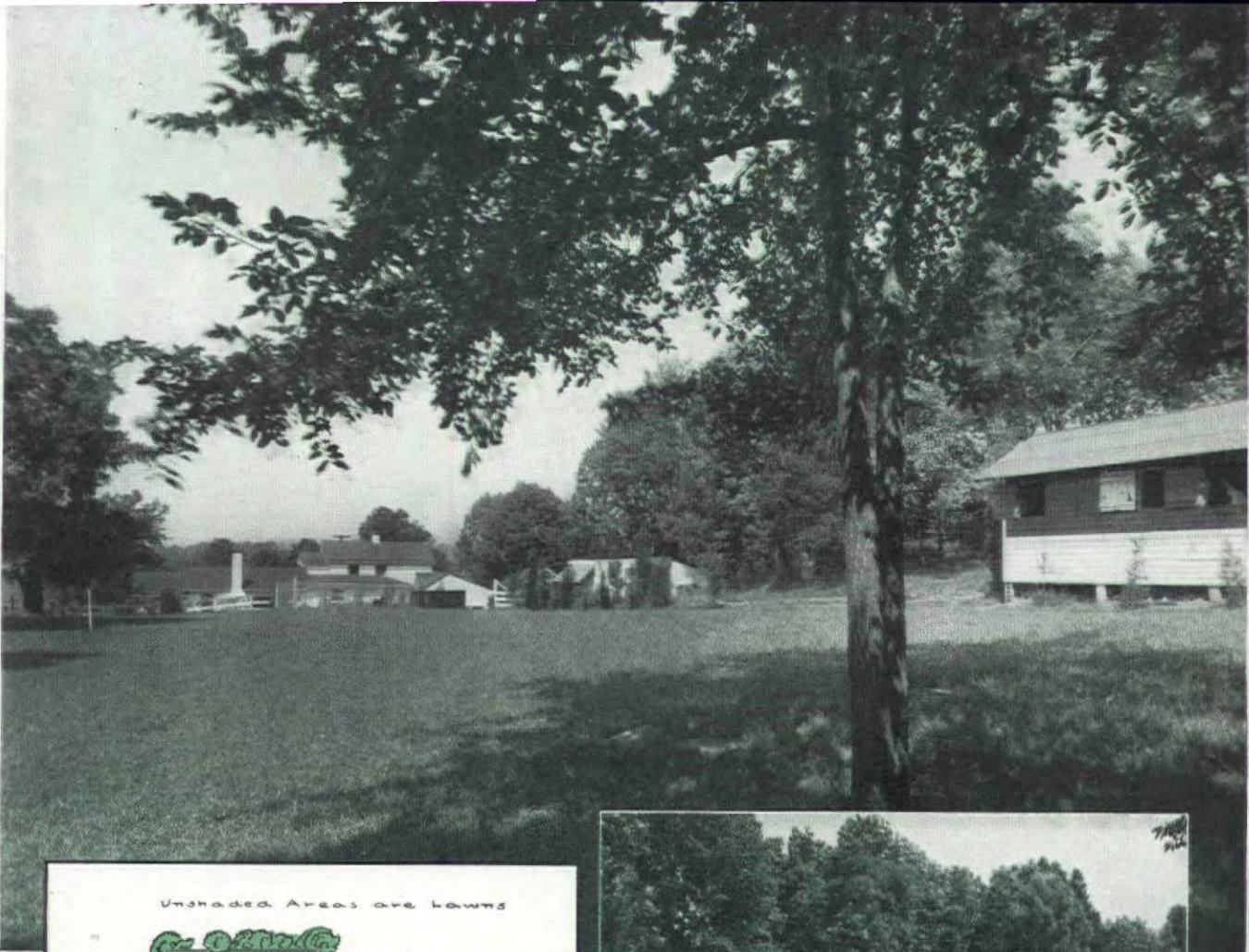
A brown mess of a house when we found it (far right). "Westlawn" had sound structure but little interest. A front arbor for trailing Dorothy Perkins roses, new flower beds, new farmhouse fencing, wagon wheels for step railings, and the place began to "pick up"

nondescript. But it was agreeably old and sound from tip to toe; hand-hewn oak beams spanned the whole house without any in-between cellar supports, and roof lath were of oak. Back of the house was a cobwebbed, tumble-down shed which we converted mentally into a trim outbuilding at first sight, and a rutted corn patch which we saw instantly as a neat field; the possibilities seemed excellent for house and grounds. Then we learned that the "For Sale" sign didn't apply to this old house at all, but to the shining new one on the main road. Since it was the old property we wanted, we persuaded the owners to take the new house themselves and sell us the old one.

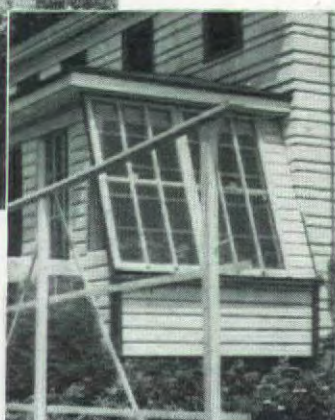
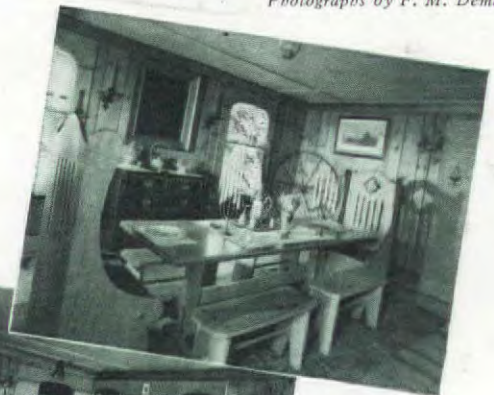
When we "took over" eleven years ago, there were only one shed, the restricted-size house, and garage. Today, there are some ten buildings, all painted white with green trim. Ornamental gates lead into the main driveway, dry walls have been laid up along it and white post-and-rail fences protect the whole property. There are a generous lawn, a pool, a small greenhouse, a rose arbor, a picturesque well, a flagstone terrace, a flower garden at the front of the house, which is screened from the road by glorious maples and fruit trees. At the back, is our "estate"—a tree-bordered paddock and field large enough to fit the indoor rules of polo. A portion of the paddock is laid out as a badminton court. Behind the house are two man-size kennels and the incubator-equipped brooder house. Facing the paddock, along the drive, are the other outbuildings.

As the "before" pictures illustrate, the house itself has grown considerably. The main addition is the 30'-0" x 16'-0" living-room wing with fireplace and paneling. Our bedroom is added to this wing at a lower level. The old parlor has become a dining room with knotty pine paneling, shelving, and furniture all made with our own hands. A real alcove was paneled with fir plywood for a library, the huge kitchen was transformed with wall oilcloth, enamel, and cabinets, and has a conservatory alcove off it. Upstairs are two general rooms, a tiled bath, and a guest room with built-in berth and lockers.

Sometimes things move too fast for the photographers to keep step with us. In fact the paint isn't dry yet on the removal of the front porch which shows in the color picture just through the fork of the well sweep. The conservatory has shifted around into the ell formed at the end of the two-story portion of the house. A low-level concrete terrace takes the place of the porch. These changes make Westlawn look even better than ever.



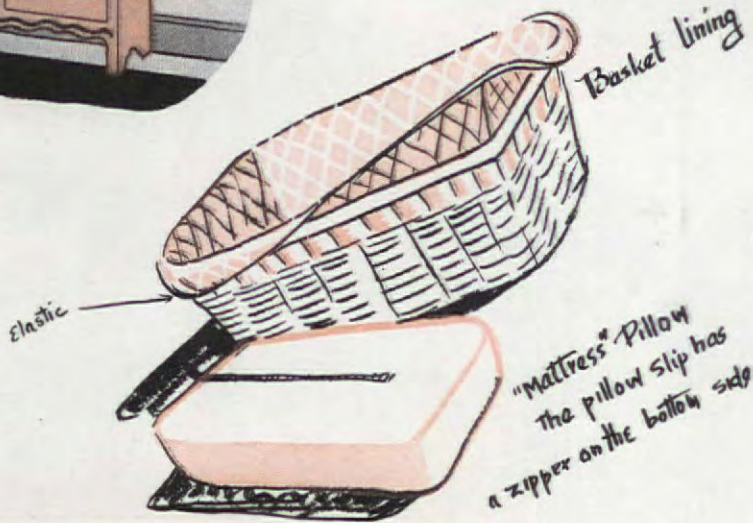
Photographs by F. M. Demarest



Stable, paddock and field, chicken houses, dog kennels, and run, are all neatly incorporated in a single acre. "Westlawn's" dining room has handmade furnishings and paneling. Small conservatory is off kitchen



WOODEN ALPHABET BLOCKS are fun as handles on a child's chest of drawers and make finding clothes much easier. MARION A. ELLIOT, West Los Angeles, Calif.



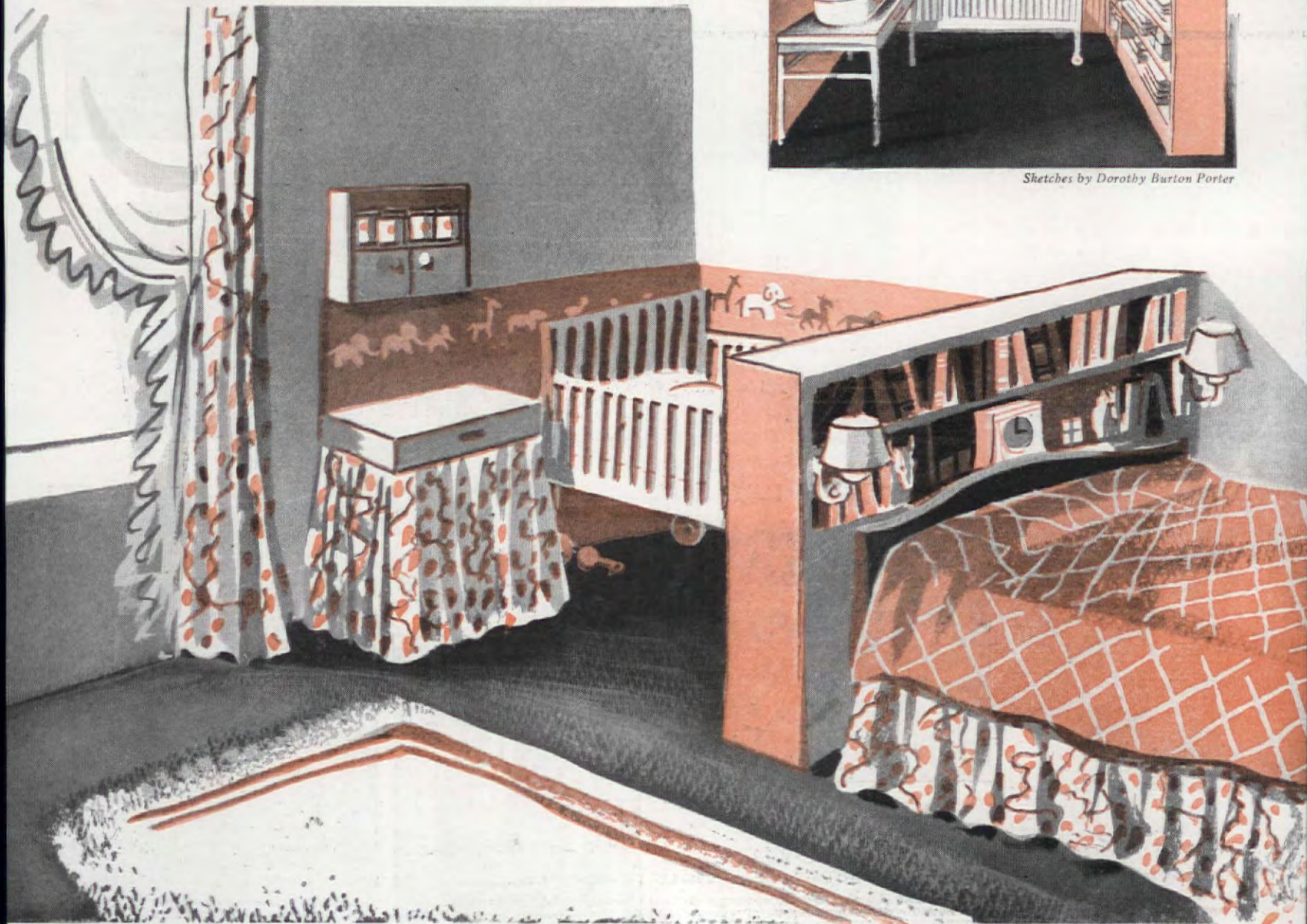
Use your

WE WERE in a quandary. The stork was on his way and we had a lease on a one-bedroom apartment. So we plotted, planned, and measured every which way for a nursery. Then we made one in our own bedroom by blocking off six square feet with a set of second-hand bookshelves. We backed up the four lower shelves on one side with beaver board. These held the new arrival's belongings. The top shelves, open on the other side, were for us. I fill and empty the baby's tub in the bathroom but it remains uncluttered with all the baby's things kept in the nursery. Above the bath table mayonnaise and cold-cream jars hold oil and cotton. Medicines to keep him in the pink are below. On our side we have pin-up lamps for reading in bed. The baby neither disrupts nor runs our home for, much as we love him, he has his own corner in which he stays put. ANNABELLE GIBSON, Yorktown Heights, N. Y.

NOT A SILVER LINING but an easy-to-make quilted one for baby's basket bassinet. Fit it, sew it yourself, and put elastic or lastex thread all around the top to hold the sides in place. Fill the pillow with kapok. He'll sleep just like a little lamb. DOROTHY BURTON PORTER, Summit, N. J.



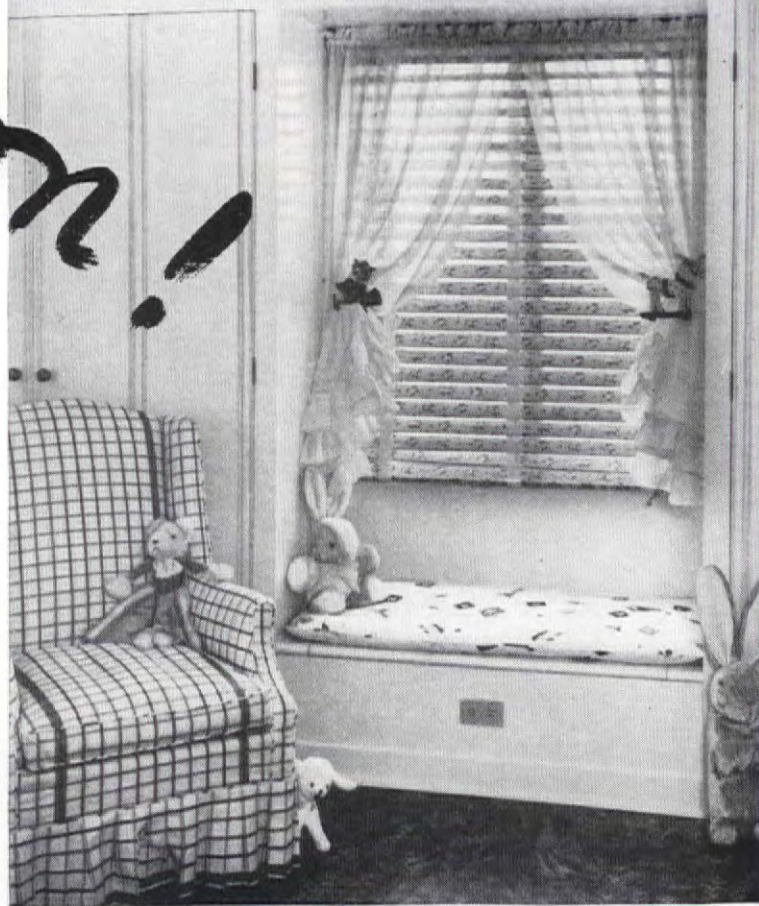
Sketches by Dorothy Burton Porter



imagination!



Maybe H.R.H. would share a room with the first grader, especially if, as in this room (below and top), the famed Los Angeles interior decorator, Harold W. Grieve, decorated it for him. Bassinet fits in perfectly with gay Venetian blinds



Harold W. Grieve, interior decorator; photographs, Stuart O'Brien



FRRIENDS branded us as beasts when we told them that our breakfast room was the only space we would have for our new baby when he arrived. They sang a different tune when they saw the nursery we had made out of that five-foot hole-in-the-wall. There are shelves and drawers for everything in the old washstand, now added to and reconstructed into a chest. Squatty, blue-enameled ducks waddle across the top edge. The curtains are a pink nursery print and the table for the bassinet is skirted with the same material. An unfinished screen, though unattractive, fitted our budget and we wanted to insure the baby against draughts. So we bought it, enameled the frame, and papered the screen in washable wallpaper, using a circus design with clowns and horses prancing all about. Finally we gave the entire business a sturdy coat of shellac to keep it new and clean. Changing the inexpensive nursery prints from time to time will never put a dent in the budget.—**DESTE GRENELY, Rushville, Indiana**

TWO PHOTOGRAPHS: Venetian blinds are bound with a gay, printed material and the bassinet is almost a fluffy confection with its ruffles and lace. Small wooden animals tie back the curtains and toy animals sit around in the corners. Lots of white makes this nursery bright; linoleum on the floor helps to make the room easy to clean.

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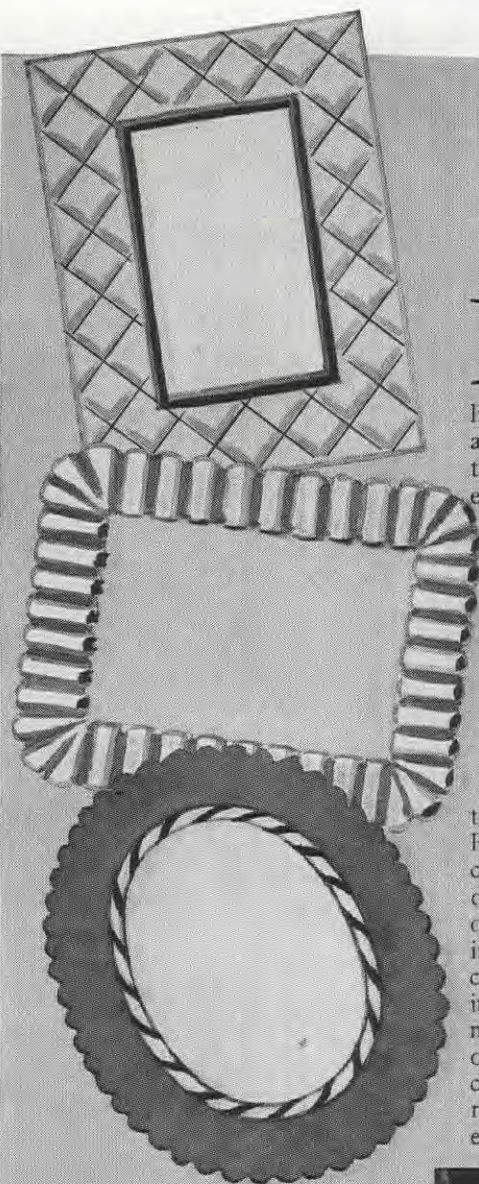
The Heatilator Fireplace is the only heating equipment needed by most homes in mild climates. Architects recommend it for quick, uniform heating of basement rumpus rooms. It makes camps usable weeks earlier in spring, later in fall, and for winter week-ends. Thousands in use all over America.

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QUILTED CHINTZ

for a living-room mirror; sailcloth is cartridge-pleated; felt frame has pinked edges, two-tone cording



Slips DO

IF YOU'VE been suffering silently with an old jalopy of a mirror, with chipped gilt frame, don't expect any sympathy from us. Not when you can transform it into something as dashing as all get-out with a couple of yards of chintz and a little sewing machine magic. And if you've always had a yen for a group of Godey prints for your bedroom, but couldn't afford the frames—take a look at those on the opposite page, of eyelet embroidery, run through with velvet ribbons. These are only

samples of what you can do in the way of slip-covering frames, once you get going. Easy as pie, they are, too.

For the quilted frame, top left, you'll need material the size of your frame, plus a 4" margin all around, cheese-cloth and cotton batting the same size, cable cord, and about half a yard of contrasting material for cording. Place padding between cheese-cloth and chintz, cross baste, and quilt on your machine, working on the wrong side with contrasting thread in the bobbin. Cover cord with bias strips of contrasting material. Placing frame on material, chalk along inside edge of frame and stitch cording along chalk line. Cut out center of fabric inside line, turn under raw edges, press. Turn back the 4"



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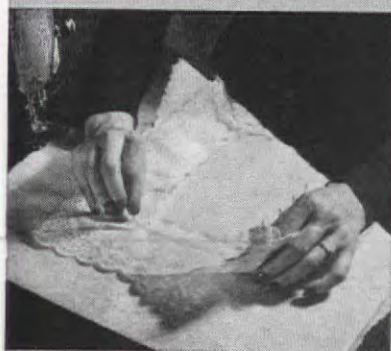
A **TIERED PLANT STAND** from a vegetable bin. With the front sections of each shelf snapped off and the rough edges taped with adhesive, we painted the bin—adhesive and all. A layer of pebbles on each shelf allows drainage. Use the stand in front of a window, or as a screen for the fireplace during the summer months. **MRS. H. TRAVIS, Salem Center, N. Y.**

Count!

—especially when they add as much gaiety as do these

OTTILIE AKS
New York City

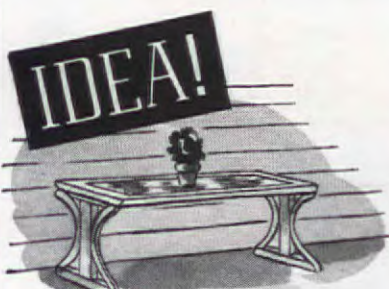
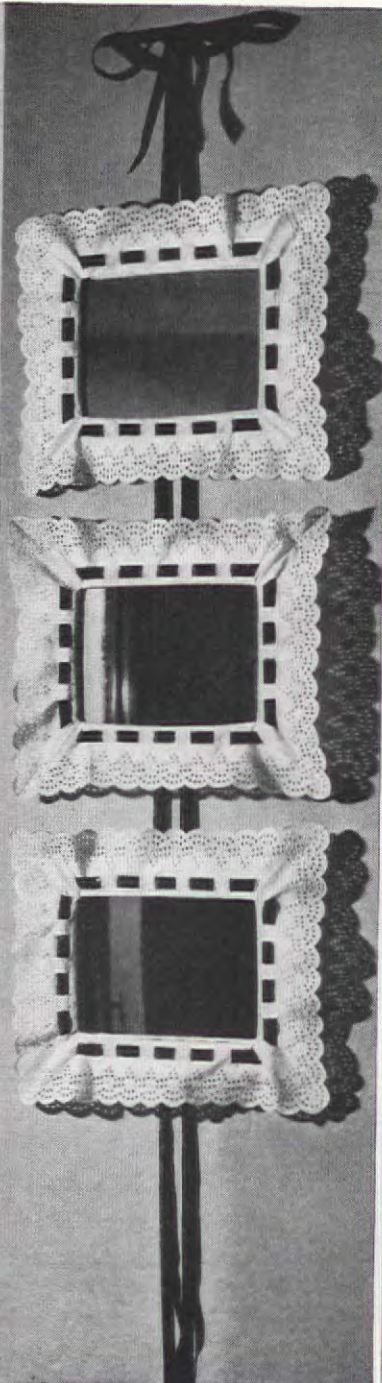
F. M. Demarest



margin, insert two 3" zippers in diagonal corners, and there you are, with a smart quilted frame which fits perfectly and can be whipped off in a jiffy for laundering.

The eyelet-embroidered beauties are just as simple. Cut embroidered edging to desired size, miter corners, and place, right side down, on an oblong piece of muslin (18" x 20" for a 9" x 11" picture). Stitch inner edge of eyelet to muslin, cut out center, clipping corners, and turn back embroidery. Miter muslin corners and insert zippers. Hem-stitch half-inch eyelets in embroidery for the ribbon. The frames must be stiff enough to stand out, so starch if necessary.

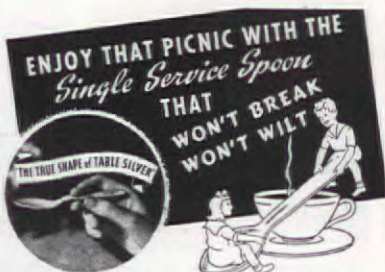
For the initialed frame above, try a flowered chintz, appliqué initial, and follow general directions for quilted frame, omitting padding.



LOW GARDEN TABLE FOR \$1.25

—because I couldn't afford smart iron garden furniture. I "peeled" the backing off an old mirror and mounted it on legs that had once supported an ancient coal stove. Luckily the legs had holes in them for the bolts that had attached them to the stove, so I used similar bolts to fasten them to the wooden frame of the mirror. I then attached two legs at each end of the table to give it a firm base, and quick-drying white enamel finished the job in real professional style.

CLARA W. CRANE, Brewster, Wash.



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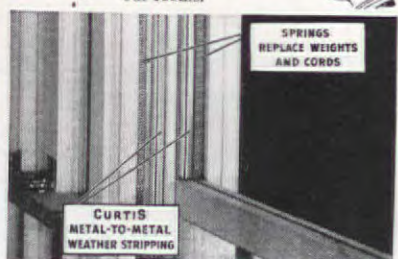
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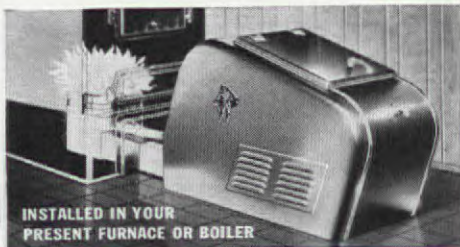
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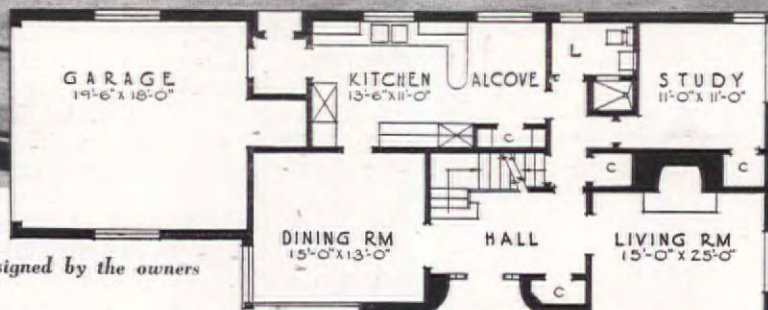
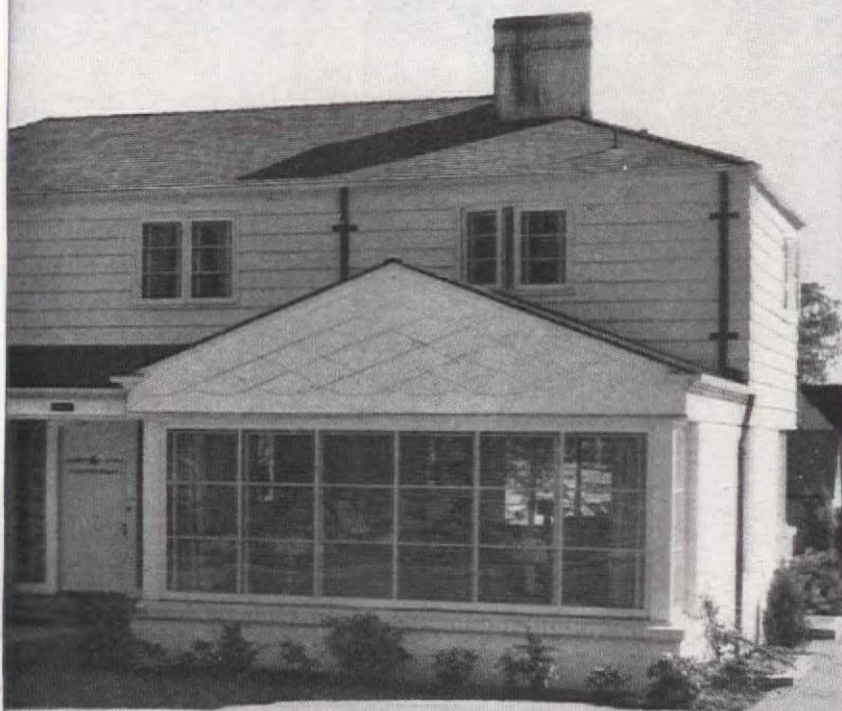
Roger Sturtevant



NEATLY disposed on its corner lot, agreeably individual in appearance, this shingle and cement house is typical of Seattle's eye-engaging new homes. Its two-story, hip-roof, seven-room plan resembles conventional house schemes, but its window treatments and details are its special own. Notable are the corner dining-room bay and the bay of fixed glass carried straight across the living-room front. The latter is very like the "sunroom" feature tacked on the front of many city houses built near the sidewalk. But instead of shutting out light and air from the living room behind it, as front sun porches so often do, this scheme has one big room—all useful, well-lighted living space. And the fireplace wall at the inside end of the living room is completely covered by mirrors, doubling the apparent size of the room.

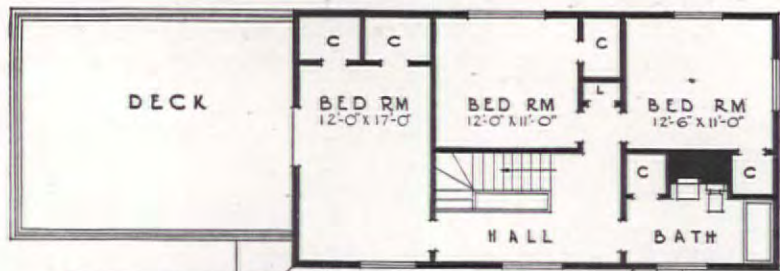
Notable, too, are the serviceable number and relation of the rooms, their ample storage facilities, adaptability to furnishing problems and all housekeeping needs.—GALEN W. BENTLEY, Seattle, Washington

lot in Seattle



Designed by the owners

Home of
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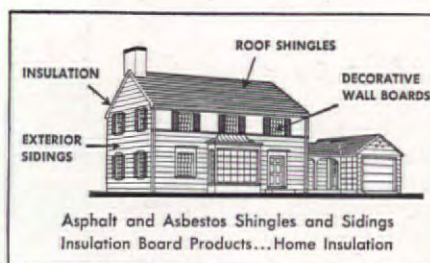
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"WHEN I STEP INTO
MY HERB GARDEN I
CROSS OVER INTO
THE PAST," SAYS

KATHARINE COOK
MERIWETHER
Fort Wayne, Indiana

Photographs by
Edward Hackett Cook

Are You Under the MAGIC SPELL of HERBS?

IN THE early morning cool, while dew still lies on their aromatic leaves, I am enfolded in their ancient spell. With noontime heat, imprisoned ghosts are released with the sharp pungency of the foliage. Yet, for all their mystery, I have found herbs among the easiest of plants to grow. They ask so little: a wind-sheltered spot, ordinary light soil, a little lime added if needed. The lighter the soil, within reason, and the hotter and drier the weather, the more delicious will be the perfume which is one of the most compelling arguments for an herb garden. Late in April or early in May I plant the seed directly in the prepared beds, for most of the herbs resent transplanting; in an unbelievably short time exciting rows of green begin to prick through the soil.

Beyond a little trimming they need no attention. When harvest time comes—usually just as the flowers begin to open—I cut and tie the stems in small bunches and hang them, tops down, in a dry, airy place away from the sun; or spread them out on cheesecloth trays until quite dry. Then the crisp leaves are rubbed from the dry sticks, powdered, and stored in tight containers in a dark place to preserve the color.

To my notion, the purple basil (from which I am always plucking sprigs to sniff) outdo all other annual herbs in fascination. The shining, perky little seedlings that look like flocks of poised butterflies grow quickly into handsome 18-inch bushes which, regardless of weather, are fresh and neat all summer long. Even after frost shrivels them, the long seed tassels continue to yield an indefinable fragrance suggestive of cloves; and they are charming in bouquets where, I find, they tend to keep the water in a vase fresh and untainted. Similar in habit, the green-leaved basil has white, instead of pink, flowers. The leaves of both are esteemed in tomato dishes, soups, stews.

Little plants of sweet marjoram have dainty oval, gray-green, velvety leaves and a lovely healing fragrance. Really a tender perennial, it comes along sturdily from May-sown seed and, in August, bears on wiry, 12-inch stems, exquisite jade-green buds that open into ragged little white flowers. Pot marjoram, quite hardy and taller, whose pinkish-lilac flowers are a joy to bees, is inclined to root along the ground. Both kinds are used to flavor dressings, stews, sauces. Vigorous borage is like an old mother hen, spreading flopping wings over everything within reach—unless they are kept clipped. Growing two feet or more, weedy looking and with unpleasant prickles, it will, however, win your forgiveness when it blooms; lift

the drooping flower clusters—watching out for bees, for it is a bee plant *par excellence*—to see the oddly lovely blue stars touched with pink and black, which our ancestors used to crystallize by dipping them in beaten egg white slightly diluted with water, then rolling them in sugar.

Spearmint leaves also may be candied and served with tea, but watch this plant in the herb garden lest it overrun all else. I confine it to a corner by a bird bath where frequent splashing keep it fresh, green, and fine for iced tea. Annual coriander and anise, and biennial caraway are delicate in growth, with flowers like dainty medallions of rare old lace and leaves charmingly fringed. They self-sow freely but, in my garden at least, quickly lose their charm, so they go in an out-of-the-way corner. Summer savory, an easily grown annual forming plump, dark green bushes, is ready for flavoring the season's first string beans or to mix with thyme and marjoram in poultry stuffings. The less popular perennial (evergreen) winter savory, if clipped to about four inches each spring, forms a decorative little hedge or edging.

The pungent scent of "sharp hyssop," said to vary with the location, in my garden suggests camphor and is most tonic. The violet-blue blossoms which come the first year are charming. The familiar weedy dill grows quickly and sows itself all over the place, but the great yellow umbels have a wild, gypsy charm. Later comes the closely resembling,

lovely feathery foliage of fennel, tasting like licorice, and perfect for garnishing, but, though perennial, not reliably hardy North. Balm, a seductive herb that leaves its fragrance on caressing fingers, is an easily grown perennial; crushed it yields a refreshing lemon-peel scent and the crisp fresh stalks are fine in summer drinks. I tuck tiny plants of the hardy common thyme into crevices between stones in the south wall where the sun draws out the fragrance so loved by the Greeks of old. Leaves of sage are like little platters of dull silver criss-crossed with a vein pattern. A hardy perennial, it persists for years, but severe spring pruning is necessary to prevent it from becoming woody.

There are many others of course, such as the fragrant costmary, the various mints, rue with leaves like blue-green jade, lovage for the birds, and, for the driest, sunniest spot, lavender and the delightful rosemary. These I must needs pass by, but you, if once you fall under the magic spell, will surely want to try them.



Sweet basil, this, with the narrow leaves of summer savory beyond



Wilson Photo Service

JANET LAURIE HAWES

Norristown, Pa.

WE DIDN'T want all the windows in the sunniest room in our house shrouded in heavy expensive materials, nor did we want a gloomy den for a sunroom. A room where we could really see cloud effects, the sun, and have all the outdoors inside was our ambition. We thought, why have a sunroom at all if it's just to become an extra parlor shaded with heavy draperies? So we decided that we would make a real sunroom out of ours by doing away entirely with heavy draperies and blinds of any sort and letting the sun in.

We let the outside planting do its part in providing greens for the lower half of the windows. Inside on the upper half of the windows a veritable garden grew, with Pittsburgh, Grape, Variegated, Boston, and Kenilworth ivies; philodendron, and some blossoming plants, all set in iron plant holders or on wooden shelves attached to the window frames at different levels. We have something that blooms during each time of the year. Our sunroom is no sun parlor! Flowers bloom inside as well as out. We see the outdoors; we feel the sun; and we thrive on it! The plants we buy instead of draperies like it, too!

A CORNER of another room where the sun reigns supreme is pictured at the right. Here the decorator, Harold W. Grieve, of California, has done a corner seat in plaid, backed by numerous pillows; a low round table completes the convenient arrangement. The windows are left high, wide, and handsome with only plants and painted trim for decoration. A modern sun-catcher!



Decorator: Harold W. Grieve; photographer: Stuart O'Brien

is on your own porch!

This month it's

TERRACE FIESTAS!

WE'LL loll on the beach all day any day in July. And the hotter the better. But when the sun goes down and there's another long, lazy evening ahead, we're ready for a party. Not just an ordinary six or eight for dinner, but an extra special terrace party—fiesta colors bright and blazing to make it all very gala; either ice-cold crystal plates or informal earthenware and light-as-air woven baskets; buffet style service or, one step further for the hostess, who has a right to be lazy at her own summer parties, "finger food" that can be eaten out under the moon and without benefit of flatware. And, of course, food so good it leaves you all in a state of the most gentle and agreeable delirium.

The idea put us in such a state that we did two party tables this month, and would have been pleased to turn out three. The first one is our idea of heaven for the young and gay and not at all rich who want to entertain with flair, without exertion. We recommend it, too, for Sunday evening when very light food is just the thing. We used a hammock for a tablecloth (if you're not buying one that might as well be



Top, Fred Leighton's baskets and hammock, pottery plates from Bacharach & Niedenthal. Lower table, Palmer Smith tablecloth, Fostoria glass, Black, Starr & Gorham silver, Hall's Kitchen Ware casserole

Photographs by F. M. Demarest

"For Goodness' Sake..."
A HE-MAN'S DINNER needs
5 Kinds of Refrigeration!

-AND THAT GOES FOR
HIS LUNCHES AND
BREAKFASTS TOO!



- 1 STEAKS and all other meats need steady cold with moderate humidity.
 - 2 CREAM, milk and other beverages need safe, above-freezing cold.
 - 3 BUTTER and staples of all sorts need moderate cold, mild humidity.
 - 4 QUICK-FROZEN FOODS, and FROZEN DESSERTS need extreme cold, no humidity.
 - 5 LETTUCE and other greens and vegetables need mild cold, high humidity.
- ... that's
SUPER MARKET REFRIGERATION

Westinghouse

Super Market REFRIGERATION

...gives YOUR HOME the 5 kinds of cold and humidity that keep foods MARKET-FRESH!

Most people have simple tastes in their food, as restaurant experts will tell you. But these experts also agree, along with modern food retailers, that the foods for the simplest meal need 5 kinds of refrigeration! These five conditions of cold and humidity, which modern food stores know and use, are now combined for your home in Westinghouse SUPER MARKET Refrigeration.

For better meals, savings in food costs, fewer shopping trips, and many other advantages, see your near-by Westinghouse dealer.

TRUE-TEMP CONTROL
is the secret ...



Only

WESTINGHOUSE HAS IT!

Westinghouse engineers by inventing TRUE-TEMP CONTROL, have made SUPER MARKET food protection possible. This system maintains steady, balanced cold everywhere in the cabinet because it acts from the food compartment, not the freezer. You simply dial the degree of average cold needed. TRUE-TEMP regulates cold and humidity for all your foods automatically!

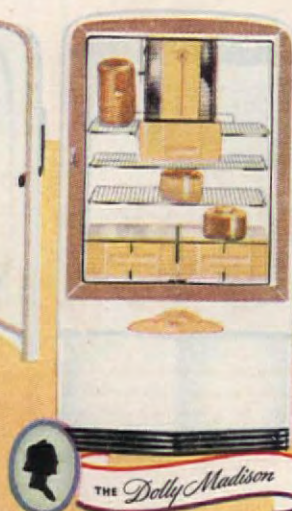
SEE THE NEW 1941

Westinghouse Refrigerators

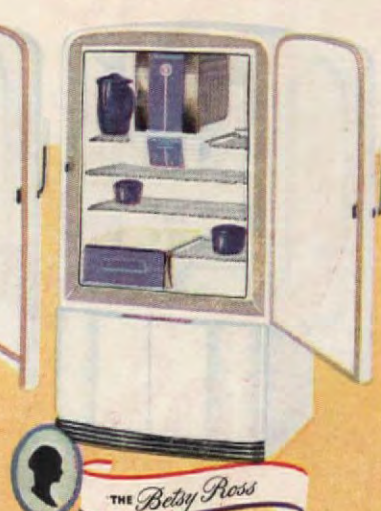
There are thrills for your eyes, and welcome news for your purse, in the 1941 Westinghouse models. COLOR-STYLED interiors, new conveniences, and marvelous engineering improvements await shoppers seeking the best buy. A near-by dealer's name is listed in the classified pages of your 'phone book. Visit his store and ask for a demonstration—today!



"Crystolite" styling, "Hi-flex" glass shelves. New Meat-Keeper with "Utili-tray" top. 1941's "dream" refrigerator!



Color-styled in soft shades of brown, enlivened with the gleam of chromium plate. De luxe features at modest cost.



Brightly styled, with froster door, Meat Storage Tray, and Crisper in "Colonial Blue". Outstanding features; low price.

Every house needs
Westinghouse



THE *Leisure Line* OF ELECTRIC HOME APPLIANCES

If you want your aluminum to **SHINE**-

Try S.O.S! It shines all dull aluminum, scorched or crusted bakingware, whether greasy or black, whether old or new. Just dip, rub, rinse—the shine-up process can be as easy and quick as that.

Use S.O.S. daily! To keep aluminum bright—to keep it young. Buy S.O.S. today—and, of course, mail that coupon below.

The S.O.S. Co., Chicago, Ill., U.S.A.
S.O.S. Mfg. Co. of Canada, Toronto, Ont.



S.O.S.
Magic Scouring Pads
CLEANS AND SHINES ALUMINUM

Free
SAMPLE OF S.O.S.

Paste this coupon on a post card and mail to The S.O.S. Company, 6223 W. 65th St., Chicago, Ill., for a free trial package of S.O.S. One to a family. Offer good in U.S.A., expires October 31, 1941.

Name _____
Street _____
City _____ State _____

"THE SOAP IS IN THE PAD"

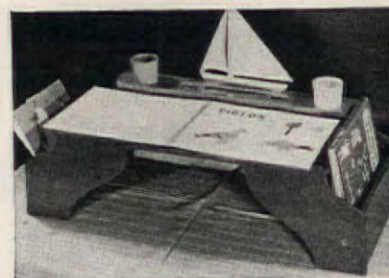
decorative before it begins its daily workouts, then substitute any cheap fabric in blazer stripes) and discovered the virtue of such a fancy, if a little off the beaten track, idea. You see, it's such a shocker and gets so much attention of itself that you don't spend a nickel on flowers or any other kind of centerpiece. But, believe us, you get a really dashing effect.

In the covered baskets are relishes, mainly green and ripe olives; in the larger open baskets are lady fingers filled with almond butter and brown sugar, and bright red cherries; and in the tiny ones, mints and nuts. Sandwiches, ham rolls, and stuffed eggs nestled in lettuce and watercress are the "main course." If you think you'd like a heartier "touch," small covered bowls of hot soup would be excellent. And we have some more "finger food" and sandwich ideas, divine to eat but just plain pedestrian to make, that we'll gladly share if you'll write us and ask for them. (Of course, enclose a stamped, addressed envelope!)

Having a love for elegance at all times, even in the summer if it's also cool and lazy, the second table is exactly that. Your best crystal and silver on a gray linen cloth. Crystal for serving dishes, too, because nothing else so combines luxury with a degree of formality and at the same time stays cool and light. A hedge of garden flowers, fiery red and yellow and green, to separate the buffet service from the dining end of the table. And food guaranteed to keep your mind off the heat, the calories, and the fact that you wish you'd bought a new dress for the party.

For example, in the crystal pear that looks like sculptured ice, there is cold Chicken à la Sherry, delectable news straight from the original recipe of its Coney Island creator. The one hot dish, in its own flame-colored casserole, is hot spoonbread embellished with fresh buttered, tender corn. You start off the dinner with ice-cold melon topped with tangerines and fresh mint syrup to put it in the gourmet class, and flashy red geraniums in the center just for decoration. You bring it to a happy ending with luscious, golden peach shortcake baked in a ring mold for a change. And large cups of coffee, please.

Well, we can practically hear the music in the background and see the setting on your own terrace, and we wish we were there. Write and tell us if you had a wonderful time, or write us for those "finger foods" and sandwiches mentioned above, just so we won't feel completely out of the revelry. We love parties, you know, and enjoy even "remote control" in the form of letters. It's not the same as going to a party, of course, but it's better to have a hand in the planning than not to be in the festivities at all!



Ethel Page

Child's bed tray that won't tip has paint water cups in grooves



Photographs, F. M. Demarest

Carbora

Soapless lather—no scum to fog colors—cleans rugs, upholstery



Emma Maloof

Pretty tray set, luxury American linen, pampers you at a price



Royal Products Corp.

Attach RotoRoast spit device to pan, barbecue meat in own oven!



Universal

Make slicing easy as pie—plastic handles, stainless steel blades

Here are some pantomimes to work out indoors—just in case it pours rain right in the middle of your terrace fiesta party. Don't ever say we don't think of everything to make your parties successful, come what may!

• new hat

WRITTEN on this slip of paper was, "Try on the rakish new sports hat you've bought for the game." For one of the ladies, of course, and watch the men gloat while she goes through the all too familiar motions of primping! Without benefit of hat, comb, or mirror it's quite funny, but certainly easy enough for anyone's grandmother to do. This one happens to be easy to guess, but after all you're not out to stump all of the guests all of the time. Start them with a pushover or two.



• lost dress

THIS young lady has just read her instructions that, "You are dressing for your first dance and you've misplaced your new dress." Which, of course, would never happen! However, she may kneel and pretend to look under the bed, imitating the proverbial man who has lost his shirt studs. Without being the least bit malicious, I can't help but suggest that you give this one to the lady who is at least a little too round for her height.



Additional charades printed on reverse side

Sunbeam

DOUBLE AUTOMATIC

IRONMASTER

REG. U.S. PAT. OFF.

I chose Sunbeam Ironmaster's cool, convenient Thumb-tip Heat Control up here in the handle, right under your thumb. It's marked for LINEN • COTTON • WOOL-ENS • SILK • RAYON. Easy to set.



Over a million and a half women have switched to Sunbeam Ironmaster.

I never held such a cool, comfortable, wrist-resting handle. And Ironmaster's LIGHT WEIGHT makes it a dream to handle.



I prefer the Sunbeam because it heats so quickly, holds its heat so evenly in the midst of ironing, and thus irons so much FASTER and EASIER.



FIRST

BY CHOICE!

In hundreds of ironing tests of six leading makes of irons women selected **SUNBEAM IRONMASTER** as **FIRST CHOICE** nearly **TWO to ONE!** . . .



Actual photo of one of the Iron Test groups. Women from typical church, club and P.T.A. groups visiting Better Homemaking Institute were invited to try all six irons and name the one they liked best. All identifying trade-names were masked out and thus preferences were on the basis of performance only.

Here are some of the reasons:

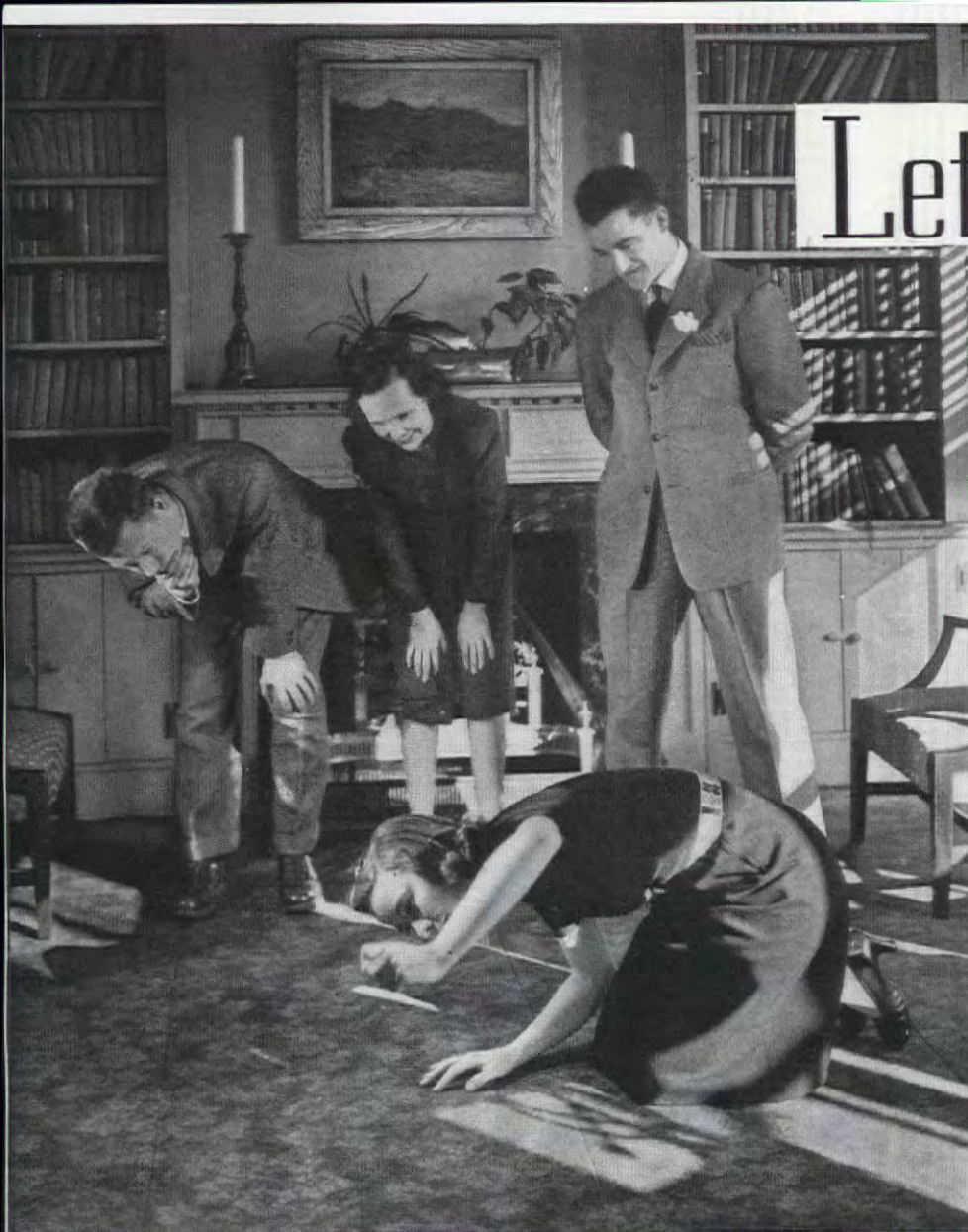
- **QUICK, STEADY HEAT** made possible by Double-Automatic Heat Control, an exclusive Sunbeam Feature. Ironmaster not only heats fast but never overheats—gives correct heat right from the first plug-in.
- **HEAT CONTROL DIAL RIGHT UNDER YOUR THUMB**—up in the handle. A touch sets it for LINEN • COTTON • WOOL-ENS • SILK • RAYON. Easy to see, always cool.

- **FASTER IRONING, EASIER HANDLING** that enables you to finish quicker, feeling fresher. Fast High Heat for Linens. Safer Low Heat for Rayons.

Get YOUR Sunbeam Ironmaster NOW and see what a big difference it makes on ironing day. \$8.95, wherever good electric appliances are sold.

Made and guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5600 West Roosevelt Road, Dept. 5, Chicago, Illinois. Canada Factory: 321 Weston Rd., So., Toronto. 52 Years Making Quality Products.

Also famous for **Sunbeam** TOASTER, MIXMASTER, COFFEEMASTER, WAFFLEBAKER, SHAVEMASTER, etc.



F. M. Demarest

THE DAY OF YOUR PARTY—AND IT RAINS? and so no fun at the fiesta? Don't be silly—bring the gang inside to play these games. They'll love them

Charade suggestions by NELL BATES PENLAND, Waycross, Ga.

THERE'S nothing you can do about the elements, and if it's going to rain, it's going to rain right on your terrace fiesta party. But you can and should be prepared to keep your guests happy and amused indoors if necessary. Just what you do depends upon your friends. Some of ours, for example, would most enjoy exchanging opinions on anything from the best way to get out of a bunker to world politics. One of them plays the piano and all of us like to sing the old favorites on or off key. Another group will play standard games like bridge, but will have nothing to do with anything involving little slips of paper, guessing, or physical activity. And I don't need to tell you that the worst thing any hostess can do is to try to herd unwilling guests into playing games.

However, a good hostess must have a few games ready for those who like them. We find charades or pantomimes, and especially the ones described here, practically foolproof. Children as well as grandfathers like them, so they offer a perfect solution to what to do at a family gathering. Such as when you're having a small reunion and the turkey is all gone and, "Now, what'll we do, mother?"

You can add your own ideas, always remembering that difficult ones will challenge the imaginations of your smart friends and that the action will please everyone. It's good-natured fun, too, to see the lady who should be counting calories try to act out something that involves peering under the sofa.

Since we pass slips of paper with instructions to each guest and have each one perform alone in the center of a circle of the rest of us, there is considerable uproar. You always feel more self-conscious (or more the perfect showman, depending on temperament) when acting alone, so our pantomimes are always done by one person instead of by a group. Being given the center of the "stage" and surrounded by leering friends is something. Then add to this the fact that you can't say a word, and you have a challenge to the most perfect showman. The guests who are still "safe" with their folded slips of paper wait expectantly for the last performer to pick the one to be next. And you can be sure each one will get his turn—for choosing the next performer is a reward nobody is going to sacrifice willingly.

Let it RAIN!

• cheer leader

THE slip of paper describing this says, "You are cheer leader for the biggest game of the season." Sounds simple enough, and it can be. But if one of your acrobatic friends draws it, he can go through everything from hand springs and somersaults to his own version of the traditional locomotive cheers. If a slightly staid gentleman draws it, he can just swing his arms. Since he can't say a word, his real job would be to yell for all he's worth. This is wonderfully ridiculous and hilarious.



• traffic cop

"You are driving a car for the first time alone and a traffic policeman asks to see your license," was the message that brought on this startled expression. The young man looks completely baffled, as indeed he would. But since any one of several situations could bring on a similar frown, the guests will have a hard time guessing what was written on the slip of paper. This is an easy one, so if you want to be kind to a timid soul, see that he draws it.



Additional charades printed on reverse side

"The Self-Starter Breakfast" * keeps me on my toes!"



"AS A PROFESSIONAL SWIMMER AND AS A HOUSEWIFE," says Esther Williams, now Mrs. Leonard Kover, "I've discovered that the breakfast that keeps me feeling my best all morning long is a big bowlful of Kellogg's Corn Flakes with some fruit and lots of milk. It tastes wonderful... it's not too heavy... and it helps keep me on my toes."

Says **ESTHER WILLIAMS**
Star of the "Aquacade" at the
San Francisco Fair



Copr. 1941 by Kellogg Company

Busy, active people of all ages find that changing to a breakfast of crisp, appetizing Kellogg's Corn Flakes with fruit and milk helps them start every day feeling on top of the world!

ARCHITECT

"When I've got a busy morning's work ahead of me," says **FRANK POLITO**, well-known architect, "I like a breakfast that's satisfying, but not too heavy. A big bowl of Kellogg's Corn Flakes with lots of milk and some fruit hits me right... gets me off to a good start."



MODEL

JOAN HOFF, well known photographers' model says: "I can't look my best unless I feel my best. That's why I eat this delicious Self-Starter Breakfast,* especially on the mornings when I pose for photographs. I love the flavor and crispness of Kellogg's Corn Flakes, too."



● Take a tip from these busy, active people who have to be alert and on their toes the minute they get on their jobs. Many say that this Self-Starter Breakfast* keeps them feeling their best!

Kellogg's toasted Corn Flakes taste so good they wake up your appetite, make you want to eat. Their famous FLAVOR has made them America's largest-selling ready-to-eat cereal for more than thirty years.

But while you're enjoying this

breakfast, it's doing you a good turn, too. It gives you food energy! protective vitamins! important minerals! that everyone needs every day. Get on top of the world tomorrow. Eat the Self-Starter Breakfast!*

Also ask for Kellogg's Corn Flakes in Restaurants, Hotels, Dining Cars

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

DELICIOUS—FOR BREAKFAST, LUNCH, SUPPER, BEDTIME

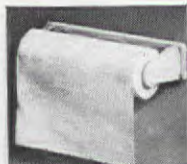
**UP GOES A
SCOTTOWEL HOLDER
DOWN COMES MY
DISHWASHING TIME!**



COUNT on ScotTowels to cut down your dishwashing time! Scrape the plates, pots and pans with a clean, absorbent ScotTowel. And lo! your work is easier . . . you keep grease out of the dishpan and the sink . . . you save changing dishwater.

Use ScotTowels, too, for mopping up spills . . . cleaning the sink . . . drying hands in both kitchen and bathroom. Saves you time and laundering. Buy ScotTowels and holders today!

At grocery, drug and department stores.



150 in a roll—less than 1¢ a dozen. Red, green, ivory holders.



Clean grease from broiler or with a ScotTowel—and throw away.



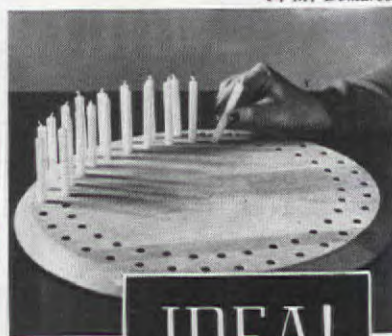
Copyright, 1941, Scott Paper Co.
Trademark "ScotTowels" Reg. U. S. Pat. Off.
"Tear-Easy" Trademark Reg. App. For.



SANDWICH BAR: To provide five school lunches, no two of which resembled each other, we invented a "sandwich bar." Now I don't have to remember who likes mayonnaise, who doesn't like avocados or whatever, for the children adore making their own. And we use it for midnight snacks, quick picnics, and occasional suppers.

In the table drawer are paper napkins, sacks, and a few delicacies like candy and dates. Above are shelves holding jelly, mustard, peanut butter, and a variety of sandwich spreads. Waxed paper, knives, and a can opener are also handy. I set out the perishables, and everything is ready in one neat, handy collection to save trotting back and forth.—D. BLOXHAM, Visalia, Cal.

Send for special sandwich and "finger food" suggestions. Address Dept. H. E. and enclose a stamped, addressed envelope
F. M. Demarest



BIRTHDAY CAKE BOARD: Watch the eyes shine when you bring in a birthday cake surrounded by dozens of lighted candles. I simply bored two rows of holes around the edge of an ordinary, round bread board. The other side of the board is still useful every day, and there is no wax dripping on the frosting, nor the usual search for candleholders.—ANNE MCCOLLOUGH, New York.

Why
is my
French Dressing
not always
up to par?
Stop worrying, lady!

KRAFT
FRENCH DRESSING

is always exactly right . . .
perfectly seasoned . . .



Kitchen-Fresh.

It's America's
favorite
brand!

P. S. Kraft has another brand, too: MIRACLE FRENCH, for those who like a touch of onion and garlic.

LOVELY AS A PAINTING, NEW
Queen Anne Cloth
of hand-printed, color-fast
SHAWMUT CLOTH
54 x 54 **\$1.98**
INCHES
54x72 in. \$2.98
60x80 in. \$3.98
Napkins, 17x17, 25¢
Slightly higher in the West

Like a beautiful still life!
Fresh watercolor tints on
backgrounds of Canna Red,
Goldenglow, Dusty Rose,
Silver Gray, Delphinium,
Glory Green. If you don't
find "Fruit and Flowers" at
leading stores write "Queen
Anne," Box 36, West New
York, New Jersey.

Fruit and Flowers

TERRACE



HERE and on the opposite page, in photographs big enough so you can really see them, are our prizes in the way of terrace fiesta food. And just to be sure we tempt you into a cooking mood, we have a few short words to say.

About the peach shortcake, for example. It's meant to be topped by thick, unbeaten, country cream, and if that combination doesn't make you hungry, nothing will. Especially since the cake is light as a feather and the peaches, we hope, oozing and ripe and golden. Done in a ring mold, it looks more exciting, too, than the regulation-style shortcakes. Hot spoon bread, the pride of old Virginia, needn't be enjoyed only by those lucky enough to have an old family recipe. Ours will do the trick very nicely and with an extra flourish for gourmets—fresh, buttered green corn spread on top. Coney Island Chicken à la Sherry, shown in the crystal pear above, is one you'll have to write for because we haven't room to squeeze it in this issue. But it's a wonderful cold dish, and worth very much more than the required three-cent stamp.

For an extra menu idea, we suggest that you start with a cold jellied consommé, and then go into a hot Indian curry of fish or chicken with all its Oriental trappings of chutney, chopped eggs, chopped peanuts, crisp crumbled bacon, fresh grated coconut, and a great dish of fluffy, snowy rice. After that, halved pineapples filled with orange or lemon ice to cool the burning tongue.

At any party, you will doubtless have both schools of coffee drinking represented, but we've solved that problem for you, too. Bring out the coffee, steaming hot, in your best pot, have demitasse cups for the hot-drink contingent and glasses filled with ice for the cold-drink school. Be sure to have the coffee plenty strong, and plenty hot, and don't spare the ice.

FIESTAS!

Men like it!

Different—
done in a
ring mold

Serve with
really thick,
country cream

• peach shortcake

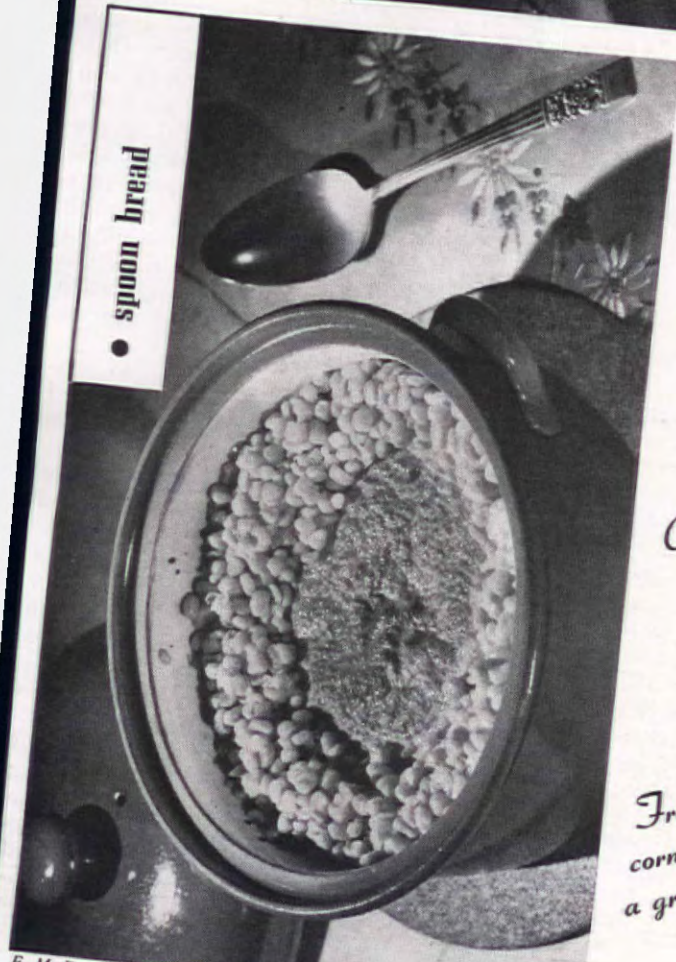


• spoon bread

Serve piping
hot, in its own
casserole dish

Crispy crust!

Fresh buttered
corn will make
a grand topper



F. M. Demarest
THE AMERICAN HOME, JULY, 1941

Recipe printed on back of each photograph



Wily wives know that vine-fresh, exhilarating Heinz Tomato Juice starts the day "in high" for the whole family!



This racy, sparkling beverage has an inviting, extra-rich crimson color that goes over mighty big with the small-fry!



It's so packed with sunny richness that it makes a perfectly grand send-off for active young school-goers.



And that invigorating fresh tomato flavor that's so distinctively Heinz makes a terrific hit with the morning male!

HOW TO BRING THE HOUSE DOWN

Folks come "on the run" for chilled glasses of luscious Heinz Tomato Juice—rich in flavor and full-bodied goodness!

EVERYWHERE Heinz Tomato Juice is a big favorite with folks, because it has a decidedly *different* flavor that comes from Heinz special "aristocrat" tomatoes! Developed by over 50 years of tomato culture, these lush beauties are harvested at the peak of sun-ripened perfection and pressed within hours of picking. That's why Heinz Tomato Juice is so ruddy and fresh-tasting.

It's convenient to keep a good supply always handy—for invigorating refreshment whenever you want it!



RIGHT-OFF-
THE-VINE
FLAVOR!

57

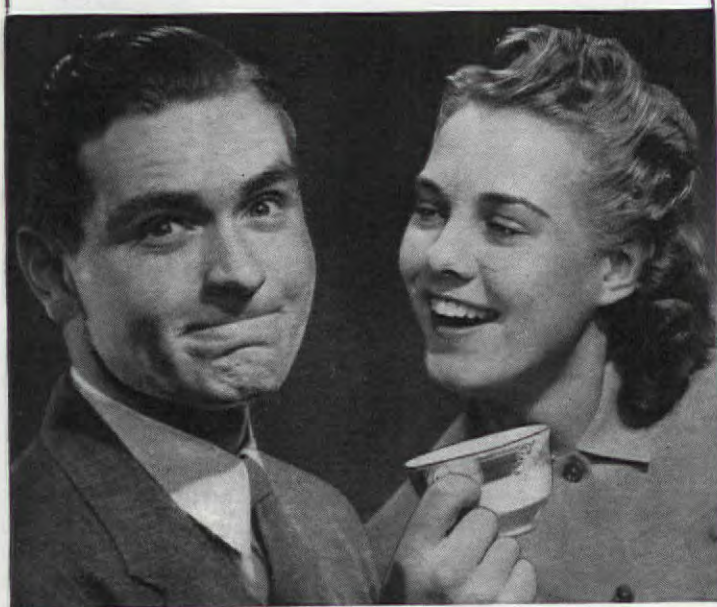
HEINZ TOMATO JUICE

A COLD SHOWER IS *One Way* TO WAKE UP



A cold shower is a fine "emergency operation" to get your eyes open and get you downstairs. But that's about as far as it does get you—and don't tell us you look forward to it!

WAKE UP EASIER *Happier* WITH THE NEW BLEND CHASE & SANBORN COFFEE



You can't go far on a cold shower. You need warming up. You need stoking! That's what breakfast is for. Make the "early morning test" with the tangy NEW BLEND Chase & Sanborn and see if it doesn't double your wake-up speed record.

Its rich, sparkling, young-as-you-feel flavor pulls you right out of the morning blues, warms you body and soul, sends you out zipping. Get someone to bring you a cup before you get out of bed. At least get down to breakfast as soon as possible. Wake up tomorrow—BEAMING—with the NEW BLEND Chase & Sanborn!



Listen to Edgar Bergen-Charlie McCarthy on the Chase & Sanborn Radio Program every Sunday on the NBC Red Network

CHASE & SANBORN COFFEE

PICK IT UP *and*

Do you Know?

A GOOD way to use up crusts cut from bread when making sandwiches? Here's one! Cut crusts from sliced bread with scissors in one continuous strip, leaving a small margin of the soft bread on crusts, roll pin-wheel fashion, and hold together with a toothpick. Spread with butter and top with a slice of quick-melting cheese. Toast under broiler to melt cheese slightly. Remove pick or use colored picks and serve as lolly-pop sandwiches. VESTA CRAWFORD, San Francisco, Cal.

Tested in
THE AMERICAN HOME KITCHEN

Recipe submitted by
HERMAN SMITH

Preparation time 25 min.
Approximate cost of cake 17¢

6 tbsp. shortening (butter)
1 egg, well beaten
½ cup milk
2 pkgs. frozen peaches or
3 cups sliced fresh peaches

● peach shortcake

1½ cups sifted all-purpose flour
2 tsp. baking powder
2 tsp. sugar
½ tsp. salt

SIFT flour, baking powder, sugar, and salt together. Cut in shortening. Beat egg, add milk, and mix quickly with dry ingredients. Bake in a well-oiled small ring mold in a hot oven (400°F.) for 25 minutes. Turn out on a serving plate and tear slits about 1 inch apart with two forks. Insert a small piece of butter in each slit. Fill center with sliced peaches. Serve with thick unbeaten cream, sprinkled with shaved or grated maple sugar. Serves 8.
Note: Any seasonal or frozen fruit may be substituted.

Photograph printed on back of each recipe

Picnic idea from our own kitchen

Preparation time 1 hr. 5 min.
Approximate cost 16¢, without corn

1½ cups milk
1 tsp. salt
1 tsp. baking powder
Optional { 2 cups whole-kernel corn
3 tbsp. butter

● spoon bread

2 cups boiling water
¾ cup sifted yellow corn meal
2 tbsp. shortening
2 eggs

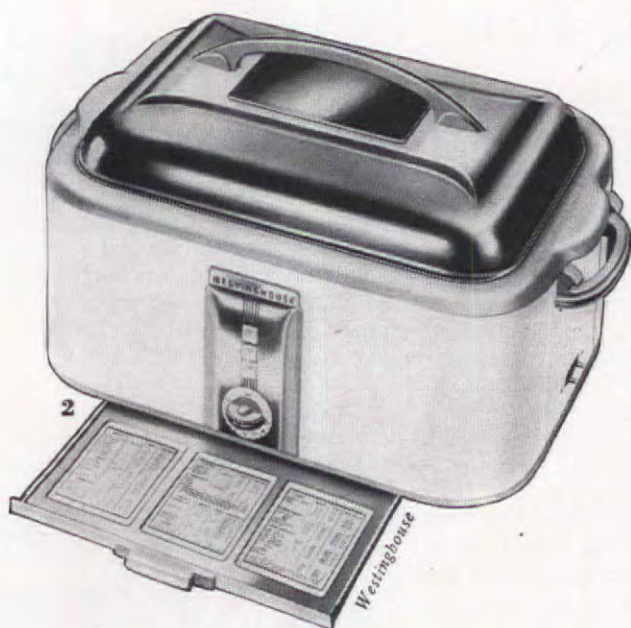
IF YOU want to make your hamburgers after you get there, here's a good way to carry the ground meat. Pack the ground meat in refrigerator trays, freeze for several hours, and transport to the picnic in the trays. Then slice off pieces in the desired hamburger size. We don't need to tell you how to season them, and that onion and tomato slices are the natural accompaniments. Watch the men rush up and get theirs!

POUR boiling water over corn meal and cook in the top of a double boiler until thick, about 5 minutes. Add shortening and mix until smooth. Let cool. Beat the eggs, add the milk, salt and stir into the corn-meal mixture. Beat well and add the baking powder, beating again. Pour into a well-greased baking dish, from which it is to be served. Bake 45 minutes in hot oven (425°F.) or until of a firm consistency throughout but still moist. Just before serving heat fresh or canned corn in butter, add salt to taste, and pour over top of spoon bread. A good spoon bread should be moist and soft so it is necessary to serve it with a spoon—otherwise it would be a cut bread. Serves 8.

Tested in
THE AMERICAN HOME KITCHEN

Recipe submitted by
HERMAN SMITH

TAKE IT with YOU!



Not just oranges, bananas, sandwiches, and cole slaw, but hot food, too, goes right along on picnics—if you have an electric roaster. It will keep food hot and delicious

WHEN we're good and hungry, as we always are on an outing, we want good, hot food. That's why we're showing these new roasters that make it all so easy. For low cost you can have a portable oven, complete with automatic temperature control and timer clock. Then just plug it in any place, cook a complete meal, and take it along—insulation helps keep the kitchen cool while you're cooking and keeps the food hot while it's traveling to the picnic grounds right along with you.

If you like hot potato salad and old-fashioned wieners, look at the beautiful picture at top right (1). That roaster has various colored



1 General Electric

hot dishes. Below it (3) is a two-unit grill with coffee perking away on top, for your summer house breakfasts, especially. The muffinette (4) isn't picnic style, but it certainly belongs in your summer life: bring in the batter and make muffins right at the table. Wonderful! The biggest brand new appliance, in center of page, (6) is still in the plug-in class. Besides the regular roaster-oven, it provides space for pots and pans and a warmer drawer. A grill for frying, surface unit for hot drinks or cereals, and a broiler drawer for steaks complete it—almost a full-size range and grand for a summer home, yet any wall outlet furnishes the current.

F. M. Demarest



3

Knapp-Monarch

Nesco



4 Lewis

6



5 Proctor

lights to tell you at a glance where the temperature control has been set. If you like your hamburgers thick and juicy, the roaster takes care of that too! Broil them with onion slices and serve in rolls along with tomatoes. Shown right below (5) in a roaster with grill built into the lid.

At top left (2) is a roaster with a look-in-lid, perfect if you can't resist peeking. It has a time-temperature chart that lists all essential times and temperatures, and also serves as shelf for

EXPERT! 70-year-young Mrs. JOHN W. TOTTERDALE, of Stafford, New York, who in 1940 won at her local Genesee County Fair and at the New York World's Fair with the jam and jelly that she made with Certo.

BEGINNER! Miss DOROTHY ANNE ROSS, who was brought up in Glencoe, Illinois, is "serious seventeen" and a brand-new jelly-maker! Her very first batch of jelly was a heart-warming success — thanks to Certo!



70 and 17

Both advise this easy time-saving way to jell all fruits . . . with **CERTO!**



1—"EVEN 'ORNERY' FRUITS jell easily when you use Certo," says Mrs. Totterdale. "Imagine being able to make prize jelly from strawberries! Well, I did! I won a 'second' one year and a 'first' another, with strawberry jelly—made the no-guess way with Certo!"



3—"SUCH A THRIFTY WAY to make jelly," is Mrs. Totterdale's description of the short-boil method with Certo! "For due to that short boil, all your juice goes into jelly—instead of boiling off in steam! And you average 4 extra glasses—11 instead of 7—from just 4 cups of juice."



2—"JUST ½-MINUTE BOIL DOES IT!" says Dorothy Anne. "No long, hot 'minding' a jelly kettle! With Certo, you boil your fruit mixture only ½ minute for jelly—a minute or so for jam. In less than 15 minutes after your fruit's prepared you can stand back and admire filled jelly glasses!"

4—"MORE REAL FRUIT FLAVOR because that short boil saves flavor as well as juice," points out Dorothy Anne. "And believe me, that makes a hit in our house! Being a beginner, I'm grateful for those Certo recipes. I follow them *exactly* and my jelly-making goes like clockwork!"



A Product of General Foods



How do YOU like our SPECIAL FEATURES?

AS FOR us, we think they must be brightening up the cooking routine for practically all of you. We know that left-overs need no longer be dull and uninspired when they're disguised in elegant new ways, that "quickies" are what you need to turn out an appetizing dinner on club days, that bridge desserts ought to make a pretty picture and taste twice as good as they look. The gourmet food is a favorite because we're strong for that touch of genius that glorifies common, everyday food into an epicurean delight, and anyway why shouldn't food be one of life's real pleasures?

Well, we have some pretty fancy ideas waiting to be published, but of course we can't go on forever unless you help us. Won't you tell us what it was that made your husband think he was eating chicken à la gourmet when actually it was just Sunday's left-over roast veal, but put

through its paces and whipped up into something? Or maybe little hot turnovers stuffed with left-over turkey are your solution to what Mrs. Beeton describes in her 1000 page English cook book as "cold remains." If you know a bridge dessert so good it makes the girls forget they're counting calories, that's for us, too, and we'll have a time testing and tasting it. And, naturally, we have extra special respect for anyone who can produce a "quickie" that doesn't give away its humble origin in a container on your pantry shelf.

Now we think our Herman Smith is one of the world's greatest gourmets, and you will, too, after just a whiff of what he did with new potatoes rolled in mint and cream-cheese "frosted" roast veal topped off with big ripe olives. (Directly opposite.) And our home economics and party departments would gladly work twenty hours a day on bridge desserts and such—to say nothing of the rest of the staff clamoring for a chance to stay late and help taste. But that isn't enough. We like a little inspiration and fan mail and, please, some of the good ideas we know you have. So don't keep it all a

lovely secret when you could be helping us out.

IDEA!



OLD-FASHIONED NOSEGAYS are pretty in lace paper doilies. Arrange flowers tightly, use a pie-shaped piece of paper to bind the stems before inserting in doily. **FREDA B. TREMBLE**, Grand Rapids, Mich.

IDEA!



PARTY FAVOR IDEA—Make dainty corsages, and put in paper horns from your dime store! **ALLIE L. MILES**, New York

IDEA!



JELLY-JAR PLACE CARDS. Do up your home-made jelly in little jars wrapped in Cellophane, label each with the name of a guest, and use for luncheon place cards!

1. Bridge Dessert
2. Left-over
3. Gourmet
4. "Quickie"

lemon snow cake,
light as an angel
and trimmed up
with raspberries...



they'll never guess
these ham puffs are
left-overs, so please
keep mum about it!



gourmet style, and
divine—but easy for
the rankest amateur



quick as magic,
but they'll think it
simmered for hours!

Photographs, F. M. Demarest

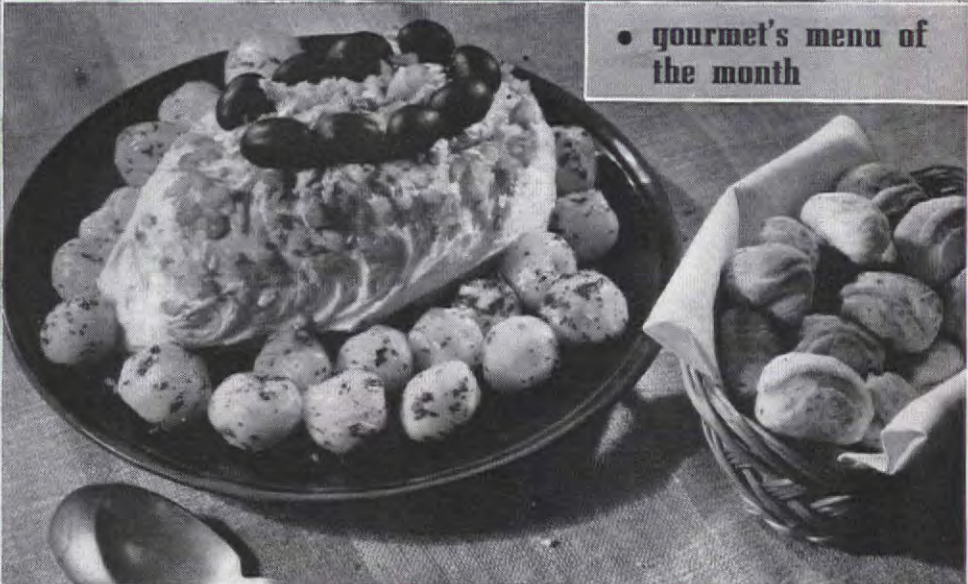
Recipe printed on back
of each photograph



• lemon snow cake
(bridge-dessert)



• ham puffs
(left-over)



• gourmet's menu of
the month



• corned beef
chili-lemon sauce

77

**HOME-TESTED
RECIPES—
YOURS WITH
EVERY BOTTLE
OF CERTO**

A Product of
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CERTO

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that makes it easy
to jell all fruits!



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Miss Thorndyke!"



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THE AMERICAN HOME
251 Fourth Avenue, New York, N. Y.



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North Pacific Nut Growers Co.-op., Dundee, Oregon

● lemon snow cake, with raspberry cream filling (bridge dessert)

Preparation time 1 hr. 15 min.

$\frac{3}{4}$ cup shortening (white)
2 cups powdered sugar (not confectioner's)
 $2\frac{1}{2}$ cups sifted cake flour
 $\frac{1}{4}$ cup sifted cornstarch
3 tsp. baking powder

$\frac{1}{2}$ tsp. salt
1 cup milk
1 tsp. vanilla
1 tsp. lemon juice
7 egg whites

CREAM shortening well, add sifted sugar, a small amount at a time, and cream until very light and fluffy. Sift together cake flour, cornstarch, baking powder, and salt. Mix milk, vanilla, and lemon juice. Mix in some flour, then some milk, alternating until all is used. Do not overmix. Fold in stiffly beaten egg whites. Pour into two 9" cake pans which have been oiled and lined with waxed paper. Bake in moderate oven (350°F.) for 30 minutes. Cool and spread with filling.

raspberry cream filling

2 tbsp. shortening
2 cups confectioner's sugar

$\frac{1}{2}$ cup red raspberries
1 tsp. lemon juice

Work shortening into sugar with fingers or pastry blender, add the raspberries, which have been *barely beaten*, and beat until smooth, adding lemon juice. Add more sugar if needed to make a spreading consistency. Use your favorite icing to cover the cake. Any other fruit filling may be used. Serves 12-16.

Tested in THE AMERICAN HOME KITCHEN

● ham puffs with mushroom sauce

Preparation time 35 to 45 min.
Approximate cost 61¢, without ham

1 cup water
 $\frac{1}{2}$ cup butter
1 cup all-purpose flour

4 eggs
 $\frac{1}{2}$ cups ground ham
2 tbsp. chopped parsley
2 tsp. prepared mustard

$\frac{1}{2}$ tsp. grated onion
1 cup bread crumbs
Shortening for deep fat frying

BRING water and butter to a boil. Stir in flour and cook until very thick. Remove from heat, then add eggs one at a time and beat vigorously after addition of each. Stir in ham, parsley, mustard, and onion. Cool. Form into balls about $1\frac{1}{2}$ inches in diameter, roll in toasted bread crumbs, and fry in deep fat at 325° F. until puffs are a deep brown color, about 8 minutes (fat is at right temperature if an inch cube of soft bread is golden brown in 75 seconds). Makes 16 puffs. Serve with mushroom sauce.

mushroom sauce

4 tbsp. butter or substitute
1 clove garlic
 $\frac{1}{2}$ lb. sliced mushrooms

3 tbsp. flour
2 cups water
 $\frac{1}{2}$ tsp. salt

$\frac{3}{8}$ tsp. celery salt
 $\frac{3}{8}$ tsp. black pepper
1 chopped pimiento

Brown garlic in hot fat. Remove garlic, sauté mushrooms 5 min. and brown flour in skillet. Add water, salt, celery salt, pepper. Cook until thick. Add mushrooms and pimiento.

Recipe submitted by MARGARET CROWELL

Tested in THE AMERICAN HOME KITCHEN

● gourmet's menu of the month

(1) Spiced Fruit Punch with Rosemary*

(2) Cold Roast Veal with Herb Anchovy Icing

Little New Potatoes in Minted Butter

(3) Fresh Sliced Tomatoes with Basil and Wine Vinegar

Parsley Rolls*

Apricot Meringue Tart*

(4) Coffee with Cardamom

(1) Steep 1 tsp. rosemary 15 min. in 1 cup heated pineapple juice and add to basic fruit punch recipe.

(2) Prepare boned leg of veal for roasting. Allow $\frac{1}{3}$ to $\frac{1}{2}$ lb. per serving. Make several incisions in meat. Fill with anchovy paste. Crush one clove garlic, cook 5 min. with 4 whole cloves and 1 cup water. Pour over meat, cover, roast in moderate oven (350°F.) 25 to 30 min. per lb. Cool. Slice lengthwise across top. Replace slices. Ice with mixture of 4 pkgs. cream cheese, 1 tbsp. anchovy paste, 1 tbsp. minced chives, 2 tbsp. chopped dill pickle, 2 tbsp. mayonnaise or cream. Garnish with 1 chopped dill pickle and pitted ripe olives. *Note:* You can also use prepared cream cheese with chives.

(3) Sprinkle slices of tomatoes with chopped basil, a little sugar. Pour wine vinegar over them, chill and serve from dish.

(4) Crush 6 cardamom seeds and pour over them a quart of boiling coffee. Let stand 3 min. and strain. Chill and serve iced with sugar.

*From American Home Basic File
Submitted by HERMAN SMITH

Tested in THE AMERICAN HOME KITCHEN

● corned beef, chili-lemon sauce ("quickie")

Preparation time 25 min.
Approximate cost 40¢

1 can (12 oz.) corned beef
1 tbsp. soft butter
1 lemon, cut in eighths, lengthwise

2 white onions, thinly sliced
1 cup tomato chili sauce
 $\frac{1}{4}$ cup water

SLICE corned beef in half lengthwise and place in baking dish. Rub with softened butter and lay slices of lemon and onions over corned beef in overlapping rows. Mix chili sauce and water, pour over the top and bake in moderate oven (350°F.) 20 minutes. This "quickie" is very easily prepared and the lemon and onion flavor is a welcome change from an old familiar dish. Serves 4.

Tested in
THE AMERICAN HOME KITCHEN

Did you
know?

—that a lethal weapon isn't the only way to get fresh coconut out of the shell? Simply crack it, heat it slightly in the oven, and there you are!

• • •

—that you can grate soft cheese without permanent harm to either your fingers or your disposition if you chill it first

Have you
tried?

—painting the tops of your pies with a brush full of milk? It's a sure cure for that anemic pallor

• • •

—a thin coat of icing for that crumbly look? It holds those pesky cake crumbs in place so you can hide them completely with a beautiful thick coat

Or how
about?

—going easy on the elbow grease when you beat eggs for custards or pumpkin pie? Saves your arm —also the custard

VESTA CRAWFORD
San Francisco, Calif.



Even for our kitchen—
“LIFE BEGINS AT 40”!



Milwaukee Commercial Photographers

A.W. HANKWITZ, M.D.
Milwaukee, Wis.

THE old kitchen which produced those pies that mother used to bake left a good deal to be desired—or so we decided last summer when we moved into the home my father had built forty years ago. In its first incarnation it had probably been one of those kitchens which have four walls, a ceiling, a floor, and practically nothing else, and as years went by it had been the recipient of a good many “modern” devices and fixtures as they came out. The result probably couldn’t have been more unattractive or inconvenient.

The pantry was dark and held continuous open-house for coal dust and just plain dust; an unesthetic radiator took up valuable space and otherwise did its bit in adding to the general dreariness; the sink had been accurately located in the very darkest spot; and a gas water heater guaranteed a good, sweltering temperature for the entire room.

But the walls, ceiling, and floor were there, and we set to work. Our new oil burner included a unit for heating water, so out came the water heater from its corner behind the gas stove. Down came the partition which separated kitchen from pantry, and into this space went our breakfast nook. The sink was yanked out from its gloomy corner and a new one-piece cabinet-type one was installed under the windows. Over the new-type thin radiator we built a dummy wall with a circular shelf in the upper part, backed with a flesh-colored mirror for sheer swank. And, in addition to our electric equipment, ample outlets, ventilator, sink lights, and so on, were installed.

The lower part of the room was covered with a glass finish, of ivory banded in cadet blue. Marbleized raspberry linoleum, with chrome trim, covers sink top, work bench and breakfast table, a gay contrast to the white cabinets and bleached birch of the doors and breakfast-nook seats. The floor, of marbleized linoleum, has an ivory background with design in red and black; curtains are of red, white, and blue plaid gingham.

Altogether it’s a far cry from the dreary looking room where mother used to hold sway, and producing Grade “A” pies is really fun now!

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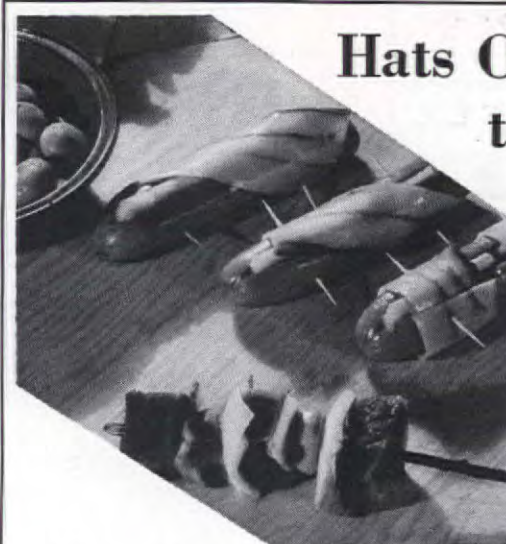
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Our traveling editors gathered these priceless recipes from towns and hamlets famed for fine and authentic foods—the Creole section of the South, the heart of New England, the bounteous Midwest.

These recipes are designed to solve every culinary problem from banquets to snacks; from wash-day “quick” lunches to elaborate holiday dinners.

You'll find delightful new ideas for beverages, breads and muffins, for delicious desserts, fish, hors d'oeuvres, meats—as well as dozens of dramatic ways to present delectable salads, sauces, soups and vegetables.

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The AMERICAN HOME • 251 Fourth Ave., New York City

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Pinkham's Compound—made especially for women—not only relieves monthly pain (headache, cramps, backache) but helps build up resistance against such tired, nervous feelings. Hundreds of thousands of women remarkably helped. Try it!



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Quickly Relieved This Easy Way!

Dr. Scholl's Zino-pads instantly stop tormenting shoe friction; lift pressure. Relief is immediate. Ease new or tight shoes; prevent corns, sore toes. Quickly remove corns when used with the separate Medications included. All this at a cost of only a few cents! Insist on Dr. Scholl's.



Dr. Scholl's Zino-pads



HERE are a few things you ought to know about keeping rosy and healthy, but maybe you don't. We're giving you a few ideas on the subject from time to time—and even if you don't dash out to drink your orange juice or bend over and touch your toes ten times, we hope you at least find the items interesting. All of these pointers are simple, but for that very reason they may be helpful. You need no special equipment to carry them out and, cer-

SEE...
IT LEAVES NO "OILY FILM"
TO PICK UP SUMMER DUST



BON AMI CAKE gets dust, dirt, and sticky finger-marks off in a jiffy . . . gives every pane of glass a crystal-clear polish. And best of all it leaves the glass free from dust-catching oily film or "cleansermist." No wonder windows cleaned with Bon Ami Cake are sparkling clean . . . yes, even tend to stay clean longer. Use it regularly.

Bon Ami Cake

polishes as
it cleans
"hasn't scratched
yet!"



An Apple



We are not trying to take the place of your family doctor, and certainly we are not a health clinic.

tainly, you need no medical or dietetics background to understand them. A quick glance at the headings and you'll see what we mean!



THIS is mainly a warning. You've heard that sunburn can be dangerous, but probably can stand being reminded of the fact. See that your hair, skin, and eyes are properly protected, and don't stay out in the hot sun too long at a time.

GET SLIM OR BUILD-UP LUNCHEON

IT TASTES good, it looks good, and with one change it will do its duty as either a builder-upper or a slimmer-downer. Our little miracle luncheon suggestion is this:

Avocado and tomato salad

Melba toast or rye crisp for slimming, toasted American cheese sandwiches for building up

Light custard or cantaloupe

Tea with orange or lemon and clove

And, it won't make you feel too health conscious because you'll be too busy thinking how good it is. Use a good oil and vinegar dressing for the salad, and toss it with lettuce or serve in lettuce leaves, as you prefer. Note: Wedges of orange and grapefruit are grand tossed in with this salad, if you like them—and we do!

Prevent Insect BITES

PROTECT YOURSELF AND FAMILY from ravenous mosquitoes, flies, gnats, chiggers and other insects with "STA-WAY" Insect Repellent Lotion. This amazing product, the result of years of research by eminent scientists of a leading university, really works! Just rub it on... and insects stay away! Pleasantly scented, greaseless, colorless, WON'T IRRITATE EVEN A BABY'S SKIN. Only 35¢ a bottle. Get "STA-WAY" Insect Repellent Lotion at your dealer's today!



Pleasant dreams!

IF YOU can't go to sleep some night, try this: lie on your back and put a pillow under your knees so they are slightly bent and comfortably supported. This gets the spine and the stomach muscles into a wonderful state of relaxation.

Spinach good? Yes, spinach!

HERE's how to serve it, a new way that most of us like: raw, crisp, and wonderful in a salad! Cut off and throw out the stems and then wash the best leaves and put them in the refrigerator to get cold and crisp. Add as much chopped, hard-cooked egg as you like and toss together with your favorite oil and vinegar or lemon

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a Day!



But we do think a few health tips will do no harm.

THESE ARE STARTERS: THERE'LL BE MORE IN THE FUTURE!

COLD SHOWERS

Do you know that a cold shower is good for much more than waking you up on one of your drowsiest mornings? Water has more than 25 times the temperature-conducting ability of air, and the sen-



sitive nerve endings in the skin respond to surrounding temperatures. So, when cold water touches your skin, it stimulates your nervous system, and finally acts as a tonic to the whole system. And after a cold shower, always give yourself a brisk rubbing with a heavy towel. You'll feel a new person!

juice salad dressing. Result is a spinach salad, so good that even husbands and little boys like it. —DOROTHY WAGNER, New York.

Take it easy!

No, THIS is not an invitation to spend the summer swinging in a hammock. What we have to say is about *exercise*, and the point is that most of the best exercise routines are taken sitting or lying down rather than standing up! For example, today's approved way to bend over and touch the toes is to do it sitting down—with the legs apart—touching opposite hand and foot, and involving a good turn at the waist which will do wonders.

If you want to reduce your hips, again the floor comes in handy, if not comfortably, to knock or roll off a few pounds. Lie on your back, arms spread straight out at right angles to the body. Now, raise one foot in the air, knees straight. Touch that foot first to one and

then the other side of the floor, as far up toward your outstretched arms as possible. Repeat with the other leg. It's not just leg swinging, as you'll soon feel. Your hips are being thoroughly "massaged" by the floor all this time, which does the job of taking off inches. Try it!

Broccoli, too?

Our little message here is that you don't have to live on spinach and carrots to feel pleased about what healthy food you eat. If you look into the matter, you'll find that a lot of the "delicacies" really are very high in desirable food values. For example, broccoli with hollandaise sauce is considered

a pretty tasty vegetable, but do you know that broccoli is so high in vitamin A that it's about the same as taking it in concentrated capsule form? And there's plenty of vitamin C in broccoli, too. Prize comparison—fancy broccoli is way ahead of expected-to-eat lowly carrots in vitamins A and C. (Neither has much vitamin B, and both are completely lacking in vitamin D.)

Popcorn

is not exactly bran but it is roughage and, eaten in moderate quantity, is good for you. Which, we say, is a fine thing to remember. Have a small bowl of hot, fresh popcorn—minus butter—ready and waiting to munch on instead of fudge.



FALSE TEETH WEARERS
often worst
breath offenders

Don't let Denture Breath and stains shout "False Teeth"
KEEP PLATES LIKE NEW WITH POLIDENT

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Cleans and Purifies Without Brushing
Do this daily: Add a little Polident powder to half a glass of water. Stir. Then put in plate or bridge for 10 to 15 minutes. Rinse—and it's ready to use.

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acid or danger. It is Polident, a powder that dissolves away all film, stains, tarnish and odor. Makes your breath sweeter—plates or removable bridges look better, feel better.

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LOOK BACK TO THE DAYS before Tampax



LOOK back at women's fashions through the years. Gowns, skirts, hats, shoes, hair-do's, cosmetics—all these have changed and developed to suit modern conditions and ideas. Yet one important item remained long unchanged—monthly sanitary protection.

But now Tampax really offers modern protection because it is worn internally and *absorbs internally*. It does away with all bulges, lines and wrinkles of old methods. There is no chafing; you actually cannot feel Tampax. No odor produced; no deodorants needed. No disposal problems.

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Defends against rust, friction and wear.

Helps keep home appliances working smoothly and quietly. Get a can today! At all dealers and 10¢ stores.

ANTROL ANT TRAPS & FEEDERS



Defend against annoying ants

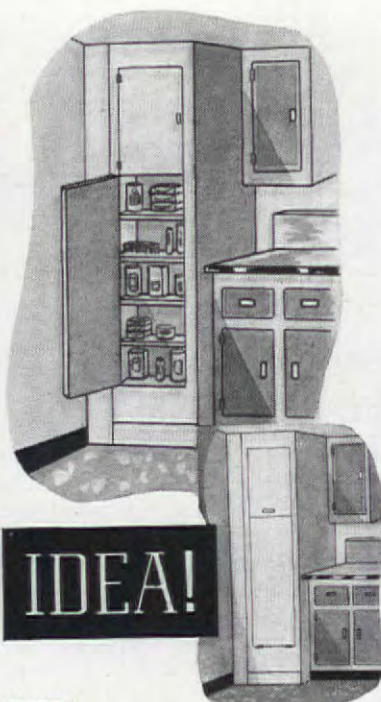
Use ANTROL in syrup or tin ant trap form to kill ants inside or outside the house. At all dealers and 10¢ stores.

PLASTIC WOOD FOR HOME REPAIRS



Hardens into real wood.

PLASTIC WOOD repairs broken furniture, resets drawer pulls and bath fixtures, fills old nail and screw holes. In cans or tubes, at all dealers and 10¢ stores.



IDEA!

EXTRA CUPBOARD

from an ironing-board stall. We seldom used the built-in ironing board in our kitchen so we dismantled it and put some permanent shelves in its place. These are the perfect catch-all for tiny cans of spices, shoe polish, soap, bottles, and all the other small articles that usually clutter up the larger cupboards and get lost in the shuffle.

—F. BAUGH, Stillwater, Oklahoma.



IDEA!

10¢ SOAP SHAKER

can be converted into washing machine for towels or cleaning cloths needing a quick, daily rub-out. Wet the cloth in hot water and rub the spots with the soap shaker. The suds and friction work like magic.

—MRS. ALLEN FELL, Greenville, Pa.



IDEA!

PLACE MATS and napkins made from inexpensive Gibraltar cloth are gay for a summer table. Cut the size you want and while away some lazy hours in pulling threads to fringe the edges on all four sides.

—PAT O'CONNOR, New York City

The "Magic Touch" of **CLOROX** removes all these stubborn stains

... and Clorox is Extra-Gentle on Linens!

Fruit, berry, beverage, flower, grass, blood; many ink, dye, medicine and other stains... even scorch, mildew!



THANKS to the "magic touch" of Clorox, sonny's shirt is white again. For Clorox removes numerous stains, also gently bleaches white cottons and linens snowy-white (brightens fast colors)... makes them fresh, sanitary. Clorox also makes housekeeping more efficient... has many personal uses. Simply follow directions on the label.

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

AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT

Ultra-refined **CLOROX** FREE FROM CAUSTIC BLEACHES • DEODORIZES • DISINFECTS REMOVES NUMEROUS STAINS ... Even Scorch, Mildew



Send for free folder on **SUPERIOR FIREPLACE**

The circulator is a double walled form (firebox, throat and damper) that will not smoke, concealed within the masonry of any designed fireplace.

Uniformly circulates more heat through the home by actual test and gives longer years of service than any fireplace.

Die-pressed ribs in the boiler-plate firebox allow for expansion and contraction; prevent warping and give a pleasing effect.

Many thousands of Superior Fireplaces are giving complete satisfaction in homes and cabins in all climates.

① cool air intakes
② warm air outlets

SUPERIOR FIREPLACE CO.
1046 So. Olive Street
Los Angeles, Calif.



END DAMPNES CAUSED BY HUMIDITY

IN CELLARS • CLOSETS • PHOTO DARK ROOMS with **NEW SOLVAY AIR-DRYETTE!**

Small, compact equipment uses Solvay Calcium Chloride to absorb moisture from air—reduces humidity, warping, rusting—prevent damage to walls, equipment, valuable papers, clothing. Inexpensive, easy to use. SEND FOR LITERATURE and name of nearest dealer. Solvay Sales Corporation, Dept. 142A, 40 Rector Street, New York, N. Y.

"I'll



Photographs by Arthur T. Mayer

Add a tired, over-worked mother, two young children, and a small



house—the result is apt to be an irate husband. Here's how the Whites got a different answer

DALE WHITE
Butte, Montana

THREE-year-old Sally had just spilled her cocoa on the clean luncheon cloth and the baby had added his wails to hers. My husband jumped up from the table in disgust. "A man can't even eat a meal in peace in this house," he shouted. "If this keeps up, I'll take a room downtown!"

After his violent exit, I was left with two howling children on my hands, not to mention the stacks of soiled dishes, jelly ready for paraffin, the never-ending washing, ironing, mending and general disorder. To top everything, I thought self-pityingly, I was beginning to look like a worn-out hag before thirty!

A quiet, orderly home, I mused, as I wept into my dishpan. Could it possibly be managed with two



take a

room downtown!"

small children, no outside help, and in a small, five-room house? I put the question to my husband that evening and together we worked out a plan which has produced what seem to us almost miraculous results. We have made some changes, but for the most part the magic is inherent in the plan itself. It was difficult at first, and I found myself slipping back when it seemed easier, but I stuck to my guns and achieved success. By having a daily schedule and sticking to it, I am able to finish my regular work by one o'clock and thus have two hours for myself, while the children nap.

The changes? Well, we get up half an hour earlier; eat dinner in the dining room, thus improving our own table manners and dispositions as well as Sally's; and spend five minutes each night "picking up" the living and dining rooms. My husband co-operates by keeping his own clothes and toilet accessories tidy and spending an hour each evening reading to Sally. After she is off to bed we have a fairly long evening to ourselves. All very simple, this sounds, but it's made life much more peaceful and harmonious for all of us and, literally, a new woman of me!



Dad spends an hour after dinner reading to Sally instead of roughhousing with her, which resulted invariably in a restless night

Baby is fed and put to bed before the evening meal, thus getting undivided attention himself and not interfering with the family routine



"It took a mountain vacation to make me appreciate it"



"THE cabin we rented had an old-fashioned refrigerator. What a lot of scrubbing it needed. When I got home I really appreciated how easy it is to clean the porcelain enamel inside my modern refrigerator."

Porcelain enamel is the most practical, beautiful and durable of all finishes for your refrigerator. Food acids will not stain its gleaming, sanitary surface. It will not retain food odors. Cans and bottles do not readily scratch it. It is magically easy to clean and looks so clean afterwards.

Keep one point in mind: The lifetime beauty of porcelain enamel depends largely upon the iron base underneath. ARMCO developed the first porcelain enameling iron. And today most leading refrigerator manufacturers use ARMCO Ingot Iron — the world's standard metal base for fine porcelain enameled products.

Before you buy your next refrigerator, be sure to ask: "Is it porcelain enameled on ARMCO Ingot Iron?" The American Rolling Mill Company, 1291 Curtis Street, Middletown, Ohio.



ARMCO
INGOT IRON

3 Generations under OUR roof— and we like it!



Photographs, Ewing Galloway

WELL, perhaps it is a risky business, this doubling up of families. After all, there must be some reason for the "tsks, tsks" and mutterings and shakings of the head which inevitably follow any mention of a three-generation household. But life is full of flaws, at best, and for every hazard life-with-grandparents entails, we believe, my children and I, it also offers some rich possibility for happiness. We live with their grandparents—and like it!

What are these possibilities, the advantages of such an arrangement? First of all, one of the greatest contributions that grandparents can make to the modern crop of parents and children is their ability to see life simply. They have the kind of wisdom that children themselves possess, for they can look back over a long road and see things in their proper perspective, while children, looking ahead, are similarly untroubled by the petty details which so often possess parents.

How often this simplicity of viewpoint has rescued me from a perfect dither of concern over vitamins, vaccines, and vogues of the moment, or made me see some trend in physical development which, with my eyes focussed on ears, noses, and fingernails, I would have missed entirely! How often, too, has the oldsters' faculty for looking at things largely helped me over tight spots in matters of discipline. When questions of procedure arise and their advice is sought, they seem to toss the misdemeanors of the young fry into a mental sieve, shake well, and discover easily which are the major crimes and which so minor they are unworthy of serious consideration. All of this while we parents, at almost any affront to our dignity, act like contentious small boys who thrust out their chins, double up their fists, and shout, "Wanna make something of it," immediately creating an issue.

There is another disciplinary advantage, too. Most grandparents remember that when they were small they were good children, and did as they were told. In a naïve sort of way they sincerely expect as much of modern children. Insofar as subtlety can influence the young, there's a

power here which may offset the suspiciousness of modern parents, who remember they often *didn't* do as they were told, and expect the same thing of their offspring.

Then there's the matter of courtesy. Grandparents—the modern-minded ones that bless the land today—don't intend to make the child fit the home, but neither will they allow the home to be twisted into some fantastic shape to fit the child. What they ask is that each member of the household recognize and respect the rights of others. And what lesson could be more valuable to the child in later life!

Living in a three-generation household makes for broader thinking, as well. Our table talk, for instance, ranges over a far greater field of interest than it would without the presence at meals of the older folk. With a big globe of the world as a centerpiece, I hear the names of far places roll off the young tongues as glibly as if their owners had just returned from a circumnavigation. I'm so busy bringing in the gravy, cutting up meat, and seeing to it that Van eats his vegetables, that I never quite catch up with the travelers, but it doesn't matter—the grandparents are there. I hurry in with a tray of muffins, thankful they have risen as they should, and a shout goes up from three small throats. "Mountains! Mountains!"

"I get Mount Everest."

"I get Godwin Austen." And so they go, devouring whole ranges, one after another. They not only eat mountains, they climb them on their way up to bed, lashed together with ropes and negotiating the ascent safely all because of the capable guide who leads them—grandmother!

And there's comradeship, too, which parents, preoccupied with caring for the children's physical needs, often have to forego, or lose sight of entirely. My children will visit for hours with their grandfather; they know stories of the past that I could never tell; they know flowers whose names eternally slip my mind; they are familiar with every tree on the place. In fact, their grandfather has given each of them a tree for his very own. The maples in our yard aren't just ordinary maples, the elms not everyday elms. They are very special, with a sort of arboreal personality which others of their kind do not possess. All because each tree belongs to some particular member of the family, who

holds it in fee simple forever and ever.

It was grandmother who planted a fairy ring in the tennis court—a ring of flowering clover which grew into a fragrant circle of white. The children gazed at it by day, fascinated, always sure there was dancing there by moonlight. It was she, too, who helped them make a secret garden, walled in by hollyhocks, which they reached by creeping through a dark tunnel between the stone wall and the lilac bushes. And all of this was

possible because she's past the rush of middle age and can couple her rich imagination with leisure.

Most important of all, perhaps, is the fact that never before did our children need so much the point of view of the elder generation. If they are to be happy, they must believe that our span on earth is something more than a futile fuss, and grandparents, with few exceptions, have faith in the cosmic plan. Today, more than ever, children need to feel a sense of social responsibility, plus security and the confidence in living so essential to a happy adjustment. Grandparents, with their simplicity and clarity of viewpoint, can do much toward filling that need.



They have the kind of wisdom that children themselves possess . . . see life simply . . . are similarly untroubled by many petty details . . .

LOIS VAN ALSTINE HOLLER
Gilmore City, Iowa



MY CALIFORNIA GRANDDAUGHTER TAUGHT ME THIS!

"GOLDEN GATE" FRUIT SALAD

WITH

REAL MAYONNAISE

A NEW TRICK WITH THE MAYONNAISE MAKES THIS SALAD DOUBLY EXCITING!

Grated orange rind added to the mayonnaise—how it livens the flavors of this luscious fruit salad! But make sure your mayonnaise is worthy of such accent. Get Best Foods (in the West); Hellmann's (in the East) because—

IT'S REAL MAYONNAISE—the home kind, made with only freshly broken eggs, added egg yolks, choice salad oil, vinegar and piquant seasonings.

IT'S REALLY FRESH—it is made with our own "FRESH-PRESS" Salad Oil, which we ourselves prepare *fresh each day*, as it is needed. That is why this *Real Mayonnaise*, rich as home-made, has such delicate, *zestful* flavor.



GRANNY SHOWS THE READING CIRCLE HOW TO GO MODERN ON SALADS

MY! YOU'RE RIGHT UP-TO-THE MINUTE, GRANNY—WITH THIS NEW "TAKE YOUR PICK" KIND OF SALAD TRAY! AND GRATED ORANGE RIND IN THE SALAD DRESSING—HOW CLEVER!

WHY? IS THERE A DIFFERENCE BETWEEN "SALAD DRESSING" AND REAL MAYONNAISE, GRANNY?

I SHOULD SAY SO! REAL MAYONNAISE HAS NO STARCHY FILLER IN IT! THAT'S WHY IT HAS SO MUCH REAL FLAVOR AND DOESN'T TURN WATERY WHEN YOU ADD MILK OR FRUIT JUICES

WELL, I MOVE THIS READING CIRCLE TAKE A TIP FROM GRANNY AND SERVE MODERN SALADS WITH REAL MAYONNAISE!

I'LL START YOU OFF WITH THIS RECIPE!

"GOLDEN GATE" FRUIT SALAD

Strawberries
Avocado balls
Grape halves, seeded
Pear halves (fresh or canned)
Orange slices
Best Foods or Hellmann's *Real Mayonnaise*
Grated orange rind
Lettuce (or other favorite salad greens)

On a bed of lettuce on tray or chop plate, arrange fruit as illustrated. Serve with 1 cup *Real Mayonnaise*, to which grated orange rind has been added. The creamy-light richness of *Real Mayonnaise* blends lusciously with the fruit flavors and the whole thing is topped off just right by the tang of orange rind.


MY GRANDDAUGHTER IN CALIFORNIA SAID WE'D LIKE IT. BUT YOU MUSTN'T CALL THIS "SALAD DRESSING," ALICE. IT'S REAL MAYONNAISE

BEST FOODS ↔ HELLMANN'S

Real Mayonnaise



↑ IN THE WEST
↑ IN THE EAST

A man and a woman are shown from the chest up, holding a large, vibrant yellow tobacco leaf. The man, on the left, is wearing a dark hat and a grey herringbone jacket, looking at the leaf with a smile. The woman, on the right, is wearing a red shirt under a light blue jacket and is also smiling. They are standing in front of a blue sky with some clouds. A pack of Lucky Strike cigarettes is visible in the lower right corner.

Actual color photograph—Andrew Wright shows a fine, light tobacco leaf, before aging.

*"I keep track of
who pays what—*

**"—and I know Luckies pay higher prices to get the
lighter, milder tobaccos!" says Andrew Wright,
independent leaf buyer of Kernersville, N. C.**

"I'm right in the front row at the tobacco auctions—and I can tell you it's Luckies that go after the lighter, milder leaf and pay the price to get it. That's why I smoke Luckies myself, like most other buyers, auctioneers and warehousemen!"

Everybody knows you get what you pay for...and Luckies consistently pay higher prices to get the finer, the lighter, the naturally milder tobaccos. So smoke the smoke tobacco experts smoke. Ask for Lucky Strike!

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WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1