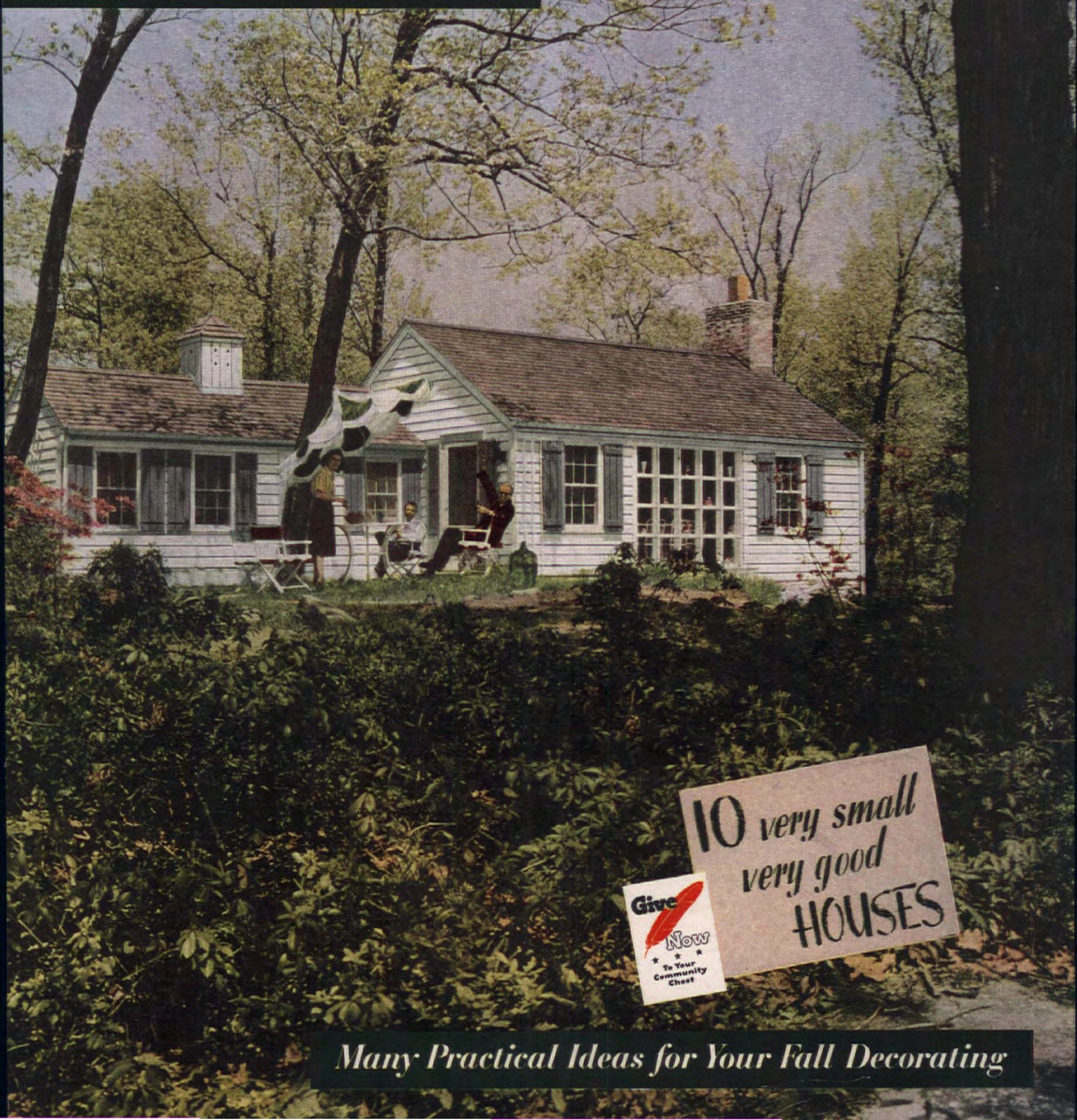


The AMERICAN HOME

for October

25¢



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In this Issue

OCTOBER, 1947

Vol. XXXVIII, No. 5

Arts and Crafts

58 Things to Make for Christmas Patterns 76, 77, 78, 79, 80, 82, 85, 86

Children

Children Who Come to Stay Norma Trowbridge 28
The Middle-Aged Child Benjamin Spock, M.D. 125
The Top Bookshelf Etheldred S. Macy 128

Decorating

Maggi's Private Ménage Mary E. Monze 30
Talent and Ambition Put to Good Use Mary E. Monze 34
Front Seats from 'Way Back' Edna Deu Pree Nelson 36
In Defense of the Sitting Position Jack B. Wallach 38
Well, Do You Know? Beatrice Ayres Lamb 40
The Big News This Fall—Availability! M. E. Monze, J. M. Wiley 41
Home of David Ayres James M. Wiley 44
Yankee Storekeeping Has Paid Off P. A. Dearborn 64
Your Home—for Better or Worse Maybelle Manning 88
4 Generations of Collectors Ruth W. Lee 98
That Home of Yours 103

Gardening

Will It be Beauty—or Burlap? E. L. D. Seymour 33
That Garden of Yours E. L. D. Seymour 107
Ask Yourself—"How Does Nature Do It?" 111
Create—Don't Copy! Helen N. Kingsley 116
Decorating with Plants Eleanor Cox 120

Homes and Maintenance

13 Proved Ways to Burn Your House Down James D. Parker 32
10 Very Small, Very Good Houses William J. Hennessey 45
Open Plan Plus Glass Walls Ethel McCall Head 46
Model for Young Living Milton and Gwen Atkinson 48
2 Brothers Build Own Postwar Homes Ethel McCall Head 49
4 Packaged Houses William J. Hennessey 52
Garage Into Home—without Magic George Van Anda 56
They Live with Color Louise Price Bell 60
You Can Build Your Own Fireplace William W. Atkin 69
And So We Bought a Mansion Marion R. Tappé 74
Basement Bargain for \$300 C. L. Hamilton 94

Food, Parties, Housekeeping

Bonfires in October Esther Foley 136
Menus and Recipes 139, 140, 142, 146
Smooth Dark Gravy 140
My Father and the Angels William Manners 141
Some Like It Hot Tamara Andreeva 144
Penny Pretty Meals Marie Peters 145
Listen to This Esther Foley 148
Trick or Treat and Happy Looting L. P. Bell and M. S. McKay 150
Wish You Had 4 Hands? Sheila Mullen 154
Charcoal to Electric—Irons Edith Ramsay 156
Good Storage Minimizes "Chorage" Edith Ramsay 160
Don't Torture Your Appliances—Part I Kenneth B. Heggen 163
I'm an Awful Housekeeper Marjorie Blair 164
Look . . . It's New! 167

Inspirational

Antiques Show for Community Funds Charlotte Montgomery 16
Nature Offers an Inexpensive Hobby Doris Corwin 20
American Women Are Lucky! Lilli Palmer 27
Cats Have Rights, Too! Renzo Dee Bowers 131

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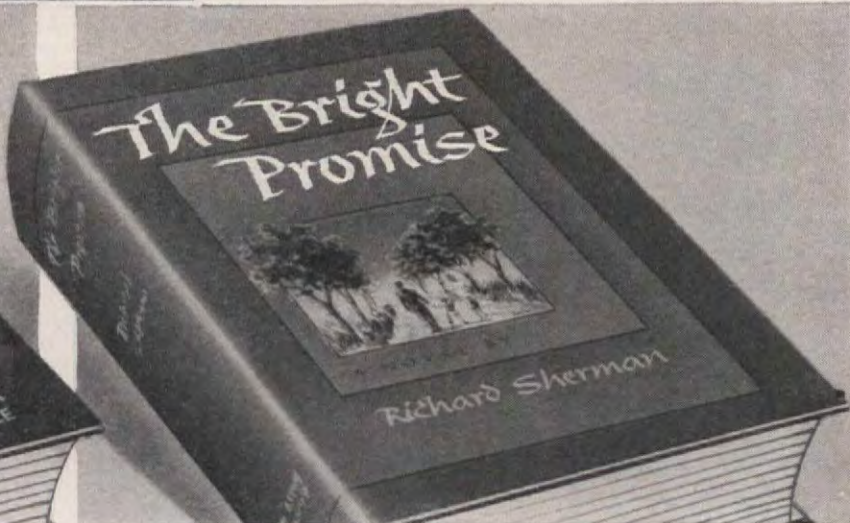
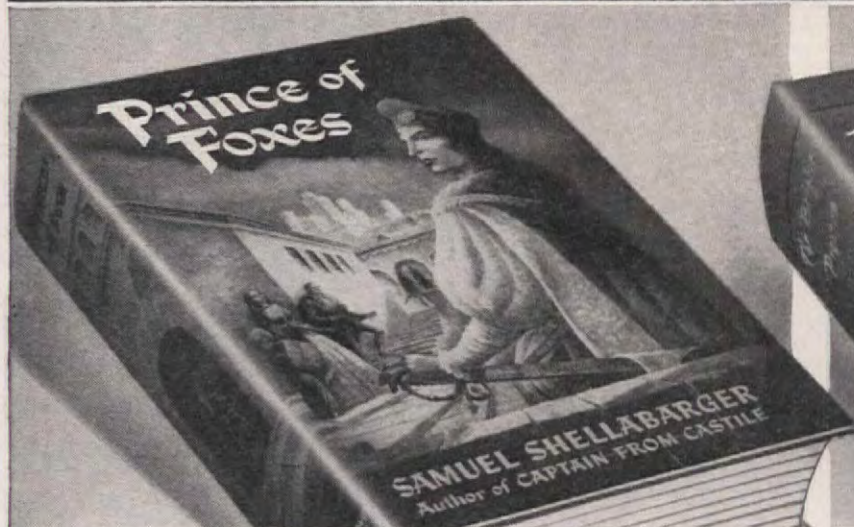
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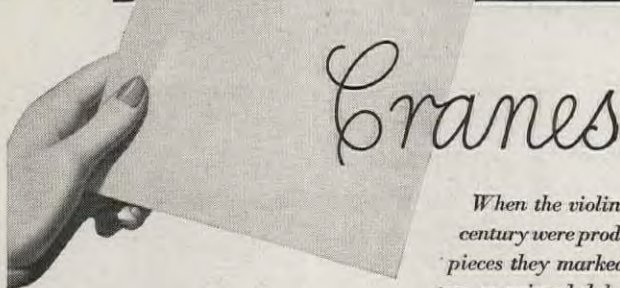
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Otto F. Hess

• • • **DAVID AYERS** is a Manhattan architect, designer, and interior decorator—one of the few creators of fine homes in America who can plan and create a cottage or a fifty-room mansion, from the foundation to the last drapery. His first chance at designing came in high school when he did the sets for an operetta. He received an A. B. degree in architecture from Clemson College, then a B. S. degree from L'École des Beaux Arts in France. He served with the U. S. Engineers Corps building mess halls, barracks, and hospitals, then went to Hollywood to design sets for Paramount. He is the designer-owner of our cover house, described on page 45.



• • • **LILLI PALMER** is an actress, the wife of Rex Harrison, the mother of three-year-old Carey, an artist, and the author of "American Women Are Lucky!" page 27. She was born in Vienna, moved with her family to Kent, England, when she was three, and made her London stage debut at seventeen. She paints in oils and tempera; her favorite project to date is her mural—done in the best Disney manner—for her son's nursery. She went to Hollywood to be with her husband, but soon she had agreed to appear in some herself, including "Body and Soul" for Enterprise Studios.



• • • **HELEN PARK** was graduated from the University of Cincinnati, where her father, the eminent Professor Clyde William Park, was head of the advanced English course in the Engineering College. She styles interiors, fabrics, establishes color trends and furniture modes for most of the better-known New York stores. Her hobbies are a handsome alley cat, Amber—who retrieves like a hunting dog, and Ty, a cocker spaniel. Her home and her decorating ideas are described in, "Your Home—For Better or Worse," on page 38.

SOFT AND SPRINGY



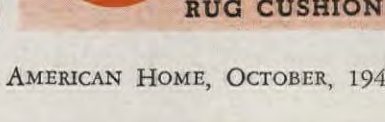
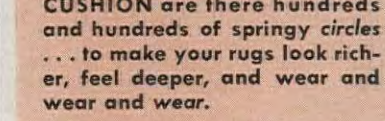
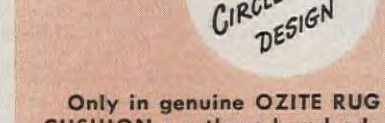
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• • • PEARL DARU SNYDER, a native New Yorker, studied at Parson's New York School of Design. In 1943, she and her husband designed, in their spare time, a line of wooden toys which they manufactured in their home basement shop. She has published children's magazine stories and juvenile books. She contributes ideas for four stuffed dolls in "58 Things to Make for Christmas," page 76.



Becker Cline

• • • HOWARD COLEMAN IMHOFF was born in Idaho, of Pennsylvania-Dutch ancestry. He studied art at the Chicago Academy of Fine Arts and the Carnegie Institute of Technology. Working as an art director in New York, he moved to York, Pennsylvania, to get away from subways. He "went native" enthusiastically, by studying local folk art. He is head of York Studio, creator of the Yorkkraft Pennsylvania-Dutch greeting cards. Two of his designs are in "58 Things to Make for Christmas," on page 76.



• • • JOE WATSON went to art school in Rochester and New York. He lives in an old stone house called "The Gallows," which has no electric service or plumbing. His likes are varied: poetry, gardening, primitive paintings, early crafts, early furniture. He started decorating tin and furniture for fun. His designs are in "58 Things to Make for Christmas," on page 76.

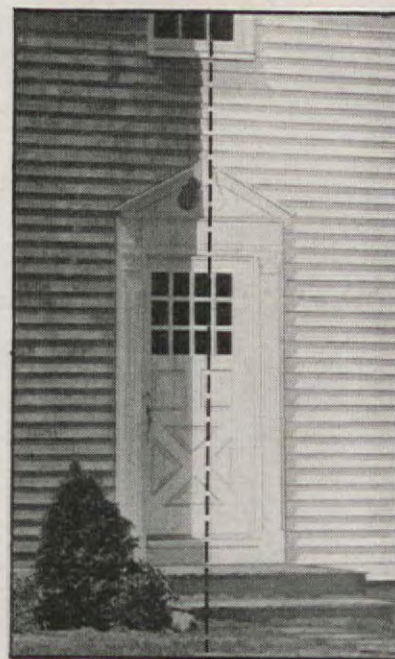


• • • MARION R. TAPPE said "Pooh," when we asked for an autobiographical sketch; said she would be too prejudiced, and that she had no life to write about. But she changed her mind and offered us this: "I was born—I guess quite normally. I grew up—

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well, normally. Then I married a seafaring man, and that was definitely abnormal — because gals simply didn't." Prior to this derring-do, she had gone to art school and worked in a large New York department store. She lists her hobbies as: her home, children, civic work, decorating, carpentry, plumbing, painting, writing. "And So We Bought a Mansion," page 74, was her first article.



• • • DORIS CORWIN has been a high-school teacher and a business woman; right now, she and her husband are amateur architects, builders, interior decorators and landscape architects, having "personally" constructed a small adobe house in Porterville, California. Still, they manage to have time for rock hunting, grinding, and polishing. Just how fascinating this hobby can be is described in, "Nature Offers an Inexpensive Hobby," page 20.



Blank and Stoller

• • • EDNA DEUPREE NELSON came to New York from California to become associate editor on an international magazine, then editor and editorial director for other magazines. As a professional writer, she has covered everything from advertising copy and scientific articles, to features, fashions, and fiction. She says her interest in old furniture started during her childhood when she wandered ecstatically through the old Spanish homes of the early California families. She says, "The fine designs in furniture are always in demand; that's why they are interesting"—hence, "Front Seats from Way Back," page 36.



• • • NORMA TROWBRIDGE married an Army Air Corps pilot during the war and moved with him from Nevada, to Texas, to Nebraska. As a registered nurse with post-graduate work in obstetrics, she worked in delivery rooms and maternity wards in army hospitals and U. S. defense plants wherever they went. After the war, they returned to Iowa, found a home, and adopted a son. Her story, "Children Who Come to Stay," is on page 28.

Keep Apace in HOUSE HEATING



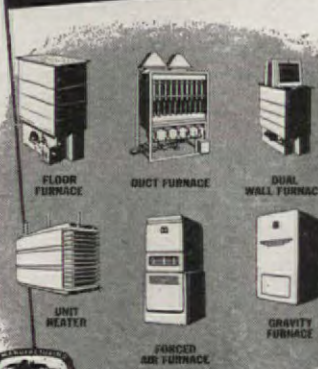
This is the day of gas heating innovations by Pacific...the day of "Heat that Rivals the Sun." Pacific's distinguished engineering assures now, fast-heating efficiency, new fuel economy, new beauty of styling.

This winter thousands of Pacific vented Console Heaters will serve small homes, or as auxiliary heating in larger ones. Attractive as your finest piece of furniture, the console delivers a smooth, clean flow of warmed air to every room, every corner. No drafts, no dampness, no sources of fumes or soot.

A style, type, capacity or price Pacific Furnace for every conceivable home heating problem.

A THIRD-OF-A-CENTURY OF GAS HEATING EXCLUSIVELY

Send for free literature and name of nearest Pacific dealer. Do it today!



NACO MANUFACTURING CO.
P. O. Box 310, Huntington Park, California

Gentlemen: Send me free literature on Pacific Gas-fired house-heating equipment.

Name _____

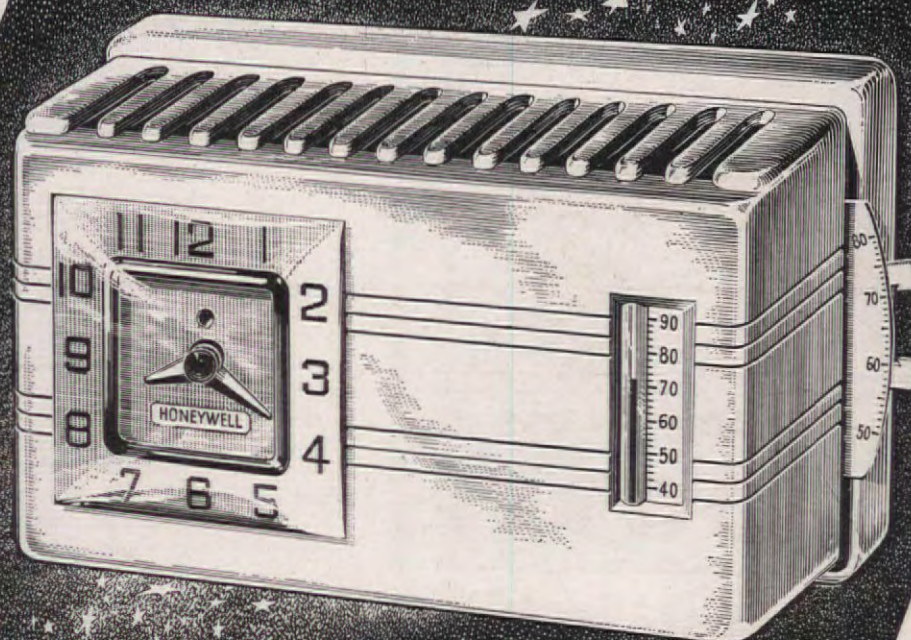
Address _____

City _____ Zone _____ State _____

A-2

SAVE FUEL...

Replace your present Thermostat



with the New

Chronotherm *

You can make *important* savings in your fuel consumption by replacing your present thermostat with Chronotherm, Honeywell's smart new electric clock thermostat. Chronotherm saves fuel while you sleep. It automatically switches to lower fuel-saving temperature at night; automatically returns to daytime comfort temperature in the morning before you arise. If you now have an old model thermostat, the improvement in temperature control will amaze you. Chronotherm can quickly and easily be installed on your present, or new, automatic heating plant. It makes your fuel last longer and pays for itself over and over again.

**LOW
IN PRICE
EASILY
INSTALLED**

ORDER CHRONOTHERM FROM YOUR HEATING DEALER TODAY

MINNEAPOLIS
Honeywell
CONTROL SYSTEMS

*only Honeywell makes the *Chronotherm*

MINNEAPOLIS-HONEYWELL REGULATOR COMPANY • MINNEAPOLIS 8, MINN. • CANADIAN PLANT • TORONTO 12, ONTARIO

THE AMERICAN HOME, OCTOBER, 1947



Condensation won't steal YOUR comfort — with *Balsam-Wool* Home Insulation!

Moisture in the air within your home condenses when it's cooled—as on this pitcher. Such moisture is an enemy of insulation . . . robs it of the power to protect you from heat and cold. No wonder it's so important that the insulation within the walls of your home be fully protected from condensing moisture! And that's why Balsam-Wool insulation is completely sealed in a tough moisture-proof covering—why it has two or more vapor barriers!

Condensation is only *one* of the many insulation enemies which Balsam-Wool defies. This better insulation cannot settle or pack down under the effects of vibration—it is firmly fastened in place, and the insulation mat is double bonded to liners. Wind cannot penetrate Balsam-Wool to create drafts within your home. Highly fire resistant and vermin-proof, Balsam-Wool gives you *lasting* value for your insulation dollars.

For complete information about Balsam-Wool, see your lumber dealer—or mail the coupon.



ARMORED
AGAINST
MOISTURE
WIND
VIBRATION

Balsam-Wool *

THE SCIENTIFIC LIFETIME INSULATION

*REG. U. S. PAT. OFF.

Wood Conversion Company
Dept. 114-107, First National Bank Bldg.
St. Paul 1, Minnesota

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

Name.....

Address.....

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

BALSAM-WOOL

Products of Weyerhaeuser

NU-WOOD

letters

WE have been readers of your magazine for a long time, and always enjoy it immensely, but in the May issue I read Jean Tigar's article, "Born 20 Years Too Soon", and I am wondering how anyone could write so optimistically about the present generation. Of course, I am a grandmother, raised under the old regime, so probably I am the one at fault. But I really can't see the advantages young folks have today. . . . If the modern system is so much superior, why is there more juvenile delinquency now than at any period in the history of our country? . . . I do not remember any repressions: we had our say about things, but we were taught to respect the opinions of others, also. We had an allowance and spent it as we pleased, but were taught not to throw our money around to impress someone less fortunate. We appreciated a new party dress and, when our partners sent us flowers, we were proud of them, and didn't belittle the giver because they were not orchids.

No, as I take a good look at the things that go on today, the restlessness, the attitude of the younger generation toward a good home and the finer things in life, there is only one thing I can say—Thank goodness I was born 30 years too soon.

—Mrs. Elsie C. Bell

LIKE Jean Tigar, I have felt that I was "Born 20 Years Too Soon," and often wonder how different my life might have been had I the opportunities young people have now.

I have watched my own children grow up with advantages that were unheard of in my day, and am now watching from the side lines as my grandchildren take their places in a world of even greater opportunity. It is good, and I am glad for all the privileges this age gives them.

But even with the almost blinding light of a most promising future in my eyes, I am still a Lot's wife who turns back regretfully toward a past in which there was too little of everything except the one thing most necessary for a child's happiness.

Today, it seems to me, there is too much of everything except this one thing; there is too much leisure, too many luxuries, too much leniency, everything in overabundance that this age contributes to civilization—everything, except the security that a child needs in a home, and two parents who love, and who sacrifice their personal desires for the child's good. There are too many homes broken by the too-muchness of modern living.

Maybe I am just an old fogey who wants Christmas only once a year instead of every day. So, I'll just be my age, and sigh for the good old days.

—Mrs. Edison Davenport

Do you wonder to what use your patterns are put? A year or two ago I was attracted by an illustration in your magazine showing nursery curtains and spread to be decorated with designs in textile or oil paints.

When it came time for spring house cleaning this year, the nursery was sadly in need of new curtains. Five babies had seen to that. I tried to visualize something more practical than the ruffles I had had. After searching the town, I came upon blue-and-white striped seersucker which, being forty-one inches wide, was just right for youth bedspreads. Then I recalled the cute curtains you had described, and lost no time in finding the clipping. I made three bedspreads and two pairs of curtains, using one of your painting patterns, oil paints, and fourteen yards of seersucker. The nursery has a triple set of blond youth beds for our one-, two-, and three-year-olds. The brilliant colors of the painted spreads create a striking effect, as do the curtains against bright-yellow walls. Encouraged by the amazing results of my initial efforts, I decided to tackle the kitchen. . . . With poster paints, I painted a carnival effect on the wall. The children are delighted, and our friends think it very clever . . . never actually believed it could be achieved by a novice.

—Mrs. T. H. Owens



F. Carroll McAvoy

ONE day in 1943, a little boy named Brian had his picture taken as he knelt at the foot of his bed, a candle burning in the background. That photograph was used to illustrate an inspirational article for Mother's Day in *THE AMERICAN HOME* for May, 1943. The Brooklyn Children's Aid Society saw it, knew it could express most succinctly and powerfully the meaning of the work they do. They asked, and received, permission to use it on the cover of their Annual Report for that year. Now, in 1947, the picture has carried another inspirational message, in the Easter Letter of Appeal sent out by the Children's Home Society of Florida. At *THE AMERICAN HOME*, we have a special affection for Brian, because he is the little son of a former member of our staff.

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

Don't be One of the "Shivering Millions"—

**9 OUT OF 10 HOMES
HAVE INADEQUATE
OR IMPROPER* HEATING!**



**Proper Heating: An Automatic Central System*



Winter Air Conditioners
— gas and oil

★
★
★
★
★



Year-Around Air
Conditioner—heats
and cools

★
★
★
★
★



Oil-fired boilers

**Heat Your Home
The Chrysler Airtemp Way!**



Low-cost automatic
oil furnaces

★
★
★
★
★



Oil-fired
water heaters

★
★
★
★
★



Stokers and
oil burners

It's no fun to be cold . . . no joke to be nursemaid to a "Gay Ninety" heating plant . . . no laughing matter to pay big heating bills. In fact, it's almost "barbaric," these days, to put up with inadequate, improper heat. For the healthful comfort of a modern, central heating system is so easily obtained. Chrysler Airtemp automatic home heating products—warm air, steam or hot water with gas, oil or coal—are backed by the world-famous engineering skill of Chrysler Corporation. And there are stokers, oil burners and hot water heaters, too. So don't be one of the "shivering millions" again this winter.

AIRTEMP DIVISION OF CHRYSLER CORPORATION,
Dayton 1, Ohio. In Canada: Therm-O-Rite Products, Ltd., Toronto

*An authorized Chrysler Airtemp dealer will properly
install the right equipment in your home and keep
it in top-flight condition.*

Automatically Yours

BETTER HEATING FOR EVERY HOME



MAIL NOW FOR DETAILS

Airtemp Division of Chrysler Corporation
Dayton 1, Ohio

Name _____
Address _____ State _____
City _____
Products (AH-1) _____

★ **PRODUCTS OF CHRYSLER CORPORATION** ★

I'VE JUST DISCOVERED "Packaged-in-Glass" Hot Water!



And it's really true—this new discovery gives me cleaner, purer, automatic hot water for my kitchen, bath, and laundry!

No Rusting—No Corroding

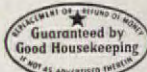
The Permaglas Water Heater has a tank of mirror-smooth glass-fused-to-steel... sanitary as a clean drinking glass. It CANNOT rust or corrode under any water condition!

Thousands of use-tests with waters all over the country prove it.

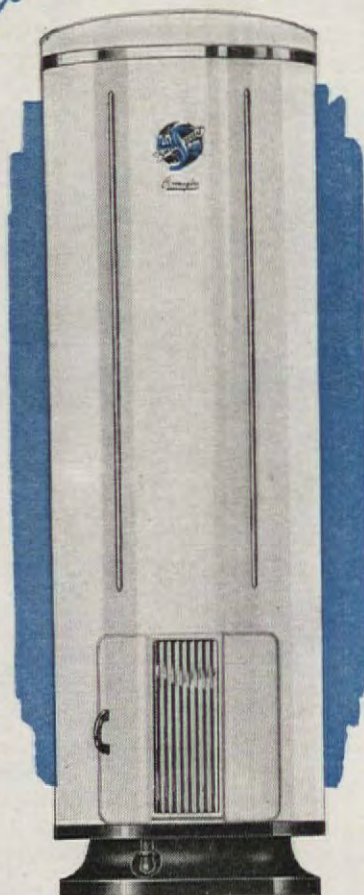
With a Permaglas Water Heater supplying your home with all the clean hot water you need, you can say good-bye to rust-stained laundry and a "dark-brown" bath.

The Permaglas Water Heater is fully automatic. You'll be proud of its smooth, modern beauty... and wonderfully pleased with its economy and carefree service.

See it at leading public utilities, merchant plumbers, and better appliance dealers, or write the nearest office below for complete information.



Hot Water... "Packaged-in-Glass"
... Guardian of the Nation's Health



Gas or Electric

Permaglas

TRADE MARK REG. U. S. PAT. OFF.

SMITHway WATER HEATERS

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

Manufacturers also of the famous Duraclad Automatic Storage Water Heaters
—zinc-lined for economy and dependable service

books

Maura Laverty's Cookbook. (Longmans, Green, and Co.) Price, \$3.00. ... Food, humor, and Irishmen combine to make this cookbook. The recipes are from Miss Laverty's Ireland and from many other countries she has visited. The book is not a primer and much of it is for the reader-cook. Each chapter is prefaced by an anecdote about the author, or



about the charming acquaintances who are constantly adding to her culinary knowledge. The book can be used by anyone, and there are helpful suggestions and extra touches which will give a lift to meal planning and food preparation.

Flower Arrangement for Everyone by Dorothy Biddle and Dorothea Blom. (M. Barrows and Co.) Price, \$2.50. ... Two practical experts put a popular art on a down-to-earth, friendly basis. They discuss, among other things, its evolution; its six simple steps; design, rhythm, and drama; corsages; table arrangements. So well-described pictures help explain the points to "everyone."

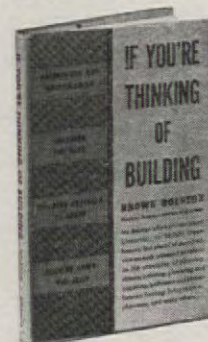


The Lazy Gardener by William C. Pryor. (Longmans, Green, and Co.) Price, \$3.00. ... A lazy gardener isn't necessarily a poor one. Often, he's able to be lazy because he's wiser and more efficient than the average. (See articles in THE AMERICAN HOME for July, page 21, and August, page 68.) Here is a whole book explaining this phenomenon by a gardener who knows what it's all about, what fun it is, and who can discuss it not only understandably, but interestingly, amusingly, and helpfully.

American Rose Annual—1947. R. C. Allen, editor. (American Rose Society.) Price, \$3.50, with membership.

... The 32nd edition of this invaluable book of facts, help, and records for rose growers. Its 250 pages, 12 color plates, and varied subjects help explain why the Society has more than doubled its membership since 1942.

If You're Thinking of Building by Brown Rolston. (Charles Scribner's Sons.) Price, \$2.50. ... A book to read before you look at building sites, before you talk to real-estate men, contractors, or architects. "The objective of this book is ... to sit down with you and explain all of the intricacies of a building operation." The "intricacies" begin when one's desire for a home is actualized, and continue through decisions determining the width of doors, to have or not to have a cellar, appropriate land-



scaping, etc. Mr. Rolston, an experienced architect, does his explaining with complete practicality, humor, and many helpful sketches.

How to Make Your House a Home by Kay Hardy. (Funk & Wagnalls Co.) Price, \$4.00. ... The author of *Beauty Treatments for the Home* offers the practical "how to's" of home decoration. She emphasizes the fun and success to be had when you furnish and decorate your home, piece by piece, doing most of the work yourself—and on a small budget! She discusses style, quality, and planning for future changes. Decorating procedures are given in careful detail; charts, drawings, and photographs make the book of value to the new and the experienced homemaker.

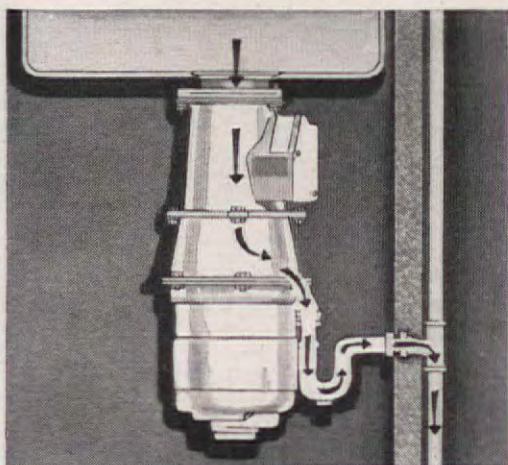
A Practical Guide to Prefabricated Houses by A. L. Carr. (Harper & Bros.) Price \$2.75. ... This book tells who manufactures prefabricated houses; how much they cost; the five different methods of construction, and the advantages and disadvantages of each. There are over 100 photographs and floor plans of large and small homes; a directory of American Prefabricators; and a helpful checklist telling what to look for when buying a prefabricated house.

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

NEW ELECTRIC MARVEL GETS RID OF ALL GARBAGE!

**Step-by-step story of the General Electric Disposall.*
It shreds food waste; ends garbage mess forever!**

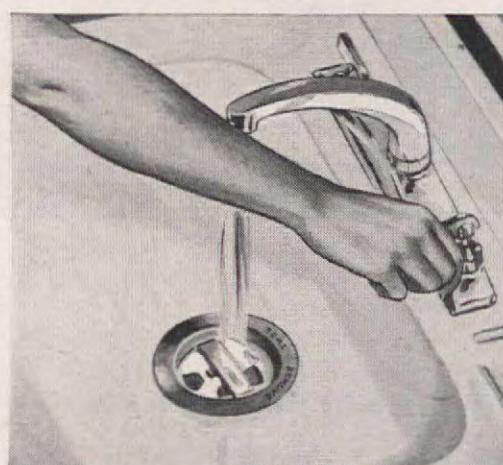
1. Not into a garbage can, but down the drain, you scrape food waste—even rinds and bones. Simple . . . sanitary . . . because there's a Disposall right underneath the sink.



2. Food waste now in Disposall, a simple appliance that fits most any sink. Here's what it looks like. Capacity ample for food waste from any one meal for an average family.



3. With waste disposed of, lock protecting cover in sink drain, with a twist to left. Notice openings in the cover, for clean, flushing water to enter the Disposall as it works.



4. Turning on cold water automatically starts Disposall. Food waste is shredded into tiny particles, flushed into sewer or septic tank. Yes, it can be used with a septic tank.



5. Disposall's self-cleaning action keeps it cleaner than ordinary kitchen drains. It's the modern, easy, sanitary way to dispose of all food waste in your home.



6. Users rave about timesaving, health-promoting advantages. "No more garbage odors . . . saves a half hour a day . . . so clean and sanitary."

NOTE: For the perfect laborsaving combination, the Disposall can be teamed up with a General Electric Dishwasher in a complete Electric Sink! General Electric Company, Bridgeport 2, Conn.

DISPOSALL



**DISPOSALL MEANS
GOOD-BY TO GARBAGE
AUTOMATICALLY!**

Price, \$124.50, includes delivery anywhere in the U. S. State and local taxes, if any, and installation cost are not included.

*General Electric's Registered Trade-mark for its waste food grinder.

GENERAL ELECTRIC



THERE'S A WEALTH OF
Gracious Living
IN THIS CEDAR SHINGLE HOME!

YOUR HOME can have the same warmth and charm that makes this cottage so attractive. See how the natural blending of cedar shingles on the roof and walls adds homespun beauty . . . makes the house a part of its surroundings.

Cedar shingles mellow with age, become even more attractive as the years go by . . . their natural insulation keeping your home cooler in summer, warmer in winter . . . saving on fuel bills . . . costing so little for the many years they last.

Increasingly popular are cedar shakes, processed from Certigrade cedar shingles to achieve the early American "hand-split" appearance. Both cedar shingles and shakes can be obtained from your retail lumber dealer.

Send 10c now for your copy of
"Shingle Homes" booklet. Address:

RED CEDAR SHINGLE BUREAU

5510 White Bldg., Seattle 1, Washington
or Metropolitan Bldg., Vancouver, B. C., Canada

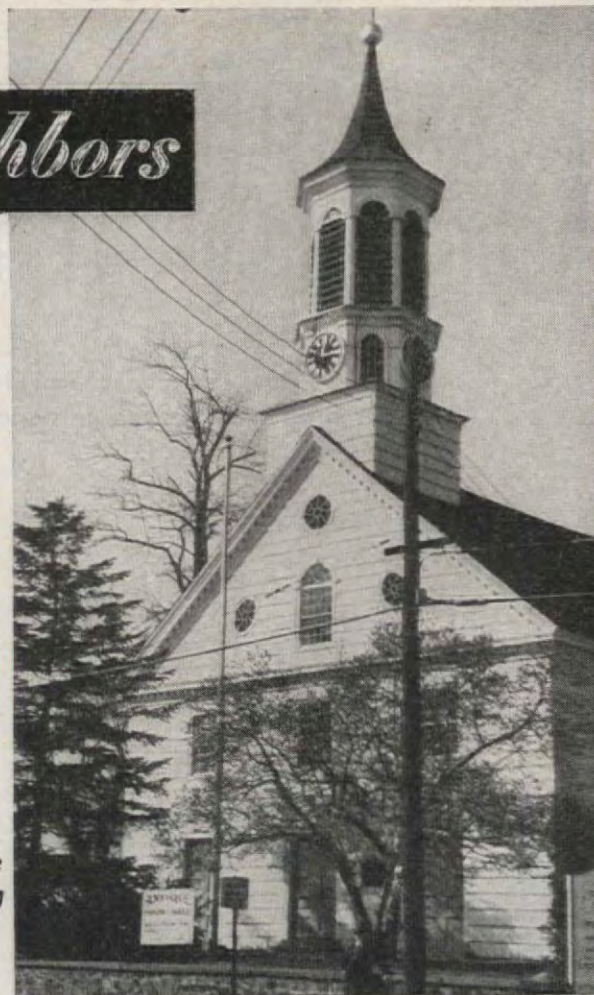


**SPECIFY "CERTIGRADE"
RED CEDAR SHINGLES**



neighbors

Charlotte
Montgomery



Antiques Show for Community Funds

IN the historic town of Springfield, New Jersey, stands a beautiful, old white church with a tall spire. Perhaps it was the perfection of this setting that first gave the town's Ladies' Benevolent Society the idea, five years ago, of sponsoring an antiques show to make money for their church. Antiques shows are pleasant

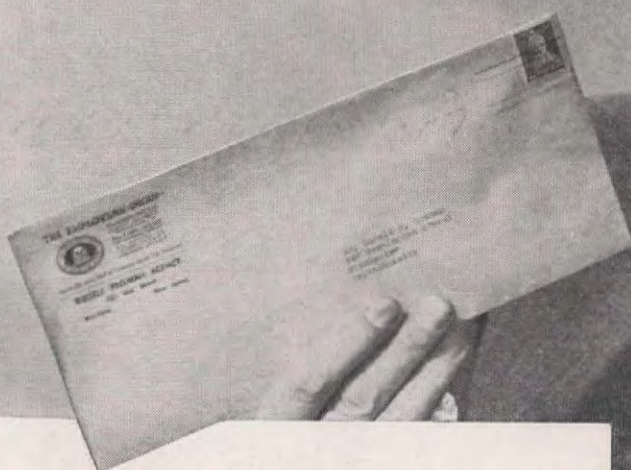
and very successful money-makers.

The details of a club antiques show are not hard to work out. It is important, first of all, to secure a good location. It will give you a financial head start, if it is rent-free. Successful shows have been put on, however, in clubrooms, empty stores, hotel barns, and out-of-doors, in summer.

For three days, neighbors and friends visit the successful antique show held in the parish house behind the old Springfield church (above).



*"Wait 'til they
get this letter!"*



There's a family up the street that's going to welcome this letter *with open arms*. And, if you were in *their* shoes, you'd never wonder why.

After all, when the head of a family is laid up by an accident . . . and everything is going out; nothing coming in . . . it's just about the best medicine in the world to get a letter from an insurance man saying "*enclosed find check.*"



Even if you *never* have an accident, or a fire, or burglary or any one of a number of unfortunate incidents that cause millions in losses each year, it's a comfortable feeling to know that you are properly protected by insurance. It gives you a sense of *Freedom from Worry over Financial Loss* . . . always. See *The Man with the Plan*, your local Employers' Group Agent, for your *planned* protection program.

THE EMPLOYERS' GROUP MAN IS THE MAN WITH THE PLAN



The Employers' Group

SURETYSHIP • INSURANCE

Fidelity, Surety, Fire, Inland Marine, Casualty, Aircraft

THE EMPLOYERS' LIABILITY ASSURANCE CORP., LTD.
THE EMPLOYERS' FIRE INSURANCE CO.
AMERICAN EMPLOYERS' INSURANCE CO.

One Liberty Square, Boston 7, Mass.





sweater girl ...iceberg variety!

What a chill Jill I was! Believe me, those wintery winds weren't whistling "Dixie" as they howled through our walls. The furnace gobbled coal at a rate that ate right through our budget. Not only that . . . you can't look pleasin' when you're freezin'!

My morale was dipping toward zero when an ad (something like this!) gave me a hot idea. Pronto I 'phoned the **CAREY** Approved Home Insulator . . . learned he has a neat system which actually *blows* Rock Wool into your walls without muss or fuss.



I learned this, too: First cost is surprisingly low . . . and you save enough (up to a third) on fuel bills to pay for the job in a few seasons. What's more, **CAREY** Rock Wool also pays dividends in summer; keeps your home as much as 15° cooler on hottest days. It's fireproof too . . . gives homes additional protection.

Anyway, my **CAREY** man completed the job one day last week, and already our coal pile has a new lease on life. Comfort? Confidentially, I'm doin' better without that sweater!

You say your place is hard to heat . . . hard to keep cozy . . . hard on your pocketbook? Well, I certainly learned a lot from an ad like this; you could do the same thing. Remember, the name is **CAREY**.

this free book TELLS THE WHOLE STORY



Here's a book jam-packed with information to give you the inside story of Rock Wool Insulation. Full of facts and figures, it's a handy guide to help you decide how, when, and where to insulate your home. For a FREE copy of "Year 'Round Comfort-Plus" just drop us a line on a penny postcard. Address Dept. A-10.

Carey

In Canada:
1557 Mac Kay St.,
Montreal 1, P. Q.

Asphalt Shingles—Asbestos Shingles and Sidings,
Asbestos Wallboard—Rock Wool Insulation
Miami-Carey Bathroom Cabinets and Accessories

© 1947 The Philip Carey Mfg. Co.

THE PHILIP CAREY MANUFACTURING CO, CINCINNATI 15, O.



A dealer's "shop" is set up under the eaves of the parish house; glass, china, and brass are skillfully, attractively arranged. A blank wall and plank table dressed in flowered chintz and green-and-white-striped sateen set off Victorian antiques to advantage

The next step is to ask the antiques dealers in the area if they wish to rent space at the exhibition. One dealer of high standing has helped the Springfield committee from the beginning, and dealers who are known to handle only legitimate antiques are accepted for the show. In general, dealers are delighted to display their antiques, because they know that the people who come are sincerely interested, and it is good advertising for their shops. Dealers come back year after year to the Springfield show—evidence that the venture is mutually pleasant and profitable.

Exhibitors' space is rented by size. You might measure off your rooms in 8-, 10-, 12-, and 15-foot widths, and make the charges relative. It is not necessary to build counters or booths. In Springfield, they provide two big plain tables for those dealers who don't show furniture. The rest is done by the exhibitors, themselves.

If space is available, silver platters, repairmen, refinishers of old furniture, makers of wrought ironwork, decorators and landscape designers may wish to show their services at your show.

Renting booths to dealers is only the first way the antiques show brings in money. You may charge admission fees. Forty cents seems to be a usual charge, though this is based on local factors. Big-city shows charge as much as two dollars; at an informal country affair, a quarter might be adequate.

Experience has shown that it is better to rent space to the dealers and charge a door admission, than to arrange to collect a percentage of each dealer's sales, a plan which may tempt dealers to direct sales to a date after the show, to make prices higher, and does not create the same good feeling.

Another source of income is the tea-room, which can be simple or elaborate, as desired. Tea, coffee, soft drinks, and ice cream are easy to handle and profitable. Another easy source of money is the raffling off of an old chest, lamps, or a quilt.

Some members of your club are sure to want to run their own table at the show, though not in competition with the dealers. Useful household articles could be sold, or there could be a White-Elephant corner.

Publicity for your show should start well in advance of its opening date. It is a good idea to have cards printed for the dealers to distribute.

Just a few last words of advice. Check your electricity; you can count on each booth using an average of two lighted lamps. Inquire about fire insurance, and ask your local police to give the premises extra supervision.

If you've ever run a bazaar, think of an antiques show as one in which you have no responsibility for the goods to be sold. Remember the interest, today, in antiques, and you will see that an antiques show easily can help your club to balance its budget.



How to make your home... "sweet home"



1. Choose the best heating equipment...

Happy indeed are your winter days when your home heating equipment keeps you in cozy comfort, however cold the weather. And such lasting satisfaction is yours when you put your trust in the name American-Standard. On radiator heating, warm air heating, or winter air conditioning, for any type of fuel, it stands for the finest—equipment approved by the Institute of Heating and Plumbing Research. Yet it costs you no more. Typical of the wide selection for any type of home is the Oakmont Oil Boiler shown above.

Look for this Mark of Merit

2. Choose the best plumbing fixtures...

Choose fixtures that are beautiful to look at, designed for your health and convenience, and sturdily built to serve you through the years. In a word, choose fixtures that bear the American-Standard Mark of Merit. Compare their craftsmanship—their smooth lines, and rich colors. Compare their construction—genuine vitreous china, and lustrous enamel on rigid cast iron. And then remember—they cost no more than others. Shown above are the Master Pembroke Bath, Comrade Lavatory and Compact Water Closet.

NEW HOME BOOK shows wide variety of American-Standard Heating Equipment and Plumbing Fixtures. These products—sold through Wholesale Distributors to your Heating and Plumbing Contractor—are available on easy time payments for remodeling. Write for your copy of the Home Book today. American Radiator & Standard Sanitary Corporation, Dept. A-710, Pittsburgh 30, Pennsylvania.

AMERICAN-Standard

HEATING  PLUMBING

Serving the Nations' Health and Comfort



INLAID LINOLEUM FOR THE BATH-DRESSING ROOM...
A PRINTED RUG FOR THE SUN PORCH...

AND
THEY'RE BOTH **Pabco**

Linoleum or printed floor covering—just be sure it's Pabco, and you'll get more in individualized beauty, easy cleaning, long wear!

Pabco Linoleums are first for custom richness. Soil-Sealed to resist dirt, stains, scuffmarks.

Pabco Printed Floor Coverings—in wall-to-wall styles as well as rugs—

have the famous "Stainless Sheen" surface. Tough wearing. Easy to clean as a china dish.

Send ten cents for "Pabco Floors The Modern Home"—sixteen pages, full color. Department 947A, nearest office.

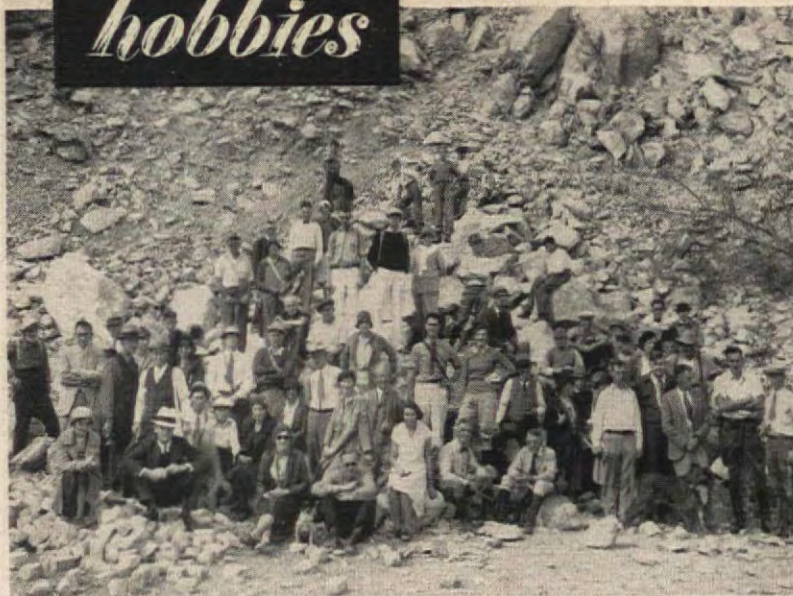
THE PARAFFINE COMPANIES, INC.
New York 16 • Chicago 54 • San Francisco 19



Styled in California... Applauded by all America!

hobbies

Photographs, courtesy "The Mineralogist"



A hobby that draws a crowd; the Mineralogical Society of Southern California at the Crestmore Rock quarry

Nature Offers an Inexpensive Hobby

—rock collecting for all ages

Doris Corwin

Do you hunt for pebbles when you go to the beach? Do you bring home pieces of bright or interestingly patterned rock from your vacation trips and picnics? If you do, congratulations! You are a potential "rock hound", and there are years of fun ahead of you.

The craft of the lapidary (which is a high-sounding synonym for rock hound) is easy to learn and relatively inexpensive. As a hobby, it is adjustable to almost any mode of living. The house dweller can fill as much space with his rock collection and equipment as he likes; the apartment dweller can confine it to as little space as need be. An active person can expend as much energy at it as he cares to, while one who is forced to be inactive can accommodate the tools to his use. Many wounded veterans are being trained as lapidaries, and one dealer in both rough and finished material—Henry Luoma, of Ahmeek, Michigan—himself an invalid for many years, has invented machinery which he operates while in bed. This machinery enables him to cut and polish rocks for his many customers.

Being a rock hound opens up a new world to you. You see with more comprehending eyes. Stones take on new meaning. A rough, bare hillside be-

comes a place where treasures may be found. A trip offers the excitement of visits to famous collections, of prospecting in new localities, of acquiring new specimens, of making new friends with kindred interests.

Great beauty is often hidden beneath the rough exteriors of rocks. One day, in the canyon of the Kern River in California, we found a dull, yellowish chunk which, when cut in half on the rock saw and polished, turned into a beautiful piece of onyx—ochre-yellow, cream, and brown. On the edge of the Mojave desert is a deposit of agate, rough gray outside, but which, when polished, reveals ethereal blues, grays, and smoky whites. Now, rock-cutting (the first step in revealing these beauties) is, in itself, interesting work. A rock saw, which can be bought complete or made at home, consists of a clamp to hold the rock and a thin, vertical, metal disc, usually 10 or 12 inches in diameter. Driven at high speed and revolving in a trough containing either a lubricant or an abrasive (depending on its type), it does the cutting. So-called "diamond saws" have serrated edges packed with diamond dust, and run in a lubricating bath; plain metal, or "mud saws" run in a thin mixture of abrasive powder and water. After

Better breakfasts with Swift's Brookfield



Give your family this breakfast brimming with energy and they'll start the day with vim! Just a tantalizing whiff of sizzling sausage wakes up appetites in a hurry—especially when it's SWIFT'S BROOKFIELD. For here's a sausage seasoned to bring out the pure pork goodness. Not too spicy. Not too mild. It's "just-right" due to a perfect seasoning blend.

This hearty morning meal offers a wealth of *nutritious* eating. For in the tender lean of Swift's selected pork cuts are extra B vitamins and energizing proteins of high quality. No wonder it's America's favorite sausage!

Now with meat more plentiful your family again can enjoy better breakfasts with SWIFT'S BROOKFIELD Sausage. Whether you want it in links or in bulk, look for it at your dealer's in the familiar package with the red plaid ends!

HERE'S A HEARTY BREAKFAST . . . Pan-fry Swift's Brookfield Sausage according to directions on package. Serve with soft-cooked eggs, toasted English muffins, jelly. And refreshing, healthful orange juice would be a fine starter.



Listen to ARCHIE ANDREWS on NBC SATURDAYS, 10:30 A. M. NEW YORK TIME



One Pound Net Weight
Swift's Brookfield
Pure Pork Sausage

Small LINKS
For Goodness Sake Keep Cold

A
SWIFT
QUALITY
FOOD

The sausage with the
Just-right  *Seasoning!*

Also try these

SWIFT'S PREMIUM
tender **FRANKS**

Plump, juicy, tender franks made from selected cuts of beef and pork. Sealed in the new cellophane wrapper to assure their freshness and protect their goodness. They're high in protein.



Swift's Premium Table-Ready Meats

like tasty BRAUNSCHWEIGER are just the thing for hot-weather suppers, snacks, lunches and picnics.



Give your home
new beauty with **Goodall**
Blended-for-Performance **Fabrics**

It's easy to create rooms of lasting beauty from the color-related harmonies of Goodall's exciting new draperies and upholsteries. Every beautiful yard is *Blended-for-Performance* to give you lustrous textures that laugh at sun and soil, that are dust-shedding, wrinkle resistant, soft-to-touch and easy to clean. See Goodall Fabrics *now* in your favorite store.



Dorothy Liebes... America's leading textile designer and colorist, heads Goodall's staff of artists who create these beautiful fabrics.

GOODALL FABRICS, INC.
BOSTON • NEW YORK
CHICAGO • DETROIT • SAN FRANCISCO
LOS ANGELES



Part of John Milhelic's collection of gem minerals. Note groups of crystals, polished slabs (center of shelves 1 and 5), an open geode (left, shelf 2), and rocks before and after cutting and polishing

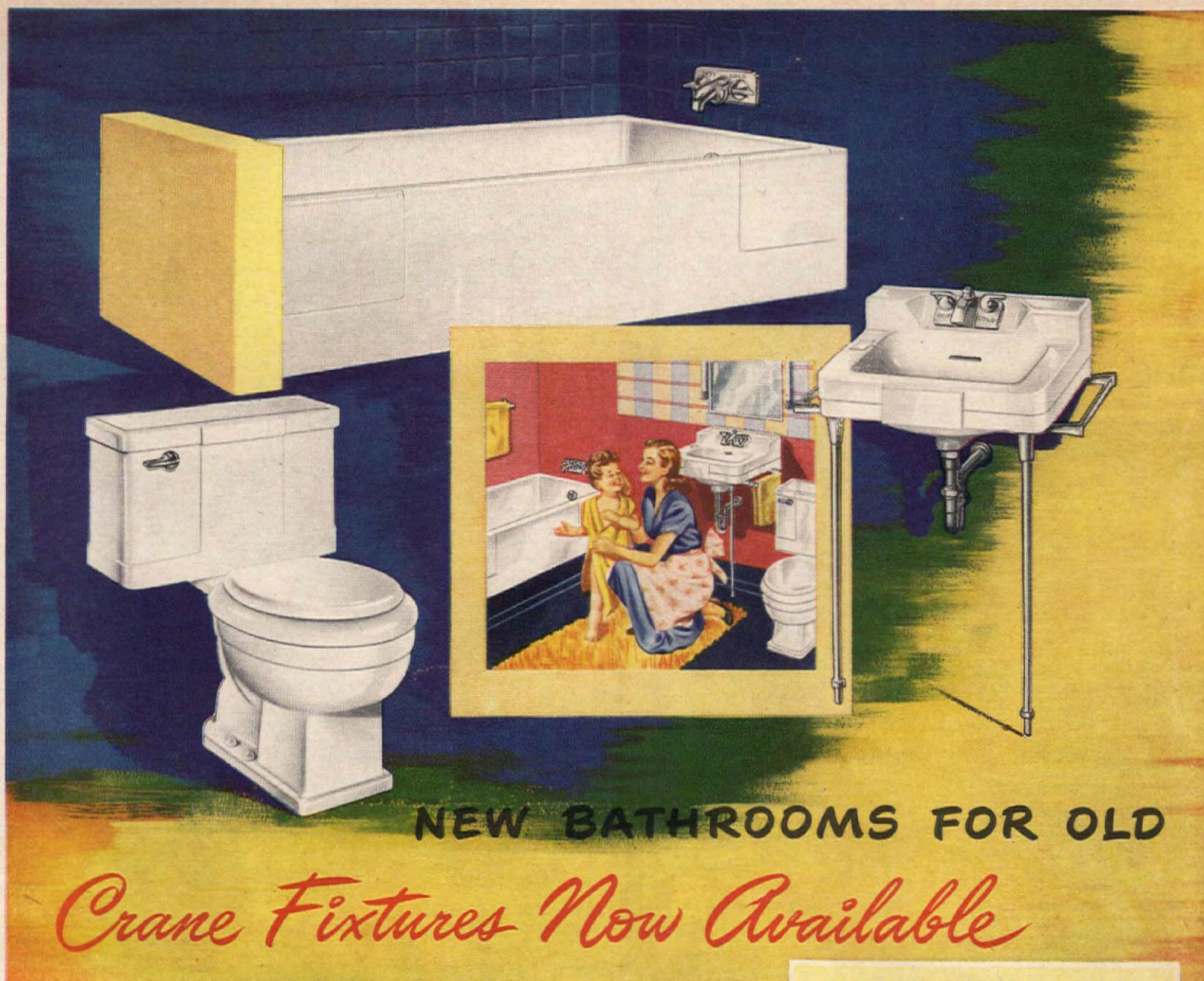
being cut, a rock is polished on a series of motor-driven buffs carrying progressively finer abrasives; the last one, which imparts the glassy luster, looks like soft, white powder.

There are several kinds of rock hounds. The slab enthusiast's collection will probably contain thin pieces

of semi-transparent, brown, orange, and yellow-striped Brazilian agate; stippled golden-brown cross sections of the petrified trunk of a tree fern that grew in the prehistoric tropical jungles of Oregon; brilliant green copper ore (malachite); robin's-egg-blue chrysocolla, beauty to make your head



These butterfly ornaments were cut from thin slices of variously colored and patterned Oregon agate polished and then cemented together. From W. A. Bur



NEW BATHROOMS FOR OLD

Crane Fixtures Now Available

HAVE you delayed replacing the worn-out fixtures in your bathroom? Have you been wanting to add a new bathroom to care for the needs of a growing household? Then, here is good news for you. Your Crane Dealer can supply the equipment you need and can give you an estimate on the cost of installation.

And the Crane line is complete—fixtures styled to suit every taste—priced to meet any budget. All are Crane quality throughout—the finest we have ever made.

Whether you are planning to replace a single fixture, remodel your bathroom, add a powder room or construct a new home—see your Crane Dealer. He will be glad to furnish the equipment you need, and his expert installation will assure your comfort and guard your health.

FEATURES YOU WILL WANT IN YOUR NEW PLUMBING

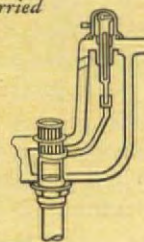
Dial-ese. Annoyed by hard-to-close faucets—by drip, drip, drip? Dial-ese opens and closes at a finger's touch.



Accesso Waste. Opens and closes at a touch—drains rapidly. Strainer prevents large particles from being carried down the drain.



Securo Waste. Drains lavatories so rapidly that dirt and sediment are carried away. Removable strainer.



An informative book on bathrooms and kitchens and a planning book on heating are available. Mail the Coupon.

CRANE CO., 836 S. Michigan Ave., Chicago 5, Ill.

Please send, without obligation to me:

- ☐ Informative book on bathrooms and kitchens.
- ☐ Planning book on heating.

Name.....

Address.....

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

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CRANE

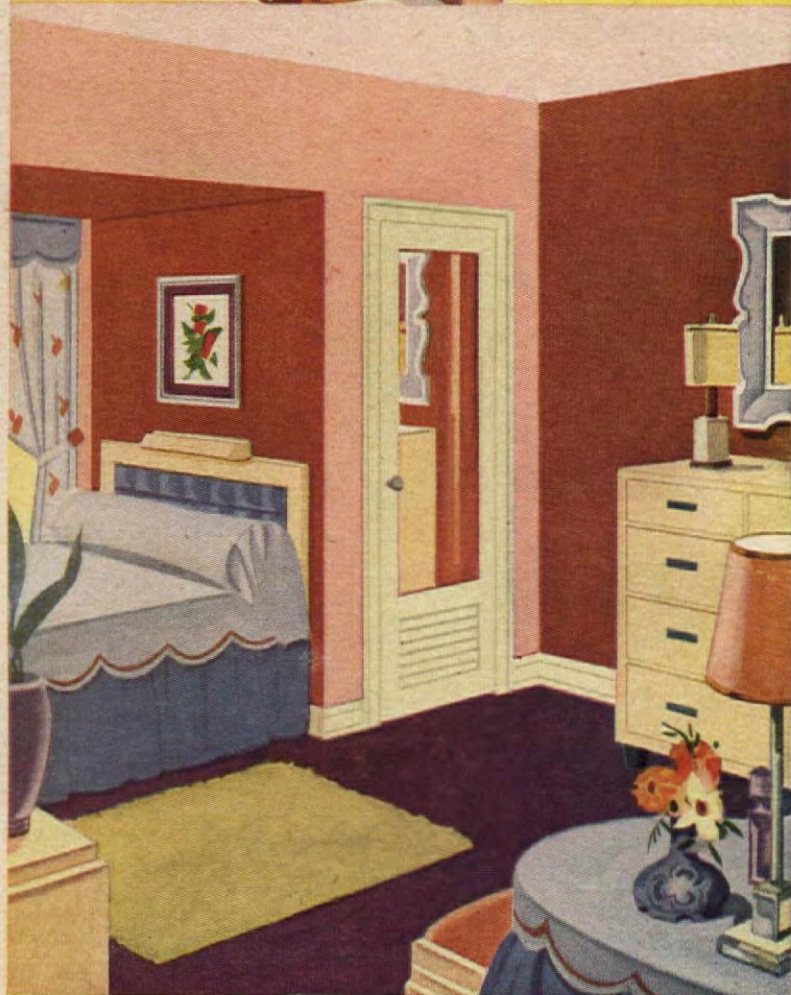
836 S. MICHIGAN AVE., CHICAGO 5, ILLINOIS

PLUMBING AND HEATING • VALVES • FITTINGS • PIPE

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

Gay, new, colorful walls

IN ONE DAY IN ONE COAT



One gallon of Flatlux will finish the average room.
And for woodwork, use Satone—for furniture, Glasfast.

YOU be the decorator! Making a room gay and smart is so easy, and takes so little time when you use Flatlux, the amazing one-coat wall paint that's *made with oil*.

Paint in the morning—use the room the same day. One coat of Flatlux covers wallpaper or old paint. It goes on smooth as silk and dries to a flat, glareless finish that you can wash. No streaks or brushmarks, either.

Flatlux comes to you ready to use, scientifically blended at the factory. There's no messy mixing—nothing to add, nothing to go wrong.

Ask your neighborhood dealer to show you the beautiful Flatlux colors. Then go to it, and have fun making your house more beautiful

The wall paint made with OIL!



FLATLUX

THE PATTERSON-SARGENT COMPANY
Cleveland, O. New York, N.Y.

PAINT PRODUCTS



FOR EVERY NEED

These cabochons (about natural size) were made by Meredith Corwin, then reproduced in oils by the author

swim. The cabochon (or "cab") hound cuts pieces from his slabs, shapes them, and grinds the tops dome-shaped. Star sapphires, opals, and jade are cut this way; but you can make "cabs" from jasper, agate, variscite, rhodonite, azurite—anything, in fact, that's harder than dust. And you can cut it to any shape or size. Then there's the facet-cutter, who grinds transparent stones into geometric planes to refract the light. Diamonds, emeralds, and rubies are cut this way, but humbler stones—clear, colorless quartz, amethyst, tourmaline, zircon, topaz—when faceted, are lovely, too.

Your interest may lie in collecting mineral specimens, ores, or meteorites. Perhaps crystals will fascinate you, and your collection will contain clusters of violet Uruguayan amethyst, or rodlike, green and watermelon-pink tourmaline from California. Petrified woods may lure you, or the magic of fluorescent rocks; or your hobby may include all these.

Granting you might become a rock hound, how do you go about it? Well, there are hundreds of books, the best for the beginner, according to many, being *Getting Acquainted With Minerals* by George English. They are listed in library catalogs, and in mineralogical periodicals such as *Rocks and Minerals* (Peekskill, New York) and *The Mineralogist* (Portland, Oregon). And the members of many mineralogical societies will welcome new enthusiasts and help them discover the wonders of nature.



Variscite



Shattuckite



Carnelian



Agate



Agate



Californite



Chrysocolla



Amethyst



Myrickite

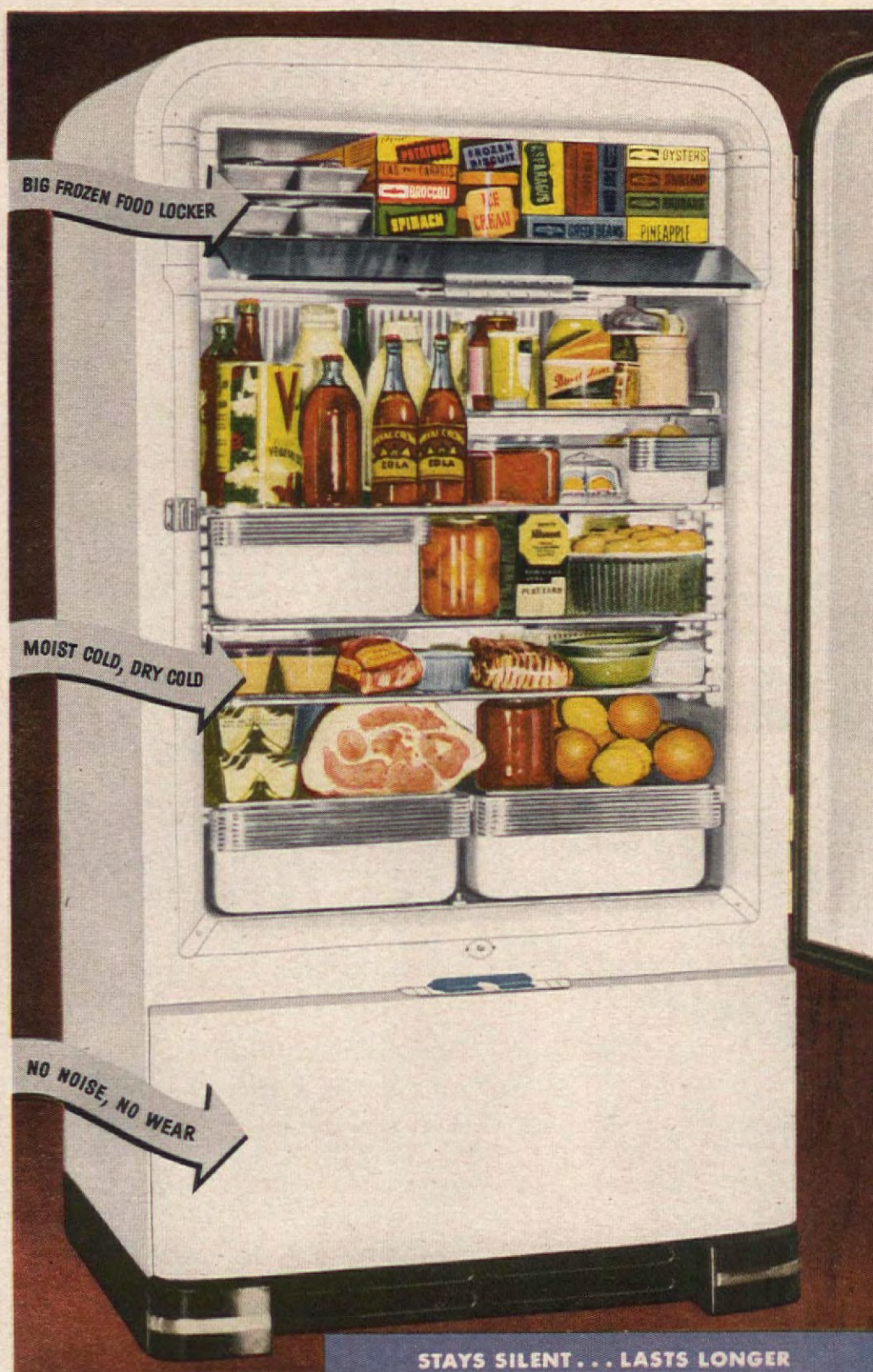
Below, John Milhelcic of Detroit at his jewelry workbench where he makes rings and brooches as mounts for gems he cuts and polishes in his home lapidary shop. Also, gem-cutting shop of Carl Supp, New York, showing a diamond-charged rock saw in use



THE AMERICAN HOME, OCTOBER, 1947

Stays Silent... Always

ONLY SERVEL FREEZES WITH NO MOVING PARTS



Your Gas Company or neighborhood dealer is headquarters for the new Servel Gas Refrigerator. See it today. (For farm and country homes, Servel operates also on Bottled Gas—Tank Gas—Kerosene. Write Servel, Inc., Evansville 20, Indiana. Or, if you live in Canada, write Servel (Canada) Ltd., 457 King St., W., Toronto 1, Ont.)

STAYS SILENT... LASTS LONGER

Servel

The GAS Refrigerator



You'll never hear a *whisper* from the Servel Gas Refrigerator. Not even a hum of stopping and starting—ever. How can Servel freeze in absolute silence? It has an amazingly different, simpler freezing system with *no moving parts*. No valves, pistons or pumps. No machinery that *can* wear or get noisy. Just a tiny gas flame does the work. That's the reason Servel's more than two million owners will tell you, "Choose a Servel. It stays silent, lasts longer."

Look at Servel's *new* conveniences, too . . . Plenty of space for frozen foods. Moist cold *and* dry cold to safe-keep fresh vegetables, meat, *all* your perishables. Extra roominess—even for a bulky turkey or giant watermelon.

Come look, come listen . . . you'll pick a permanently silent, longer-lasting Servel as 1947's best refrigerator investment.

See new conveniences too...

- Big Frozen Food Compartment
- Plenty of ice cubes in trigger-release trays
- Moist cold *and* dry cold for fresh foods
- Convenient Servel meat storage tray
- Two dew-action vegetable fresheners
- Plenty of tall bottle space
- Special egg rack holds a dozen eggs
- Clear-across shelves for extra roominess
- Shelves adjustable to eleven different positions
- Plastic Coated shelves (for easy cleaning, stay rust-free, scratch-free)

Plus...

- No moving parts in freezing system
- Nothing to wear or need repair
- Permanent silence.

Spic and Span

PROCTER & GAMBLE'S
AMAZING
NEW CLEANER

Announces Big Cash Contest!

WIN \$100 A MONTH Every Month of Your Life!

(OR \$20,000 CASH IN ONE LUMP SUM)

IMAGINE WINNING
A STEADY INCOME!
WE COULD
EVEN BUY A HOME!



WRITING ABOUT
SPIC AND SPAN WILL
BE EASY! IT'S SUCH A
WONDERFUL CLEANER!

Grand Prize

\$100 A Month for Life!

These Big Cash Prizes

Every Week for 5 Weeks!

**1...\$1000 BILL 10...\$100 BILLS
200...\$10 BILLS**

1056 Big Cash Prizes!

Offered in Spic and Span Contests!

SO EASY TO ENTER!

Simply finish this sentence . . . "I use SPIC and SPAN because . . ." Finish it, in 25 additional words or less. With each entry include one SPIC and SPAN box top or facsimile. Send to SPIC and SPAN, Dept. T, Box 357, Cincinnati 1, Ohio.

DON'T MISS YOUR BIG OPPORTUNITY TO win financial security . . . independence . . . freedom from money worries for the rest of your life!

FOLLOW THESE EASY RULES

1. Complete this sentence, "I use Spic and Span because . . ." in 25 additional words or less. Write on one side of a sheet of paper or on an official entry blank. Entry blanks may be obtained at your dealers. Print plainly your name and address. Send in as many entries as you wish.

2. Mail to Spic and Span, Department T, Box 357, Cincinnati 1, Ohio. Enclose the top from a Spic and Span package (or a facsimile) with each entry.

3. Any resident of the United States or Canada may compete, except employees of Procter & Gamble, their advertising agencies, and their families. Contests subject to all federal, state, and Dominion regulations.

4. There will be five weekly contests, each with an identical list of prizes. Opening and closing dates:

OPENS		CLOSES	
First Contest	Now	Saturday Midnight, October 4	
Second Contest	Sunday, October 5	Saturday Midnight, October 11	
Third Contest	Sunday, October 12	Saturday Midnight, October 18	
Fourth Contest	Sunday, October 19	Saturday Midnight, October 25	
Fifth Contest	Sunday, October 26	Saturday Midnight, November 1	

Entries received before Saturday, October 4 will be entered in the first week's contest. Thereafter, entries will be entered in each week's contest as received. Entries for the final week's contest must be postmarked before midnight, November 1 and received by Midnight, November 15, 1947.

5. Entries will be judged for originality, sincerity, and aptness of thought. Judges' decisions will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned. Entries, contents, and ideas therein become the property of Procter & Gamble.

6. The grand prize to be awarded at the end of the final contest will be \$100 a month for life, to be provided by an annuity policy paid for by Procter & Gamble, or the grand prize winner may take \$20,000 in cash instead of this annuity. In addition, the following cash prizes will be awarded each week:

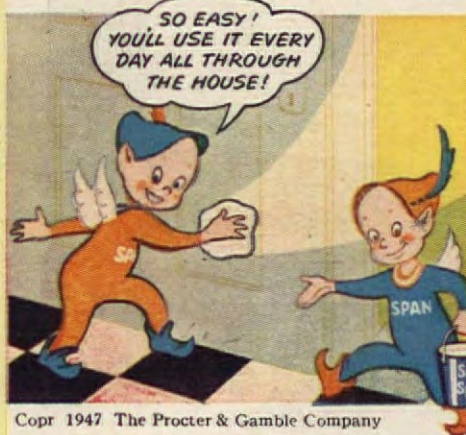
One prize of \$1,000 Bill • Ten prizes of \$100 Bills
Two Hundred prizes of \$10 Bills

The grand prize winner will be selected from among the five weekly \$1,000 winners. All prizes will be awarded by Procter & Gamble.

7. The winner of the \$1,000 Bill in each week's contest will be announced over Spic and Span's radio program, "Life Can Be Beautiful" and "Perry Mason," in the U.S. ("Pepper Young's Family" in Canada), shortly after the close of each contest. The grand prize winner will be announced as soon as possible after the close of the final contest. All other winners will be notified by mail. Winner lists will be available on request, approximately one month after the close of the final contest.

Spic and Span®
*Cleans Painted Walls, Woodwork, Linoleum ... with
No Rinsing! No Wiping!*

**No Soap Cleans So Beautifully
Yet So Quickly and Easily!**



Copyright 1947 The Procter & Gamble Company

CONTEST IDEAS COME EASY . . .

when you use Spic and Span! Procter and Gamble's wonderful new cleaner. Wait'll you see how Spic and Span cleans painted walls, woodwork, linoleum . . . dozens of things . . . to shining perfection . . . with No Rinsing! No Wiping! It's something to write about . . . something to shout about.

A BRIGHT, SHINING HOUSE every day . . . that can happen to you! And with half the work! Simply dissolve Spic and Span in hot water, wring out a soft cloth well . . . and whisk over walls or woodwork. Smudges vanish just like that! And the paint shines out like the sun. Yet there's No Rinsing! No Wiping!

WHAT A DIFFERENCE in your fall cleaning. Storm window frames, porches, venetian blinds . . . Spic and Span does every job twice as fast! A few quick rubs . . . then look! Everything sparkles. But not once do you rinse or wipe dry. There's nothing like Spic and Span.



GET CONTEST ENTRY BLANKS AT YOUR DEALER'S TODAY!

Lilli Palmer

WHEN I stepped off the boat at New York last fall, en route from London to Hollywood, I wore a stuit, a blouse, lingerie, shoes and stockings. My luggage contained a street dress, a nightgown, a pair of hose, a pair of shoes, a little more lingerie, toilet necessities, and my first new evening gown in six years—my only purchase for the trip. The rest of my wardrobe was back in England being worn by relatives who were finding it difficult to keep warmly clothed in clothes-rationed England.

In New York, there was no necessity to debate whether or not I could get along without more lingerie so I could use my coupons for a new suit. I selected what I wanted and paid only a nominal sales tax—in contrast to the 100% purchase tax I had to pay on the new evening gown in London. The New York restaurants offered all the food about which I had dreamed during the war and the postwar years in England. The crowds in the subways, on the streets, and in public places smelled of daily baths, scented soap, cologne and mouth wash—a wonderfully clean odor which you never encounter in European crowds. All this was just the beginning of my discoveries about America.

During the months my husband, Rex Harrison, appeared in Hollywood pictures, I took the first vacation from my own career I had had in a long time, and explored Los Angeles and the surrounding country. To my astonishment, I discovered that practically every American home is built with the woman of the household in mind, and filled with everything conducive to efficiency. And, without sacrificing one whit of their masculinity, American husbands pitch in to help their wives with dishes, cleaning, and preparation of meals. European homes are far behind American homes in housekeeping conveniences, yet European husbands wouldn't think of sharing the household chores.

This care and reverence of women in America seems to start in childhood. Children's shops are filled with beautiful, handmade clothes for girls, but for boys they have tough, durable clothes—T-shirts, corduroys, and blue jeans. In England, the situation is quite the reverse. You can find fine things for boys, but very little for girls, a situation that extends through adulthood. Clubs in Europe are men's clubs. In America, there are many clubs for women only, and others to which both sexes may belong.

The purchase of a home in Europe is a matter demanding great consideration—to determine the suitability of the house for succeeding generations. Here in America, however, you buy or sell a house according to its suitability for today. As a result, your houses have an air of freshness and modernity, and the personality of the owners is imprinted on the house, rather than the personality of the house being impressed upon the owner.

American women, however, don't have everything. I do not believe that American children are as well mannered as they might be. I realize that this is because American women are afraid their children may develop inhibitions. It has never seemed to me, however, that careful, understanding discipline can possibly create dangerous inhibitions in any child. Certainly, a spoiled child is not a happy one, nor are his parents finding the fullest joy in their child.

Too, I feel that American women have sacrificed romance for complete frankness. There seems to be no subject they will not discuss as freely with men as with women. It seems to me they have deprived themselves of that touch of mystery a woman should have for men.

Even so, if I were to choose my place of birth as a woman, I should undoubtedly choose America. American women bloom with health and beauty; their husbands give them every consideration. This is a woman's country, and American women are the luckiest women on earth.

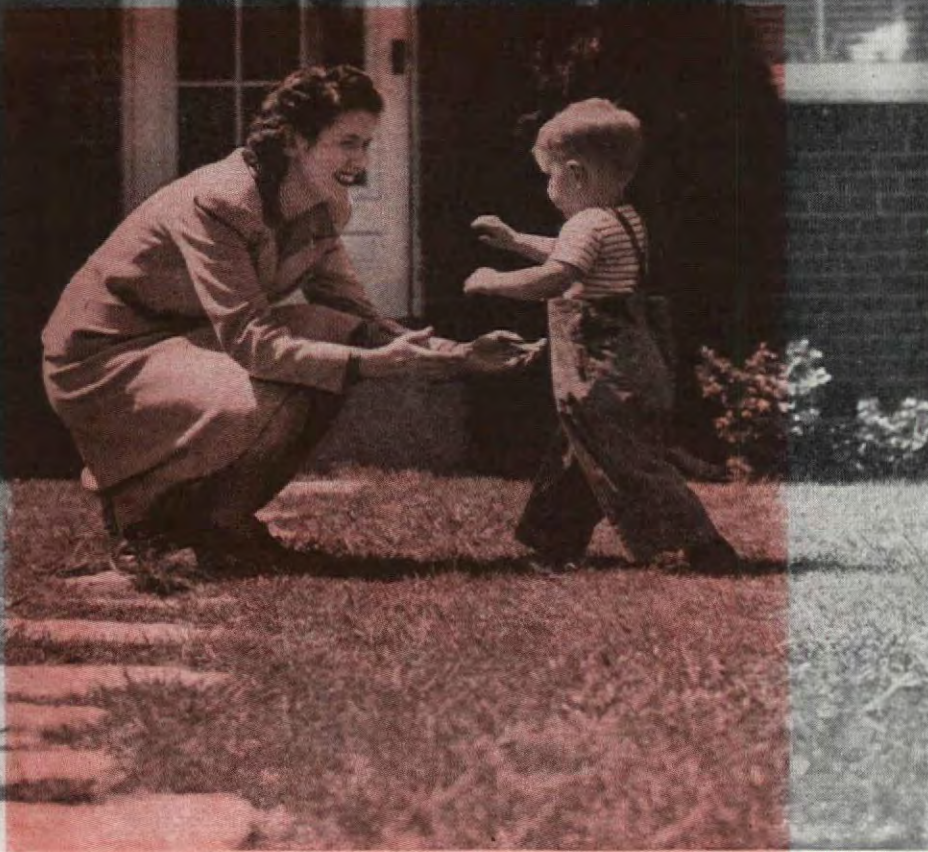
Photographs by Ewing Galloway, H. Armstrong Roberts, Harold Lambert from Frederic Lewis



American Women Are LUCKY!



Children Who Come



H. Armstrong Roberts

THOUGH our baby was only two months old the day he came to our house, his earnest blue eyes looked longingly, searchingly at us. Suddenly came that wonderful moment when he was in my arms, warm, close, and alive! I could scarcely breathe! Through happy tears I saw my husband's glowing face. We stood together—a man and woman as proud and full of wonder at this new life as though we had created it ourselves. At last we had satisfied our craving for parenthood, a hunger as old as mankind. When my husband put his arms around the child and me, I knew the little baby had come to stay.

If you, like us, have no children and are thinking of taking a baby into your home, you will have many questions to ask concerning adoption. Perhaps the following, based on personal experience, will supply some of the answers.

First, you will wish to know something about the process itself. Adoption is, to some, a frightening term. Actually, it is a legal act which is accomplished by court proceedings. At its conclusion, a child is, by adoption, as much the son or daughter of parents as is a child by birth. However, the essence of adoption lies in the unity of parents and child by the bonds of familial affection, understanding, and love.

If you are seriously considering adoption, you

should sit down at once and examine your motives. If you do not feel that having a child in your home will result in a richer, more meaningful life, then adoption is not for you. Of course, other motives may enter into it. Couples who have not had children born to them, or parents who have lost a child, may be interested in adoption as a means of satisfying a natural desire for parenthood. Parents who have just one child, and do not wish him to be reared alone, may wish to adopt a little brother or sister. But whatever your motives, you must be prepared to do all you can *for the child*.

Now you ask, "How can I find a child?" Here let me stress the importance of applying to a recognized child placement agency, one approved by authorities in your state. As prospective parents, you should find the child who will fit most happily into your home situation. Who could be better prepared for the intricate job of selection than social workers experienced in placing children? The child placement agency functions as a guarantor to the parents, assuring them that the child can never be reclaimed. A mother who gives up her child never knows where or to whom the baby goes. Pertinent facts concerning the child's background are gathered from numerous sources. The agency then tries to evaluate them,

in an attempt to place the child in the home that will offer him the greatest opportunity for unlimited growth and development of talents and personality. Suitable parents will be selected.

What will the agency expect of you as prospective parents? Since the number of persons seeking to adopt a child is far greater than the number of children available, the agencies are strict in their requirements. The demands of the agency are based on the needs of the child.

Though no reliable agency will ask wealth of its applicants, a child must be assured of reasonable financial security. Be wary of the agency that demands high income or requests a payment for the infant. If you belong to the so-called "middle class," you will satisfy the reputable agency's economic requirements.

AGE is a consideration. As a result of studies made in the past, agencies have established certain age requirements for adoptive parents, directed toward achieving a normal parent-child relationship. Policies of various agencies differ widely. However, it has been found that infants fit best into homes where the parents' ages are under thirty-five years; toddlers and older children need parents who are somewhat older.

The health of prospective parents is of considerable concern to agencies, and some require routine physical examinations and certifications. If you are inclined to resent these examinations, remember that an agency which is exacting about your health will be just as careful in considering the health of children they place.

Through questionnaires, references, and personal talks, the child placement agency will delve into your character and personality. Your reputation in the community, your standing with your friends and business associates, the way you handle your responsibilities to society and to your government are of vital importance.

You will be questioned regarding your husband-wife relationship. If you are considering adoption as a way to "pull your home together," you may as well stop now. The basic need of every child is for a home with happy, well-adjusted parents, and the future of any child is too precious to be risked by placing him with parents who are obviously unstable in their marriage relationship.

Religious affiliation is often a consideration. Agencies supported by a particular denomination usually desire to place their children in homes where parents are of the same belief. Very often it is a comfort to a mother who is giving up her child to know that foster parents share her religious convictions. However, many agencies are nonsectarian, serving all denominations.

Some time after your application to the child placement agency, you will be called to see the child selected for you. As you stand there gazing at the tiny, helpless baby in the bassinet, you will be almost frightened at the decision you are about to make. Now comes the question, "What can I know of this baby's ancestry?" Most agen-

to Stay...

**Adoption is more than a legal act.
It is an opportunity to make
a genuine contribution to mankind**

cies do try to place children with families of the same national and racial origins. But there is the age-old question of family heredity which we attempt to fathom by asking, "Which human qualities are developed by training and education, and which are determined at conception? How much does heredity predetermine the limit for growth and development?" It must be remembered that a child's parents are only the last in a long chain of ancestors. As a child grows older, he may show excellent traits that cannot be traced to any immediate ancestry, or he may exhibit defective traits that also do not appear in his parents. In addition, there is much doubt among geneticists as to whether or not traits of character and personality are inherited. No matter what inheritance a child may have, the most favorable environment will stimulate the development of his best potentialities and help to overcome undesirable traits.

At one time or another you may have questioned the desirability of adopting an illegitimate child. The truth is that the majority of children placed for adoption are of illegitimate birth. You can be assured, however, that once you have adopted a child, he will be accepted socially and legally as your own. Even his birth certificate will be in your family name, with no record of illegitimacy. The idea that such a child will inherit immoral traits from conception outside wedlock is, of course, a fallacy.

Let us assume that you have taken to your home the infant which the child placement agency has selected for you. Is the child then immediately yours? In many states adoption laws require a waiting period, the child being kept in the

adoptive home on a tentative basis for six months or a year. You will readily see the advantage of postponing the final adoption procedure until both you and the agency are satisfied that the situation is a happy one. Since it is almost impossible to judge the mental capacity of a young baby, this waiting period gives the parents an opportunity to observe the child. An I.Q. test given later, at one year, will measure his potential intelligence fairly accurately. In addition, most anatomical defects become apparent in the first year of life, and you want reasonable assurance that your child's physical development is normal. During the trial period, the parents have the counsel of the agency, whose workers are trained in interpreting children's progress at various stages.

As your child grows older, you will wonder about telling him the story of his adoption. The fact that he is not your child by birth will be brought to his attention sooner or later. Even before he is old enough to understand fully, he should be told clearly and convincingly the story of his adoption, how you wanted a child so much that you chose one for your own. To a child, being chosen is a very wonderful thing!

What of the future? Adoption is never a finished act; rather, it is a vital, growing thing. After the final adoption procedure has been completed, the future is up to you. Being a real parent is as important a job as any that can be named. Adoption is a challenge continuing into the future, a process of growth which develops an increased understanding between parents and child. The outcome is what you make it.



Wallace Beery, star of MGM's "Alias a Gentleman," is a devoted father to Carol Ann, adopted back in 1931 . . .



NBC's George Burns and Gracie Allen became legal parents to Ronnie (with his Dad, above) and sister Sandra



Jane Wyman and Ronald Reagan (Warner's "Voice of the Turtle") with their own two happy little adoptees



Wife and four children, three of them adoptees, greet father Pat O'Brien star of RKO's "Newsboys' Home"



The Quines—Richard and wife Susan Peters (Columbia)—selected the name of Timothy for their adopted son

Maggi's Private Ménage



Two console tables with handsomely carved supports flank an oversized sofa, above. At left, Mr. and Mrs. Newhouse, seated on second sofa, have their coffee. Coffee table and beautiful mirror complement group

Green ivy against striped wallpaper adds note of freshness to dinette (facing page)

Sir Thomas Lawrence portrait above chest is center of interest in foyer (facing page)

Mary E. Monze

IN the heart of Manhattan, close by the East River, is this beautifully appointed apartment, the home of Mr. and Mrs. Clyde Newhouse. Mrs. Newhouse is the glamorous and well-known Maggi of "Maggi's Private Wires," whose lively half-hour program is broadcast over Station WJZ (American Broadcasting Company) five days a week. Mr. and Mrs. Newhouse are art lovers and collectors who have incorporated their combined collections most successfully in decorating their apartment. Maggi's special interest is collecting cupids of all kinds, and they are used with a restrained hand around the apartment.

The subtle, restful color scheme throughout the apartment was inspired by the large portrait of Maggi which hangs above one of the sofas. It was done by Werner Phillips, and dominates the living room. The wall on which it hangs is dark gray; the other three walls are painted a soft, light gray. Wall-to-wall broadloom carpet is in a soft, light gray, and is repeated throughout the apartment. Line-striped taffeta draperies of gray are finished with a handsome, pleated valance of the taffeta, under a scalloped wood cornice painted the gray of the wall. Two custom-made sofas are used in the room, upholstered in a rich gray velvet. Bolsters at the back are luxurious and comfortable. The draperies are heavy gray taffeta; the same fabric covers a pair of modern lounge chairs. The

Victorian chairs have tufted seats of soft-rose satin. Two of the cupids from Maggi's collection are shown on top of the piano, and an original Gainsborough landscape hangs above it.

A gold-and-white-striped paper is used on the upper walls of the dinette. The dado is painted gray. Iron furniture is done in gilt; the table has a clear, glass top. The swag at the window is gray taffeta lined with bright pink, and the shocking-pink plates that hang on the wall have old-fashioned flower patterns.

The wall color of the living room is carried into the foyer. However, one wall (not shown) is mirrored. A Sir Thomas Lawrence portrait hangs above the handsome chest, and the gorgeous cupid sconces on the wall at the sides are of brass.

Feminine to the "nth" degree is Maggi's study, with pale-pink walls and light-wood furniture rubbed with pink paint. The dressing-table wall is mirrored and flanked on either side with mirrored closets. Pink Ninon curtains with graceful swag of pale- and dark-pink satin, held at center with a gold cupid wreathed in pink-and-blue flowers, remind one of a lovely old valentine.

The wall and rug of the master bedroom carries out the gray theme. The bed is dressed in a gray-blue velvet, an original Hayman hangs above. Curtains are off-white Ninon with a swag in two-toned pink satin. Flower-patterned chintz covers chair.



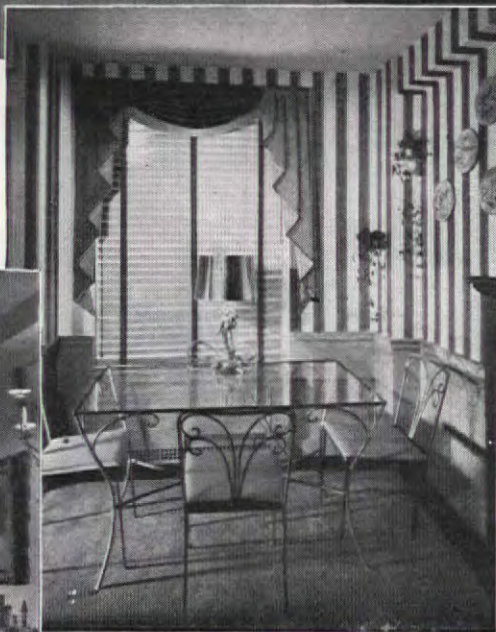
Miniature piano and radio cabinet, designed by Maggi, supply musical interest in living room

Maggi really works at this confection-pink desk. Crystal chandelier adds sparkle to rich setting

Spacious bed, pair of mahogany chests, opposite wall, are the elegant pieces in master bedroom



Photographs by F. M. Demarest



Some favorite specimens of Maggi's fascinating and large collection of cupids



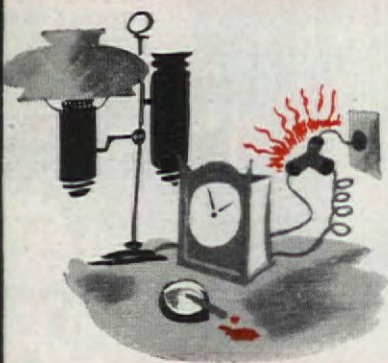
13 Proved Ways to Burn Your House Down...



Neglect your chimney, let it clog with soot. When it spouts flying sparks, watch out for your roof!

Drawings by Leonard Shortall

James D. Parker



Like octopus tentacles, too many wires from one outlet breed danger. Abuse will cause fraying



Worn iron cord is guaranteed to produce sure-fire short circuit. Fireproof rest is a "must"



Remove that fireplace screen to coax heat into the room, and you may coax a few hot coals in, too



Never replace a blown fuse with a larger one. Fuses are your safeguard. Don't economize on them



Ashes aren't always cold! Yearly, thousands of fires start in wooden containers. Better use metal ones



Don't strike a match inside a dark closet! Accidental contact with clothing may cause conflagration



Your attic, stuffed with papers and magazines, is a potential fire hazard. Don't hoard litter



Children and matches can be a fatal combination. Keep matches out of reach in metal containers



No, you would never use a match to discover a gas pipe leak — but some die-hards still do it!



Combustible cleaning fluid used indoors is no respecter of persons. Use nonflammable type



Your furnace won't put up with neglect. Faulty connections and pipes cause 50,000 fires a year



Careless smokers are fire hazards. Provide many capacious ash trays and never permit smoking in bed

Do you like to go behind the scenes? Then the history of this page may interest you. . . The four pictures below came to us in a collection showing various ways to protect plants in winter. The methods suggested were all right, but the more we studied them, the more insistent became such questions as: "Is all this trouble justified in the average home garden? Don't many of us overcoddle our plants? Do we go too far trying to make exotic kinds survive in environments where they simply don't belong? After all, which are the more desirable—handsome species that can be enjoyed for only a few months and have to be bundled up in overcoats the rest of the time, or sturdy subjects, less striking perhaps, but which we can see and enjoy the year around? In short, will it be beauty or burlap in my garden, this winter?"

So, we decided to show these pictures of orthodox winter protection and, for contrast, one of really hardy material in its natural, unprotected form and let you decide



Boxwood and winter don't always mix. Burlap shields will check drying winds that are much worse than mere cold. But what about the way they look?

for yourselves. The floor is all yours.

Of course, we don't expect—nor want—you all to agree. Gardeners, of all people, are entitled to their individual preferences. Plants, by nature, are delightfully variable in their habits, hardiness, and other characteristics. Like people, they can sometimes become acclimated and gradually inured to conditions that at first seem impossible. Climatic conditions are influenced by many other factors than temperature; elevation is important, and a location near a large body of water or with a certain exposure

may be much easier on plants than another much farther south. Sentimental attachments for certain plants may enter in, or the gardener may have just that stubborn or investigational turn of mind that makes him delight in trying to do the impossible.

But what we want you to debate with yourself—or your neighbors, or your garden club members—is this: Where shall we draw the line between playing safe with plants of proved hardiness and pampering those that we know can't take it, but that we love and want to grow, just the same?

Thomas Muir from Frederic Lewis. Other photographs by Paul Hadley

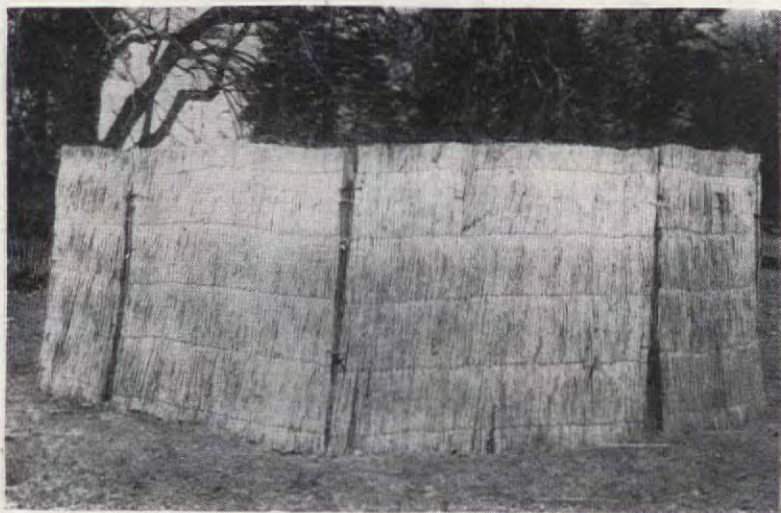
WILL IT BE

Beauty... or Burlap?

E. L. D. Seymour



Below, a concession . . . snow may break down even hardy evergreens, so tying them up with soft cord often pays



Tree roses are lovely in June. But are they and all such tender things worth a winter of straw men like this?

A screen of cane, reeds, or straw mats will protect half-hardy azaleas against chill blasts and winter sun scald. But what price azaleas if you can't see them?



This pictures the house as it was at time of purchase six years ago

As it is today, with planting and additions including a garage. Shiverys did all this work themselves



Mary E. Monze



Photographs by F. M. Demarest

Talent and Ambition Put to Good Use...

Home of Mr. and Mrs. George Shivery

in Jamaica, Long Island, shows what thoughtful planning and willing hands can do to make a simple house more livable and attractive

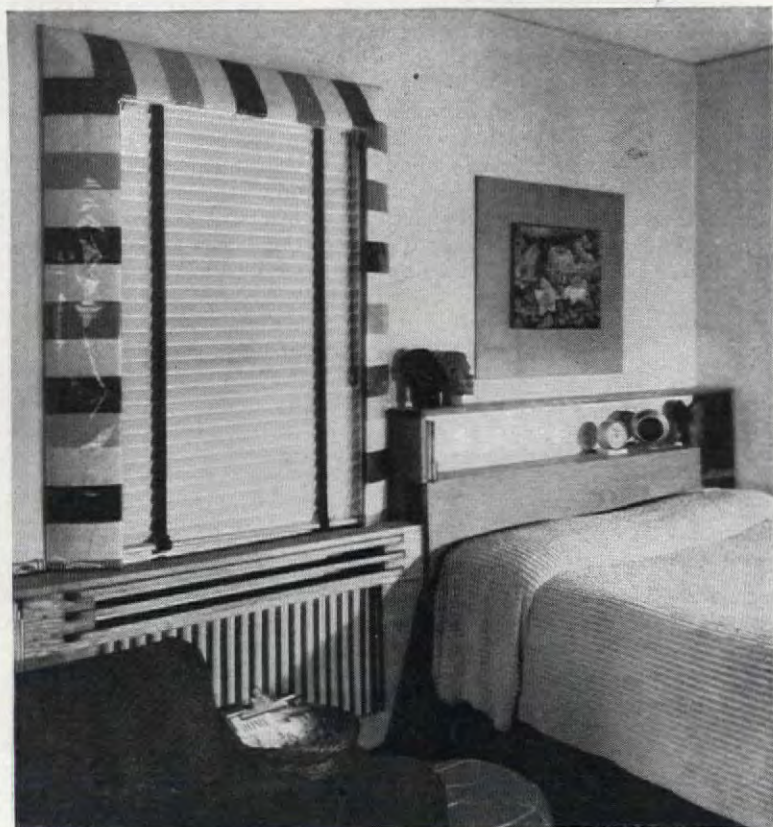


Head modeled by Mr. Shivery. Lamp base was made of two ordinary flowerpots with a support of wood wrapped with rope and painted green

LITTLE did the Shiverys realize, when they took possession of their house, that every waking hour away from their jobs (including vacations) would be required to accomplish the many improvements they had planned. The results are shown here.

Mr. Shivery is a parole officer, with a talent for painting and modeling, and his wife is a social-service worker. Their modern thinking and ingenuity is reflected in everything they have turned their hands to about the house. All the rooms are small, but the built-in units and mirrored wall in the living room make them seem much larger than they

are. The paintings are colorful and strong in feeling, dominating and setting the color scheme for each room. Simple but adequate furnishings contrast strikingly. A small dinette, not shown, has two walls in yellow and two walls in terra cotta. Another large painting of a Mexican family group covers practically one wall. Furniture is blond and modern. The recreation room in the basement is large, with plenty of room for games, dancing, and parties. The smaller half of the basement is devoted to the heating and boiler units and a workshop. A garage and outdoor fireplace were among the first considerations. Lawns, front and back, shrubs, flowers, and a small rock garden at the front curb are valuable additions.



A large part of the basement was made into a recreation room. Walls are finished in natural pine boards and white paint. A small-patterned rug, Ping-pong table, radio phonograph, table, and comfortable chairs make up unit. Painting over mantel done by Mr. Shivery, natural wood frame

Average-sized living room is made to seem twice its size with mirrored wall. Three walls and ceiling painted off-white. Draperies are dark robin's-egg-blue, modern-textured material. Beige rug has modern line design in terra cotta and brown. Terra-cotta-and-blue fabric covers sofa, modern floor lamp



Broken living-room wall features one of Mr. Shivery's colorful paintings. Radio fits into bookshelves. Indirect lamps light painting



old stripes of white, red, blue, green and yellow, in heavy cotton applied over wood frame, makes dramatic window in bedroom. Small picture made more impressive by mounting on large piece of beaverboard painted blue. Walls are yellow; spread, blue

Second bedroom has turquoise walls and gay tropical-patterned draperies in turquoise, green and brown on an eggshell ground. Three more of Mr. Shivery's paintings are fastened to the wall with bamboo moldings under clear glass. Simple built-in furniture

Front Seats FROM 'WAY BACK

Edna Deu Pree Nelson



Henry E. Huntington Library & Art Gallery
Gilt Louis XVI chair, Gobelin tapestry covering, Francois Boucher and Jean Baptiste Oudry, designers



Fine Arts Museum, San Diego, Calif.
Portuguese. Common covering for "first" chairs was tooled leather



Fine Arts Museum, San Diego, Calif.
Medieval Spanish, reminiscent of chairs used by early English guilds



Chairs below, courtesy of
Detroit Institute of Art
Art Institute of Chicago
Metropolitan Museum of Art
Washington Historical Society

Museum, City of New York
Seventeenth century William and Mary piece which shows the Dutch influence

CHAIRS were once autocrats, and far too exclusive to associate with commoners. For centuries they served only the mighty—kings, queens, nobles, high priests, bishops—while the great middle and lower classes had to be content with mats, benches, or stools for sitting.

In Egypt, the Queen of the Nile had a throne chair of solid gold. The mansion of Caesar was furnished with chairs of ebony and ivory, the thick, turned legs carved with sphinxes, heads, and claws of beasts. The throne chair of Great Britain is of heavy oak. Below the seat, a shelf holds the ancient "Stone of Scone," which, legend records, was brought to the British Isles by the prophet Jeremiah—the stone Jacob was using as a pillow when the Vision appeared to him.

Cathedra, meaning the bishop's chair, gave the name to cathedral, and *chairman* is derived from the chairs of kings and others in authority.

In the sixteenth century, chairs lost something of their snobbery and began associating with commoners. But still there were more benches and three- and four-leg stools in use, both in the great and smaller houses, than there were chairs.

An inventory made in 1624 at a castle in Yorkshire, notes two chairs and thirty-five stools. Catherine de Medici had twenty-two stools. Charles the Second had stools and benches, but few chairs. When, in 1669, he was host to the Grand Duke of Tuscany at dinner, the only chair provided was for the guest of honor. A chair given by Charles to Nell of Old Drury, one of her cherished possessions, was Jacobean. On each elbow was carved a



Honest, simple and sturdy type among first in American furniture line. Fine slat-back chair made by William Savery of Philadelphia about 1740. Queen Anne side chair with violin-shaped back, cabriole legs. English

Philadelphia Chippendale side chair in mahogany in the handsome style of the cabinetmaker, James Gillingham. Typical of the popular mahogany and rosewood chairs made in America as late as 1860. Empire tradition

yal lion, on the back, three orange baskets. The chair typical of the period of Charles Second had a caned panel in the back, with carved ornament on the cresting and supporting rails. The stretcher was almost always carved, and the legs and back uprights were carved or turned. Charles' wife, Catherine, came from Portugal, and the Portuguese influence is naturally found in furniture of this period. The chaise longue, decidedly court furniture, was introduced at this time.

CRAFTSMEN from France came to England, influencing furniture designs. Daniel Marot, who had been a designer and decorator at Versailles, became architect to the Court of William the Third. His chairs and stools had scrolled, turned legs, and were covered in velvet or embroidery, after the French mode. Armchairs with earpieces, the forerunner of the wing chair, became fashionable during the reign of William and Mary. A covering for chairs at this time was petit point. Fashionable were "turkey work" and crewel work." Rich pile velvets and damask were reserved for expensive chairs and sofas. Out of trade with the Orient, there evolved the Queen Anne style. The tendency was toward lighter furniture, the woods used being walnut and mahogany. The latter, just coming into vogue, was imported from the West Indies.

A mahogany Queen Anne chair, dated from 1710, was owned by John Gay, author of *The Beggar's Opera*. Mr. Gay designed this chair with a shelf on the top rail to be used as a desk. The gout chair, an easy chair with a stool to match, which made its appearance in the Queen Anne era, was the parent of our modern ottoman chair.

In 1754, Chippendale published his *Director*, but by 1760 he was no longer working with his published designs. Instead, he was associated with Robert Adam. He decorated David Garrick's house which was built by Adam. Garrick was billed for twelve very neat carved cabriole arm'd chairs, japan'd green and white stuff'd and cover'd with green silk damask and finish'd with gilt nails," a large carved sofa to match the chairs," as well as "neat, carv'd cabriole armed chairs, japan'd green and white and stuffed in Linnen." The dining parlor of the Garrick house had, among other pieces, "12 neat carv'd mahogany parlour chairs, the seats covered with red morocco leather, tilted and finished with double rows of burnished sils," which set Garrick back thirty-two pounds. A large mahogany easy chair, "quilted in Linnen and a stool . . . joyn'd and quilted in Linnen,"

Four chairs at right, reproductions of early chairs now available. First, Chippendale style—Biggs Antique Co.



Far right: Distinguished Sheraton piece painted black and gold. Four circles at back, unusual detail. Cane seat. From Baker Furniture, Inc.

Good copy of English shield-back chair. Mahogany covered with satin; characteristic of the period. Biggs Antique Co. Inc.



MODERN REPRODUCTIONS

Familiar slat-back side chair in maple with rush seat. Simple design. Heywood-Wakefield Co.



stood in the handsome library, and the hall had six mahogany chairs. Six hundred and five pounds was the cost for furnishing the house, about \$3000—little enough for Adam and Chippendale work.

Chippendale, as well as all cabinetmakers of the eighteenth century, including Sheraton and Hepplewhite, was influenced by Adam. Hepplewhite, cabinetmaker to the king, claimed no originality for his designs, but he interpreted the Adam brothers beautifully. His contemporary, Sheraton, was influenced by the French court furniture of his time. Sheraton felt that "fancifulness seems peculiar to females," in spite of which his good sense

prevails in his chair designs. Sheraton's styles inspired the vast number of American-made, fancy chairs of the early eighteenth century.

THE palaces of Louis XIV, Louis XV, and Louis XVI, were furnished with chairs by expert French craftsmen. In provincial France, chairs popular about 1750, or thereabouts, were in the Louis XV style with cane for seat and back.

About 1700, cabinetmaking became really active in America, although rude chairs had been made from the beginning of the settlement. Thomas Jefferson drafted the Declaration of Independence from an American Windsor writing chair. The chairs in Independence Hall, at the time of the signing of the Declaration of Independence, were Windsors. At Mount Vernon, Washington had Windsor chairs on the veranda, while a painted, comb-back Windsor writing chair of the eighteenth century was in the collection of Longfellow.

American chairs of the eighteenth century followed the styles of Queen Anne, Early Georgian, Chippendale, Adam brothers, Hepplewhite, and Sheraton. Almost every village had its maker of chairs. Some of this work is signed; mostly, it is not marked. Among many fine American makers were William Savery and Benjamin Randolph of Philadelphia, whose chairs sometimes excelled the design and workmanship of the English designers. Another craftsman, Job Townsend, of Newport, made American chairs after Queen Anne patterns.

There never was a better designer than Duncan Phyfe of New York. He followed Hepplewhite, Sheraton, the French Empire period. His lyre-back chairs are perfect in design and workmanship.

Our museums are filled with examples of chairs of all centuries, from the front seats of the mighty autocrats who lived way back yonder, to the democratic later centuries when chairs became common property and everyone had a chair.



Metropolitan Museum of Art

Delicate Hepplewhite armchair of late Eighteenth Century. Mahogany, satinwood inlay. Mahogany chair represents best in chairmaking by New York cabinetmakers about 1800. American mahogany side chair in Duncan Phyfe tradition made in New York 1805-1815

In Defense of the

HAVE you ever noticed how few people seem to be completely relaxed in the chairs they occupy? Glance around your own living room. Observe the crossing and recrossing of legs, the dangling of one leg and then another over chair arms, the forward and backward sliding of the sitters. The overstuffed chair which, by all odds, should be the most comfortable chair in the room, often is occupied by the most restless sitter.

There's a good reason for this restlessness. After you have been sitting a while, your flexed muscles tire and rebel. They send coded messages to your brain, asking to be relieved. By shifting your position, you call into play muscles that have been at rest, and give respite to muscles that have been at work. But if some muscles are relaxed while other muscles are flexed, don't the former balance the latter? The answer is no, because no two sets of muscles exert equal tension.

The circulation of blood plays its part, too. Any retarding of circulation temporarily "starves" the affected groups of muscles. The resultant fatigue is just as real as if the muscles had been used on a tennis court, not merely in supporting your upright position in the most comfortable chair in your room.

If you were to disrobe after sitting in any chair for a half hour or longer, you would discover reddish blotches marking your "points of rest." A bit of massage will dissipate the blotches as circulation is restored. But how can this arrested circulation be avoided?

One way is by assuming the so-called fetal position. You won't recall it, of course, but during your embryonic period, you held the position for several months without overmuch protest. Your subconscious remembers it and nightly you return to it. You draw your knees toward your chest, bring your thighs and legs into parallel planes and revert to the embryonic position of pre-birth. Unfortunately, convention bars the assumption of such a position in the living room.

The fetal position, however, suggests the essential requirements of comfortable sitting. It reminds you that support is needed at the end of the spine, small of the back, and flat of the thighs and legs. Now try to find a chair in your home that meets these requirements.

There's a bit more to it than that. The pitch of each



Painting by Seymour Franks



Form-fitting, easy, tilt-back chair in walnut, shock mounted to metal frames. Designed by Charles Eames
Courtesy Modern Museum of Art, N.Y.C.



Modern design expressed in new upholstered chairs. First, sturdy, modern armchair which has an extra cushion for back support. Dunbar Furniture Company. Next, "The Mandarin", low and wide for easy lounging; has slightly tufted back and arms. From Sherman Bertram. The third one is Tomlinson's low barrel chair with flaring back, new seat proportions. Modern fabric covering. On the opposite page is another "American Informal" chair in new, low lines that make leisure hours more relaxing. Tomlinson Furniture Company



Sitting Position...

Jack B. Wallach

point of support is related to each other one. If support at the back is too high, you will slide down and forward. Consequently, you will be thrown off sitting balance and your abdominal muscles will strive to maintain equilibrium.

Seat height from the floor is rather important, too. If it is too low, your pelvis will carry more than its proportionate burden. Often this maladjustment will put your legs to sleep. If seat height from the floor is too great, your discomfort will be no less. Any position that carries too much blood to one portion of your body unavoidably robs another portion.

Now move from one chair to another in your living room, making certain not to omit any love seats or sofas en route. It is more than likely that scarcely any two chairs or sofas in the room will offer identical support to your body. If you concur, you'll be pondering the answer. The chances are that you'll do your pondering in the most comfortable chair in the room. This will be the chair which affords you maximum support and, therefore, maximum relaxation.

In the Stone Age, Mr. Og had the same problem. He solved it ruggedly but practically. He collected smooth boulders which he distributed, one each, behind his head, back, thighs and calves. At that, he may have been more comfortable than many of his descendants in our own age.

Psychological factors also must be taken into account. Restlessness isn't always traceable to lack of physical ease. If your mind is disturbed, your body will reveal it. The one can't be relaxed independently of the other. The worried are as restive as the uncomfortable.

Essentially, the problem is one of fitting chairs to people, tall and short, short-waisted and long-legged, long-waisted and short-legged. The fact is, chairs are just as personal as clothes . . . or should be. If they don't fit, they're no more satisfactory than an ill-fitting dress or suit.

Unless you acquired your family as a "suite," you can't successfully acquire comfortable living-room furniture in the same manner. We may have been created free and equal, but we certainly were not created identical. Suites are bought on the assumption that we were.

If you run true to human form, you very likely have your favorite chair. Have you ever analyzed the reasons for your partiality? Analysis is worth-while because it

is bound to be enlightening. Frequent reasons for this partiality for a certain chair are the proximity of a reading lamp or an ash tray; remoteness from the radio; absence of drafts, or a number of other considerations that have no direct bearing on physical comfort. Nevertheless, it is entirely possible that your favorite chair owes its appeal to unconsciously enjoyed comfort and relaxation. Your favorite could be the chair that best conforms to your body and gives it the most ideal support when it is at rest.

After we pass from the high-chair estate, it is seldom that sofas or chairs are chosen for reasons other than that they add necessary seating accommodations, blend with other furnishings of a room, or replace the discarded. The woman who will subject herself to half a dozen fittings at her dressmaker's to assure perfect fit will frequently purchase a chair or sofa without having sat in it, except hurriedly and inconclusively. Yet the chair lingers on long after the dress becomes a memory of the season before.

Chairs most definitely should be bought to be *sat* in, not merely looked at. It takes a bit of sitting to ascertain their suitability, especially on the part of those who will do most of the sitting at home. Appearance need not, and should not, be slighted when furniture is purchased, but it ranks second on the sit parade. If a chair is wanted for reading, try reading in it. If it is wanted for card playing, draw it up to the card table. If it is wanted for Mr. Long-Legs or Miss Short-Legs, let it be "tried out." Don't make a hasty decision which will be regretted for years and years to come.

It may be that posterity will conclude that fewer boys and girls in our generation would have "left home" if comfortable chairs had won out over worldly distractions or attractions. We'll never know from where we're sitting until all of us are sitting pretty, i.e., perfectly relaxed.

Straight chair with flat spring seat, fabric-covered half-back and seat. Successful because it is comfortable, has many uses. H. G. Knoll Associates



A bent plywood frame and upholstered seat and back create radical design. Has "no-sag" springs. Chair, a Saarinen creation made for the H. G. Knoll Associates



Gracefully curved seat and back on strong wood support are combined with webbing. Chair is available in various colors. From the H. G. Knoll Associates.

George Nelson's chair design for Herman Miller. Short cane back is interesting feature. An upholstered seat adds comfort



*"I'd like to hire an Interior Decorator,
but you know what they charge!"*

WELL, DO YOU KNOW?

Beatrice Ayres Lamb



Photograph by Karger-Pix

AND do you know what to expect for your money?

Tom Douglas, president of the Los Angeles chapter, American Institute of Decorators, can tell you because he speaks for the entire profession in the Los Angeles area, and because he is in close touch with "run-of-mine" decorators, as well as those who won't even look at your house unless you are prepared to spend at least \$50,000.

According to Mr. Douglas, all reputable decorators charge the same rate—10 per cent. That means simply this: After all costs have been figured, the decorator adds his 10 per-cent commission.

If you spend \$1000, your decorator gets \$100, making your bill to him \$1100. The client is never asked to make full payment until the job is completed. In some cases, however, a deposit or partial prepayment may be requested, because the decorator pays for all purchases and labor prior to receiving your payment in full.

What do you get for your money?

You have a new six-room house. You wish to furnish it at an approximate cost of \$1000 a room (this will buy good, average furnishings). Where the average cost per room is to be \$1000, the total cost (\$6000) is usually divided thus: \$2500 for the living room, \$1000 for the dining room, \$750

each for the two bedrooms, \$700 for the den, and \$300 for the kitchen. If the bathroom is included, cost of this should be subtracted from other rooms.

The cost can be worked out on any other basis you wish, but this plan usually results in the most satisfactory decorating job.

Having decided how much you can spend, you should determine what type of furnishings suit you best. If you are a "solid citizen," you will probably want a traditional style. If you are artistic, you will want something different. If you are very young, you will prefer Early American or Modern. If you are an active "up-and-at-'em," progressive, you will demand Modern.

Make an appointment with the decorator you select—an appointment in your home (even though you may not be living in the house you wish her to decorate). She will call on you, preferably in the evening when the family is at home. She will ask pertinent questions and discuss ideas with you. And, she will study you and your family.

The decorator's next step is to prepare a working plan or model for your home. When it is ready, she will call on you again to discuss it.

An important point to remember is this: few decorators insist on "starting from scratch;" most of them will, if you wish it and if it is possible,

make use of the furniture you already have.

All or most of your furnishings will be factory-made, because it is not possible to have more than a few custom-made pieces on a \$6000 budget. This is not a disadvantage, however, because good decorators know how to individualize factory-made pieces with upholstery and wood finishes.

If you have ever experienced harassing days—even weeks—of searching for just the right drapery materials, an end table that is exactly right for your davenport, or lamps which will lend themselves gracefully to your other furnishings, you will appreciate, more than any other service she renders, your decorator's selection and purchase of every single item needed to complete your house.

You will be smart to let her do this in her own way. She knows where to buy. On all purchases she will take a markup comparable to that used in retail stores. This is a fair practice.

For instance, if you have seen in a retail store a chair you wish for your new house, don't ask the decorator to buy it at that store—and don't buy it yourself. Tell her what the chair is—show it to her if you can—then let her buy it through her own channels. If the chair is purchased from the retailer, either by you or your decorator, the decorator's markup will be added to the store's retail price; if she buys it from her own source (which is wholesale) she will add her percentage to the wholesale price, making the cost to you almost exactly the same as the retailer's price.

OTHER points on which the decorator has an advantage over those who do their own shopping are these: She knows where to buy everything needed at the lowest price and of the best quality, she knows exactly how much to buy (a considerable saving in the long run); and she knows how to cut corners and to avoid waste.

As the decorating proceeds, both you and the person hired to do it may wish to make changes. These should be discussed. If she can, the decorator will comply with your wishes.

It is not necessary to employ the decorator to do the entire job. She may do only one or two rooms. Or, if you like doing the shopping and planning yourself, she will act in an advisory capacity, on a 10 per cent basis.

Just as your doctor or lawyer does not sign a contract with you, neither does your decorator. You discuss cost before the job, and the bill is presented on that basis. No reputable decorator will make any charges beyond the percentage agreed upon. You should expect her to make inquiry into your financial status, however, because she will be paying out her own money to artisan and wholesale houses during the decorating period.

"Actually, it is no more expensive to hire a decorator than it is to do the job yourself," Tom Douglas declares.

So, look forward to the time when you will say, "We have hired a decorator!"



Photographs by F. M. Demarest

The Big News This Fall — Availability!

The lush, heavy satins above are by Covington Fabrics, the colors are paprika, caramel brown and gray. They are called *Beautex*, are 45 inches wide, about 3.30. The gray-and-white provincial design is Barret's new *Swedish Blotch*, 36 inches wide, at about 1.80. You see it again in the lower right corner in brown and white. Top, center, is Goodall's *Skywriting* pattern in flamingo and Morocco brown, 50 inches, at 7.00. Upper right, Barret's *Tabasca* modern-provincial print in deep brown on white, 36 inches, at about 2.40. The gray stripe of dull and shiny texture is made by the Burlington Mills, is 50 inches wide, retails around 2.30

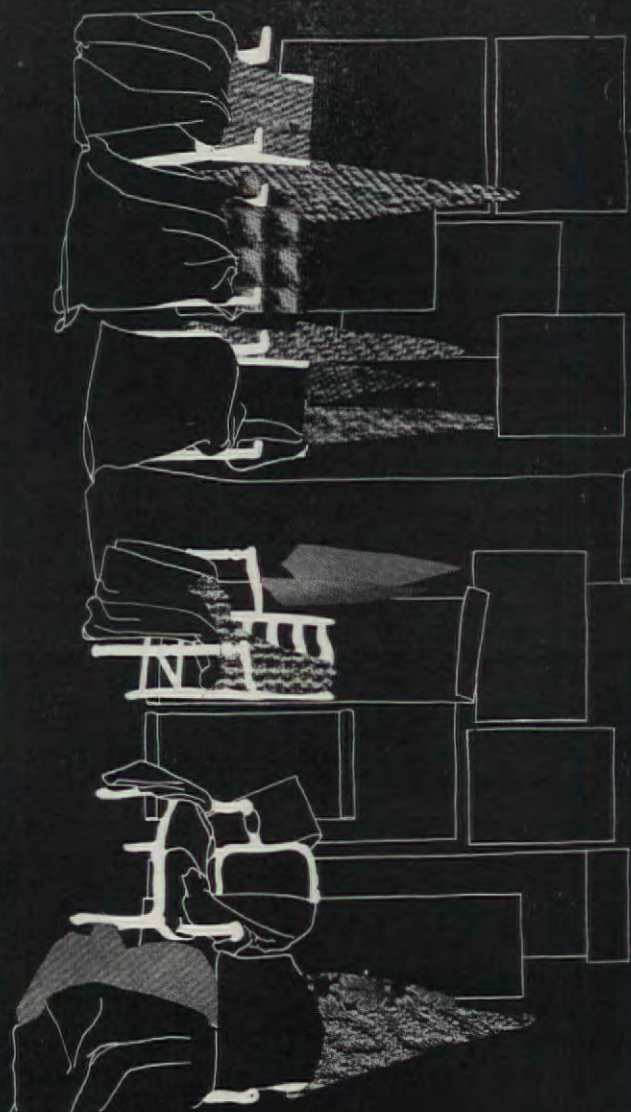
Mary E. Monze and James M. Wiley

LIST OF STORES FEATURING SPOTLIGHT OF THE MONTH ON PAGE 130

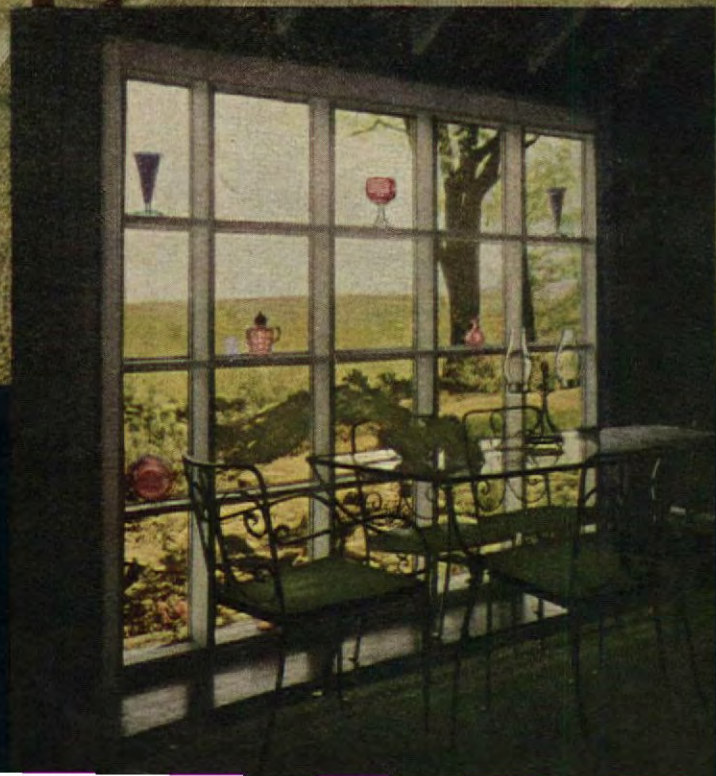
AFTER months and years of "sweating it out," home-makers are now able to turn up almost any type of decorative fabric on the counters of their local drapery departments. Many so-called "decorator" fabrics are shown in sample form only outside metropolitan centers, but are available on "special order" in a matter of days instead of the accustomed long wait of months. A few on these pages are "special order" fabrics, but the majority we show are from large wholesale houses, which means that your local drapery-department buyer has probably already seen them and ordered them or, for that matter, they may already be in your local stores. All of them do a good decorating job, and most are moderately priced. All prices quoted are approximate.

The fall months see a new maturity in long-heralded, plastic-coated wallpapers, and here again *availability* is the song one hears, even though there are few new designs. Your wallpaper dealer is able to order any one of these wallpapers that we've selected and show on these pages.

Tints of beige, taupe, and white are a color scheme that has been a hardy perennial in various decorators' color books since Elsie de Wolff decreed it smart. Lasting through the years, it has waxed and waned in popularity, has recently come into vogue again, especially when in relation to modern furnishings and accessories. In the picture below: top, left, is United Wallpapers' textured stripe in beige and white with a thread of gold, designed for them by Dorothy Liebes, about 1.00 per roll. At its right is La France's beige textured-cotton fabric, 54", about 3.25. Overlapping the cloth is a piece of striated plywood, an interesting texture, from U. S. Plywood Corp. In the center, the wood-grained wallpaper, laid in alternate squares, is Varlar's plastic Beverly Block pattern, about .12½ a square foot. Just to its left is Celanese Corporation's new Celaloom, quite heavy and fascinating to feel, 50 inches, about 3.50. Stretched diagonally across the illustration is Imperial Wallpaper's Strapwork pattern, about 3.00. Below it is S. W. Heim's small-patterned beige tapestry, 50 inches, around 7.50. The other textured cloth is also from S. W. Heim; is slightly checked in darker threads, 50 inches, priced around 9.50



about 2.75. Cutting into it at top is Schumacher's farm-scene print, a Folly Cove design, 36", about 3.50. Hanging on the plaid paper are two Shulman-Abrash poplins, one hibiscus, the other laurel green, both of rayon, each about 2.20. To their right is a wallpaper quaintly reminiscent of patchwork; it is Imperial's Calico, retailing at 2.50. On the chair: From Louisville Textiles, a woven check, 54", 3.50, and a rust-and-yellow woven plaid, 50", 3.75. Next row, over and up: Varlar's amusing Victoriana, a wallpaper with farm-kitchen scene. It's plastic-coated, almost indestructible, sells around .18 a square foot. Beneath it is Midland Fabrics cotton twill called Flora, bright-yellow ground, 36", about 1.10. At bottom, twin wallpapers: Imperial's Gingham, an all-over check in rosy pink, at 1.25, and its mate, Gingham Stripe, which has columns of camellias, at 1.25. Next is Imperial's 18th century striped paper and the deep swagged border which can be ordered with it. Paper, 1.50, border, .40. The scenic design, Imperial's Devonshire, goes very well with the stripe, costs 1.50. On the French chair are two fabrics in a provincial mood by Waverly: Both called Provincetown, each is priced at about 1.40. Hanging at extreme right: A small-scale blue damask by Cohn-Hall-Marx, 54", 4.25, a modern texture in two tones of chartreuse by Burlington Mills, 54", around 3.50. Beneath them, a Varlar plastic wallpaper with pleasant hydrangea pattern, about .15 a square foot. The durable satin in rich blue is by Covington Fabrics, stiff as slipper satin, 45", about 3.25. The rich damask in tea-rose color is by Cohn-Hall-Marx, 50", retails about 5.95.



James M. Wiley

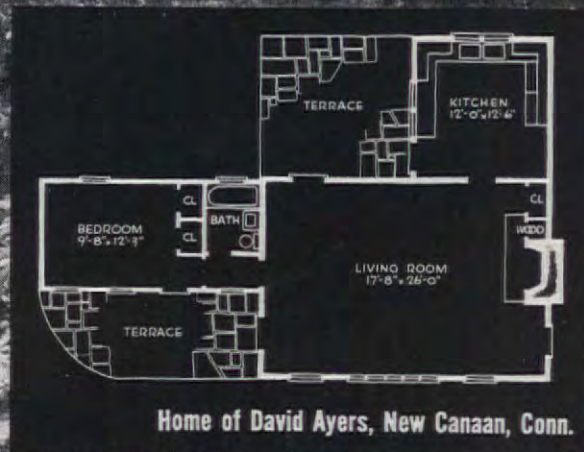
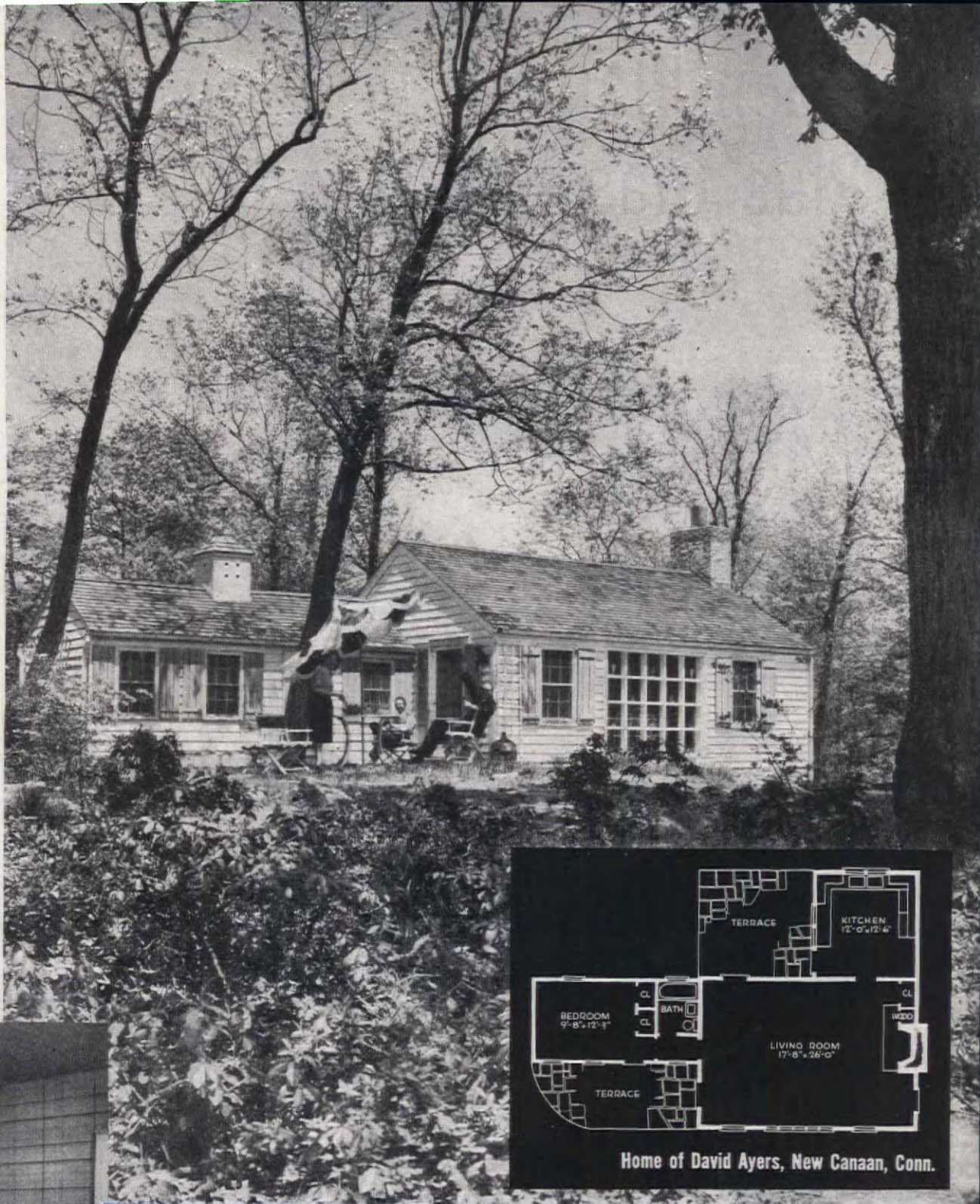
DAVID Ayers is that rare combination of architect and interior decorator. This Cape Cod cottage, simple as it is, shows how these two arts should form one fundamental unit and that both should be planned with an eye toward each other.

In choosing a site for the cottage, the two prerequisites for Mr. Ayers were a view and water in some form. He was fortunate in finding both—the house overlooks acres of wooded countryside, and the property boasts a pond, a brook, and a waterfall.

The exterior is painted white with gray shutters, and the interiors are done in handsome, vibrant colors. The walls, rafters, and woodwork of the 18 by 26 foot living room are white, and the ceiling is painted raspberry pink, with a wrought-iron chandelier dipped in white and decorated with painted strawberries. Flashing white chintz printed in bold colors, white ladder-back chairs, and white iron dining furniture add to its style.

Fern-and-leaf patterns are played against each other in the cool green bedroom—in the wallpaper, rug, and bed dust ruffles. The kitchen has three exposures, and is wallpapered in red-white-and-black plaid.

A new wing will eventually extend beyond the living-room fireplace, and will include a bedroom, bath-dressing room, screened porch, and a garage.



Photographs by F. M. Demarest

All equipment in kitchen is electric. Plumbing and insulation are all that's needed for year-round use. Plan lends itself to additional rooms, added as needed

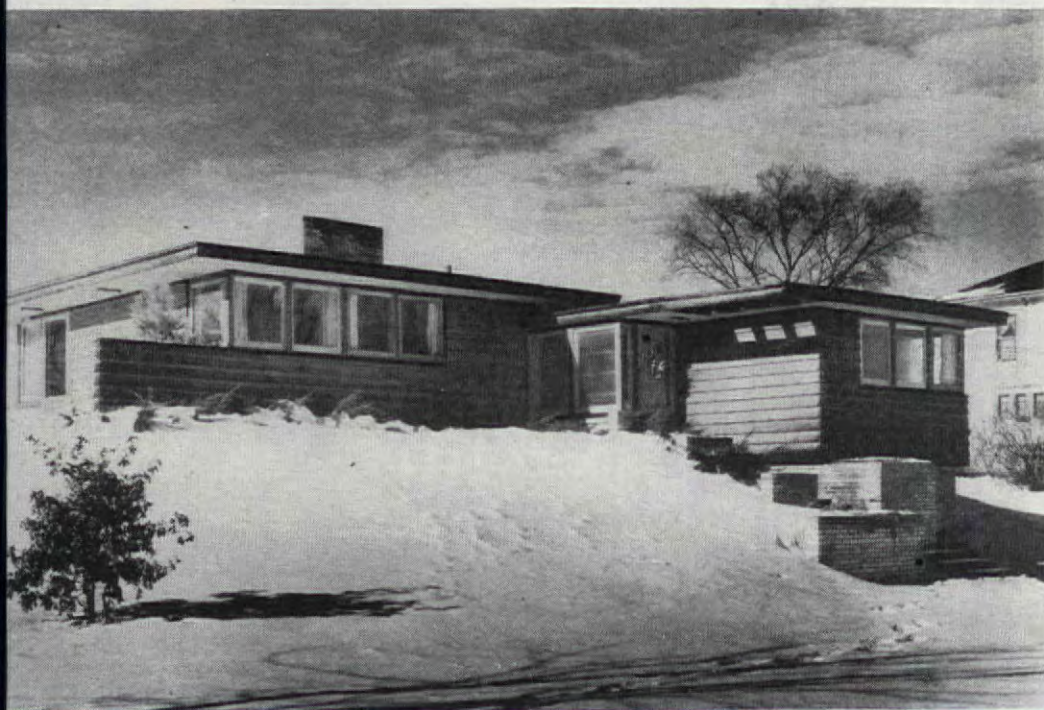
10 *Very Small,
Very Good Houses*



Open Plan Plus Glass Walls

Ethel McCall Head

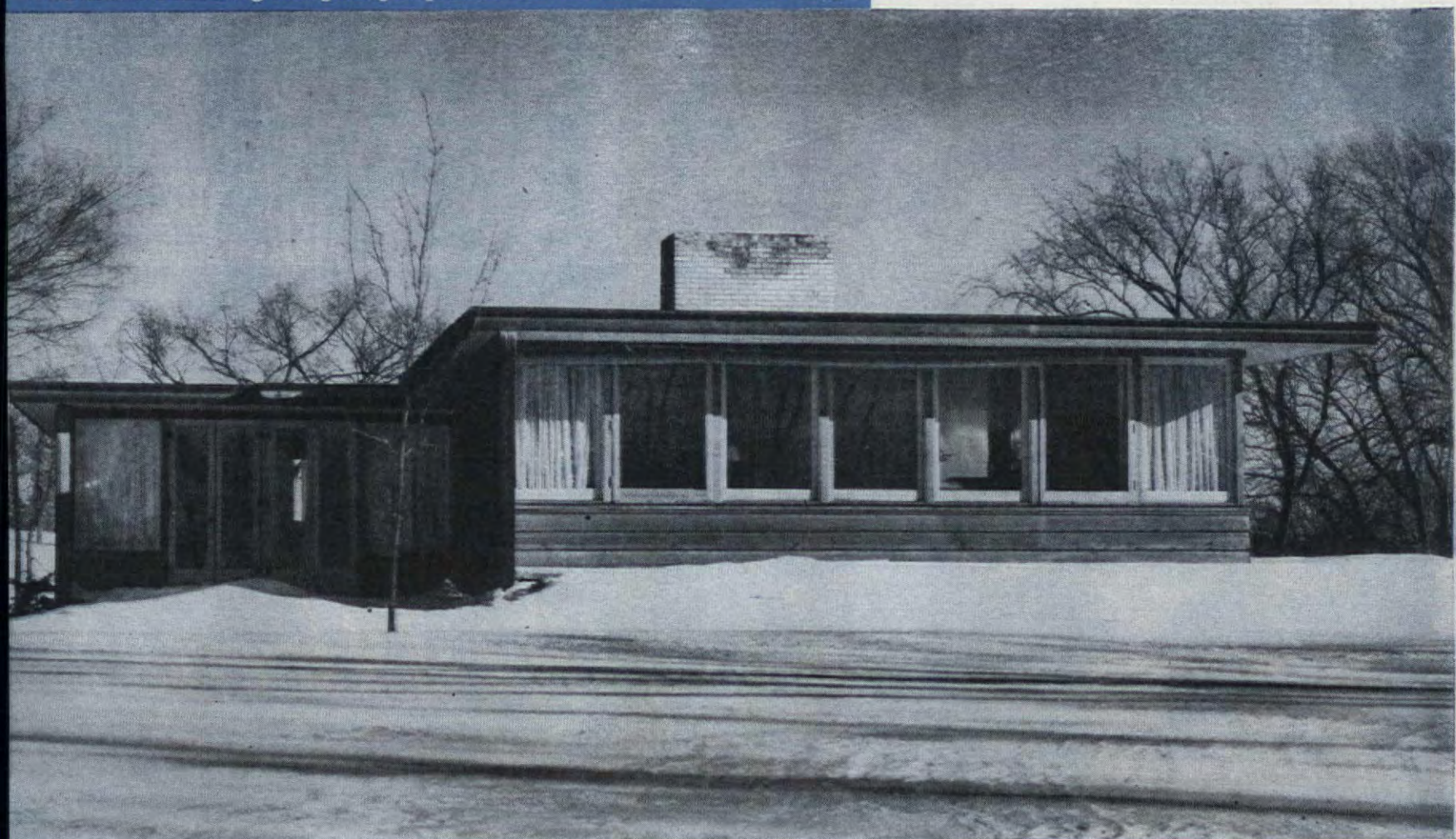
prove practical where snow is heavy and winters are long

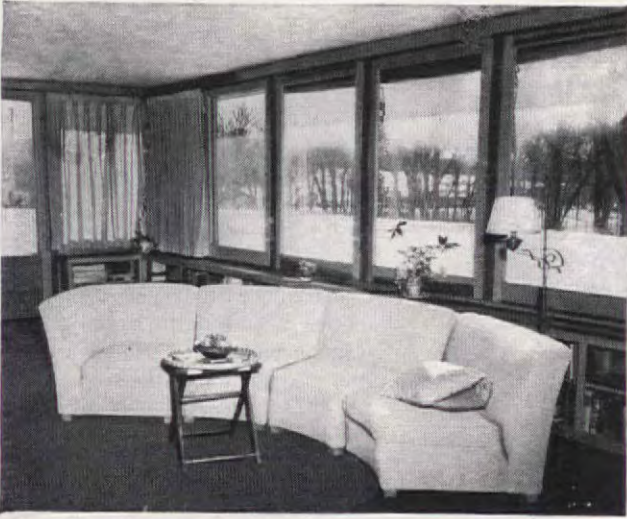


On gently sloping lot, low modern one-story house with horizontal red cedar boarding has garage up front tucked under bedroom wing

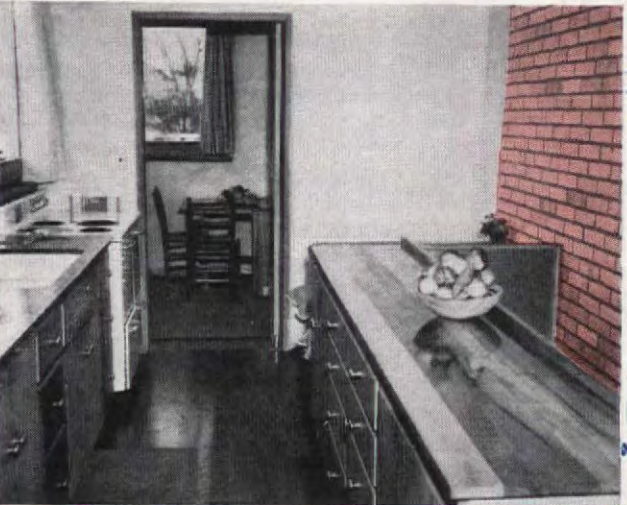
THIS house is in Wisconsin! It has walls of glass, a flat roof, and sits right on the ground with only a very small basement. It is certain proof against the old chestnut—"Oh, modern architecture is excellent, but you can't use it in cold climates." Strange how these beliefs get about. Good planning and modern techniques have never recognized boundary lines; they all add up to an honest, modern American architecture, and there's no good reason why the Far West, California in particular, should have a special priority on this kind of house design. And I speak as a Californian by adoption!

Professor and Mrs. Wells picked a lot of generous proportions which sloped gently upward from the street. This meant that the house could be placed on the crown of the property, with the garage in front inconspicuous under the projecting bedroom wing. Horizontal red cedar boarding has been used on the exterior, plus common brick for retaining walls and for planting pockets which march up the front steps. Wide overhangs extend beyond the flat roof and don't leak, despite the dire prophecies of well-meaning friends. These overhangs protect the large glass areas and control the rays of the sun. There's a small entrance hall with an all-glass south wall for indoor planting. From this hall one may go directly into the long, narrow kitchen, into the bedroom wing, or directly ahead into the living-dining area. The guest bedroom has corner windows to the north and east, which have been placed high to provide for ample

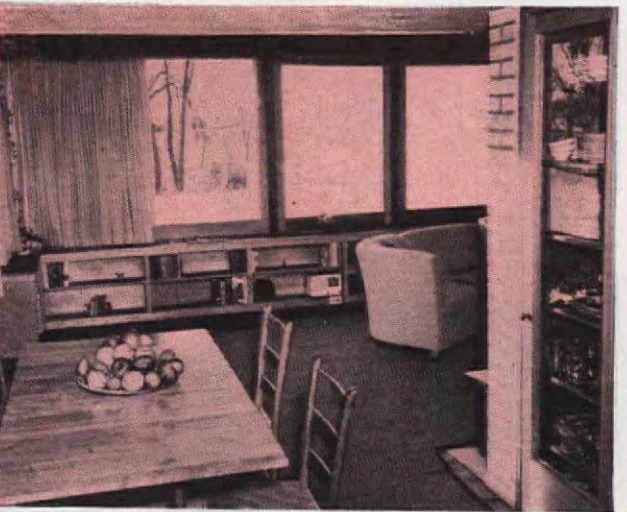




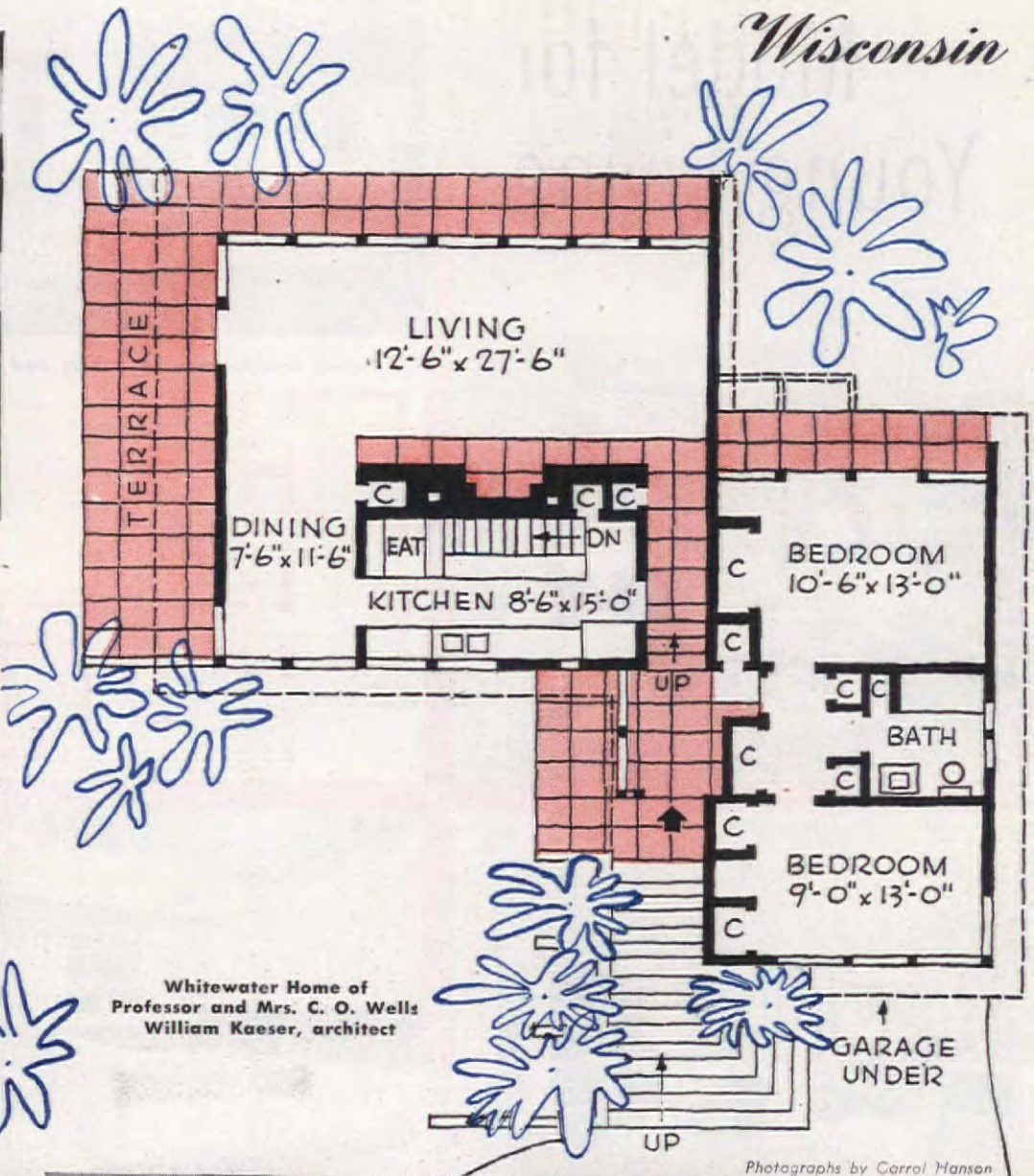
Glass wall in living rooms overlooks lawn. Door leads to paved terrace off dining area



Kitchen combines natural maple woodwork, red linoleum, and brick at fireplace back



Right angle gives the dining area privacy; china storage tucked in behind fireplace



Photographs by Corrol Hanson



Indirect-lighting trough over living-room fireplace continues to the end of room to create difference in ceiling height at dining area

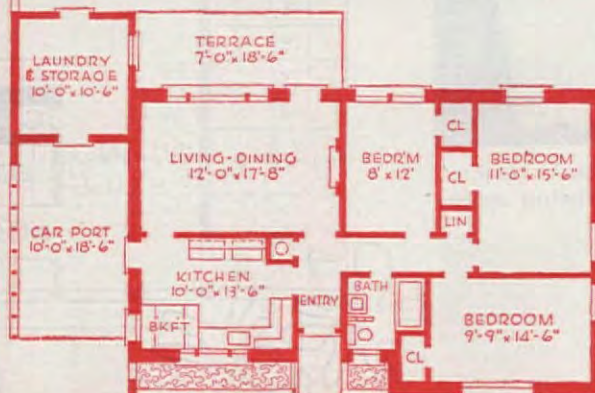
cupboard space below. The master bedroom has a west wall of glass with French doors leading into the garden. Across the entire width of the main house we find the living-dining room, with its continuous wall of glass to the west. The glass has bookcases underneath and a door on the south leading to the terrace. Mr. Wells is amazed at the amount of solar heating the little house gains from the west and south exposures. Since, in Wisconsin, the summers are comparatively short, Mr. Kaeser purposely planned the large glass areas so that the winter sun would not only make the house more cheerful but would, at the same time, give some natural reflected heat. Leading from the kitchen is a convenient sneak stairway to the partially excavated basement.

Model for Young Living

Photographs by Cathey's Studio



Turner and Johnson, designers and builders



Milton and Gwen Atkinson

CRAMMED into this ranch type house, built as one of a group at Tulsa's Model Home Show, are a number of bright ideas which should appeal to any young couple with growing children. The car port, for instance, can double as a play area, and the spacious utility room just beyond is placed for adult supervision while mother attends to the laundry. A door opening onto the brick terrace leads to a drying yard at the rear.

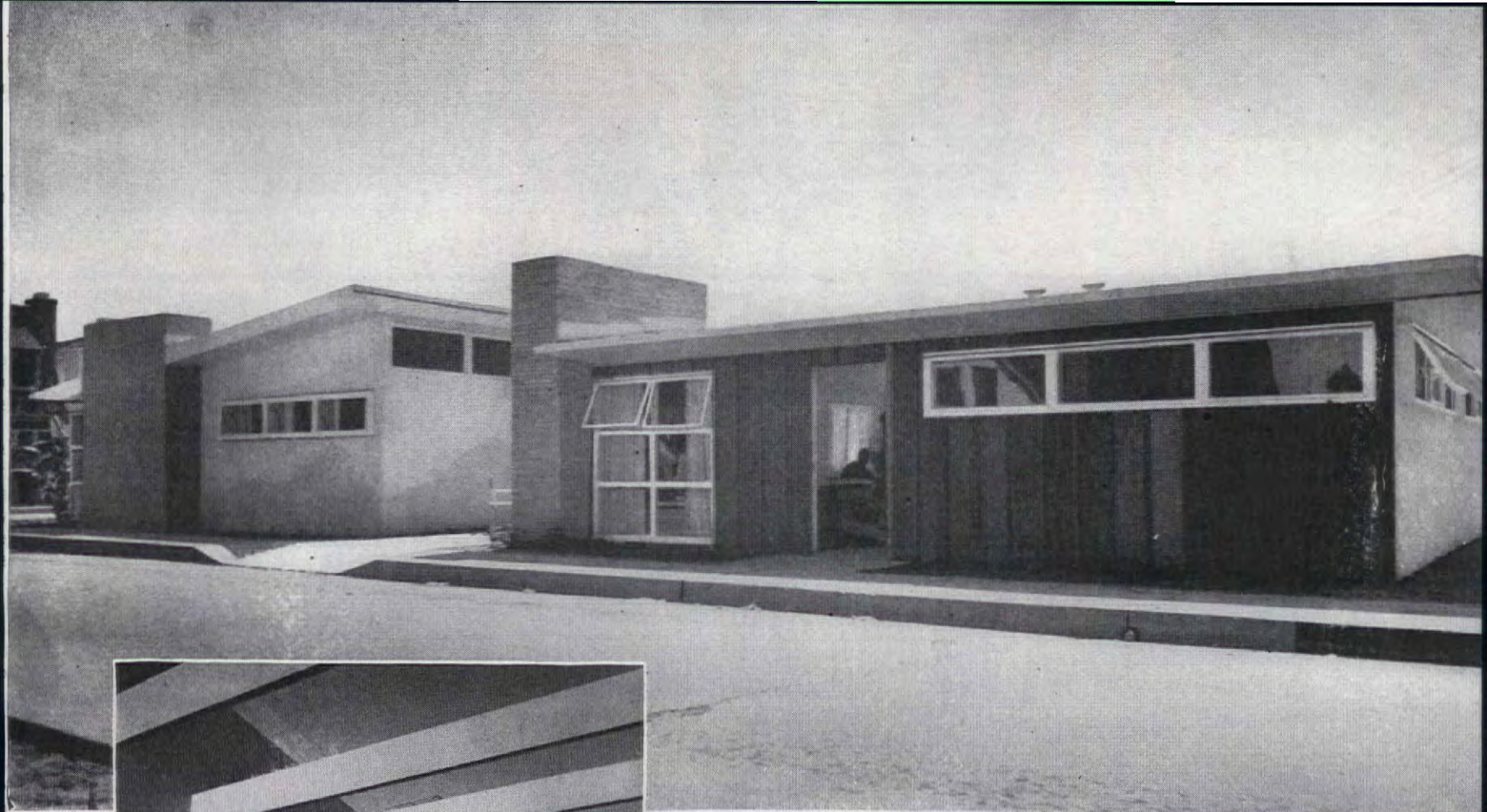
The center of family activity is bound to be the small den-guest room with its gay Chinese-red ceiling, a color echoed in the plaid upholstery of the sofa bed and the tapes of the Venetian blind. Rich-brown "Streets of Paris" wallpaper adds an interesting background for the many activities provided, activities which include sewing, writing, or plain old fashioned loafing. In the well-lighted living room, the fireplace wall is of striated plywood painted soft moss green. At the dining end of this double-purpose room a large indirectly lighted mirror adds much to the spacious appearance. Rose-colored draperies, rich-wine table lamps, and lounge chair are well-selected accents for just the right informal dignity.

There's a well-planned, U-shaped work area in the kitchen, well supplied with mill-made wood cabinets and gaiety is provided by the yellow of the leather upholstery on breakfast alcove benches and the yellow-and-aqua hand-blocked wallpaper.

Oklahoma



Recessed concrete block entrance wall provides spot for gay planting and adequate weather protection



California

2 Brothers Build Own Postwar Homes

Ethel McCall Head



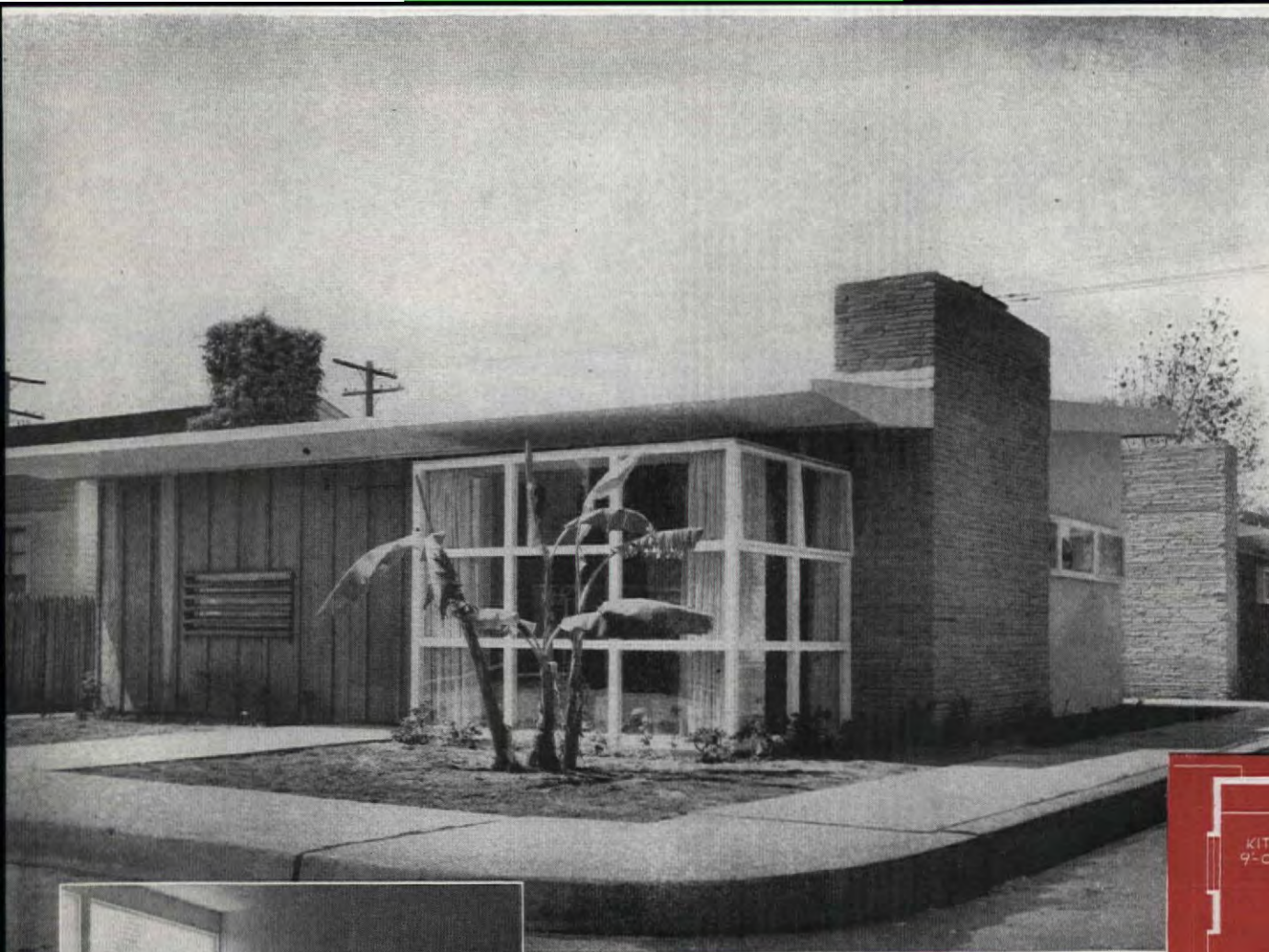
HERE'S the story about the houses that Jack and his brother, Bob, built! It's really the story, too, of two enterprising G.I.'s who just wouldn't take "no" for an answer.

It all started when Jack, the elder and married one, returned from service in the Navy, and Bob finished his stint in the Army Air Corps. They were like a million other veterans who wanted to get jobs, settle down in civilian life and *have a home!* They began making inquiries about G.I. house loans; they talked to contractors and listened grimly to tales of other fellow veterans who had waited month after month only to move, finally, into poorly built, overpriced houses. Everywhere they met a picture of discouragement. Time passed and nothing happened. Contractors promised much but delivered little.

"That's that," the brothers finally said. "We'll build our own houses; then we'll know just what's going into them. Our homes will be on a strictly pay-as-you-go basis. No loans for us!"

Exactly one year later, these two attractive little modern houses were completed. It had not been easy. Both Bob and Jack admit it took long hours of hard work. To start with, though both had saved some money during their years in Service, neither had any to squander. The sale of a mountain-resort lot did help a bit but, nevertheless, every penny had to count. The lot they chose for their future homes was 30 x 85, and they decided to place one house on the corner, the other on the side street. Each house is actually only 635 square feet in area! Yet each has a living room with fireplace, a modern kitchen with dining corner, two bedrooms and bath. This adds up to no mean accomplishment.

Jack drew the plans; Bob sketched the exteriors. Then, with the help of a designer friend, they co-ordinated their ideas. With such elemental floor plans and sketches, they were ready to go to work. Jack returned to his old job and spent only week ends working on the houses, which, to make things harder, are located 70 miles away from his place of work. Bob spent every day for one year working steadily on the two buildings. He slept in a tar-papered corner of one house. He found it much worse than a foxhole for comfort, but he survived. During a three-week summer vacation, Jack was on deck every day, but his contribution was largely week-end labor, plus every cent he could spare from his salary. The women of the household, too, did their share. Young Mrs. Jack Ingram refused to take "no" for an answer when she tried to rent a ton-and-a-half truck to haul siding the boys had located some hundred miles away. The owner of the truck was amazed when an attractive, slight young woman appeared to hire a truck for the day. She finally convinced him that she could well handle such an assignment, and from that day on was a more or less steady customer. Cement mixers and plumbing fittings, garnered in junk yards, sheeting and asphalt tile, were all trucked to the Balboa Island lot. Meanwhile, Mrs. Ingram, Senior, did the footwork in town, hunting cotton drapery materials and other odds and ends necessary for furnishing the houses. Not to be outdone, "Auntie" stayed at home in Los Angeles so, when the weary Jack Ingrams returned to the city Sunday nights, there would be a hearty meal awaiting them. Here we have an outstanding example of co-operative family teamwork. Everyone worked and planned and



House No. 1 is located on corner



Red bands on pink curtains recall bedspread color, walls are beige

Oversized window in living room turns corner . . . walls are pink-beige . . . carpet is gray, fabric, tropical cotton

schemed to find the necessary money to supply Jack with the much-needed building materials.

It's important to point out that neither of these brothers is a trained carpenter, plasterer, or plumber. Young Mrs. Ingram tells, with a twinkle in her eyes, of the many days she packed a lunch box for her brother-in-law before he'd set out to become a "sidewalk superintendent" in order to study the work of skilled craftsmen. Workmen on various jobs became used to seeing the young man with lunch box surveying their labors, and soon began to impart all sorts of professional information and tricks of the trade to the ex-flyer. Bob tells how one day while working he was approached by an eager young man selling magazine subscriptions. Not being in the market for magazines, he asked the salesman whether he'd like a job. For three days, the new friend worked

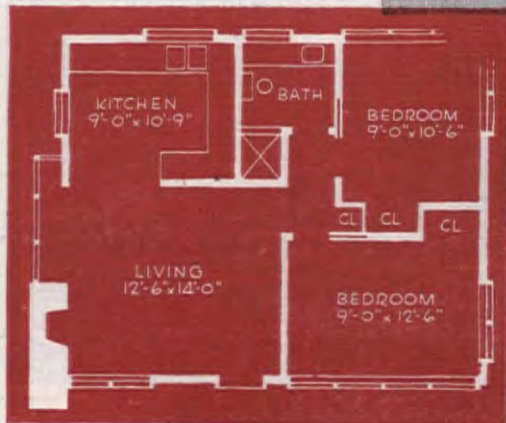


until a particularly difficult piece of mechanical installation was completed, and then took up his brief case once again and started on his way ringing doorbells. The Ingrams admit that they needed some professional labor on the plumbing and fireplaces, but the major portion they, themselves, completed. The houses are quite similar in construction, having concrete slab foundations and normal frame superstructures. Redwood board-and-batten was used for the front of each house, while the other three walls were finished in

Open plan shows kitchen leading into living area, with resulting spacious air



House No. 2 is placed on side street



Photographs by Robert C. Cleveland

aqua-colored plaster. The simple shed roofs are of white, crushed tile on a mopped asphalt base and the fireplaces and chimneys are of flagstone. Generous 9-foot stretches of this handsome masonry give character to the living-room interiors and a bold sense of strength on the exteriors.

Inside, the young builders used striated plywood with its interesting combed finish. This material, coming in large sheets, was an effective method of eliminating the usual interior wall erection mess, and was easy for inexperienced

hands to handle. A single, thin coloring coat was applied to combine with the tones of the decoration decided on by the two women of the households. To avoid floor laying, heavy felt carpeting was applied directly to the concrete slab and, laid wall to wall, gives an air of elegance. Asphalt tile fits in logically as bathroom and kitchen flooring. Transom windows for bedrooms was intelligent planning, since these exposures opened onto street or neighboring houses. Both Jack and Bob like the honest simplicity of modern design, and saw no objection in placing the kitchen exposed at right angles to the living room. They simplified kitchen casework by installing a manufactured sink, drainboard, and metal cabinet unit, adding only an additional cabinet with counter top. Old beds were modernized, and a plywood coffee table, homemade, is Jack's pride and joy.



Red corduroy draperies, bedspread contrast with the gray-blue walls

Kitchen has brown asphalt-tile floor, corrugated obscure glass over sink



Walls and carpeting are gray . . . upholstery, chartreuse, red, green, brown tropical crash . . . draperies, soft yellow



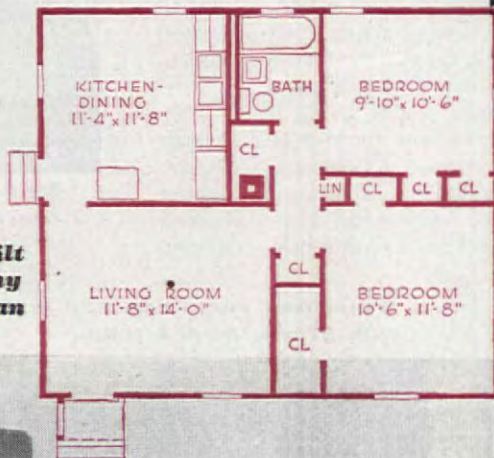
4

Packaged

Houses

William J. Hennessey

One of the many Precision-Built
Homes of Homasote Company
showing typical basic floor plan



Exterior panels and casement sash
of Harmon House are of steel

PERHAPS this country does need a good five-cent cigar, but more important, today, is its crying need for a good, small, low-cost house! One ray of sunshine in an otherwise dismal building picture comes from the knowledge that both architects and manufacturers are also gravely conscious of this need. With this mutual aim in mind, a new direction in housing is taking form—in other words, we are becoming more and more conscious of the packaged house. Shorn of its earlier tendencies toward sameness and beltline monotony, it is beginning to make the great American building public sit up and take notice. Perhaps here is one of the answers to a critical and increasingly important situation.

Let's introduce you to four of the most recent examples of the large-scale packaged house. None of them comes to the site already in a piece. They are built in sections under cover, and assembled on the house foundations. This results in the saving of much valuable time. Some of these manufacturers even guarantee an enclosed house in two weeks! The example manufactured by the William H. Harmon Corporation is the only steel model shown in this group, and is only one of many attractive designs manufactured by this concern. There's a hollow steel, insulated exterior wall, steel structural members, interior walls of fireproof plaster, and all of the necessary mechanical equipment and fixtures included in its price. Perhaps offering greater latitude in design and size than any of the

Leading contenders in the battle for a well-designed, efficient, low-cost house are these manufacturers and their many different off-the-site building methods

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SAFETY . . .

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

LONG LIFE . . .

The sturdy steel cabinets of Trane Convactor-radiators are designed to resist even willful abuse. The "lifetime metal" heating elements last as long as the building.

CLEANLINESS . . .

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

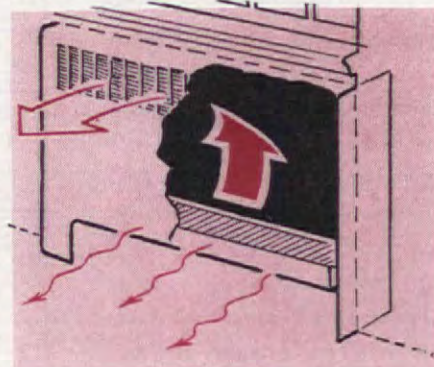
even the most-modest cottage can have this ideal method of heating

For years, the Trane Convactor-radiator has been enjoyed as a custom-built luxury. Only exclusive hotels and apartments, fine homes and other deluxe buildings could afford the unit whose introduction foretold the end of the old-fashioned iron radiator. Now, thanks to advanced production techniques and quantity production, this same ideal heating method—combining the advantages of zephyr-like convected heat and sun-like radiant heat—is made available by Trane for every home and every budget.

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Every advantage you want—beauty, comfort, quick heat, luxury and economy—is yours with Trane-Convactor-radiators. Yet installation is simple, automatic control is exact, and decoration is easy. For more information about the new Trane Convactor-radiators, send a postcard to The Trane Company, La Crosse, Wisconsin, for Booklet A5, "How to Live in June All Winter" . . . or ask your heating contractor or distributor.

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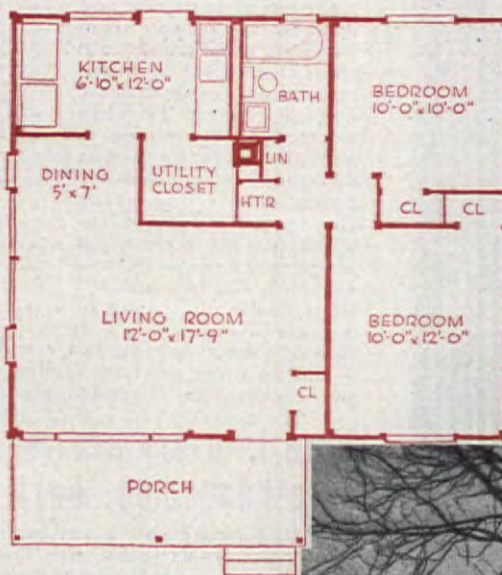
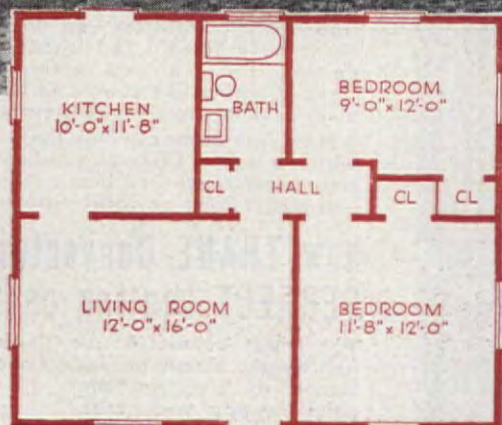
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Compact and trim—a General Plywood Co. house



other methods of large-scale building are the Precision-Built Homes of the Homasote Company. Homasote have authorized dealers throughout the country, all trained in their unique method of modular cutting and erection. Sections are put together, under cover, so they can be erected on the site in fast order. An architect, familiar with this method of erection, can easily design any house to take advantage of this system.

The many attractive prefabricated models of the General Plywood Company sell as packaged houses to dealers and contractors who erect and sell them. Lumber, millwork, sash, doors, etc., come in this package, each piece cut exactly to size for quick, efficient erection on the site. One of the most progressive leaders in the building field is the Celotex Corporation, manufacturers of the Cemesto Precision-Engineered House. Cemesto is a multiple-function building material in single thickness providing, in addition to structural strength, insulation plus interior and exterior finish. These walls require no painting. Cemesto build is cut by the manufacturer, though all other parts are cut in an indoor plant and then delivered to the dealer ready for immediate erection.

Basic model—Cemesto Precision-Engineered House





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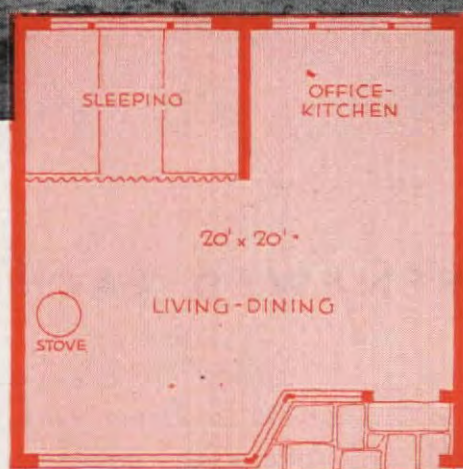
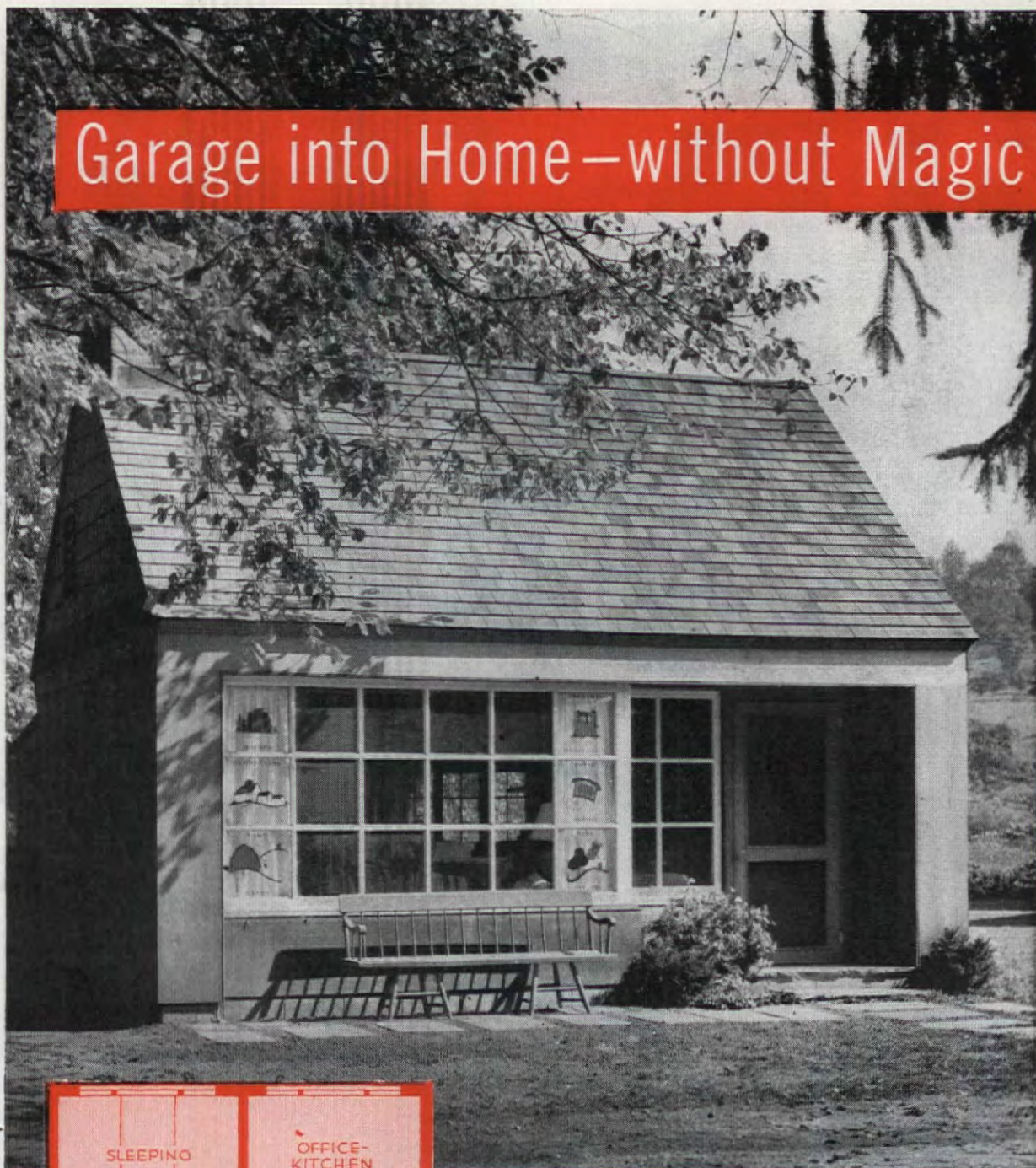
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HERE's a garage that never had a chance—no car ever saw its attractive interior and, if our guess is correct, no car ever will! It all began just before the past war when Allan McDowell, an architect, decided to build himself a home and two-car garage in the midst of a picturesque fruit orchard. The house was to be a combination office-home. The garage was to be—just a garage. But for reasons too numerous and devious to explain now, these plans went astray. When finished, the house became a series of offices for local professional men, and the garage became the combination office-home.

The transition from garage to house was not too difficult. In the first place, the two buildings were

designed in the best traditional manner—simple, clean of line, with a minimum of decoration. A simple gable roof encloses both, and the walls are covered with natural-finished redwood boarding. On the garage, boarding has been placed vertical below the eave lines; horizontal, beaded, and featheredged at each gable. The effect is not completely Early American, nor is it totally modern, but a happy marriage of both styles is perfectly at home in this charming Connecticut village. The roof has a covering of brown stained wood shingles, and there's been a chimney added, built and supported on the ceiling joists. The roof space has been enclosed and is used for storage space. A small sliding stairway in the ceiling makes for easy access to this well-ventilated area.

Careful check on the front elevation will bring to light the framework and trim for the originally planned garage doors. This rectangle now frames an overlarge window flanking the entrance door. There's the quaint charm of an old country store about this

Have you heard

about the \$100 bonus

Bendix owners get ?



It's a fact! Through the years your Bendix can pay you back \$100 or more with the pennies it saves on *soap alone!* That's because the Bendix gets a whole load of clothes

spanking clean on just a few tablespoonfuls of soap!



Many more dollars saved on hot water and clothes!



Unlike other washers which require enough water to submerge the clothes, the Bendix operates on the better-washing "Tumble-Action" principle. Clothes are tumbled in and out of a small amount of active suds hundreds of times . . . so gallons of hot water are saved.

No rub, scrub and twist, either! Clothes last longer because the gentle "tumble-action" saves wear and tear.

So don't be fooled by the price tag on a "bargain" washer. Consider *all* the costs and you'll agree the biggest value is the Bendix.



How the Bendix works . . . while you RELAX!

Just put in the clothes, set the dial, add soap . . . and you're through! Gently, but thoroughly, the Bendix washes, triple-rinses, and damp-drys the clothes . . . *automatically* . . . even when you're not in the house.

No other washer has done so much work for so many millions of women for ten trouble-free years. See the Bendix in action at your nearest Bendix Dealer's store, today! *New! Don't miss the Bendix automatic Dryer and Bendix automatic Ironer.*

BENDIX HOME APPLIANCES, INC., SOUTH BEND 24, IND.
AVAILABLE IN CANADA AND MEXICO

BENDIX
automatic
Washer
OVER A MILLION NOW IN USE



"If you can afford a washer . . .

you can afford a Bendix"

"LOOK WHAT WE GOT
WITH ONE YEAR'S
SAVINGS AFTER WE
INSULATED WITH

Gold Bond

ROCK WOOL
INSULATION!"



A beautiful table
like this, at better
furniture stores
everywhere, costs
around \$60.00

• Yes, you can save enough money this winter to buy a beautiful table, or radio, or vacuum cleaner, or many other things you need... simply by insulating your home with fireproof Gold Bond Rock Wool. Why? Because you'll save up to 40% on fuel bills every year! And you'll have a warmer, draft-free home in winter and a cooler home in summer, too. Last year alone more than 100,000 thrifty homeowners added health protection and comfort to their homes the Gold Bond way.

It's simple and effective! The world's finest home insulation, fireproof Gold Bond Rock Wool, is quickly and neatly "blown" in the outer walls and roof of your home by a factory trained Gold Bond Rock Wool Applicator.

CALL YOUR LOCAL GOLD BOND APPLICATOR

His name is in the classified section of your phone book under "Insulation." He will be glad to give you a free cost estimate, and explain how every job must meet the standards set up in his Factory Specifications Manual before it receives the Gold Bond Seal of Approval. You can trust your Gold Bond Applicator. He is an insulation specialist who will give your home the best insulation job you can buy.

NATIONAL GYPSUM COMPANY
BUFFALO 2, N. Y.

National Gypsum Company, A-10
Buffalo 2, New York

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

Name
Address
City



Photographs by author

Coal heater with exposed pipe keeps the one-room house snug during cold winter

window, especially attractive seen from the inside. The old, gnarled trunks and foliage of the apple trees are an ever-fascinating natural mural. Inside, all corner posts and many structural members have been exposed, and the brick floor over a concrete slab adds to the primitive appearance. The rear is divided into two spaces; one is used as the office, with its drafting boards and built-in desk—the other space has two built-in bunks and necessary closets. These areas have been covered with wallboard and painted. They close off from the living room by means of striped sailcloth curtains; this same cloth is used at the front window. An old lean-to was moved behind the office for coal and tool storage.



Interest at doorway increased by low planting in large, square drain tile



All-purpose table serves for conferences by day, meals and games during evening



Housekeeping on small scale is possible in the exposed kitchen near the office



WINDOW BEAUTY IN EVERY ROOM OF YOUR NEW HOME!

ANDERSEN

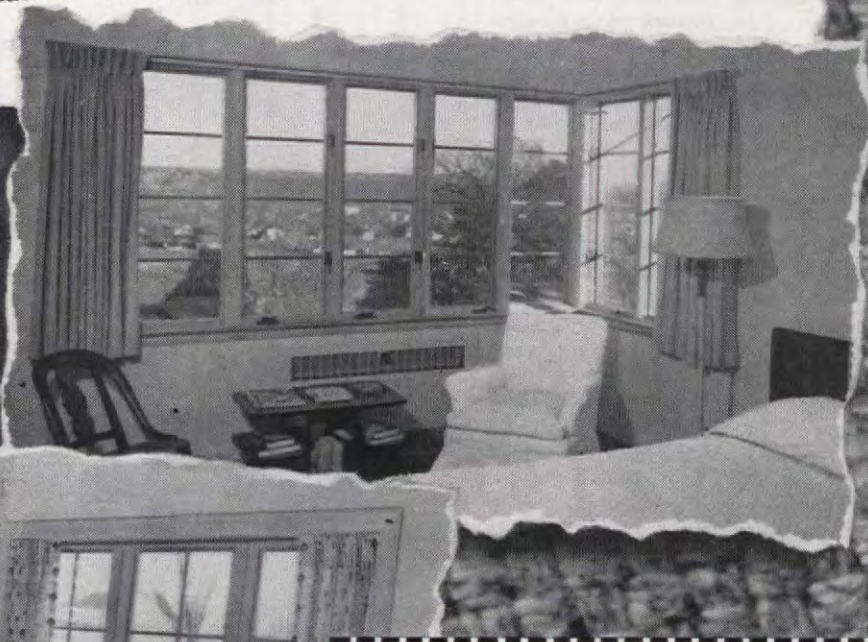
Windowalls

WINDOWALLS add charm and beauty to every room in your home—living room, dining room, bedroom or kitchen. In each room they invite sunshine and fresh air, open up a view, and function both as windows and as walls. Make your home more beautiful by choosing windows

carefully—and for gracious lines for friendly shadows and highlights, use WINDOWALLS, because they're made of wood.

Send for window ideas and for more information about WINDOWALLS by Andersen.

ONLY THE RICH CAN AFFORD POOR WINDOWS



MAIL THIS COUPON!

Andersen Corporation, AH107, Bayport, Minn.

Gentlemen:

Please send me literature full of window ideas for my new home, as well as information about WINDOWALLS.

Name.....

Address.....

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

State.....



Cold Weather Ahead?

... BETTER REPLACE DIRTY FURNACE FILTERS



Better get ready for another heating season! And how lucky you are—you who enjoy the many advantages of modern warm-air heating.

With a minimum of attention—usually only the replacement of dirt-clogged filters—your furnace provides the ultimate in clean, thrifty heat. But it does need clean filters to operate efficiently.

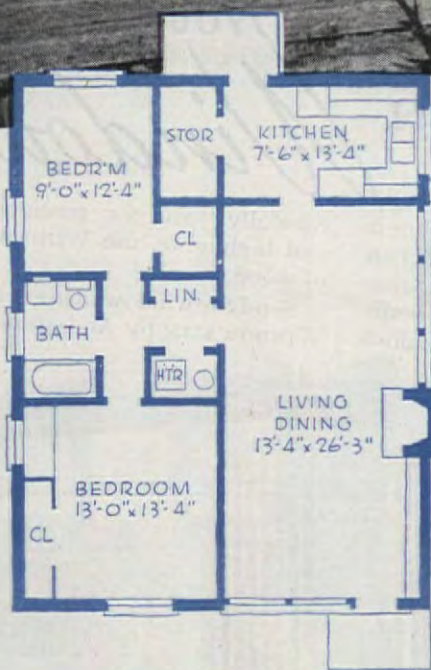
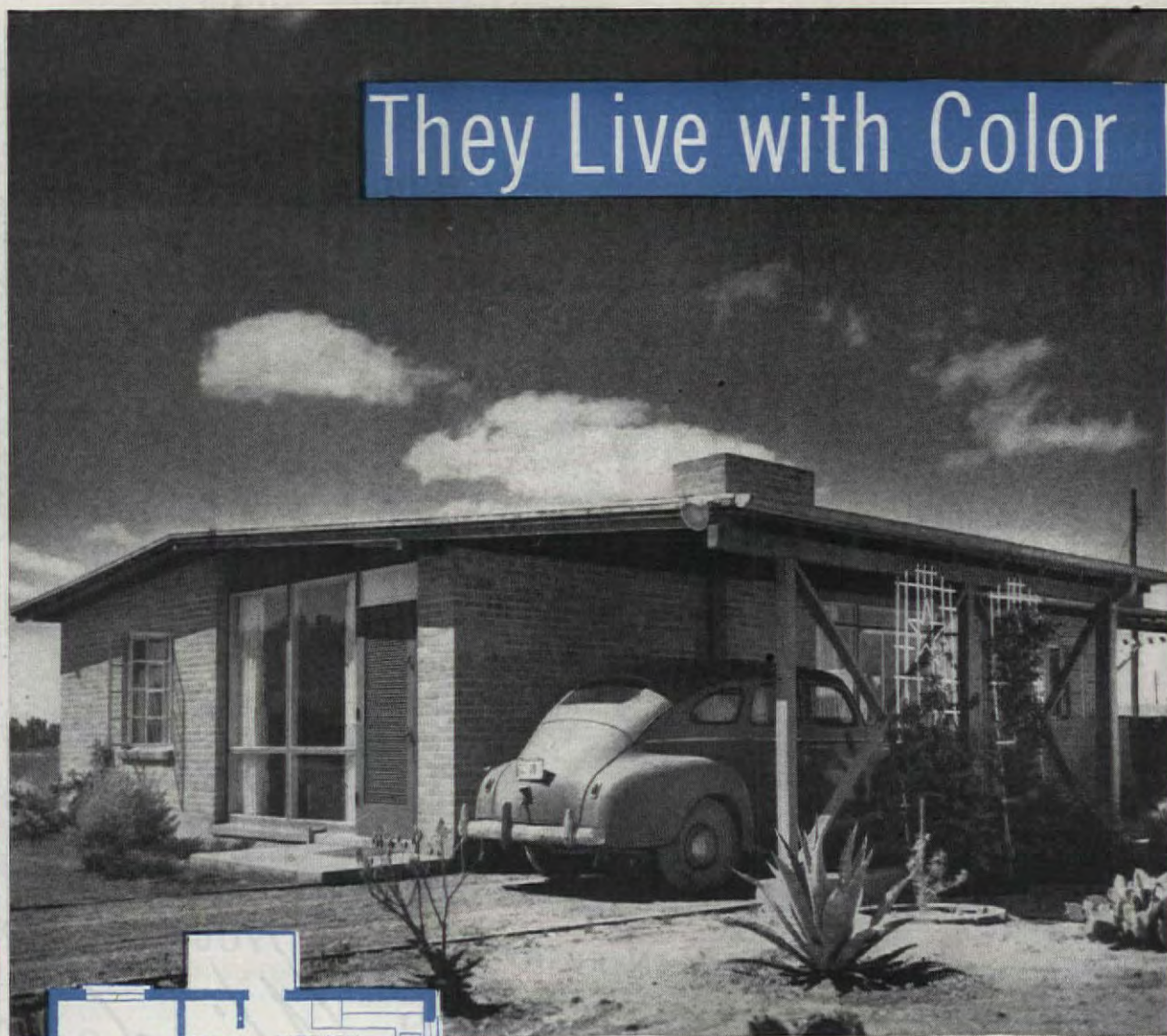
New DUST-STOP Air Filters, installed now, not only save you money on fuel, they prevent the recirculation of dust and lint, lessen the work of housekeeping, save money in cleaning bills.

So order a set of new filters from your dealer today! And be sure to say "DUST-STOPS"—they're standard equipment in practically all forced-warm-air furnaces.

Owens-Corning Fiberglas Corporation, Dept. 905, Toledo 1, Ohio.
In Canada, Fiberglas Canada Ltd., Toronto.



DUST STOP
AIR FILTERS
a FIBERGLAS Product



Home of
Mr. and Mrs. Al Fine
Tucson, Arizona
Gordon Maas Luepke,
A.I.A., architect

Louise Price Bell

WHEN Sylvia and Al Fine began to furnish their little house, both were agreed on one thing—it must have color, and plenty of it! On its exterior the house is not unusual, with concrete brick and simple lines, but from the time you whang the brass knocker on the green louvered entrance door, you meet color face on—clear tones that give a lilt to your spirits. Here we have "proof positive" of what color can do to a simple and inexpensive house.

The house, itself, covers only a thousand square feet, but it is well organized and functional in plan. According to architect, Gordon Maas Luepke, there's not a superfluous thing about it. The ceilings are the roof, with excellent insulation, of course. Even the four-by-four mullions act as both supporting members and window divisions. Waste space is nowhere apparent. Though doll-like in proportion, the effect is one of great spaciousness.

The main room is a combination living-and-dining space. Here the walls and ceilings are painted lovely shades of green. As contrast the fireplace

Arizona



Except in patio in rear, all planting is of the desert type in keeping with the locale



It's SO EASY to make
your home **BRIGHTER** and
FRIENDLIER when you . . .

1. Paint RIGHT with Color Dynamics



How can certain color arrangements make a living room seem more friendly and intimate? Why do bedrooms facing in one direction require different treatment from those on the opposite side of the house?

Pittsburgh's COLOR DYNAMICS provides home-owners with the answers to these and many other home decorating questions. That's why this new system of painting has helped many thousands to choose colors that make their homes lovelier to live in.

The influence of color upon human beings has long been recognized by science. COLOR DYNAMICS is based upon this knowledge of the *energy of color*. By following its principles, you can select colors for every room in keeping with its use and exposure to light and sun. It helps you to "remodel" your home — make rooms seem wider or longer, ceilings appear higher or lower.

When next you paint, do it the COLOR DYNAMICS way! This new method is explained in a booklet containing many practical suggestions. Ask your Pittsburgh dealer for a free copy. Or mail coupon below.



2. Paint BEST with Pittsburgh Paints

As with COLOR DYNAMICS you do the job *right* — so with Pittsburgh Paints you make its benefits *last longer*!

Only Pittsburgh Paints are enriched with special "Vitolized Oils." That's why they flow from the brush more smoothly, cover greater area and keep their soft-toned beauty longer than ordinary paints. There's a Pittsburgh Paint for every home need.

Wallhide, a real oil-base wall paint with a truly one-coat finish that can be washed repeatedly without streaking. Florhide Floor Paint adds lively, durable beauty to wood or cement floors. Waterspar, a superior household enamel, makes all trim and woodwork sparkle. Sun-Proof-House Paints, in modern colors, have greater hiding power, chalk resistance, color holding and durability.



PITTSBURGH PAINTS
PITTSBURGH PLATE GLASS COMPANY, PITTSBURGH, PA.
PITTSBURGH STANDS FOR QUALITY PAINT AND GLASS

Send for this **FREE Book!**

Pittsburgh Plate Glass Co.
Paint Division
Department AH-107
Pittsburgh 22, Pa.



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

Name _____

Street _____

City _____

Zone _____

State _____



Abraham & Strauss, Brooklyn, uses 2 Kentile colors — Fleecy Cerulean (D-225), Travertine (D-247) — plus ready-to-install Feature Strips, Shuffleboards and ThemeTile music notes and letters.

Keep Summer In Your Basement

Yes, that precious spirit of summer can be held, all year, right downstairs. Your lovely terrace furnishings can turn your basement into an added room for leisure, for fun. All you need are bright walls, and a spirit-lifting Kentile floor. Kentile's ideal downstairs because you can design your games right on the floor, and no matter what your color scheme or your mood, Kentile patterns and shades can be combined to fit. And now you can also add extra zest with *ThemeTile* — decorative silhouettes or symbols in squares set right with the Kentile. As for wear! Kentile's virtually wearproof, shockproof, even under kids' rough and tumble fun . . . and resilient, comfortable. It's the lowest cost flooring known, and because it's laid in squares you have no waste, no yardage left over. Kentile is the only correct type of flooring to lay on concrete in contact with earth. Look into Kentile . . . for your basement . . . a new kitchen . . . a smart entrance hall. Ask your Flooring Firm. If they can't supply you write David E. Kennedy, Inc., Brooklyn 15, N. Y.

KENTILE
Asphalt Tile
Trade Mark Reg.

Floor Fun For Young And Old

A modern kindergarten features *ThemeTile* letters and numbers set into bands of Toledo Red (C-109) contrasting against the field of Breccia (B-245) — a floor for safe play and rugged wear.



Photographs by George Geyer

which is located on the outer wall, was left with its natural gray brick showing. The Fines felt that this color break would be interesting and relieve the room of any tendency toward monotony. From a decorating angle, these two tones are happily married. Both ends of this combination room have wide windows hung with a bold-patterned, pepper-motif fabric. Neutral floor covering extends from one end to the other with unifying effect.

Host and hostess chairs at the black table are covered in the curtain fabric. The four other chairs copy the same pepper red in plain, rough material. Here and there we find touches of soft yellow, the color of pepper seeds, solid on some chairs, striped on others. Plenty of built-ins make for neat-as-a-pin housekeeping. A convenient,

well-planned kitchen is directly behind the dining area, and opens onto a wide, flower-hemmed brick terrace with its ramada roof above. On balmy days meals may be served here with little extra work. There's a sizable patio garden with built-in fireplace.

One of the bedrooms has a storage wall along one side—ceiling height wardrobes with a chest of drawers. For such a tiny house, there's an overabundance of closet space. The bedroom leading to the terrace is a combination study, hobby and reading room, and also guest room. Bookshelves line one wall, and the double door leading to the terrace gives Mrs. Fine plenty of light for her hobby oil painting. Because the house is easy to keep in order, she finds more and more time for this pleasant pastime.

IMPERIAL
Washable
WALLPAPERS

Green and gray form background for the uncluttered living-dining room with gay, overscaled pepper-motif fabric at windows. Brass plant holders brighten gray fireplace

Host and hostess chair at black dining table copy the same drapery motif. Other chairs pick up soft yellow tones of pepper seed, in either solid colors or striped. Dual-purpose chairs may be used in both ends of room, covered in pepper-red textured fabric



PATTERNS FOR A NEW HORIZON . . . New-as-tomorrow inspirations in Imperial Washable Wallpapers . . . captured from the Colonial, gleaned from the classic, sparked by the present . . . to bring new vistas of beauty to your home. Key your decorating to wallpapers identified by the Imperial silver label. Imperial Washable Wallpapers are "Color-Locked"—guaranteed washable and light-resistant. Fair prices, established by Imperial, are plainly shown in sample books for your protection. For decorating ideas, send 25¢ for Jean McLain's "Color Harmonizer" booklet to Imperial Paper and Color Corporation, Dept. A-46, Glens Falls, New York.





"Lovely Light and Subtle Shadow..."

*Flexalum makes my rooms
twice as beautiful!"*

• Daylight is softened—gently diffused—through easily controlled Flexalum Venetian Blinds. Custom-fitted to your windows, Flexalum Venetian Blinds close perfectly for absolute privacy. Made of a special formula aluminum, only one-third the weight of ordinary blinds, Flexalum will not lose its shape, sag or warp. Because the glowing satin-smooth plastic finish is "Duratized"—*permanently sealed on*—even washing cannot dim its luster. It will not peel, chip or crack. Watch for Flexalum Venetian Blinds in many exciting new decorator colors... perhaps your Flexalum Dealer has them for you now.

HUNTER DOUGLAS CORPORATION, RIVERSIDE, CAL.; 150 BROADWAY, NEW YORK 7, N. Y.

Flexalum
REG. U. S. PAT. OFF.
VENETIAN BLINDS



HUNTER DOUGLAS CORPORATION, DEPT. A
150 BROADWAY, NEW YORK 7, N. Y.
Please send me "33 Ways to Beautify Your
Home with Venetian Blinds." I enclose 10¢
to cover cost of mailing.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Send for this Attractive Booklet
Sixteen pages of beautiful
4-color illustrations giving
you an entirely new
conception of how lovely
your windows can be.



Photographs by the author



A New England country store
took on new life when it was
sold to Mrs. Theodore. Paint
outside and an attractively
decorated interior brought
new business. Folks came to
see—and then stayed to buy

P. A. Dearborn

Yankee Storekeeping Has Paid Off...

IT was the war that brought slim, young Mrs. Ellen Theodore all the way from Minnesota to Greenbush, a small Massachusetts coastal town located near Scituate. When her husband joined the Army and went overseas, she packed her bags and came East to settle down with her sister who was already living in the town. Before long Ellen Theodore was proving herself as enterprising and hard-working as any native Yankee, and had become the successful owner-operator of the Country Way Market, a local, old-time general store. No small part of her prosperity was due to the fact that she had wit and imagination enough to redecorate the dark interior, bringing light and color inside, yet she managed to retain the comfortable "cracker barrel" atmosphere of the original store.

It all began when Mrs. Theodore became bored with "just sitting" and decided to look around for something in the way of a promising business opportunity. She located an old-fashioned country store that was up for sale and promptly bought it. The store was cavernous and gloomy inside, and though a variety of merchan-

dise was piled on the shelves, it was badly displayed and out of reach. But the building, itself, dating back to 1850, overlooked a large pond and was pleasantly located near the intersection of the main coastal highway and an old road on which stands the house where Samuel Woodworth wrote the now-immortal lines of *The Old Oaken Bucket*. The surrounding homes belonged to summer and permanent residents. While the bulk of the store's trade came from the summer colony, it attracted a certain year-round clientele, too, due to the fact that the local post office occupied part of the building.

When the sale was concluded, Mrs. Theodore rolled up her sleeves and set to work. Background training in home economics and art came in handy as she began remodeling. Old shelves were rearranged and new ones built. A coat of white paint on somber walls and dingy showcases made the place bright and clean. New merchandise was neatly organized for convenient handling and sales appeal.

Then, during the long winter months, in addition to dispensing groceries, driving a mail route, buying supplies,



DELICATELY FORMED MUSICIAN FIGURINE, T'ANG DYNASTY CIRCA 600 A. D. COURTESY METROPOLITAN MUSEUM OF ART

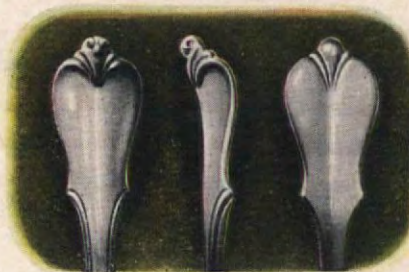
*"Third Dimension Beauty"...the ultimate
in silvercrafting...is found only in*

**WALLACE
STERLING**

In your selection of cherished solid silver you will naturally be satisfied with nothing less than superlative silversmithing. The "Third Dimension Beauty" of Wallace Sterling expresses this exquisite artistry at its finest. Wallace Sterling's "Third Dimension Beauty" patterns are sculptured... given full body and complete form on the sides and back as well as on the front. The achievement of more than a century of fine silvercrafting, solid silver with "Third Dimension Beauty" is exclusive with Wallace. From left to right: Stradivari, Sir Christopher, Grand Colonial, Grande Baroque, Rose Point. Six-piece place settings include luncheon knife, luncheon fork, cream soup spoon, teaspoon, salad fork, butter spreader; about \$25 to \$30.

©1947 Wallace Silversmiths, Wallingford, Conn. • Since 1835 • Wallace Silversmiths, Toronto, Canada

THIRD DIMENSION BEAUTY



*Beauty
in Front*

*Beauty
in Profile*

*Beauty
in Back*

YOU CHOOSE STERLING ONCE FOR A LIFETIME...SO NOTHING LESS THAN THE FINEST WILL SATISFY

modern furniture

keyed to

a note of friendly charm



Photograph by Paul Davis

Heywood-Wakefield Modern takes a knowing turn toward grace and charm that makes it pleasantly livable through the years. It is designed and fashioned with the attention to convenience and construction features you'd expect from a century-long background of fine furniture making. Because the designs are "Home Planned," you can buy today, knowing your future purchases will harmonize perfectly as you add them to bedroom, living room or dining room. Look—and ask—for Modern furniture with the Heywood-Wakefield emblem—in light toned "wheat" or "champagne" finish—at better furniture and department stores.



Gardner, Massachusetts



Inside walls, once dark and unattractive, were painted spotless white. In her spare time, Mrs. Theodore decorated showcases, counters, and shelves with original designs—fruit and flower patterns in gay colors

and butchering meat by rule of thumb and the OPA guide, Mrs. Theodore found time to decorate the shelves, columns, and counters with colorful, original designs in green, red, yellow, and black. When customers came in, she would climb down from a ladder to wait on them. Usually, the customers became so interested in watching the designs take shape that they came back again and again to see how things were progressing.

After she finished decorating the store, Mrs. Theodore began remodeling what was once a large meat refrigerator (about 20 feet square) into a small apartment for herself and her husband, now discharged from the Army. The heavy, foot-thick, insulated icebox door became the door to the apartment, and was decorated with free-flowing designs and the crest of Luxembourg, where Mr. Theodore was

stationed while overseas. A highly polished Franklin stove furnishes heat and adds to the atmosphere. A large upholstered chair was recovered in an attractive blue-green fabric with white trim, and striped material, predominantly terra cotta in color, was used to slip cover the beds. A fair-sized bath and kitchen are located between the store and the apartment. The kitchen is painted bright apple green and decorated with colorful designs.

Mrs. Theodore's storekeeping career is a real success story. From grim beginnings, she managed to create a thriving, lucrative business and a home as well. The Country Way Market, due to its attractive atmosphere and the pleasant manner of its proprietress, has become a gathering place for local shoppers. "Being a Yankee storekeeper has paid off," says Mrs. Theodore, "and it's been fun, too!"



A comfortable apartment was contrived from what was once a large meat refrigerator. Cupboards, end table, and beds in bedroom-living room were all built in. Freehand designs add charm to door and curtains

THE AMERICAN HOME, OCTOBER, 1947

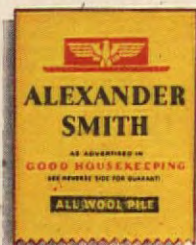


Like it or not . . .

You Live in a Show Window, too!

Would you be proud to display your living room . . . just as it is . . . in a store window? Yet that's the way it is revealed to friends. How can you make *your* room smarter? Start by pensioning your old rug. Cover your floor with Alexander Smith's Patrician Broadloom, the exciting new sculptured Axminster carpet with the floral design in relief. Choose

Patrician for your very special rooms. See it and all the Alexander Smith Floor-Plan Rugs and Broadloom Carpets at your city's better stores. Many at budget prices and in B.H.F. colors. Send for Clara Dudley's free Color Idea Book. Write Alexander Smith & Sons Carpet Company, Department S-68, 285 Fifth Avenue, New York 16, New York.



ALEXANDER SMITH

FLOOR-PLAN RUGS • BROADLOOM CARPETS

**\$41,000
in Prizes!**

Win a new Kitchen

or \$5,000 cash!



-completely installed and equipped
-designed especially for your home!



OR you can have any of these wonderful General Electric units from the Grand Prize kitchen, plus the difference in cash up to \$5,000.

- Refrigerator
- Range
- Automatic Washer
- Electric Sink with Dish-washer and Disposal
- Cabinets
- Ventilating Fan
- Automatic Roaster
- Waffle Iron
- Electric Mixer
- Automatic Toaster
- Automatic Coffee Maker
- Sandwich Grill
- Double-Duty Iron (steam and dry)
- Kitchen Clock
- Radio

Plus a year's supply of Swift's Cleanser

Now you can have the kitchen you've always wanted! Complete in every detail from floor to ceiling—including redecorating and special lighting—everything you need! All designed exclusively for your home and completely installed as soon as possible after close of contest. If you don't need *complete* new equipment, you can take any part thereof and cash difference up to \$5,000. Gas appliances furnished if requested.

BUT that's not all! There will be *many* winners in this sensational contest!

Just Look! 1151 Prizes in all!

**Tear
this
out
NOW!**



100 GE ELECTRIC MIXERS—**2nd PRIZES**



500 GE AUTOMATIC TOASTERS—**3rd PRIZES**



500 GE ELECTRIC STEAM IRONS—**4th PRIZES**

**Big Weekly
Bonus Prizes!**

10 ELECTRIC REFRIGERATORS
(8 cubic feet maximum capacity)
EVERY WEEK FOR 5 WEEKS!

Listen to Don McNeill's Breakfast Club, week-day mornings on ABC for special announcements.

- 1st Weekly Contest starts September 21, ends midnight, September 27
- 2nd Weekly Contest starts September 28, ends midnight, October 4
- 3rd Weekly Contest starts October 5, ends midnight, October 11
- 4th Weekly Contest starts October 12, ends midnight, October 18
- 5th Weekly Contest starts October 19, ends midnight, October 25

(use this entry blank or just write on the back of a Swift's Cleanser wrapper)

Just add a line to this jingle

Swift's Cleanser's America's finest
It's scratchless and speedier, too
It cuts all the grease in an instant

(Fill in the last line to rhyme with "too."
EXAMPLE: "This cleanser's for me and for you!")

Name _____

P.O. Address _____

City _____ Zone _____ State _____

Read these easy rules

1. Print or write plainly your jingle line; the last word to rhyme with the word "too" in the jingle, on the entry blank or on the reverse side of a Swift's Cleanser wrapper.
2. Your entry must contain 2 Swift's Cleanser wrappers or reasonable facsimiles thereof. If you use the back of the wrapper to write your entry, accompany it with a second Swift's Cleanser wrapper. If you use the entry blank, attach *two* Swift's Cleanser wrappers. Print plainly your name and address. Mail your entry to Swift & Company, P. O. Box 1155, Chicago 90, Illinois. Send as many entries as you wish, but be sure to enclose *two* Swift's Cleanser wrappers with each entry; send no money.
3. Entries will be judged on originality, uniqueness and aptness of thought. The judges' decisions will be final. Duplicate prizes in case of ties. All entries become the property of Swift & Company.

4. Any person living in the United States, Canada and Hawaii may enter this contest—except employees of Swift & Company, its advertising agencies and members of their families. Contest subject to Federal and State regulations.

5. Contest opens September 21; closes October 25, 1947. All entries must be postmarked before midnight of the closing date, and received by October 31, 1947. Entries received before midnight September 27 will be entered in the first week's contest. Thereafter, entries will be entered in each week's contest as received. No entries will be returned and no correspondence entered into. You accept the conditions of these rules when you enter.

6. Winners of weekly prizes and the Grand Prize will be announced over Don McNeill's Breakfast Club radio program (consult your newspaper for time and station) shortly after each contest closes. Weekly prize winners are eligible for other prizes, including the Grand

Prize. All winners will be notified by mail. Complete lists of winners sent on request to anyone sending in a self-addressed stamped envelope.

Contest Clues

Here are facts about Swift's Cleanser that may help you to compose a prize-winning jingle. When you use Swift's Cleanser you will find many more reasons why it is *America's finest*. Swift's Cleanser is speedy and scratchless! It's the *only* cleanser that gives you both instant grease cutting and scratchless cleaning. Swift's Cleanser is clean-white in color. It is odorless. It leaves no sediment. Swift's Cleanser comes in a pretty polka dot package in your choice of three colors (red, green or blue) to match your home color scheme. Swift's Cleanser is so fine and smooth it actually polishes as it cleans. Swift's Cleanser was developed in the research laboratories of Swift & Company to be the modern cleanser for modern women to use in the home of today and tomorrow.

William W. Atkin

You Can Build Your Own Fireplace...

AND DO IT IN THE FALL!

BILL Hazzard and his wife, Dorothy, had always known that a roaring fire meant warmth and comfort. Yet their summer cabin, like the cabins of their neighbors, was without a fireplace. Plans were made to build a fireplace in 1941, but just as they were about to start the construction, along came the war. Undeterred by the interruption of the long war years, Bill and Dorothy set about building their fireplace just as soon as he got back home. Bill Hazzard, who is a photographer, made a



Photographs by William H. Hazzard



Plans call for fireplace to be located between two side windows. First step is to remove shingles from that area

Fireplace has been laid out and the foundation installed. Bob is shown installing frame for clean-out door



Next step is to cut hole in wall for fireplace. Second hole, in floor, is for hearth. Here, cut floor joists are being braced



My Clopay Windows are a **JOY!**



Only **98¢**

how wonderful! Colorful, look-like-cloth drapes for less than a dollar a pair. Graceful as fabric. Matching tie-backs. Full 2½ yards long. Exciting florals, stripes and plaids.

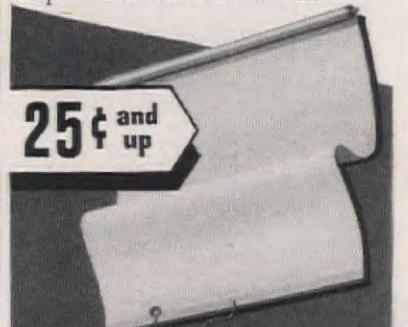


Only **59¢**

Clopay curtains for every window from attic to basement. Cottage Sets, 59¢—Hollywoods, 39¢.

and Window Shades, *Lintoned**, to look like linen.

At 5 and 10¢ stores, Variety stores, Department and Other stores.



25¢ and up

CLOPAY

*Reg. U. S. Pat. Off.

Some items a few cents higher Denver and West. free booklet: "Beautiful Windows at Low Cost". Write to: Clopay Corp., 1240 Clopay Square, Cincinnati 14, O.



It's mighty important to save oil, but you still want plenty of heat and that's where the new Heil Oil-fired Boiler-Burner Unit comes in. This new unit is *engineered*—from firing unit to combustion chamber to insulation—to give you *more heat from less oil*.

HEIL Automatic Heat Sets a New High in Comfort

Heil's new Boiler-Burner Units, Winter Air Conditioner Units, and Conversion Burners are designed for efficiency—but the same precise planning and construction that makes them economical produces units that demonstrate automatic comfort at its very finest.

YOUR HOME CAN HAVE HEIL Automatic Heat

Even if you're not building a new home, you can replace your heating plant with a new Heil unit. You'll get more uniform heat—and save fuel too. To make your present heating system automatic, install the thrifty new Heil Conversion Burner.

HEIL Can Help You Have a Basement Playroom

When you install Heil Automatic Heat, you'll have a cleaner, pleasanter basement—so why not plan a clever playroom? Mail the coupon today for sparkling ideas and a handy planning kit in the new Heil "Ideas" book.

The Heil Company, Dept. AH-10
Milwaukee 1, Wisconsin

Enclosed find 25c in coin for my copy of "Ideas for Playroom Planning" giving selected designs and a handy layout kit for creating a modern recreation room.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

THE HEIL CO.

Manufacturers of Quality Automatic Heat Since 1924

here's how HEIL extracts **All of the Heat** from oil



This Boiler-Burner Unit cross-section shows how the water leg exposes more water surface to the heat, and how the multiple fire tubes increase the heating area.



This "heat diagram" demonstrates how the heat in the Heil Boiler-Burner units travels three times the length of the boiler.

The new Heil units are the smartest on the market—and their good looks are further evidence of skillful engineering. Opening the unit door exposes the controls and firing unit.



SEND FOR THIS VALUABLE NEW IDEA BOOK AND LAYOUT KIT TODAY!



Fireplace walls have now reached the height of the room floor. Here Bill, Bob, and another friend are installing the heat circulator unit for the fireplace. If boys had not had the beam handy, unit could have been moved on blocks and rollers



Wooden form was built into which concrete was poured—note crisscross of steel reinforcing rods and metal frame for ash dump in background

Bill is joined by his wife, Dorothy, in laying brick up and around heat circulator. Here they are beginning to work on the tenth brick course. Bricks are laid in double rows for the side walls, while only a single row is necessary for the rear wall.



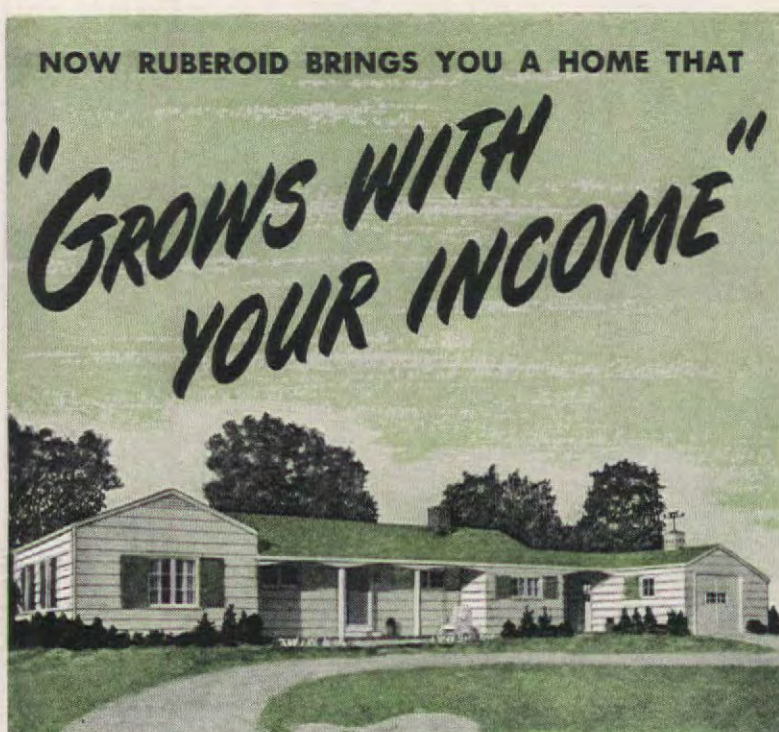


An important step for safety is installation of rock-wool insulation on circulating unit. Here Dorothy is joined by friend, Bob, at this task. A mixture of Portland cement and water, to the consistency of paste, was used as an adhesive



A glance within the cabin shows insulation completely covering unit. Hearth has been laid and is ready for fire-clay mortar which will go between cracks in bricks

Brick nears top of circulating unit. Soon step backs will be made, as fireplace ends and chimney begins. Some bricks protrude to provide rustic effect. Clean-out door, referred to on page 69, may be seen standing ajar at bottom



As featured in Woman's Home Companion

TOTAL COST FOR MATERIALS... LESS THAN \$4,000!

• Carefully engineered plans and the use of standard, stock items throughout, make building this attractive house practical and low-cost. On a test conducted in Westchester County, N. Y., the actual cost of materials used in erecting this 5-room, two bedroom house was only \$3,958! That figure does not include wiring, plumbing, heating, bathroom or kitchen equipment. In most sections of the country, the cost will be less.

This new Easi-Bild® Pattern method is so easy to follow that Woman's Home Companion says "almost any veteran or young couple handy with tools and unafraid of work should be able to erect the house with a minimum of outside aid." Most people will prefer to have the work done for them, but the simplified pattern method of construction assures speedy construction, lowered labor costs.

Two famous Ruberoid products are used in this house. The distinctive Ruberoid Tite-On Shingles are windproof and attractive. The handsome Ruberoid Colonial Asbestos-Cement Siding used is fireproof, does not require painting to preserve it. Both mean lowered maintenance costs for you!

®Trade-mark © 1946, Easi-Bild Pattern Co.



First build this basic cottage-for-two. Contains combination living-bedroom, kitchen, dinette, bathroom...



Then add this two bedroom wing...



Next add this new, larger kitchen and storage room. Breezeway and garage can be built later.

RUBEROID

ASPHALT and ASBESTOS BUILDING MATERIALS

The RUBEROID Co., Executive Offices: 500 Fifth Ave., New York 18, N. Y.

MAIL THIS COUPON TODAY!

- The RUBEROID Co., Home Service Dept., P.O. Box 215, Pleasantville, N. Y. AH-10
- ☐ Send free folder describing Easi-Bild Pattern Method.
 - ☐ I enclose \$5.00 (check or money order) for Easi-Bild Complete House Pattern #910.
 - ☐ I enclose \$2.00 (check or money order) for Easi-Bild Basic Cottage Pattern #91.
 - ☐ Send literature on Tite-On Shingles and Colonial Asbestos-Cement Siding.

Name _____

Address _____

City _____

County _____

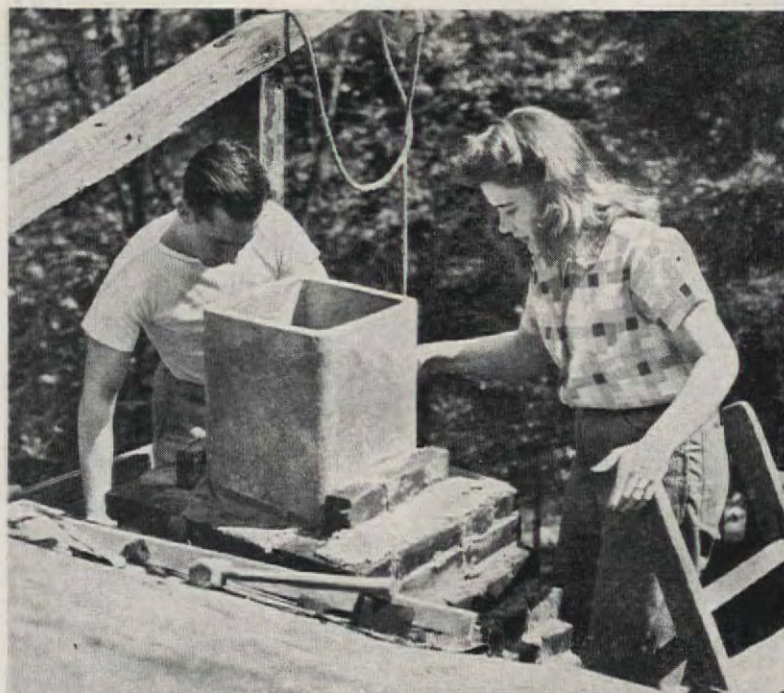
State _____

Lighter Room - Lighter Work - Lighter Heart!



Fluorescent at its finest!

How pleasant housework becomes under cool, eye-restful fluorescent light... the light you get in generous measure from the Sylvania *Mansfield*! Dreary shadows fly! Fatiguing eye strain vanishes! Rooms look cleaner, crisper, sunnier. For loads of smooth, efficient light in kitchen, laundry, pantry, workshop, use the *Mansfield*. Use decoratively too, for valance and mirror lighting. At your electrical supplier—48 inch size with 40 watt lamp, 24 inch size with 20 watt lamp, 18 inch size with 15 watt lamp. For free booklet, write Sylvania Electric Products Inc., Dept. 7110, 211 Derby St., Salem, Mass.



Chimney now peeks over eave of roof. Eave was cut away so chimney would hug wall. First piece of flue lining sets directly on top of unit. 13" x 13" terra-cotta tile was used. Joints in masonry should never correspond with joints in flue lining. Note arrangement of brick work.

Brick comes within 10" of top of flue lining. Here, cement cap is being applied to last layer of brick. Besides carrying off rain and snow, the slope creates an updraft when wind strikes the chimney.



photographic record of the work, which is reproduced starting on page 69, to serve as a guide to those who have enough spare time and energy to tackle such an ambitious task.

Like any other construction project, the building of a fireplace requires careful planning, so don't go rushing blindly ahead without first deciding upon the type of fireplace you want, how large it is to be, and how you are going to set about building it.

There are many excellent booklets on fireplace design and construction available to help you plan the kind of fireplace you want. The February, 1946 issue of *THE AMERICAN HOME* also carried an excellent article, show-

ing five different fireplaces. This article, written by Jean Austin, was called "In Your 194X Home a Fireplace is Archaic!" In choosing a design for your fireplace, keep in mind the type of house you are working with, keep the scale right, and make it a thing of beauty. Then, last but not least, build it well and build it safe. A heat-circulating unit is a fine addition to any fireplace—excellent for taking the chill off a house of cool fall evening, and excellent as auxiliary to your main heating system in coldest winter. A flue lining is essential if a chimney is to be completely safe, and so is insulation where brick and wood meet at the chimney.

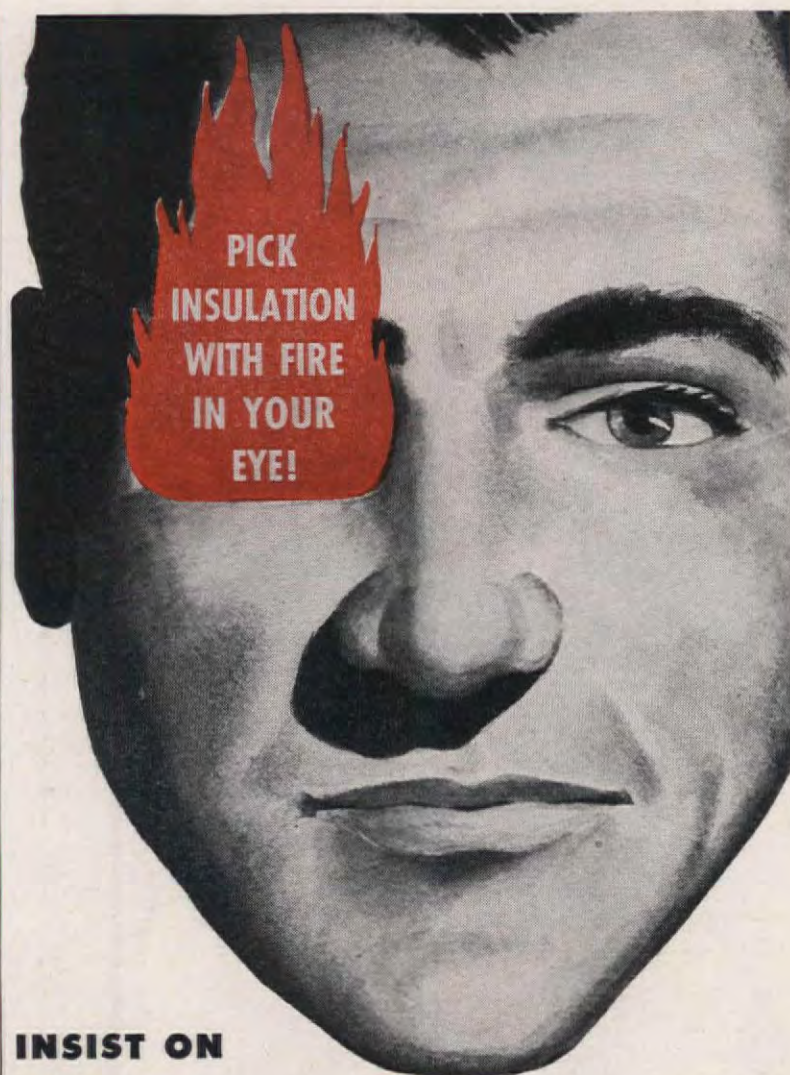


Meanwhile, within cabin, galvanized air ducts have been attached to top outlets of heat circulator. Heat cast off by burning logs will rise through these ducts and flow into room. Fireplace is to be of stone, and here Bill is constructing stone piers in the base of which he has inserted a grille. This, and a similar grille on the other side of the opening, will draw cold air from floor into warm-air circulator

Stonework has now risen to height of mantel which will be 6' long by 12" wide by 2" thick. Two stones are left protruding to provide support for it. A 4" by 6" angle iron supports the arch across opening



Grilles for upper warm-air outlets have been set in place, stonework from the mantel to ceiling is completed. Logs are laid and ready to be lighted



INSIST ON *fireproof* ROCKWOOL

A fireproof insulation can mean the difference between minor damage and total destruction of your home. That's why we say pick a material that just can't ignite or smoulder—even under the intense heat of a blowtorch.

Because Rockwool can't burn, it *stops* the spread of fire—confines the flames to a local area. By blowing Rockwool into the sidewalls and attic, you also eliminate the flue action created by empty stud and rafter spaces. And, this extra fire-protection is *permanent*.

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

Send for free booklet

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

BLACK ROCKWOOL

Baldwin-Hill

HOME INSULATION



Baldwin-Hill Co., 605 Breunig Ave., Trenton, N. J.

Send me free copy of "The Great Indoors."

We now ☐ Own our home ☐ Plan to build

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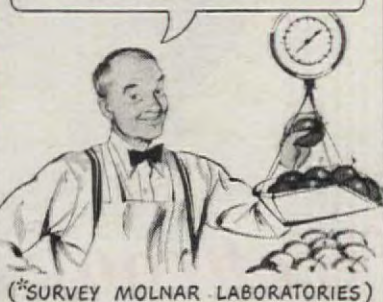
Occupation.....



MAYBE I'M TOO FUSSY, BUT I ALWAYS WASH THE FRUIT OFF BEFORE I LET HER EAT IT.

WHEN YOU STOP TO THINK OF IT...YOU'RE ABSOLUTELY RIGHT, MRS. JONES, BECAUSE...

GERMS ARE EVERYWHERE! IN FACT, THERE ARE EVEN SEWER GERMS* BREEDING IN THE SINK DRAIN—ONLY 2 INCHES FROM WHERE YOU'LL WASH THAT APPLE!



(*SURVEY MOLNAR LABORATORIES)

SEWER GERMS! IN MY SINK DRAIN? NONSENSE! I'M ALWAYS SCRUBBING!

BUT, MRS. JONES, SCRUBBING WON'T DRIVE OFF THOSE DIRTY THINGS. IT TAKES **Drāno**

Drāno BOILS OUT SEWER GERMS—FAST. MAKES YOUR SINK REALLY SANITARY AND SAFE. WHY TAKE CHANCES? USE **Drāno** REGULARLY!

I CERTAINLY WILL!



AND **Drāno** OPENS CLOGGED DRAINS, TOO!

Never over 25¢ at grocery, drug, and hardware stores

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T. M. Reg. U. S. Pat. Off. by The Drackett Co.



Drāno MAKES SEPTIC TANKS WORK BETTER—CUTS DOWN ODORS
Copyright 1947, by The Drackett Company



...and so we bought a Mansion

Marion R. Tappe

ALL the world was living in small houses, why couldn't we? So we sold our mundane eight-room house and moved into a five-and-one-half-room bungalow.

Everything was fine for the first week. But suddenly the confusion became too great. We five just didn't fit in. Yet, we probably never would have been able to swing this without that! Bill learned to do carpentry, plumbing, and sanding, while I re-designed, papered and painted everything in sight. Our proving ground, the five-and-one-half-room bungalow, proved to be a honey. We sold it within seven months at a neat profit.

Then came this!

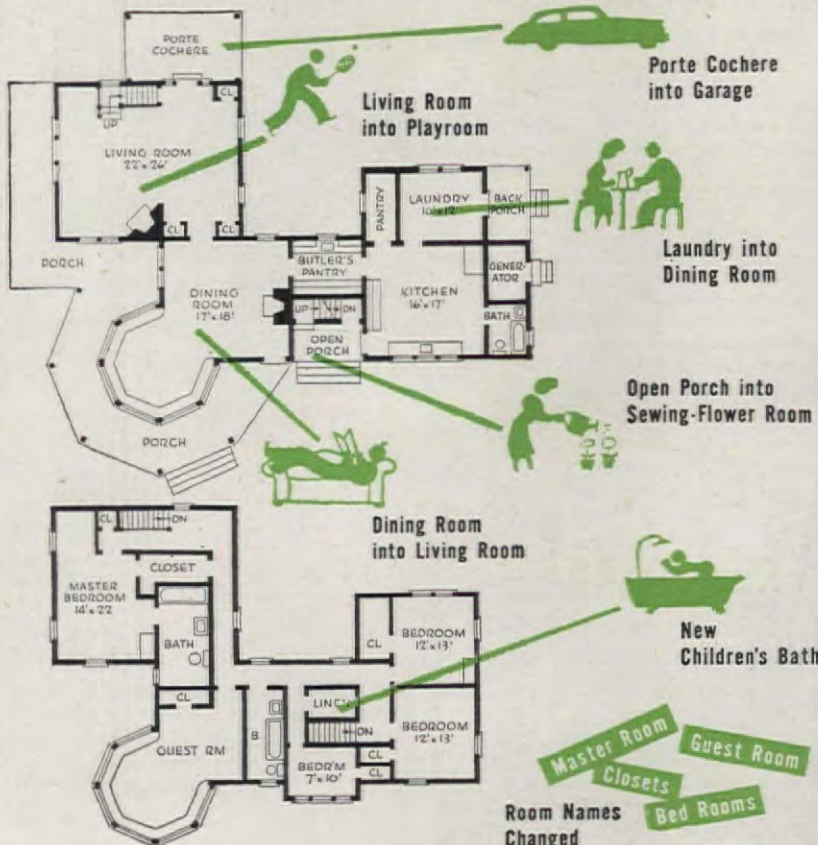
"... where angels fear to tread," states clearly what everyone hinted when we bought the mansion. They thought we were crazy. But here we

are in our mansion and we love it.

It's even better than we'd hoped. From that day in coldest January when I climbed through the broken back door to see a foot of snow on the kitchen floor, I knew we had to have it. Perhaps it is gigantic, but to us its seventeen rooms are heaven. There are rooms for all, closets for everything, and plenty of bathrooms.

The house had been abandoned twelve years before—a perfect setting for hoodlums—and they had taken over. The place was knee-deep in feathers, broken bottles, mashed china, torn books, ripped clothing, not to mention one-hundred-and-fifty broken panes of glass—a dreary sight. But there was hardly a crack in the plaster, and the woodwork in the house was real white pine and cypress.

The sheathing is made of 1½" x



ONLY ZONOLITE* Completely INSULATES YOUR HOME



ZONOLITE Also Gives FIRE PROTECTION!

When you spend money for insulation, you want the job done right. You want to get greatest possible summer and winter comfort—the *utmost* in fuel savings! Only Zonolite brand vermiculite can *completely* insulate your home! Zonolite is the *one* product that provides:

1. Insulating Fill for your attic and sidewalls.
2. Insulating Plaster for interior walls.
3. Insulating Concrete for warm, dry, grade-level floors for basementless houses or basement floors.

Insulating with Zonolite is *insulating permanently*. It's rotproof, vermin-proof, termite-proof . . . it will not burn . . . won't let fire spread.

FOR NEW HOMES or REMODELING

ZONOLITE is ideal for every insulating job! The new basementless homes, and homes being built with radiant heating, need Zonolite Insulating Concrete floors. In remodeling or insulating old homes, Zonolite Insulating Fill pours into place between joists in attic and studs in sidewalls! And Zonolite Insulating Plaster not only helps halt fires and deaden sound, it resists cracking . . . even picture nails won't chip it.

Send today for FREE interesting book—"Insulation and Fire Protection in the Home."

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SEE YOUR LOCAL LUMBER AND
BUILDING MATERIAL DEALER

10" boards, every joint is braced; and the floor beams are 4" x 12", braced as well. After sixty-five years the windows opened and closed with ease, and the floors showed no sag. The all-brass plumbing was good. The wiring, what there was of it, was good; but half of the outlets were gas. The heating plant was gone, and the cellar was damp and dingy. The concrete flooring was broken to bits. It could have been a terrifying aspect.

The day we closed the deal with the original and only owners, we were offered five times what we paid for it, but we wouldn't sell it for love or money. To begin with, we knew there were four essentials, a good heating plant, a thorough rewiring, a new roof and a cellar floor. The rest, aside from the necessary remodeling to make a large place more adaptable to the servantless 1940's, must wait.

SOMEONE, in the beginning, wanted me to shave off the cupola because it was old-fashioned. Don't you believe it; my bedroom there has six windows, with window seats overlooking the Great South Bay. Arthur Godfrey can have his farm on a mountain. I'll take my cupola. For here is my haven. My chaise, desk, and bedroom furniture all fit beautifully into the room; still, there is ample space for a large lounge chair which Bill and his pipe will occupy while I write or paint. My closet is a room in itself.

Evening bathtime for our three offspring has turned from clamor to glamor. My bedroom is the answer to it all. They can undress, bathe, beautify, and snuggle into my chaise for bedtime stories, all within a radius of sixteen feet. This is a family house.

Let anyone tell me marble basins aren't wonderful! It's amazing the amount of space thereon. Water glasses, bottles, shaving equipment, everything reposes there, and still there's room to wash three pairs of grubby hands. The tubs are almost three feet high; one is six feet long.

How Pat, Skip, and Rob revel in our spaciousness! Their playroom is 26' x 22'—complete with fireplace. Incidentally, we have three fireplaces, too. My daughter's Brownie troop meets in the playroom. When we get around to it, we grownups will share this for a general rumpus room.

Actually, there's not one room in the whole house that doesn't need decorating. Last summer we worked on the outside. We changed the entire color scheme by the addition of a red roof. Bill burned off the dull-green trim and painted it a sparkling white; he removed the horrible green shutters, stained the second-floor shingles mahogany brown, and added a few red shutters to the first floor windows. Our greatest innovation was enclosing the porte-cochere for a garage. It leads from the playroom, and you'd be surprised how much work this saves on snowy or rainy days. This year, we'll tackle the inside.

And so . . . we bought a mansion. Maybe we are crazy, but we found what we wanted, and it is *ours*!

Aluminum Storm Windows and Screens . . . installed by experts



End Storm Window chores for keeps!

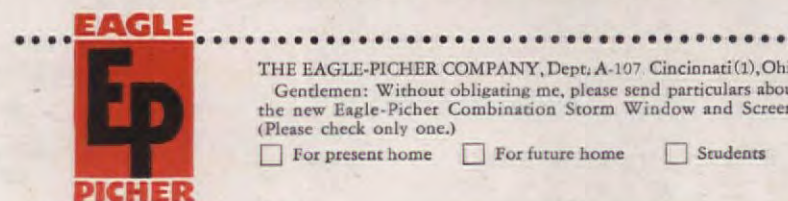


Bring your Windows Up to Date with Eagle-Picher Combination Storm Windows and Screens. The lightweight aluminum screen and storm sash are easily removable from *inside*, for cleaning or storing. Taking up little space, they can be stored in a closet corner. Or, if you prefer, the panel not in use can be slid up and clipped in place behind the upper sash.

The Eagle-Picher Combination Storm Window and Screen, with its handy Tuk-Away feature, gives your home new comfort, beauty and convenience. Made of non-rusting, non-warping aluminum, the frame fits snugly and permanently, is engineered to give a weather-tight seal, requires no maintenance. Attractive narrow frames permit greater glass area. Smooth, non-glare finish harmonizes with any color or building style.

Your Eagle-Picher Contractor will give a free estimate for your home. Contact him, or send us the coupon for full information. Convenient budget plan available.

EAGLE-PICHER *Aluminum* STORM WINDOW & SCREEN



THE EAGLE-PICHER COMPANY, Dept. A-107, Cincinnati (1), Ohio
Gentlemen: Without obligating me, please send particulars about the new Eagle-Picher Combination Storm Window and Screen. (Please check only one.)

☐ For present home ☐ For future home ☐ Students

Name _____

Makers of
Eagle-Picher Insulation
for Homes

Address _____ Zone _____

City _____ County _____ State _____

58 THINGS TO MAKE FOR CHRISTMAS



It is never too early to get the good old Christmas spirit, especially when you like making your own gifts, and need plenty of time for them. There are all kinds of gifts that will appeal to everyone on your list, even patterns that the younger folks in the family can make for members of their household and for school friends. Start these young people in the healthful habit of making worth-while things, and they will learn early the true meaning of giving. Write to us immediately for descriptive pattern listings, if you should not find all you want in these illustrated suggestions. These are described in detail on pages 80, 82, 85, 86, accompanied by a convenient order form on page 87. Merely by taking an hour or two, here and there, you can make an amazing number of lovely gifts before the last minute rush is on. "To give is to receive," and there is nothing more delightful than the pleasure derived from giving something made by your own hands—gifts that can't be found in the shops, or that they can't make for themselves. If you will follow this recipe for giving, you will certainly have a Merry, Merry Christmas!

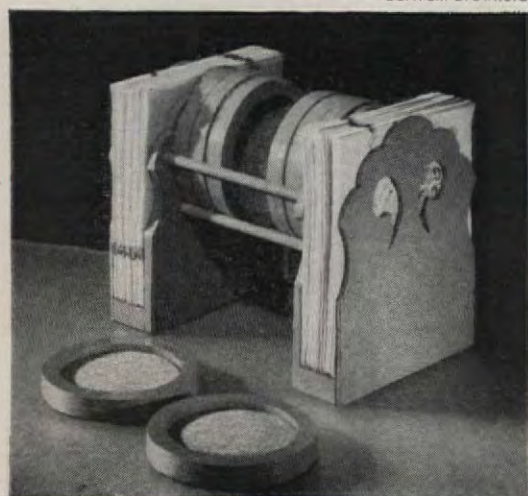


Bertram Brownold

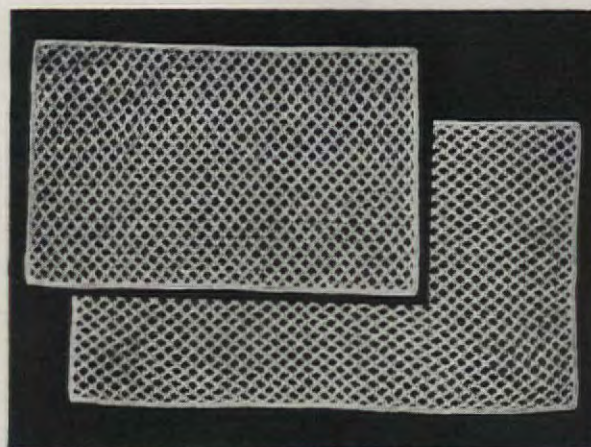


A-926 *Double Purpose Tray for Beverages and Sandwiches*

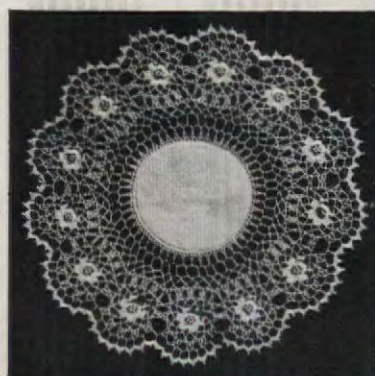
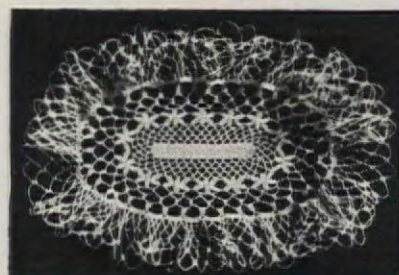
Bertram Brownold



A-928 *Napkin and Coaster Rack*



A-925 *Table Mats to Crochet*



A-927 *Three Gift Doilies to Crochet*



A-929

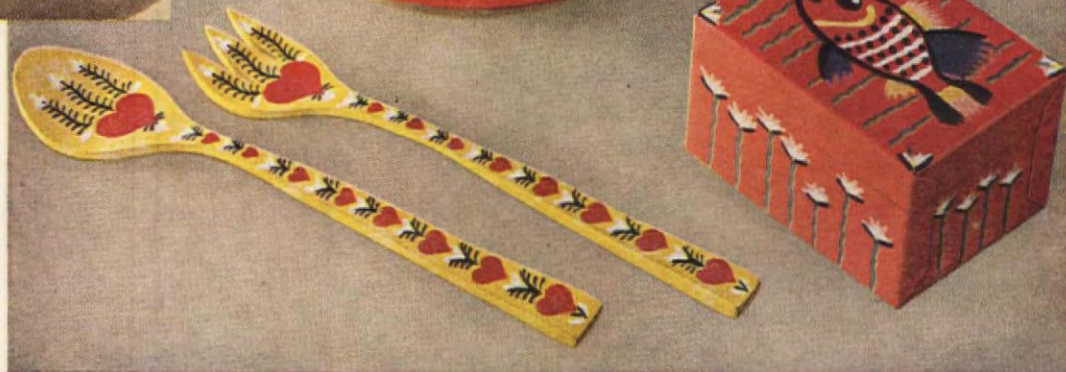
Marine Bolt Book Ends



Bertram Brownold

A-930

Painted Designs on Wooden Bowls, Boxes, Salad Set



Virginia Sutton

A-931

Designs for Painting Small Tinware

DESCRIPTION, PAGES 80 TO 86
ORDER FORM, PAGE 87



Joe Watson

A-932

Easy-to-make Painted Cork Pull-Toys



Virginia Sutton

A-933

"Candy". Standing Felt Doll

A-934

"Flippo". Clown Acrobat Doll



Pearl Daru Snyder

A-935

Bright Design for a Footstool



Joe Watson

A-936

Swedish Painting on Wood and Tin

Joe Watson





Virginia Sutton



Pennsylvania Dutch Ash Trays

DESCRIPTION, PAGES 80 TO 86
ORDER FORM, PAGE 87



Howard Imhoff



Decorative Wooden Trays for Serving Refreshments



Painted Picture Pie Tins

Marguerite D. Fisher



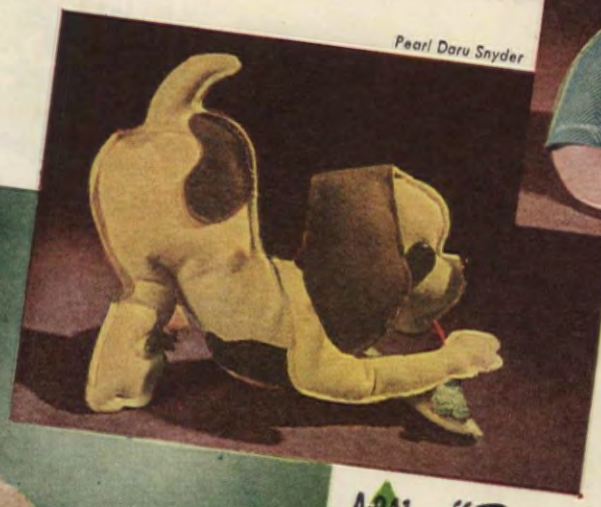
Virginia Sutton



Painted China Plates for Empty Walls



Bertram Brownold



Pearl Daru Snyder



"Buster". Felt Doll



"Biscuit". Spotted Pup with Bone



Bertram Brownold



Utility Pipe Rack



Painted Place Mat and Bibs



Lietta

A-946

Cheese Tray and Knife

Bertram Brownold



A-947

Painted Box, Scoop and Trays

Joe Watson



Howard Imhoff

A-948

Painted Woodenware

Virginia Sutton



A-949

Pennsylvania Dutch Painting for Cork or Fabric

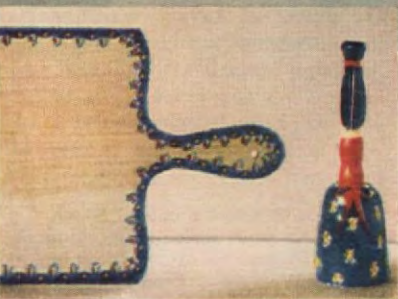
Virginia Sutton



A-950

Fruits and Berries on a Knife Rack

Joe Watson



both sides are pretty!

A-951

Painted Toy Roasting Pan, a Bread Tin and Sewing Box



Joe Watson

A-952

Painted Coal Hod and Bucket



Peg Hall

Virginia Sutton



your Slip Covers are Glowing!

—only **SURE-FIT**
has the patented
elastic-action back
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has the new
zipper closure

It's time to season your home for fall... to change the mood with a top-fashion color scheme. And the oh-so-easy speedy way is with Sure-Fit ready made slip covers. Smart patterns... in box pleated styles. Mix or match florals and stripes. Perfect fit with the new patented Elastic-Action back and the new zipper closure. Sta-Fast feature prevents cover from sliding, twisting or creeping. Sold at all stores.



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...made with famous Lastex yarn, its give-and-take stretch insures trim, sculptured fit. It's exclusive—patented!



AND NOW... ZIPPERS!
Newest development in ready-to-put-on slip covers... Only Sure-Fit has them! Covers zip on or off in a jiffy.

Sure-Fit

ready-to-put-on SLIP COVERS
353 FIFTH AVENUE, NEW YORK 16, N. Y.

American Home Pattern A-925, 20¢. Crocheted ecru table mat, 12" x 18"; centerpiece 14" x 25". Diamond mesh edged with rows of single crochet. Easy to launder, they are serviceable for everyday use, yet elegant enough for formal dinners. Newlyweds will appreciate a three-piece set. Full directions and list of materials.

American Home Pattern A-926, 20¢. Wooden beverage tray, 14" x 20" x 2 1/2". Two removable compartments fit securely into each end of the tray and hold six glasses. Scalloped edges and open handles are shaped with jigsaw or coping saw. The glass compartments are smart painted a contrasting color to the tray itself, or the entire piece can be stained and rubbed down to a beautiful finish. Pattern tracings, list of materials required, and full instructions.

American Home Pattern A-927, 20¢. Three crocheted doilies: oblong doily 10" x 14", center of single crochet, mesh and daisies, wide frill. Round doily, 16" diameter, white-linen center, interesting detail stitch in circles around raised roses in each scallop, picot edging. Pineapple doily, 14" diameter, has a flower center with openwork and petals repeated in scalloped edge. Doilies serve so many uses, they are a welcome gift to any homemaker, particularly to the woman who is hard to please. Complete directions and pattern detail for all three doilies.

American Home Pattern A-928, 20¢. Wooden napkin-and-coaster rack is 6" x 7 1/2" x 5". Two napkin bins with tear-shaped, cut-out handles, scallop trim done with coping or jigsaw. Center brackets hold eight coasters, 3 1/2" diameter, cork or plain centers. Paint or stain any desired color. Simple to make, but an out-of-the-ordinary gift for either a man or woman. Complete pattern tracings and full instructions.

American Home Pattern A-929, 20¢. Marine-bolt bookends, 4 1/2" x 7" x 3". Gracefully beveled feet, satiny smooth finish, felt backing, and brass bolt. Seldom have we seen more distinctive bookends, and so easy to make, too. If "what to give the boss" is troubling you this Christmas, show him how clever you are, by making a pair of these bookends. Pattern tracings, instructions, list of materials.

American Home Pattern A-930, 25¢. Painting designs are for two 9" wooden salad bowls, fork and spoon, and boxes of tin or wood. Small bowl with modernistic design in white, green, yellow and blues on deep red; bright-green back and rim. Bright-red bowl with pink heart-shaped flowers and yellow swag center; starfish flower of green and dark blue on bottom. White-dotted green leaves form a wide border at top. Yellow salad fork and spoon have red hearts in graduating sizes, white spiral flowers

New!

Here are a few new Bigelow beauties. There are others, many others...almost every pattern and color you could want.

You!

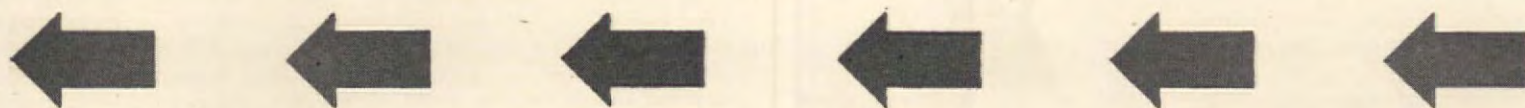
Once you choose a Bigelow, your rug worries are over. Quick as a wink, Bigelow rugs give color and beauty to dull, dreary rooms. Smart Bigelow styles will make you decide on Bigelow, but just as important is the wearing quality of Bigelow rugs.

All Bigelow rugs and carpets are made of Lively Wool—to insure beauty and long wear. And, they come in all the B.H.F. colors. As for prices, you're sure to find a Bigelow to suit your house and your purse, perfectly.

SEND FOR Bigelow's color "Match Book," 72 paper color samples to harmonize your rooms. Mail 10¢ to Bigelow Weavers, Dept. A-107, 140 Madison Ave., New York 16, N. Y.

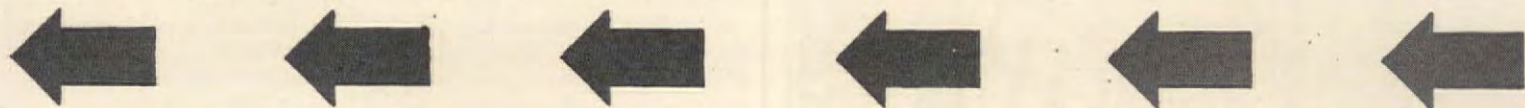
Look!

Your favorite store has Bigelow rugs and carpets right now! Watch for the Bigelow label. It's your guarantee of a full measure of value.



This luxurious grey sculptured-effect carpet is Bigelow's Beauvais 1786

Copr. 1947, Bigelow-Sanford Carpet Co., Inc.



Beauvais 1782



Little Bath . . . lots of Charm!

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BRIGGS
Beautyware

Look for Briggs' exclusive safety-bottom tub. It's "double" protection for sit-down and shower bathing.

and leaves. Small or large bowls would be clever painted a brilliant yellow, a band of hearts around the brims, and a circle of spiral flowers on the bottom of the bowls. Red metal recipe box, $4\frac{1}{2}'' \times 5\frac{1}{2}'' \times 3\frac{1}{2}''$. Top: fat lake fish outlined in black, white stripes, black dots, yellow accents, fins of light blue, yellow and pink; water lily corners. Sides: water lilies on long green stems. These four designs can be applied to other small articles, as well as these suggested. By painting the same designs on the backs of the salad bowls, and using a clip ring attached to the rim, they can be hung on kitchen or breakfast-nook walls as attractive pictures when not in use. Color charts, directions for painting, and tracings.

American Home Pattern A-931, 25¢. Four separate designs for painting dipper, pitcher and two trays, or any small pieces of tinware. Red pitcher, $3\frac{3}{4}''$ diameter \times $3\frac{3}{4}''$ high. Two yellow roses with tears and green leaves are $6\frac{1}{2}''$ long \times $2\frac{1}{2}''$ wide. Yellow tears decorate lip and handle. Red dipper $3\frac{3}{4}''$ diameter \times $2\frac{3}{4}''$ high. Inside bottom center has flower of yellow-and-green tears, top swag of single yellow tears. Outside borders and handle have swags of yellow-and-green tears with dots. Small trays measure $5'' \times 8'' \times 1''$, the designs being approximately $3'' \times 5''$. Red tray has stemmed blueberries around inside border; center motif of green apple, yellow pear, blue grapes, with leaves and teardrops. Black tray has hearts outlined in red on side corners; center motif of two yellow peacocks with purple wings, green tail feathers. Blue vase holds spray of green leaves. Pattern includes tracings for four designs, color charts, directions for painting and refinishing tin.

American Home Pattern A-932, 25¢. Painted cork pull-toys delight every small child. These are made of one sheet of cork, red wooden disc wheels, pipestems, knife and paint. Chicken is $7'' \times 9''$; yellow wing and bill, big black eye; cunning flowers of pink, green, blue, red and white. Horse is $9'' \times 9''$; blue-and-white mane and tail, red heart and flower spray on body, red-and-blue striped legs. Toys roll easily on discs held together with pipestems. Pattern tracings for animals and designs, color chart, full directions.

American Home Pattern A-933, 25¢. "Candy" is her name, she stands on her own $16''$, holds a lollipop. She is so pert and lovable, bobby-soxers as well as small fry will want her for their very own. "Candy" has big black button eyes, yellow yarn braids tied with red ribbon, two-piece sun suit of red-and-white striped cotton trimmed in tiny white rickrack, and ankle-strap sandals to complete her costume. Made of flesh-colored felt, red felt lips, painted cheeks, adorable pug nose, and plenty of childish curves. Pattern tracing, sewing instructions for doll and costume.

American Home Pattern A-934, 25¢. "Flippo," the clown, laughs and bows in real circus fashion. Measures $10'' \times 7'' \times 8''$. His body is white cloth; he has red lips and nose, black crosses for eyes. A tuft of red yarn hair sticks out from under a yellow-felt cap with red-felt feather. Suit is red-and-white, blue-and-white striped chintz, with pleated neck ruffle of organdy. Pattern tracing, sewing instructions for clown and costume.

American Home Pattern A-935, 25¢. Paint a footstool, $7\frac{1}{2}'' \times 15'' \times 4\frac{1}{2}''$ with an allover Pennsylvania Dutch design, and give it to Pop for his fireside comfort. The design consists of a blue vase, green leaves with red flowers, red hearts and yellow tears, large center heart outlined in red, encircling a yellow heart, and two yellow peacocks with blue wings and tails. This is an effective design, too, for cedar chests, chests of drawers, and other furniture. Pattern tracing, color chart, painting directions.

American Home Pattern A-936, 30¢. Swedish painting on wood and tin renovates old boxes, buckets, and miscellaneous small things into charming, useful, and decorative gifts. Oval butter box, $4'' \times 6\frac{1}{2}'' \times 8''$. The cover design shows a mounted soldier wielding a sword, wears red coat, blue pants, yellow vest, black hat and boots, yellow-and-green saddle, fiery white steed, a thorny white flower in corner. Motif $5\frac{1}{2}''$ diameter. Two borders; swag and tears, leaves and berries. Natural wood with white antiqued finish, highly polished. Makes a stunning sewing box.

Sprinkling can, $5'' \times 14'' \times 6''$ has handsome leaf scrolls in red, yellow, green; small bird and thistle buds on antique white. Two sizes, $3'' \times 4\frac{1}{2}''$, and $1\frac{3}{4}'' \times 8\frac{1}{2}''$. Tears and swag borders for the spout and handle. Useful in the garden, or as a cut-flower container for the library table.

Wooden cookie bucket, antique white. Cover motif has a man in blue robe, holding a whip; yellow horse with brown tail, black mane. Sprays of flowers in foreground. Yellow house has black windows, red roof. Border of intertwining yellow and rose-henna ribbon, blue buds and green leaves between. Design, $9''$ diameter. Handle is decorated with center flower, sprays of buds and leaves. Wide border at bottom of pail has "wheel" flowers in salmon, yellow, blue and black, blue buds, green leaves; each motif $1'' \times 3\frac{1}{2}''$. Smaller border of blue loops on mustard color. Inside of bucket is painted slate blue. These are wonderful color combinations, enhanced by an antique finish. Pattern tracings, color charts, full directions for painting and antiquing the bucket.

American Home Pattern A-937, 20¢. Pennsylvania Dutch designs for glass ash trays, base $3''$ diameter. Three varieties of tulips and hearts, and one bird design. Colors are red, blue, yellow, black. Leave background in clear glass, or paint it a comple-



You can make your Beautyrest beds even more luxurious with beautiful new Simmons Decorator Headboards, shown above.

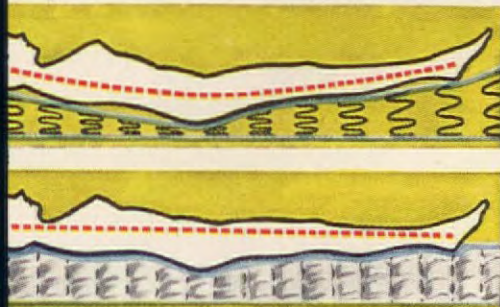
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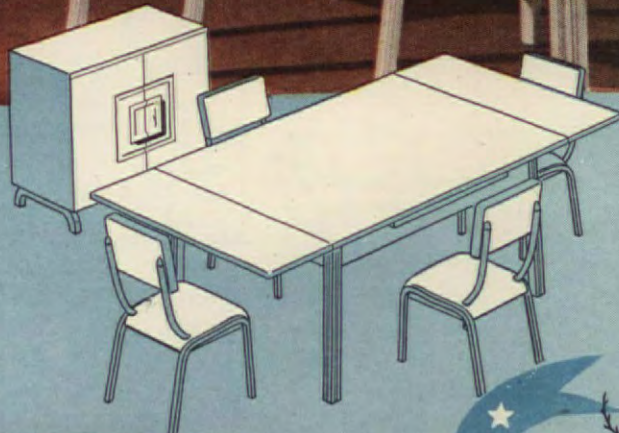
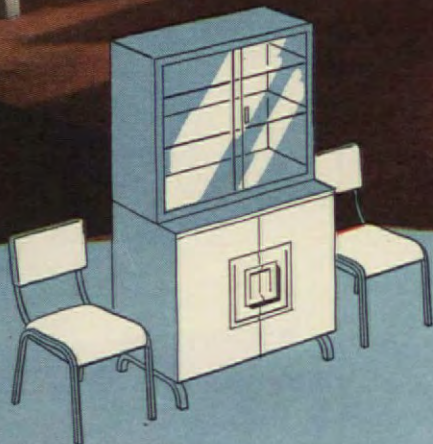
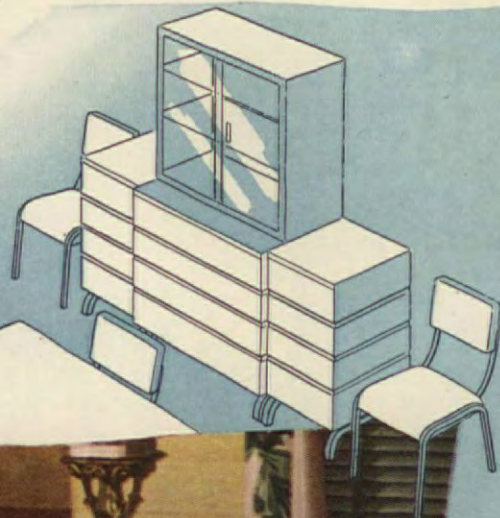
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mentary color. Painted on the underside, they are both practical and pretty. Pattern tracings, color chart, full directions for painting.

American Home Pattern A-938, 25¢. Decorative wooden trays, 16" diameter, double as serving trays and smart wall plaques. Russian influence shows in the geometric design in dark colors on natural wood. Blues, white, green, black, and yellow. Black border gives startling contrast to vivid blue on tray back. "Angel Face" covers a diameter of 10". Wide outer rim gives this tray a nice picture effect. Yellow hair, white-and-gold wings, pearl necklace and head ornaments. Orange crown with yellow, red, blue, white and gold trim; blue-and-gold dress; tiny scalloped border with stars and blue background dots. Pattern tracings, color charts, full painting directions for both trays.

American Home Pattern A-939, 25¢. Painted 9" aluminum pie tins are a clever thought for the friend who likes picnics. They pack easily, weigh next to nothing, and can be used again and again. "Crazy Bird" is white with red heart, crown and fantail of blue, yellow, red. Matching inside border design; blue and red hearts in top semicircle. "Thorn Flower" of purple, yellow, red, green, black and white, surrounded by single leaf rim border. Pattern tracings, color chart, full directions for painting on aluminum.

American Home Pattern A-940, 30¢. Painted china plates with Pennsylvania Dutch and Provincial Peasant designs for wall pictures. Three motifs with two borders, in soft, subtle colors. The charm of peasant designs is their artlessness, and this is captured in bold, easy brush strokes. Ideal gifts for the friends who cherish antiques and handicrafts of a bygone day. Tracings, color charts, and complete instructions included in pattern.

American Home Pattern A-941, 25¢. "Buster," sitting doll, 12" high. Felt body and mouth, black button eyes, yellow-yarn bangs. Sun suit and cap of blue-and-white striped cotton. Little brother to "Candy," Pattern A-933. Pattern tracing, complete sewing instructions for doll and costume.

American Home Pattern A-942, 25¢. "Biscuit," spotted pup with bone, is 7½" x 12", made of felt. Yellow body with big brown spots, red tongue, floppy ears, short, straight tail, button eyes and nose, green collar, and white-felt bone between front paws. Pattern tracing, complete sewing instructions for easy-to-make dog.

American Home Pattern A-943, 25¢. Four-piece plywood desk set and wastebasket, easy to assemble. Desk blotter, 15½" x 20½". Plywood scalloped ends, round corners, wood or cardboard backing. Letter rack is 5½" x 8", has two compartments, scallop trim, open-cut handles. Roller hand

blotter; 3½" x 5½", plastic handle unscrews for changing blotting paper. Paper Knife; 9½" long, fancy wood handle. Wastebasket, 10½" diameter x 13" high, six scalloped panels each 5" wide, held together with copper or brass trim. Construction drawings, list of all materials required, directions for painting and staining.

American Home Pattern A-944, 20¢. Utility Pipe Rack, 7" high, diameter at base 10", top 7". Scalloped top rim with stem holes for nine pipes; round base with raised rims, dividing three neatly cut supports. Duraglass tobacco jar, 4" diameter x 5" high, wooden cover, glass knob, bracket for holding moist sponge. Walnut or mahogany stain. Here is a beautiful gift your older son can make for Dad, and the whole family can complete the gift with his choice tobacco and pipes. Pattern tracings, full construction details, instructions.

American Home Pattern A-945, 30¢. Three cunning bibs and cork place mat for the very young folks who are seeing their first or second Christmas tree. While these patterns are for fabric and cork, they can be applied to nursery furniture, walls and crib covers, or used on bridge cloths for teen-age party-givers. The cute horse is tied to a cart with heart-wheels, carrying a single, colorful flower. Humpty Dumpty two-times for the balloon man and looks mighty pleased. Try the fish-and-star design on table mats for a really smart gift to the modern hostess, using mustard yellow or chartreuse linen edged in lipstick red. Tracings for three bibs and mat, color charts, instructions.

American Home Pattern A-946, 20¢. Metal-trimmed cheese tray with knife. 9" x 14", thick wood cutting board, copper or brass rail bent to shape of board. Aluminum knife, 7" long x 1½" wide, fancy cut blade, wood handle. Construction drawings, directions for cutting, shaping metal.

American Home Pattern A-947, 25¢. Painted box, scoop and two trays, in Swedish, Pennsylvania Dutch and conventional design. Square tin box with lid, 3¾" x 2¾"; clusters of red strawberries, green leaves, 2" x 3", border of green tears and red dots, on antique white. Scoop, 3¼" x 7" x 2¼" high. Swedish designs on antique white. Rust-colored bud flowers, yellow-and-green leaves, 2¼" x 3½" on outside; inside spray 4"; tear drop border trim. Antique-white tray, 5" x 8" x 1". Center motif: bluebird, purple wings, holds red ribbon in mouth tied with two yellow roses, 3¼" x 6". Ribbon and roses along inside rim. Green tray, 5" x 8" x 1", antique finish; two sprays of strawberries, 3½" x 6½", dotted scroll border. Tracings, color charts, directions for painting, antiquing and finishing.

American Home Pattern A-948, 25¢. Painted woodenware that is useful and decorative on kitchen shelves.



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A four-piece, matching set of breadboard, potato masher, salad fork and spoon. Fork and spoon, 12" long; blue handles, yellow-and-red flowers, green-and-brown leaves; red, brown and white motif at tip. Ladles are dark blue, red flowers, yellow centers, green leaves. Breadboard, 8¾" x 18"; colorful stem flowers. Cutting board is unpainted, except for narrow, dark-blue scalloped border, blue, green-and-red trim. Makes an attractive serving or hors d'oeuvres tray. Masher is 3" diameter x 9" high; handle has peasant woman in high black hairdress, parted in back, with few strands of unruly hair. Red laced bodice, hands folded over red apron, tied in back, over blue skirt. Tracings, painting directions, color chart for all designs.

American Home Pattern A-949, 25¢. Pennsylvania Dutch painting design for cork or fabric table mats. Motif measures 11" x 16". Two large birds, border of flowers and leaves, large center heart and Hex sign. Yellow, green, red, blue, pink and orange. Tracings for stencil and freehand painting, directions, color chart.

American Home Pattern A-950, 20¢. Knife rack with 15 different fruit and berry designs. Standard size rack, 5½" x 10". Yellows, greens, reds, peach and brown on white. Match canisters, breadboxes, cookie jars, etc. Pattern tracings, directions for painting fruit and berry knife rack.

American Home Pattern A-951, 30¢. Painted toy roasting pan, bread tin and sewing-box design. Toy roasting pan, antique green with brilliant red lining. Center motif 3¼" x 6¼". Blue basket has roses and small blue flowers, leaves; swags of yellow tears and red dots. Black bread tin: center rose, two buds, in deep shades of red, touches of yellow, green leaves, yellow tears. 3¼" x 6¼". Green-and-red tear borders. Motif on sides, 2" x 3" each, two rose buds. Sewing box design is 10" x 13". Peasant maiden in red dress, scalloped in yellow, black and white, blue apron and headgear, yellow hair, 6" x 8½". Two brown trees accented in yellow and green, 4½" x 7" and 5" x 8½". Side of box has corner tufts of grass and larger bird. Good for canisters, wastebasket, tray, nursery furniture, etc. Pattern tracings for all three designs, color charts, directions.

American Home Pattern A-952, 30¢. Painted coal hod for newspapers, magazines or greens, and wooden bucket for cookies or clothespins. Coal hod painted battleship gray, borders of tears and swag. Pennsylvania Dutch yellow bird with red head feathers, wing and tail. Green-and-yellow leaves with red tear flower, berries. Motif 9" x 9½". Yellow wooden bucket, 7" x 8"; white cockerel with red-and-green feathers, and merry green grasshopper. Red, pink, and blue flowers, white and green leaves. Blue tears in swag border. Design 3" x 15". Painting directions, color charts, tracings.

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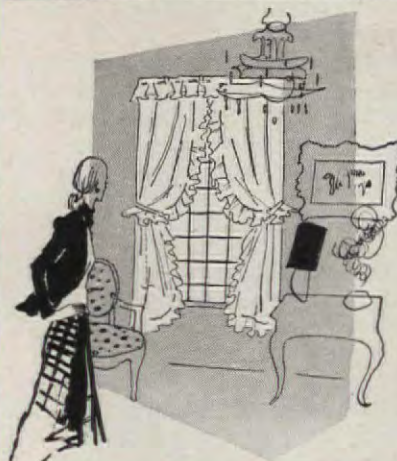
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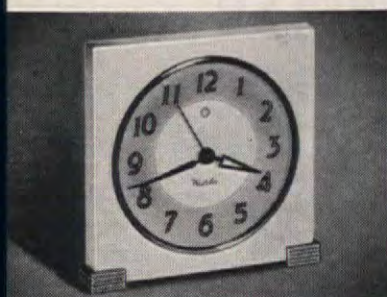
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AMERICAN HOME *patterns*

AMERICAN HOME ORDER FORM

Please allow from three to four weeks for handling and mailing
(Patterns illustrated in this issue on pages 76, 77, 78, 79)

- | | | |
|--------------------------------|--|-----|
| <input type="checkbox"/> A-925 | Crocheted Table Mat Set | 20¢ |
| <input type="checkbox"/> A-926 | Beverage Tray | 20¢ |
| <input type="checkbox"/> A-927 | 3 Crocheted Doilies | 20¢ |
| <input type="checkbox"/> A-928 | Napkin, Coaster Rack | 20¢ |
| <input type="checkbox"/> A-929 | Marine-Bolt Bookends | 20¢ |
| <input type="checkbox"/> A-930 | 4 Painting Designs for Bowls, Boxes, Salad Set | 25¢ |
| <input type="checkbox"/> A-931 | 4 Painting Designs for pitcher, dipper, trays | 25¢ |
| <input type="checkbox"/> A-932 | 2 Cork Pull-Toys | 25¢ |
| <input type="checkbox"/> A-933 | "Candy" Stuffed Doll | 25¢ |
| <input type="checkbox"/> A-934 | "Flippo" Clown Doll | 25¢ |
| <input type="checkbox"/> A-935 | Painted Footstool Design | 25¢ |
| <input type="checkbox"/> A-936 | Swedish Painting Designs for wood and tin | 30¢ |
| <input type="checkbox"/> A-937 | 4 Glass Ash Trays | 20¢ |
| <input type="checkbox"/> A-938 | 2 Painting Designs for round wooden trays | 25¢ |
| <input type="checkbox"/> A-939 | 2 Painted Pie Tins | 25¢ |
| <input type="checkbox"/> A-940 | 3 Painted Plate Designs | 30¢ |
| <input type="checkbox"/> A-941 | "Buster" Stuffed Doll | 25¢ |
| <input type="checkbox"/> A-942 | "Biscuit" Stuffed Dog | 25¢ |
| <input type="checkbox"/> A-943 | Desk Set, Wastebasket | 25¢ |
| <input type="checkbox"/> A-944 | Utility Pipe Rack | 20¢ |
| <input type="checkbox"/> A-945 | 3 Painted Bibs, 1 Cork Place Mat for Child | 30¢ |
| <input type="checkbox"/> A-946 | Cheese Tray and Knife | 20¢ |
| <input type="checkbox"/> A-947 | Painting Designs for Box, Scoop, 2 Trays | 25¢ |
| <input type="checkbox"/> A-948 | Painting Designs for Breadboard, Salad Set and Potato Masher | 25¢ |
| <input type="checkbox"/> A-949 | Penna. Dutch Cork Mat | 25¢ |
| <input type="checkbox"/> A-950 | Painted Knife Rack | 20¢ |
| <input type="checkbox"/> A-951 | 3 Painting Designs for Tin, and Sewing Box | 30¢ |
| <input type="checkbox"/> A-952 | 2 Painting Designs for Coal Hod and Bucket | 30¢ |
- (Patterns for Gifts, not illustrated in this issue)
- | | | |
|--------------------------------|---|-----|
| <input type="checkbox"/> 19 | 3 Embroidered Towels | 25¢ |
| <input type="checkbox"/> 214 | Penna. Dutch Painting Designs for 3 boxes | 25¢ |
| <input type="checkbox"/> A-803 | Crocheted Mat, Centerpiece | 20¢ |
| <input type="checkbox"/> A-807 | Wastebasket & Tray | 20¢ |
| <input type="checkbox"/> A-808 | Swedish Designs for 2 Boxes, Cheese Tray | 25¢ |
| <input type="checkbox"/> A-814 | Mallard Duck Design, Decanter & Glasses | 20¢ |
| <input type="checkbox"/> A-819 | 2 Kitchen Matchboxes | 20¢ |
| <input type="checkbox"/> A-825 | Fruit Basket Oval Tray | 20¢ |
| <input type="checkbox"/> A-883 | 3 Tatted Doilies | 20¢ |
| <input type="checkbox"/> A-889 | Painted Mexican Towel | 25¢ |

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Lohengrin have faded and the orange
blossoms have become a withered, yel-
low sachet—perhaps that dream-come-
true house still seems to be hopelessly
stymied. Well, you can dry your tears
on the dish towel and still go on
dreaming, can't you? Dreaming doesn't
cost any money—nor does making
those dreams come true, according to
Helen Park, famed industrial designer.

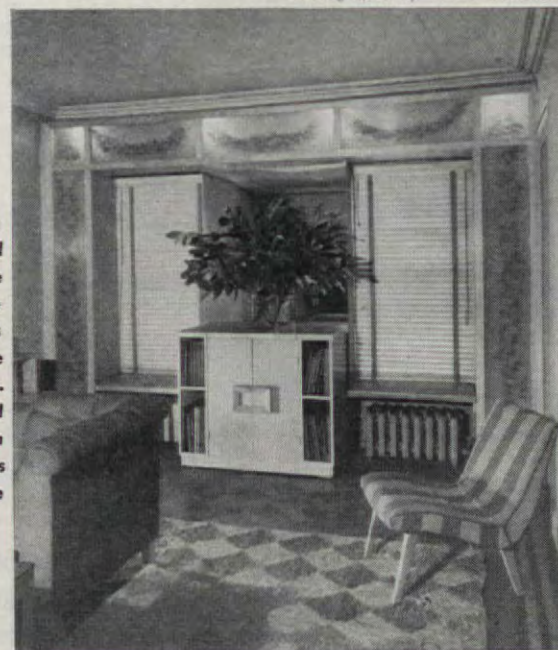
Showing people how to dream in-
telligently is the profession of Helen
Park, who looks as meticulously deli-
cate as chiffons and laces—but who
can and does, surprisingly enough, in

a little girl's soft, faraway voice, de-
liver briskly pertinent ideas—man-
sized, industrial ideas—which carry
weight throughout the nation.

This dream-come-true stuff, Helen
will assure you, is within the reach of
every pocketbook, however slim, and
that it is accomplished by style—sim-
ple, honest, pure style. Nothing else.
She emphasizes the fact that there are
still, in these days, people who will
confuse style with fashion.

Fashion is the frippery of the mo-
ment; style possesses the integrity of
the everlasting. To those starting
from scratch in home furnishing, her

Photographs by F. M. Demarest



*Delicate green
festoons of pressed
maidenhair fern are
applied to under side
of clear glass panels
to dramatize the
insignificant windows.
Tailored radio-record
cabinet, chic modern
chair, reflect the owner's
fine architectural taste*

cost only pennies to give this room a gleaming "carpet" of wax...



aps you'd rather not put a price-tag on beauty. But isn't
e to know that you can give any room in your house a
y treatment... *that costs only pennies!*

ons of women already know it well. They've seen the
e a fine polishing wax can work. That's why every year,
xty years, more and more women have bought the red-
yellow package of Johnson's Paste Wax for their homes.

ing, they have discovered, can contribute so much beauty
ch trifling cost. They use Johnson's Paste Wax regularly
eir floors to impart a rich polish... a polish that grows
mellow after every application. They wax their furniture
ep it gleaming. They wax their window sills to prevent rain-
ing. They wax dozens of other things like radiator covers,
er goods, metal articles, to add a dust-repelling luster.

WONDER MORE WOMEN USE JOHNSON'S PASTE WAX
BEAUTIFY AND PROTECT THEIR HOMES THAN ALL
ER BRANDS OF PASTE WAX COMBINED. They know
's no finer wax to be had at any price.



To make floor polishing child's play, RENT
a Johnson Polisher. Your wax dealer will
rent you a Johnson's Electric Floor
Polisher for a small charge. Many stores
also have the Johnson Electric Floor
Polisher for sale—Price \$44.50.



Laughs begin when you tune in
...Fibber McGee and Molly
—back on the air
Tuesday night, October 7—NBC!

Five Famous Johnson Polishes



Paste Wax, Liquid Wax, Cream Wax,
Self Polishing Glo-Coat, Carnu for cars

New! DRAX* Johnson's new product DRAX gives invisible
wax protection to clothes and fabrics. DRAX-treated garments
have a satin-smooth finish, resist dirt, keep fresh longer, are
easier to wash and iron. Look for the DRAX tag on garments
you buy. Ask your laundry and dry cleaner for DRAX service.
Coming soon! DRAX for household use. Write for information.



ROOM RECIPES

How to plan a kitchen that's always modern!

Start with floor and counter tops of Nairn Linoleum—
and your kitchen will never get that "dated" look! For
every Nairn pattern is Color Correlated to *stay in style*.
And, more important—beauty-built-in to *defy wear*! Re-
member, for top-quality inlaid linoleum... ask for Nairn
...the name that means "modern" today and tomorrow!



Write for your copy of "Room Recipes
You Can Follow Yourself," new 24-page
booklet packed with easy-to-do decorat-
ing ideas. Illustrated with stunning full-
color photographs. Send 10¢ to Congo-
leum-Nairn Inc., Dept. 2, Kearny, N. J.

NAIRN
INLAID LINOLEUM
THE OLDEST LINOLEUM NAME IN AMERICA



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CONGOLEUM-NAIRN INC., Kearny, N. J.

Makers of guaranteed floor and wall coverings

NAIRN LINOLEUM • NAIRN ASPHALT TILE • CONGOLEUM • CONGOWALL



Bamboo roller-blind cleverly separates the large and airy room which provides both a workshop for Helen and Richard, plus a kitchen-dining area. Below, you see it done



The peasant gaiety of an inside window gives smiling greeting to the graceful dining alcove; gracious, small, with lacelike iron furniture, it is Helen's design

Ingeniously designed by Helen Park, her bed has a practical, adjustable headboard, commodious cabinet which accommodates pillows and extra covers. Favorite color—crazy for red!



NOW! ADD AN "EXTRA BEDROOM" WITH HIDE-A-BED BY SIMMONS!



BY DAY

Just imagine this big, beautiful, decorator-styled sofa in your own living room! No one would guess it has a *double* bed inside! But it has!



BY NIGHT

See! Your sofa has become a bed—and *what a bed!* You sleep on a *full-thickness, full-size, luxurious* Simmons Inner-spring Mattress!

THERE'S A "HIDE-A-BED" FOR EVERY TYPE
OF ROOM!

Available in "Goodall Blended-for-Performance Fabrics"



Modern



Chippendale



Lawson



Tuxedo

Simmons presents the beautiful, practical new "Hide-a-Bed"—
the Claremont Sofa that adds an *extra bedroom* to your home.

HERE IT IS! The perfect answer to your "overcrowding" problem—Simmons' beautiful new "Hide-a-Bed"!

By day, it's a *luxurious living room sofa*. By night—behold, it's a *roomy double bed*. Not a bed with an ordinary mattress, either!

You're offered the restful comfort of a genuine Simmons Inner-spring Mattress . . . or the *extra luxury* of an 837-coil spring Beautyrest Mattress by Simmons. Notice how you can get into this "Hide-a-Bed" from

either side, too, something not possible in many other types of sofa beds.

The price? Only \$179.50 and up—depending upon style, cover fabric, and mattress you select. Not a penny more than you might pay for any similar fine sofa—and you get a hidden Simmons bed, at *no extra cost!*

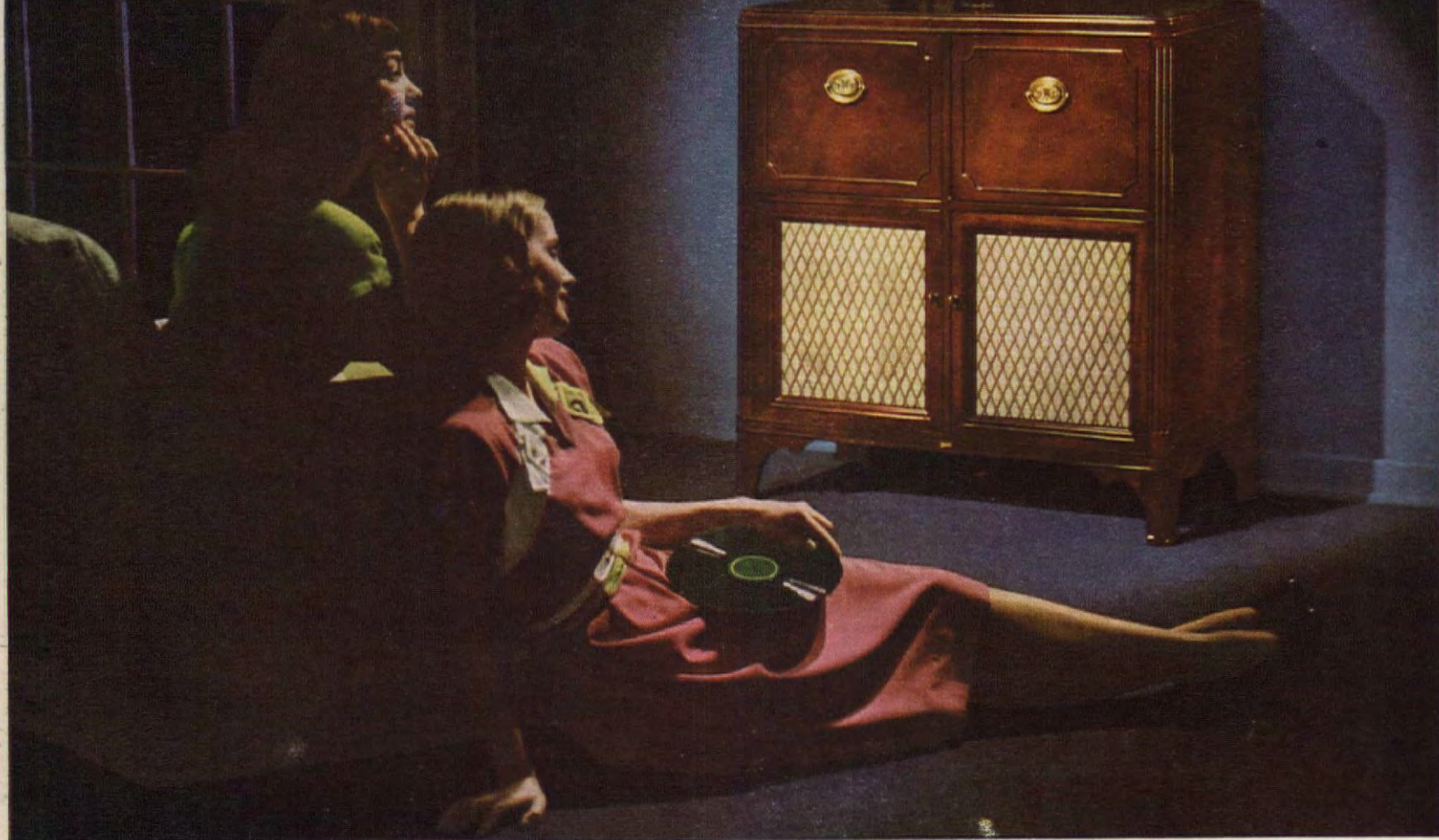
See the new "Hide-a-Bed" and other beautiful Simmons Sofa Beds and Studio Couches at all leading furniture and department stores now. Easy budget terms.

HIDE-A-BED by SIMMONS

THE ARISTOCRAT OF DUAL-PURPOSE FURNITURE

* REG. U. S. PATENT OFFICE
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**Yours only in a Zenith...
these Twin Triumphs in Tone!**



1. IN RECORDS...

**THE SENSATIONAL
COBRA TONE ARM**

"The Cobra brings out beautiful tones we've *never* heard in records before," say excited thousands from coast to coast! That's because it's revolutionary—reproduces records on a Radionic Wave. No crystals, no magnets, no needles to change! Magically erases *all* annoying scratch and vibration. Keeps records like new *hundreds* of plays longer, too. And Zenith's Silent-Speed Changer gently, quietly changes 10 and 12 inch records intermixed...so fast you enjoy a practically *continuous* flow of music. No other radio—at any price—gives you this sensational *new way* to play records!



2. IN RADIO...

**GENUINE ZENITH-ARMSTRONG
STATIC FREE FM**

Only Zenith brings you this new way to enjoy the world's finest music in glorious new fidelity, without a special aerial...static-free even in storms...and yours on *both* the 50 and 100 megacycle wave bands, to protect you against any future change in FM wave lengths. Plus Zenith's famous Radiorgan...tone perfection for your favorite regular radio programs, and—in many models—world-wide short wave, too. Compare—and you'll see that Zenith gives more quality per dollar in *every* way! Get a thrilling demonstration at your dealer's today.

Shown closed above, open at right, 18th century period design radio-phonograph console in rich mahogany finish. Cobra Tone Arm, Silent-Speed Record Changer, Standard Broadcast, Genuine Zenith-Armstrong FM. **\$295***
Model 9H088R

Your choice of 43 Zenith radios, radio-phonographs and portables from \$26.95 to \$395.
*West Coast prices slightly higher. COPR. 1947, ZENITH RADIO CORP.



ZENITH
LONG DISTANCE RADIO

30 YEARS OF "KNOW-HOW" IN RADIONICS EXCLUSIVELY
ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

advice is this: put the real money, first, in comfortable things. Don't economize on upholstery. A fine bed is an all-important must. Rather than a splashy coffee table or showy bric-a-brac shelves, she thinks, the more distinguished investment is in best-quality sheets, fleece-soft blankets, and a splurge on a lavish comforter.

Two large, overscaled lamps can dramatize a room with more decorative effectiveness than six or eight small-sized ones. Because no room is right without greenery, this effectiveness calls for one large vase filled with your favorite plant. Put those miniature flower containers away on the highest top shelf, and forget you ever had them. While waiting for those dream possessions of your heart, in designer, Helen Park's opinion, it is far more effective to make no pretense of owning the ultimate, but to be frankly temporary in other furnishings. Plastic shower curtains hung in sumptuous fullness, create that modern, opaque-light effect now desired by decorators, and there's filmy parachute silk on today's market as perfect as a bride's veil in effectiveness. Those charming rush squares, in lieu of the desired broadloom carpet, is an excellent background for modern. There are graceful, smart-looking deck chairs, varnished and waxed. If you've never tried summer furniture for indoor dining, then you'll miss the birdcage gaiety of it when you, at long last, settle for the Hepplewhite. Now, if there is some money left, do spend it for one lovely, proud piece—something that will command your room—a handsome desk, a graceful commode, a distinguished chest. But—settle for nothing less than your heart's desire. Save and save for another dream possession—earmark each dream, and keep them all in one place.

At the age of twenty-one, fresh from the University of Cincinnati where she majored in design, it was, oddly enough, Helen's hobby course of woodworking which established her ambition to become a designer of modern furniture. And that was in the days when modern furniture was a little new! She attributes her rapid recognition as a furniture designer to "Mr. Ficks" of Ficks-Reed Furniture, who gave her complete freedom in restyling his rather passé wicker-furniture department. When she skillfully tailored outmoded numbers with pigskin, felt, bold, bright, new-colored leathers, when she combined wicker with such architectural materials as chrome metal, plastic glass, smoked mirrors, and gun metal, "the line" was an instant hit, and Helen made decoration history. Now, as style consultant for the great department stores of America, Helen still does "the line" for "Mr. Ficks," her favorite client.

In private life, married to Richard Prem, a distinguished Viennese industrial designer, the Prems live in completely gay dedication to their whimsicalities of life. Richard, a capital cook, reigns with a gourmet's wand over the cuisine. He collects copper pots, graters,

special knives, and exotic herbs. Helen collects gold-and-white china—Spode, Limoges, etc.—feeling there is more variety in different glazes of fine china than in that of a full dinner service of one design. For this unusually elegant collection, she has a variety of gold teacups. Glasses are of white Venetian crystal.

THE Prems are "insane about music," so much so that when they are hoeing and weeding in their garden acres, a loud speaker is hooked up outside. There, the music of their favorite symphonies makes labor seem like picking gossamer webs from morning grass. Helen's hobby of pressing fresh flowers, and her secret of preserving their natural color has resulted in another commercial project. The secret of flower pressing, she discovered, is very rapid pressure. One day she found, in an old abandoned printing shop, a book press dated 1840 and weighing 1000 pounds. After a technical discussion of stress and strain, and whether the floor of her house would stand the weight of this hunk of machinery, the old printer asked why she wanted it. When Helen replied "to press flowers" she did not tarry for further explanation, but ran fast at the sight of his open jaw. The old book press yields thousands of perfectly pressed flowers, and Helen arranges them under glass for tables, pictures, and mirrors. Dainty ferns, cosmos, and field daisies press best.

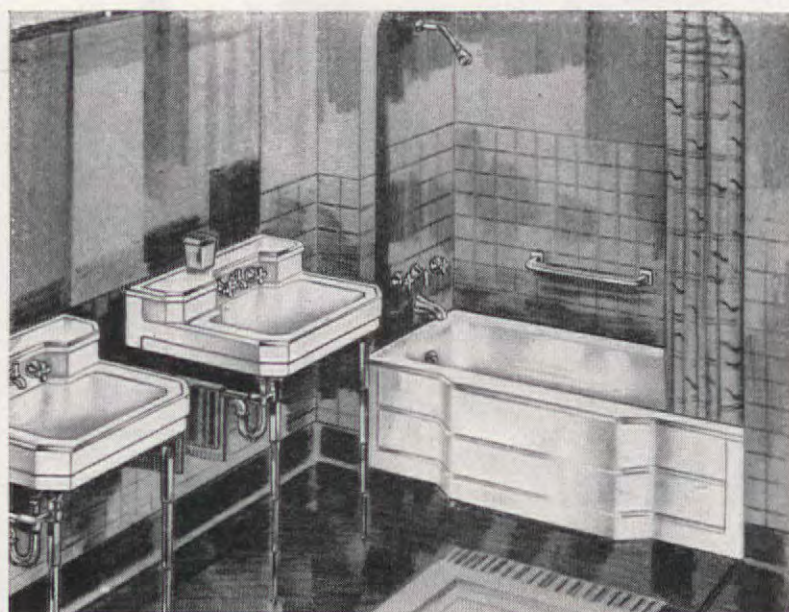
Next to their allegiance to the 7th Regiment of New York, where Richard is a spectacular member, their second adamant loyalty is to *The New York Times*. From the ad columns of their favorite daily publication, they have discovered all of their hearts' desires: a unique house in the country, which seemed to be waiting only for them—an unbelievably perfect setup for their lives and professions, a sculptor's lofty-domed studio of field stone, complete with grandiose fireplace, situated in the serene heart of a whispering forest. From the abandoned debris, slabs of marble were used ingeniously to enclose "Elmira" smartly. "Elmira" is a huge black-and-silver beauty of a wood-and-coal-burning stove. The perfect find was the charming bas-relief plaques bearing food subjects, which are used as decorative wall insets above Elmira's niche. A long, rickety shed, with a battered, skylight roof, was reconditioned into a three-way unit—garage, workroom, and small greenhouse.

Not with any arrogance, but with the deepest integrity, Helen is unique in that she never has accepted an assignment which she did not want to do. "It is easy to refuse the easy money for doing 'corn' when, by a little more work, you can do the thing which is really inspiring." She is convinced that a creator expresses best those things which are closest to his own interests—thus, when a designer is most surely himself, he is most valuable to the client. Above all, she believes that the home of your heart is a kind of precious make-believe.

MAKERS OF FINE PLUMBING FIXTURES SINCE 1904

ELJER

"Now the boys come to breakfast smiling.."




"I have two boys, one 40 and the other 14. It used to be that one of them was always late for breakfast. But now they come down smiling, on time . . . and together.

"For, you see, we have two lavatories in our new bathroom."

That's smart planning for many a family. In the above illustration you see two Eljer Martha Washington lavatories. Note the generous shelf space on them for shaving things or cosmetics. Observe, too, the unbroken surface of Vitreous China at the back of the basin; the overflow is in front—efficient, but out of sight.

Eljer's complete line of plumbing fixtures includes both Vitreous China and rugged Enamelled Cast Iron items, for every purse and purpose. Ask your plumbing contractor about them.



A TOUCH OF THE FINGER

Eljer faucets can be turned on and off with a touch of the finger. The home equipped with them is thus free of the annoyance of dripping faucets. The ingenious design of Eljer faucets and fittings is just another reason for making sure that you get Eljer fixtures in your new bathroom, kitchen and laundry.

ELJER CO. FACTORIES AT: FORD CITY, PA., SALEM, OHIO, LOS ANGELES, CALIF.

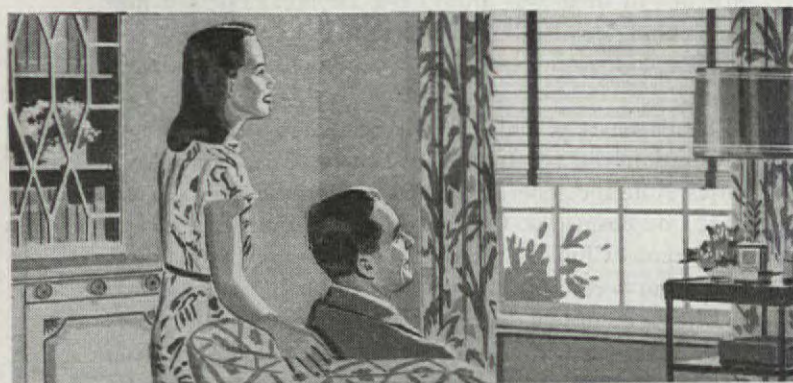


"Do I have anything to say at all?"

Personally, I'd like to see a good-looking Columbia Venetian Blind, like Mom used to have, there at the big window. Couldn't the tapes match your draperies, too?



Your husband's right! Columbia Venetian Blinds, in white or decorator colors, are perfect for a living room window. You'll like this handsome, dust-free beadbox, too, which hides the smooth-working mechanism.



"Johnny, you're a whiz at decorating! I'm just crazy about that satiny finish, (it cleans so easily), and those wonderful matching colors. The salesman said every bit of construction is controlled by Columbia, too, so these blinds really ought to be superior!"

Columbia's superb Venetian Blinds come in lovely colors, can be bought at department and furniture stores or shade shops. You can order them made to measure with wood, steel or aluminum slats, too. Columbia Venetian Blinds are all custom-quality; famous for "CCC", which means *Columbia-controlled-construction* for perfect performance. Special tapes and cords are made for long wear—the automatic safety stop is a pleasure.

Columbia VENETIAN BLINDS

WINDOW SHADES — LACE NET CURTAINS — LACE DINNER CLOTHS
THE COLUMBIA MILLS, INC. • 225 FIFTH AVENUE, NEW YORK 10, N.Y.



Once, right, just a partially used storage room, now, above, the basement is the most popular and practical room in the house



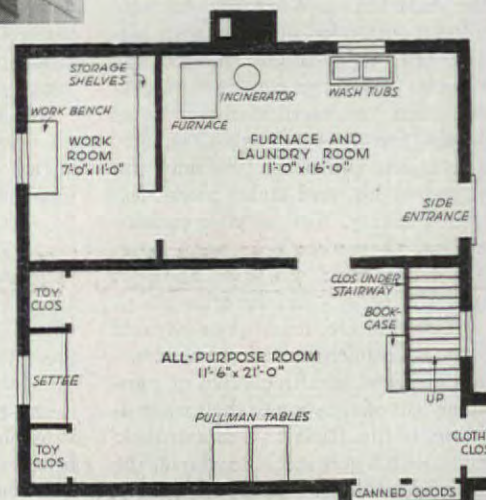
C. L. Hamilton

Basement



The enclosed stairway provides a closet and, above, the enclosed recessed sections of basement wall make two more for storage

A YEAR ago, we were just another family caught by the acute housing shortage. We were forced to pay a high price for a house that was much too small for our needs; we had no other choice. There was security under our own roof, but we had to find some way to get more living space out of the house we had. The basement, fortunately, was divided into two sections by the concrete-block wall which supported the first-floor joists. The furnace, coal bin, and laundry tubs were on one side of the partition, and the other side was free from obstruction, except for the stair-





South end of basement before and after: walls of knotty pine dress it up, make it efficient. Closets flanking the yellow settee hold toys

Bargain for \$300

way, gas meter, and a few exposed pipes. We decided that this half of the basement could be made livable.

The room was planned to serve a variety of needs. Our children needed a place where they could romp and play. They needed tables for their games and schoolwork, and closets for their toys. My wife needed a place for sewing, and storage space for canning and other household items. We needed bookcases and a place for reading, recreation, and entertaining.

In addition to our own ideas, we picked up many helpful suggestions from home magazines and booklets.

Built-in Pullman tables (20" x 30"), smartly covered in green, marbled, inlaid linoleum, fold down against wall and have some convenient 4" shelves above them



"Darling, I have no sales resistance at all!"



I saw the new Columbia Window Shade colors the other day, when we were buying your Columbia Venetian Blinds, a-a-n-d...

I just couldn't resist. The colors were so pretty, and the shades were so inexpensive, I bought blue for our room, pink for the nursery, yellow for the kitchen.



Looks pretty good, I must admit, Ellie. Glad to see all the shades are neutral on one side, too, so the outside of the house looks uniform. And the kids will sleep better with these opaque shades.

Columbia offers a wonderful new array of decorator colors to match every room in your house. The name Columbia means superior quality in window coverings, whether you prefer Venetian Blinds or Window Shades. Be sure to ask for Columbia at department and furniture stores, shade shops.

Columbia WINDOW SHADES

VENETIAN BLINDS — LACE NET CURTAINS — LACE DINNER CLOTHS
THE COLUMBIA MILLS, INC. • 225 FIFTH AVENUE, NEW YORK 10, N. Y.

Kerns CHEST • OF • PINE

*At home in every room—
the cordial grace of pine*

The gentle lines and radiant honey tones of Kerns Chest-of-Pine make it popular in any room. A chest of diversified storage uses, built with enduring craftsmanship. Lustrous hand-rubbed finish. Dustproof construction. In clear or knotty pine. At leading department and furniture stores. The Kerns Company of Oregon, Ltd., Pilot Rock, Oregon, also makers of Kerns Provincial Bedroom Furniture.

Two Sizes—18" x 20" x 40"—\$49.50
and—18" x 20" x 46"—\$54.50



Basic suggestions for color scheme and room arrangement came from Marion Bell, formerly on the decorating staff of THE AMERICAN HOME.

Locating materials was a bigger problem than deciding what to do. We had to take what we could find, and adjust our plans to fit. Our first break came when we found a lumber dealer who had some knotty pine. Bit by bit, the other items, or acceptable substitutes, were accumulated. Even some of the smaller items, like nails and light switches, were scarce and hard to find. My wife spent most of her time hunting for the materials, and I undertook the sawing and hammering job after office hours.

THE basement was not serving a thoroughly worth-while purpose. Merely a place to pile things, it was dark and uninviting, and hard to keep clean and orderly. To convert it into the livable room we needed, we covered the concrete walls with moisture-resistant building paper fastened with three horizontal pieces of 1" by 4" wood strips, and lined with knotty pine. The pine was finished with clear lacquer. In the south end of the basement, two 2' by 3' closets provide ample storage space for the children's toys. An attractive yellow, leatherette-upholstered settee occupies the space between the closets. The windows are painted yellow, the card table, lounge, and reading chairs are covered with green leatherette, and the end tables are green. In the north end of the basement, the enclosed stairway provides another large storage closet. The built-in bookcase forms one side of the stairway. Enclosing recessed sections of the basement wall at the foot of the stairs provided two closets for clothes and canned goods.

The concrete floor and stair treads were covered with brown marbled-asphalt tile, and the stair risers were painted a light brown. Ivory-colored composition tile covers the ceiling, and two recessed ceiling lights provide general lighting. The room is heated through a furnace register.

The work dragged on for several months. There were some discouraging moments, but we are glad we did it. The basement room, these days, is used more than any other room in the house—we don't know how we could live without it. And we enjoy it because we planned and finished it ourselves. Our children insist that we take our basement room with us if ever we move. It was a family project from start to finish, and we believe that the \$300-cash outlay added a thousand dollars to the value of our house.

List of materials and costs:

Lumber.....	\$80.00
Asphalt tile	75.00
Leatherette and upholstering ..	40.00
Electric wiring & fixtures....	35.00
Composition ceiling tile	30.00
Paint, lacquer, & hardware	30.00
Moving gas meter	10.00

Total \$300.00



FOR
Gracious Living
TODAY AND
FOREVER AFTER
**CHOOSE
ALVIN
STERLING**

Fashioned in solid silver for lifetime use... the pattern of your choice grows rich and mellow with the passing years... table silver to use and to cherish forever.

SEE IT AT YOUR JEWELER'S OR WRITE US FOR ILLUSTRATED PRICE FOLDER

THE ALVIN SILVERSMITHS
Makers of Exclusive Silver Designs for Sixty Years
PROVIDENCE 7, RHODE ISLAND

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Exciting
new lace designs

WILBARRY
LACE NET CURTAINS

Sheer, delicate designs to decorate your windows. See them in your local stores.



WILKES-BARRE LACE MFG. CO.
Wilkes-Barre, Pa.



32 PAGE
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YOURS IF YOU
WRITE FOR IT.

America has many great furniture heritages, and possibly the finest is the Early Colonial group that Biggs reproduces. Many of the originals of the pieces still grace our famous Virginia Homes for which they were acquired. We invite inquiries.



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SINCE 1890 MAKERS
OF ONLY THE VERY
FINEST FURNITURE

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

THE FINE ENGLISH DINNERWARE

**Spode
HEATH and ROSE**

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

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HEATH and ROSE
Hand-painted in natural color

New Color



in a few hours

Like to put a brilliant new color scheme like this in your own living room?

With TEXOLITE* paint it takes less than one day—you select your colors in the morning, you're ready for guests by afternoon. Beautiful TEXOLITE colors used alone or intermixed, *as this custom color*, add depth and sparkle to any room.

with a Gallon
of TEXOLITE

It's easy... anyone can paint with TEXOLITE! It goes on fast—dries in about an hour. One coat hides most interior surfaces and wallpapers. One gallon does the average room. No muss or fuss, no painty odor.

For Quality...For Color
it's **Texolite**



... For color ideas and recipes, ask your TEXOLITE dealer for "Color, Key-note of Interior Decoration."

*TEXOLITE is a registered trademark which distinguishes paint manufactured only by the United States Gypsum Company



UNITED STATES GYPSUM • CHICAGO 6, ILL.

The great new HOOVER[®] cleaners

Want a new Hoover? Now you can have one in the type you prefer. For now there are two different basic types of Hoover Cleaners to answer your particular cleaning need. Look them over. The famous Hoover Triple-Action Cleaner or the new Hoover Cylinder Cleaner. Take your choice—in a Hoover—the name preferred 2 to 1 over any other!

THE HOOVER COMPANY
North Canton, Ohio; Hamilton, Ontario, Canada

NEW HOOVER TRIPLE-ACTION CLEANER

*It beats...as it sweeps...as it cleans**

Exclusive "Positive Agitation" principle thoroughly removes deep-down dirt, picks up surface litter, keeps colors bright. Prolongs rug life. Available with cleaning tools, including Mothimixer, in new handy kit.



It stands up to you, rolls so easily! Just guide it. It actually makes cleaning less work.



See how fast those cleaning tools "click" in—save time getting ready to clean.

Do your "above the floor" cleaning in short order—carry handy kit of cleaning tools as you go.



Model 28



NEW HOOVER CYLINDER CLEANER

It cleans by powerful suction. So easy to use. So compact you store it in small space. Comes complete with cleaning tools in handy kit. Mothimixer and sprayer included.

Model 50

Your hands never touch dirt or bag. Press toe release—dirt shakes out, without removing bag.

All the tools you need for complete room cleaning—so compact and easy to carry.

You don't bend or stoop to attach or detach the hose from the cylinder. Flick toe release.



Photographs by Nowell Ward

4 Generations of Collectors

Ruth W. Lee

SUSANNE and Moselle, the seventeen-year-old twin daughters of the Charles Atwaters, have never known any other home than a collector's Americana. For four generations back, and probably farther than that, if there were any way of knowing, there were collectors of antiques on both sides of the family. Starting with their combined Victorian furniture, the Atwaters began to augment the family collections many years ago. Mrs. Atwater has a pet theory about collections. She wants only those which can be put to daily use, and not pieces "just for show." The reason

she has specialized in table settings, is because she enjoys setting her table differently every day for family and guests. As president of the Collector's Club, she has often exhibited her table decor, and she is an authority on the subjects of old glass, old china, and fine old silverware.

She has no pets or favorites. She only likes plenty of variation; that is why she has one complete setting in milk glass, another in majolica and another one in historical plates. She has a variety of pressed glass and all kinds of colored glassware, including cranberry, cobalt, and amber. Some of

Window shelves are lined with pieces of pressed colored glassware. Victorian table holds lamp made of old castor stand and filled with garden flowers



Holmes New Wilton Weave Brings High Fashion to Your Floors

Random Tex

*Woven in Six Basic
Home Furnishings Colors*



"Oh... what lovely shades to decorate to"

STYLE comes to every room in your home when you start with *Random Tex* on your floors. High and low loop-pile accents highlights and shadows for a new depth of tone.

The rugged, textured, all-wool surface not only gives longer wear but saves countless hours of house work, as foot markings or shadings hardly show. *Random Tex* stays fresh looking with an occasional brooming or vacuuming.

Spaciousness is achieved by laying harmonizing shades of *Random Tex* wall-to-wall in adjoining rooms, in halls and on the stairs. Of course, you can have room-size rugs cut from rolls if you prefer.

Stores have *Random Tex* now . . . but not enough for all . . . so place your order soon for early delivery.

Archibald Holmes & Son, Establ. 1857,
Philadelphia 24, Pa.

Ask for **B.H.F.** Colors

(Basic Home Furnishings)

Great Smoky Gray Shenandoah Green

Alamo Tan Great Lakes Blue

Grand Canyon Rose

Also Available but not Shown . . .

Adirondack Wine



All-wool Looped Pile in Varying Heights Gives a Long Wearing, Really Rugged Texture

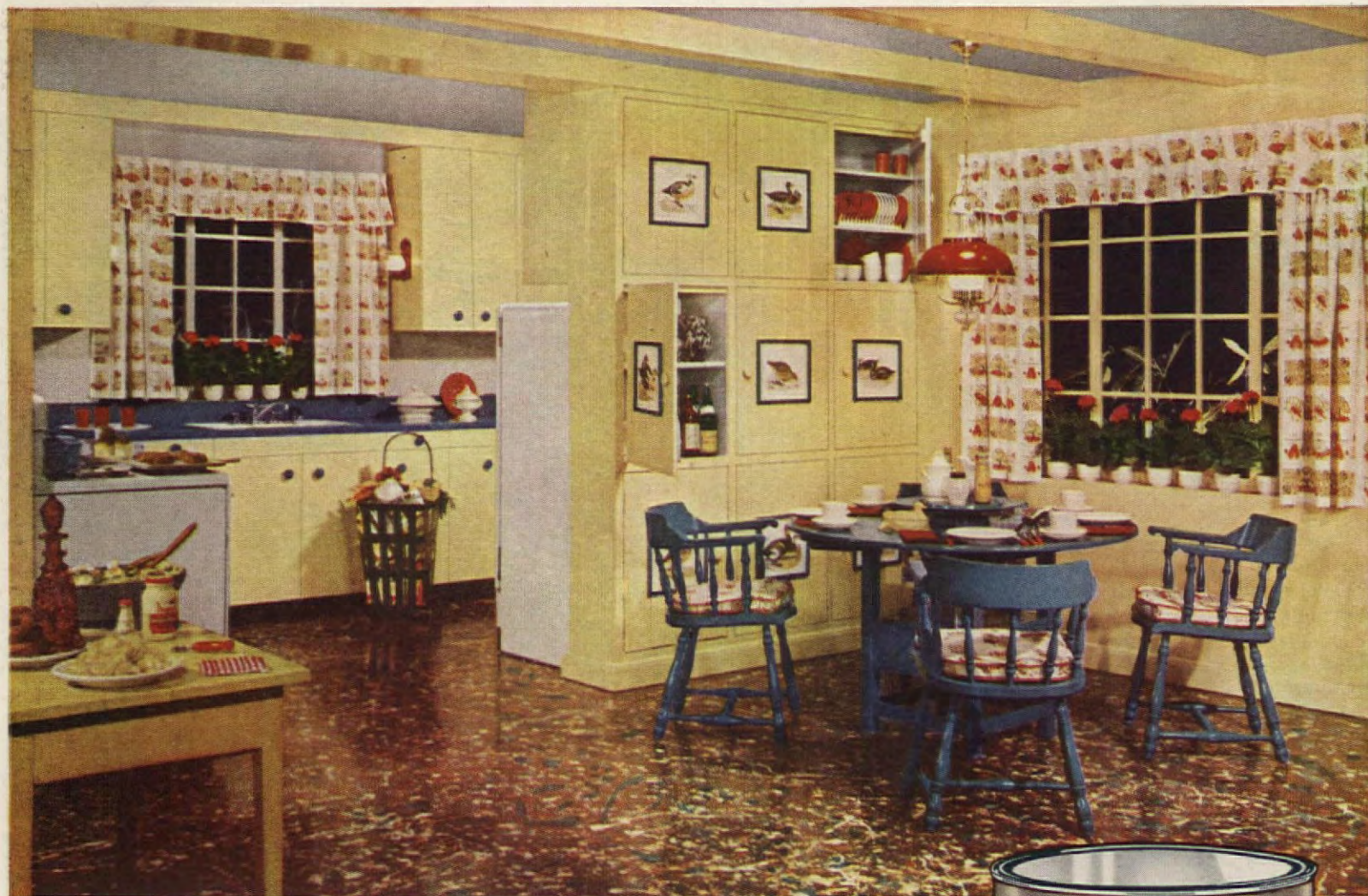
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SPRED - *Luster* ...

*the only genuine
Oil Enamel that reduces with water*

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Send for "The Key to Color Harmony in Your Home." Are you intrigued by the multi-purpose kitchen above—with quaint decorations—plenty of storage space—and double-duty "hutch" table that can serve for family games and entertainment? Then you'll be thrilled with Glidden's new 48-page book of similar room ideas. Send 25¢ in coin to The Glidden Company, Dept. A-10, Cleveland 2, Ohio.



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The prized family secretary houses Mrs. Atwater's collection of historical plates, including blue-and-white Gibson, Royal Doulton, and Wedgwood. Highlighting the collection are cobalt-blue stemware and many pieces of fine old silver

A favorite among family collection is an all milk glass one on red-and-white place mats made from old farm tablecloth with bird design. Tumblers are waffle pattern. Plates are also waffle patterned, have three-leaf clover borders

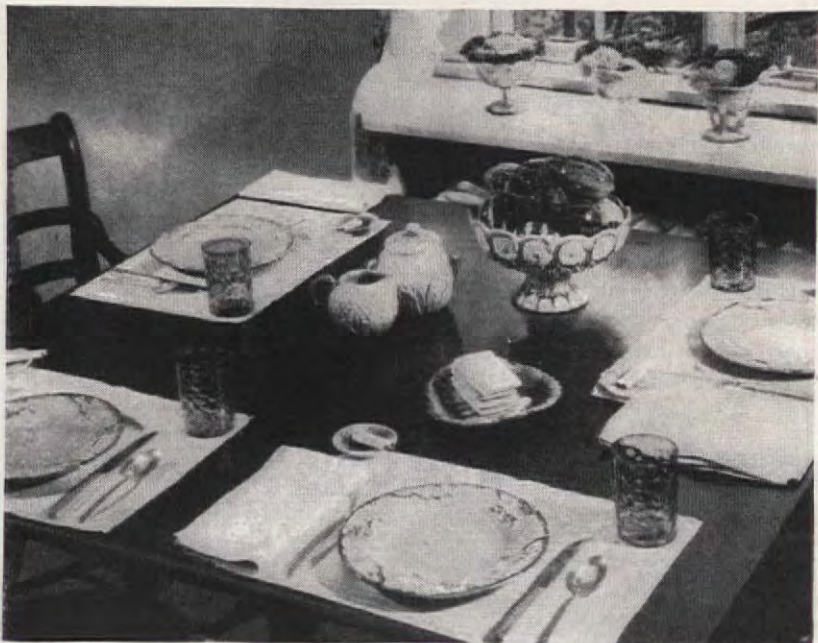


these highlight the glass shelves in the window of the study. Others are used for table settings with Majolica plates or with Wedgwood, Royal Doulton, or Spode. Among her prized possessions are the blue-and-white Gibson plates, which she houses in the old walnut secretary in the dining room and uses

on state occasions for dinner parties. Each plate is different, telling the story of the renowned and fabulous merry widow of the Gay Nineties.

With these examples of good taste, and expert knowledge, and training, the young twin Atwaters already have a good start in fine homemaking.

For informal luncheon, Majolica plates, amber inverted thumb-print tumblers, are used on the apricot damask place mats. Bowl of gourds echoes colors



A Gallery of American Windows



PHOTOGRAPH BY HAROLD L. PARKER

Shining copper skillets and bright Early American cupboard doors give the inviting colonial treatment to this sunny kitchen in the home of Mr. and Mrs. Charles W. Freeman, Providence, Rhode Island. The Venetian blind is "in period" with the fabric-covered wall around it and the valance which is repeated over the stove.

How to identify top quality in Steel Venetian Blinds

Perhaps you have never thought about the differences in Venetian blinds . . . or even what blinds are made of.

They may look pretty much alike from the outside, for the differences are underneath.

To get the quality you want, get steel Venetian blinds. And for top quality, be sure to get galvanized, bonderized flexible steel slats.

Here is one easy way to identify these top quality blinds. Look for the "yellow-and-black seal with the flower on the window sill" shown below. Here's why this is important:

- ... Galvanizing, a zinc coating, protects steel against rust and corrosion.
- ... Bonderizing, a chemical coating, makes enamel adhere to metal, prevents checking and cracking.

... Flexible steel slats that are galvanized and bonderized keep their smooth beauty under hard wear and retain their shape, bend easily for cleaning.

So be sure to look for the yellow-and-black seal. Ask to see it at leading stores and Venetian blind dealers.

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

FREE: "A Gallery of American Windows"—a new booklet of ideas from leading stores and decorators for beautiful windows in your home. Send for your free copy.



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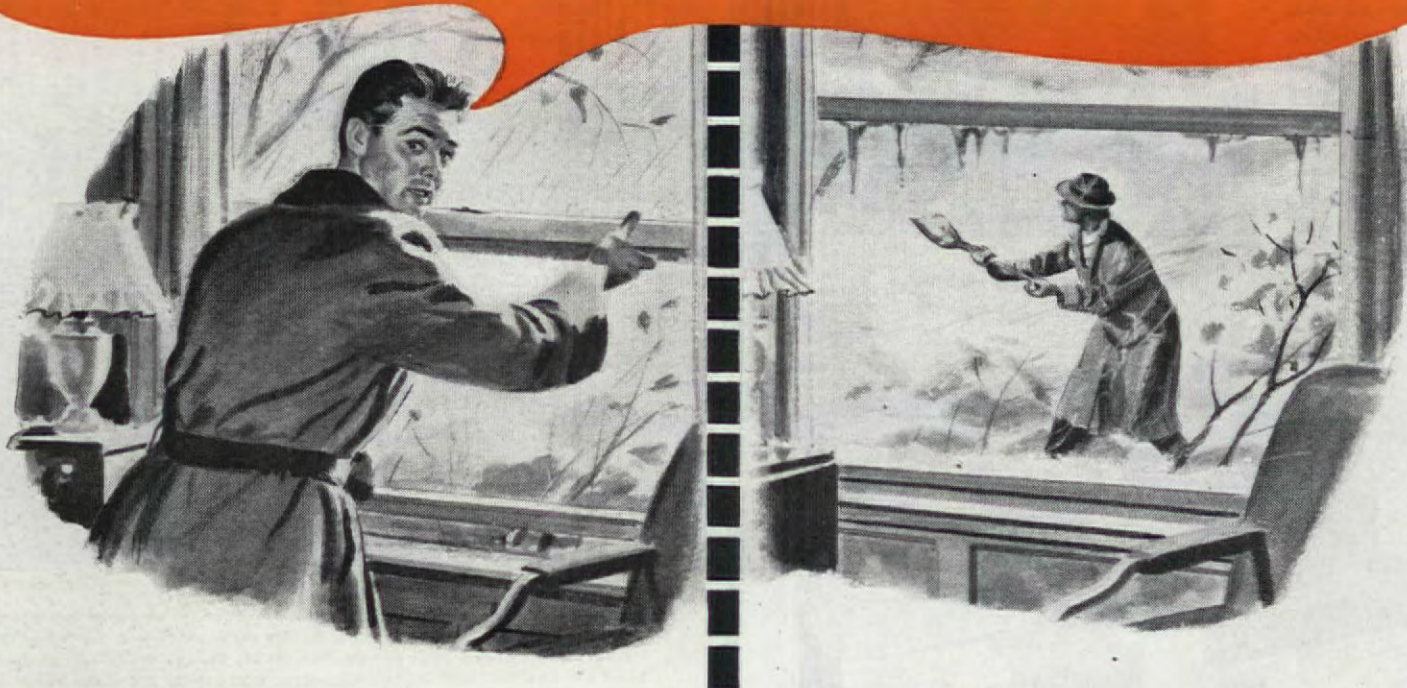
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Yes, with *Superfex* you get in effect one furnace for cold

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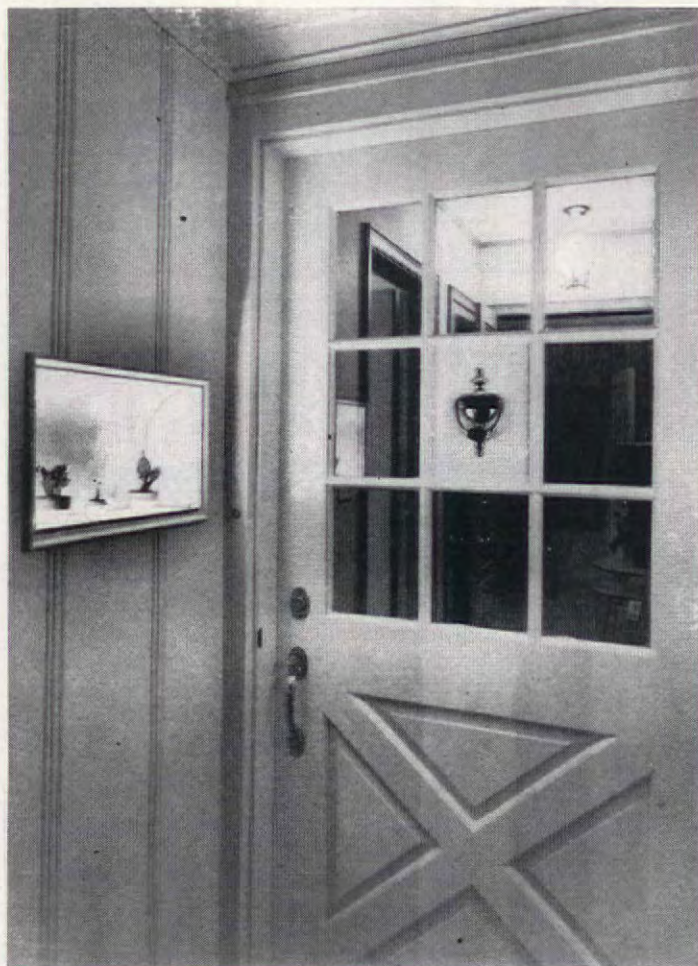
That Home of Yours...

Beginning a series of ideas for dozens of big and little changes to make in your home

It is no longer enough to say, rather resignedly, of one's home, "be it ever so humble" . . . We all know there's no place like it, which is as it should be, but we wish it to be attractively individual, modern in its efficiency and, if perhaps old-fashioned-to-traditional in its decor and appointments, it must be streamlined to suit the tempo of modern living.

There are dozens of changes and additions—big ones and little ones—which can, perhaps should, be made in every room in the house. This page begins a series of constructive suggestions as to what the changes could be, and how to bring them about with minimum effort and maximum economy and success.

Ideas too often are elusive—even after one has had them. When does one get an idea? Usually, at the most unexpected times—when elbow-deep in beautiful soapsuds, or relaxing under a shade tree after a successful tour with the lawn mower and hedge shears. Neither situation is conducive to an immediate test of the



Photograph by Cathey's Studio

Entrance of Turner and Johnson model home features decorative, indirectly lighted recesses on either side of door, plus overhead illumination to achieve an unusually welcoming doorway. Brass knocker is possible on a glass upper door by exchanging center panel for wood

♦ playroom ideas



Clock of cards: clockworks and pendulum are attached to back of wallboard; for the numerals—cards; hands have heart-shaped tips



Too staid radio gets a cheerful gingham cover

Marguerite Gibson

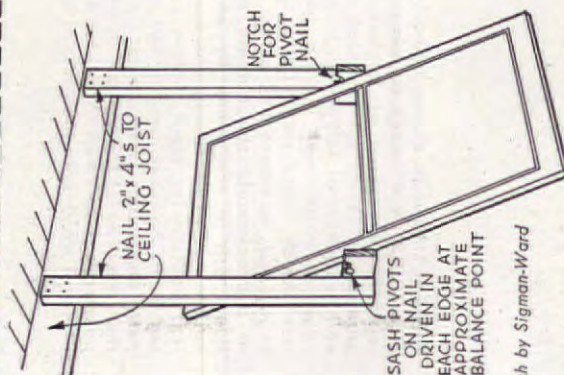


Fruit jars are zany, efficient hat stands, offer air-tight storage for woolen mittens

Lee Roach

♦ painting storm sash

A simplified method for painting storm sash in the spring, screens in the fall, is to hang the sash on a frame like the one shown in the sketch. Besides a hammer and a few pieces of wood, a sturdy ladder will be needed to reach the ceiling joists. It is better to store the storm sash on end rather than flat because they are less likely to warp. If you build a rack, they may be stored either vertically or horizontally.



Sketch by Sigman-Ward

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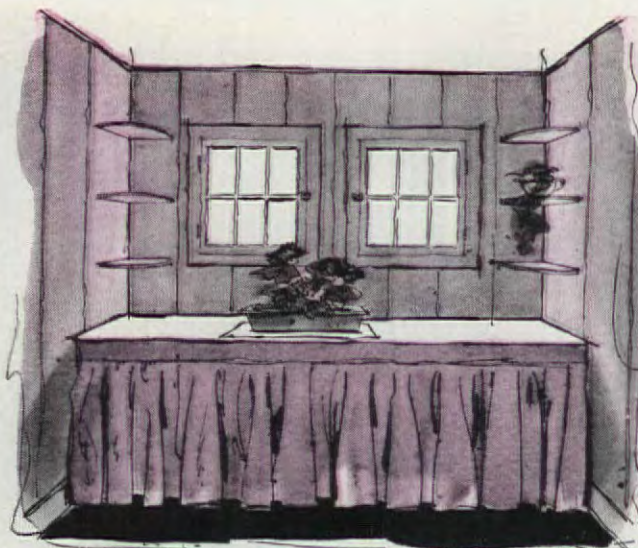
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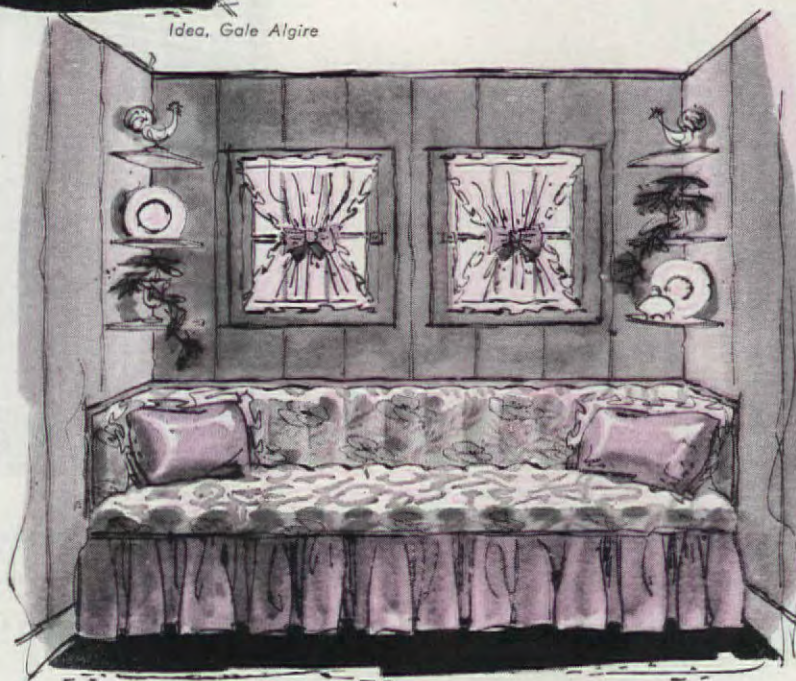
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If you need more seating space or extra room for an overnight guest, a doorless sideboard with curtain can be converted into attractive built-in seat, as shown here. Top of buffet was lowered to chair height and curtain cut to fit. The seat back and sides were padded, barrel style, with two camping mattresses and upholstered in pretty cretonne. Unit was finished with a narrow, stained molding. Shelf underneath for storage

Idea, Gale Algire



idea to see if it is feasible, or even to a long memory which will permit you to "try it out later."

Being efficiency-minded and fresh for the task, we are offering you a workable assortment of home-fixing ideas as varied and fascinating as homemaking, itself. For easy reading and easy doing, we give you only the gist, the kernel of each idea and the direct approach to its accomplishment. Because they are shorn of any extraneous byplay and impressionisms, they will be easy to remember and—so long as the spirit is willing—the ideas are yours for keeps, to apply or adapt when you will.

This month, for the talented woman of the house, there are suggestions for individualizing—and

♦ painting storm sash

they may be purchased at any hardware store. Before replacing loose putty that has been scraped out, give wood a coat of shellac. This will seal it so it will not draw all the oil out of the putty. Feed small lumps of putty to the putty knife from a supply held in your hand. Do not allow putty to go higher than the rubber behind the glass or it will show inside. Before actually painting the sash, apply a coat of paint to any new putty. When this is hard, thoroughly clean sash and apply paint of desired color. Nails in sides of sash afford a convenient means of handling it when comes time to set it aside to dry

The first step is to clamp, or nail, two pieces of 2" x 4" wood to one of the joists in the ceiling of basement or garage. To these, about waist high, nail two pieces of 3/4" board, in upper edges of which small notches are cut (see sketch, other side). Drive eight penny nails into each side of the sash at approximately the balance point. Hang sash in the frame by placing nails in notches and turn to most convenient position for work. Before painting sash, however, scrape out loose putty and replace any glazier's points that may have fallen out. Glazier's points are those small triangular pieces of metal which hold the glass in place;

Idea from Lulu M. Stalker

♦ plant decoration

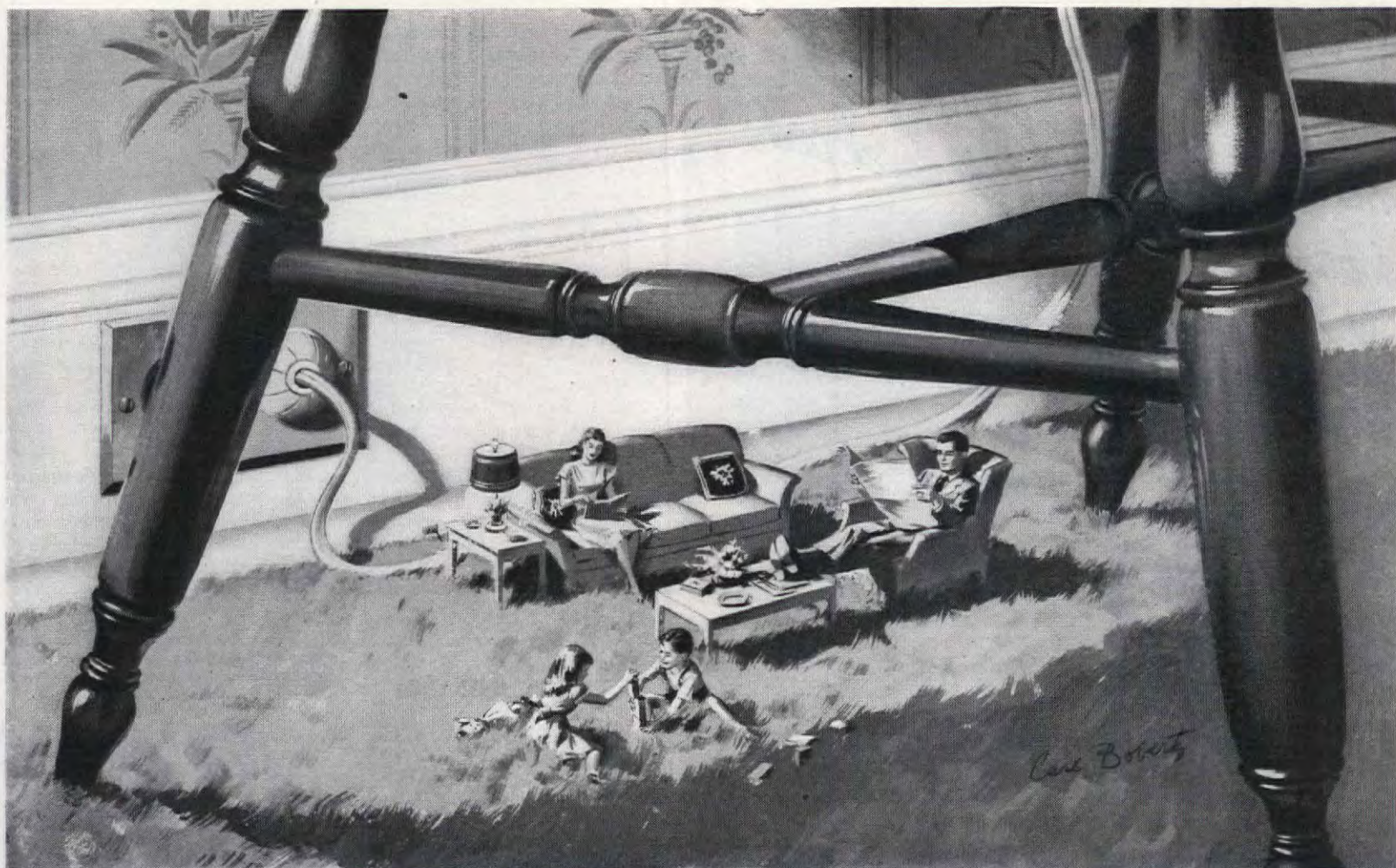
Ivy in a cage made of wire frame from two small lamps. Lamp clips of bottom one bent flat and tied with wire to adjoining parts, making base for ivy pot. For top frame, one clip bent up, other down. Ivy placed inside, frames wired together, then enameled in white. The cage is held by a bird-cage hook

Marguerite D. Fisher

Philodendron or ivy grow well and charmingly tucked inside bowl of an oil lamp



Photograph and idea by Nadine Walton



This Winter— be snug as a bug in a rug

...with a cozy "package" of Rheem heat!

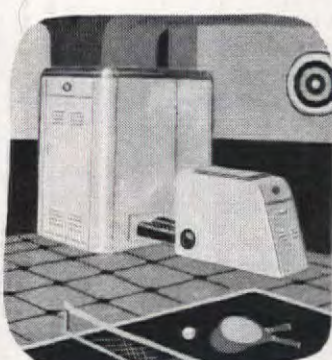
If you've long had a hankering to come home at night to a cozier home...a home you can sort of snuggle into with no cold corners...now's the time to install one of these Rheem furnaces. For with Rheem you save from the start. You buy only as big a heater as *your* home needs. A "package" of clean warmth that's tailor-made for you! And you keep saving year after year—for Rheem is built to serve you well.



1. You get all the luxury of automatic heat—with this handsome Winter Air Conditioner. A blower circulates clean, filtered air, at the desired degree of humidity. Rheem Winter Air Conditioners come in models for all types of gas fuel. An investment in *years* of comfortable living.

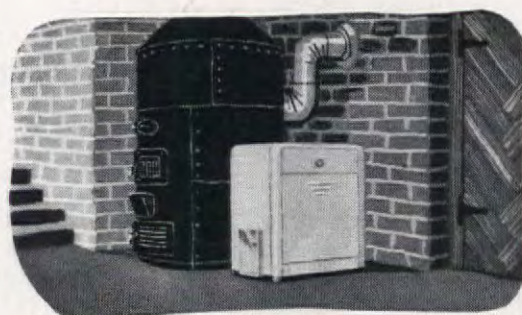


2. Here's thrifty luxury! With this Rheem Gravity Basement Furnace—plus an inexpensive thermostat—you can enjoy the convenience of automatic gas heat. Warm, clean air is constantly circulated by gravity through your house. This trim furnace comes already assembled—simple to install.



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FREE Write today for a FREE copy of our full-color brochure, "American Colonial Asbestos Shingles." Address: Johns-Manville, Department AH-10, Box 290, New York 16, New York



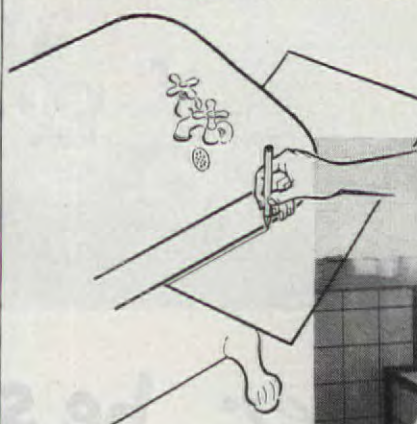
Johns-Manville
BUILDING MATERIALS

making more efficient—a closet, the playroom, a dead-end corner, and holders for greenery. For the man, there is novel, practical entrance lighting, an answer to storm sashes, and **Bathtub face lifting.** Mr. E. B. Marriner got tired of looking at his old claw-footed bathtub and modernized it. He did it simply and economically, the whole job costing just \$6.00. Step-by-step instructions for doing the work are given in the sketches below. The finished tub is shown in the photograph. Mr. Marriner used a new type of wallboard called Tek-wood for covering the frame. This material consists of a hardwood core to each side of which is resin-bonded a tough sheet of Cylinder Kraft paper. This paper, like wood, has a definite grain which is applied to the core so it runs in the opposite direction from that of the wood. For that reason, it can be bent to a 180° angle without breaking.

All outside edges of the framework should be given a coat of urea-type waterproof glue before the outside covering is screwed in place at top and bottom of the frame. To cover screw heads, put a small strip of molding at the top; glue this with waterproof glue and then drive brads to hold it firmly in place. Brad holes may be covered with putty. Protect the bottom with a baseboard.

A thin piece of wood may be used for this. It should be glued to the covering and then held firmly in place with brads, the same as is done with the molding at the top rim.

Mr. Marriner also utilized the space at the end of his tub by building a compartment for storing cleaning fluids, soaps, and other bathroom necessities. This compartment was built in essentially the same manner as the tub covering. A framework was erected and it was then covered with tile board. The top is hinged.



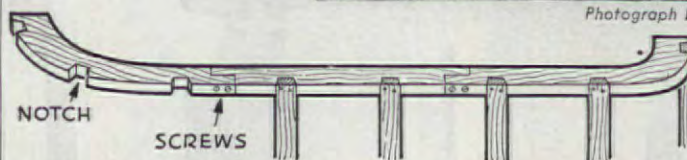
It's easy to dress up old bathtub, make it look like one below. First, make cardboard templates for ends of tub, then mark wood for cutting



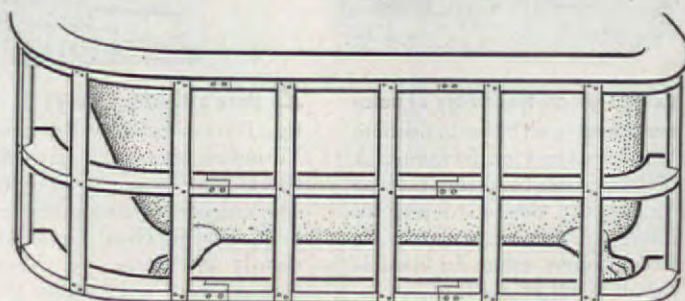
Photograph by Adolph Volkman

Below, when you cut the arcs, arrange to have the cross-grain in center so ends will not split off

Data: Helen E. Marriner



Three sets of horizontal ribs are needed. Use six or eight vertical members. Screw framework together before setting up



Sketches by Sigman-Ward

Push upper rib firmly under rounded tub edge, secure with wood wedges. Bottom horizontal rib screw-fastened to floor. Cover with linoleum or hard-surfaced, flexible wallboard

That Garden of Yours...

E. L. D. Seymour

I'm not going to try to describe it, that garden of yours. At least, not all at once. For it is no one property that I have in mind, but rather a composite of many places; a montage of beds, borders, and boundaries; of paths, walls, and terraces; of shrubs, vines, trees, lawns, and flowers as they are found all over the country, developed to fit all kinds of conditions, and cared for and enjoyed by all kinds of people—but nice people, I claim, because they are all, in some degree, gardeners.

Under our title, we propose to offer, from time to time, a miscellany of ideas, reports, opinions, and experiences that will reflect accurately and fairly the interests of home gardeners of every type, everywhere throughout the country. We want to tell about the things they grow, and why, and how; the problems they solve—and sometimes, perhaps, those that still have them stumped; the successes they have achieved, and the objectives that lie ahead. Always we will want them to offer definite, practical help or information on subjects determined largely by your letters, questions, and comments which reach us in such gratifying numbers; and by the reports received from, and the visits made to, different parts of the United States.

These introductory notes, for example, are influenced by memories of a spring month spent along the West Coast, between Seattle and Los Angeles, plus brief visits to Denver and Salt Lake City. Each stop had delights and revelations—the Northwest, its wealth of rhododendron varieties and its stupendous roses; California, its brilliant



F. P. G. from S. W. Tuck

masses of geraniums, verbenas, and other flowers innumerable; the gardens made in apparent defiance of gravity on the faces or brinks of precipitous slopes; the ubiquitous lawn-sprinkling systems required by eight rainless summer months; the spread of contemporaneous garden planning, in which formal and informal merge their differences under the impact of realistic, economic usability. (Incidentally, for a delightful approach to the demands and rewards of gardening in Berkeley, California, from a sound and very human point of view, I heartily recommend Sidney B. Mitchell's new book, *Your California Garden and Mine*, Barrows and Co., publishers.)

While in the east, I had visited a little garden,

♦ pruning



So treated, a healthy, well-fed tree will completely heal even big wounds in a few years, as shown here. (Now, over)

♦ food crops

Wise gardeners will continue to grow some food crops, come good times or bad. More and more men who know reject the idea that food surpluses are either unavoidable, or even possible. Home-grown vegetables and fruits of specially liked kinds insure a supply when needed, top quality, the joy of achievement, security in emergencies. If you deep freeze, good, if not, improved canning methods are easy, efficient, safe. And it is usually possible to provide "natural storage" in well-insulated, uniformly cool rooms or pits. (Over)

N. Y. State College of Agriculture



Saw limbs off clean and flush with trunk. Paint scars to protect them against moisture and rot while bark grows over them.



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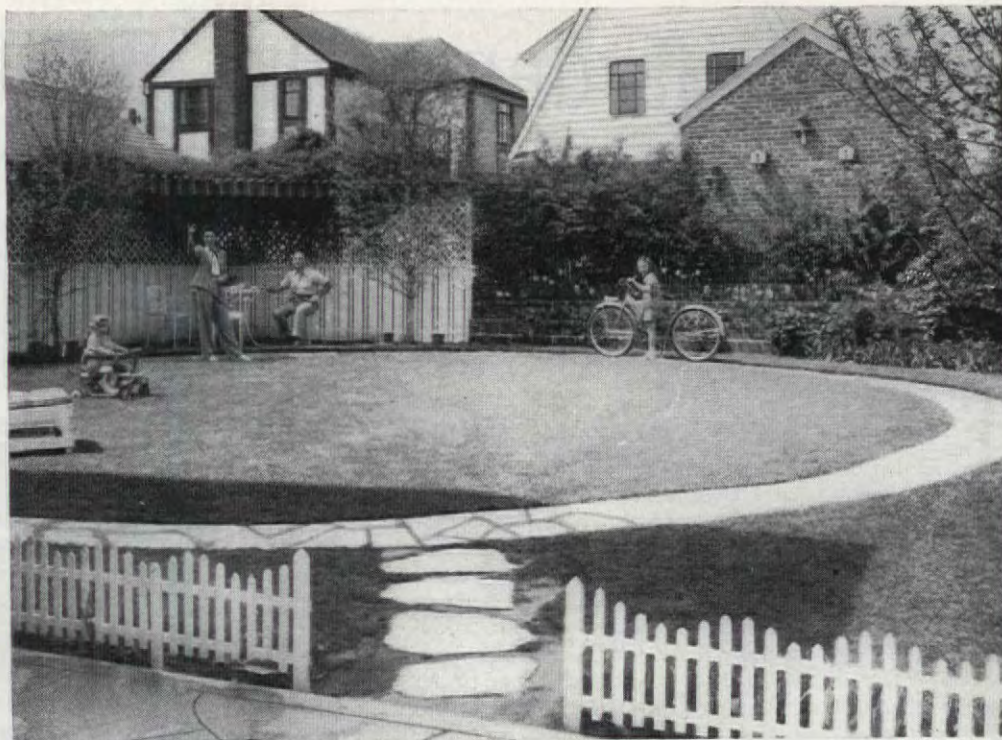
For the name of your nearest Williams Oil-O-Matic Dealer, consult the classified section of your telephone directory under "Oil Burners" or write to the factory at Bloomington, Illinois.

* 90.4% OF ALL OIL-O-MATICS INSTALLED IN
THE PAST 20 YEARS ARE STILL ON THE JOB

On Long Island—
A suburban garden
that offers privacy,
healthy recreation,
outdoor living, safe
play space, beauty
outdoors and (for the
cutting) indoors, too



The sort of book that helps—
written for gardeners, by one



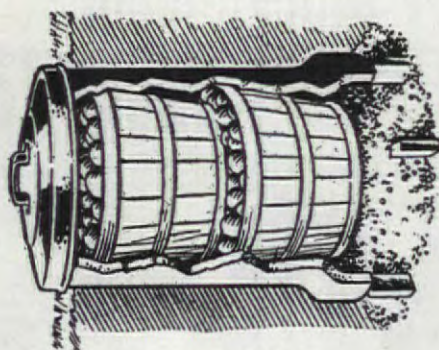
Kilmer Photos

another result of a man's striving for outdoor pleasures for himself and his family. In a recent Flushing, N. Y., development, Mr. M. Friedman has provided in his 40 by 40 ft. back yard a central circular carpet of beautiful soft turf, around it a path of marble slabs set in cement (grand for bicycles and kiddie cars), diagonal corner plantings of shrubs and flowers (one featuring a three-tier brick wall with beds on each level for spring bulbs and summer annuals) and, in a third corner, a paved and fenced triangular shelter where family meals and parties

are frequently, easily, and happily staged. Here the whole family (with emphasis on Lenore, 7, Arlene, 2½, and Michel, 9 months) know the joys of outdoor living, and the neighborhood benefits from their example.

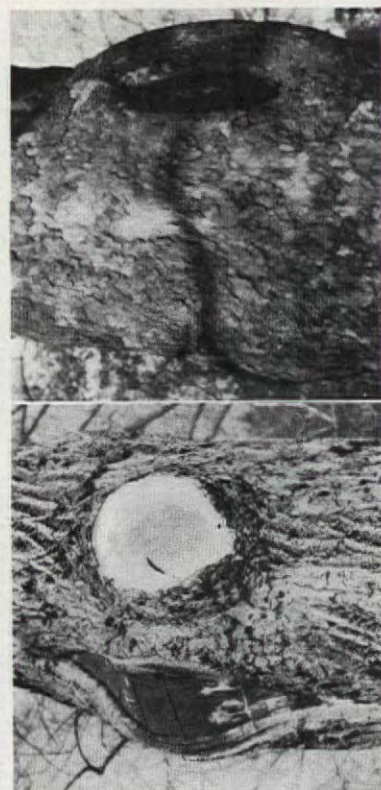
As cautions and urgent appeals may seem warranted, they will be included in "That Garden of Yours." I have rejoiced to see many proofs of continued realization of the desirability of home-grown vegetables and fruits. Wherever possible, some food crops should be made part of the permanent, over-all garden program.

CLAY PIPE STORAGE



A length of vitrified clay pipe 24" or more, inside diameter, provides simple, inexpensive winter storage for apples, pears, potatoes, etc. (and temporary warm-weather storage for berries, eggs, butter, etc.). Dig hole in shaded spot near house, on east or north, deep enough for several inches of gravel or cinder drainage at bottom. Stand pipe, bell-end down, on some bricks so top is 2" above ground. Fill in soil around it, grading down from top. Use wire mesh to keep out animals, and wood or metal cover to exclude water. Pile straw, leaves, and soil on top as needed to keep temperature inside above freezing. For more capacity, increase number of pipes

Below left, result of neglecting large, but properly made, wound. Decay spread down and into heartwood before scar could heal. Insects, birds, even squirrels, may hasten end



Good tree care: Right, well-made cut. Left, where rot had started, cavity was cleaned of diseased wood, disinfected, skillfully filled, leaving smooth surface for bark to cover

Paul Hadley

Sentiment is growing and spreading for the establishment of more garden centers and horticultural extension services, especially in urban and suburban communities. Have you and others in your locality discussed the advantages of such facilities in connection with home gardening, neighborhood improvement, and youth

programs? Have you asked for them?

The time draws near when palls of fragrant smoke rise from countless roadside piles of burning leaves. But must they? Are you going to pay further tribute to that senseless custom, and rob yourself and your garden? Or are you going to—but that is something that deserves a story in itself.

**DON'T—
OH, DON'T
BURN THOSE
LEAVES!**



Gustav Anderson from A. Devany, Inc.

It's fun, you say? The smoke smells good? Perhaps. But fire's always dangerous. Bonfires damage street surfaces. And when you burn leaves, you're foolishly, extravagantly, wasting valuable plant food

◆ **compost**

2: Dump and spread in one or more convenient size pits; add other vegetable waste, when available



Elementary composting of leaves shown in four easy steps. 1: Rake and gather (don't burn) them. Bur-lap strip with old pipe sewn in ends holds big loads in barrow. (Dog not essential, but is jolly company.)



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And that is how we are going to handle it. Perhaps you don't need to be told that the question of soil management and conservation is so tremendous that everyone has a stake in it. Farmers naturally seem closest to it, because they live and work in constant contact with it and are directly dependent upon it. When whole states lose millions of dollars because of floods or dust storms, all the people and the entire country suffer and are

shocked. But those are but spectacular phases of continuous, widespread soil destruction. Happily, banks and big business are beginning to accept and discharge their share of responsibility for a new deal for the land. Society is gradually—but very slowly—awakening to its dependence on the soil. You, who garden, are as much a steward of the land as any farmer. And if your stake and trust are smaller than his, they are, also, more intimate.

**The basis of garden success is good soil—
"the good earth." To make and keep it good . . .**



ASK YOURSELF—

"How does

4. Wet pile thoroughly when first made, whenever new layers are added, and occasionally in dry weather. Keep surface slightly dished to hold rain. If the heap is built on surface, or above pit sides, cover it with 3" of soil. Turn and repile in 6 months.



3: On each layer, sprinkle alternately agricultural lime or limestone flour, and good plant food.



Here is humus—loose, black, absorbent organic matter—such as every gardener can and should obtain from compost heaps. Another way to add it to soils is by burying leaves and litter in trenches



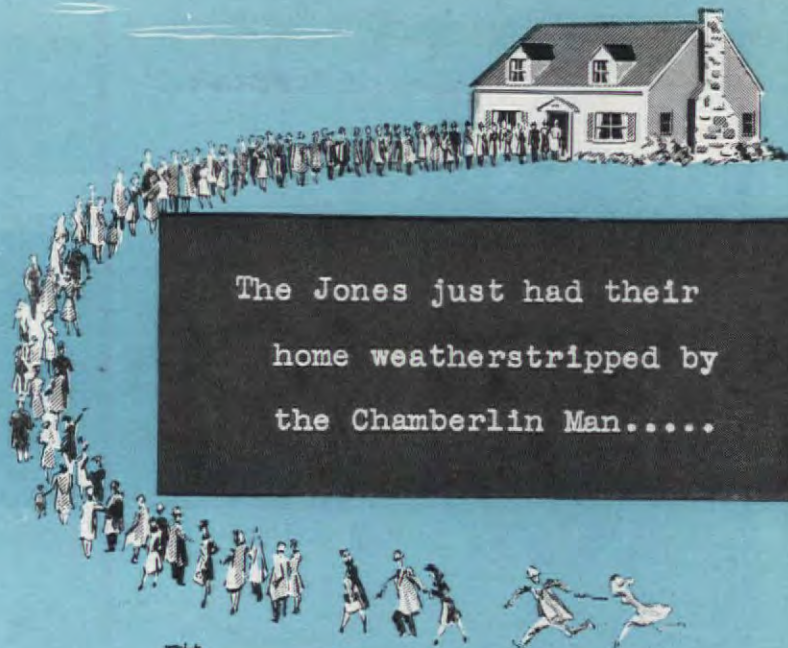
U.S.D.A. Photos by Kneil, Wester, Phillips

Nature do it?"

Contributors: John Austin Moore, John Shrader

Is yours a green thumb? Is it brown with yellow spots, as sometimes suspected by other un-ky gardeners whose main achievement, after much labor, seems to be a big crop of dandelions and who are then chagrined by finding finer blooms than they can produce thriving unnoticed beside the alley trash cans or over in a vacant lot? Natural-ly they wonder why they don't have green thumbs. The answer, in many cases, is that, instead of working with Nature or letting her work for them, they are working against her! The revolutionary doctrine of Buckner's much discussed book, *Man's Folly*, is actually nothing more than a discovery of nature's natural method of making things grow. The astonishing thing is that, in all our agricultural schools, experimental farms, and busy scientists, was not sooner "discovered" and taught. It is only one of the sober indications of how far we have strayed from Nature's way; of how effectively a little intelligent curiosity and skepticism can lessen the labor and disappointment that too many of us who work with the soil have

come to accept as a gardener's lot. We gardeners should never stop asking ourselves, "What is Nature's way? How does Nature do it?" For Nature has been running things according to her system for a long time, and whether or not we always approve, hers is the system we must work by. Too often garden failures are simply the result of our ignoring Nature's teachings and hints. Why do we yearn after and struggle to grow foxgloves, or delphiniums, or primroses when experience has shown that the local soil and climate relentlessly kill them off? Neighboring fields may be blue with hardy lupines, but despite the obvious prompting, who thinks of using lupines in his garden? We buy rare, expensive shrubs and watch them pine away while equally handsome plants thrive unnoticed in near-by woods. We hanker after roses or rhododendrons, but fail to grow healthy bushes because we do not realize that they need special soil and climatic conditions. A few years ago, I was determined to get an extra-early crop of lima beans. Because I wouldn't wait for the ground to become as warm as



Mrs. Jones demonstrates how easy it is to lift the Chamberlin metal weatherstripped window. (This is the one that used to give Tom's wrestler brother a workout.) Closed, it's draft, soot, and dust-tight.

Neighbor Duff is trying to see how Chamberlin metal weather strips make door sills draft-dirt-and-storm-tight. Straighten up, Duff, here's the way it works—



Tom Jones speaking: How much, boys? Well, final figures aren't in, because we'll have to subtract fuel savings (a real item with fuel so scarce), also decorating savings, and health benefits. But I will say—and you can quote me—that Chamberlin weather strips are the finest investment we ever made. They give us "new home" comfort in our present home.

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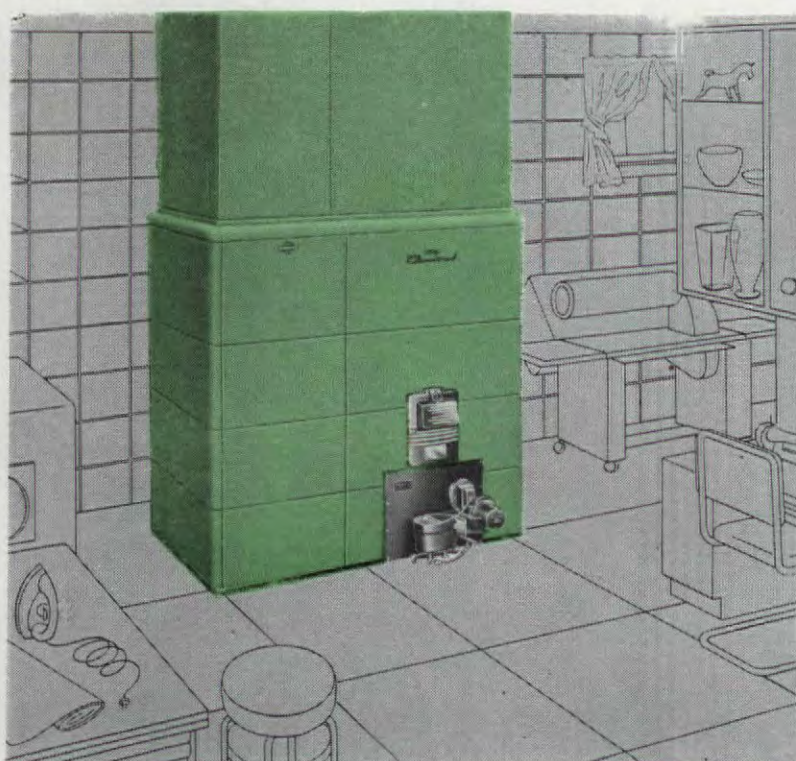
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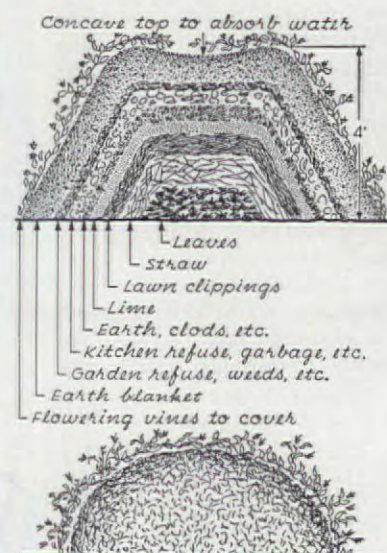
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they require, I had to make three plantings before I got a row started. I was assured by my neighbors that the hot sun of Oklahoma, where I then lived, quickly baked tomato plants into submission. So, departing from (man's) accepted and recommended practice, I planted mine in partial shade. Though local growers agreed that a small, pink-fruited variety called Porter was ideal for the climate, no seed store or nursery had any plants to sell—I suppose because it wasn't a "standard" sort. I finally found some Porter plants self-sown in a farmer's garden. The crop produced on my eight-foot plants (protected from the afternoon sun and heavily mulched to keep the ground cool) had the native gardeners gasping. You see, I had given Nature a chance to work with me.

Mulching is one of nature's favorite methods. And how painstakingly we gardeners refuse to employ it! We gather our grass clippings and put them on the curb with the rubbish, or throw them over the fence—to enrich the land next door. Then we wonder why our lawns look scanty and dry out so quickly. We "clean up" and destroy all the leaves and trash in the garden as if we were trying to make them into deserts—which, too often, is just what we do. Even back under the shrubs and in corners where you'd think a few leaves could remain undisturbed to do their good work, we carry out our bare-earth policy of neatness.

There is no soil, except possibly muck or bog, that cannot be immensely improved by the lavish addition of humus. In the garden where I labored as a boy, there was originally almost pure gravel. The lawn was stony and sparse, the flower beds were dry and barren. But with boyish laziness I never removed the grass clippings; they went back into the soil and, supplemented by the fertilizer we applied, they gradually built up a heavy, dense sod. Mulch-



Diagrammed sections of, above, the start and, below, the end product of a compost heap. Sods, garbage, and other valuable ingredients are included. For looks, a mantle of vines. Fertilizer hastens its breakdown.



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ing the beds probably did not occur to me, but I did the next-best thing. In early spring I would dig out eight inches or so of the soil, pack in a mass of leaves and trash gathered in my, and the neighbors' gardens, and along the street, then throw the soil back on top. By summer, the beds had settled back to about their former level, with the humus below holding moisture like a sponge. In time, the formerly lifeless soil became loose, porous, black, and fertile, and the crops grew like magic in it.

Well, humus is magic—nature's magic. Its addition to the earth accomplishes wonders. It prevents erosion, lessens surface evaporation, holds moisture, lowers the summer ground temperature, reduces losses from disease and insect pests by producing more resistant plants, and promotes the growth of beneficial soil bacteria and those wonderful little garden helpers, the earthworms. It encourages root growth, improves the soil texture, whether it be too heavy or too light, eases cultivation, and prevents baking and cracking after rains. And it fertilizes the soil, too, not only by contributing its own constituents, but by increasing the efficiency of applications of chemical fertilizer. It is claimed (and has it been denied?) that food crops grown on soils rich in humus are higher in nourishment and flavor than others.

Think of these things when next you start to put a match to a pile of leaves, or start to throw a load of potential humus on the dump.

So much for a background.

Now let John Shrader of New York develop his ideas of another phase or extension of natural soil building—through the use of compost....

To get the biggest crops from your garden and, incidentally, realize the largest profit from your investment in purchased plant foods, you must periodically add large quantities of organic matter to the soil. Gardeners ordinarily figure on building up their land with animal manures, commercial fertilizers, or green manure crops. However, the scarcity and high cost of the former, the lack of organic matter in chemical plant foods, and the time lapse before green manures become effective, all emphasize the value of using—and making—synthetic manure or compost. Besides benefiting the soil, this enables us to utilize waste products such as leaves, straw, kitchen scraps, etc., whose disposal would otherwise involve trouble and expense. Merely buried in the soil and allowed to rot, they will ultimately become part of it, but by making the compost heap a permanent feature of your garden, you can hasten the process and greatly improve the quality of the material you add to the soil.

Properly built, such a heap has no objectionable odor, breeds no flies, harbors no weed seeds, as do piles of raw animal manures. Good compost is also a valuable source of the vital "trace" elements which both plants



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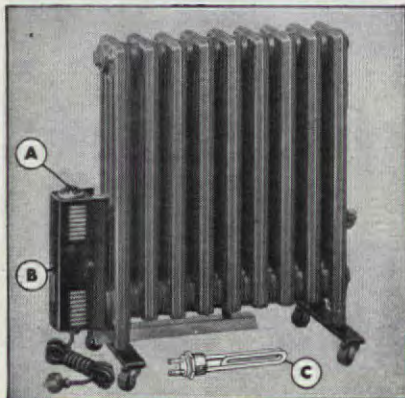
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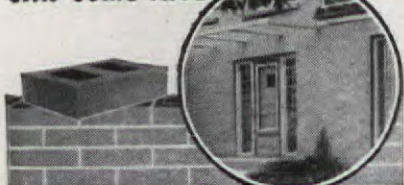
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(and the animals that consume them) require—such as zinc, iodine, cobalt, manganese and boron. How valuable it is in growing even house plants is shown by the almost invariable directions for making potting soil—"mix well equal parts of good loam, sharp sand and compost or leaf mold."

If you were to subject a sample of well-rotted compost to microscopic examination, you would reveal a wonderful natural phenomenon. You would find the loose, black, porous mass to contain millions of tiny living organisms—bacteria, molds, algae, yeasts and other fungous growths, as well as insects, worms and other creatures, all hard at work turning the vegetable matter into nutritious, stimulating food for future crops.

By darkening a light-colored soil, compost can raise its temperature as much as nine degrees, thus hastening the time when it becomes ready for planting in the spring, extending the growing season in fall, and increasing the crop yield. By holding more moisture in the ground, it helps prevent loss of soil nutrients by leaching, and checks or prevents erosion. It increases plant utilization of mineral fertilizers, thus increasing returns from their application.

Does all that sound like Chamber of Commerce enthusiasm? Well, the United States Department of Agriculture, well known for its cautious and conservative attitude, has recently said in its publications: "Leaves alone, when dry, are about twice as rich per pound in plant food as barnyard manure." . . . and, " . . . the use of composts is one of the safest and most economical methods of building up soil productivity in small areas." So, if you haven't a compost heap, why not start one now?

A compost heap may be made of almost any kind of vegetable and animal substance—plants and plant refuse, green or dry; weeds, old hay, leaves, clippings, corn stalks, grass, garbage, potato haulms and pea vines; straw, sawdust, seaweed, apple pomace, peat and muck, old sods—anything, in fact, that will rot down into humus. Weeds in the seed stage should be put in the center of the heap where the heat of decomposition will destroy the germinating powers of the seeds. The ideal temperature range for compost manufacture is 100 to 120 degrees F., but it can go as high as 150 degrees if the mass is kept moist. About one ton of dry organic matter and 800 gallons of water will produce some three tons of rich compost in a surprisingly short time, provided hedge trimmings, tree prunings, wood shavings, and other slow-rotting materials are not included. They, however, can either be chopped or shredded and then added to the heap, or dried, burned and incorporated in the form of ashes.

You can even grow crops or rye, vetch, soy beans, buckwheat, etc., for your compost heap in odd corners of your place, cutting them before they mature, but after they have made full

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growth. This practice yields much more organic matter per unit of area than does the turning under of green manure crops, in spring, while they are still soft and immature. Build the heap in layers of the different materials, sprinkling lime and plant food, alternately, on the strata of vegetable matter, and putting a little soil or sod on top of any animal manure available. The latter will both enrich the mixture and hasten its decomposition. Water the pile as you build it (if the material is dry) and, in any case, when it is finished; if you can use some liquid manure for this purpose, so much the better.

IN locating the compost heap, keep it away from exposed spots where heavy rain, hot sun and strong winds can leach, bleach, and dry out valuable elements, and impede the action of the bacteria that do the work of decomposition. A wall or fence can sometimes be used to support one or more sides of the heap. You may decide to build a permanent, brick-, concrete-, or timber-edged pit, perhaps divided by removable partitions into sections for material of different ages. Or you may prefer to shift the pile around from year to year, thus resting and enriching the different spots where it is made. In a large garden, there might well be several heaps located in convenient, yet not obtrusive, places. If you have any objection to the looks of a compost heap, you can screen it with shrubs, corn, sunflowers, or any tall plants; or plant at its base a few squash, cucumber, hop, or other decorative annual vines to cover it.

Compostmaking proceeds most rapidly during warm weather, but a heap can be started at any time of the year. After it has rotted for anywhere from several weeks to a few months (and grown considerably smaller in the process), it should be cut to pieces with a spade and repiled, the relatively undecomposed outer part being placed on the inside. As before, keep the top slightly concave, and the sides smooth and as steep as possible. After another period of "ripening," much of the heap will be fine and soft enough to pass through a quarter-inch sieve. This part can be used wherever fine manure is called for—and with no danger whatever of burning or overstimulating. The coarser material is always useful for mulching, for digging under when preparing soil for another planting, or, if the season is late, for adding to a newly started heap.

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The American Home Magazine
55 Fifth Avenue, New York 3, N. Y.



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In the fall, green cover crops should be cut up and mixed with your soil.

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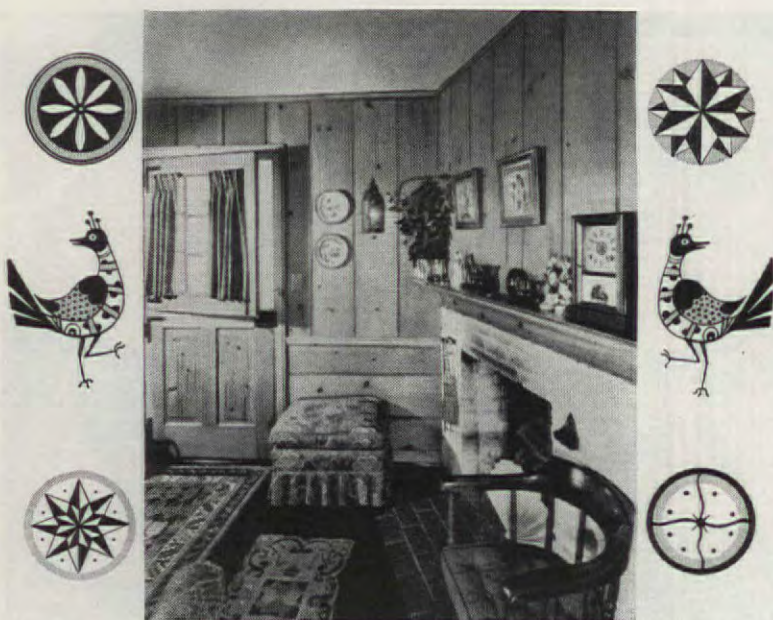
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* Patent applied for.

THE WHEELER, OSGOOD COMPANY
TACOMA 1, WASHINGTON



CREATE—Don't Copy!



Photographs by Univ. of Wisconsin Photographic Lab.

Helen N. Kingsley

THE advice given above in the title, says Mrs. Agnes Leindorf, professor of related arts at the University of Wisconsin, is the secret of good flower arrangement. Copying she calls unsatisfactory because it is usually impossible to repeat the original exactly; having made a copy, it is difficult to go farther. In the beauty of natural things, we can find all the elements of good design, which means order; that is, harmony of line, color, form, and texture, which are the tools of the artist. An understanding of this basic design factor in nature enables us to use those tools in brightening our homes. To produce a good flower arrangement, they must be used in proper proportions; too

Study Nature's artistry in relating line, color, form, and texture. Strive for order and simplicity and you, too, can be a designer of beauty

little or too much of any ingredient, and it will fall flat, like a poor cake.

Line, the silhouette or pattern of a design, is seen in a solitary blossom, branch, or stalk. Watching for it, note how wheat differs from cactus, milkweed from philodendron, spruce from weeping willow. A flower design may be good mainly because the characteristic line of the material is cleanly emphasized. Color can be used at the expense of line. The warmth of reds and yellows, or the coolness of blues or greens, may appeal more strongly than the design. We can use



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The "Dutch Boy" has never dipped his brush into higher quality paint. It is the result of over 30 years of continuous, outdoor paint tests . . . the longest research project of its kind.

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1. Bright White, Blended to Stay White:



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Anaconda Copper & Brass

Three daffodils, supported in clay in a simple container, emphasize line. Contrast in color and texture is supplied by their crisp yellow and the softer blues of the violets



Bittersweet's rambling pattern and orange-red berries provide a wholly different line and color design from that above. So does the massed color effect of the asters shown below, which are fine for high-lighting the corner of a room



light and dark accents to emphasize basic lines, and color can pleasingly pick up room tones and repeat them in a flower arrangement. Texture offers a whole new medium of expression, and can be center of interest, accent, or background of a design.

With those elements in mind, analyze the flower arrangements you make and see in florist shops, homes, and magazines; learn why some fail

while others are sharply appealing. Choose containers for their simplicity and ability to blend into the design.

For us there are no set rules to be applied in every home, for every occasion. It is just a matter of using simply and sincerely the basic ingredients of line, color, and texture, and of combining them according to the judgment that comes only as a result of observation and experience.

*Even the
most critical
praise this mayonnaise*

Crowning glory for your most glamorous salads . . . the making of everyday ones . . . is the superb mayonnaise that carries the name KRAFT. Now, once more, it's at your dealer's in plentiful supply. So try it soon.

**"THANKS FOR THE
COMPLIMENT, BUT I
DIDN'T MAKE IT...I
HAVE ALWAYS USED
KRAFT MAYONNAISE"**



PEAR SURPRISE. Drain canned pear halves well; for each serving, put 2 halves together with a filling of Kraft Pineapple Cheese Spread. Place upright on salad plate, tint very lightly on each side with red coloring to simulate fresh fruit. Surround with crisp watercress, top with sprig of mint; serve with the piquant perfection of Kraft Kitchen-Fresh Mayonnaise.

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A master blend of fine oil and eggs, fragrant vinegar and spices, and *Fresh Lemon Juice*

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Photographs by Ross H. Hahn

Decorating with Plants

In my house—especially in den and kitchen, shown here—I do much of my decorating with living plants. My stand-bys are African-violets (of which I grow some 30 varieties), and the ever-reliable philodendron. I recommend them used this way as a hobby for busy housewives

Eleanor Cox

PROBABLY you have heard women tell—as I have—of keeping plants in their homes months on end without getting a single bloom. Certainly they cannot have tried African-violets (or Saintpaulias, as they are named botanically), for my experience suggests that almost anyone can look to them for blossoms throughout the year, and with little effort. Of course, different people have their special ways of handling them, but mine reward me generously without any coddling. Five years ago I moved



African-violets are happiest in an east window where they get morning sun and resulting good light. My philodendrons replace draperies at the den windows and over the mantel. Some of them are over five years old, and 75 feet in length





● **Hotpoint Dishwasher** washes, rinses and dries automatically. Exclusive front opening. Quality backed by Hotpoint's 15 years' experience as pioneer builder of electric dishwashers.



● **Hotpoint** postwar refrigerators offer the most important advances in years with a new streamlined design that gives you as much as *one third more* food-storage space in the same kitchen space!

● **Hotpoint Washer**, with famous Thriftivator 3-zone washing action, handles heaviest washes with ease, delicate fabrics with care.

Everybody's Pointing to Hotpoint

Hotpoint, the fastest-growing appliance line, offers brilliant new kitchen-planned, custom-built appliances—engineered to set the pace and give you extra years of service!

Hotpoint Work-Savers for Your Home!

RANGE • WATER HEATER • DISHWASHER
DISPOSALL* • ALL-ELECTRIC KITCHEN
REFRIGERATOR • FOOD FREEZER
WASHER • IRONER • CLOTHES DRYER

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● **Before you buy** any appliance, see Hotpoint. Compare carefully. You'll find that point by point Hotpoint is your best buy. Your nearest Hotpoint dealer is listed in the phone book. Hotpoint, Inc., 5600 W. Taylor, Chicago 44, Ill.

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America's
Fastest-Growing
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to a new home and, for a time, had no place to put my house plants. So I left them on a table in the yard where the wind did not blow too hard or the sun shine directly on them, and even the African-violets did well there in the open all summer.

However, they are most at home indoors where they get a little sun and plenty of light. A good soil, rich in forest mold, is excellent, and some plant food should be given once a month. Plenty of water is essential, but while some growers keep the pots standing in water, I prefer to sprinkle the plants well with tepid water every other day. This, I know, is contrary to some directions, but I take care that the sun does not shine on them while wet, and it does no harm. They seem to prefer a 65 degree temperature; it shouldn't go above 70. New plants are easily grown from leaves taken, with an inch or more of stem, from old plants. Insert the stem in water or soil, kept moist until roots form, then pot it up carefully. Some put the stem through a hole made in wax paper or a layer of paraffin; this supports the leaf blade above the water in the glass or dish.

I SAW my first philodendron growing wild in Cuba, but you don't have to look that far, for the plants are sold by most florists. Besides growing rapidly, they, too, are easily propagated from the ends of the runners, cut three or four inches long and kept in water until they send out roots. Then they can be potted in a rich soil containing plenty of humus. By experimenting I have found that, once established and growing well, the vines live longer if not disturbed by repotting. I give them plant food about once a month. Philodendrons grow for me under more varied and unfavorable conditions than any other plant. They don't require much sunlight though, of course, good light is needed to prevent pale foliage. Plenty of water is needed, especially when the temperature is high but, again, even though this is a tropical plant, I don't let mine stand in water. The pictures on page 120 testify to the fact that my system works, and that it is entirely possible to do effective indoor decorating with growing plants.

Editor's Note: Mrs. Cox's success also goes to show that, indoors as well as out in the garden, much can be accomplished: first, by selecting suitable, easy-to-handle plant material; and, second, by doing some simple experimenting to discover what conditions and treatment suit it best. Incidentally, the interest in Saint-paulias was both reflected and stimulated by the formation last winter, in Atlanta, Georgia, of the American African-violet Society, whose secretary is Mrs. A. M. Wright, 218 Mississippi Avenue, Knoxville, Tennessee. In addition to gathering and organizing information about the plant, it seeks to straighten out the classification of the many forms and varieties that have appeared in recent years.

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You'll Have More Beautiful Spring Flowers if you plant genuine Imported Holland Bulbs this Fall . . . Stately tulips in all the rainbow colors . . . carefree, dancing daffodils . . . the sparkling fragrance of hyacinths . . . and the cool, dewy-freshness of the crocus.

Imported Holland Bulbs Need Only Nature's Care during the long Winter. There's no weeding, no watering, no worrying. For the bloom's already in the bulb—sleeping, while strong roots develop, to give you longer, stronger stems and extra months of garden color.

Just Picture Your Garden Next Spring. Your tulips, daffodils, hyacinths and crocuses burst into glorious color patterns in borders and beds, along walks, hedges, and walls—just as you planned. So be sure to plant genuine Imported Holland Bulbs now—before frost hardens the ground—for larger, lovelier flowers next Spring!

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FREE! Ask your dealer for our 3 beautiful pamphlets showing attractive ways to grow and arrange bulbs in your garden and in your home. You'll find them wherever you see this emblem—at seed stores, florists, hardware, chain and department stores in the U. S. A. and Canada. Associated Bulb Growers of Holland, 41 E. 42nd St., New York 17, N. Y.



In the conventional 6-cubic-foot refrigerator—of the type you probably have in your kitchen today—you can store just this much food under refrigeration. Old-style design limits you to this amount . . . and no more!



In the new General Electric Space Maker 8-cubic-foot, look at all the food you can keep under refrigeration. Actually $\frac{1}{3}$ more! Yet this refrigerator is almost exactly the same size outside! . . . fits the same kitchen floor space (as shown below).

Look! $\frac{1}{3}$ More Refrigerated Food Storage in the New General Electric Space Maker!

... yet the Space Maker requires no more floor space!

You can see with your own eyes what it means to have one-third more refrigerated storage capacity . . . in a refrigerator that will fit in almost exactly the same kitchen space required for an old-style 6-cubic-foot model of any other make!

Greater efficiency . . . greater dependability!

The famous "sealed-in-steel" refrigerating unit has one-third more freezing capacity, freezes ice 58 per cent faster, consumes less current than the latest prewar models.

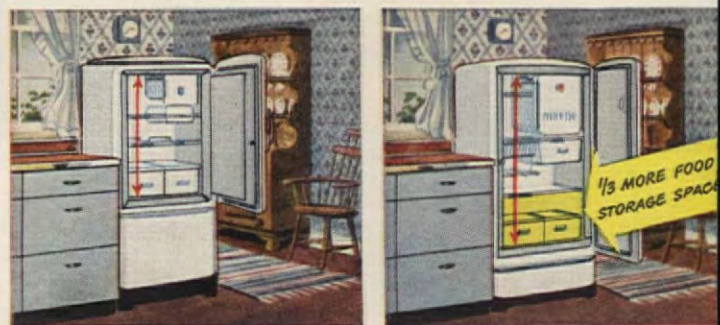
The General Electric unit is permanently sealed in an airtight steel case. Oil can't leak out; dirt can't seep in.

8-cubic-foot models as low as \$224.75!

All prices include delivery anywhere in the U. S. A.; Federal excise tax; and a five-year protection plan, consisting of a one-year guarantee on the complete refrigerator and an additional four-year replacement contract on the hermetically sealed mechanism. State and local taxes, if any, are extra.

See the great new General Electric Space Makers at your retailer's now. General Electric Company, Bridgeport 2, Conn.

8-cubic-foot de luxe model at left, \$299.75. Big Freezer holds 2 standard packages of frozen foods plus 4 ice trays (80 cubes). Spacious shelves conveniently arranged. Bottle space big enough for 12 square quart-size milk bottles, also for very tall bottles. Big fruit vegetable, and meat drawers, all 6 inches deep. This de luxe model also available in 10-cubic-foot size.



Notice how the new General Electric 8-cubic-foot Space Maker model fits in the same floor space as the ordinary 6-cubic-foot refrigerator . . . yet gives you one-third more refrigerated food-storage capacity.



SPACE MAKER REFRIGERATORS

A MILLION REFRIGERATORS IN SERVICE 10 YEARS OR LONGER

GENERAL ELECTRIC

THE child from age six to the beginning of adolescence (sometimes called the middle-aged child) is likely to be something of a trial to his parents, especially if they are not used to children in this age period. Often parents become so worried about the child that they take him to the doctor's office, saying, "There must be something wrong with Jackie. He has turned into a behavior problem. He has lost the table manners we taught him so carefully, and he never wants to take a bath. He is often rude. What has gone wrong?" The doctor finds Jackie in the waiting room behind a comic book. The mother says, "Jackie! The doctor is speaking to you. Where are your manners?" Jackie grunts without looking up from the engrossing pages.

What is the trouble with Jackie? It's mainly that he has arrived at a new stage in development for which his mother is not prepared. When he was four and five, he was devoted to his parents and other friendly adults. He responded to them warmly, paid them the compliment of copying them all day long. His table manners were quite good. He used grown-up diction, including words he only half understood. He liked the clothes his mother bought for him. He may not have behaved perfectly all the time, but he was a real delight to his mother and father.

As he moves beyond the age of six, he gradually turns into a different kind of child, with new interests and new drives. There

Junior, between the ages of six and twelve, may turn ornery or fidgety . . . but the trouble may be that he's only trying to grow up

The Middle-Aged Child...

Photograph by Harold M. Lambert
from Frederic Lewis

are at least three sides to it: he turns to the outside world, especially the world of his contemporaries, for his ideals; in order to shift part of his loyalty to his own age group, he seems to have to shake off some of his former dependence on his parents; he strives hard for self-control and self-discipline.

First, let's discuss his need to become more independent of his parents. He protests not so much against their moral standards as against their rules about manners. Sprawled over the table, he guzzles his soup. He is indignant about having to wash his hands. He leaves his shoelaces untied. If his mother buys him a new suit, he is suspicious even before he sees it. He acts as though the very fact that she bought it means that it is not right. He drops his parents' big words like hot cakes and tries to pick up the language of the street. If it makes his parents unhappy, so much the better. He wants the same haircuts and clothes as the other boys in the block. He doesn't want to be kissed any more in public. He doesn't want an outsider to see his mother acting as if she thinks he is cute. He wants to be considered the right kind of fellow by the gang and, in certain neighborhoods, will even break the law with members of a group, if he thinks it is expected of him.

THIS is the age for the flowering of secret clubs. A group of boys who are already friends decide to form a society. They work like beavers for several days, making badges, electing officers, drawing up rules, deciding who is worthy of membership and who isn't, finding a meeting place, preferably hidden. Usually, the hardest job is settling on the secret the society will guard. Though they don't realize it clearly, they are probably most concerned with proving to themselves and to the outside world that they are now grown-up enough to run their own social life, to conduct their affairs with dignity, to decide what is and what is not proper behavior, without the help of those fussy parents and teachers who seem to treat them like little children.

At this age, children are very strict with themselves and with each other. They disapprove of one because he fights too much, another because he fights unfairly, and another still because he doesn't fight when fighting is the honorable course. They even scold their parents if they think the latter are not obeying the rules they have learned in the outside world.

Between six and the beginning of adolescence, the child strives



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for self-control and self-discipline. He wants to get his life regulated; system and ritual appeal to him. His conscience is becoming strong. When he was four and five years old, his play was mostly imitation of adult activities. Now he begins to prefer games of skill which go by rules: rope-skipping, hopscotch, mumble-the-peg, and jacks. In these games, he tries to perform a series of acts of increasing difficulty. When he fails, he can't start over again at the same point. He must penalize himself by starting all over again at the beginning. The elements here are adhering strictly to rules and struggling to reach a high degree of perfection.

This is the age for starting collections of all sorts. The pleasure lies not so much in accumulating objects as in arranging them systematically and trying for completeness.

A MIDDLE-AGED child is likely to be sloppy about his room and possessions, probably in protest against his parents' emphasis on neatness. But once in a while he may decide to get everything in order. He starts by taking his dusty comic books off the shelves and arranging them according to title and date. But perhaps before that job is finished his enthusiasm spreads. Why not systematize his desk, too? He piles a mountain of junk on the floor, neatly labels the drawers, and starts to sort. His drive may not last until the job is done. Even if it does, he probably backslides in a few days. The point is not that he is orderly, but that orderliness must have great appeal to get him going so violently, even if it's only now and then.

This need for self-discipline becomes so strong in a majority of children that, when they are about nine years old, they fall into the habit of performing senseless rituals or "compulsions". Stepping over a crack in a sidewalk is the commonest. You may remember doing it in your own childhood. Once you caught sight of a crack, you couldn't forget it. You had to step over it. Other common compulsions are touching every third picket in a fence or having to make numbers come out even in some manner. Children sensed the meaning of compulsions (or superstitions) long before there were any psychiatrists. They said, "Step on a crack, break your mother's back."

The child's conscience has become so strong that it punishes him just for having evil thoughts. It is not that thoughts are worse at this age—the four- or five-year-old can gleefully "shoot his mother dead" with a toy pistol. But the conscience, the sense of responsibility, of the nine-year-old is much stricter.

Other definite nervous symptoms are common at this stage, also. The child may be so restless—shifting his seat, shuffling his feet, fidgeting with his hands—that his teacher or mother fears he may have St. Vitus's dance. Some high-strung children have tics. A tic is a nervous habit—such as

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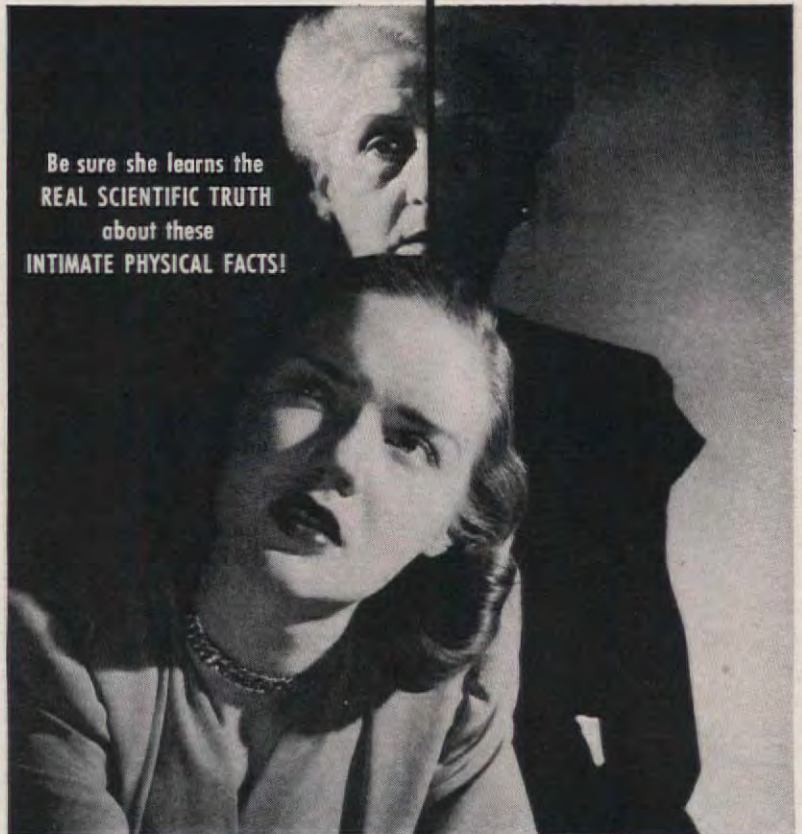
blinking, clearing the throat, sniffing, or shrugging a shoulder—which a child repeats hundreds of times a day in the same pattern, especially when tense. Tics often start from a mild physical discomfort, such as an eye or throat infection, or they may be picked up and copied from other children. But the child would not retain the habit over a period of time if some tenseness in himself were not somehow relieved by it.

I think that a certain amount of inner tension develops in most children during this period because of the inner strivings I have discussed: the wish to free themselves of some of their dependence on parents, to adjust themselves to the world outside the family, and to discipline themselves. But another factor creating tension is increasing parental disapproval and correction. The conscientious mother who has taught her child proper manners, is distressed to see all her work apparently being undone. She is upset by his rebelliousness, too. Frankly, it is harder to be nice to him now, when he has lost his childish, appealing ways. All these factors tempt her to become more critical and nagging. It is a vicious circle. What's the good parent to do? The first job is to recognize clearly that these irritating new traits of messiness, balkiness, and bad manners are not signs that the child is going to the dogs, but that he is making normal progress in trying to grow up. He *has* to become more independent of his parents' standards in order to be ready to adjust to the world. (In fact, the child to worry about is the one who goes on through the middle period of childhood always believing that his parents know best and never arguing.) But even if good parents can stop worrying, that doesn't settle everything. Doesn't the child have to take a bath once in a while, or come home for meals? Of course. The idea is to compromise, to hold him cheerfully but firmly to a few important rules and duties, and try to forget the little unimportant ones that can be overlooked.

PERHAPS more important than number and kind of rules is the spirit in which they are enforced. Children at this stage have a sense of reasonableness and justice that can be appealed to. What they can't stand is being nagged and scolded like small children who don't know better. They crave to be treated like the responsible people they are trying to be. Certainly it's a mistake to keep prodding them to get to school on time in the morning or to get homework done. Ninety-eight per cent of them will do these jobs better through a sense of responsibility to the school than through pushing of parents. The parents' cue, then, is to make requests of the child in a grown-up fashion, as if expecting him to carry them out, being careful not to ask more than he can be expected to perform, and then leave these responsibilities up to him as much as it is possible.

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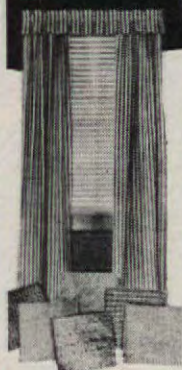
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The Top Bookshelf

Etheldred S. Macy

THE place was Boston; scene, a select private school for girls; time, twenty years ago. A French class was in session, and the plump, middle-aged French teacher was interrupting one of the girls in the group who had been translating aloud from a French novel. "Please, Helene," she broke in, "we will skip the next five pages. Now turn to page fifty-five and continue reading beginning at line twenty."

The girl students nudged each other under their desks. One of them scribbled a note, and it was passed from one to another. It read, "Let's get together after school and translate those five interesting pages."

After school the class did get together to spend considerable time and energy (more than they ever normally spent on their homework) translating the five pages, with the result that the censored passages made much more impression than they would have if Mademoiselle had allowed them to be read as they occurred in the book.

"That isn't a nice book for a girl your age to be reading," a mother once scolded her daughter as she snatched it away from her. Standing on tiptoe, she thrust it far out of reach on the topmost shelf in the library. Fascinated, the girl stared at the book, and a little later, when her parents were out, she got a stepladder and retrieved the book. She read it avidly, searching for what it contained that wasn't "nice." Passages which she would have slipped over in ordinary reading now made a deep and last-

ing impression on her young mind.

Seven-year-old Bobby had his comic book grabbed away from him just as he was becoming interested in it. "Bobby!" his mother said. "The very idea of wasting your time on trash like that." She tucked the book under her arm firmly. "If you are going to read, do find something worth-while." She flounced out of the room while Bobby wondered disconsolately what he would do next. He had never liked reading particularly, until he had discovered the comics, and they had opened up new worlds for him. They might have led him on to other more "worth-while" books if he hadn't been thwarted just as his interest in reading was aroused and beginning to grow.

Such occurrences do more harm than good to growing minds. Children, from the time they begin reading to themselves, should have free rein in the library. How can a child develop a taste in reading unless he has a varied selection from which to choose? There was a time, not so terribly long ago, when few parents understood this. There was a time when certain books were designated for various age cycles, and nothing else was allowed. Nowadays, many parents take a more liberal attitude toward their children's reading selections, but, even so, in many homes the top shelf in the bookcase is a kind of "Sing Sing" for books that parents think shouldn't be at large. The result is that this placing out of reach, this attitude of "Naughty, naughty, mustn't touch," arouses real



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curiosity in their minds. What are the books about? Why shouldn't they be read? The more they ask themselves these questions, the more curious they become about the banned books on the library shelves.

I have often watched my children pull a book from the shelf. Sometimes it is one about which I may have a momentary doubt as to whether or not it is appropriate. But, without any interference on my part, they will read a few paragraphs or leaf disinterestedly through a few pages, and then return the book to its place and search for another which is more to their taste. The book was over their heads and didn't interest them. They found this out themselves. But had I snatched it away, had I refused to let them even look at it, and had I placed it on the top shelf well out of reach, they would have remembered it; and some day when I was away they would have pulled up a chair, climbed up, and taken the book out to see what there was in it that was taboo. That is, they would if they inherited any of my own natural curiosity.

Since the days of Eve and the Garden of Eden, the "forbidden" has always exerted an irresistible lure and attraction. So it is with forbidden books. But if they are not called to children's attention, I believe that most of the matter which is not quite *comme il faut* will pass over their heads, leaving no permanent impression or mental scar.

As for designating books for various age groups—some for boys and girls ten to twelve, others for twelve- to fourteen-year-olds—such classifications by publishers and book clubs are intended to serve as general guides to reading, not as rigid yardsticks. Children of the same age may differ as much in mental stature as they do in physical. A fourteen-year-old girl doesn't necessarily wear a size fourteen dress; she may wear a size sixteen or a size twelve. And so it is with books. One recommended as good reading for fourteen-year-olds in general may be just what a particular fourteen-year-old requires; but, on the other hand, it may be far below, or far above him. He, and he alone, knows what is appealing to him and just what he is able to grasp. If he is not allowed to read books which he likes and which are suitable to his own personal stage of mental development, he may conceive a hatred of books that he will never be able to overcome in the future.

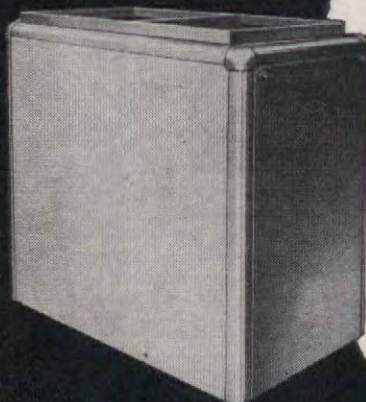
ONE of the most important results of wide and varied reading is enlarging one's vocabulary. What better method is there than reading to increase one's stock of words, particularly reading books a little above and beyond one? It is seldom that a reader actually stops in the middle of a sentence while he rushes to the dictionary and looks up a word. But by continued reading and by constantly renewing acquaintance with new words, the sense and meaning of words suddenly becomes clear and familiar.

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So, Father and Mother, use that top shelf for bric-a-brac and other decorative objects. Or use it for storing away books which your children have outgrown. (If you go through your library, you may find some that you've outgrown, too.) Keep the family skeleton there, if you must, but don't use the top shelf for the books that you, as self-appointed censor, feel are too old or too young, too bad or too good, for your children to read.

The Big News This Fall—Availability!
(See Pages 41 to 43)

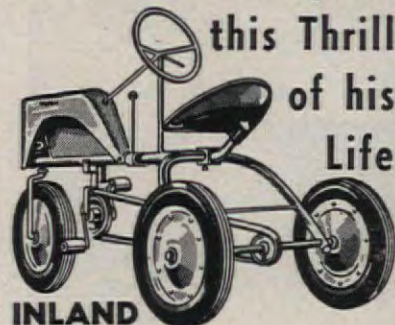
**Featured by Department Stores
in Our October Spotlight Promotion**

AVAILABILITY is the big news today in decorative fabrics and in wallpapers. Outstanding examples of both are presented on pages 41 to 43. The ideas contained in this feature are being dramatically brought to life in several leading department stores through our October Spotlight of the Month promotion, "Look at What's New . . . And Available Too!" A partial list of these stores, received just before we went to press, is given below:

Boston, Mass. . . . Jordan, Marsh Company
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Photograph by Mary B. Hopkins

CATS HAVE RIGHTS, TOO!

Renzo Dee Bowers

As Mrs. Parkridge got up from the breakfast table she said to her husband, "Gorman's old hound was here yesterday. I'm afraid of him."

"He's a tough-looking customer," Sam replied. "You had better keep Tabby out of his way."

But when Mrs. Parkridge went out on the back porch, Tabby was standing in the yard, wild-eyed, back curved high, spitting and sputtering. In the gateway stood the Gorman's foxhound, ears pricked up, ruff bristling, eyes glittering like sunlit ice. Then came a single throaty bark, a streak across the grass, a tortured, yowling screech, and a woman's shrill scream. The hound had Tabby in his mouth and was shaking her viciously. At Mrs. Parkridge's second scream, he loosened his grip and Tabby, tearing herself free, dashed to a tree, and was up it in a flash. As the dog reared up with his forepaws on the tree, yelping savagely at her, Sam Parkridge ran out on the porch, jerked a gun to his shoulder, pulled the trigger—and that was the end of the Gorman's foxhound.

Did Parkridge (whose home was in Connecticut) get away with the killing? Court records show that he did. Gorman sued him for the value of the hound, but the court ruled that the shooting was warranted by the provocation, and absolved Parkridge from blame. "The owner of a cat may use force to repel an attack of another animal on his cat," the judge said. "He will not be liable for damages for killing the attacking animal, if that is necessary to protect the cat."

That, by expression and implication, is the basic principle upon which the law for your cat is founded. Your cat is property, though the law is a bit vague as to how far he can be treated as such. You have a right to keep

him, to protect him, to enjoy him without undue interference from others; to sue for his value and collect from anybody who unjustifiably injures or kills him. The law requires your neighbor to respect the rights of your cat, and you to respect the rights of his cat.

Courts agree that you have no right to kill or injure your neighbor's cat merely because he visits your premises. He may trespass without incurring the extreme penalty. He may sun himself on your front porch by the hour, as far as the law is concerned. He may investigate your garden plot deliberately and thoroughly, and step back and forth across your finest petunia bed. You may "shoo," "scat," or scare him; but only at peril to your pocketbook may you shoot him, put out poison for him, or in any manner cause his death intentionally. As the courts might say (could they clothe their pronouncements in robes of poesy),

You can't kill a cat that merely prowls,

Or sits on the back yard fence and howls.

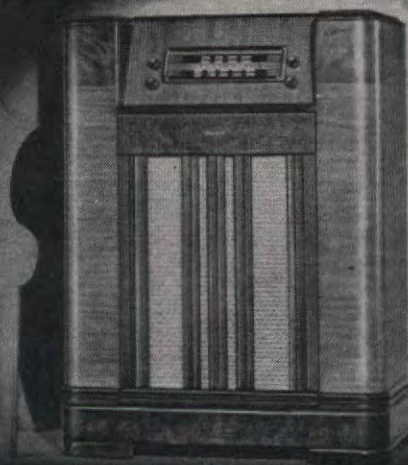
If you attempt anything of a lethal nature against a visiting grimalkin, expecting to get away with it legally, you must do it because of some depredation which has resulted in injury to, or destruction of, someone or something of yours. No law permits you to destroy a cat on mere suspicion that he has done—or might do—something of a marauding nature. Consider what happened to one man who experimented along that line:

Harvey Ritson owned a Persian cat, pedigreed and pampered. Down the street, Clay Ideson kept a flock of valuable Plymouth Rock chickens. He had lost a number of small chickens in the daytime, and someone had

Look! Philco Quality in an Automatic Radio-Phonograph Console . . . only \$159⁹⁵*

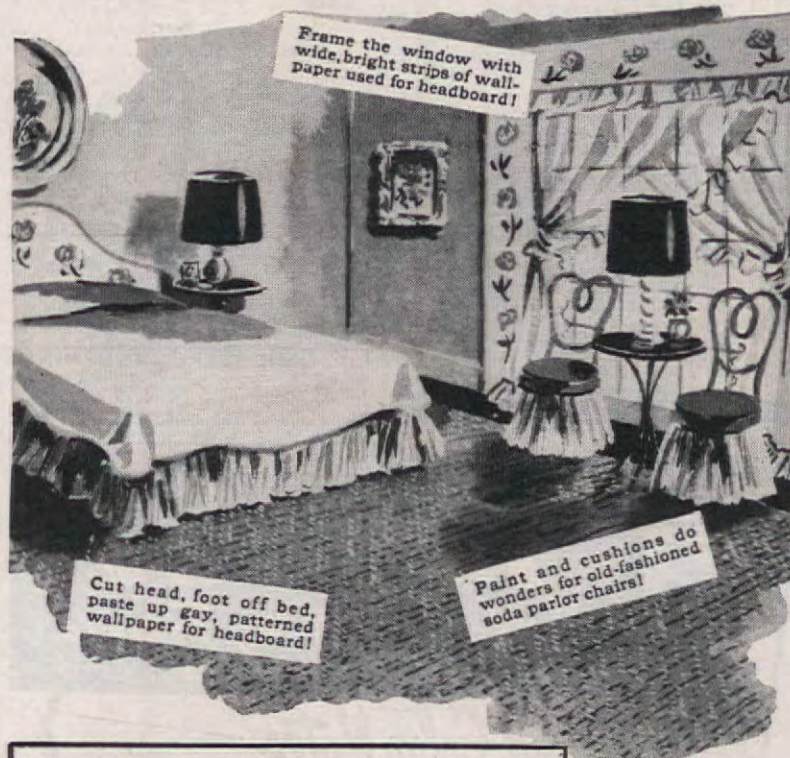
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RUG

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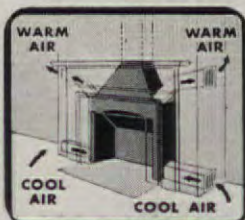
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seen a cat (unidentified) with a chicken in its mouth, leave the Ideson yard and head in the direction of the Ritson premises. Ideson armed himself, went into his yard, and caught sight of the Ritson's Persian, innocent of mien and carrying no forbidden baggage, but still, leaving his premises. As the cat edged through a crack in the fence, Ideson shot and killed it.

Ritson sued Ideson for the value of his cat and it was brought out at the trial that Ideson had fired because of mere suspicion. He had not waited to make certain. The judge said, "If it was a fact that the cat in question had been stealing chicks, Ideson would have been justified in killing the cat upon finding it lurking about the premises and in the barnyard where the chickens were kept." Then came this dire warning to cats, which sounded like a verdict for Clay Ideson: "Animals of a carnivorous nature," the judge continued, "may be killed when committing depredations on the premises of others. . . . When owners permit their cats to run at large, they do so at their own, as well as the cats', peril."

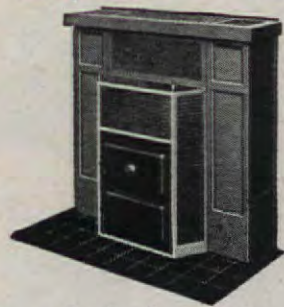
BUT, after stating what might have been, the judge reminded Ideson that he had not seen the cat snatch his chicks, and had not caught the prowler with the stolen goods. He had shot on suspicion that the cat had done something, or was about to do something, and that was not enough. The court assessed the cat's value at \$150, which Ideson paid.

Thus you clearly have a legal property right in your cat, and may collect damages for his killing from one who unjustifiably commits the act. But how much may you collect? History reveals strange decisions. At one time, the killing of a cat was a capital offense—a man's life for a cat's! Later, if the victim were one kept to "protect the king's granary," it was to be "hung by the tip of the tail with its head touching the floor, and let grains of wheat be poured upon it until the extremity of the tail be covered"—and that much wheat was the forfeit demanded! Modern jurists rule that the measure of damages to be assessed for wrongfully killing another's cat shall be his market value. But how many cats can be shown to have a market value? To cover this point, the courts decree that if there were unusual circumstances, or unusual characteristics of the deceased cat which gave him a special value, the jury may consider those facts in arriving at the amount of their verdict.

But, taking a different viewpoint, what if your cat, in a moment of evil impulse, attacks a human being? To what extent are you financially involved for the damage caused by the bite or scratch? Definite legal rules have been established in this phase of cat law. As a class, cats are not denounced by law as vicious. That is, nobody expects them to attack human beings promiscuously,

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UP



DOWN



AROUND

Over and over again

It's this famous Norge triple-washing action that gets clothes so clean —so quickly—at so little cost!

The average family's laundry for the week is 27 pounds, which is four (sometimes five) loads for the average washer. The Norge "Ro-ta-tor" washer handles a 20-gallon wash—a full nine pounds—and completes the average family wash in *three* loads. More time is your time when you wash with a Norge! "The best dealer in town sells Norge" . . . he is listed in the classified section of your phone directory. Norge Division, Borg-Warner Corporation, Detroit 26, Michigan.



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Triple washing-action—up, down and around!

"Ro-ta-tor" so smooth sheerest fabrics are safe!

The seamless tub has 25-gallon total capacity!

Cushion rollers equalize the pressure!



There's a live-rubber steam-seal around cover!



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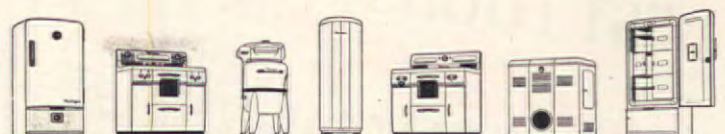
Cover has handy hook for hanging on tub!



Norge products, distributed worldwide, are typical examples of the values made possible by the American system of free enterprise.

**SEE
NORGE
BEFORE YOU BUY**

Products of
BORG-WARNER



A Really Special Dish!

*** INGREDIENTS**
 3 lbs. small potatoes
 8 strips bacon, cut in
 half-inch pieces
 2½ cup Best Foods or
 Hellmann's Real Mayonnaise
 6 tbsp. vinegar
 ½ cup diced celery
 6 tbsp. chopped scallions
 2 tbsp. chopped pimento
 2 tsp. salt
 ¼ tsp. pepper
 1 tsp. dry mustard
 ½ tsp. sugar
 Salad greens
 1 tomato, cut in wedges
 Parsley



HOT POTATO SALAD with *Real Mayonnaise*

*** EASY DIRECTIONS**

Scrub potatoes, cook until tender, peel and dice while hot. Sauté bacon until crisp and light brown; drain. Combine Real Mayonnaise, vinegar, celery, scallions, pimento, and seasonings; heat for two minutes over a low flame. Add to potatoes and bacon, mixing lightly. Arrange in salad bowl lined with salad greens. Garnish with tomato and parsley. This recipe makes six good servings—so good you'll wish you had doubled the recipe. Honors for flavor go to this famous Real Mayonnaise. Being real mayonnaise, not "salad dressing," Best Foods or Hellmann's Real Mayonnaise contains no starchy filler. It's pure mayonnaise—all mayonnaise—double-whipped to satin-smooth texture. That's

why, even when heated or thinned, its texture is so velvety smooth—its flavor so zesty and rich.

There Are Ways and Ways

Best Foods or Hellmann's Real Mayonnaise is a favorite food with mothers who say, "The best is none too good for my family." Lunchbox sandwiches made of meat, fish or meat spreads, or tomatoes, are delicious prepared with Real Mayonnaise. So rich and flavorful. And they stay moist and fresh-tasting longer, too. Wonderful in sauces, or spread on rolls to toast, and really tasty in cream soup—there's just no end to the ways to enjoy the flavor of Best Foods or Hellmann's Real Mayonnaise.



BEST FOODS
 IN THE WEST
Real Mayonnaise
HELLMANN'S
 IN THE EAST



suddenly, or without provocation, because they have been domesticated. But particular individuals of the species may revert to savagery. The law then calls them vicious, and a vicious cat may involve its owner or keeper in serious trouble.

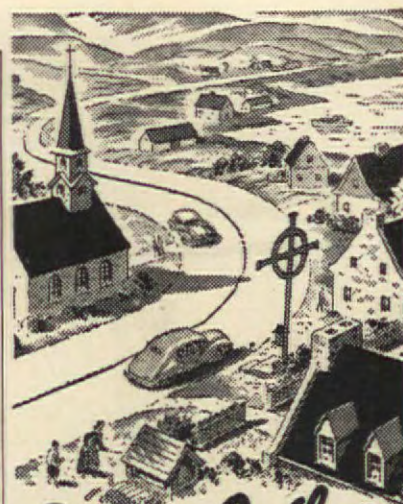
It is an edict of the courts that if a cat has, at some time, put on a show of viciousness, and his owner has seen or heard about it, and the cat later attacks another person, his owner may be penalized in money damages for the resulting injuries. The judges say that the owner's liability arises from negligence in letting such an animal run loose where it can do mischief. The law requires the owner to kill the animal, or to keep him confined. But before he can be made to pay damages because of his cat's attack on a human, it must be proved that he *knew* his pet was vicious, and continued to let it run unrestrained. That, frequently, is difficult to prove. If you doubt it, try your luck the next time you are bitten or scratched.

THE law is quite stern in imposing financial liability for injuries inflicted by a cat which its owner knew to be endowed with "vicious propensities." But judges require that notice of actual instances in which a cat fought, scratched, or bit someone in a fit of rage be brought to the owner's attention before they will hold him to have been forewarned. It isn't enough that someone tells the owner that his pet is a "mean old cat."

A woman trying to collect damages because a cat at the home of a friend jumped at her and bit her arm, undertook to prove that a member of the family had said, at the time of the attack, "We were going to get rid of it tomorrow, anyhow." But the court ruled that this statement, unsupported, did not prove that the family knew beforehand of their pet's viciousness.

Another woman, attacked and injured by a cat in a store, proved that on a previous occasion, and in the presence of a store employee, the cat had bared its teeth at a small girl, and pulled threads from the child's stocking. But the court said, in effect, "Tut! Tut! That doesn't prove that the storekeeper knew his cat was vicious and likely to attack people."

That is the gist of the law for you and your cat. But there's another point you ought to know about. Though the courts concede that your cat is property, and may be valued, sued for, kept, and protected by fisticuffs or shotgun as the exigencies may require, nevertheless, by a zany quirk of the law, a cat cannot be the subject of larceny. In very few states is stealing a cat held to be a crime. Hence, a thief, or even a respectable but covetous person with a thief's inclinations, may sneak off with your valuable Angora or your flea-bitten molly, and never bring it back, yet you will not be allowed to prosecute him for appropriating your pet. Now, that's a shame and an outrage.



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FRAGILE *that delicate garden flavor*
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Sure, we "baby" them —
peas as special as these deserve it!

What do we mean, special? Well, you know Del Monte—we don't like to have you miss a thing when it comes to flavor. So we give you a blend of flavors in every can of Del Monte Brand *Early Garden* Peas.

We admit that's really Nature's idea. You've noticed all the different sizes she puts together in a batch of fresh peas? You'll find this combination of different sizes in Del Monte *Early Garden* Peas, too. Except that, with typical Del Monte care, we discard any peas too young or too old for flavor—select just the best of all the rest and blend them.

That's what makes the full flavor you like — the richness of the larger peas *rounding*

out the delicate sweetness of the smaller. So, now you have your choice of brands again, ask for Del Monte *Early Garden* Peas.

HAM ROSETTE

- | | |
|--|---|
| 1 egg, slightly beaten | 1 can Del Monte Tomato Sauce |
| 2 cups ground cooked ham | 3 tablespoons Del Monte Sweet Pickle Relish |
| 1½ cups soft bread crumbs | |
| 1 No. 2 can Del Monte <i>Early Garden</i> Peas | |

Lightly mix egg, ham, crumbs, tomato sauce and relish. Cover bottom and sides of greased 1½ qt. casserole with mixture. Cover; bake in moderate oven (350° F.) about 30 min. Uncover; bake 15 min. more. Fill center with drained Del Monte Peas, heated and seasoned. Garnish with mashed yams and serve. 4-6 servings. Just goes to show how good these peas taste with *any* dish, plain or fancy. Heat them. Season them. It's that easy.

Del Monte TRADE MARK *Early Garden* **Peas**

the brand that always puts flavor first







Bonfires in October

IN October the whole world glows. Trees are bonfires of color. Wind is aflame with whirling leaves. At night children gather the broken twigs and dried sticks and build bright, small fires near the curbstones. You've seen them.

I can remember one night in October, after the frost had turned every leaf to burning red, when the idea of a potato roast swept the neighborhood. The boys dragged and raked sticks and leaves into a great heap near the corner. As soon as supper was over, the children met there, each clutching a potato, some scrubbed, some not. But we discovered that such a fire burns too bright for roasting . . . burning leaves do not make embers. Then someone thought of a kettle, and we sat patiently while the water came to a boil. At the right moment, in went ten potatoes, on went the cover, and we sat some more. The fire lighted all the faces, a few it made grave and thoughtful . . . others mystic with the mysteries of this month . . . but most were gamin-etched with mischief. I remember the warmth in my face and the chill in my back, and the full force of the fire's power.

At that minute the kettle gave a great leap, and out shot a huge mouthful of water. "Oh," said the children, as the fire struggled for its life. Then it happened again. From some ancient source of knowledge, I heard my voice saying, "Take the cover off a little, let the steam out." A boy poked a long stick forward and slid the cover a bit to one side. The steam's wrath subsided, the kettle murmured steadily, more fuel built the fire to high heat. Within an hour each of us had our potato. Such a feast! No salt, no butter . . . but hot and very good.

October is a month for simple meals. Hearty, plainly cooked food creates a good basis from which to face colder weather. And of all simple foods, the potato leads in availability. Try it once again, plain boiled, with the skins on, and let the meat be a roast of veal. Is your family small? Try veal scallopine or weiner schnitzel.

Veal and potatoes are gentle in flavor. Both benefit from the color and tangy, crisp texture of the fruit cup, pictured as dessert. Make yours lacy and delicate in appearance, with the coconut newly returned to market. Serve milk with the meal . . . coffee afterwards.

**This-n-that
about sausage**

BY
Marie Gifford



Director, Armour Consumer Service

Puncture-Proof Recipe for a link sausage and beans supper that's always a sure-fire success! Place Armour Star Right-from-the-Kitchen Pork Sausages in a cold frying pan, cook over low heat 12-15 minutes. Turn carefully to avoid puncturing casings—pour off fat as it accumulates. Sprinkle brown sugar on ½ inch thick apple slices and fry in sausage fat for 8 minutes. Serve with Armour Star Pork and Beans, heated in 350° F. oven for 25 minutes.

Two ways to buy Armour Star Pork Sausage—in 1 lb. box of about 16 links or in 1 lb. cello roll for slicing into circular patties. Delicious either way.

Three do's and a don't about sausage—*do* start cooking in cold pan—*do* cook slowly—*do* cook until there's no pink color in meat—*don't* prick the casing!



Bologna Horns o' Plenty—they're appetizers that really are! But, after all, Armour Star Bologna is always delicious—full of grand beef and pork and "right-from-the-kitchen" flavor! For cold plates or hors d'oeuvres, spread thin circle of bologna with cream cheese mixed with horseradish—or mashed cottage cheese mixed with olives. Roll into cornucopias and secure with toothpicks.

WARNING . . .
allow for second servings!

Right-from-the-Kitchen Pork Sausage

—made fresh each day in a nearby ARMOUR Kitchen!
The zesty-fresh Armour Star Pork Sausage you serve is right-from-the-kitchen! It's made fresh daily in the nearest to you of Armour's dozens of sausage kitchens—and rushed fresh to your market. It's made *right*, too—of a carefully controlled selection of choice pure pork and delicate imported seasoning. For big, bright smiles all around the dinner table, serve this right-from-the-kitchen all-pork sausage—right away!



The best and nothing but the best is labeled **ARMOUR** ★

Booklet of New Sausage Recipes is yours—just write Marie Gifford, Dept. 148, P. O. Box 2053, Chicago 9, Illinois.

Tomato Juice
Celery Hearts Radishes

*Stuffed Veal Shoulder

Jacket Potatoes Buttered Green Beans

Heated Buttered Rolls

*Mixed Ambrosia

Milk Coffee

Clear Beef Broth

Toasted Cracker

*Potato-Bacon Omelet

Buttered Carrots Green Salad

Thin Rye Bread

Fruited Gelatin

Milk Coffee

Celery

Olives

Pickles

Liver Pate on Crackers

*Sauerkraut in Potato Rings

Buttered Green Beans Stewed Tomatoes

Bran Muffins

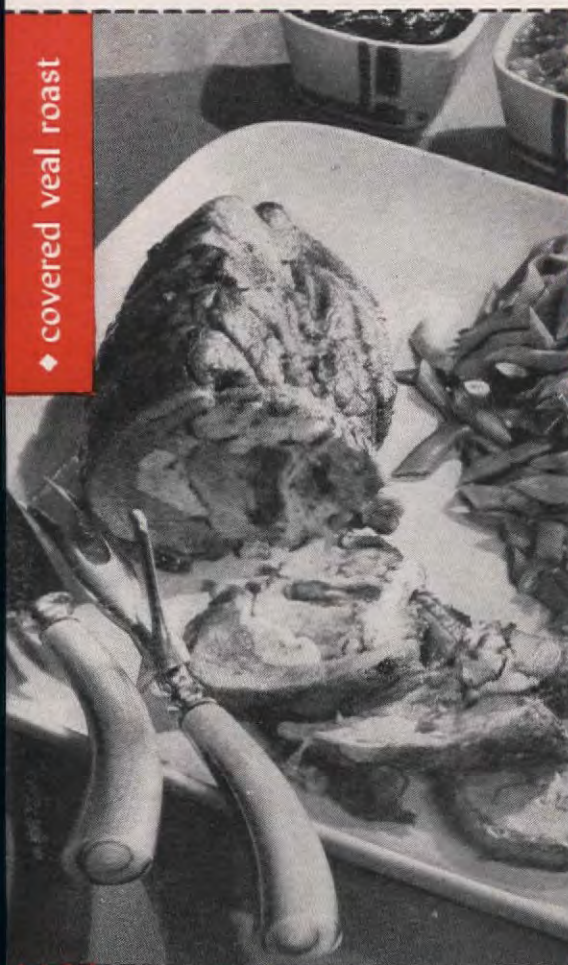
Baked Apples

Light Cream

Milk

Coffee

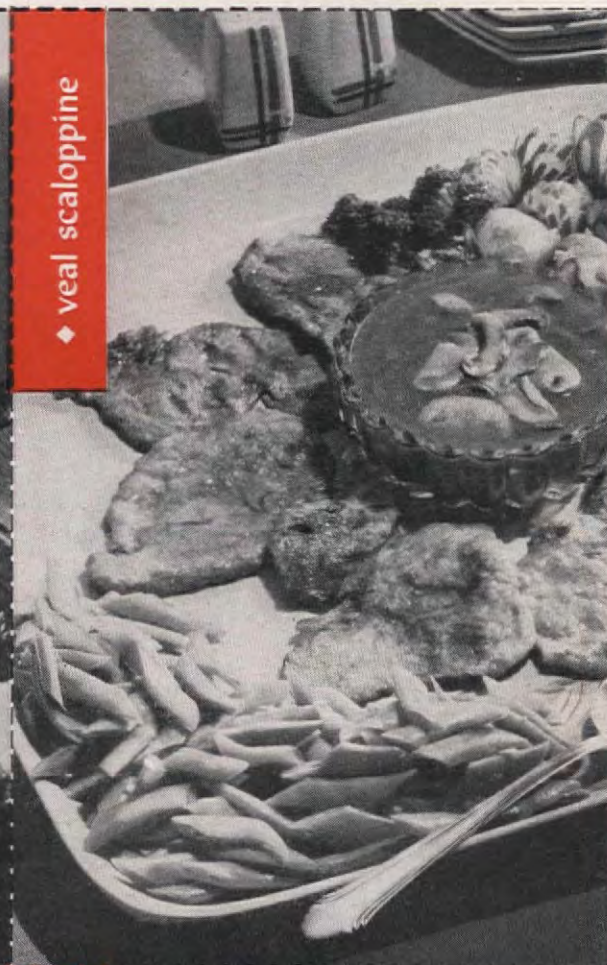
◆ covered veal roast



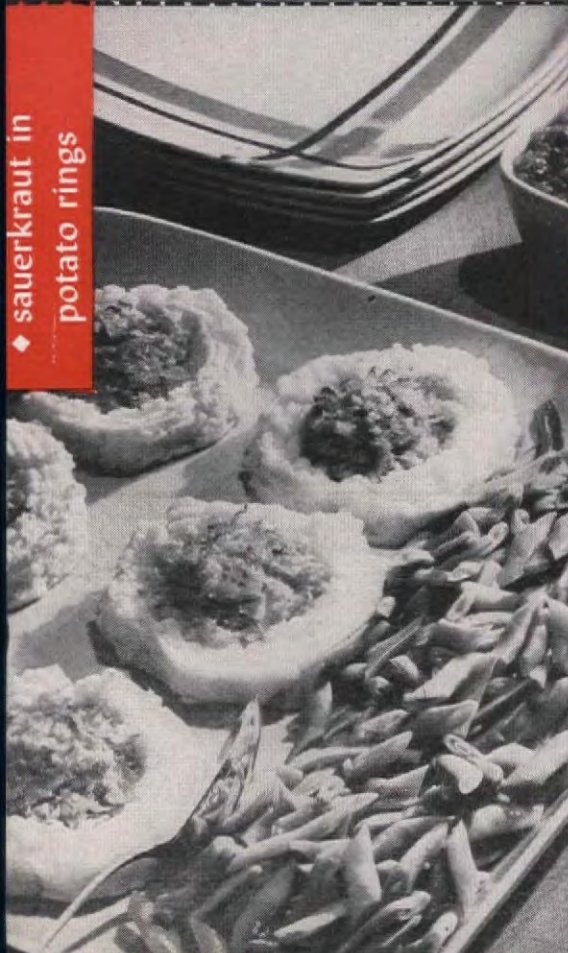
◆ potato bacon omelet



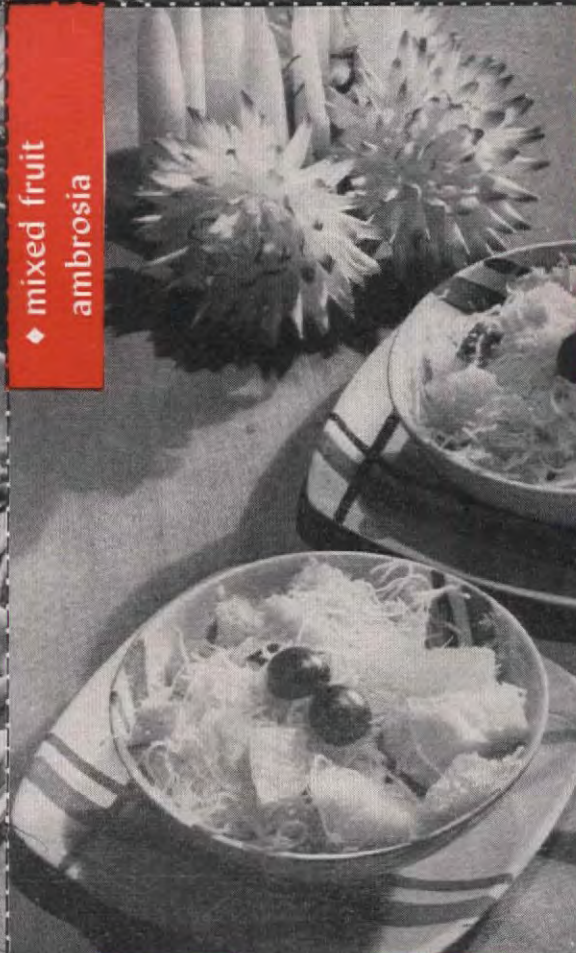
◆ veal scaloppine



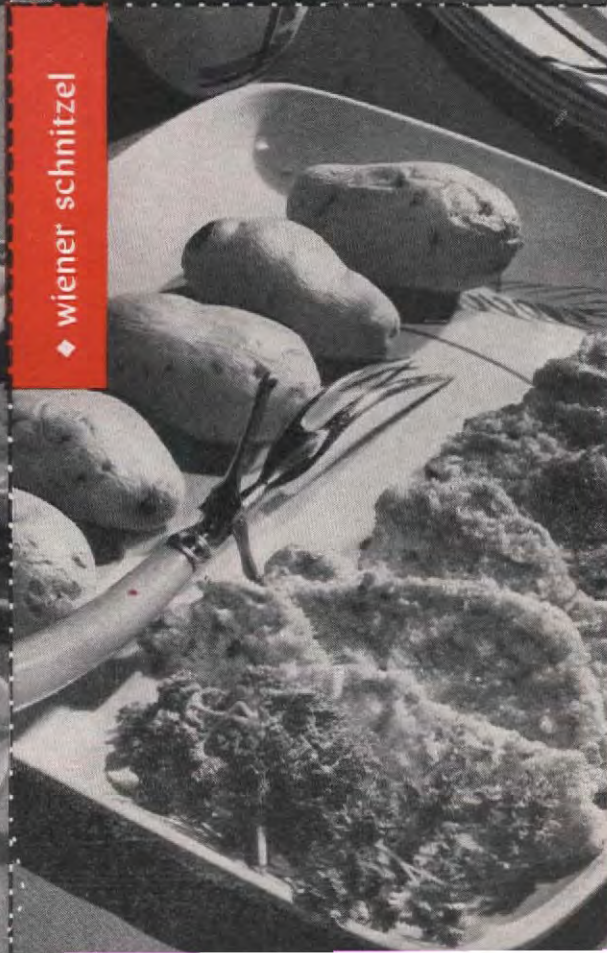
◆ sauerkraut in potato rings



◆ mixed fruit ambrosia



◆ wiener schnitzel





Smooth, Dark Gravy



Pour 4 tablespoons fat from roasting pan into skillet. Discard the remainder



Blend 4 tablespoons of flour into the fat, mixing until a smooth paste is formed

◆ veal scaloppine

Preparation time: 30 min.

- 6 veal cutlets, $\frac{3}{8}$ inch thick, 2 inches in diameter
- Grated Parmesan cheese
- 7 tbs. butter or margarine
- 1 cup sliced mushrooms
- Salt and cayenne pepper
- 2 tbs. bouillon paste
- 1 cup hot water
- 1 tbs. cornstarch
- 2 tbs. cold water

HAVE butcher pound veal with side of a cleaver to make it quite thin. Dip the slices in the Parmesan cheese and sauté in 4 tbs. of the butter until they are lightly browned on both sides. In a separate pan, cook the mushrooms in the remaining 3 tbs. of butter and season with a little salt and cayenne pepper. Dissolve bouillon paste in hot water and add to the mushrooms. Stir over low heat until well mixed. Mix cornstarch with the cold water and add to the hot liquid. Cook, stirring constantly, until the mixture thickens slightly. Serve with the veal slices.

Serves 6 276 cal. per serving Source of vitamins A, B complex
Tested in THE AMERICAN HOME KITCHEN

◆ potato bacon omelet

Preparation time: 35 min.

- $\frac{1}{2}$ cup diced bacon
- 1 cup cold potatoes, chopped fine
- 4 eggs, separated
- $\frac{1}{4}$ tsp. salt
- $\frac{1}{8}$ tsp. pepper

PLACE bacon in a skillet and cook for a few minutes. Add potatoes and cook with the bacon until both are brown. Remove potatoes and bacon and allow some of the fat to remain in the skillet. Beat egg yolks well and add potatoes, bacon, salt and pepper. Fold in the stiffly beaten egg whites. Pour egg mixture into the skillet and cook over low heat until it is browned on the bottom and around the sides. With a spatula make a cut down the center, fold over and turn out onto a hot platter. Serve at once.

Glasses, Calla Lilly Design, Mooney of Hollywood

Serves 4-6 96 cal. per serving Source of vitamins A, B complex
Tested in THE AMERICAN HOME KITCHEN

◆ covered veal roast

Preparation time: 2½ hrs.

- 5 lbs. veal shoulder
- 2 tbs. lard
- 2 tbs. chopped onion
- 2 tbs. chopped green pepper
- 2 tbs. chopped celery
- 1 qt. shredded stale bread
- $\frac{1}{2}$ tsp. salt
- $\frac{1}{8}$ tsp. pepper
- $\frac{1}{8}$ tsp. marjoram
- 3 tbs. milk

HAVE butcher remove bones from veal shoulder. Melt lard; add onion, green pepper, and celery and simmer until soft. Pour mixture over bread crumbs, add seasonings and milk and mix well. Spread veal open, press the stuffing into the hollows and roll back into shape. Tie roast with a string to hold firm. Place roast on a rack in a baking pan and bake, covered, in a slow oven (325°F.) allowing 25 minutes to the pound. Remove cover of the pan 15 minutes before meat is done, baste with drippings and allow to brown.

Serves 8-10 402 cal. per serving Source of vitamin B complex
Tested in THE AMERICAN HOME KITCHEN

◆ wiener schnitzel

Preparation time: 30 min.
(stands 1½ hrs.)

- 6 vertical slices of leg of veal, cut $\frac{1}{2}$ inch thick
- Lemon juice
- 1 egg, beaten
- 1 cup dry bread crumbs
- $\frac{1}{3}$ cup flour
- Salt and pepper
- 8 tbs. melted butter or margarine
- 6 anchovy filets

HAVE butcher pound veal with side of a cleaver to make it quite thin. Place the slices in a bowl and moisten them well with lemon juice, turning frequently to keep the meat covered with juice. Soak for 1 hour. Dip each slice in the egg, and then turn in a mixture of bread crumbs, flour, salt, and pepper. Spread the veal slices on wax paper and allow to stand 30 minutes. Melt 6 tbs. of the butter, add veal, and sauté until golden brown on both sides. Mash the anchovies with the remaining 2 tbs. butter; add a dash of pepper and melt over low heat. Drain veal on brown paper or paper towel and place on a hot platter. Pour over the anchovy butter and serve at once.

Serves 6 328 cal. per serving Source of vitamins A, B complex
Tested in THE AMERICAN HOME KITCHEN

◆ mixed fruit ambrosia

Preparation time: 20 min.

- 3 medium-sized oranges
- 1 red apple
- 2 fresh pears
- $\frac{1}{4}$ cup lemon juice
- 1 cup shredded coconut
- Red or blue grapes

PARE oranges, removing all white membrane. Cut out each section and then cut in half. Wash, core, and dice apple but leave skin on. Peel, core, and cut pears into small pieces. Mix the fruit in a bowl and sprinkle with lemon juice. Spoon some of the fruit into sauce dishes or small fruit bowls. Sprinkle with coconut. Repeat with a second layer of fruit and coconut, and garnish each serving with halved, seeded grapes.

Serves 6 166 cal. per serving Source of vitamins A, C, B complex
Tested in THE AMERICAN HOME KITCHEN

◆ sauerkraut in potato rings

Preparation time: 40 min.

- 3 cups sauerkraut
- 1 tbs. shortening
- 3 tbs. finely diced onion
- $\frac{1}{4}$ cup finely diced green pepper
- 1 cup grated, sharp cheddar cheese
- 2 egg yolks, well beaten
- 3 cups hot, seasoned mashed potatoes

DRAIN sauerkraut and cut into small pieces with scissors. Melt shortening in a frying pan; add onion and green pepper and sauté 5 minutes. Add sauerkraut and cook 5 minutes longer. Remove from heat and mix in cheese. Add the beaten egg yolks to the hot mashed potatoes and mix well. Spoon 6 portions of potatoes onto a greased baking sheet and shape into rings with a fork. Make a well in the center of the potatoes with the back of the spoon. Brush with melted butter. Fill each hollow with $\frac{1}{3}$ cup of the sauerkraut mixture. Bake in a hot oven (425°F.) for 15 minutes.

Serves 6 235 cal. per serving Source of vitamins A, C, B complex
Tested in THE AMERICAN HOME KITCHEN

My Father and the Angels...

The following text is based on an episode in the book "Father and the Angels", just published by E. P. Dutton & Co., Inc.

William Manners

"AND if you don't eat meat," said mother cutting furiously at the meat on her plate, "what will you eat?"

"There are plenty of things besides meat."

Mother let her knife and fork drop. "But from where will you get your strength?" Her words caught.

Bob and Dave, my younger brothers, went right on eating. As for father he just looked at me and scratched his cheek, just above the line his beard made. I stood up, stiff and grim. They didn't understand me.

"He hasn't eaten anything," my mother exclaimed.

My father followed me out, and we walked a long time.

"You don't want to be cruel to animals, that's what's in your mind, isn't it?" Father was easy to talk to, but

I couldn't tell father all the things that were in my mind. I couldn't tell him about the rabbits . . . that were once alive, but were now hanging outside that store next to the Schultze Opera House.

"Never, never," I said, "I'm never going to eat meat!"

"Shhh. Don't get so excited," said my father. "Here comes Mr. Myerson." Father and Mr. Myerson stopped and talked. "Good," father finally said to Mr. Myerson. "Come for supper to-night. And beginning tomorrow you can have supper with us every day."

Father might not make me eat meat, but he couldn't see it go to waste! It turned out that mother derived great pleasure from my vegetarianism, for she extended herself in the preparation of strength-giving dishes for me.

◆ mamaliga

◆ egg borsht

◆ farina peppers

◆ cottage cheese cakes

◆ nahet

◆ schwartzah taevil



Rinse roasting pan well with 2 cups lukewarm water, dissolving all browned drippings



Pour into skillet, mix well until blended, then cook over low heat, stirring constantly



Cook until smooth. Season and add a bit of gravy coloring, if required. Serve hot

◆ farina peppers

Preparation time: 1 hr.

- 6 green peppers
- 2 tbs. butter or margarine
- 1½ cups hot, cooked farina
- ½ cup grated American cheese
- 1 tbs. minced parsley
- 2 tbs. minced onion
- ¼ cup finely chopped celery
- ½ cup chopped walnuts
- 3 hard-cooked eggs, chopped
- Salt and pepper to taste

Cut thin slices from stem ends of peppers, remove seeds and par-boil, uncovered, in a large amount of boiling, salted water 5-10 minutes. Drain. Add butter to the farina and stir until the butter melts. Add the remaining ingredients and mix well. Fill the peppers with this mixture and bake in a moderately hot oven (375°F) for 25-30 minutes.

Serves 6 163 cal. per serving Source of vitamins A, B complex

*Recipe submitted by William Manners
Shenandoah Ware, Nasturtium Pattern, The Paden City Pottery Co.*

Tested in THE AMERICAN HOME KITCHEN

◆ egg borsht

Preparation time: 30 min.

- 1 #2 can sliced beets
- 2 tbs. lemon juice
- 2 tsp. sugar
- 3 eggs
- ½ cup milk
- Salt and pepper

Cut slices of beets in quarters and heat in the beet liquor in the top of a double boiler. Cool slightly and add lemon juice and sugar. Beat eggs, stir in the milk. Cool beets and liquor slightly and slowly stir into the egg mixture. Return to the double boiler, place over hot water and cook for 5 minutes or until the mixture thickens slightly. Season to taste with salt and pepper. Serve hot, with a dab of sour cream.

Serves 4 127 cal. per serving Source of vitamins A, B complex

*Recipe submitted by William Manners
Shenandoah Ware, Nasturtium Pattern, The Paden City Pottery Co.*

Tested in THE AMERICAN HOME KITCHEN

◆ mamaliga

Preparation time: 30 min.

- 1 cup corn meal
- 4 cups boiling, salted water
- 3 tbs. butter or margarine
- 1 lb. cottage cheese

Meat corn meal slowly in iron skillet, stirring constantly. When hot gradually stir in boiling, salted water. Cook corn meal until all the water is absorbed and then stir until a dry mush is left. Place in a serving dish and add the butter. Serve with scoops of cottage cheese.

Serves 4-6 217 cal. per serving Source of vitamins A, B complex

*Recipe submitted by William Manners
Shenandoah Ware, Nasturtium Pattern, The Paden City Pottery Co.*

Tested in THE AMERICAN HOME KITCHEN

◆ schwartzah taevil

Preparation time: 30 min.

- 1 large eggplant
- ⅓ cup olive or salad oil
- Salt

Hold whole eggplant with a large fork over the low flame of a gas burner. Move position of the eggplant as the skin chars. When all the skin has become burnt-looking and the eggplant is very soft, remove from the heat and peel off the skin. Put pulp in a bowl and chop until it is a very fine consistency. Add oil and salt and continue to chop so that oil and salt are absorbed by the eggplant. Add as much oil and salt as needed. Serve on lettuce leaves, circled by sliced tomatoes and a wedge of lemon.

Serves 6 142 cal. per serving Source of vitamins A, C, B complex

*Recipe submitted by William Manners
Shenandoah Ware, Nasturtium Pattern, The Paden City Pottery Co.*

Tested in THE AMERICAN HOME KITCHEN

◆ nahet

**Preparation time: 55 min.
(soak overnight)**

- 1 lb. dried chick peas
- 1 cup rice
- ½ cup butter or margarine, melted
- ½ cup honey

Wash, pick over peas; cover with cold water and allow to soak overnight. Drain. Cover with cold water; add 2 tsp. salt and simmer for 45 minutes, or until tender. Drain. Cook rice in boiling, salted water until tender. Drain. Mix hot chick peas and rice and add the butter and honey. The amount of honey needed is really a matter of taste.

Serves 6-8 555 cal. per serving Source of vitamins A, B complex

*Recipe submitted by William Manners
Shenandoah Ware, Nasturtium Pattern, The Paden City Pottery Co.*

Tested in THE AMERICAN HOME KITCHEN

◆ cottage cheese cakes

**Preparation time: 35 min.
(stands overnight)**

- 2 cups (1 lb.) cottage cheese
- 2 tbs. sour cream
- 2 eggs, beaten
- 1 tbs. sugar
- ½ tsp. salt
- ⅓ cup filberts, finely grated
- 2 tbs. flour
- ¼ cup butter or margarine
- Sour cream or Confectioners' sugar

Place cottage cheese in cheesecloth, tie and place in a colander over a bowl. Put a small plate over the cheese and weigh down with a heavy object. Allow to dry out in this fashion overnight in the refrigerator. Remove. Rub cheese through a sieve and add sour cream, eggs, sugar, salt, filberts and flour and mix lightly. Melt butter in a heavy skillet; drop batter from teaspoon into skillet and fry until a golden brown on both sides. Serve with sour cream or sprinkle with confectioners' sugar.

Makes 15-18 cakes 64 Cal. per cake Source of vitamins A, B complex

Plates—Shenandoah Ware, Nasturtium Pattern, The Paden City Pottery Co.

Tested in THE AMERICAN HOME KITCHEN

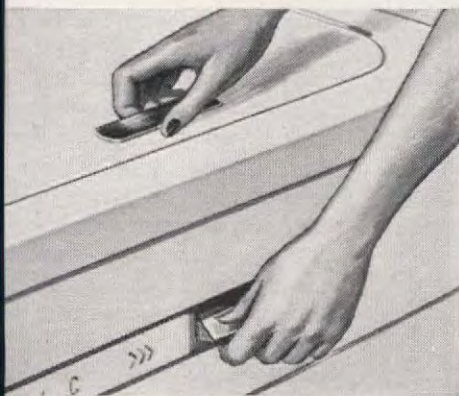
*"Look! My hands have forgotten
what dishwasher feels like!"*



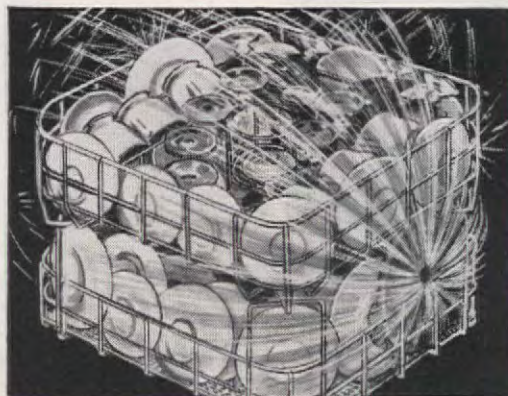
Marvelous new General Electric Dishwasher washes dishes automatically! Sparkling clean, they dry in their own heat!



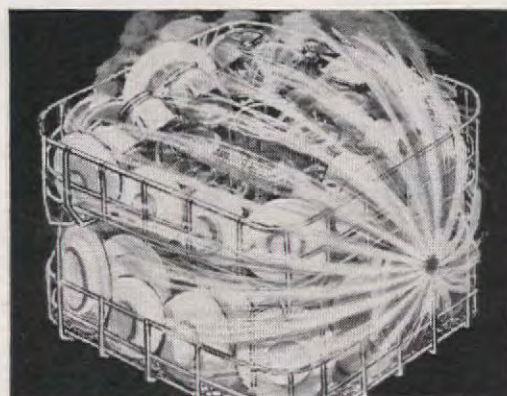
1. All you do is scrape the dishes and put them in the Dishwasher. Separate racks safely hold china, glassware, silver. Takes pots and pans, too . . . and it's big enough to hold a whole day's dishes for a family of four.



Now the detergent (*not soap*) is added; you see the cover and turn a switch. The dishwasher takes over, and does the whole job automatically. You are free to do as you please!



3. Inside the Dishwasher, water comes swirling in . . . gets hotter than your hands can stand. Only the water moves, as it cleans and scours each separate piece to hygienic cleanliness.



4. The dishwasher drains out—*automatically*. Hot, clear rinse water swooshes in. This water drains out automatically, and a *second* rinse of steaming water swirls over the dishes, till they're cleaner than you can get them by hand!



Automatically the second rinse water drains out, and cover opens, letting both dishes and Dishwasher dry in their own heat! Spotless, gleaming dishes are ready to be put away . . . yet your hands have never touched dishwater!

YOUR CHOICE OF 3 TYPES

- 1.** Chassis, for installation in your own kitchen work surface. **\$224.50**
- 2.** As a separate appliance in a cabinet of its own (24 inches wide). **\$244.50**
- 3.** In a complete General Electric Sink* (48 inches wide). **\$339.50**

Prices include delivery anywhere in the U. S., but not State or local taxes or installation cost. General Electric Company, Bridgeport 2, Conn.

* * *

*Can be equipped with Disposall (Trademark Reg. U. S. Pat. Off.)—the marvelous electrical helper that gets rid of food waste down the kitchen drain.

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TABLE-TO-SHELF DISH JOB



**AUTOMATIC
DISHWASHERS**

GENERAL  ELECTRIC

There's MORE to modern cooking

than new recipes

Some Like It HOT



Bill Sears, Western Ways

Tamara Andreeva

No matter what his station or financial status, any Mexican can prepare a delectable dish out of the simplest, though at times unexpected, ingredients. Among these, the humble chile pepper plays an important part. True, Mexico has given the tourist and her Southwestern neighbors all manner of other flavorings like bay leaf, marjoram, and surprises like flowers, leaves, fruits, roots, and herbs as palate-ticklers. But her greatest contribution toward lifting cookery to flavor heights is the chile pepper.

Since Aztec times, Mexicans have liked chile-spiced foods and, because of Mexico's proximity, they are now great favorites in Arizona, New Mexico, and California. California grows quantities of mild, "sweet" chile, and New Mexico and Arizona the explosive red-hot variety. After the first bite your hat takes off and floats over your locks like a halo.

Since the days of the stagecoach and the post rider, chile con carne, chile with meat and frijoles, and chile-flavored bean paste have been great favorites in the Southwest. But these are by no means the recognized important chile creations. Squab Mole could be considered the king of chile dishes. For this amazement, at least four varieties of peppers are required, from small to large, from mild to hot . . . about 10 in all; two cloves of garlic, 1 teaspoon of cinnamon, ¼ cup of pineapple juice, 2 slices of pineapple, 1 cup roasted hazel nuts and Brazil nuts mixed, 1 teaspoon of celery salt, 10 grapevine leaves, ½ lb. pork rind, and 3 tomatoes. If the sauce is to be very hot, the seeds and ribs of peppers are not removed. After cooking and mashing to a paste, these ingredients must be fried in bacon grease. Then 4 cups beef broth are added and 4 or 5 cups of squab. This must cook for about 3 hours, or until the squab becomes tender.



Is Your Refrigerator SAFELY Clean

To have a really sanitary refrigerator, wipe off all the side surfaces thoroughly with a damp cloth on which a cube of baking soda has been sprinkled, then cleanse the ice cube trays with a weak solution of baking soda.

Arm & Hammer Brand Cow Brand Baking Soda moves food smears and food odors by emulsifying the greasy film that holds them.

It is pure bicarbonate of soda, odorless and free from grit, a safe effective cleanser.

Use our baking soda at least once a week to cleanse your refrigerator. Use it regularly to cleanse glassware, glass coffee-makers, nursing bottles—just a few cents a package.

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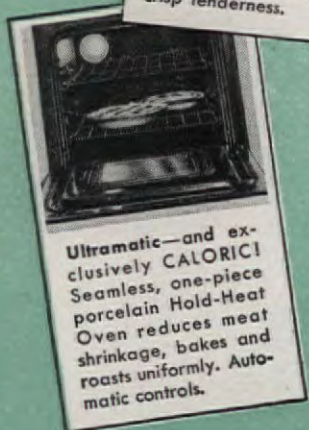
CHURCH & DWIGHT CO., INC., 10 CEDAR ST., NEW YORK



Ultramatic—and exclusively CALORIC! Veri-Clean Broiler, elevated, completely removable for easy cleaning. Uniform flame broils to tempting, crisp tenderness.



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Specialty engineered models for L. P. Gas users out beyond the city gas line.

The moment you see the new Ultramatic CALORIC you'll know why. Here's faster, cooler, easier, virtually automatic cooking for any meal—large or small.

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THE GAS RANGE YOU WANT

Penny Pretty Meals

Marie Peters

It's half in the cooking . . . half in the serving but, when pennies are matched with wits, good meals can result. Present food prices make inexpensive main-dish recipes gifts to cherish. Flavor, appetite, nutrition, are all satisfied in these menus.

A shoulder of pork has size and shape to recommend it. True, it has much bone, but it sets so well on the

platter that it gives the effect of an extravagant dish. Serve potatoes generously to fill up hungry corners. Spareribs prepared Chinese style do not need a salad, and their fragrance makes up for the actual shortness of meat itself. Serve plenty of rice! The cheese loaf and the egg-and-ham casserole will become Sunday-night favorites. . . . budget or no! Try them!



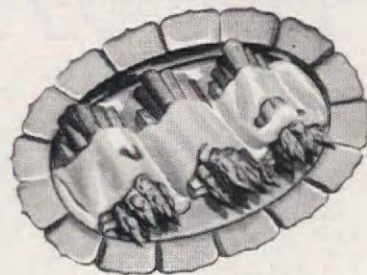
pork

◆ bits o'ham

loaf

◆ roast shoulder
of pork

RECIPE ROW
featuring
PABST-ETT
and other PHENIX foods



Asparagus on Toast with Pabst-ett Sauce

1 pkg. Pabst-ett Cooked asparagus
1/4 cup milk Toast squares

Melt the delicious Pabst-ett Cheese Food in top of double boiler. Add the milk gradually, stirring constantly until sauce is smooth. Serve a generous amount of this sauce on each portion of asparagus, which has been placed on a square of toast.

CHILDREN'S CORNER

Children love Pabst-ett's mild, cheddar flavor in smooth, golden sauces poured over hot cooked vegetables and egg dishes. Use the same golden Pabst-ett cheese sauce as in the recipe above. Pabst-ett is a swell treat, too, spread on bread or crackers. Serve delicious Pabst-ett Cheese Food often—it's highly nourishing, easy to digest.

It's Phenix—for fine foods.



And here's a list of other Phenix favorites to jot down on your shopping list: *Phenix*

Process American Cheese in the handy half-pound package; *Phenix Cream and Cheese Spreads*, in seven tempting varieties; *Phenix Tasty Loaf*, cheese food in the economical two-pound package. You'll find PABST-ETT quality in *all* PHENIX FOODS.

Phenix Pabst-ett Company, Chicago 90

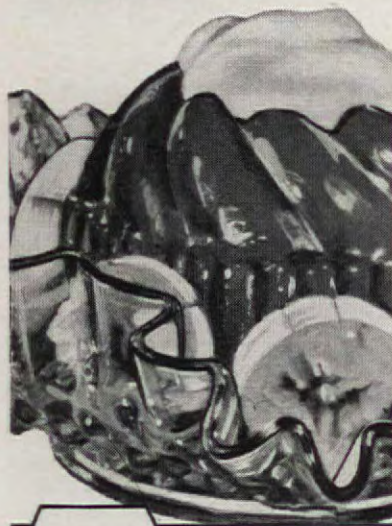


So much better!

EASY FRESH

Fruit Jell MADE WITH

KNOX



FRESH LEMON JELL

Soften: 1 envelope Knox Gelatine
in: ½ cup cold water
Dissolve in:
1 cup boiling water
Add: ½ cup sugar
¼ teaspoon salt
Stir until dissolved.
Add: ¼ cup lemon juice

Pour into individual molds that have been rinsed in cold water. Chill. When firm, unmold and serve with banana slices and whipped cream. Serves 4 to 6.

Knox Gelatine is plain, unflavored... Nothing Artificial... You Get All the Luscious Flavor of the Fresh Fruit!

There's all the difference in the world between fresh fruit Knox Gelatine desserts and those made with artificially flavored mixtures. When you make a "jell" dessert with Knox, you get all the tempting, true-flavor goodness of the natural fruit. So real...so tangy...and with the vitamins of natural fruit juices you don't get in imitation mixtures! Try this Knox dessert today! You're sure to agree... FRESH IS BEST.

FREE! Mrs. Knox's own beautifully illustrated recipe book. Write to her, Care of Box H-10, Johnstown, N. Y.

KNOX

GELATINE



Cabbage and Carrot Slaw *Browned Cheese Loaf Tomato Juice
*Bits o' Ham Green Beans Harvard Beets Peas *Roast or Sweet-and-Sour
Hot Biscuits Parsley Butter Corn Muffins Rice or Potatoes
Fruit Cup Milk Baked Apple Tea Mixed Green Salad
Cookies Coffee

◆ bits o'ham

Preparation time: 45 min.

7 tbs. butter or margarine
¼ cup flour
2 cups milk
½ tsp. salt
Dash of pepper

MELT 4 tbs. of the butter or margarine in the top of a double boiler; stir in the flour. Gradually add milk and cook, stirring constantly until the mixture thickens. Season with salt and pepper. Arrange alternate layers of hard-cooked eggs, ham, and mushrooms in a greased casserole. Pour on the cream sauce. Melt the remaining butter and mix with the cornflakes. Sprinkle over the top of the casserole. Bake in a moderate oven (350°F) for about 25 minutes.

Serves 6 362 cal. per serving Source of vitamins A, B complex

Weavecraft Tablecloth, Simtex Mills

Tested in THE AMERICAN HOME KITCHEN

◆ sweet and sour pork

Preparation time: 45 min.

3 large green peppers
¾ cup oil or shortening
1 small clove garlic, minced
1 egg, beaten
2 tbs. flour
1½ lbs. spareribs

CLEAN and then cut green peppers in small pieces and cook in boiling water until tender. Heat oil in a skillet. Add garlic and cook until tender. Make a batter of the egg and flour and season with salt and pepper. Cut spareribs into servings and dip into the batter. Fry slowly, one at a time, in the oil until browned on both sides. Pour off all but 1 tbs. of the oil. Cut each pineapple slice into six pieces and add to the spareribs with ¼ cup of the chicken bouillon and cooked green pepper. Cover pan tightly and simmer about 10 minutes. Blend cornstarch, soy sauce, vinegar, sugar and the remaining chicken bouillon. Cook, stirring constantly until the mixture thickens, adding more salt if needed. Pour over the spareribs, cover and cook 5 minutes longer. Serve at once with cooked rice.

Serves 4 362 cal. per serving Source of vitamins A, B complex

Weavecraft Tablecloth, Simtex Mills

◆ roast shoulder of pork

Preparation time: 1½ to 2 hrs.

3 apples, washed and sliced crosswise
5 potatoes, cut with melon cutter to form balls

SEASON roast with salt and pepper and place, fat-side up, on a rack in an open roasting pan. Do not add water. Insert meat thermometer so that bulb reaches center of the thickest muscle, being sure it does not rest on bone. Place in a slow oven (325°F) and roast until thermometer registers 185°F. This will require 30 to 35 minutes per pound. Always cook pork thoroughly to bring out full flavor and richness. Serve with fried apple slices and potato balls, steamed until tender.

Serves 6 280 cal. per serving Source of vitamin B complex

Tested in THE AMERICAN HOME KITCHEN

◆ browned cheese loaf

Preparation time: 1½ hrs.

1 (8 oz.) pkg. spaghetti broken in 2-inch pieces
1 clove garlic
½ lb. American cheese, grated
1 tall can evaporated milk

COOK spaghetti until tender in boiling, salted water to which garlic has been added. Remove garlic. Drain and rinse. Melt cheese in the milk over boiling water. Beat eggs; add salt, parsley, onion, spaghetti and cheese sauce, stirring rapidly to prevent hot sauce from cooking eggs. Pour into a greased loaf pan and bake in a moderate oven (350°F) one hour. Unmold, slice, and serve.

Serves 6 293 cal. per serving Source of vitamins A, B complex

Weavecraft Tablecloth, Simtex Mills

ever see a dream ...washing?

See for yourself how the
THOR AUTOMAGIC washes clothes **CLEAN**...
rinses clothes **CLEAN**... spins 'em
better than wringer-dry...

all at the flick of a switch

Look for these important differences when you see the Thor Automagic Clothes Washer...

It takes on all the work of washday, but lets you boss the job. You can wash for 2 minutes or 20... rinse as many times as you like... just by flicking a switch. You never touch heavy, wet clothes!

Agitator washing action, as pioneered and improved by Thor, gets ALL the dirt... not just some of it. Thor's amazing new overflow rinses drain from the top... soap can't hide in clothes.

And you can install the Thor Automagic anywhere. No bolting down, no excessive weight, because there's no vibration! You need only a two-foot square of floor space... less than your refrigerator occupies.

You don't buy a new washer every year... or even every few years. So, consider your needs carefully, shop around and compare.

We think you'll agree that you get *more* with Thor in every way.

The Thor Automagic Clothes Washer, including normal installation, is priced at \$199.50. You can buy now, or later, the Dishwasher Conversion Unit for only \$69.95.

You need all THREE for carefree washdays!

THOR AGITATOR ACTION



It squeezes fresh, hot suds through even the bulkiest clothes... opens every fold to thorough cleansing. Even greasy work clothes come out of the Thor CLEAN.

THOR'S WONDERFUL OVERFLOW RINSES



Constantly changing clean water floats out soap and soil, then drains them away through the top. So effective you use lukewarm rinses... save gallons of hot water.

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The Thor spins a full load better-than-wringer-dry in just 8 minutes. Many small pieces are ready for ironing! And no broken buttons, no wringer wrinkles to press out!

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...the grandest help you ever had!

Put your dishes in dirty...take them out shining clean! The Thor Dishwasher even eliminates the usual pre-rinse by hand. It washes and rinses a dinner's dishes in five minutes... and safely. Only the water moves in the Thor. Yet it washes greasiest pots and pans CLEAN. Have the Thor Automagic Dishwasher Cabinet Model, for \$219.50, including normal installation. Thor Clothes Washer Conversion Unit (buy it now or later) is only \$49.95.

Automagic Combination
...CLOTHES WASHER and
DISHWASHER in
one THOR!



Change washing units (there's one for duds and one for dishes) just once a week, in a minute and a half, and you have two wonderful work-savers instead of one. You use Thor's tireless motor and mechanism 365 days a year instead of a few hours a week. And you can have the Automagic combination (two Thor Washers!) for little more than the cost of one.

**NO PART OF THE THOR THAT
TOUCHES CLOTHES EVER TOUCHES DISHES!**

Coffee



-plenty for your party, with this
WEST BEND Urn



What a wonderful feeling to know you have plenty of coffee. How often have you had to brew "just one more pot"—and wondered how to keep it hot?

This portable drip coffee urn puts an end to all that. Take it anywhere, make from 24 to 48 cups as easily as you make your daily coffee. Make a full urn—48 cups—in twelve minutes—delicious coffee that brings them back for more.

Made of heavy polished aluminum with West Bend's exclusive one-piece dripper—easy to use, simple to clean. Electric heating unit (for keeping coffee hot) is fully enclosed, uses AC or DC, has simple high-low heat control. Urn, with heating unit and heavy-duty cord, \$28.85. If your appliance dealer cannot supply you, write—

WEST BEND
Aluminum Co.

Dept. 63A, West Bend, Wisconsin
For 36 years, makers of fine utensils

Ideal for parties and meetings at your:

- Home
- Club
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- Recreation Room
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- School

Like the dripping gold
of New Orleans
sunshine



Good eating ahead when golden New Orleans molasses arrived by Mississippi steamboat!

Today there's a New Orleans molasses that is bringing new enjoyment to many thousands of families who love good eating. It's called Gold Label Brer Rabbit Molasses.

Gold—because that's what it is... light-colored and mild, like liquid New

Orleans sunshine. Spread Gold Label Brer Rabbit on bread—children love it when they're hungry after school. Try it on pancakes, waffles, French toast, hot and cold cereal—or for a delicate molasses flavor in cooking. If you prefer dark, full-flavored molasses, use Green Label Brer Rabbit.

Rich in Iron—
needed for good red blood!

BRER RABBIT New Orleans MOLASSES



Gold Label



Listen to This...

Esther Foley

BBROWN as October leaves, and as spicy, is the Cinnamon Toast Spread newly put on the market by Hoenshel Fine Foods, Inc. The label and the tongue say it is made of fresh butter, sugar, and Saigon cinnamon, all beaten into a smooth, only slightly grainy, paste. This starts melting when spread on hot toast, giving out the expected tantalizing aroma. It bubbles to increased goodness when put under the heat of a broiler. As a breakfast item, as a tea item, this is a handy jar to keep in the refrigerator. The food specialty stores carry it, and the food departments of department stores. The 5-oz. jar is 45¢; the 10-oz. size, 69¢, the 28-oz. size, \$1.75. If desired, order now from B. Altman and Co., N. Y. C., adding amount necessary to cover postage.

● Thin, crisp, salty, square, and brown as a speckled egg, is the newest cracker the National Biscuit Company is putting on the market. Called Wheat Thins, the cracker is a thirst creator... a nibble maker... a most satisfying carrier of cheese or partner to a fresh apple or pear. The package weighs 12 oz. and retails for 29¢. It is just now finding its place among the other crackers on display.



Ready for luxury? Here is the newest way to flavor richness. A ready-to-serve cinnamon butter for toast, waffles, and pancakes



A new cracker with a popcorn quality... chewy but not filling. Made of special whole-wheat flour, plus white, with malt for flavor



She lets me bring Buster into her house any time... says dog hairs are a cinch with her new CADILLAC



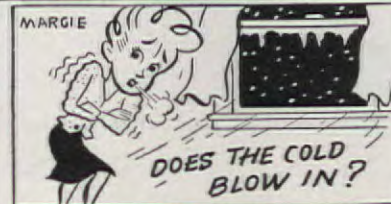
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FREE TO HOUSEWIVES



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ON GAS BILLS!

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Eighteen leading gas ranges are equipped with Harper Burners. These burners are superior to all other top burners because each Harper burner is really 2 burners in 1. As shown below, the big outer burner brings foods to a quick boil. Turn handle until it "clicks" and the big burner goes out, leaving only the small efficient inner burner lit to finish the cooking.

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Only the separate Harper Center Simmer Burner gives you the controlled low heat you need to keep foods warm for serving... to eliminate pot watching and boiling dry... to keep proper pressure cooker heat... to allow cooking with little water, which saves time and gas. Cooking with the tiny inner burner keeps the average kitchen 9 degrees cooler, and saves up to 39% in fuel. Only the Harper Center Simmer helps so much in your cooking!

Send for your copy of "Modern Methods of Top Burner Cooking." It is packed with information about making your cooking easier.

SAVE THE VITAMINS!

Cook with a single cup of water...



2 BURNERS IN 1



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Please send me the illustrated booklet, "Modern Methods of Top Burner Cooking."

Name _____
Street _____
City & State _____

● Durkee Famous Foods has produced a new winner... Apple Pie Spice. Ready and waiting for apple-sauce, apple pie, apple pudding, and really good for rice pudding and pumpkin custard, this small tin is well worth selecting from the shelf. Sniff it... the nose will find cinnamon, nutmeg, allspice and ground, dried orange peel. Use about $\frac{3}{4}$ teaspoon to an eight-inch pie... and judge amount accordingly when flavoring other spicy foods.

● A powdered fudge, known as OZ ready-mix fudge, requires only water and 4 minutes heating to bring it back to candy shape, and is a gift to all magic lovers. This mix sets firm-soft, is smooth, fine grained, dark, rich in chocolate flavor. Embed nuts, if you like, or sprinkle it well with coconut before it firms. Work fast, as the candy sets almost at once. 59¢ per 14-oz. can. With sugar available, this will appear in all markets.

● Two old favorites with new dresses are brought to our attention as we go to press. One is a dried fruit compote made by Rosenberg Bros. and Co. This product has been on the market for years in bulk form, but now it is available in an 11 oz. carton and a 1 lb. Cellophane bag. It contains an assortment of dried apricots, peaches, prunes and pears. Cooked with water, sugar and lemon slices, the compote adds relish to cooked or prepared cereals. The other product is the new one-pound package of Swift's Premium Frankfurts. Its Cellophane wrapper insures the consumer of a fresher and better-tasting product, and reduces moisture evaporation.



Another ready-mix... in the spice field this time. Designed for pie, Apple Pie Spice does things to raisin molasses cooky mixes, too



Mother will buy it because the children love it... and there is no doubt about the outcome... this fudge-mix fudges every time



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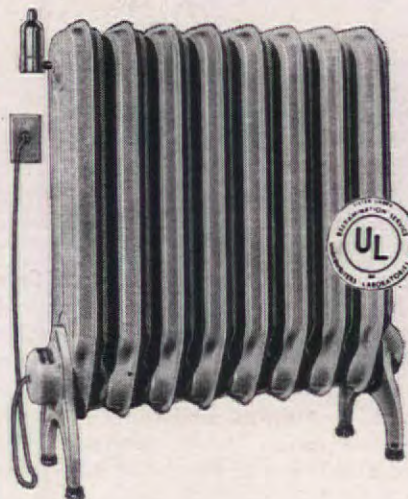
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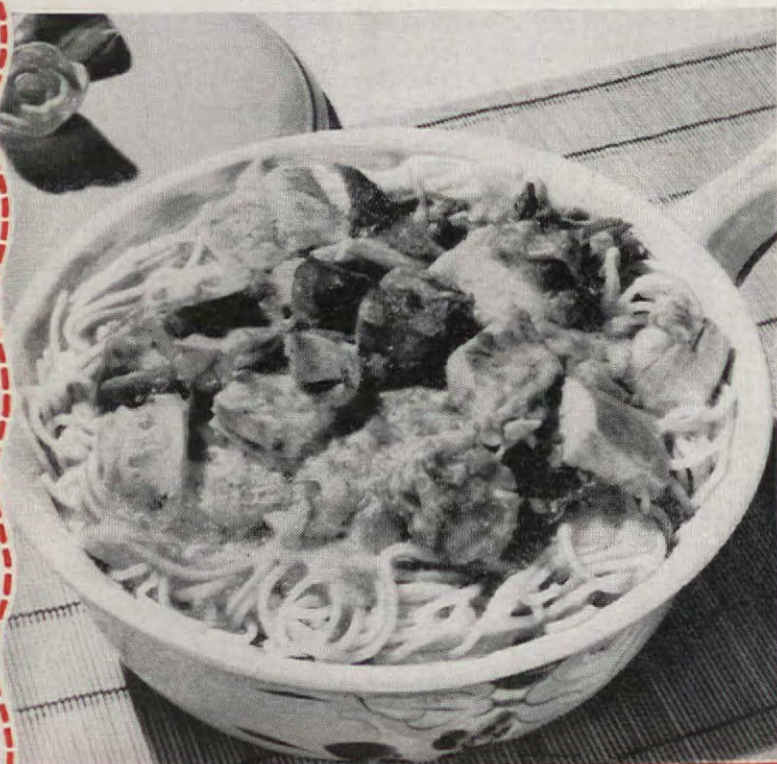


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Amazing how easily and quickly you can turn out "fancy meals" when you have delicious Heinz condensed soups to help you. . . Try this on your next batch of guests!



CHICKEN SPAGHETTI CASSEROLE —Cook 8 oz. package thin spaghetti. Drain. Arrange on shallow buttered baking dish. Combine 2 cups cooked cut-up chicken with 1 tin Heinz Condensed Cream of Tomato Soup, ½ cup water. Pour over spaghetti. Generously sprinkle with grated cheese. Bake 30 min. (300° F.). Impress six hungry people.

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IDEA THAT'S
SURE TO WIN
PRAISE →

Heinz Condensed Cream of Tomato Soup simply heated with tin of water or milk . . . makes the sketchiest meal seem like an event. For it's gourmet-food—this Heinz version of tomato soup, made of pedigreed "Aristocrat" tomatoes delicately and delightfully seasoned with many a rare spice and blended with plenty of rich cream.

You'll never know how good
condensed soup can be until
you've tasted

Heinz Soup

By adding one tin of milk
or water to one tin of soup,
you get double the quantity!



Trick or Treat

—and happy looting



Louise Price Bell
and M. Stella McKay

HALLOWEEN is one of the busiest nights of the year. The household larder needs to be well stocked on October 31, because, from dusk on, the doorbell rings, bright eyes peer through crazy-looking masks, and childish voices in ghostlike tones squeal, croak, or whisper, "Trick or Treat!" Woe to the person who fails to bring forth goodies, in some form, in response to that seasonal request. There are some folks who think this annual "gimme campaign" is a sign that America is sliding downhill and fostering juvenile delinquency. But we know differently, as do any parents who have reared normal, active youngsters. The Halloween door-to-door trek is an American tradition. The small fry don't care a whit what is handed to them, so long as there is *something* for their paper bags.

There is no denying, of course, that when someone plans an especially "super" treat as a Halloween handout, it doesn't take long for the word to get around. The Halloween scavengers have some means of tipping off their contemporaries, and they are equally sure of tipping them off when they run into a crosspatch

like a neighbor of ours. Since all he did was growl at the fun-loving children, and tell them to "get out of here," they persisted all evening in running onto his porch, ringing his bell, then scooting away like mad. Naturally, one can't approve of this, but no one forgets his own childhood. Understanding and pleasantness are easy to offer, and the person who can't manage it for one evening a year should take account of himself.

It's easy to have a big bowl of apples, another of nuts, some ginger-snaps, or simple homemade cookies. Small popcorn balls wrapped in waxed paper, then in orange tissue, always delight the bell-pushers. Last year, we made a few tiny cupcakes, iced them in orange, added melted-chocolate faces, and offered them as our treat. The only trouble was that we did not have enough of them to last through the evening.

Halloween can be as much fun for the oldsters as for the youngsters. We think we get more fun out of handing out the treats, talking with the youngsters, trying to determine who they are under their disguises, than they, themselves, get out of it!



Photographs from Louise Price Bell.
Drawings by Clare McGanna



6 questions to ask yourself before you buy a *new* *range*



1. Which will give me best cooking results?

If you want tender roasts, flame sizzled steaks, fool-proof baking, there's *no doubt* that a new Gas range built to "CP" standards is the one for you! For here Gas, the world's finest of all cooking fuels — the one chosen by famous cooks everywhere — is combined with a range whose *first duty* is perfect cooking results.

2. Which will save me most kitchen time?

If you want a range where smart modern design, smokeless broiling and non-clog burners make cleaning easier . . . where new type storage-space and warming compartments save dozens of steps every meal . . . where all cooking is *faster, cleaner* . . . then *by all means* select a new Gas range.

3. Which has most modern, automatic features?

If you're looking for automatic lighting, automatic heat control, even an automatic clock control that cooks an oven dinner deliciously while *you* are out of the house . . . you want a new automatic Gas range.

4. Which makes cooking cleanest and coolest?

Gas for cooking is cleaner, cooler, easier. Add to this the extra-insulated oven, the instant turn-off, the tailored flame which prevents heat loss around the sides of pans . . . and you see why the new automatic Gas ranges are unbeatable!

5. Which is the most economical to operate?

Only Gas can offer you so much for so little! The new Gas ranges built to "CP" standards not only cost less than any other comparable range — but are wonderfully economical to operate!

6. Which has the largest variety of models?

Today, you can get new, modern, automatic Gas ranges in dozens of styles, dozens of models, all built to "CP" standards. The super-modern Tappan Gas range shown is just one model from one manufacturer. See all the beautiful new models now available at your local Gas Company or Gas appliance dealer's. There's one just *right* for your "New Freedom Gas Kitchen"!

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Look for this seal! It's your guide to the very finest in modern cooking appliances!

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*for faster, finer,
fully automatic
cooking..choose a
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range!*

"While my
meat is
roasting
at 350°...



I can
bake pies
at 450°...

because my **MONARCH**
has **2 OVENS**"



How often you need TWO baking temperatures—your meat at 350°, and your pie or cream puffs at 450°! And how often, especially when entertaining, you need more oven space! Here, in this new Monarch Roaster Range, both these needs are beautifully filled because you have TWO ovens. And what a convenience the surface oven is—for vegetable dinners, baked beans, spareribs, soups—saving electricity, stooping. Both ovens are timer-clock controlled.

See it at your Monarch
dealer—or write to the
factory for literature.

**MALLEABLE IRON
RANGE COMPANY**

407 Lake Street
BEAVER DAM, WISCONSIN

Monarch
ELECTRIC

In complete agreement with the idea that grownups should share in the Halloween fun, is M. Stella McKay, who asks:

WHY don't you give an Un-invited Guests' Party this Halloween? It's different, and it's fun for everyone, young and old. We had one last year; it was so successful we plan to stage a repeat performance this year. Here is how we did it.

First, we asked a few friends to help run the show while we greeted the bell-pushers and invited them to be our uninvited guests and entertainers. Invitations were sent to the helpers, but we trusted to chance for the rest of the gang that arrived.

The helper's invitations, two-sided, cardboard skeletons, announced a Meeting of the Spooks, giving place and time. Masks and costumes were ordered. Spooks, cats, witches, goblins, etc., arrived at the appointed time. These hosts and hostesses dressed in sheets, wore masks and rubber gloves. They stood in the darkened vestibule, and the outdoor lights blazed a welcome to each trick-or-treater. Opening the door to our callers, they shook hands with them, the rubber gloves adding a ghostly touch to the reception. Then the lights were turned on, and the guests were ushered in, usually with shrieks of laughter. Small guests who wished to stay for a party were taken to the basement playroom and shown the room with—and without—lights, so they wouldn't be frightened during the reception of the older guests. Then they were asked if they'd sing a song, recite, or dance for their Halloween loot. It is wise to have a list of acts in case some of the guests seem unprepared to perform.

When the teen-agers arrive, the Master Spook says,

"You are now at the House of the Spooks. The Spooks are holding a meeting-party in the spirit world, and if anyone wishes to join them and



Two irresistible spooks offer their paper bags to be filled with "trick or treat" loot for Halloween fun



Look, Lady . . . a Big Electric Refrigerator for small kitchens **\$229⁹⁵**

It's a miracle of clever planning to give you everything you want and still save precious wall and floor space.

F. O. B. Duluth

- A 25 lb. built-in Frozen Food Locker
- Plenty of meat storage space
- Extra room for tall bottles
- 3 big Quick-Release ice trays
- Big Crisp-O-Lator for fresh fruit and vegetables

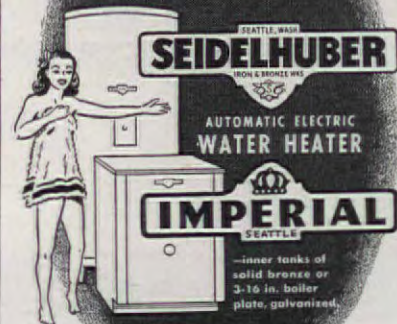
Ask your dealer about this new model or write

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79¢

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For descriptive circular, write to
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The Clorox Way is the Modern Way in Kitchen Cleaning!



YOU ARE assured of higher standards of kitchen sanitation when you use Clorox! This modern disinfectant gives you an extra margin of home health protection. Health authorities urge the use of an effective germicide, such as Clorox... for in routine cleansing, Clorox disinfects; also deodorizes, removes stains. And, too, Clorox is the modern laundering aid. It is extra-gentle on linens... free from caustic... made by an exclusive patented process. Directions on the label.



BOON HOUSEHOLD CLEANER

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chance of turning wrong valves. If you like to drive your own car you'll like to own your own

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Pioneer and Pacemaker since 1924



Photographs by F. M. Demarest

Witch's cauldron centerpiece: witch of black paper rides handle of soup pot covered in black crepe paper and decorated with white paper-dolly skull and crossbones. Orange-paper flames held upright by Cellophane



Royalace

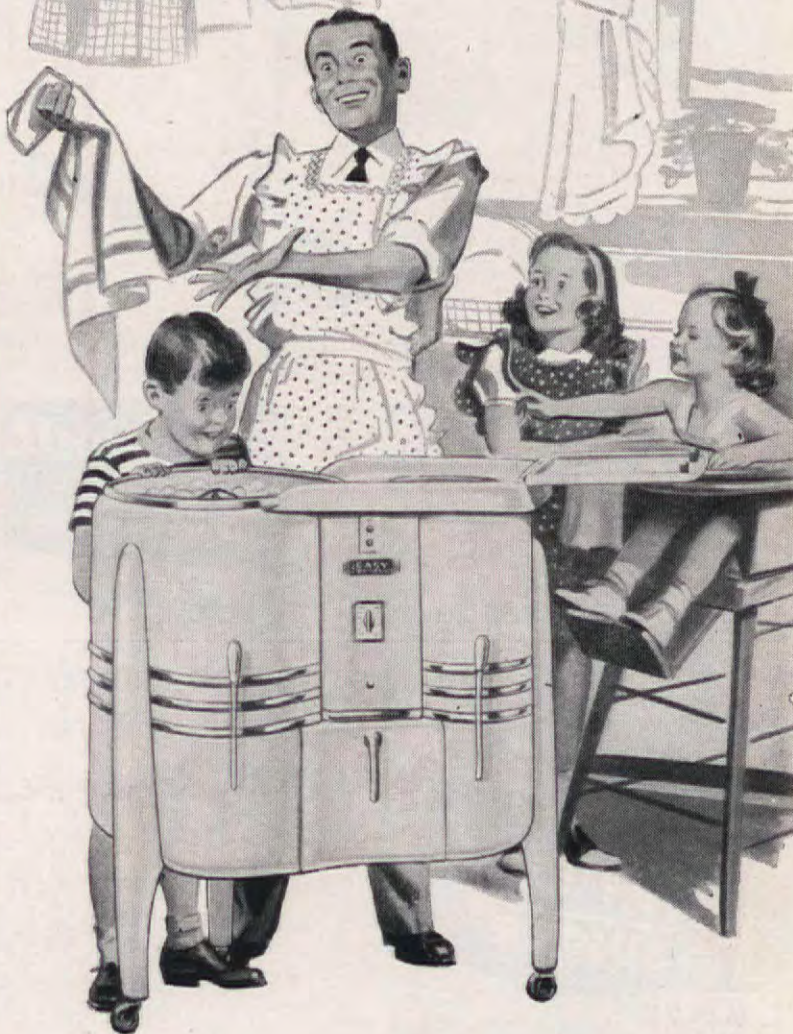
Invitation: orange-paper Halloween pumpkin pasted on round, white-paper dolly makes pocket to hold gift card bordered with lace from square dolly

take the rites of fun and games, he must first sign the pledge book in ghost's blood (white ink) and be initiated into the Order of the Spooks."

The pledge book is black, made of artist's paper, and tied together with a white shoelace. A paper ghost decorates the cover. If the guest does not want to stay, he is given his Halloween treat and sent on his way. If he stays, he signs the pledge book, writing his name *backwards*. Then he is blindfolded (use a fresh paper napkin for each guest) and taken to the kitchen, where the Master Spook brands the letters "O. O. S." (using an ice cube) on his forehead and mutters a ghostly, "Presto-O, brand-O, change-O. You are now a pledged and branded member of the Order of the Spooks, and now we go to join the Spirit Spooks in the Spirit World, where the rites of Fun and Games are being held. Your dues—a song, dance, or stunt—must be paid as soon as we enter the Spirit World." Three Spook calls is the signal for lights out in the playroom. The blindfold is removed, and the lights put on again when the new Spook has had time to meet the Spirit Spooks glowing in the dark. And then he goes into his act.

To make your party one the guests rave about as well as enjoy, make your decorations memorable. Our playroom becomes a very spooky Spirit World. Balloons with skull and crossbones

"Look- I'm a Mother!"



THE doctor says Helen can get up tomorrow. And boy, will I be glad to get back to the office! I'll never again argue that Helen's job is easier than mine. But I am sure of one thing: Her washday just *can't* be as tough since she got her Easy Spindrier. Why, with Easy on the job even a dumb cluck like me can do a whole week's wash in less than an hour!

It's got two tubs, see? One washes a full load while the other rinses and spins a full load damp dry! Actually spins out up to 25% more water than a wringer. Clothes are lighter to handle and hang up. And they dry fast without dripping on the floor!

And when Helen gets around to ironing again there'll be no wringer wrinkles to iron out. And no broken buttons!

You can bet I haven't washed any blankets this week! But Helen says the Easy is the safest machine of all for blankets

and nice things, because it's so fast and thorough yet *gentle*. It saves cleaning bills by doing "washable" drapes and slipcovers at home. It even saves soap and hot water because you can return suds to the washer tub for a second load.

I've learned one thing: It pays to get your wife the best appliances you can buy...especially when you get a topnotch value like the new Easy Spindrier. See it in action yourself... compare it feature for feature... and you'll see why it's America's leading washer! Easy Washing Machine Corporation, Syracuse 1, N. Y.



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painted on them in nonpoisonous luminous paint, float through the air. (They are tied to strings and tacked to the ceiling.) Skeletons, ghosts, and witches dangle from strings strung across the ceiling. A giant skeleton, made of cardboard or very heavy wrapping paper, practically covers one end wall. An immense black cat and her family leer from the other wall. Grinning jack-o'-lanterns, bats, witches riding broomsticks decorate the side walls. Orange-and-black crepe-paper draperies, and green, crepe-paper spider-web blinds, with spiders on them, trim the windows. A huge paper ghost is tacked to the door. All creatures are outlined with luminous paint, and have eyes, noses, and mouths of nonpoisonous luminous clay.

THE centerpiece (we use our Ping-pong table) is a large pumpkin with luminous eyes, nose, and mouth. It is lined with wax paper and filled with candies. Black-and-orange paper streamers trail out to cat-shaped, chocolate-coated cookies standing on a white-cooky base. Black-and-orange candles, set in small toy pumpkins flank the large pumpkin. We made spook-shaped place mats of large paper doilies, and napkins, comic hats, and nut baskets out of crepe paper.

We served special Halloween fare: sandwiches in the shapes of cats, haunted houses, pumpkins, witches; a haunted-house cake, hot chocolate milk with spook faces floating on top—marshmallows with gumdrop eyes,

nose, and mouth—and witch ice cream. To make witch ice cream, we bought bulk chocolate ice cream and empty cones. We made the witch by placing a paper doily on a paper plate, next a round chocolate cooky, then a scoop of ice cream with almond eyes and nose, and a cherry mouth. The cones were set on the ice cream at angles, as hats, and a lollipop broom was placed beside the witch.

If you think the party might get dull and uninteresting just waiting for Spooks to come and perform, be prepared with a few simple games. Actually, there won't be much time or need for organized entertainment, because the bell-pushers will take a lot of time and provide plenty of laughs and amusement. Don't try unfamiliar games. Ones that can be added to or interrupted, like Spooks, are best. To play Spooks, hang two sheets, as a curtain, in an open doorway. The goblin or witch who is *It* stays on one side of the curtain. The Spooks go behind the curtain. A small opening is made in the curtain, by parting the sheets. Each Spook takes a turn poking his nose through the opening. *It* must guess to whom each nose belongs. You'll be surprised how different a familiar nose can look when its face isn't showing.

All who happened along to Spook House last year stayed until the last spook and cat were put out. Incidentally, there was no damage done on our street, and everyone said he had had the best Halloween of his life.

Wish You Had 4 Hands?

Sheila Mullen

If you're human and have a house to keep, even a tiny one-room home, you've probably had moments of wishing that it was all made of plastic, so you could just turn the hose on it and be through! All the short cuts invented don't seem to abolish the snowballing laundry, or make dinner fly to the table. And, at the end of the day, when you'd like to curl up with a good book, even a bad book, or slip off to the movies, there is a shirt to iron or a button to catch or silver that begs for polish.

Let's be honest, brutally honest, and brave about this. There is no formula for getting it all accomplished in eleven minutes and forty-seven seconds flat, or even eleven hours. But there is a formula for your thinking that really makes good sense. Take a deep breath, and remember that you, too, are flesh and blood, useless to your family and to yourself if you don't find some rest, some fun, some music after hours, as well as when you work. Then turn detective and observe your family—notice their likes and dislikes. Always do the things that are important to your family first, and when you find that you must cheat, cheat on the less urgent, inconsequential things.

In other words, instead of haunting the household-hints pages for more tricks to catch up with time, plan a life that really fits your family. A misplaced short cut has a sorry way of standing out like a sore thumb.

For example, though you can use paper plates and paper napkins and paper tablecloths—if your husband has sweated his heart out to buy Spode for you, maybe he wants to see it once in awhile, even for simple family meals. With the appropriate table fixings of shining silver and smooth, rich linen—lulled by such luxury—perhaps he'll not notice that the chocolate cake came from the bakery, or the salad from a delicatessen.

Again, a boy may even prefer unironed T-shirts and jeans, but may like the cool feel of ironed pajamas.

And a small girl may care less for yards of hand-hemmed ruffles than for the heel of homemade bread, spread thick with jam, or the spoon to lick when cakes are in the oven. Some people notice dusty floors, some see the first tarnish on silver. It doesn't take much detecting to find out what things please your loved ones. Pamper their tastes, so that the word "home" will have a sweet sound to them. Let the short cuts fall where they should!



"My time's my own... my kitchen is Kelvinator!"

"I'm no longer tied to my kitchen apron strings!"

"Now one shopping trip does for weeks!"

"I can whip up a company dinner in half-an-hour!"

Housewives become carefree as their young daughters when Kelvinator joins the family.

Imagine coming home from an afternoon's fun to a completely cooked dinner! Yes! Kelvinator's "Automatic Cook" takes over while you're miles away—turns the current on, times the cooking operation, and turns the current off when your oven meal's done just right and ready to serve. This marvelous "brain" of the range controls the Scotch Kettle too, for deep fat frying, stewing and boiling, or perks your coffee on the handy Appliance Outlet. You'll find it's cooking perfection—automatic, fast and economical.

A Kelvinator Refrigerator is another "must"

for your leisure kitchen. Designed for better food-keeping, you're sure of dewy-fresh garden greens, plenty of room for tall bottles and all the daily foods a hungry family requires. And a big Frozen Food Chest for those out-of-season treats, plus ice cubes galore.

Add Kelvinator's Home Freezer, and you have a kitchen de luxe! Holds 210 pounds of those delicious new frozen foods—completely prepared dinners, too, ready to serve at an instant's notice.

These are the things dreams are made of. But they're as real as the joy you'll get from using them. See your Kelvinator dealer today!

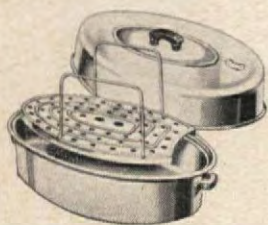
KELVINATOR DIVISION, NASH-KELVINATOR CORPORATION, DETROIT

Get the Best things First... Get **Kelvinator**

When those
never-fail
cooks talk
turkey...



... they give thanks to their Wear-Ever Aluminum Roasters for the mouth-watering, tender and evenly-browned birds they turn out... every time. And the Wear-Ever Roaster's patented lifting rack and handles at both ends and sides make it most convenient... for turkey or for a whole meal! You, too, will say it's the easiest-to-use roaster you ever saw! Quality? Why, Grandma knew famous Wear-Ever quality. Three sizes; see them today at your dealer's.



WEAR-EVER OVAL ROASTER

Convenient for smaller turkeys; chickens, ducks, legs of lamb or ham. Lifting rack, easy-hold handles, Bakelite cover-handle. Two sizes. (Makes a welcome gift!)

IT'S THE EASY WAY TO ROAST TURKEY...

Place turkey in Wear-Ever Roaster, cover, and roast in moderately slow oven—325° F. for 8-12 lb. turkey; 300° F. for 14-16 lb. turkey. Follow time table below. One hour before bird is done, remove cover and cut trussing string. Leave uncovered for remaining time. Get set for praise!

8-10 lb. turkey . . . 20-25 min. per lb.
10-14 lb. turkey . . . 18-20 min. per lb.
14-16 lb. turkey . . . 15-18 min. per lb.

Made of the metal that cooks best . . . easy to clean

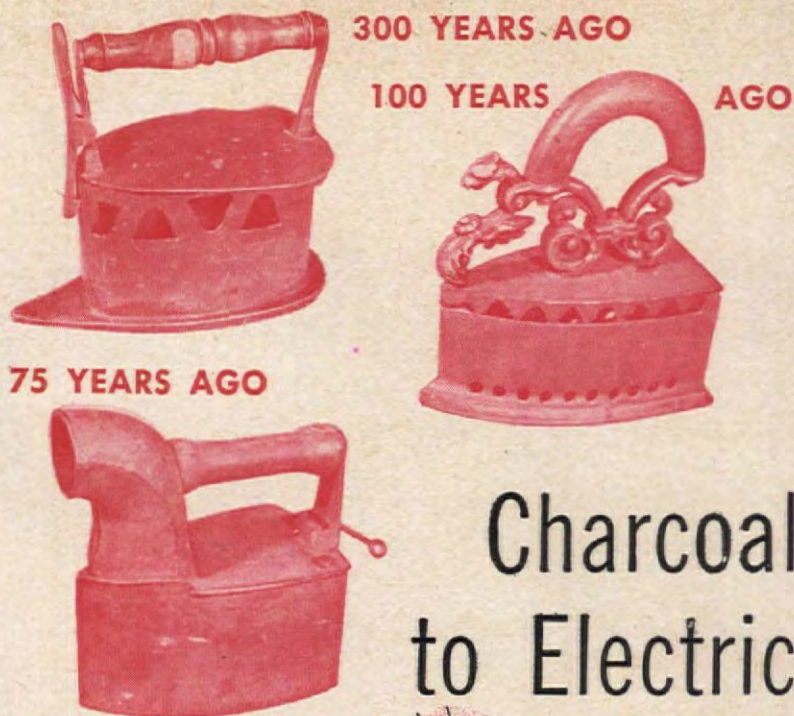


WEAR-EVER

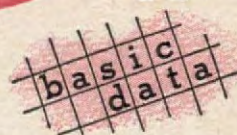
ALUMINUM UTENSILS

Keep aluminum gleaming the easy way • Use WEAR-EVER CLEANSER PADS.
At all stores © 1947, T. A. C. U. Co.

THE ALUMINUM COOKING UTENSIL COMPANY, NEW KENSINGTON, PENNSYLVANIA



Charcoal to Electric



Edith Ramsay



Sunbeam Ironmaster features the cool, control button in the handle, right under your thumb at all times



The Proctor Never-Lift iron lifts automatically on its sturdy legs; reset at a touch of the hand



Comfort and heat protection are incorporated in the new Hoover automatic iron with pancake dial

The swivel action of the cord in the Manning-Bowman makes it a right- or left-hand iron



General Mills iron tapers at heel to facilitate ironing back and forth. Iron rests on its side



SHOWN above are just a few of the many interesting irons in the Proctor collection of old irons. Top right, is a brass iron from China probably three hundred years old. The top slides to one side, hot charcoal was placed therein, and the early laundryman went on his weary way. From Middle Europe comes another charcoal-fired iron of about a century ago, most ornate in design, and a more comfortable handle. The next one, about 75 years old, had a flue, the better to draft the heat.

It is a far cry from these old irons to those below. Our forefathers had no choice, but we have many to choose from today . . . so many we

Announcing a distinctive new toaster by Proctor!

★ The only toaster that measures actual bread temperature for delicious toast!

WOMEN chose this design—preferred its light, graceful lines, its rich dignity. In every one of our “design polls,” throughout the country this was the winner.

Beneath this smart exterior is a toasting mechanism of remarkable accuracy. Toast color is controlled by an exclusive method, the Proctor “Color Guard.” It toasts like a charm because it measures actual toast temperature to automatically allow more time for moist bread . . . less time for dry. Produces delicious toast,



COLOR GUARD

popped up silently when browned to your personal taste. Many other features . . . sliding crumb tray, permanently-attached cord, long-lived dependable control. But above all, the “Color Guard” thermostat—and genuine distinction.



SLIDING CRUMB TRAY



SILENT POP-UP

See it now, during its premier showing at your dealer's. It's new . . . it's exclusive . . . it's Proctor!

The *New* 1948 **PROCTOR** Automatic Pop-up Toaster!

PROCTOR ELECTRIC COMPANY, PHILA. 40, PA.
For efficient repairs, 166 factory-supervised
Proctor service stations, coast to coast . . .
see local classified telephone directory.



Chocolaty-est chocolate flavor you ever tasted!



THIS SUPER-ELEGANT SYRUP
MAKES GORGEOUS DESSERTS AND
MILK DRINKS EASY... QUICK!



BOSCO
BANANA CREAM
DREAM

Whipped cream
Sliced bananas
Plain cake layers
Bosco

Place cream and bananas between and on top of cake layers. Pour on Bosco—and there's a dessert that tastes out of a dream world! For Bosco is the finest chocolate-flavored syrup you ever tasted—richer, more chocolaty. So time-saving, too, in making chocolate dishes. Try it as sauce for ice cream or cake... as a "treat-maker" for milk. Bosco is "good for you," too—is rich in Iron and Vitamin D. Ask your grocer for Bosco today.



haven't room to illustrate all of them. There are so many on the shelves today we are apt to become confused. Therefore, consider what your requirements are before purchasing an iron.

Time was when we thought we must have heavy weight in irons to do a good job. We know from tests that three to five pounds is a satisfactory weight. We know, today, that the heating element, the sole plate, is more important than a heavy weight.

Do pick up the iron before you buy; test its balance, its fit to your hand. There is no necessity today for buying any other than a heat-controlled iron. Be sure the dial is legible and placed so that it is easy to reach. Ironing at the right temperature for the fabric makes the process simpler, and damage less likely, for the synthetic fabrics today need special care and special handling.

THE steam iron is a great boon to the housewife, and warrants its additional cost in the pressing bills saved, and in its function as an aid to the housewife who sews. But if you can have but one iron and you decide on the steam iron, be sure the steam iron functions both dry and wet.

Good ironing begins with good wiring in the home. If the circuits are overloaded, you will never get the best out of your iron. Take care of the iron after you have made and purchased your choice, and it will become an indispensable servant. Don't rest its sole plate on the grids of the kitchen range to cool. If starch sticks to it, clean with a mild application of steel wool, and run over beeswax occasionally—but the next time, use a starch-stick preventative. Don't ever immerse an iron in water to clean it, and do keep it away from dampness when storing, making sure that it has cooled off sufficiently before you put it away in the closet.



General Electric steam iron
is filled by means of spout
on the front of the handle



Steam-O-Matic iron for wet or
dry ironing is simple to use

NOW...
Adjustable Height
For Your Ironing Comfort

A NEW feature of the famous...

MET-L-TOP
IRONING TABLE

SHORT OR TALL... RIGHT HEIGHT FOR ALL



● The NEW MET-L-TOP with its seven leg adjustments is easily, quickly adjusted to just the right height for ironing comfort for short, medium or tall women. By reducing back strain, arm strain and general ironing fatigue it SPEEDS and EASES ironing.

In addition, the new ADJUSTABLE HEIGHT MET-L-TOP has all of the time-tested features of the "original" all-metal ironing table—mirror-smooth, white enameled, heat retaining, ventilated top; fire-proof, warp-proof, wobble-proof plus the useful ProtectoRest. The new ADJUSTABLE HEIGHT MET-L-TOP sells for only \$9.95.

Standard model \$7.95.

For best results use MET-L-TOP
pad and cover set. Tailored to fit.

MET-L-TOP Division
GEUDER, PAESCHKE & FREY CO.
Milwaukee 3, Wisconsin

REPAIR DAMAGED
TOILET SEATS



with Plastic Wood

EASY! No skill required. Handles like putty... and hardens into wood.

WON'T CHIP OR CRACK
PLASTIC WOOD



MAKES SEWING
MACHINES HUM!

...GRAN'MA



3-IN-ONE OIL

T.M. REG. U.S. PAT. OFF.

EXCELLO
KITCHEN TOWELS
with a Tradition

Extra Large
Absorbent
Lintless
Extra Soft
"They're
Laundry
Fresh"

So many reasons why you'll want this new
FRIGIDAIRE ELECTRIC RANGE



SO FAST! Radiantube Surface Units start heating *instantly*. Oven reaches baking heat in 5½ minutes.

SO CLEAN! No smoke or soot to dirty pots or pans — or walls. All-porcelain finish, inside and out.

SO EASY! Automatic time, temperature signals. Clock control cooks oven meal while you're away.

SO SURE! Radiantube Surface Units have definite cooking heats—no guess-work. Big Even-Heat Oven.

SO THRIFTY! Oven roasts, bakes with part-time current. Thermizer (deep-well) cooks meal for 2c or less.

Frigidaire made only by
General Motors

I just saw the new
FRIGIDAIRE COLD-WALL

It was love at sight! So *many* wonderful things—I knew I'd never remember them all, so I made some quick notes. . .

Why called "Cold-Wall"—because walls are cold . . . have built-in chilling coils. (Scientific reasons why "no-moisture-robbing air circulation.") Foods don't dry out . . . never need be covered.

Super-Freezer Chest holds up to 35 pounds of frozen foods. Quickube Trays for instant ice service.

Roomy food compartment—all parts easy to reach . . . 16 shelf arrangements.

For fresh fruits, vegetables—Frigidaire Hydrators . . . glass-topped . . . extra-moist cold keeps everything *fresh*.

Meter-Miser is simplest cold-making mechanism ever built...uses less current than ordinary light bulb.

You're twice as sure with two great names

Frigidaire made only by
General Motors

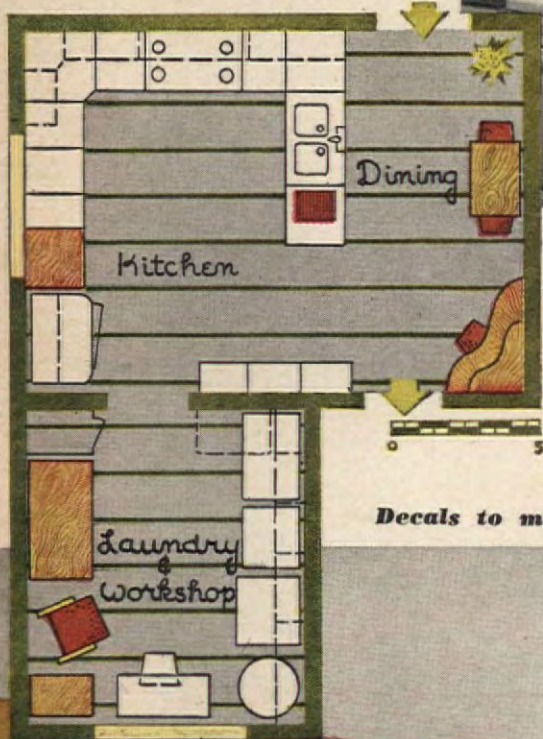


See your Frigidaire Dealer about Frigidaire Electric Ranges, Refrigerators, Home Freezers, Water Heaters, Kitchen Cabinets, Automatic Laundry Equipment; Commercial Refrigeration, Air Conditioning. Find name in Classified Phone Directory. Frigidaire Division, General Motors Corp., Dayton, O. Leaside, Ont.

Listen to "THE MAN CALLED X" on your radio every Thursday night. See newspaper for time and station.

Photographed at G. Fox & Co., Hartford, Conn.,
by F. M. Demarest. Servel Equipment.
American Home Chintz by Cyrus Clark

The floor plan shows how much can be incorporated in what appears to be a very small area. With but one window in each room, the ventilation is good



Air Control Cabinet provides space for good ventilating mechanism and handy storage

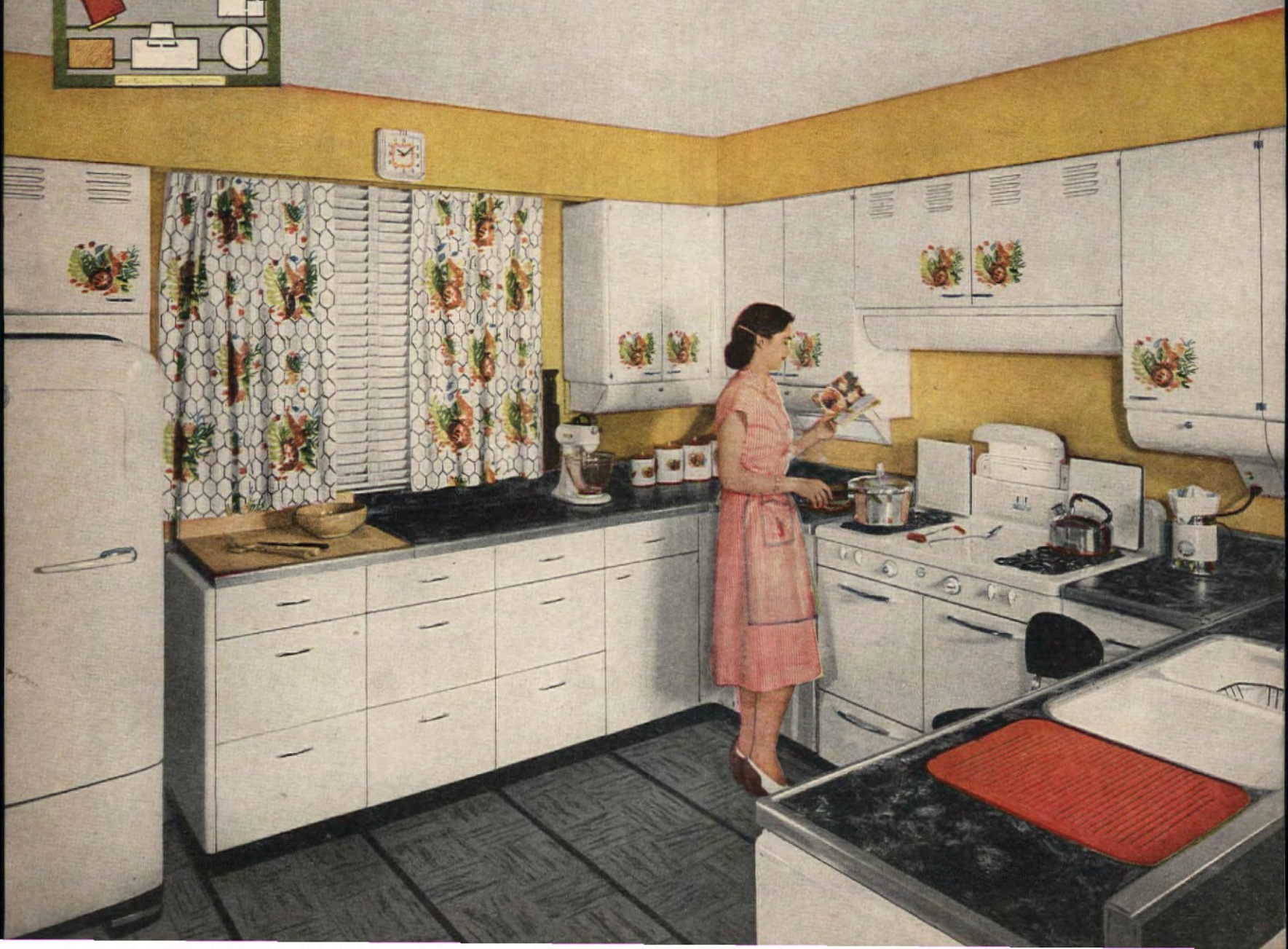
Decals to match the chintz decorate the cabinets and canisters as relief from stark white

Good Storage

PACKAGED kitchens are here to stay. Simplicity of manufacture, delivery, and installation has been developed to give you the most storage space for the least investment.

To use these packages wisely, means planning before you start storing. Don't toss things in, hit or miss, behind closed doors and then hope to find them. Explain to all the family why things are so placed—outline your plan to them and all will be well. One need not hold steadfastly to this plan as worked out by the Servel Homemaker's Institute, and illustrated in detail in these pages but, trying it first as we did, and then adapting it to one's own specific needs and those of the family, it may greatly simplify living.

Where there is no vertical storage provided for by the manufacturer, don't be afraid to remove a shelf in a base cabinet and install the rubber-covered wire racks one thinks of using only for dishes. They serve magnificently for storage of trays, platters, serving dishes. The same holds true for drawer space. If the wire racks are too long, use a hack saw to cut them to drawer

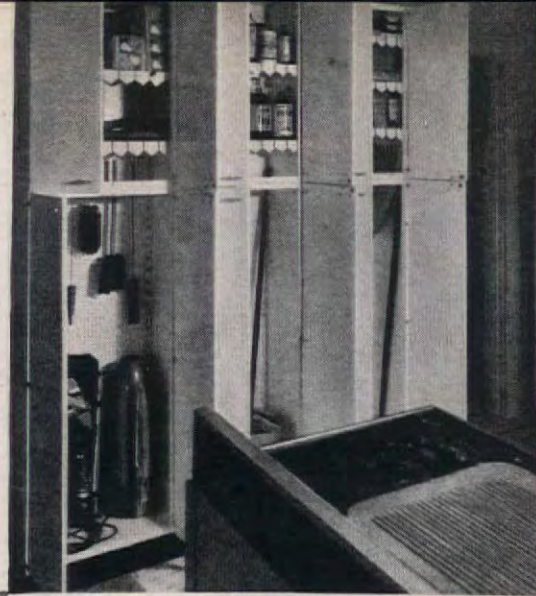


Minimizes "Chorage"

size. Discover how easy it is to get at pie, cake, or muffin pans when they are stored vertically.

The laundry and hobby shop move upstairs—no longer must mother or father be relegated to the dark, dank basement, far from all sources of communication, including doorbell and telephone. Adapting the planned-for-the-kitchen cabinets to the laundry, is a challenge. Here we have included them all in a room that invites Dad in, for the Air Control Cabinets take out all the excess moisture and heat. The tool bench is so constructed that heavy-duty casters, which lock, enable him to bring it out into the middle of the room for work on larger pieces. Mother can take that "stitch in time," as she visits with Dad in the evenings, for the sewing corner is right there. And the kitchen-laundry-workshop is large enough for a visit from the entire family.

Edith Ramsay



Storage wall accommodates all cleaning equipment and supplies

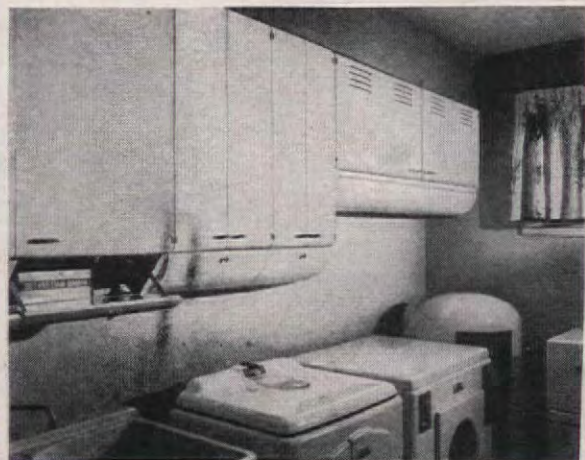


Meyercord Decals

Use simple method to change decals. Wet cheesecloth, held on with Scotch tape for an hour, will remove the decals



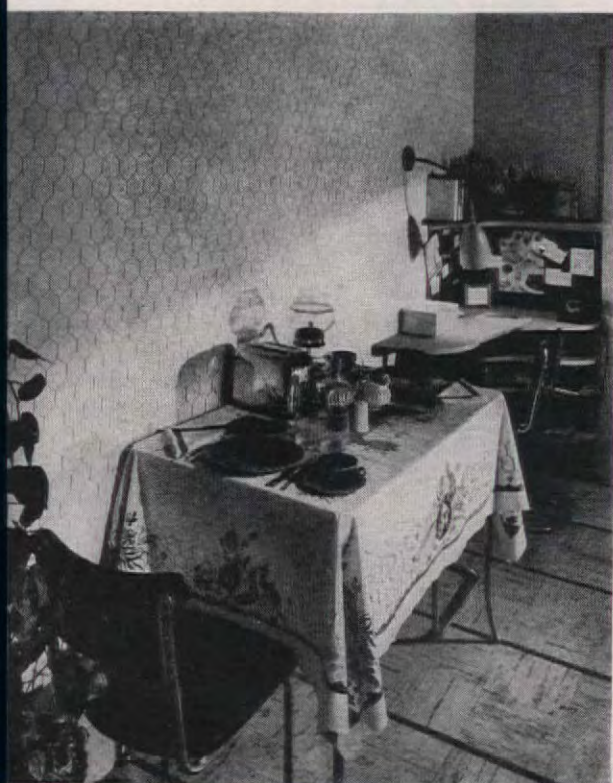
Over the laundry trays and drop sorting shelf is a well-stocked and well-arranged laundry closet



The Air Control Cabinet discharges the hot and excess moisture-laden air from the dryer and hot-water heater



The ironer is under high windows, beside sewing machine, mother's chair



Colorful breakfast setting is in close proximity to the useful planning center

The ironing storage cabinet holds board and irons; trays for swatches, buttons, etc. Delta tools are on workbench





K-VENIENCES

give double capacity, save pressing and make your closets so convenient they almost hand out your clothes. Don't let crowded closets ruin your disposition. Like magic, you can remodel them quickly, permanently and inexpensively with K-Veniences. K-Veniences will double the hanging capacity of your clothes closets, keep everything in easy reach, save pressing bills and transform chaotic closets into gems of modern smartness and maximum convenience.

With a screwdriver your only tool, you can permanently remodel closets at low cost. No architectural plans or structural changes are necessary when you install K-Veniences. From more than 40 items, you can choose the right fixture to do the right job. K-Veniences give more satisfaction for less cost than any other home improvement item.



Pants, skirts stay pressed.



Holds 6 hats, plus ties, scarves, belts.

Leading Hardware and Department Stores will soon have a complete selection of K-Veniences.



Keeps shoes clean, neat.



Keeps clothes neat, clean and handy.

Get these famous Closet Books

I enclose 10c for my copy of "How to Make the Most of Your Closets," a 48-page book by the famous authority, Helen Koues, and a FREE copy of your colorful new brochure of closet ideas and equipment.

Name.....

Address.....

KNAPE & VOGT MFG. CO.
Dept. A107, Grand Rapids, Mich.



Ever have to scrub a toilet bowl just before guests arrive? Conveniences today include Sani-Flush, the disinfecting toilet bowl cleaner that's as modern as this minute. Sani-Flush cleans your toilet bowl chemically, removes stains and germ-laden film, ensures a toilet bowl that's really clean and, therefore, odorless. There's no work.

Absolutely safe for all toilet systems. Works in hard or soft water. Sold everywhere. Two convenient sizes. The Hygienic Products Company, Canton 2, Ohio.

Sani-Flush

USE
TWICE
A WEEK

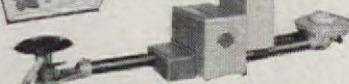


Heat with comfort-giving soft coal—but do it the MODERN way!



with *The Pipeline*
COAL BURNER
So automatic it even REMOVES THE ASHES

Enjoy all the comforts of soft coal heat and all the conveniences of a fully automatic stoker, *The Pipeline*—
—it pipes coal from your present bin to your furnace—any type.
—it burns smokelessly almost any kind of fine or stoker size soft coal.
—and it even removes the ashes to a dust-proof container (holds 1 to 2 weeks' ashes)!
Thousands in use since 1935. Get all the details on *The Pipeline*—write for free booklet. Pocahontas Fuel Company Incorporated, Stoker Division 336 E. 131st Cleveland, Ohio.



"ORIGINAL POCAHONTAS"

The Pipeline

COAL BURNER



At one side of the range is a well-stocked spice shelf; food, utensils are also handy

The usual dead corner is turned to open toward the dining area; houses vases



One cabinet over the heater has shelves removed, a line strung for still drying



Beside the sink is the cutlery tray, scrapers, brushes and wax paper



One large drawer has tin inserts for bread, while the other utilizes wire racks for vertical storage of pie plates

Cabinet under and side of sink holds utensils requiring water. Root vegetables and waste cans are under sink



*"I've found
so many uses for
Season-air!"*



It's a fact! Room conditioning and air circulation—warm in winter and cool in summer—are only two of SEASON-AIR's countless uses. You'll be using SEASON-AIR for everything from quick-drying your hair to heating the workshop.

Surf SEASON-AIR is two appliances in one—1320-watt forced air heater or a big 10-inch fan—quickly convertible whenever you like. Sturdy all-metal construction with handsome crackle finish and gleaming trim. Silent, modern-design fan blades. Portable... safe for children... no radio interference. A-C only.



It's a HEATER!

It's a FAN!



\$24.95
incl. exc. tax

See a demonstration today at any appliance store or write direct for information.

**Surf
Season-air**
G-M LABORATORIES INC.
4308 N. Knox Ave., Chicago

Don't Torture Your Appliances!

PART I

Kenneth B. Heggen

If your appliances could only talk, what a tale of torture would be theirs to tell! Every American home wired for electricity is a potential horror chamber, from wiring to care of the victim: result—the untimely death of your appliances.

Electrical circuits are usually installed to accommodate 1400 watts, except for special-duty circuits. Add the watt readings on appliances using the circuit and don't overload.

The watchdog of your electrical household, the 15 ampere fuse, blows if the load is too heavy. Don't get a larger fuse as a hopeful substitute.

Always remember the electric circuit corresponds to the arteries in your body—so don't abuse them.



Edmund Marine

Washing Machine: Overloading strains not only the motor but the clothes as well. Overloading the wringer is just as bad. Relieve wringer pressure when not in use. Warming the tub gradually in cold weather before beginning the washing helps to soften the gear-case lubrication. Prop the lid up an inch or two before washday for ventilation. Don't plug the washer into an outlet to which another piece of equipment—even a toaster—is attached at the same time. Stop the agitator before using the wringer... avoid overloading the motor. Don't run buckles and buttons through the wringer without folding them inside. Rinse the wringer rolls in clear water, wipe them dry—soap softens rubber. Don't bend the drain hose sharply or unnecessarily.



Iron: Ironing over buttons, snaps, and zippers is the same as a steel-wool massage—it scratches and roughens the tender sole of the iron. Never, never wrap the iron cord around a hot

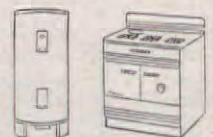


Guaranteed by
Good Housekeeping
if not as advertised therein



**Automatic
ELECTRIC
RANGE**

Leisure! Lots of it! That's the big advantage of owning an L & H Automatic Electric Range. Fast cooking, better cooking, less work... are why you'll love an L & H! All heating units are high-speed... full heat at the flick of a switch, or a low simmer... as you wish! Oven, cooker, appliance outlet, even a surface unit—all automatically time controlled. It's a "dream range come true" and it's conveniently yours at your L & H dealer. A. J. Lindemann & Hoverson Company, Milwaukee 7, Wis.



Also Manufacturers of
L&H Electric Water Heaters
and KEROGAS Oil Ranges



Any Broken Hearts?

... When Aunt Fanny's picture fell down? Repair the frame with Casco Flexible Cement! Cleaner, stronger, odorless. And—users prefer it 4 to 1 over other glues, cements, pastes.

Guaranteed by
Good Housekeeping
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ONLY 25¢

Casein Co. of America, N. Y. 17, N. Y.
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STAINLESS STEEL UTILITY SHELF

Smart, trim, neatly designed shelf for household sundries... also glasses, plants, etc... has many uses. Most every home can use several. Easily installed. 13" wide x 2 3/4" deep.

Postpaid \$1.00 each

WINSTON PRODUCTS CO. 386 Transportation Bldg.
GRAND RAPIDS 2, MICH.



GRILL KING Outdoor Fireplace

for Picnics, Barbecues, Steak Fries

You can build it yourself

Only \$29.50 (F.O.B. Youngstown)



The Grill King is a barbecue beauty, a self-contained unit ready for masonry...



easy to build and sure to make a hit with your picnic crowd! All you have to do is add stonework or bricks in the design you like best... Outdoor cooking's a real treat with the Grill King. Made of sturdy steel plate, it has adjustable grids for use with any solid fuel. Grate size is 13 1/2" x 24". Complete assembly instructions and design suggestions are sent with each grill. Get set for your outdoor parties now—order a Grill King today. Satisfaction guaranteed. Send check or money order to...

GRILL KING BOX B, WEST SIDE . YOUNGSTOWN 9, OHIO

Cut out the rub stuff!



Don't be a Rubbit! Stop pushing a limp, spineless dishrag around crusty pans. Use Brillo!

BRILLO
shines 'em easy!



Brillo shines gummy pans fast. Because Brillo soap contains jeweler's polish! For gleaming pans, use Brillo every day!



RED box — soap pads
GREEN box — soap and pads

Shines aluminum fast!



"WHO SAID TINY BITS ARE 'SISSY'?"

There's nothing sissy about a dog food that provides the vital food elements you find in Milk-Bone Tiny-Bits. Tiny dogs eat them, to be sure—but bulldogs and Saint Bernards thrive on them, too! Tiny-Bits are economical because you add the liquid to this concentrated nourishment...one pound has more food value than a pound of fresh beef! Just add warm water or soup or scraps.

Milk-Bone Tiny-Bits contain nutrients dogs need—Vitamins A, B₁, B₂, D and E, meat meal, fish liver oil, whole wheat flour, minerals, milk.



NATIONAL BISCUIT COMPANY

National Biscuit Co., Dept. G-10
444 W. 15th St., New York 11, N.Y.

FREE SAMPLE

Send me FREE Milk-Bone Tiny-Bits Also Booklet: "How to Care for and Feed Your Dog." (Please print. Paste coupon on penny postcard if you wish.)

Name _____

Address _____

City and State _____

This offer good in United States only

ALL NIGHT
PROTECTION
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LOGAN FIRESCREENS with the patented spark proof Piano Hinge enjoy the reputation of giving the best fireplace protection. And now, with Logan's new NITE-GARD, (the protective cover that prevents sparks from popping over the top) your spark protection can be complete! NITE-GARD fits virtually all folding firescreens. Makes them safer, more beautiful than ever before. NITE-GARD goes on or off in a few seconds. Inexpensive. See Logan Firescreens and NITE-GARDS at your dealers, or write direct.

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607 Cable, Louisville, Ky.

REPLACEMENT OF A SHIELD OF MORTALITY
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NOT AS ADVERTISED THEREIN

Logan SPARK PROOF
PIANO HINGE
Firescreen
PATENTED
WITH NITE-GARD

BUILD TO
STAY YOUNG
ELECTRICALLY



this book
tells how

Your new home will be old before it's completed, if its wiring isn't geared to the needs of modern electrical living. Don't take chances on future disappointment and declining investment value. *Home?* with 36 beautifully illustrated pages gives you all the facts, covers every electrical service in every room of your home. Send for this instructive, valuable book, today. Learn what good wiring can mean to you, how little it costs, why it's so simple to plan for.

You'll be glad you did!

General Electric Company
Section AW64-103
Bridgeport 2, Connecticut
I enclose 10¢ for my copy of *Home?*
NAME _____
ADDRESS _____
CITY _____ STATE _____

GENERAL ELECTRIC

iron—cords and heat don't mix. Most irons are designed to rest on their heels . . . and for a purpose. A flat stand allows the heat to rise and damage the handle. Occasionally rubbing the sole plate lightly with paraffin or beeswax, or polishing it with a soft cloth, is a fine way of coaxing the most and the best out of your pressing pet. Disconnect the iron by pulling the plug at the wall outlet and not at the iron. Cool the iron before storing it.



Vacuum Cleaner: The much abused vacuum cleaner is dirt sleuth to 60% of our homes. Picking up pins, strings,

and hard objects nicks belts and fans or punctures bags. The dust bag must be emptied after every use; washing or dry cleaning it destroys the suction force. Turn the bag inside out and brush with a bristle brush, monthly. . . . metal brushes injure the fabric. Running over the cord with the machine, winding it too tightly, stepping on it shortens its life. Turn off the switch before pulling out plug—contacts may burn out. Oil the vacuum-cleaner motor only as and if, the instruction book says to.

Percolator: This popular coffee-maker has a number of taboos. Never allow the heating element to get wet. Don't use force in fitting the upper and lower bowls together; they may break when separated. When in daily use, percolate hot water in the pot once a week. A tablespoon of soda percolated through the pot will give it the periodic cleaning it needs.

Editor's note: Part II, covering additional appliances, will follow in an early issue. Watch for it.

I'm an Awful
Housekeeper



Drawing by M. Suzuki

Marjorie Blair

SERIOUSLY, I've wondered for fifteen years if keeping a house its shiny best was all that the advertisers dreamed up for us. As housekeepers, we have gradually been built up to be a gullible following for all the new products put out to keep our homes polished to the nth degree. But the most worth-while cleanliness is inner; if a person is worn out battling with dirt, the housekeeper's soul goes out the window with the dustcloth.

Housekeeping should be kept in its place so that we don't lose sight of what we set out to achieve. Pushing the family around to keep a home clean won't pay long-term dividends.

Somewhere down the line (probably my mother's line) I lost the knack of good housekeeping. I sit

down to read while the dishwasher heats; it reaches the boiling point, and then I have to read some more while it cools. Our minister always comes to call on washday—any day of the week except Monday. He probably thinks I wash continuously.

As a housekeeper I guess I'm just not good. There always seems to be dirt and dust about. Granted, I am probably a poor manager, but I'm not lazy. Let's say that I am more interested in the joy of living.

WE go day after day at such a mad clip that only in a rare moment of sensibility do we realize that in trying to "keep up" we are defeating our own ambitions for a happy home. It all too often boils down to the fact

WAGNER

KOMB-KLEANED SWEEPER

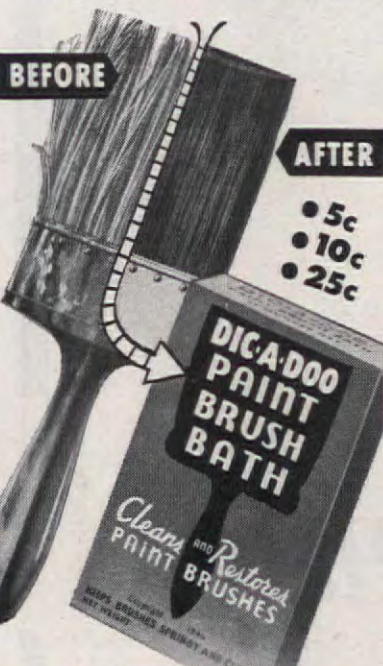
Better, Easier "PICK-UP"

The Wagner's many exclusive features make it "tops" for better, easier, PICK-UPS. No other sweeper gives you the smooth, sure, komb-kleaned, self-adjusting Wagner brush. E. R. WAGNER MFG. CO., Dept. AH, Milwaukee 9, Wis.



Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Keep Brushes like New



At Paint, Hardware, Dept., and 5 & 10c Stores
Patent Cereals Co. Geneva, N. Y.

Early American Style Post Lamp . . .

Adjustable in height
from 5 to 10 feet.
Solid copper lamp
head on 3" steel
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Distinctive, permanent, beautiful for drives, walks, gardens. Authentic early American style. ADJUSTA-POST LAMP only adjustable post lamp that may be raised or lowered as desired. Locks at any height up to 10 feet. Lamp head 10" square, 20 1/2" high. Completely equipped electric except for permanent wiring. On sale at leading stores. If not available locally will be shipped direct to you for \$37.50.

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that we want more than a home to shelter and keep us—we want a place to show off; something just as good or a little better than the next one. Your home should fit your own way of living—and yours alone.

There is the housekeeper who insists on doing dishes no matter what, while her family chumps at the bit waiting to go out for some fun. Poor soul! She doesn't realize that time is very fleeting and life might pass her by. I can stack the dishes in smaller piles than any Home Economics graduate ever thought was possible. Years ago an article stated that it was more efficient to do dishes for two meals at one time than to do them after every meal. The same theory should hold true for dishes for three meals. What is the use for efficiency experts who try to save us the best years of our lives, if we don't follow their hard-earned knowledge?

Don't think I don't like a clean house, because I do. Don't think I underestimate housework, I don't. Dishes have to be done, but all in due time; floors have to be swept, but not when there is something more important to do; windows have to be washed. But a window has to be pretty dirty to keep the wonders of God's outdoors from shining through. It all depends on what you are looking for—the beauty or the dirt.

The tradition of spring and fall housekeeping has been greatly overrated. It is the time of year when every normal housewife has the urge to be outdoors. There is something in the air during those seasons that can never be enjoyed when you're swinging a dust mop. And I wonder if there wouldn't be less frustrations among housewives if they went along with nature instead of against her.

Men are so much more practical about this business of keeping house. If they had a choice, they would probably prefer a little more dust around the home than a less-tired wife on their hands. A husband's first glance when he enters his home is usually at his wife. If she looks nice—mind, I don't say pretty—he lets his glance linger there and is pretty well satisfied, regardless of the dust. But if he notices his wife is worn out and cross, he won't bother too much about the cleanliness of the house; he'll have his thoughts but he won't speak them. So get your lipstick gals.

In a maidless home, simplify your work and way of living. If you don't go in for hors d'oeuvres, maybe you're just lucky—think of all the lively hours you save. There are bare walls for bare minds, and lots of bric-a-brac for bric-a-brac minds, but try and strike a happy medium and live within your physical means. When you have done the best you can, do not apologize for what you couldn't do. If there is one thing we can do without, it is perpetual apology.

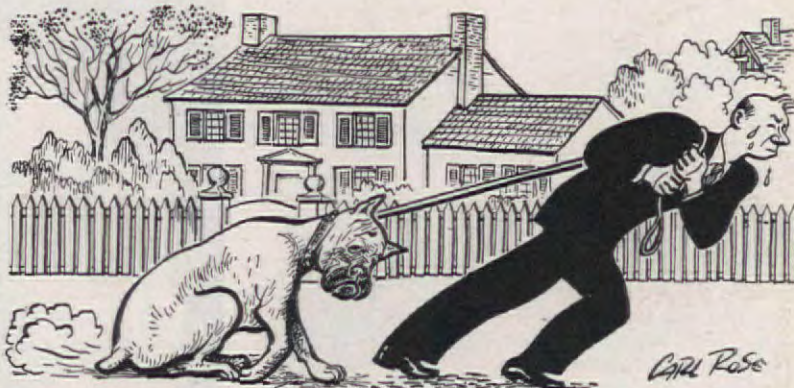
Now I simply have to start on the dishes. Those efficiency experts didn't say anything about stacking dishes for more than three meals at a time.

Dogs I've Known... by Carl Rose



Snoophound Looks everywhere for a bite to eat—except in his feed pan. If only his mistress would fill it with crisp, toasted Gro-Pup

Ribbon! Appetizing ribbons, different from any other food. Dogs really go for Gro-Pup Ribbon, according to a survey of owners who've fed it.



Glue-foot Too weary even to walk. But who can blame the poor dog if he isn't fed right? Gro-Pup Ribbon would give him every vita-

min and mineral dogs are known to need for vigor and vitality. 23 essential nutrients are combined in Kellogg's tested, scientific formula!



Playful Pooch Loves the whole world—and his food, too! He thrives on a basic diet of Gro-Pup. And what a thrifty dish! One box

of Gro-Pup Ribbon supplies as much food by dry weight as five 1-lb. cans of dog food. Ask your grocer for this nourishing food today.

Dogs Go For GRO-PUP



P.S. You can give your dog the same tested, scientific formula as Gro-Pup Ribbon in popular Gro-Pup Meal, or in crunchy, bite-size Gro-Pup Pel-Etts. For variety, feed all three.



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It's new · thrifty · safe · silent · fast !

It's KAISER

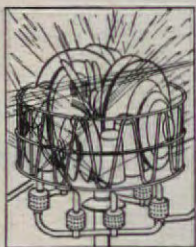
Priced for everyone from \$139.50



new If you're tired of fishing in hot dishwater 3 times a day for slippery dishes—if you've wished and wished for a mechanical dishwasher as simple to operate as turning on a tap—one you can afford—let us show you the new Kaiser.

thrifty

And look, no motor, no expensive electrical connections. The Kaiser is powered by hot water only. Right from your tap. "Cloudburst" jets pre-rinse each dish. Then comes CHAT, the new suds liquid that floats away food and grease.



safe

No need to worry about your fine china and glassware. Tucked snugly in Kaiser's smoothly-revolving basket, they're "babied" clean. Then, rinsed with a steady spray of fresh hot water—that cleans the basin, keeps it odorless.

silent

Vibrationless too! And after rinsing, dishes dry in the reflected heat of the Kaiser's one-piece, rustproof aluminum basin. What's more—with an easy-to-load Kaiser, you can do the dishes as you use them. No cluttered drainboard.



Guaranteed by
Good Housekeeping
if not as advertised therein

- the 5-minute dishwasher !

fast

By the time you've tidied up the table and cleaned up the kitchen—your Kaiser has the dishes ready to put away. Sparkling, hygienically clean—no film, no streaks. And such a *useful* size dishwasher for most families! For larger families, a low-cost extra basket makes reloading simple.

EASY TO INSTALL—YOUR CHOICE OF 4 MODELS

Your master plumber says: Just 2 easy connections—one to the hot water, one to the drain. Minimum water pressure, 40 pounds. Syphon breaker built in.

Yes, there's a Kaiser to fit your kitchen plan, your pocketbook. Cabinets or build-in units. Standard or De Luxe models. One look—one 5-minute demonstration—and you'll want to own a Kaiser Dishwasher!

IMMEDIATE DELIVERY

Kaiser Fleetwings Sales Corporation
1924 Broadway
Oakland 12, California

Please send me "Water Power Does My Dishes"—the new booklet about the 5-minute Kaiser Dishwasher.

Name _____

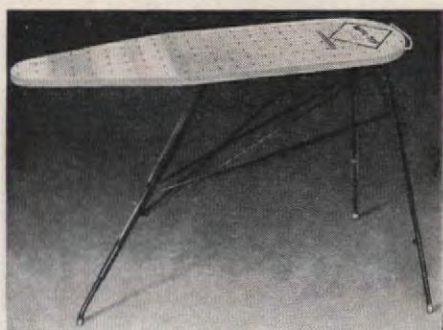
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AH-10-47



OFF THE TABLE · INTO THE KAISER · ONTO THE SHELF · IN A MATTER OF MINUTES



1. Metal ironing table — height adjustable for talls or shorts



2. Midget watchman on 24-hour guard duty

Look...It's New!

OCTOBER weather, sharp and clear, brings renewed vitality and a quickened interest in activities about the home. There is refurbishing to be done indoors, new draperies to be made, many essentials to be replaced for a smooth-running home. Outside, grounds must be cleaned up, leaves raked, and flower beds tucked in for the long winter months ahead.

This month's sampling of products includes several of special interest to home decorators and gardeners. There are accessories for entertaining, too. Most of the items are spanking new; some have reappeared after a long absence. Look for them when you visit your local stores.

... **1.** Talls, shorts, and in-betweens can iron at the proper height—and use the same ironing board. Met-L-Top table, with legs adjustable to seven different heights, does away with stooping and stretching, lessens ironing fatigue. Approximate price, \$9.95. (Geuder, Paeschke & Frey.)

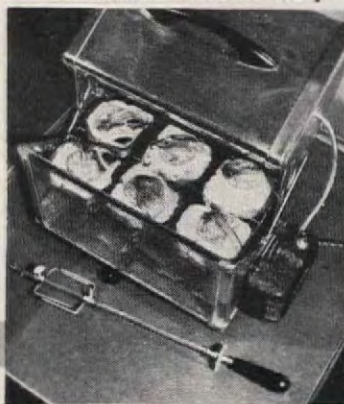
... **2.** You won't be caught napping when there's danger of fire if Detecto-Master, Jr., is on duty in home, office, or shop. Always on guard, automatic alarm system sounds horn when temperature rises dangerously, protects against destruction and even loss of life. Added thermostats measure "cold," and protect against freezing. (Lord-Taber Co., Inc.)



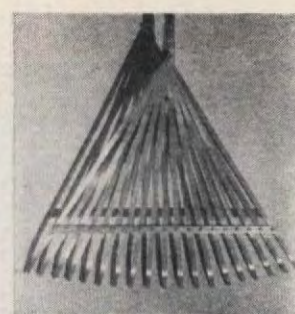
11. Little picket fence comes in sections



3. For a barbecue indoors—roastisserie and broiler cooks before your eyes



Camera Associates, Inc.

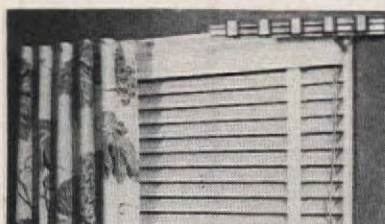


4. Sweeps as it rakes with the greatest of ease, won't clog

5. 24" bantam rake, just right for flower beds and for Jr's use



6. Double fold at ruffle seam for extra curtain strength



7. One way to produce effect of pleated draperies without pleats

8. Keep your spices in handy racks for neatness and convenience



Camera Associates, Inc.

9. Italian crafts are back again—and with imagination and good design



10. Simtex introduces new design in damask weave



Hans van Nes

F. M. Demarest



12. For ice-cold beverages without dilution of ice

13. Swag valances with professional look are easily produced by an amateur with this new fixture





All the healthful comfort
of sun-like

Radiant Heat

plus the convenience
of year 'round
Hot Water



No matter what the weather, your home will always be a haven of cheery comfort, if it has a B&G Hydro-Flo Heating System. You'll never be roasted out on mild Spring or Fall days, yet always have plenty of heat when the thermometer hits zero. Because . . . this is the system which matches the heat supply to the weather!

B&G Hydro-Flo Heating achieves its luxurious comfort and amazing economy because it is a forced hot water system. It is automatically controlled . . . so smoothly that at all times it supplies just enough heat to keep your home constantly at the temperature you like best. Never a bit of fuel is burned needlessly.

Whether your home is to have radiators, convectors, radiant baseboards or radiant panels, a B&G Hydro-Flo System will give you the last word in radiant heating comfort.

Hot Water in Abundance

This is the extra value of B&G Hydro-Flo Heating . . . a boundless supply of low cost hot water for kitchen, laundry and bath. Always plenty on tap for automatic clothes and dish washers . . . not just in Winter but all year 'round.

For New and Old Homes

B&G Hydro-Flo Heat equipment can be installed in new homes or used to greatly improve comfort and cut fuel expense in homes now heated with radiators or convectors. Ask your architect or heating contractor.



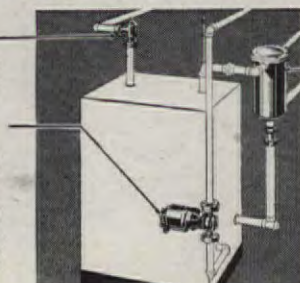
B & G Hydro-Flo Radiant Heating Equipment can be installed on any Hot Water Boiler

B & G FLO-CONTROL VALVE

This valve helps keep home temperature constant and permits year 'round operation of the B&G Water Heater.

B & G BOOSTER

This is the heart of a B&G Hydro-Flo Radiant Heating System—an electrically operated pump which circulates hot water through the system. The Booster is automatically controlled to deliver heat instantly when needed and to shut off the supply when the need for heat is satisfied.



B & G WATER HEATER

A great convenience and a money-saver! Provides a means of using the house heating boiler to heat the domestic water at amazingly low cost—Winter, Summer, Fall and Spring.

Send the coupon for illustrated booklet which gives you the complete story of B & G Hydro-Flo Heat and how it will keep your home modern for years to come.



Hydro-Flo HEAT

FORCED HOT WATER HEATING FOR RADIATOR, CONVECTOR, RADIANT BASEBOARD AND RADIANT PANEL SYSTEMS
BELL & GOSSETT CO., Morton Grove, Ill., Dept. AF-29
Please send free booklet on B&G Hydro-Flo Heat.



Name.....
Address.....
City..... Zone..... State..... *REG. U.S. PAT. OFF.

... 3. Spring an indoor barbecue or "broil" on your friends by using a Rotiss-O-Mat. This well-designed combination electric broiler and rotisserie has heavy glass sides, so guests can watch barbecued chicken turn brown as it revolves on self-operating skewer. For broiling, remove skewer and insert easy-to-clean grill. (Rotiss-O-Mat Corporation)

... 4. Make a clean sweep of your grounds with the "Gardener," a lightweight rake that works like a broom. Made of nonrust metal, it has tines that won't clog. No back-bending called for, because it's a good 61 inches long. Approximate price, \$1.98. (Car-Gil Tool & Die Co.)

... 5. With a handy flower-bed rake, only two feet long over-all, you can get in among those difficult-to-reach areas. Just the right size for Junior too. Price is about 39 cents. (Keller Mfg. Co.)

... 6. Attractiveness and added durability are combined in Fashion Edge curtains. The ruffle is attached with a double fold and, thus reinforced, it wears well under repeated washings. (Fashion Curtain Co.)

... 7. Special for home decorators! Decorod, a new fixture, enables you to make professional-looking pleated draperies at home. Device comes in two sizes, for 36" and 50" fabrics, priced at about \$2.45 and \$2.95 each. (Bin-Hay Corp.)

... 8. Spices and flavorings line up neatly in Dor-File racks placed inside cupboard doors. Two or three will relieve congested shelves. Approximate price, 79 cents. (Dor-File Mfg. Co.)

... 9. The House of Italian Handicrafts has displayed many fascinating things, one of which is earthen tableware in sets of 31 pieces in castle design. Price about \$50. (Imported by Vogue Mercantile Co.)

... 10. Glass and silver take on new luster when displayed on Beaufort, a cotton damask-weave cloth, available in blue, gold, and peach. A boxed set of 64 x 84" cloth, with 8 napkins to match, is priced at about \$8.50. (Simtex Mills)

... 11. Flexit fence, made of plywood, 16" high, comes in 4-foot sections, ready for assembling in straight lines or graceful curves. (Wood Fabricating Co.)

... 12. Melting ice can't dilute cold drinks in a Chillit-Pitcher, for special tube holds ice inside. Broad pouring lip prevents dripping. (Gilley, Inc.)

... 13. To achieve the effect of a professional valance with comparative ease, here is a specially designed curtain fixture. Drape fabric on plastic hangers fastened to the casing and let them do the rest. Hangers priced at about \$1.98 per pair. (Kirsch Co.)

Introducing—



"480 INTERIORS"

It's just off the press in time for your fall refurbishing—our spanking new 233-page book on home decorating, full of inspired and practical ideas never before published in book form. It contains the best and most recent of our decorating features.

Our decorating editors have selected ideas to meet both slim and stout budgets. Although basic in its information, the subject matter has wide diversity, including such classifications as: accessories, apartments, beach and vacation homes, bedrooms and bathrooms, children's rooms, kitchens and laundries, modern interiors, special-purpose rooms, traditional and Early American rooms, window treatments.

The illustrations are profuse and beautiful—102 of them in full color. These authentic photographic reproductions of rooms will inspire you to lift yours from the doldrums, or perhaps suggest that needed touch or fillip to make your home the gracious place it should be—the background for your own personality and the one best suited to the chosen way of life of your entire family.

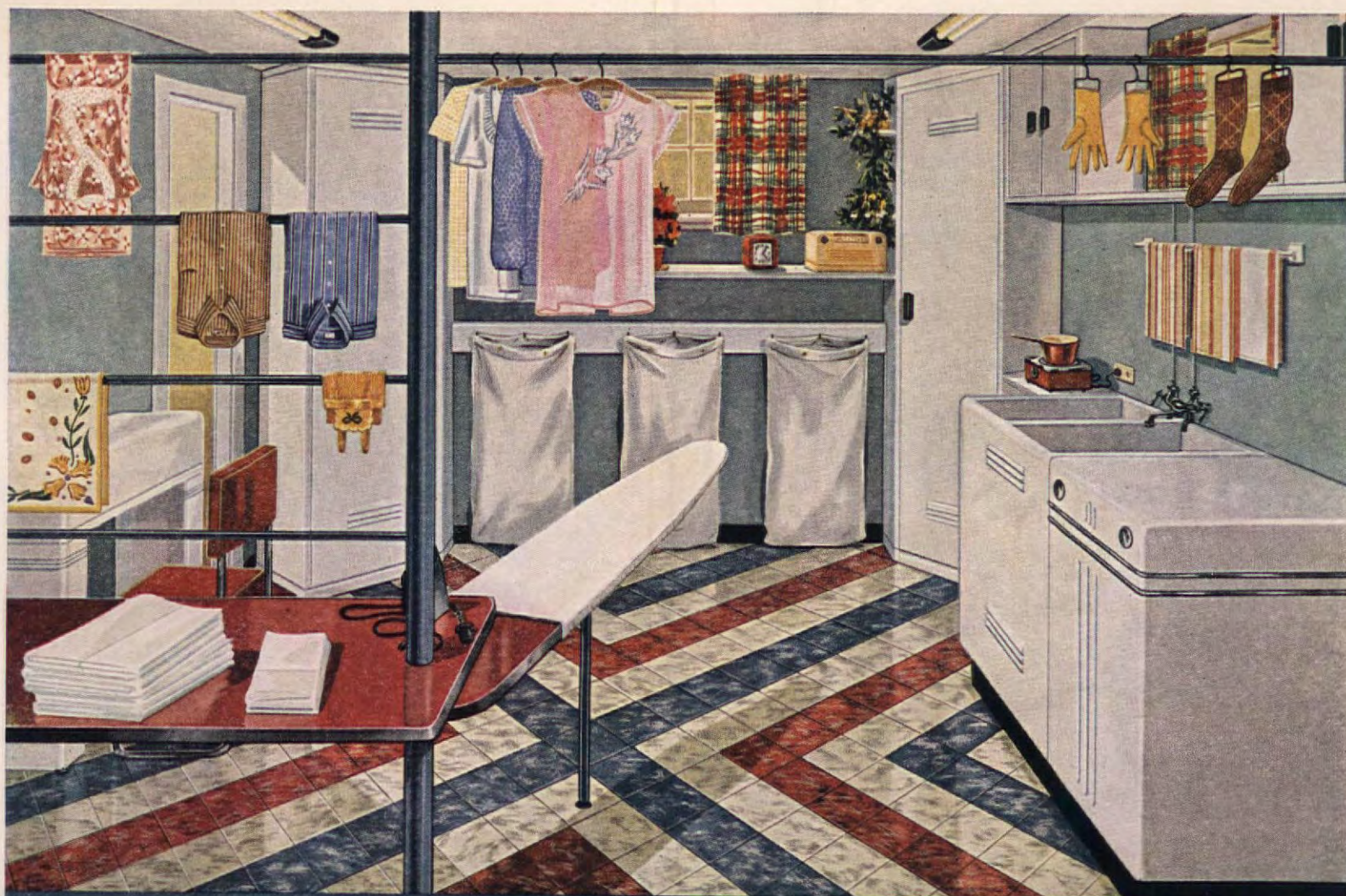
Price—\$1.50 postpaid.

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PRINT name and address in coupon, which will be used as label for mailing. Cut out order form along dash lines, send M.O. or personal check to: (Please do not send stamps)

THE AMERICAN HOME
BOOKLET DEPARTMENT
55 Fifth Avenue, N. Y. 3, N. Y.



See How Clean And Pleasant A Basement Laundry Can Be

THE NEW FLOOR MAKES IT PRACTICAL

IT'S NO FUN to do laundry in a dingy basement that can't be kept clean. Washday can be so much more pleasant in a cheerful basement. With a floor of Armstrong's Asphalt Tile, it's practical for the basement to be as clean and inviting as any other room in the house.

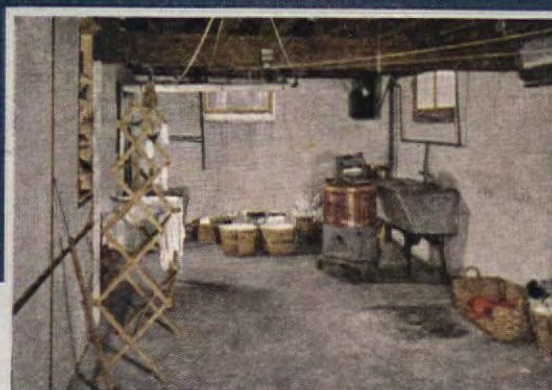
Armstrong's Asphalt Tile is recommended for basement floors. Unlike other flooring materials, it is not affected by the alkaline moisture that rises through concrete in direct contact with the ground. The beautiful colors stay bright in spite of moisture and alkali. And its tough composition withstands severe wearing conditions.

It's a simple matter to keep this floor clean, too. Dust and dirt can be swept right up from its gleaming surface. Occasional washing and an application of wax are all the care required to keep its colorful beauty.

Beyond these practical advantages of Armstrong's Asphalt Tile, this floor has important decorative value. Because it's laid in individual blocks, there's almost no limit to the designs that can be created. The plain and marbled colors can be combined in countless patterns. Your floor can be styled to suit your own ideas.

With all these desirable features, you'll be surprised at the low cost of Armstrong's Asphalt Tile. Your Armstrong flooring contractor will gladly give you an estimate on a floor for your basement. He can also help you plan a distinctive floor design.

WRITE FOR NEW BOOKLET, "Basement Rooms for Work and Play," which is packed with easy-to-use decorative ideas for your basement. Just send a post card to Armstrong Cork Company, Floor Division, 4710 Plum St., Lancaster, Pennsylvania.



SEE HOW DRAB and uninviting the basement was before. But what a difference now! The whole room has taken on a fresh, clean look. Note the convenient arrangement of laundry equipment—and the new floor of Armstrong's Asphalt Tile that features Cinnabar Marble, Ivory Marble, and Indigo. This durable floor won't be harmed if water or suds spill out of the tub. It will still be attractive years from now. It's the ideal floor for modern basements of every type—from laundry or general utility rooms to recreation rooms for family fun. Floor plan and description of the practical furnishings of this laundry basement will be sent free on request.

ARMSTRONG'S ASPHALT TILE

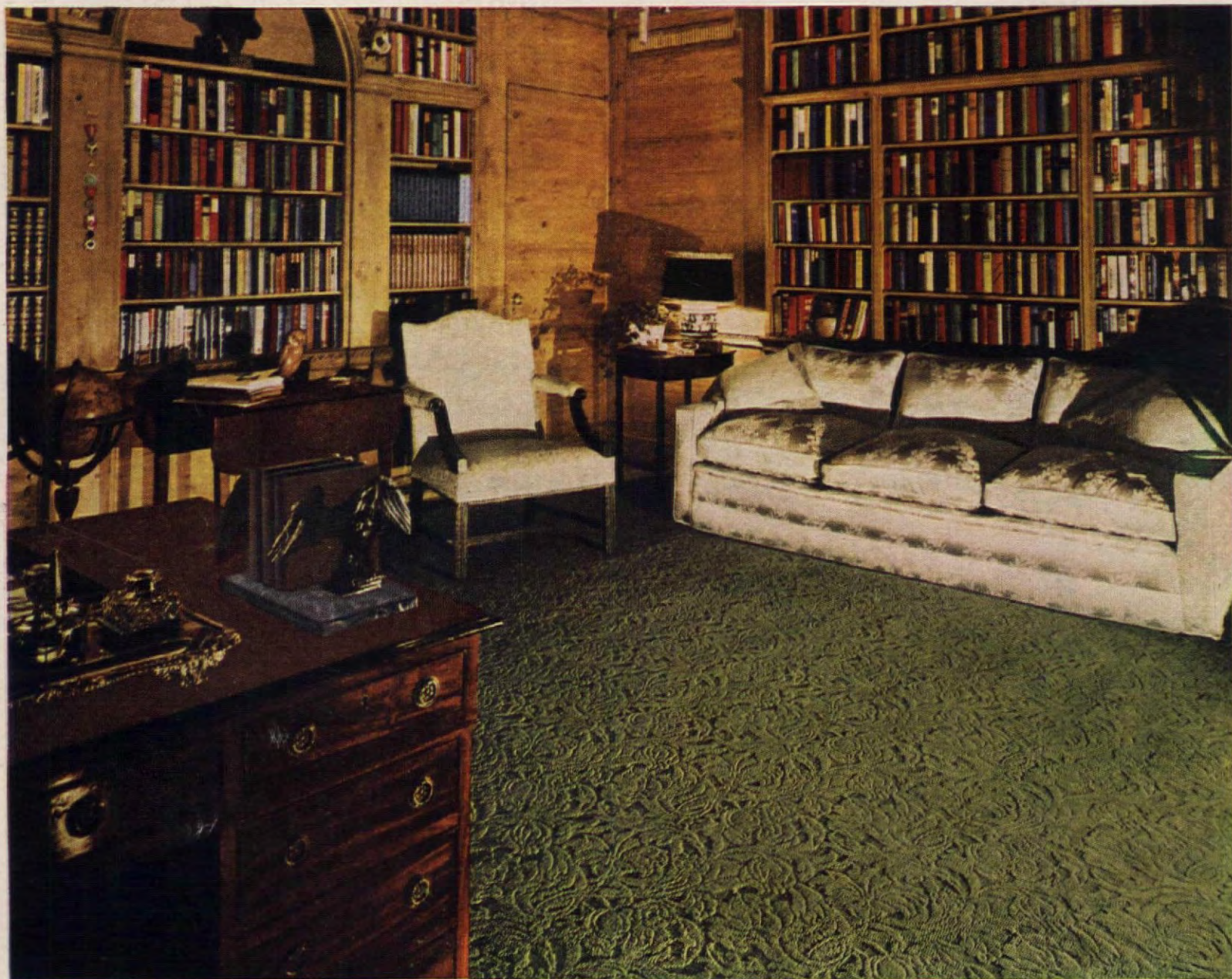
The low-cost floor  *with the luxury look*

MADE BY THE MAKERS OF
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MULLEN



BRINGS A ROOM TO LIFE WITH COLOR



Gulistan Renaissance Carpet in Willow Green. About \$13.75 per sq. yd., higher in West. Other colors listed below

Professionals like Joseph Mullen, prominent member of the American Institute of Decorators, base their rooms on carpet. See how he has used Gulistan Renaissance Carpet to fill the room above, wall-to-wall, with lustrous, glowing color—which magically makes a small room larger! And how deftly the deep, thick, sculptured pile creates soft swirls of light and shadow!

Gulistan Renaissance Carpet comes in up-to-the-

minute decorators' colors: Willow, Cloud Grey, Fernmist Green, Maraschino, Ocean Turquoise, Alabaster Beige, Majolica Rose. And there are other glamorous Gulistan weaves as well, from \$6.75 per sq. yd. up, many in BHF (Basic Home Furnishings) coordinated colors. Any room of yours, modern or period, will bloom anew with a Gulistan Carpet! Demand for Gulistan carpets still outstrips supply. (Delivery may be delayed).

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