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for January

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*Must We Live Like Peas in a Pod?*

*Help with Your Seed and Plant Order*



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## In this Issue

JANUARY, 1948 VOL. XXXIX, NO. 2

Cover Photograph by F. M. Demarest  
See page 32

### Special Features

The American Home-Maker's Guide for 1947 ..... 91

### Arts and Crafts

A Nursery Corner That Can Grow ..... 32  
Patterns ..... 34, 35, 40

### Children

PR—The Biggest 1948 Job You Have, Madam! ..... Helen Bullard 21  
A Nursery Corner That Can Grow ..... 32  
Watching Your Child's Sleep ..... Samuel R. Berenberg, M. D. 68  
Look . . . It's New! ..... 88

### Decorating

Must We Resign Ourselves to Living Just Like Peas in a Pod? Nonsense!  
Dorothy Monroe and James M. Wiley 16  
Use That Christmas Check for Something You've "Always Wanted"  
Mary E. Monze 29

A Nursery Corner that Can Grow to Manhood ..... James M. Wiley 32  
Out-Patience Department... Fan Taylor 37  
Juvenile Wallpapers, Fabrics, ..... 42, 44  
Lots of Fun—Not to Mention Profit!  
Harry I. Shumway 47

Homes Show of Southern California  
Kay Campbell 50

### Gardening

Hobbies ..... Howard E. Jackson 12  
The Impossible Only Takes a Little Longer  
Ruth Cross 19

What Is This "Green Thumb"?  
Alice Murdock 25

May We Help You with that Seed and Plant Order? ..... E. L. D. Seymour 26  
Southern Plants "Winter" in Pits!  
O. J. Remington 63

1/3 Acre of Strawberries—\$646.70  
Income! ..... Janet W. Engelhardt 64  
Your Garden and the Food Emergency 66

### Homes and Maintenance

Insure Your Dream. Dorothy Brooks Paul 23  
You Can Take Them With You  
William J. Hennessey 24

Homes Show of Southern California  
Kay Campbell 50  
Good Design Knows No Age... Jane Hale  
Home of Mr. and Mrs. Charles Donle 53  
700 Sq. Ft. of Good Living—for \$6,000  
Fred Gund

Home of  
Mr. and Mrs. Robert W. Conrad 55  
Expandable for Growing Needs  
William J. Hennessey

Home of Mr. and Mrs. Peyton A. Kerr 56  
Cape Cod with New Ideas. Ruth W. Lee  
Home of Mr. and Mrs. Donald Simpson 58  
You Can Fix It! ..... Juel F. Alstad 62

### Foods, Parties, Housekeeping

Something for the Girls.... Esther Foley 72  
Menus ..... 75, 82  
Recipes ..... 76, 78, 82  
With the New Year's Bowl ..... 76  
Cabbage Today?.... Edna Lee Ratchen 77

Gold Rush on New Year's Eve  
Ellen Fleming 79  
Penny Pretty Meals..... Marie Peters 81  
Brunch on New Year's Day  
Lynne Stewart 83

Snip it! Cut it! ..... Edith Ramsay 84  
Don't Let the Floor Get You Down  
Edith Ramsay 86

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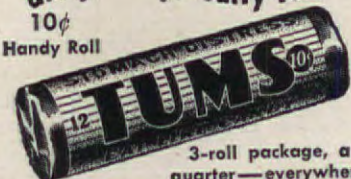


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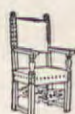




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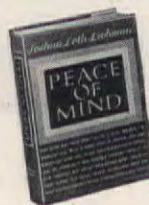
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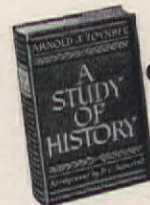
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## contributors



• • • **BEATRICE WEST**, of Dallas, Texas, originated the idea of including in the cost of a prefabricated house a decorating package—a combination shown in "Must We Resign Ourselves to Living Like Peas in a Pod? Nonsense!" An experienced, imaginative decorator, Mrs. West was trained in architecture at the University of Texas, then became assistant to the founder of the Rockefeller Home Center. Believing in mass production of small houses, she worked out a decorating method. Color preferences were charted, and floor plans were devised for different types of property and exposures.



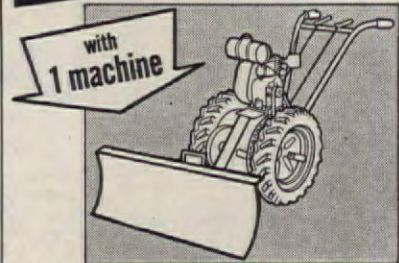
Bradford Bachrach

• • • **ELLEN FLEMING** was born in St. Paul, Minnesota. She attended both the University of Minnesota and the University of Alabama, then came to New York, in 1940, to work in the *Herald Tribune's* Home Institute department. At present, she is doing publicity work which fits in exactly with her interest in fine dishes. She likes New York, children, listening to music, dogs, cooking, and entertaining, her subject for "Gold Rush on New Year's Eve."



• • • **SAMUEL R. BERENBERG, M.D.**, contributes his first article, "Watching Your Child's Sleep," in our new child health series. A Bostonian, and a product of New England schools: Amherst, Harvard, and the University of Vermont, he calls his hobby "getting as much done as possible in a short lifetime." He's doing it; he

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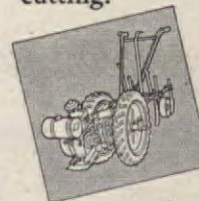
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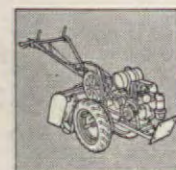
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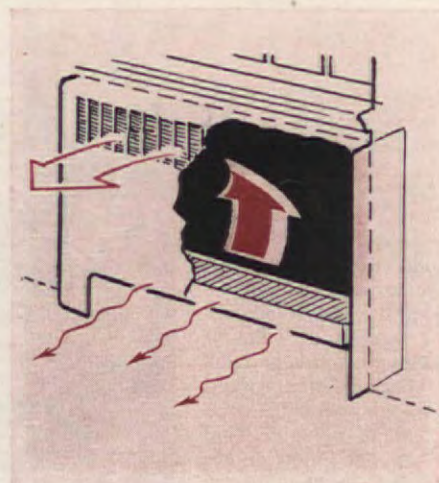
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is: the Chief, Child Health Services, Bureau of Child Hygiene, Department of Health, New York City; an instructor and lecturer in child health at Columbia; an instructor in public health and preventive medicine at Cornell; a member of the Board of Directors of the Bethany Day Nursery, and the Woodlea Foundation; an assistant pediatrician at the New York Hospital. His six-year-old daughter, Tobyanne is one of the half-dozen white children born on the Pribilof Islands in the Bering Sea during the last 150 years, and is "her own best counsellor in matters pertaining to child guidance."



• • • RUTH CROSS was born near Paris, Texas—"practically with a trowel in one hand and a seed catalogue in the other," so it isn't surprising that gardening has been a "life-long passion." She has published six novels, two of which were made into movies; short stories and numerous garden articles in national magazines; her latest—"The Impossible Only Takes a Little Longer." She has put the results of a lifetime of gardening experience—and philosophy—into *Wake Up and Garden!* (Prentice-Hall, Inc.), a month-by-month manual for gardeners throughout the nation.



• • • HELEN BULLARD is well qualified to be the author of "PR—the Biggest 1948 Job You Have, Madame!" Beginning with a major in journalism and a minor in psychology (she has an M. S. degree in journalism from the University of Georgia), she has made her work a combination of the two. She has done social work, and supervised adult education in Georgia, worked with schools, and community groups developing community projects. At present, she is doing public relations work for an Atlanta advertising agency and enjoying it.

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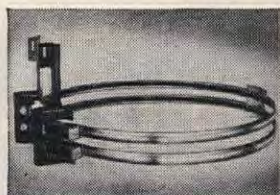
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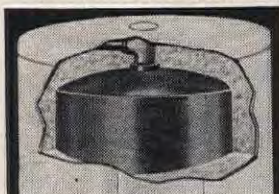
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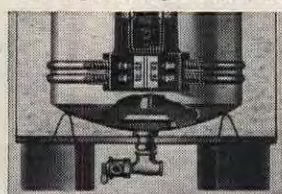
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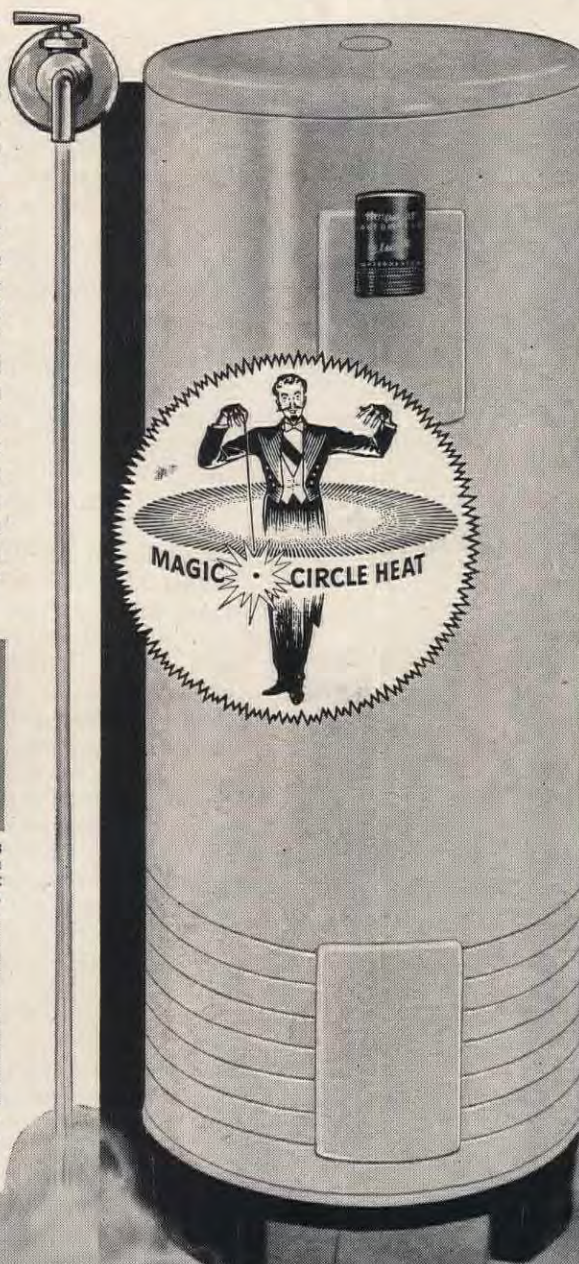


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Most beautiful of all seed catalogs, this annual is a must  
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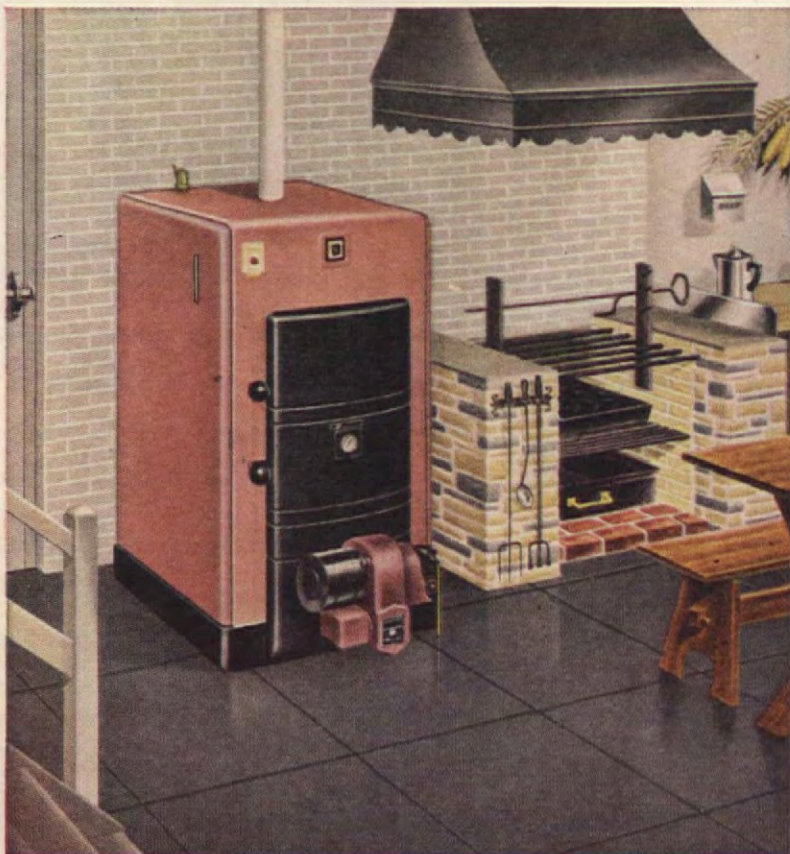
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THE AMERICAN HOME, JANUARY, 1948



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*in heating... in plumbing*



Severn Arcoflame Oil Heating Unit



Neo-Angle Bath, Companion Lavatory, Master One-Piece Water Closet

More homes  today, from coast to coast, have heating equipment and plumbing fixtures by American-

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# Wonder of Rosedom!

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THE SENSATIONAL  
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## PINOCCHIO

(Plant Patent No. 484)

THE DELICATE beauty of this widely-acclaimed Rose will go straight to your heart. Great clusters of gracefully pointed buds — rich salmon, flushed with gold at the base — open to long-lasting, perfect blooms averaging 1½ inches across. As the flowers open, they change to a soft pink, shading into a deeper pink at the edges. Pinocchio's fragrance is rich and exotic.

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PINOCCHIO stages a continuous display of glowing pastel harmony from early June right through Fall, with scores of flowers on every bush. Blooms so exuberantly that the word "everblooming" seems inadequate... as the last flowers in a cluster finish, the first buds are opening on other shoots. Perfect for mass plantings in beds, borders, edgings. Rich, exotic fragrance. Extremely hardy and disease resistant. Order now for Spring planting. Only \$1.25 each, postpaid. (Also available as Tree Roses at \$5.00 each.)

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Big, new 48-page J & P Spring Catalog gives an exciting preview of the lovely Roses and Perennials that can grace your Summer garden. In glorious Full Color! Check box in coupon for your FREE copy. ALSO FREE with every order—valuable J & P Home Garden Guide.



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This is the first time since Pinocchio was introduced to garden lovers that the quantity of these hardy No. 1 field-grown Northern plants have been available in a quantity sufficient to meet the demand. Nevertheless, we still feel it best to get your order in early.

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Rose Growers  
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## hobbies



Photographs by Allied Craftsmen

**"Doc" Gabriel, dentist by day, prize carnation grower nights and week ends, started his hobby at eight years old selling carnations to passengers aboard trains standing in the Santa Fe station**

**Howard E. Jackson**

SOMETIMES, intent on distributing his flowers, he would still be aboard when the train pulled out!

Well, his love for carnations has never waned, and for thirty years Dr. O. L. Gabriel has studied them and their literature and compared notes with other growers. In 1934 he began raising them in his back yard; at first standard varieties propagated by cuttings, later improved seedlings, the result of his own hybridizing. With some 100 varieties now to his credit, he won first for general carnation exhibits, plus twelve blue ribbons for single specimens, at last year's San Diego County Fair. That sort of thing may be too ambitious for you, but growing plants for cut flowers is easy, lots of fun, and requires only a little space. A cloth-covered box in mild regions, or a miniature greenhouse in colder places, will serve as a propagating bench for starting them.

Making his cuttings only from healthy, vigorous plants, "Doc" follows this procedure (as illustrated on page 14): Take cuttings from the middle two shoots any time from November through March. Soak the bottom inch for ten minutes in a potassium permanganate solution (1 teaspoonful to a gallon) to prevent bacterial and Fusarium wilt, then dip in one of the commercial root-stimulating substances. Put an inch of pea gravel or pot fragments in the bottom of a 5" flowerpot and fill with clean (washed) coarse sand; firm it, then settle, and sterilize it by pouring boiling water through it. With a pencil, punch holes in the sand ½" to ¾" deep and an inch apart. Insert a cutting in each, firm the soil, and water

well. Keep out of direct sunlight and away from drafts, and sprinkle lightly once a day. Cuttings will usually root in three to four weeks, announcing that miracle by standing up, looking "bright," and starting to grow.

Transplant them into wooden plant bands or small pots in a soil mixture of 7 parts loam, 3 parts peat moss, 2 parts coarse sand. Mix in 1½ oz. each of superphosphate and hoof and horn meal, and ¾ oz. each of sulphate of potash and ground limestone, per bushel of soil. Cover only the roots to prevent stem rot. After one heavy soaking, water carefully so plants are neither too wet nor too dry. When they develop good root systems, shift them into larger pots, gallon cans (preferred by Dr. Gabriel) or, for the summer, into the garden. Soil for containers, beds, or greenhouse benches should be prepared two or three months in advance, using 1 part rotted cow manure or compost and 4 parts loam, plus 1½ lbs. of bone meal, or 2¼ lbs. of superphosphate, per 40 sq. ft. The soil should be about neutral (pH 6.5) and, if possible, sterilized with a reliable fumigant.

In spring, before hot weather arrives, set out the plants one foot apart. For a month use no fertilizer, then, every three weeks, apply a 4-12-4 plant food at the rate of 3 lbs. per 100 sq. ft. Occasionally, work in a light dusting of lime, and water carefully, on the soil, not the plants. In beds they are best supported on wire and string; in cans, by adjustable wire supports. To promote strong bushy growth and abundant flowers, pinch back the stems after they have made four joints. As each joint sends





BETH'S A HOME ECONOMIST  
BILL'S AN ENGINEER  
THEY BOTH PICKED SERVEL...

*Stays Silent-Lasts Longer*  
(BECAUSE IT FREEZES WITH NO MOVING PARTS)



New bride . . . new house . . . and naturally a brand-new refrigerator. Beth (a graduate home economist) looked for the latest in handy food storage. Bill (a full-fledged engineer) insisted on the only freezing system with no moving parts—so it would stay silent, last longer. So Beth and Bill both agreed, "It's the Servel Gas Refrigerator for us!"

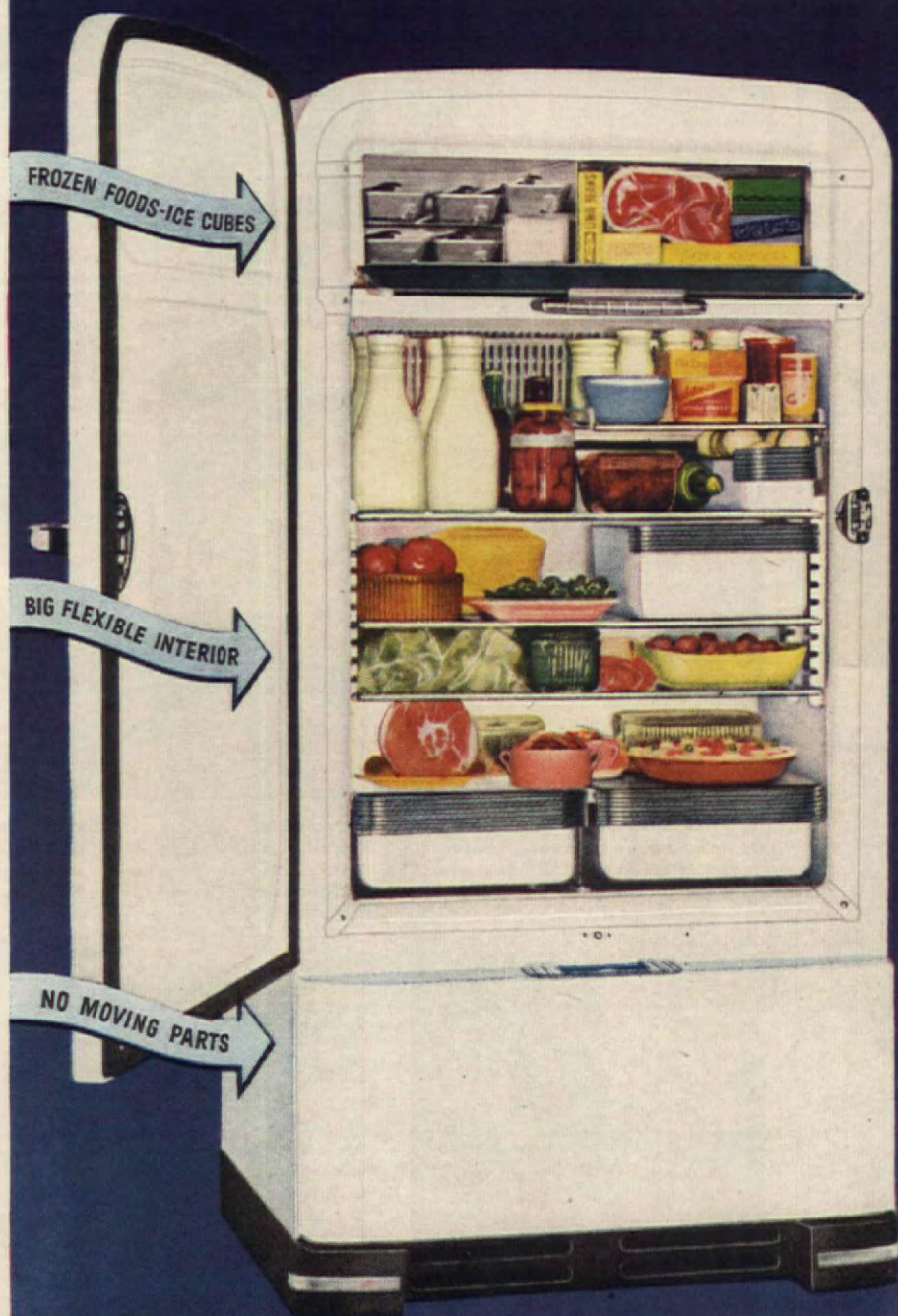


"No machinery to wear," gloats Bill. "Just a tiny gas flame does the work. Servel is the only refrigerator that has no motor to get noisy, no valves or pump to need repair. No moving parts at all in its freezing system." "Yes," says Beth proudly, "and every convenience I wanted. Plenty of room for frozen foods, for ice cubes, for fresh foods, too."



Beth and Bill are typical of Servel's more than 2,000,000 enthusiastic owners. Write Dr. and Mrs. G. C. Tyrrell of Inglewood, Calif.: "We're delighted with our new Servel. There's lot of room for fresh and frozen foods. And, best of all, no machinery in the freezing system to wear or get noisy."

See the new Servels at your Gas Company or neighborhood dealer. (For farm and country homes, Servel runs on Bottled Gas—Tank Gas—Kerosene.) Write for free illustrated folder, "Different From All Others," to Servel, Inc., Evansville 20, Ind., or if you live in Canada, Servel (Canada) Ltd., 548 King St., W., Toronto 1, Ont.



A TINY GAS FLAME TAKES  
THE PLACE OF MOVING,  
WEARING PARTS

STAYS SILENT... LASTS LONGER

*Servel*  
The GAS Refrigerator



Order  
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# Tuberous Begonias

FOR UNEQUALLED BEAUTY

4 for only  
**50¢**



## Your Choice of NINE LOVELY COLORS!

No other flower equals these lovely Tuberous Begonias for exquisite beauty. When you see them in bloom, you will wish you had ordered more. They are widely used as pot plants for winter bloom indoors and for summer bloom outdoors.

The select bulbs we send you are a superior strain, the very finest to be

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You have your choice of nine beautiful colors: Yellow, Salmon, White, Scarlet, Pink, Crimson, Orange, Carmine or Copper. Guaranteed satisfactory. Postpaid.

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out branches, head them back also until, about July, you have eight to twelve breaks or branches. Then let the plant flower. Clean, well-grown carnations are little troubled by pests and diseases; if difficulties develop, consult one of the pest control charts issued by reliable spray material firms, or other authoritative literature.

Dr. Gabriel is keenly interested in hybridizing, even though crossing flowers to get winning varieties is like betting on the horses. (A good grower may get one good hybrid out of 10,000 seedlings!) If you want to try your hand, here's how he does it: When, after careful observation, he finds two parent plants worthy to be crossed, he removes the stamens from a flower on the "mother" plant and gently bends the petals down, leaving the pistil erect and exposed for a week "until it gets real hairy," he says. Then, with tweezers, he picks a ripe stamen from a male parent flower and rubs some of its pollen on the pistil of the other. If fertilization takes place, seeds will develop in about three months, but he leaves the pod to mature for a few weeks longer before collecting it and drying it indoors. Careful records are kept and seeds from numbered pods sown in flats of light, sterilized soil which are covered with glass and shaded with paper

until, in about ten days, the seeds germinate. The seedlings are shifted to other flats and grown on until large enough to be planted out. When they flower, cuttings are taken from any that show promise and tested for three years before any new variety is given a name and introduced. "Doc" has already named winners for his daughter, his son, the nurses in his office, near-by mountains and towns—and Bing Crosby. He is saving his wife's name, Hazel, for that million dollar flower he hopes some day to produce and give to the world.



1. In propagating carnations, select average-sized cuttings and take them, with a sharp knife, from the middle two shoots of healthy, strong plants



2. Trim base of cutting, dip in a disinfectant and a root-stimulator, insert in clean sand. Keep it moist and the container in a warm place



3. Transplant cutting as soon as well rooted (usually 3 to 4 weeks) to a loose, carefully prepared soil. Use a plant band or small (2½") flowerpot



4. When the roots and tops are well started, shift to larger pot, can, or bed, inside or out, to mature. Pruning induces branching



5. In cans, adjustable wire supports hold tall stems erect. Disbud (i.e. pinch out small side buds) once a week to produce larger, extra fine blossoms



# M-m-m! No need for a dinner bell!



## AND THIS SAVORY SWIFT'S BROOKFIELD DINNER *fixes fast!*

Young and old pull up their chairs in a hurry when they sniff SWIFT'S BROOKFIELD in the air. The spindliest appetite turns into that rugged "he-man" variety. For every bite of this favorite sausage lives up to its tempting aroma.

The secret? A perfect seasoning blend that's not too spicy, not too mild. It's the zesty yet delicate flavor millions say is "just-right".

This grand tasting sausage is nourishing eating, too. *Made fresh daily in our kitchens from coast to coast*, its pure pork goodness is rich in high-quality proteins and Vitamin B. And whether you want this economical energy-builder in links or bulk, you'll find it in the package with the red plaid ends.

**SWIFT'S BROOKFIELD SAUSAGE AND LIMA BEANS.** Bake Swift's Brookfield Sausage in a hot oven (400°F.) about 30 min., in an open pan. To make casserole: pan-brown 1 tbsp. minced onion, ¼ c. minced green pepper and ½ c. minced celery in 1 tbsp. fat. Combine with 4 c. cooked lima beans, 2 tsp. salt and 1 c. cooked tomatoes. Bake in same oven as sausages about 40 min. starting 10 min. before sausages. Top casserole with cooked sausages and sieved hard cooked egg yolks and whites.



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Also try these—

**SWIFT'S PREMIUM**  
*Table-Ready* MEATS  
... like delicious Daisies

...an economical, bone-free, smoked pork that's  
a flavorful favorite for luncheons or suppers.

And **SWIFT'S PREMIUM**  
*tender* FRANKS

sealed in the new cellophane wrap-  
per to protect their goodness.



## The sausage with the *Just-right* *Seasoning!*



# Must We Resign



**H**OUSE-HUNGRY Americans, if they are to be housed at all in the near future, might do worse than to consider the advantages of living like "peas in a pod". It will be tragic if they let the comparison stop there, as undoubtedly numbers of them will. For mass production is the only quick answer to their problem.

Mass production inevitably entails standardization of units for production-line manufacture at low cost. This sameness will, of itself, discourage some citizens who cling to the idea of an individual "little gray home in the West".

*Nonsense!* say we. There is no reason why your mass-produced house should be any less individual, any less personally yours than the dress for which you pay \$39.50, or the suit for which you pay \$45.00. Do you think for one minute that a dress for which you might pay as much as \$89.50, would be *exclusively* yours? Or that hundreds of women from New York to Seattle would not be wearing

copies of it? New York's teeming garment industry turns out hundreds of copies of a dress selling at up to one hundred dollars. Yet, enterprising women all over the country make that same dress *individually* theirs by what they wear with it—hat, bag, gloves, shoes, costume accessories.

Can you afford a one-of-a-kind custom-designed automobile? Was your refrigerator, your kitchen range, your washing machine designed especially for you? It would be wonderful to dictate your own designs in these things, but most of us can't afford the price of individuality here.

As an example of a completely packaged house that still allows you leeway for your own personal stamp of living, we show you the ER4-7 prefabricated cottage with its packaged decorating charts. It is now the home of Wayne and Joyce Acker, in a newly developed suburb in Dallas, Texas, and is one of 149 house designs which can be built by packaging various bills of materials.



**Beatrice West, top, designed plan for living room. All furniture and the grass rug are inexpensive. Mr. Acker painted most of the unfinished furniture**

**Joyce's dressing table was made of two unfinished chests connected with a glass top. The walls are of Weldtex plywood**



**View from living area into dining area. Kitchen at right, screen porch ahead. Living room is economically L-shaped because the kitchen walls take a bite out of its rectangle**

**Daughter Dorine's bedroom has bunks to conserve floor space. Furniture was bought unfinished**

**Wall of cabinet units plus pantry gives good storage in the kitchen. Kitchen is near dinette and porch**





# Ourselves to Living



## Just Like Peas in a Pod?

**Dorothy Monroe and James M. Wiley**

The Texas Housing Company has made it possible for the Ackers to buy a five-room, professionally decorated home for less than \$50.00 per month on an income of \$200.00 per month. Progressive manufacturers, contractors, realtors and builders in several sections of the country are advancing similar plans for prefabricated houses.

One morning bright and early, materials for their house were loaded on a big truck and delivered to a contractor at the building site in Dallas. Before sundown walls were up and the roof was on the house, and in less than three weeks the Ackers were moving into their new home.

The mass-production look has been removed from these houses by using special prefabricating methods. 149 variations of designs are possible. Roof trusses are made in even sizes from 14 to 26 feet. Wall sections are prefabricated in even widths, 2 to 8 feet. Floor sections are constructed in the same way. Good lumber, chemically treated for termite control and to prevent rot, has been manufactured into panelized forms.

Materials meet FHA specifications, so a twenty-five-year loan was secured. Monthly payments that include principal and interest, insurance and taxes, amount to only \$46.00 per month. Though freight rates to various sections of the nation will differ,

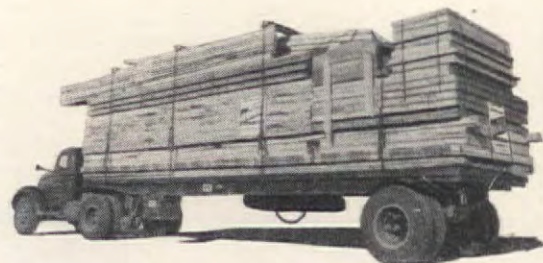
the price of the completed houses can still be realized by people with a moderate income.

The Ackers chose their floor plan from one of the many worked out in minute detail. A package of materials—panelized forms, trim, rock wool for insulation, Sheetrock for inside walls, building hardware—was assembled on a truck for systematic unloading, to facilitate erection at the building site. With the truckload of materials a unique decorating package was delivered to the contractor. There was a sample of roofing, an exterior color chart with paint formulas. Color charts for each room were furnished, too—paint formulas for walls, samples of wallpapers, wallboards. This, with a floor plan of the house suggesting placement of furniture, was the nucleus of the package. The decorating package is the idea of Beatrice West of Dallas. Her charts and plans are among the most complete and professional we have seen.

Properly proportioned furniture was suggested, as well as "where to purchase" information. The latter was invaluable information for the Ackers, who planned to spend less than \$1,000 on furnishings and do all the shopping themselves.

Unfinished furniture fitted in the budget, and Wayne Acker had had enough experience painting while he was in the Navy to give him confidence

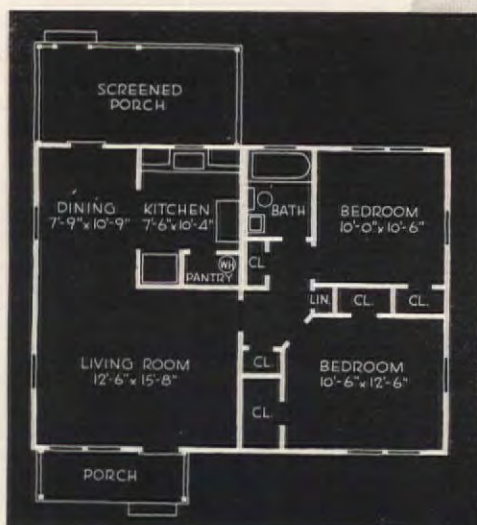
## Nonsense!



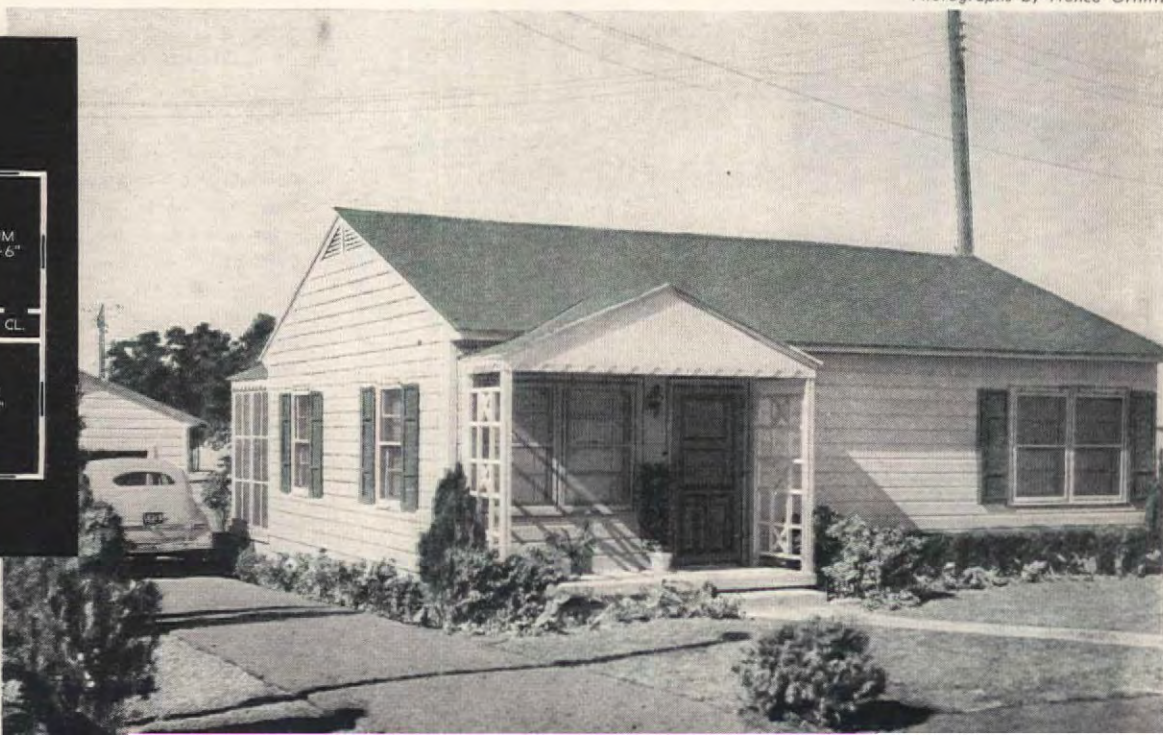
**An entire house is delivered.  
The elements are assembled  
to be unloaded in sequence**

to attempt the job. While the house was having the finishing touches put on it, the garage became the workshop for painting the furniture. With color charts and paint formulas to work from, he carried out the advice given in the package. Color charts also helped Joyce Acker when she went shopping for drapery fabrics. She found it great fun to select patterns that completed decorative themes suggested by the remote-control consultant.

*Photographs by Henc Griffith*



**House is small and neat. The plan is excellent; includes seven closets. Exterior painting can be varied. House cost under \$7,000**





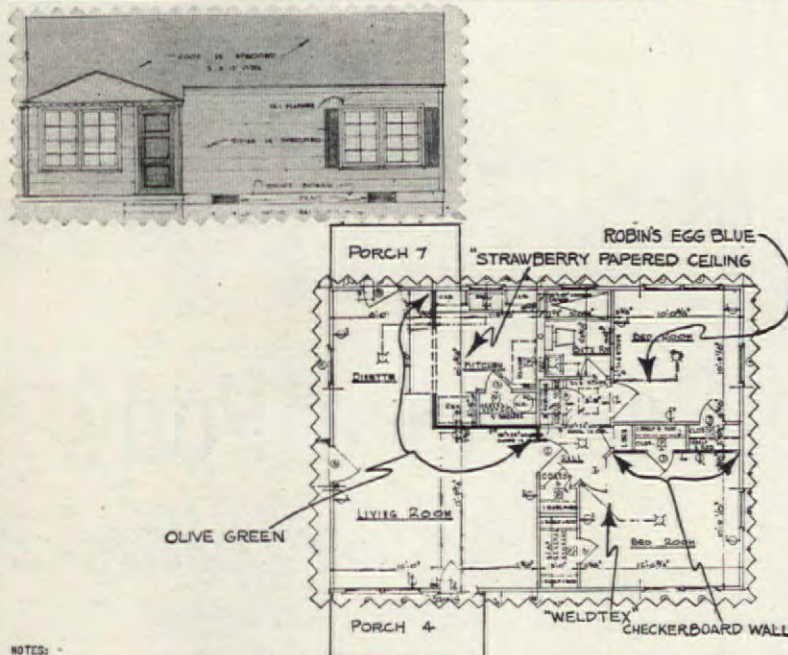
# BEATRICE WEST HOME COLOR SERVICE

9003 Denton Drive  
SOLD TO

Dallas 9, Texas  
Date: 9/15/47

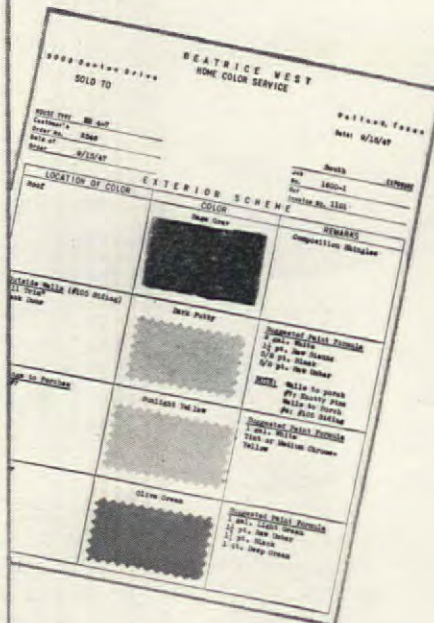
HOUSE TYPE ER 4-7  
Customer's Order No. 2548  
Delivery Date of House 9/15/47

South EXPOSURE  
Job No. 1600-1  
Invoice No. 1101



- NOTES:
1. If wallpaper or paints suggested in this color scheme are not available in your locality, we shall be glad to place the order for shipment direct to you.
  2. Painting specifications for:
    1. Exterior walls and trim: use Outside Paint.
    2. Interior walls: use Flat Paint.
    3. Interior trim: use Semi-Gloss Paint.
    4. Ceilings: use Flat Paint.
  5. Kitchens and Baths:
    1. Wainscoting: use High Gloss or Semi-Gloss.
    2. Walls above wainscoting, and ceiling: use Semi-Gloss.
- \* EXTERIOR TRIM: Door Frame, Window Sash and Frame, Corner Boards, Skirt Boards, Screen Trim, etc.  
\* INTERIOR TRIM: All wood work, Base Board, and Ceiling Moulds.

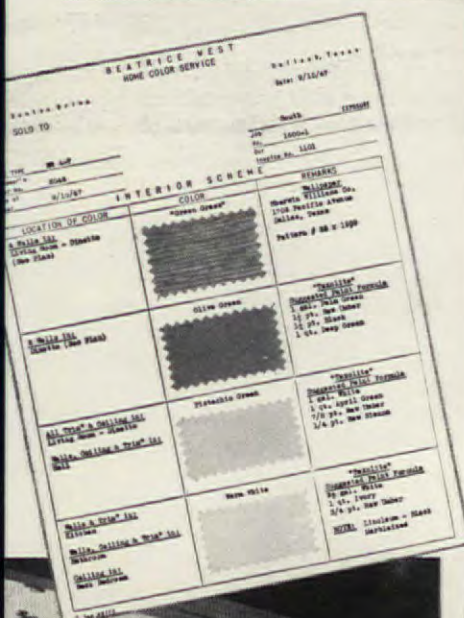
Materials used in the Acker house:  
House and Packaged Decorations, Texas Housing Co.; Sheetrock and interior paints, United States Gypsum Co.; Exterior paints, Pittsburgh Plate Glass Co.; Paint Division; Weldtex plywood, United States Plywood Corp.; Alfico Tile, Pyramid Co.; West Indies grass matting and unfinished furniture, Kantz Furniture Co.; Wrought-iron furniture and wall brackets, Patter Art Iron Studios; Table setting, Arthur A. Everts Co.; "Sovereign" silver from The Gaham Co.



The chart above is typical of exterior color schemes which are included in the packaged kit that comes with a house

The decorating theme for the living room and dinette of the Ackers' home is tropical in feeling. Pistachio green paint on the ceiling, dark olive green paint on two walls, green grass-cloth wallpaper, tend to create this feeling. The rug is made of woven grass squares. The modern chairs are of light wood woven with green and gray webbing. Against the greens of the walls and the sharp chartreuse of the sofa, red lamps are a strong color note reminiscent of hibiscus blooms. Pineapple and tropical foliage in the drapery design repeat the colors of the theme.

The master bedroom plays Venetian red against white and gray. Walls of Weldtex plywood are painted gray, with one wall of plywood set in a checkerboard pattern for interest. Two low unpainted chests (now painted) support a single glass top which makes a dressing table for Joyce. There is a five-drawer chest for all of Wayne's gear. A gray cotton string rug, inexpensive and easy to maintain in clean Dallas, covers most of the floor. In sharp contrast to the gray furniture are cotton draperies in a geometric pattern of Venetian red, gray and white. Gray metal flexible arm lamps light the dressing table, and there is a small fluorescent fixture over the bed.



## ESTIMATE OF ACKER HOUSE\*

(Dallas area construction prices as of July 15, 1947)

Lot .....	\$600.00
Concrete incl. flatwork .....	450.00
Type ER-4-7 house, with no charge for decorating service .....	2396.24
Cabinets .....	100.00
Erection cost at site .....	500.00
Finishing floor .....	50.00
Linoleums .....	75.00
Wiring and fixtures .....	175.00
Plumbing and fixtures .....	650.00
Floor furnace .....	125.00
Painting .....	425.00
Exterior siding .....	150.00
Builders insurance, grading .....	140.00
Contractor's profit .....	750.00
Total .....	\$6586.24

Note\* This information received from Texas Housing Co. Payments mentioned in the story are based on these figures for a 25 year loan which is granted on these houses.

Dorine, age five, has her own bedroom that is gay and feminine. The Sheetrock walls are painted robin's-egg blue. A double-decker bunk bed conserves the limited floor space but takes care of a visiting friend.

Her corner bookcases, a chest of drawers, play table and two benches, all originally bought unpainted, are slicked up with bright turquoise. A cotton string rug in shocking pink makes a pretty floor for her. A print fabric of pink horses and turquoise trees is at the window. Dorine has her own closet, too, with a low clothes rack well within her reach.

The small kitchen does a good job of storage. Built-in cabinets along one wall hold china, glassware, pots and pans, and a roomy pantry has shelf space galore for canned goods, and also conceals the water heater. Walls are white; a wallpaper with strawberry designs covers the ceiling and a shaped valance at the window.



## Ruth Cross

**Wounded at 18, hospitalized, sent to Bermuda to recuperate, with the grim verdict that his legs never would be of any use to him, Al met Florence. He had a pension, she a job. They were married. . . . You see them here, 25 years later, in the enchanting garden they made, almost without aid, out of a mosquito-infested swamp**

**T**HEIR modest but attractive house, behind its hemlock screen, clings to a steep hillside that drops away from the road. The drive swings downward past hemlocks and birches to a level, lawn- and flower-edged close, happily remote from the hum of the traffic less than a hundred feet away.

The day I visited him, Al came out of his workshop to greet us, his khaki shirt open at the neck, a lock of brown hair straggling over his sensitive brow. In his lined face and dark eyes was the eager but guarded expression of a man who, having suffered more than human being should, double dares anybody to sympathize with him. He moved slowly, one assumed painfully, hitching himself along by holding to a chair. Close at his heels came Bruce, the collie, who is almost a second self.

"Hello! Glad you got here while the rock garden is still in bloom." He stretched out a hospitable hand. "It's my special hobby. Florence says I'm a bit touched about it."

Looking upward over a stone retaining wall pierced by a flight of steps, and through a wrought-iron gate, I could see rainbow cascades of flowers tumbling down a rocky slope. We sat down near the wall. From our feet smooth turf sloped to the crescent of a brook, and across it a rustic bridge led to the woods beyond. Birches leaned above the water, laurel clusters were mirrored in it. It was a scene that might have been part of a beautiful estate. Yet, 25 years ago, when Al Schwenk, a badly disabled veteran of World War I, bought the place, it was mostly mosquito-infested swamp below an ugly little house perched beside the road. Rejected by other home hunters after a glance at the dumping ground to the south, he got it at a bargain figure. It would have taken keen imagination to see even the average man, with two sound legs and a good bit of cash, turning the four acres of hill, woods, and bogland into the home it is today. As a proposition to be tackled by a man with legs that were just something to be dragged around, and with very little money, it was, well . . .

"Our friends thought we were ready for the local asylum," said Al with one of his diffident, unexpected smiles. "The house was a shell. The muck and woodland were practically worthless. The brook, only a few feet wide, dried up in summer; at other times you could sink up to your knees almost anywhere. The present upper terrace was a gravel bank. And then, there was that part on the south that had been used as a dump!"

"But you couldn't have done all this yourself," I said, glancing from stone walls, terraces, lawns, and gardens to the now deep,



photographs by Wendell Kilmer

# The Impossible Only Takes a Little Longer...

**Because he refused to be licked by fragments of shrapnel . . .**

**because for him the highest patriotism means the love of a man and woman for their home, Al Schwenk is typical of millions of average citizens who**

**will have the final say as to whether America is worth saving**

**If you are a G. I. wondering how to get a roof over your head, a disabled veteran facing a tough challenge, an ordinary citizen worried about taxes and inflation, come visit Mr. and Mrs. Al Schwenk. You'll come away realizing that "the impossible only takes a little longer"**



and free-flowing brook, fifteen feet wide in places.

"Well, no, not all of it." By that I learned that he meant the many loads of soil hauled in to fill the swamp after the widened stream had drained it, and to cover the gravel bank and dump. Also carpenters rebuilt and enlarged the house. But Al and Florence planned it all, and together papered and painted the interior. He laid the tile for the hearth, made the mantel, cupboards, bookshelves, built-in seats, furniture, even a grandfather's clock. Outside, he not only directed the grading work, but planted lawns, shrubs, and flowers and built most of the stone walls and the rock garden. Crawling along on the ground or pushing himself on his wheel chair, he had accomplished these and other near miracles. I knew he wouldn't want to talk about himself—but I also knew his story.

Wounded at 18, on the Somme. Back in action, and another dose of shrapnel in the spine. Then hospital after hospital; for months flat on his back in tubs of hot water; shipped to Bermuda to recuperate, with the grim verdict that never again would he use his legs. But in Bermuda he met Florence. That she loved him changed everything. He had a pension, she a job. They married and a few years later found the little house. The down payment used up much of their capital, so Al went to work. He wasted no time railing at fate, nor, after the first rush of bitterness and despair, did he ever feel that his costly sacrifice had been in vain. The home gave him a new and exciting interest in life. It was adventure. An artist, he found the very bleakness of the canvas a challenge.

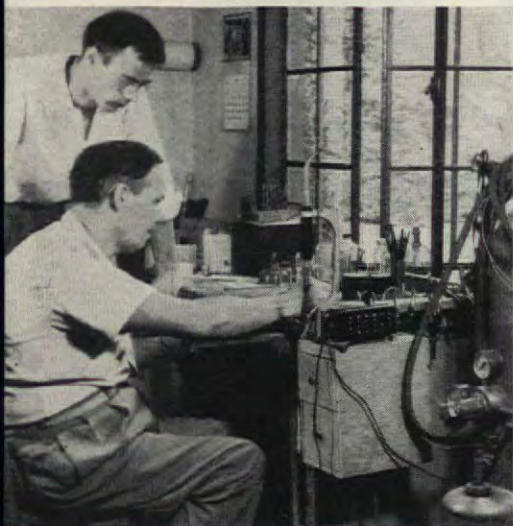
"I guess," he remarked with that twisted smile,

"this place is just me turned inside out. It's what a thrilling career is to other men; to think about and plan for. Swell fun—I guess that sums it up."

By trade an artificer of fine jewelry, he also made reproductions of antique hardware; andirons; fire screens; the beautiful iron gates and railings for the stone steps; a sign for the entrance. Having no forge, he bent the iron cold, using his hands and homemade devices. Some of his work he traded to a near-by nursery for plants, including such evergreens as his woods could not supply. When I asked him again how he had done the seemingly impossible, he admitted that his ideas about patriotism might have had some bearing.

"In my opinion," he said, "all wars are a lot of foolishness. But, you see, my parents were born in Germany, so I have been able to compare and to realize what it means to be an American. Like most Americans, I am a natural born home-lover. I love the land and everything that grows out of it. I want to see it protected from erosion, vandalism, indifference—the things that can destroy a country, more slowly, of course, but just as surely as atom bombs."

For him the highest patriotism is the love of a man and woman for their home, the urge to improve and beautify it, to help make America really "the Beautiful". Many people find their way to his door—other disabled veterans, people seeking advice, encouragement, the peace of the home behind the hemlocks. They talk to Al about the things closest to their hearts, certain that he understands. And one thing that no guest fails to take away with him is courage, with a capital C. For Al Schwenk has done more than turn an eyesore into a lovely home. He has put a new accent on patriotism because he refused to be licked by some fragments of shrapnel.



**From Al's shop have come results just as remarkable as his garden achievements—table silver, jewelry (like Florence's bangle bracelet of tiny garden tools), furniture, and wrought-iron gates and railings like those that surmount the retaining wall seen above**



**The Schwenks have a simple formula by which they pick their friends. Using it, no one need be lonely. They choose people who seem to need what they can give—advice, understanding, peace—and courage**

**The brook, once only a few feet wide, sluggish, and often dry in summer, is now free-flowing, full of life interest, lovely to look at and to live by**



**"1 out of every 3 marriages destined for the divorce mill—figures may read 1 out of 2 before 1950." Shall we, as more than one expert has suggested, get a good public relations man and then sell this all but emotionally bankrupt country another relationship as a substitute for marriage?**

**Helen Bullard**

**"Y**OUR work must be so interesting. I wish I could get into public relations." It would be difficult, if not impossible, to estimate the number of my married women friends who have made this remark about my job, some wistfully and some in a tone of envy. I think it was the water-dripping-on-a-stone principle that finally set me to thinking about public relations for the housewife, and started my search for printed material on the subject.

Considerable digging into published works on public relations revealed several things: you can, for instance, plot with almost mathematical precision a program in PR (sign language for *public relations*) for an industry, a movie star, a fund-raising campaign, a political figure, but there is a singular lack of material on PR programs for the homemaker. No one, apparently, has considered selling the married woman the idea that she and her family are a group and a going concern, just like a bank or a manufacturing company, and that creating a good PR program for this group is a tremendously important job which only she can do.

For the most part, the printed word presents only the alarming statistics of present-day divorce and gloomy predictions for the future of the American family. (What business, what industry could survive such a record and hopeless outlook for the future?) In recent months, social workers, ministers, sociologists, and economists have become increasingly alarmed over the rising divorce rate, but it seems to me incredibly obvious that the only way to stop the treadmill business of altar-to-lawyer's-office is to toss the problem to married people themselves, and this means, in most instances, to the "little woman". The person to promote the idea of marriage and family unity is, of course, the happily married woman herself. (Happiness is

contagious; the feeling of stability can be transmitted to others!)

"Your work must be so interesting. I wish I could get into public relations." This time it was an attractive, intelligent young woman, married for five years, with a nice husband and two children. "Get into public relations!" I wanted to say to her. "Lady, you are up to your well-shaped eyebrows in public relations. They may be good, or they may be bad, but they are there."

It seems to me that no person in the business world has nearly so many opportunities for a varied public relations program as has the married woman. Besides her relationships in the home, there are many others—with the tradespeople, the neighbors, her children's teachers, and the community at large. Because of her many continuing relationships, her job of



Photograph from 20th Century-Fox production, "Miracle on 34th Street", starring Maureen O'Hara, John Payne, and Natalie Wood

# PR... the Biggest 1948 Job You Have, Madame!

**For better, for worse . . . the important public relations of America are in your hands.**

**How well you do the job will determine how many people warm their hands at the remembrance of your hearthstone . . . and then take courage to build their own fires brighter . . . surer . . . stronger**



**BUTCHER  
BAKER  
LANDLORD  
TEACHER  
NEIGHBORS  
CHURCH**



**The butcher, the baker,  
the landlord . . . the  
neighbors, the church,  
the schoolteacher . . .  
they're all an important  
PR job only you can do**

public relations is intricate, absorbing, challenging and inevitable.

Outside the home, the school is perhaps the most important place for establishing good PR's by the married woman (for convenience, let's call her Mrs. Cue). What are good public relations for Mrs. Cue and her children's school? Well, Mrs. Cue has been aware for some time that teaching methods have changed considerably since she went to school, and she wants to find out more about them. So she proceeds to get acquainted with, of all people, Johnny's teacher. She invites Miss T. to lunch or to tea, and she sees to it that the children have other plans for that particular time. She talks good woman talk with Miss T.—clothes, vacations, and favorite perfumes. Then the subject of school comes up. The chances are that Miss T. will like talking shop if the conversation isn't confined to the why's of Johnny's report card. (In fact, it's good PR to emerge from the contact as Mrs. Cue, rather than "Johnny's mother," if you get what I mean.) A few well-chosen questions will bring forth some enlightening information about modern methods of teaching, and, incidentally, the theories back of those methods. Of course, I'm assuming that Miss T. is a modern teacher. If she isn't, perhaps it's up to Mrs. Cue to help educate Miss T. Quite casually she might remark, "I

have just read the most fascinating book on modern teaching methods. In fact, I have it right here." Nine times out of ten Miss T. will ask to take the book home with her.

Absurd? Perhaps. Obvious? Maybe. Most public relations are, and that is what we are talking about.

Because you're interested in doing a good job of PR, naturally you do an extra good job in the parent-school organization. You don't have to be president, or even vice president, but there are ways and walks. For instance, you decide that a talk on a certain subject is just what the group needs. Do you call the president direct and make the request? Maybe yes, and maybe no. It might be a better idea to call Mary Smith, another member of the group, and talk it over with her. By the time you've finished the conversation, Mary Smith will have decided that the whole idea was hers to begin with, and she'll call the president (you see, she knows the president well). Sometimes it takes two or three telephone calls, but by that time several people have become interested in the subject and the speaker selected will have a more attentive audience. In addition, your PR program has moved forward several notches at least.

Now, let's move a little nearer home. In fact, let's stop in front of one of the houses in the neighborhood. Do we need to practice public relations to cope with neighborhood problems? I'll say we do.

**T**HERE'S Tommy, more commonly called "Tommy, the troublemaker." Tommy comes to your house and completely wrecks your happy home. He quarrels; he's destructive; in fact, he's a general nuisance. What is the best procedure here?

Suppose we review the why's of a public relations program for a family. Why are we interested in what the public thinks about our home and about our relationships. The answer is that we believe the family is by far the most satisfactory arrangement for living at the present time, and we want this stable relationship to be an anchor for ourselves and for those outside looking in.

So where does Tommy come in? Of course, Tommy is a troublemaker because something is out of kilter at his own home. He's destructive because that's his way of discharging his hostility toward what he undoubtedly feels is an unfriendly world.

Because you're doing a good public relations job for the American home, you take an especial interest in Tommy. You ask him to help carry refreshments to the table in the back yard, and you compliment him casually when you happen to bump into him as he comes tearing through the living room. Later, you invite Tommy to come again to see the children. Sounds screwy? Listen to the psychologist who has dealt with juvenile delinquency: "That delinquent not only lived in an unsatisfactory home; so far as I can find out, he never was in a satisfactory home."

**W**HAT about Tommy's influence on your children? The chances are almost nil that they will be influenced one way or another. And it's just as well for them to learn to cope with destructive Tommies early in life, since later on they'll run across a lot of them who are far beyond preschool or school age.

Boiled down, it amounts to this. If you're doing a really good public relations job for marriage, you've made your home a place where children and grownups like to come. It's a friendly house, a house that belongs to all the family and, in some measure, to the friends of the family. Johnny gets his first lessons

now on how to be a good host, and Mary says, "When I get a house of my own, it's going to be just like this." And chances are that it will.

Neighbors present a problem and a challenge to the woman interested in doing a good job of public relations for her family. There are, of course, a few rudiments which scarcely bear repeating: 1. Never adversely discuss the neighbors in the presence of the small fry. 2. Be careful to see that questions of race, color, and creed are discussed without prejudice and with respect for individual differences in human beings.

Finally, we come to the family itself. I have paid you the compliment of assuming that your home relationships are sound, and good, and warm. For that reason, we have worked backward from the community to the family. Yet it seems to me that such thinking is logical and sane. For, in our intricate society, no family is an entity unto itself. Community relations must be established and maintained.

Obviously, I have oversimplified the whole process of public relations for the homemaker. And yet *crêpes Suzettes* have a better-than-speaking acquaintance with ordinary pancakes. There are basic recipes in everything, even for living the good life.



H. Armstrong Roberts



INSURANCE

# Insure Your Dream

*That home of yours will be built  
exactly the way you planned it if you  
invest 1% extra in a surety bond*

basic  
data

**Dorothy Brooks Paul**

**S**o you are going to build a house! Good, but remember that a few preliminary considerations should receive your careful attention if you wish to avoid trouble and disappointment. The first is your selection of a reliable contractor. Don't always be influenced by the man who gives you the lowest bid, particularly if there is a wide discrepancy between his estimate and the next lowest. A contractor sometimes bids so low that he cannot carry out his agreement and the owner is left with a half-finished house.

Just as important, you should secure a contract bond. This will insure the completion of your house as planned, free from any liens or encumbrances. The rate is only one per cent of the total cost of the house, and it not only relieves you of many worries you might otherwise encounter, but it is easier for the contractor, because it guarantees his credit and eases the flow of material to him. If his business is small, this is of importance.

The owner's protective bond was designed by The Surety Association of America in co-operation with the American Institute of Architects. It guarantees that the contractor will faithfully perform the contract and pay all labor and material costs. Laborers and suppliers of material have the direct right of action against the surety company writing the bond, which eliminates the danger of liens being attached to the property and makes it unnecessary for them to demand advance payment from the contractor. Many a man has taken possession of his house only to find liens attached to it. Read this letter from a Milwaukee woman:

"I write this letter for people who are ready to build a home or who are going to buy a brand-new home. I trusted a building contractor, I mean I let him handle my hard-earned dollars and, though I paid the contractor, he did not pay the plumber so the plumber filed a lien on my new home and I was forced to pay the same bill twice.

"Ask your contractor what homes he built, take names and addresses and go to the courthouse and find out if there were any liens placed on these homes. One contractor I know of built nine homes, and each home had liens on it of \$900 to \$1,500."

This is not intended as an indictment of contractors, but is an example of what can happen to the ordinary layman if he does not protect himself.

You can secure the bond through your architect or from a surety company. You should no more undertake to build a house without the

Insurance

INSURANCE



*Josef Scaylea from A. Devaney, Inc.*

protection of a contract bond than you would own a house without carrying fire insurance on it.

There has been considerable objection to contract bonds on private residences in the past, because a contractor has to meet certain requirements to secure a bond. But if his financial condition is not sound enough for a surety company to bond him, or if his reputation has a black mark against it, you had better get another contractor. In years past the contract bond provided, in case of a contractor's default, that while the surety company would make good the money, the owner had to find another contractor and make arrangements to complete his house. This restriction has been removed and now, if the contractor fails, the surety company assumes the full responsibility.

The contractor is not always to be blamed for his own failure. Circumstances beyond his control may prevent him from fulfilling his contract. Labor uncertainty, rising costs, and shortages of materials all contribute to a contractor's failure, but if you have a contract bond, your house will be completed. We should point out here that, in the event of your contractor defaulting and the insurance company taking over the completion of the house, this means that the original plans will be consummated, not that you can make changes in the plans or deviate from them.

Here is a story about a man and his wife who engaged a contractor to build their "dream house" in Connecticut. It was to cost \$17,500. Because of the distance from his place of business, the man went there only on week ends to check up on the

progress of the construction. Just before the house was to be completed he had to go away on a long business trip, and when he came home his wife was in tears. She had been out to inspect the supposedly completed house and found it "all wrong". The front door was not on the side of the house where they wanted it. The contractor had put up a stoop with four steps instead of the porch and two low steps, as originally planned. One bedroom was a third smaller than called for in the blueprints, and all of the closet dimensions were cut materially. The stairway inside the house was just wide enough for one person, and the steps were very steep. The owner called the contractor to account, but was told it was the best that could be done for the money. That was all the satisfaction he got. The result was that they lived in the house for a few months and then sold it at a loss. Had the owner secured a bond, the surety company would have seen that the contractor faithfully performed his contract in full.

**C**HANGES and improvements always develop too late to be included in plans, but the surest way of making certain your house will come up to specifications as laid out on the blueprint, is to have a guarantee of the work. One per cent on a ten thousand dollar investment is just one hundred dollars. Contractors may suggest that this money could be used to a better advantage in special decorations, and that is where owners are likely to be shortsighted. In their eagerness to create a home, they sacrifice in the wrong places.





*Tobey jugs on the mantelpiece have Punch and Judy heads. Fireplace with large windows flanking it is a focal point in the sun porch of McLarry's modern home. Glass collection occupies the shelves in front of the window. Below, is the service window connecting the kitchen with the sun porch*



**YOU CAN**

## Take Them with You

**William J. Hennessey**

**T**o many of us troubled by the problem of housing a precious collection in a modern house, the experience of Mrs. Denny D. McLarry of Dallas, Texas, should certainly be an inspiration. Mrs. McLarry has been collecting dolls, Parian ware and lustre over a long period of years. The fact that her new home was to be strictly contemporary in appearance bothered her not in the least. In fact, now that everything is in order, the ever increasing number of collectors' items are better displayed than ever before. Of course, Mrs. McLarry showed great restraint in her selection of cabinets and cases, keeping the woods blond, in keeping with the adjacent room trim, and also cutting decoration to a monastic simplicity. Because of this, the exquisite workmanship of the dolls' clothing, the old fabrics of delicate pattern and the subtle profiles of the lustre and the Parian pieces are seen to better advantage than in more ornate traditional cases. Nothing detracts from the individual object. The built-in cases are as much a part of the house as the door trim or stair rail. Mrs. McLarry says that she has always loved fine china and lustre, but the doll collection was started by accident. In her constant snooping for additions to her collections, she occasionally came upon a battered doll. There was a challenge in its hopelessness, and it wasn't long before she was repairing and dressing these figures and giving them as much attention as her other objets d'art.

*Photographs by George Van Anda*



*Doll collection was incidental to collection of lustre. This cabinet contains both and acts as screen between the living room and the stair hall*



Mrs. McLarry's collection of pink lustre is displayed in these simple shelves over the modern cabinet



The favorite doll in the McLarry collection is French Mimi whose dress is made from an old sequin evening dress. Mimi was bought in the Rio Grande Valley. Many dolls came in pieces, some with arms, and legs missing; dolls were repaired, dressed by Mrs. McLarry



Gottsch-Schleisner

## What is this "GREEN THUMB"?

Alice Murdock

**T**wo kitchen windows face the east. One is ivy-wreathed and on its sill stand pots of chives and geraniums; in the other, nothing grows for long. Conditions in the two rooms are identical, but in one lives a woman with a "green thumb". . . . Side by side are two gardens—same soil, exposure, drainage. One owner labors incessantly, reads constantly, buys all kinds of aids. The other reads less, loafs as well as works in his less immaculate garden, yet his results are discouragingly (to his neighbor) superior.

What is a "green thumb"? It is, I say, one-fourth experience and three-fourths love. It's less the amount of attention given, than its timeliness; it's a sense of a plant's needs. Mrs. X. sees a plant as an attractive bit of a color scheme; to Mrs. Y. it is a living thing to be loved and watched over.

To Bill, his garden is a problem in chemistry or mechanics; his sense of orderliness guides him; he enjoys gardening with the instincts of an engineer. Tom loves his growing things; he studies plant habits and pauses to marvel at sprouting seeds, curling tendrils, the living smell of earth, plants.

The green thumb is part or sign of a general, sympathetic understanding of living things shared by all of us, but unequally. All animals know which of us love them, which fear them. Needless to postulate the emotional sensibilities of a bee, it knows us by our actions. A dog or a cat will sense and interpret a tension of voice and muscles caused by fear or dislike. People, too, are sensitive to sympathetic interest. There is a special way of responding to them, not confined to any type.

Those with little love for living things, uncon-

scious of their deficiency, find pleasure in spectacles, puzzles, elaborate games; in impersonal maneuvers; in phrases and slogans. But, alas for the world if they become numerous enough to dominate the truly living! Perhaps interest in animals and in plants is not identical. But we who have either, nourish it. And the desire to love proves the ability. So will we watch and wonder at the miracle of growth, and feel ourselves growing in appreciation, understanding, patience, and joy. Many rewards lie in the beauty of flower or vigor of corn, in a dog's affection or the healthy grace of fishes—or in the warm clasp of a hand. And the matter of compensation does not enter in. For this mysterious, but very real, "green thumb", the passionate interest in life, is not so much a bringer of blessings as a blessing itself.



# May We Help You

**We don't mean help you pay for it . . .  
the things you plant and grow. Alexander Pope  
new are tried, Nor yet the first to lay the**



Eva Luoma

Horticultural catalogues range from simple price lists to finely illustrated, descriptive manuals. They may be limited to one kind of plant or run the gamut from flower and vegetable seeds, and bulbs, to plants of all kinds: vines, shrubs, evergreens, trees, and fruits. Study them, compare them, get to know them, and make full use of them

Scientific breeding, careful testing, and high standards give us novelties like those below. First, one silver and two bronze medalists in the 1948 All America Flower Selections, namely: 1. Radiance cosmos; 2. Pink Sensation petunia, and 3. Red Head marigold. Number 4 is the mammoth, pastel-colored Luther Burbank zinnia

"TELL me what you eat, and I'll tell you what you are," said some pioneer breakfast-food advertising. Well, tell us everything about your garden—its soil, altitude, climate, exposure; your house architecture, the size of your purse, your tastes and color preferences, and we might be able to send you a custom-made list of just the things you should buy to plant this year. But without all this data, and some second sight, our most helpful course is to urge you to get this sort of specific advice and suggestions from folks near you who can base them on actual experience in your section. Nurserymen and florists, landscape architects, fellow gardeners, county agricultural agents and other extension workers, all come in that

category when you are seeking definite leads as to species and variety, age, size and color of plant material. Meanwhile, before you sit down with that catalogue, order blank and pencil, here are some principles to memorize or to write out, big and bold, and pin up in front of you . . .

1. Harden your heart a little; cultivate the art of leaving things out if they aren't necessary or important. In short, don't be a garden glutton and try to grow everything that takes your fancy.

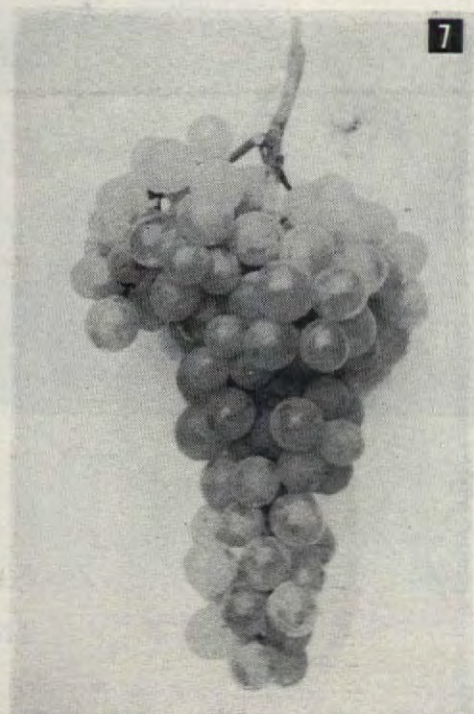
2. Don't try to include in your first (or only) order everything that you expect to plant throughout the season. Plan the garden year, yes. But unless you are very sure of yourself, don't overload your inventory at the outset. It makes for confusion.



1



2



7



4



5



Jackson and Perkins



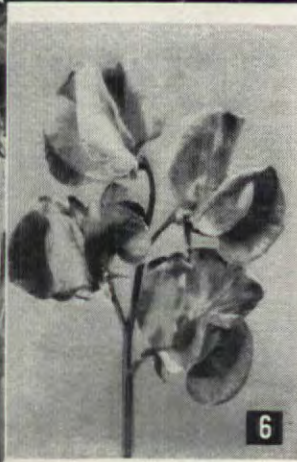
3



8



9



6

6 is Fireflame, a summer-blooming sweet pea, and 7. Interlaken Seedless, an early, yellow grape. 8. Puregold, a golden-yellow, wax-podded bush bean, and 9. Freezonian, a new pea extra fine for freezing, are two of four 1948 bronze medal All America vegetables

For 1948, six All America rose selections were made: Golden Jubilee, a buff Hybrid Tea (above); Pinkie, a Floribunda (5, left); and, not illustrated, three H. T.'s—Nocturne, a deep red, Taffeta, rose-carmine, and San Fernando, a red; also a warm region climber, High Noon

1, 3, 8, 9—All America Selections. 2, 4, 6—Burpee Co.  
7—Geneva (N. Y. State) Experiment Station. 5—Armstrong Nurseries



# with that Seed and Plant Order?

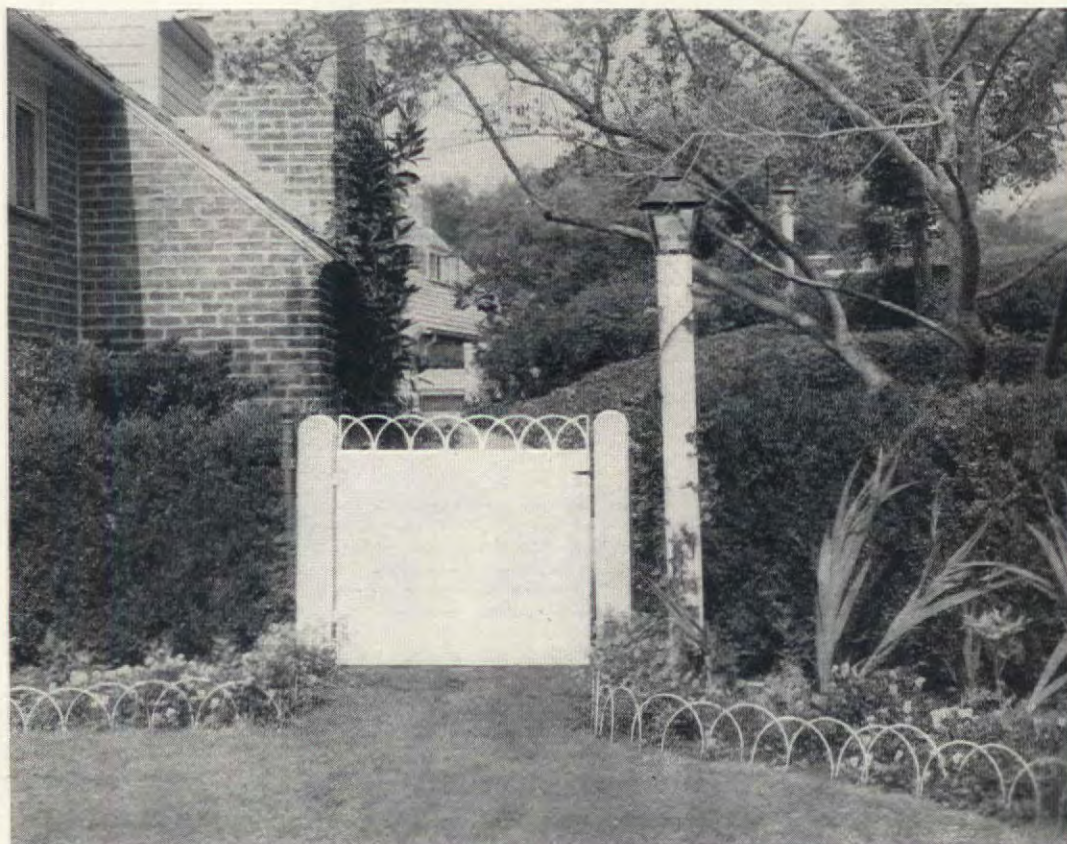
**We do mean help you get maximum satisfaction and pleasure from  
might have had gardeners in mind when he wrote—"Be not the last by whom the  
old aside"—See what we mean?**

3. Read Pope's admonition quoted above. Apply it in balancing your purchases, as you include a few highly praised novelties for trial, but put major emphasis on time-tested and proved varieties that can be counted on to give you desired and expected results.

4. Study catalogue descriptions carefully, also disinterested books, articles, and reports like the American Rose Society's "Proof of the Pudding," in addition to the newspaper and other advertisements which, perhaps, first kindled the flame of your desire or curiosity.

5. In ordering living plants (as distinct from seeds and bulbs) patronize home or near-by industries as far as possible, so as to get well-adapted, acclimated stock.

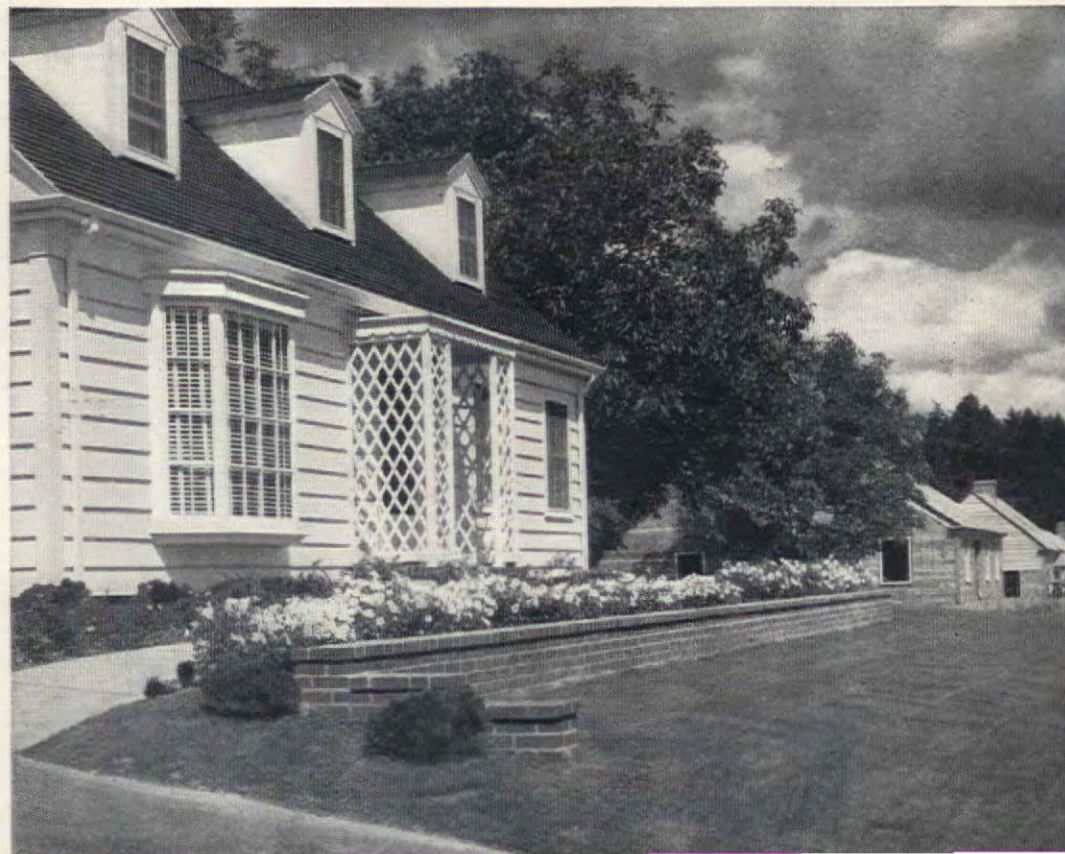
6. If you are a shopper-around, be realistic. Remember that in horticulture, no less than in house hunting or other buying adventures, you just cannot get much or everything for little or nothing. You can—and should—expect to get what you pay for, and pay for what you get.



Harold W. Steck

**A wise choice of plant material takes into account, where, how, and for what it is to be used. Henry Stephenson likes both dogs and flowers, which don't mix well. So he hides a wire mesh fence in a box hedge faced with low flower beds, protected in turn by wire wicket edging which also forms the gate trim. Harold Wallis Steck did the designing**

Alfred A. Monner



**In Elliott Nugent's garden (also in Los Angeles) a similar yet different treatment separates flower garden from orchard and vegetable plot. Here a hedge without a fence is enough; the scalloped wood flower bed edging repeats gate-top design. This is another Steck design**

**White petunias (alternating with spring bulbs and a forgetmenot cover) along a low brick wall break and soften the lawn grade in front of Mr. and Mrs. Duane Autzen's Portland (Oregon) home. The low foundation planting is in keeping with the simple lines of the house**

Walter and Florence Gerke, landscape architects



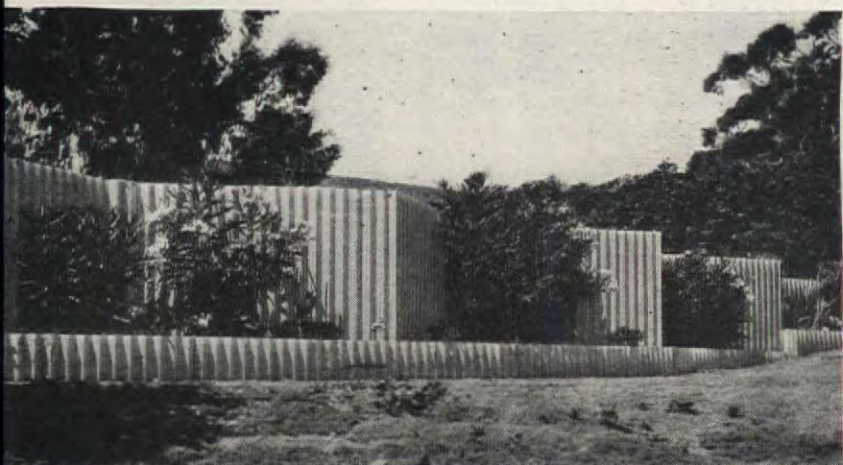


*In the Mark Pierce garden on Beacon Bay, California, a solid board wall runs from the lath house toward the water, then gives way to a fan-panelled fence. With the tree beyond giving height, low masses of annuals broken by three vines are colorful and fitting*



*Walter and Florence Gerke, landscape architects*

*The entrance court of the Robert Catlin home in Portland, Ore. is screened from the road (several feet above) by a dense, clipped hedge. Rock plants in earth pockets and nasturtiums at its base are informal enough to soften the sturdy strength of the stone wall*



*Here the function of the planting is to relieve the severe angles made by the high wall of corrugated asbestos cement material*

*A bougainvillea or other vine, with petunias at its base to break up a hard area between doors, needs but little ground space*

### **Plants and Walls Are Logical Effective Companions**

*There's reciprocity here in the Ventura (California) garden of Mrs. Earl Harmonson. Garage wall both supports and protects the espaliered pink fuchsia, which relieves and brightens the stucco expanse. Against far wall a tree—possibly a loquat—has been trained in loose informality. Front border of ferns is effective, but it might be considered a bit too high and assertive*

*4 photographs by Robert C. Cleveland*



7. Make the most of the aids provided by science, industry, business, and organization in the horticultural field. That means improved plants, methods, devices; knowledge based on organized testing, reporting, and screening of varieties; increased information from plant societies old and new—like the recently formed National Lily and Tulip Societies. Use conveniences such as the American Association of Nurserymen's nationwide gift certificate plan, through which anyone, anywhere, can arrange to have someone, somewhere else, receive a present of nursery stock—of the kind most desired, of guaranteed quality, and at the proper time for planting in that locality.

So, we say again: May we help you with that seed and plant order? If so, tell us about your plans and problems.

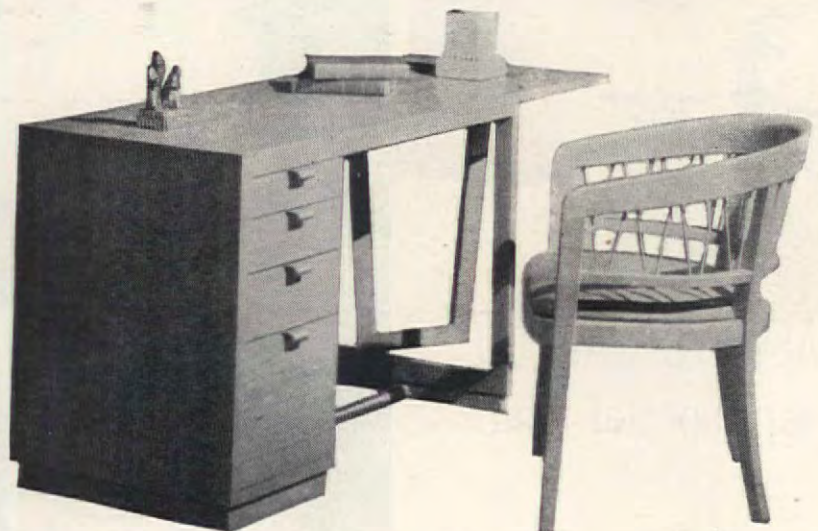




The ever-popular flat-top desk, with generous drawer space, in a conservative 18th century style. Available in mahogany and walnut finishes; all brass hardware. Jamestown Table Co.

"Carlton House" table desk of mahogany, reproduced in all its grace and beauty. A heirloom piece to be enjoyed and passed on to future generations. Colonial Mfg. Co.

Distinctive slant-top desk done in Chippendale manner for living room or bedroom. Adequate drawer space, pigeonholes for necessary writing equipment. From Consider H. Willett



Modern desk designed by Edward Wormley. Drop leaf can be raised for typewriter or for electric sewing machine. The chair has plastic lacings. Drexel Precedent Line

Mary E. Monze



Imposing Chippendale reproduction of block-front secretary is fine example of craftsmanship of the cabinetmaker. The piece was found in the original Johnson home in Virginia. From Biggs Antique Co.

## Use that Christmas Check for Something You've "ALWAYS WANTED"

COULD anything be more thrilling than to receive a Christmas check for that very special "something" you have dreamed about and wanted so terrifically-for so long that you hardly dared breathe it? Perhaps it is a desk of your very own, a handsome lamp, or some accessory for a certain spot. If it be any of these, and Santa Claus does remember you with the desired "bit of paper", here are some helpful suggestions.

One of the most important and necessary pieces of furniture in any house is a secretary or desk—one or more. It is one of the first essentials in furnishing the living room, and a handsome one can dominate and set the entire decorative mood. A beautiful secretary or breakfront adds elegance to the most simply furnished room. Generally, too, each member of the family wants his own desk, well lighted and placed near a window



for working comfortably in his own room. A desk gives one a rare feeling of possession and satisfaction, whether he be man, woman, or child.

The desks shown on page 29 are varied and selective, so whether the room be modern, 18th century or Provincial, a living room, bedroom, library or den, there is one that will be the "just right" desk.

Period pieces are so faithfully reproduced today and modern designs so exciting that whatever one chooses, he may be assured satisfaction.



## "ALWAYS WANTED" a very special lamp?

**I**f your Christmas check isn't large enough for a desk, or if you've wanted a lamp or lamps to add to the beauty of your house more than anything else, here are a few suggestions and examples of the unlimited number of lovely ones that are available again in the lamp departments of your local stores. There you will find display counters well stocked with them—any type your room demands or your heart craves.

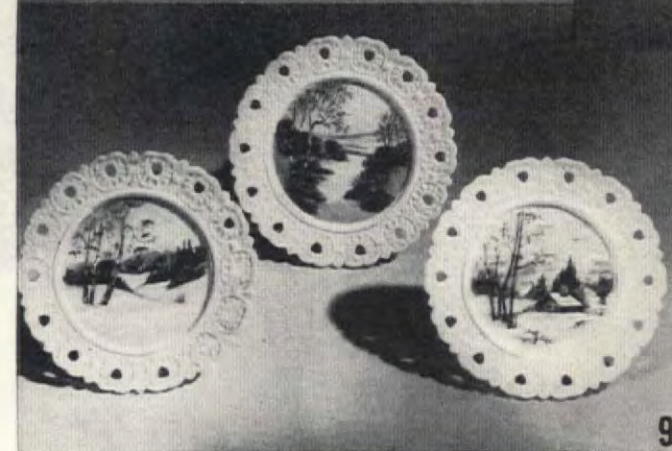
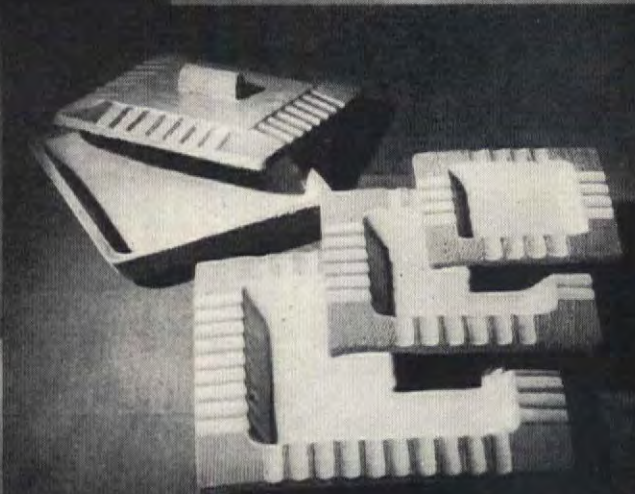
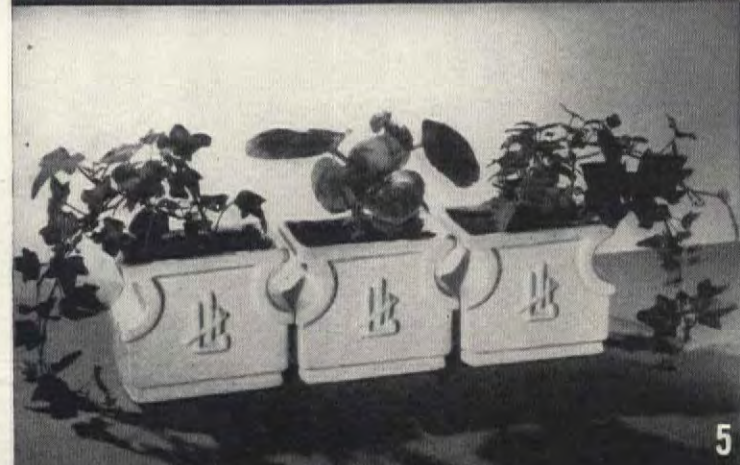
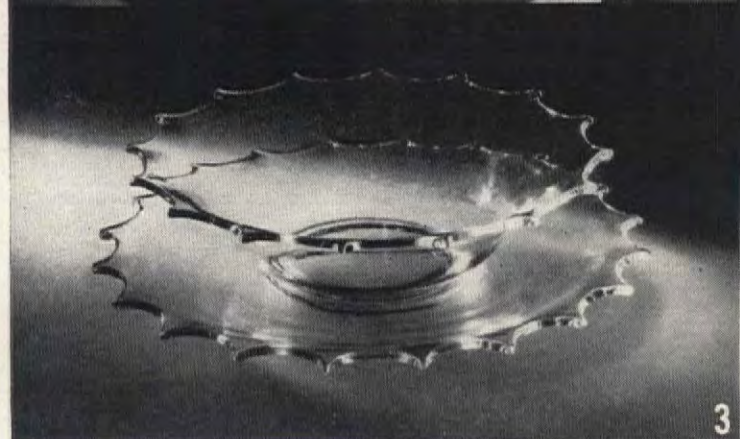
Generally, lamps are more efficient and more lovely today than ever before. A great deal of research and thought goes into the amount of light radiation necessary to eliminate eye-strain, and the development of beauty and style in the lamp.

There is a tendency toward exaggerated heights, especially in the modern type that one sees on low tables. While they sometimes seem mammoth in size, this extreme is better than the too low, tipsy little lamp that sits on a table which is often too small for the chair or sofa it companions. This kind defies anyone to use it for sewing, reading, or any other eye requirement. More crimes have been com-

1. Ships model electrified for lamp. Dick Knox. 2. Classic Greek design base, opaque shade. Van Cleff. 3. Italian pottery lamp, fabric shade. Lightolier. 4. Modern limed-oak base, textured shade. Hobby Mart. 5. Brass twin student lamp, glass shades. Greenly. 6. Porcelain column base,

green shade. Nelson Lebo. 7. Old coffee-mill base, rayon parchment shade. Light Beautiful. 8. Brass ribbon base, fibre glass lamp shade. Americraft. 9. Bristol glass lamp with checked gingham shade. Carl Forslund. 10. Kerosene lamp reproduced, painted glass shade. Quoizel





mitted by the use of wrong lamps in the decoration of homes than in any other one thing. There is no excuse for it if one gives a little thought to the room and the piece of furniture it is to grace. Select one that will give the right eye comfort—one that is in character, that adds something to the room. For instance, the ship lamp #1, the coffee grinder #7 or the Bristol glass lamp #9, would be perfect in an Early American or Provincial room, the Grecian figure in a classical, formal setting. Pictures 4 and 8 were made for modern rooms. 10 would be right on a small Victorian table or chest. The others could be used with 18th century furniture.

## "ALWAYS WANTED" a very special accessory?

**F**OR the finishing touch to your room or an unusual dining table accompaniment, the articles shown on this page can be yours for even a wee Christmas check. Flower and cigarette accessories are "musts" in most homes, and the scenic plates, ribbon-laced, would make attractive wall decorations. Original and desirable are the modern bird and the animal figures. For one who has everything else, the dining accessories pictured at the top of this page are necessities.

**1** Handsome bowl with floral and coin-gold decoration from the Danish-American Enterprises, Inc.

**2** Make serving an occasion with this "Candlewick" four-piece salad set from Imperial Glass

**3** Handmade set with Silvertone and cameo-cased decorations, if desired. Sterling Glass Co.

**4** Featherweight Pyrex pitcher and decanter, Alumaloid Lobster Crack. From Ed Langbein

**5** Pottery planters with Chinese motif; pink, yellow, turquoise, white. The Brush Pottery Co.

**6** Modern flower vases available in five sizes and three color combinations. Haeger Pottery

**7** One or a pair of these ceramic birds would add distinction to any setting. Waylande Gregory

**8** Cigarette box, ash trays in three sizes; Terrene Pottery in gray and chartreuse. Barbara Willis

**9** Hand-painted plates for wall or table decoration; six different patterns. The Lornita Glass Co.

**10** Sophisticated ceramic figurines will prove delightful to owners for years to come. Dick Knox



# A Nursery Corner that Can Grow to Manhood



A college man or journalism student can burn midnight oil in comfort here. Most hobbyists yearn for big desk, space for reference books. Closed curtains will conceal the male clutter.

If your boy likes woodworking, model-making, you can set up this work center in his bedroom. Nail Mason jar tops to underside of a shelf, keep nails, screws, and glue separated in jars.



James M. Wiley



**H**ERE is a simple plan that will give you a compact work or play center in any bedroom of your house, based on materials so common that they are available to anyone anywhere. The ingredients are few and inexpensive. You will need two small unpainted chests of drawers, 28 to 34 inches high (30 inches is the best height), one long board to lay across the chests to make a counter, 4 shorter boards to make 4 shelves, some stout angle irons, and a few nails and screws to put it all together.

What you will get is a good amount of storage space for various objects, plenty of shelf space, and a long desk or worktable set at a convenient height. You lose only about 12 inches of floor space alongside any one wall of your bedroom.

Most unpainted chests of drawers are about 12 inches deep. If you use these you lose a minimum amount of floor area. You can also use standard 12-inch-width shelving lumber. If your chests are deeper and your room can afford more space, the depth of the counter top can be increased to 18 or 24 inches. Shelf lengths are a flexible matter, depending on the length or width of your bedroom.

On the facing page we show a bedroom 12 feet 6 inches wide by 12 feet deep (see plan). The convenient work center was built along a window wall and takes slightly more than 12 inches off the depth of the room, but it leaves adequate floor area between the foot of the bed and the new counter for easy traffic circulation.

Equipped as a nursery corner, everything you need for bathing, changing, feeding or dressing a baby is conveniently at hand. The bassinet slides under the counter when not in use. A tug at the traverse cord closes curtains, hiding the paraphernalia. Parents sleep in Consider H. Willett's handsome Wildwood Cherry bed.

• YOUNG MAN

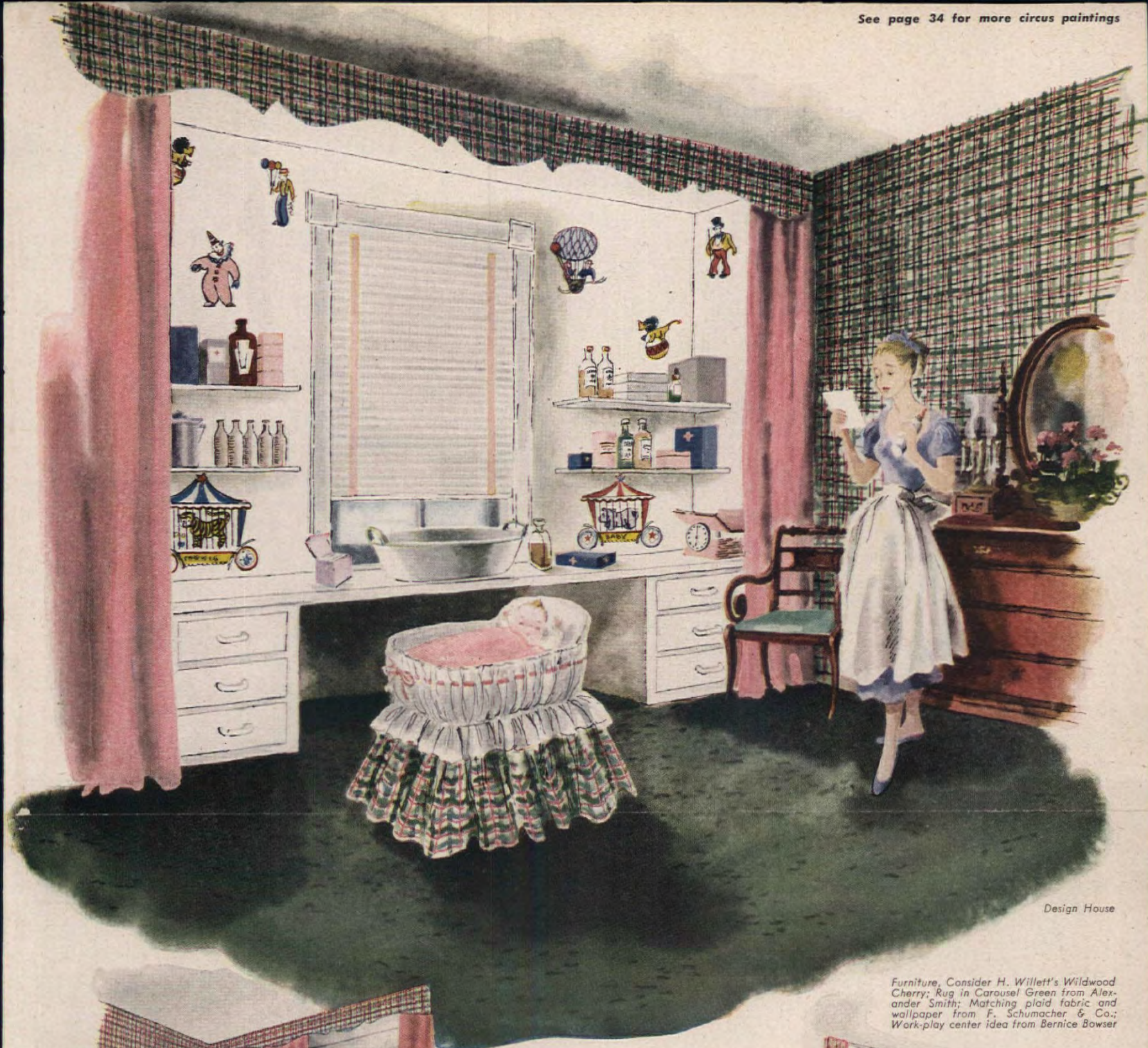
• BOY

• CHILD

STORES FEATURING SPOTLIGHT OF THE MONTH ON PAGE 67

Christmas and birthdays bring many toys. By removing the chests and adding vertical supports you can corral the hobbyhorse and tricycle.

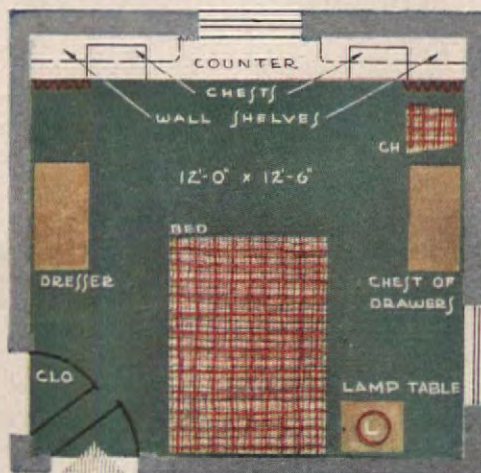




Design House

Furniture, Consider H. Willett's Wildwood Cherry; Rug in Carousel Green from Alexander Smith; Matching plaid fabric and wallpaper from F. Schumacher & Co.; Work-play center idea from Bernice Bowser

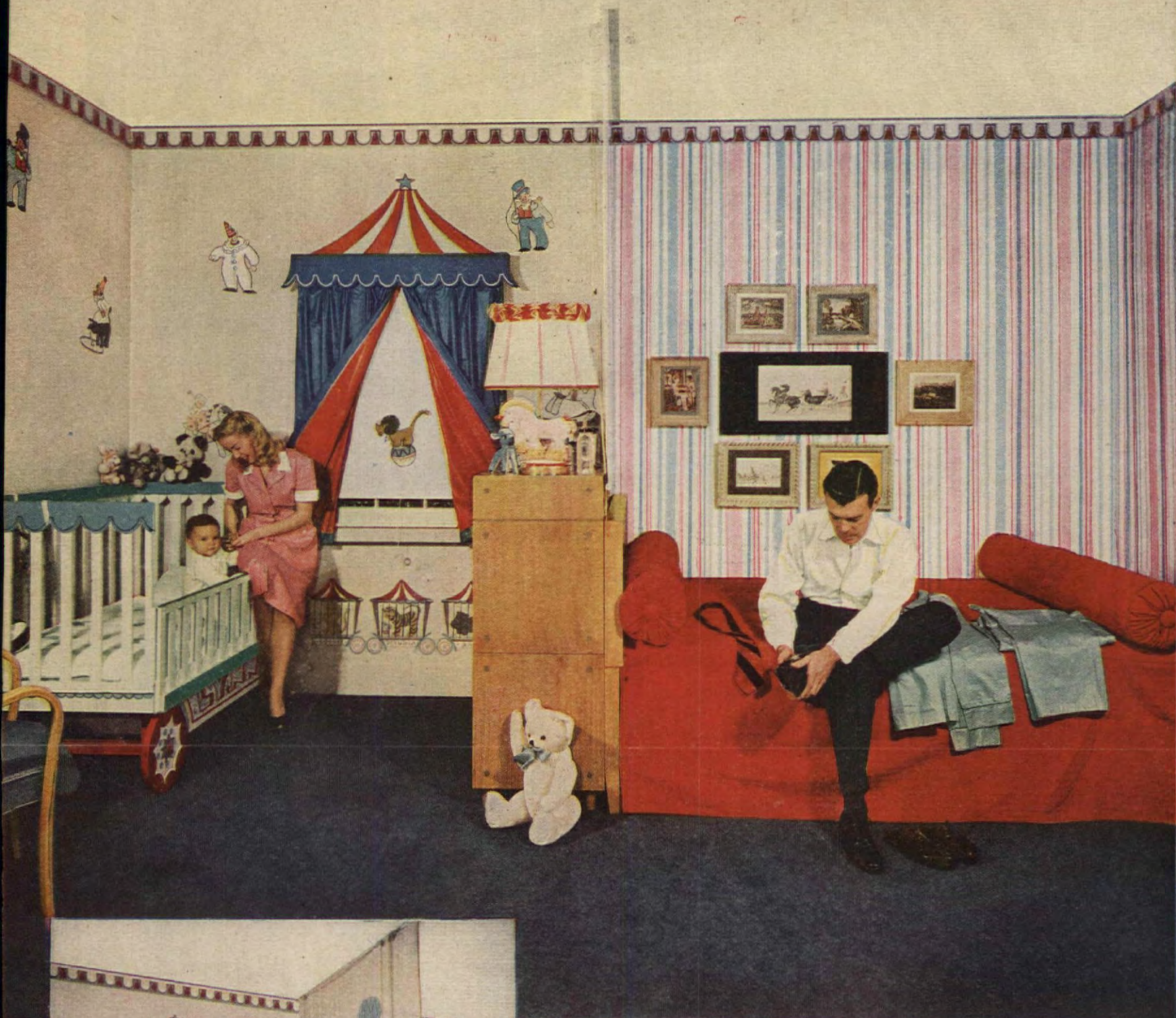
The work-play center begins life as a nursery in parent's bedroom. In later years it becomes home office for bills and correspondence, father's homework



Identical plan makes luxurious • **GIRL** long dressing table for young girl's room. Counter holds record player, shelves hold hatboxes and record albums

• **BABY** Curtains can be drawn on a track to hide bottles and diapers. Space between chests and corners of room gives storage for bassinet, allows drawers to be opened, closed without draperies interfering



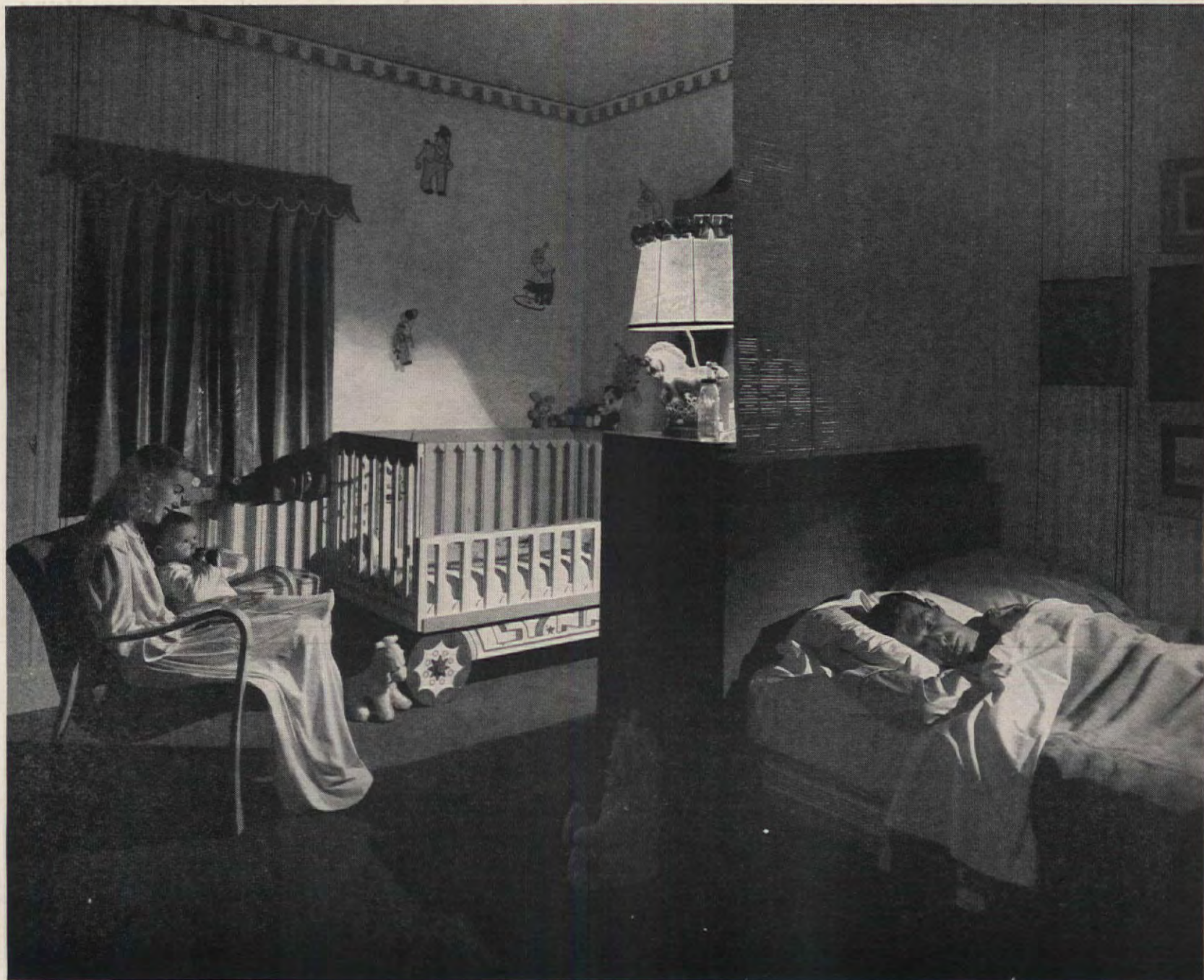


A. H. PATTERN A-962, 20¢

Child's crib of standard size inspired by circus-cage motif at right. Full set of construction drawings, details, and a list of all materials required



# You CAN Have a Nursery in the Master Bedroom...



F. M. Demarest

## AMERICAN HOME PATTERN A-963, 50¢

Charming circus animals and clowns designed  
by Lietta of Hollywood. Paint them on your  
nursery walls, window shades, and furniture.  
Tracings, color chart, and full instructions



**O**f course you can! The chances are that if you are a new mother or father and have just brought your first-born home from the hospital, you already are keeping him in your own bedroom where you can be alert to his sounds and needs.

Our attempt is to show you how, instead of merely a crib tucked away in a corner, you can have a pretty, efficiently planned nursery corner right in your own master bedroom. At the same time, if your budget permits, you can go ahead with your plans for furnishing and decorating the handsome bedroom you have always wanted.

Later, when you have an extra room and the baby is big enough to have a nursery all to himself, you can rearrange your furniture and complete the wallpapering of one corner of the master bedroom (save a few extra rolls of the original wallpaper). Then



# THE SAME ROOM TWO YEARS LATER

**Baby is snug in his own nursery now; parents have the master bedroom to themselves. A rearrangement of furniture (same pieces they have had all along) results in this room**

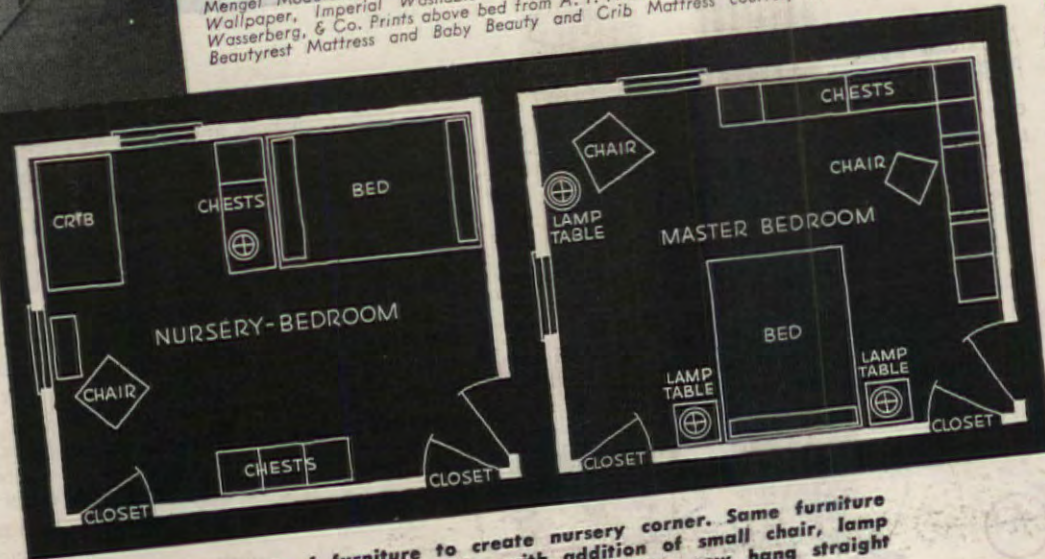
ALL FURNISHINGS IN THIS ROOM MAY BE SEEN AT BLOOMINGDALE'S, N. Y.

Bed shifts to wall between closets. Side cabinets were part of former chest groups. Lamps are new, bolsters and spread are old. Prints were moved from the opposite wall

Module furniture cases have holes drilled near corners. You remove a beige plastic plug, insert connector rod between any two cases you want, screw it into place. Cases hold together tightly



Mengel Module furniture from Bloomingdale's, N. Y. Rug by Mohawk Carpet Mills, Inc. Wallpaper, Imperial Washable Wallpapers. Bedside lamps, roaster, head, from Abels-Wasserberg, & Co. Prints above bed from A. I. Friedman & Co. Room designed by J. M. Wiley. Beautyrest Mattress and Baby Beauty and Crib Mattress courtesy The Simmons Company



Plan on left shows arrangement of furniture to create nursery corner. Same furniture is reassembled to form grouping in plan at right, with addition of small chair, lamp table, two lamps, accessories. Wallpapering was completed, curtains now hang straight

the room is all yours again. The nice part about it is that you will have been enjoying your good furnishings all the while.

To see how it works, study the two plans on this page. The Mengel Module units, placed at right angles to the wall, form a separation and create the nursery corner. They will accommodate ample supplies of diapers, crib sheets, blankets, baby clothes, toys, and even bottles in the cupboard compartment. The chest also makes a backing for the headboard of the bed, which is placed parallel to the wall. Another group of Module units (not shown) makes a chest of ample capacity for the parents' use on the wall between the two closet doors.

When the crib is removed, the same pieces of furniture come apart and can be easily rearranged into the groupings shown on this page. The bed and the lamp tables fit nicely against the wall between the two closet doors.



# Out-Patience Department

**A harassed mother and a constant reader of ours—  
and other magazines—lets off steam on the subject  
of decorators, editors, and rooms designed by them  
for children. Her thoughts are pungent and to the point**

**Fan Taylor**

**M**y patience is beginning to be strained by the decorators who, in my favorite magazines, are forever showing me some gay new arrangement for a child's room.

Now I've no lively intolerance for decorators. They serve a great need I'm sure—at least in other people's living rooms. But all of them came into the world full grown. Someone opened a breakfront door and out they stepped, completely adult and equipped with quantities of misinformation on the functions of rooms in the life of a child.

On every hand these days, we are offered plans for juvenile decoration. For example, I recently saw a room-with-a-view for a child of eighteen months. The crib is placed near a sweep of windows where the youngster may look out upon the world, and where he may also smear the windowpanes with his small fingers and catch a bad cold.

The windows are also hung with practical

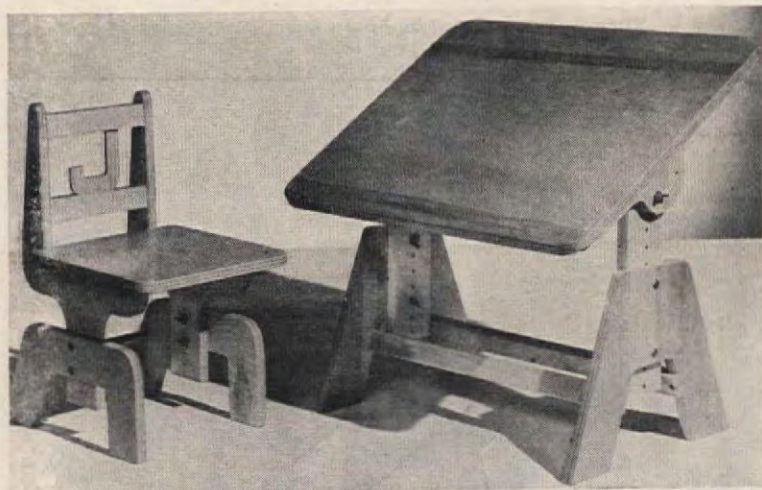
heard them shout "Ship Ahoy!" or seen them tie a half hitch around the porch swing; yet, according to the magazines and decorators, the all-time favorite decor for young males is a maritime one, with unmakeable beds hung from the ceiling or stowed under the eaves. Red, white and blue stars, bars, and compasses are painted or pasted on the walls.

For a few months an infant's room offers a chance for some prettying, but the bassinet is hardly the place for it. A baby is far better off sleeping in a simple basket, wrapped in a washable blanket. The first time he tosses up his milk with an extra big bubble, his silk pillow will be ruined. When he starts to eat his ribbons, as mine once did, and gets about a foot of it swallowed before he is caught, you will remove them!



Roger Sturtevant

**Bunk arrangement can sleep two brothers, two sisters, with a sliding door for more privacy. Clarence Mayhew, architect, designed the room**

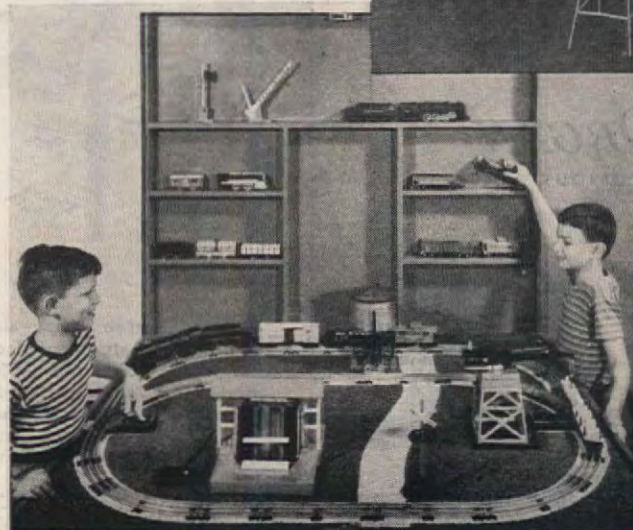
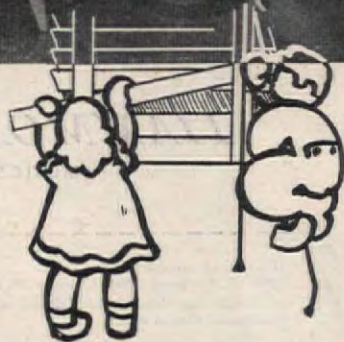


**"Wee-Grow Table and Chair Set" is adjustable to take care of growing height of child. Top of table tilts to make drawing board. Child's initial in chair back**

Venetian blinds and, since the crib is placed beside them, the child can pull himself up, climb on the slats, hang by the rope pulls, and yank the shades out of the slots.

Ruffles are another decorator's device over which I take issue. Ruffles around a little girl's dresser might well be very attractive, if your six-year-old is nothing like my tom-boy. Mine would admire them, and agree to be careful with them, but smudgy fingers, spilled paints, accidental rips and tears would speed the crisp ruffles on their way to laundry or rag bag within a week.

The small boys of our neighborhood, who chase each other around the block with short cuts through our living room, are usually playing Superman or Roy Rogers with flyer's goggles and a gun on each hip. I've never



**American Toy Institute playroom designed by Joseph Aronson has electric train table which folds against wall out of way; above, corner stair with storage space**





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©1947



Lamp for a little girl. Bo-Peep base of pink pottery, lightwood finish on base. Revolving shade shows off the jumping sheep painted on the border. About \$25. Also comes with Little Boy Blue base, from Hammacher Schlemmer

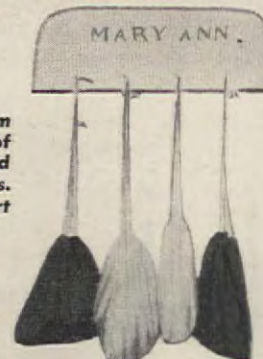


A long-necked giraffe with a lamp shade on his head. Body is painted to resemble giraffe's spots, shade has picture of full-ruffed lion; painted on. Jeanette Killian



"Cozy Glow" penguin lamp has a coat of real fur. Body is outlined with phosphorescent paint, which makes it glow in dark. Hier Sales Company

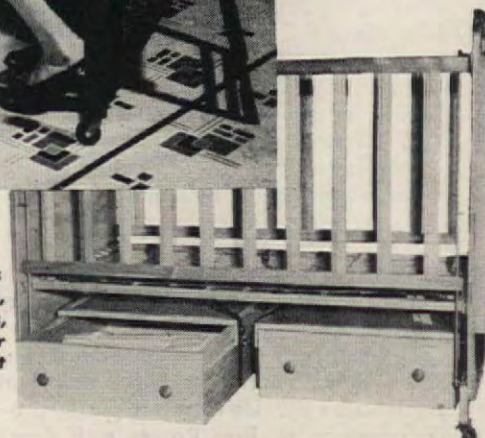
Child's name painted on board from which are suspended bags made of colored cloth scraps. It will hold clay, crayons, marbles and puzzles. Idea from Mrs. Edward C. Gilbert



Babee-Tenda safety chair suspends baby in seat fixed in gravity center of table. It is handy for feeding, playing. It folds flat for easy storage



Easy to fasten these drawers to bottom of standard-sized crib, for storage of diapers, blankets, and sheets. Made by Krib-Drawer Products; from the Treasur-Craft







An attractive living room in Wedgwood Blue and Soft White designed by Marvin Probst, Architect.

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*With This Modern, Scientific Painting System You Can Choose Exactly  
The Right Color For Your Rooms According To Their Location And Use*

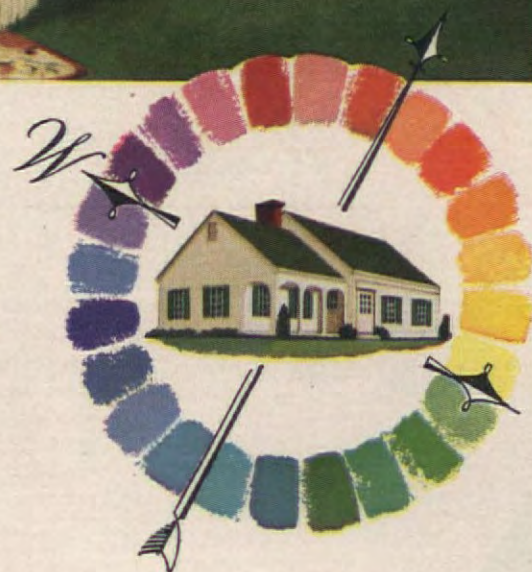
**Y**OU can take the guesswork out of home decoration if you use Pittsburgh's **COLOR DYNAMICS**.

● **This new, scientific method** of painting utilizes the influence of the *energy in color* upon people and the ability of color to create visual illusions. It also takes into account the location and exposure of rooms, their architectural features and the purposes for which the rooms are used.

● **With COLOR DYNAMICS** you can wake up drab rooms—give them exciting colors that enhance their beauty and add to the comfort, welfare and well-being of the family.

Living rooms can be made more friendly and cheerful. Dining rooms can add to the pleasure of mealtimes. Bedrooms can induce greater rest and repose. Kitchens can increase efficiency and lessen fatigue.

● **COLOR DYNAMICS** helps you do the job right, Pittsburgh Paints make its benefits last longer. Oil-base Wallhide covers nearly every wall surface thoroughly with one coat. Florhide is a durable finish for wood or cement floors and steps. Waterspar Enamels add sparkle to woodwork and furniture. Sun-Proof House Paints retain their gleaming brightness for a long time.



● ● *When next you decorate, discover for yourself how much right color arrangement and fine paint quality can mean to your home. You can paint right with **COLOR DYNAMICS** and you can paint best with Pittsburgh Paints that look better longer!*

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Please send me a FREE copy of your new  
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Showrooms: 40 Worth St., N. Y.

## Dundee

THE NAME TO REMEMBER WHEN BUYING TOWELS • At Better Stores Everywhere.

AMERICAN HOME PATTERN A-964, 25¢  
Cunning painting designs fit any size of nursery furniture. Carry out this theme on fabrics and walls, too. Tracings, directions

Georgia Patterson



• child's table and chair

All designs by Lietta

Youngsters just naturally keep out of mischief when furnishings are designed to absorb their interests



• cork mats

A. H. PATTERN A-965, 25¢

Easy to clean cork mats, save laundry and add fun at mealtime. Lovely, too, on linens, furniture and walls. Directions, color chart, and tracings for all three nursery designs



• shadow box pictures



AMERICAN HOME PATTERN A-966, 25¢ Three-dimensional pictures of painted cutouts and fabric trim, in shadow-box mats, are fascinating fun. Complete pattern and full assembling details

A. H. PATTERN A-967, 25¢

These painted wood plaques are especially designed as a happy contrast to shadow-box pictures above. Color chart, tracings, directions

• pine plaques



SEE PATTERN ORDER FORM ON PAGE 49



GANNAM



**FORECAST:** *Sudden shower*

The alarm has rung itself out, the eggs are cold, and the commutin' train is puffin' on down — so what else is a gal to do? Hit the deck, fellow!

Tear yourself from the smooth, soft bosom of those Pacific Sheets. We know it's tough. In fact, we deliberately make Pacific Sheets just *so* soft, *so* white, and *so* invitingly

smooth that you slip into serene slumber almost on contact!

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for WALLS



Flexachrome and Mura-Tex! Here are utterly new and infinitely finer plastic floor and wall tiles. Ready now in a complete range of rich, beautiful companion colors—to make the most modern kitchen twice as charming—and much easier to keep clean.

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made by *Tile-Tex* pioneer maker of asphalt tile flooring



This charming Imperial wallpaper design by Lietta is used for this children's room in home of Bill Goodwin, who may be heard in his own show on CBS



## JUVENILE wallpapers



Imperial's washable wallpaper No. 70451, entitled *The Three Bears*, comes in 22 inch width, costs 2.00. Seven yards to each roll of paper



McDonald's Farm, right, is also by Imperial. It costs 1.25 per roll, 22 inches wide, has seven yards to a roll

F. M. Demarest



United Wallpaper's gay *The Big Top* is filled with circus characters. It's No. 40063, is priced at 1.00 per roll





Crisp, modern lines in refreshing Maltese Gray finish. Solid oak, with easy-to-grip drawer-pulls in lustrous aluminum. You'll thrill to the beauty of this modern group, and applaud its versatile practicality. A dozen pieces to make sure you get just what you want.

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# Bon Ami



"hasn't scratched yet!"



## JUVENILE fabrics



**Paper Dolls** is Liebhold-Wallach's paper, 57 East 57th Street, New York, is priced 6.00 per roll, special order

**Dashing Pony Show** is by Imperial Washable Wallpapers. No. 70312, 2.50 a roll



Left, rabbits cavorting in playful attitudes. Fabric is Schumacher's No. 57157-P, 37 inches, about 3.55 yard



Right, like a child's attempt at water colors, F. Schumacher's 38 inch fabric, No. 56796, at about 4.75 yd.



Left, Schumacher's new Lilliput pattern 57430, 36 inches wide, priced to retail at approximately 5.80 a yd.



Right, Goodall's fabric, Cook's Tour, No. 916281. It's 50 inches wide, about 6.75 per yard retail, is part wool



Above, Barret Textile Corp. produces Zooland, a 50 inch fabric, filled with animals





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To get your copy of "Room Service," an exciting, new color booklet of decorating ideas, send 10¢ to Dept. A.

DENVER SHWAYDER BROS., INC. DETROIT Makers of Samson All-Purpose Folding Tables, Samson Folding Chairs, Samsonite Luggage





We took your dream and built a kitchen . . . complete with husky cabinets to keep pots and pans in place, yards of work surface. And a magnificent 48" twin-bowl Kitchenaid cabinet sink with extra-deep second bowl (it's 11" deep) and sliding-removable

drainboard. This is only a hint of how you can arrange Youngstown units to any floor area. Thrifty? You judge. Kitchen above, installed complete, costs as little as \$17.60 a month on most budget plans, including financing through your dealer or local bank.

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BEAUTIFUL's hardly the word for them . . .

They're *gorgeous*! The sweetest, smartest kitchens you ever imagined . . . all in gleaming white-enameled steel and so snug and shipshape you never waste a step.

They're Youngstown Kitchens. And your Youngstown dealer can show you dream schemes galore . . . for big kitchens, little kitchens, in new

house or old. Pick the one you want. Show hubby the price tag. The rest is easy. For these honeys give a paycheck a break. Make tracks for that Youngstown showroom now. Specify Youngstown Kitchens to your builder too.

**MULLINS MANUFACTURING CORPORATION**  
WARREN, OHIO

Porcelain Enameled Products, Large Pressed Metal Parts,  
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Every feature you could want is in this 48" twin-bowl Kitchenaid cabinet sink: an extra-deep second bowl (it's 11" deep), rinse spray, sliding-removable drainboard in acid-resisting porcelain enamel plus three big storage compartments! Yet you pay *only* about \$5.80 a month.

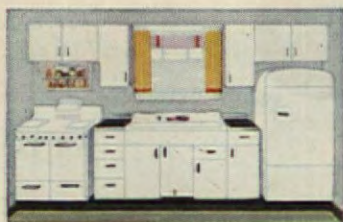


# Youngstown Kitchens

BY MULLINS



You'll marvel at Youngstown details . . . rugged construction, sound insulation, wide counter space. 66" twin-bowl Kitchenaid cabinet sink above is almost a kitchen itself.



No fuss, no costly alterations to install these kitchens, complete in their modern arrangements. See your Youngstown Kitchen dealer today . . . see a kitchen dream come true.

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Lots of Fun  
—Not to Mention Profit!



Handmade vase of light-colored copper, top left, has visible dovetail construction. Top center, a round Russian brass tray. Among the most collectible items are small copper teapots, top right, often to be found in junk yards. Above, copper pieces complement old pine chest

### Harry I. Shumway

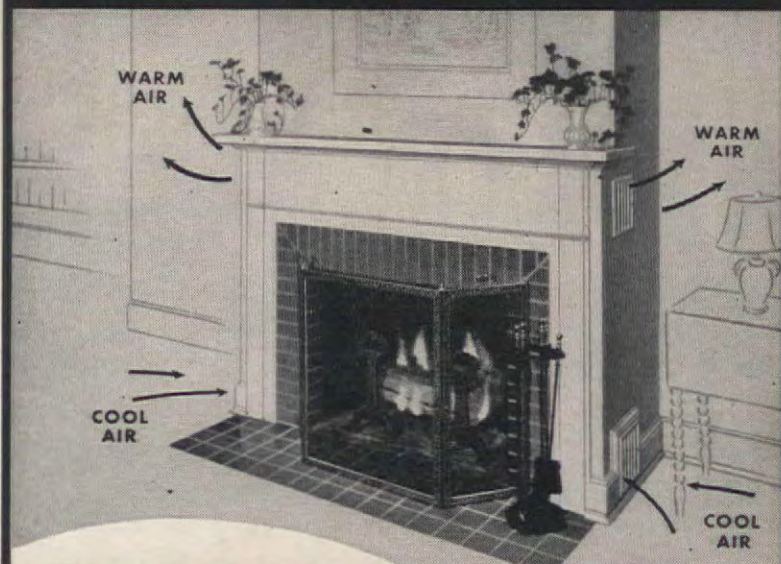
**M**ANY shrewd persons have found a lot of fun, and a lot of profit, in playing around with copper, but aside from the Wall Street angle, copper has many attractions that the tickertape artists know nothing about. Anyone can have a corner in copper. Actually, it is possible to get a very creditable collection, with the virtues of beauty and age, for only a few dollars. I am not going to take you to the antiques shops, or even to the secondhand stores. Instead, we go to queer-looking places surrounded by stockade-like fences—junk yards.

Most junk dealers buy copper. They pay for it by the pound, and resell it, by the pound, as scrap metal. You can offer them several times as



Base of this lamp was an old copper cigar humidifier. It was straightened and polished by the author; wired as a lamp

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...Warms even adjoining rooms

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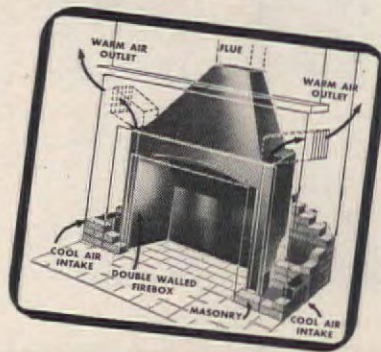
**FOR CAMPS:** Makes summer camps usable weeks longer every year . . . earlier in spring, later in fall, and even for winter week-ends!

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—and keep everything  
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GRAND RAPIDS 4, MICHIGAN



Brick fireplace with paneled chimney breast, top, is fine background for the gleaming copper pieces. From collection of Mrs. George Garfield

Copper pots hung at fireplace can be both useful and decorative. If copper utensils are to be used for cooking purposes, they must be lined with tin

An old brass warming pan, once used to warm beds on cold winter nights, and odd pieces of bright copper high light this old New England fireplace

much for restorable copper items as he could get in his market. Of course, he thinks anybody who pays two dollars for a copper teakettle that looks like an elephant had stepped on it is crazy, but both of you will be happy in your ways.

Here is the technique: On your first visit, tell the junk dealer you want articles in copper. If he has one or two pieces, buy them and pay liberally. Be sure he gets a pleasing profit; you want his wholehearted co-operation later on.

The condition of copper is not too important; it is the most agreeable metal known. Sometimes you can straighten a piece using only your hands and, with a few simple tools, a piece restore the most battered piece of copper you'll ever see. The assets of copper: it can be hammered into almost any shape desired; no matter how oxidized, it can be restored to beautiful luster; fire doesn't hurt it; you can solder it easily; it can be filed or cut with little difficulty.

Maybe you think you know copper, but buying "as-is"





items in a junk yard can be an eye opener. You think copper is red, but here is an old copper pot which is undeniably silver or nickel. Scratch it with a knife, and under the white coating there may be red copper. The junk dealer will think himself smart while charging you fifty cents or a dollar for it. You may submit to this victimizing; when you get the old article cleaned up, it will be worth nearly ten times what you paid for it.

Sometimes copper is so black it looks like sheet iron; often it is green. Occasionally, you may find an old piece with a hallmark on it. When this happens, pay the junk dealer what he asks and walk rapidly away.

**COPPER** is soft, so the job is to straighten bent rims and to remove dents. In removing dents, use a ball-peen hammer; it is best to have a good-sized one for the big pieces of copper, and a small one for hollow ware—cups and mugs. The ball-peen hammer, sometimes called a machinist's hammer has a ball on one end and a nearly flat head on the other.

Use the hammer coaxingly rather than hammeringly. Lots of little, gentle pats straighten hollows with little trouble once you have the knack. Sharp ridges are most troublesome; they may leave a line. It is best to use a small piece of smooth iron or steel beneath the spot being hammered. Then, the hammer head strikes the thin copper, but is prevented from making a new dent by the pressure of the piece of iron. You can hold the iron in your hand or secure it in a bench vise.

Bent rims and lips can be straightened with pliers. Wrap the jaws of the pliers with tape so they will not mark the soft metal.

All the work of removing dents should be done *after* cleaning, because film and dirt contain sharp grit; every time the hammer comes down, it leaves a scar.

Elbow grease is needed to clean very dirty copper. If copper is badly coated, garnet paper, Grade 6-o, does

the best job. It is like sandpaper except that, instead of sand, ground garnet is used. Next, remove the scratches with fine steel wool and metal polish. Crocus-cloth, too, is good. The polish is the final beauty treatment for the copper. When all the scratches are gone, apply metal polish with a soft cloth. Hand polishing is good but difficult. The motor buffer does a better, faster job. In motor buffing, one uses two abrasives and one polish. These come in sticks and are applied to the buffer while the motor is running. There is an emery compound for cutting, then rottenstone for a more gentle scouring and, finally, rouge for luster.

Silver- and nickel-plated articles with a copper base need the same treatment. Best for removing these platings is the fine-grade garnet paper. Fold a small piece to get into engravings and edges.

Pots with long handles are fire-place pieces. These pots are hung by a nail, so the bottoms stare at you. Unfortunately, the bottoms of these old pots are fire-blackened with a film that really takes work to remove. With the motor buffer, a wire brush wheel does a good job on this tough coating. Steel wool and metal polish, with garnet paper, will produce a perfect finish.

**F**OR those with workshops and a predilection for fixing up worthwhile but apparently useless articles, copper opens up a new field. Some good copper can be found in large radio sets which contain generous gauge copper cups. From these one can make ash trays, miniature frying pans and pots, and many other small articles. Two of them joined together and secured at the joint with a brass band make a fine lamp base. I could go on about what can be made from copper, old and not-so-old, but enough has been suggested. Going antiques hunting is fun, but going copper hunting is no less enjoyable. It keeps your mind young and spare hours busy—a desirable situation.

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Gentlemen: Without obligating me, please send particulars about an Eagle-Picher Certified Insulation Job. (Please check only one.)

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**T**HERE is a fine sense of co-operation existing between the building trades and the home-furnishings organizations in Los Angeles. Last year (see *THE AMERICAN HOME*, January, 1947) the fourteen associations which comprise the building trades designed and erected two model homes in that city; they were furnished by Bullock's department store and opened to inspection by the public. People of Los Angeles and surrounding territory thronged to see these houses. The mail response, both to the member organizations and to *THE AMERICAN HOME* Magazine, was so heavy that it was decided to make the project an annual affair.

This past summer the Construction Industries Exposition and Home Show of Southern California, as they choose to call themselves, their president, Mr. M. J. Brock, and their managing director, Mr. Fred J. Tabery, removed the veil from their newest house. The house was "architected" and furnished in every respect to comply with the specifications laid down by the thousands of people who saw the two houses last year. Their desires were polled by Bullock's, who wished to know exactly what their customers wanted of a house.

Among the more surprising facts tabulated were these: the majority of requests for house plans indicated a definite preference for the exterior of the modern house. Yet these same letters and cards went "all-out" for the furnishings and decora-

tions of the traditional or provincial house. These facts tally with *THE AMERICAN HOME* figures. Apparently, many California citizens want to live in modern houses with Colonial interiors. Judging from other California houses, which we publish from time to time, a surprising amount of them do.

Yet another contradictory item popped up in the mails: the largest number of requests for information on any one specific article were for "where to buy" details on the dining chest manufactured by Glenn (see page 23 of January, 1947). This piece of furniture is a simple buffet-type chest of drawers, possessing the hidden talent of opening itself up into a dining table which will comfortably accommodate six for dinner.

Perplexed, Bullock's and the Home Show executive committee got themselves into a huddle. The committee emerged with the design of this neat modern house; Bullock's Amy Ames scurried to assemble a houseful of provincial furnishings and accessories to please their demanding spectators.

The model house was an unqualified success. During the summer months when the house was on exhibition 111,283 people examined and admired this newest effort.

The stucco exterior was painted a muted café-au-lait. Trim is white. Bright petunias provide a riot of color in the planting sections atop the low walls of the patio (see below).

Inside, Mrs. Ames plays a bright color theme also. Char-

# AMERICAN HOMES

*Pennsylvania · Illinois ·*

*Rhode Island · Virginia · California*



**Roof lines of modern house are tempered; they look familiar, won't frighten away the timid modernists. Awning is of steel**

*California*

**Plan on page 59**

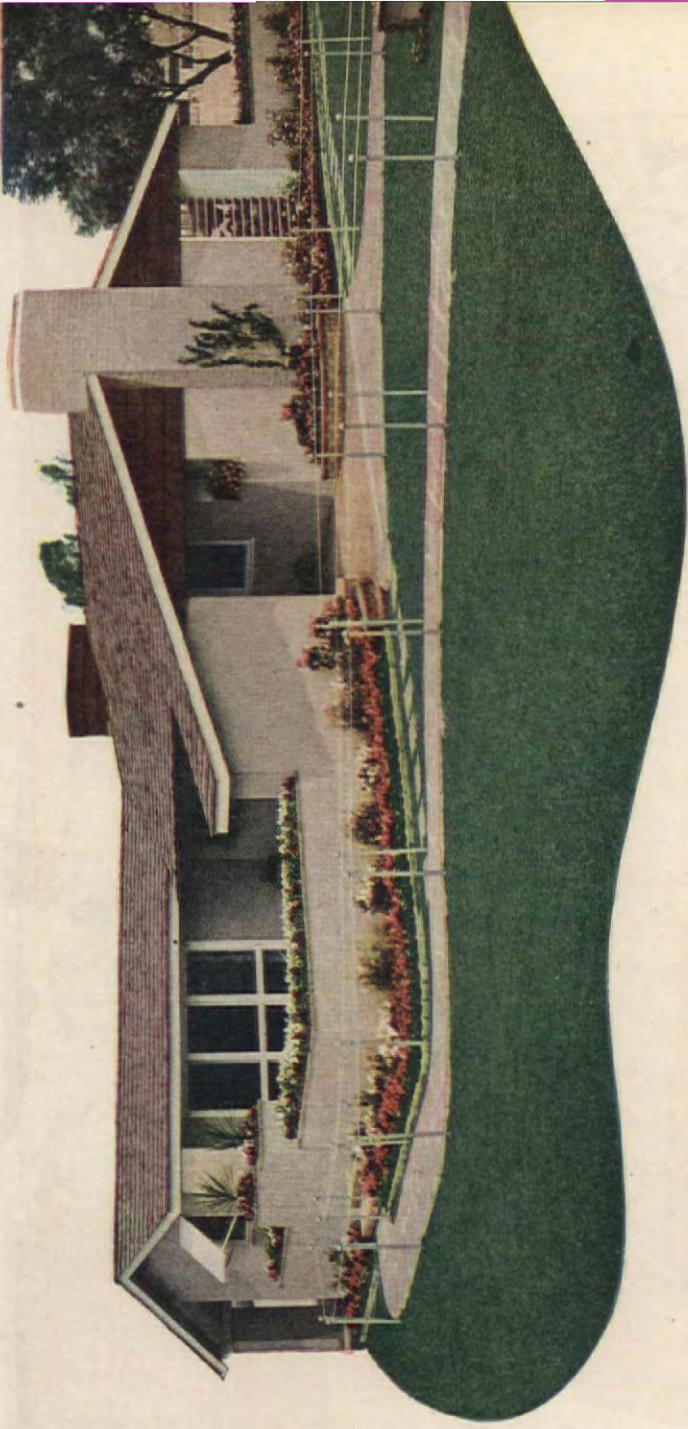
Photographs by Shirley C. Burden

Richard Conte, 20th Century-Fox star, currently appearing in *Enterprise's* "The Other Love", and his wife, Ruth, Mrs. Conte's dress—Saba Mfg. Co.

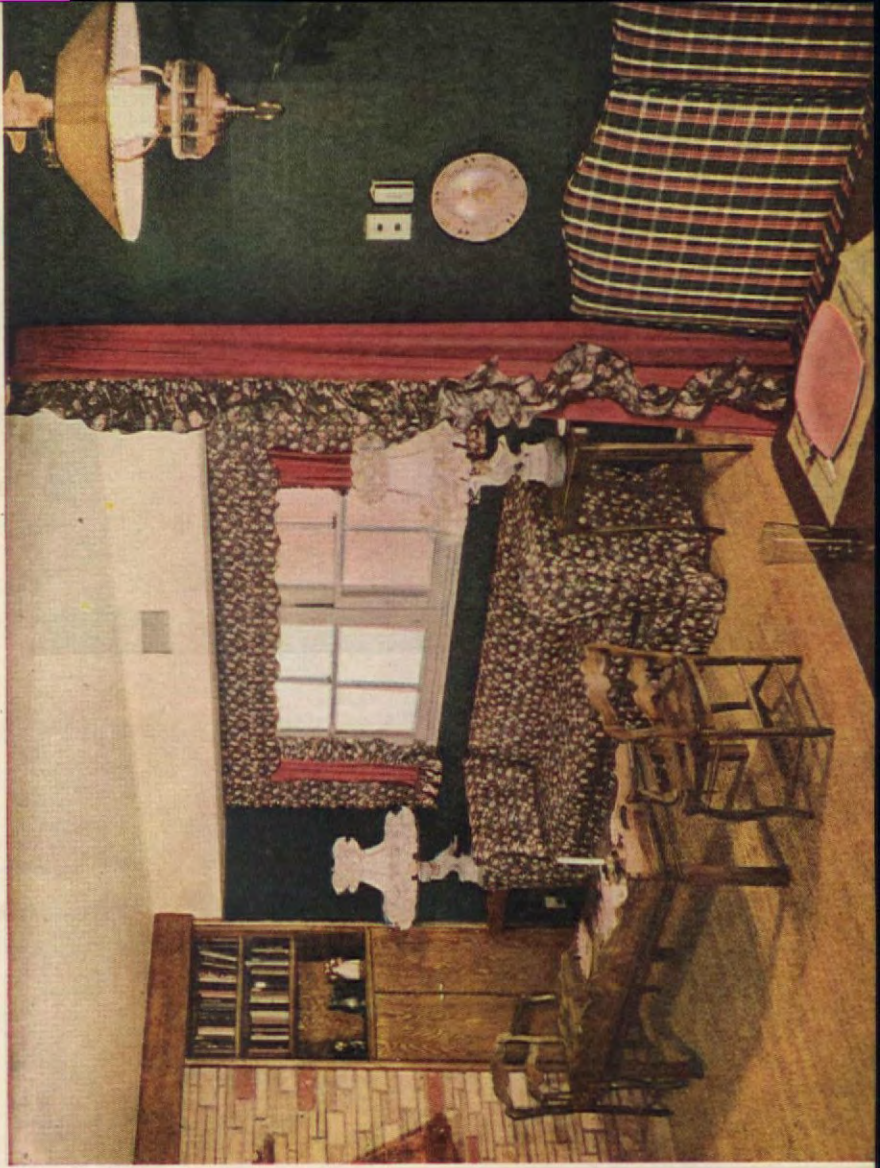
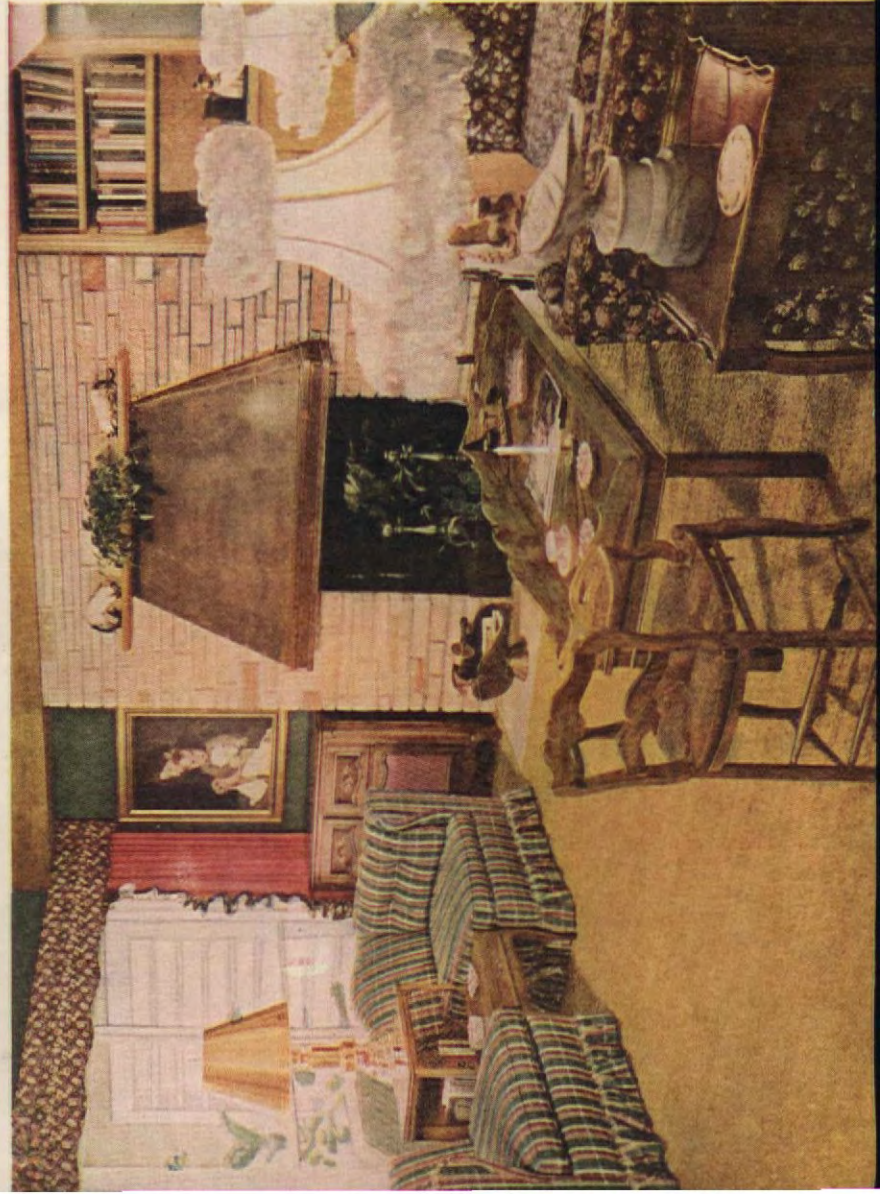
*Richard Conte lounges as wife Ruth calls from half door of dining room*

**Kay Campbell**





***Here's a good solution worked out for traditionalists:  
a modern ranch-type house, furnished with cozy provincial pieces***







**The sliding storage doors, drawers fitted for recipe files, telephone, make this breakfast counter double as desk for meal planning**

**Canopy over bed serves no useful purpose in bedroom, but provides luxury touch pleasing to feminine ego**



treuse carpeting is used throughout the house, except in the kitchen where the floor covering is linoleum. Sharp greens, purple, cranberry and blue appear in wallpapers, plaid and print fabrics, plain cloths for draperies. Some of the traditional pieces have been given a modern flavor in order to ally them with the exterior of the house.

The kitchen ceiling was papered with a large-scale plaid which repeats the blue, green, and cranberry and adds a note of yellow. The combination den-guest room was papered in Bassett and Vollum's charming "Rural America" in the same hues. A chartreuse chair and a lavender chair, and the green of the quilted rayon bed cover are indicative of Mrs. Ames' color beliefs.

Kitchen cupboards in natural-wood finish offer the maximum of use. There is a broom closet next to the range, shelves for potlids, a partitioned space for trays. All work counters are covered in gray linoleum. The breakfast counter, with its telephone, also serves as a desk and work space.





# Rhode Island



PLANS ON PAGE 59

## Good Design Knows No Age

Jane Hale

**T**HE red paint covering the traditional home of Mr. and Mrs. Charles Donle at Governor Francis Farms in Warwick, Rhode Island, was brought from New Hampshire. In their hunt for the right shade—a soft barn-red, the owners found what they wanted during a vacation. The “secret formula” was soon obtained, and the paint mixed right then and there. This house is located on a wooded knoll near the front of a three-quarter acre plot which slopes down to a cove where small boats are anchored. Every major room shares a view of the cove and of the Providence River beyond, where sailboats, pleasure cruisers, and other craft make a shifting, colorful mural. The land around the house is terraced in several levels with old rocks brought from a Northern Rhode Island farm, and a shady, brick-floored area is furnished with a sawbuck table and benches. Of course, there is a large outdoor fireplace, too.

The soft rose-red exterior walls are set off by white trim and turquoise awnings, a color repeated in the asphalt shingles of the roof. In fact, turquoise is seen everywhere throughout the house. Combined with rose and dubonnet, this color is repeated over and over again. The living room, for example, is papered in a soft-rose shadow stripe and has a turquoise rug and draperies. Accents are in clean, crisp white. The fireplace is of plaster brick, painted black, and framed in a white wood-paneled wall.

The kitchen and dinette have been combined into a most attractive



Photographs by Fred Gund

**Turquoise, rose and dubonnet, accented by white, complement every room of Charles C. Donle home**

feature. Partial separation is formed by handsome ceiling-high cabinets, with ample space for china above deep linen drawers. Floors in both rooms are of tan marbled linoleum with black-striped border. Black is also repeated on kitchen counters. Turquoise follows us into the dinette where it accents the wallpaper. An old-fashioned print, with dubonnet background, curtains the bay window and is repeated in the seat cushions and kitchen valances. Besides two bedrooms located on the upper floor, this house has a ground floor music room plus a complete bedroom suite.



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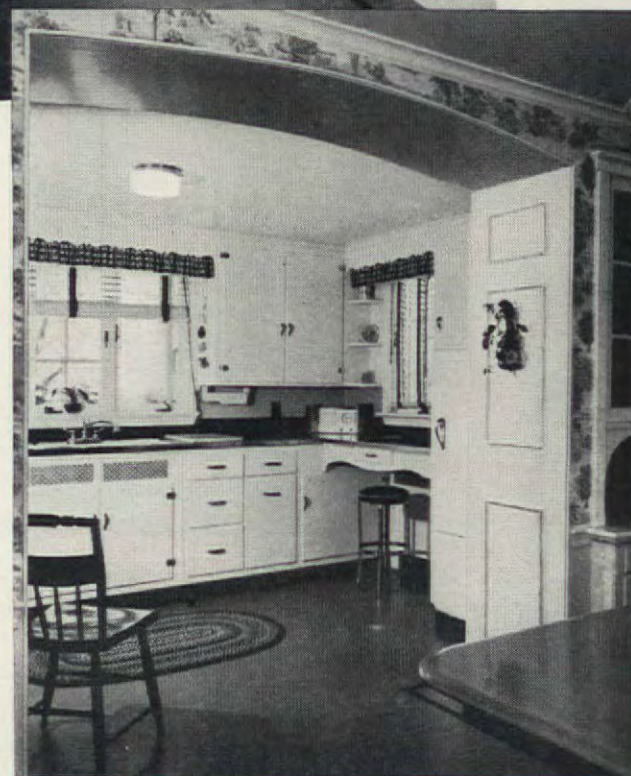
Name.....

Address..... AH-148

City, Zone, State.....



Deep, graceful archway, with floor-to-ceiling cupboards on each side, divides dinette from L-shaped kitchen



In master bedroom, dormer windows, paneled in random-width boards, accent floral paper





# Pennsylvania



Photographs by author

## 700 Sq. Ft. of Good Living — for \$6,000

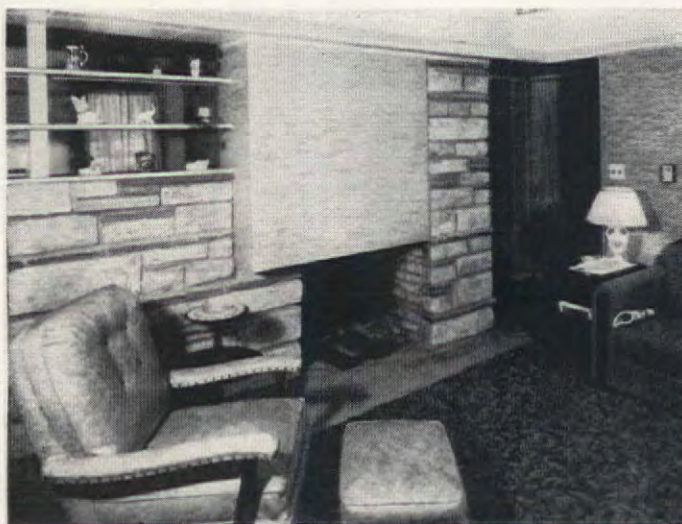
### Fred Gund

As modern as tomorrow is this low, rectangular house built of Pennsylvania sandstone and painted cement block. It measures 22 x 32 feet, which may be record-setting since the plan includes two bedrooms and a more than ample garage. Here is a house suitable for the average small family; a house so much in demand today by our ex-GI's.

For such a small house, there are a number of pleasant surprises in its make-up. For instance, the cement blocks are insulated internally with vermiculite—a fact that resulted in heating bills of only \$5 a month during the coldest winter weather. Heat, incidentally, is provided by a gas-fired hot-water system consisting of pipes buried in the cement floor. Because of well-designed built-ins, furniture was kept at a minimum. The Conrad family found that one sofa, one easy chair, four straight chairs, and a couple of small tables were all that were needed to set up housekeeping.

Typical of architect Raymond Viner Hall's designs is the plentiful use of large glass areas in the principal rooms. One living-room wall is almost entirely of glass, with continuous storage space beneath. The roof is flat, well insulated, and covered with five layers of asphalt-impregnated felt paper.

Plan on page 59

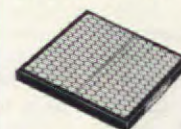


Living room and kitchen of Robert W. Conrad home, Port Allegany, have wall finish of stone



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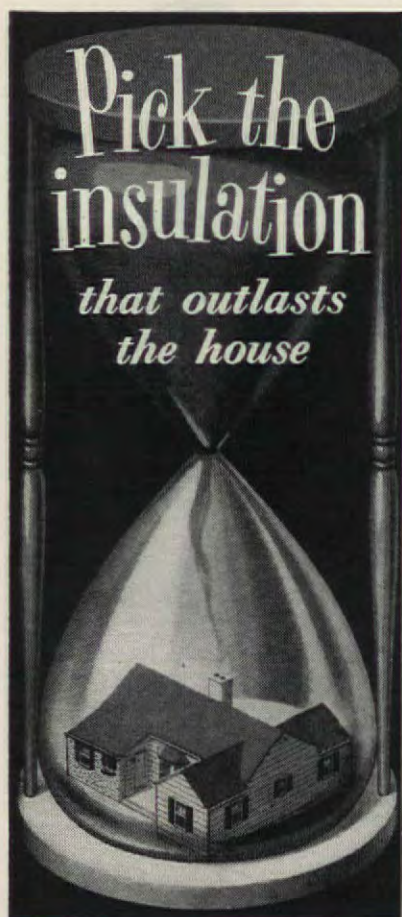


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OCCUPATION.....



## Expandable for Growing Needs in Alexandria

**William J. Hennessey**

PLANS ON PAGE 60

**W**HEN Mr. and Mrs. Peyton Armstrong Kerr were offered their choice of sixteen or more plans for a new home, they unhesitatingly chose this well-designed, modern house. In doing so, they were also gaining the services of one of Washington's most progressive architectural firms. In the past, we've been proud to show our readers other good designs from the drafting boards of Berla and Abel, and we congratulate the real-estate developers who were farsighted enough to engage this talented pair of architects.

In selecting a home, everyone is influenced by small details, and the Kerrs were no exception. They are especially fond of enclosed stairs and found this fact, coupled with a very workable expandable floor plan, completely in line with their thinking. When it becomes less difficult to build, they intend adding two new bedrooms and another bath on the second floor. Even then there'll be enough deck space for much-desired outdoor living. The house, in spite of its small appearance, is large enough for the owners, their four children, and there's space in the basement for another room and bath.



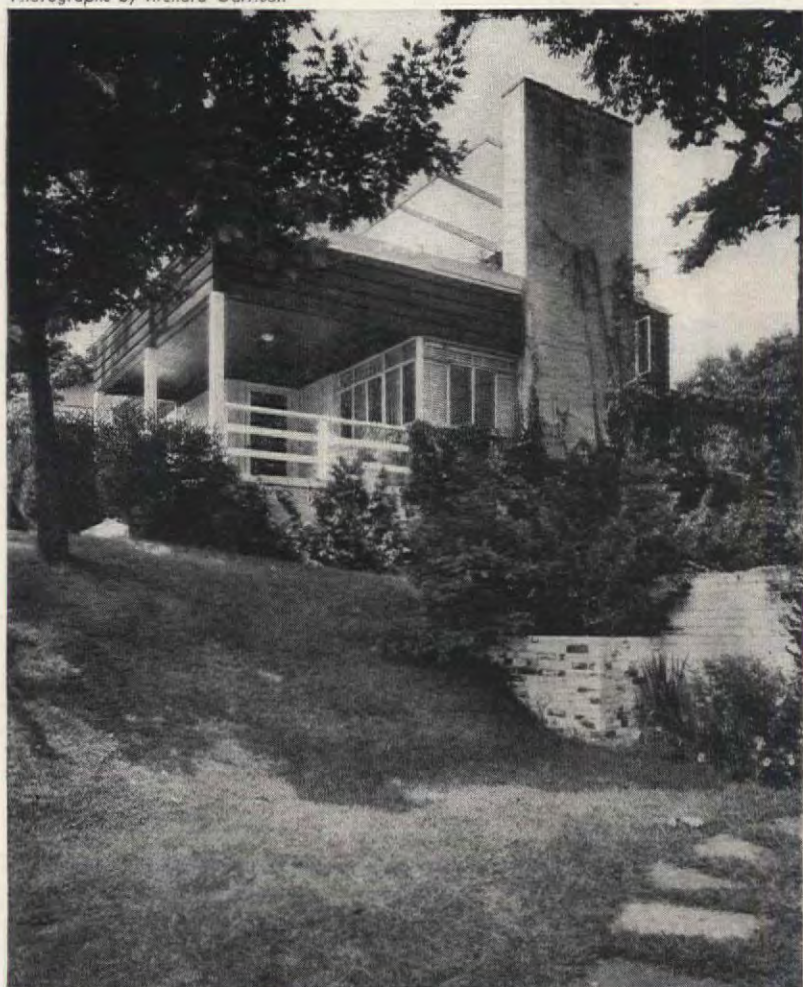
**Seen from dining end, green-carpeted living room with oversized corner windows has bright, spacious appearance**



Mrs. Kerr is a pianist and is most pleased with the excellent acoustics of the living room. She doesn't know exactly why this should be, but is most grateful since many recordings are made at home. Long batteries of casement windows brighten this charming room with its simple off-angle fireplace breast. The windows are high enough so that two sofas with many comfortable pillows have been placed beneath them to afford

an ideal lounging spot. Walls in this dual-purpose room are of soft gray. Cross-ventilation is a feature of all three bedrooms, while an ample storage room on the second floor adequately accommodates the numerous odds and ends always collected by a family of this size. The basement includes a recreation room, laundry, trunk room, and other storage space, in addition to the space allotted for the proposed sleeping quarters.

Photographs by Richard Garrison



Well-planned ground planting and retaining walls on the street side soften steep grade of the 60 x 100 foot lot



Pair of glass doors lead directly from the dining alcove onto the terrace for easy serving of summer outdoor meals

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read this Booklet... make  
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Your new home may be distinguished for its charm and beauty... its arrangement may be marvelously efficient... but it will never give the pleasure you anticipate if it is lacking in one essential—winter comfort! Your choice of a heating system is your most important decision!

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## Cape Cod with New Ideas

**Ruth W. Lee**



*Living-room walls are gray-white, carpeting gray-blue. Draperies in red and blue, red fireside chairs for accent*

*L-shaped kitchen allows for breakfast bar. Red geranium paper complements black and white walls and counters*



Photographs by Nowell Ward

PLAN ON PAGE 60

**T**HE Donald Simpsons frankly admit that most of the ideas for their charming white-painted brick Cape Cod came from the pages of their favorite magazine (guess which), but they just as frankly take credit for putting these bits of inspiration together. The result is a house, reminiscent of the best tradition, to which has been added the most up-to-the-minute planning for modern living. Clean-cut lines emphasize the simple, good proportions of the exterior; gray shutters and a black asphalt roof bring the well-selected ground planting and towering background foliage into colorful focus. Radiant heat makes floors comfortable for two active youngsters. Two second-floor bedrooms accommodate the family, while a first-floor bedroom guarantees privacy and quiet for the occasional overnight guest.



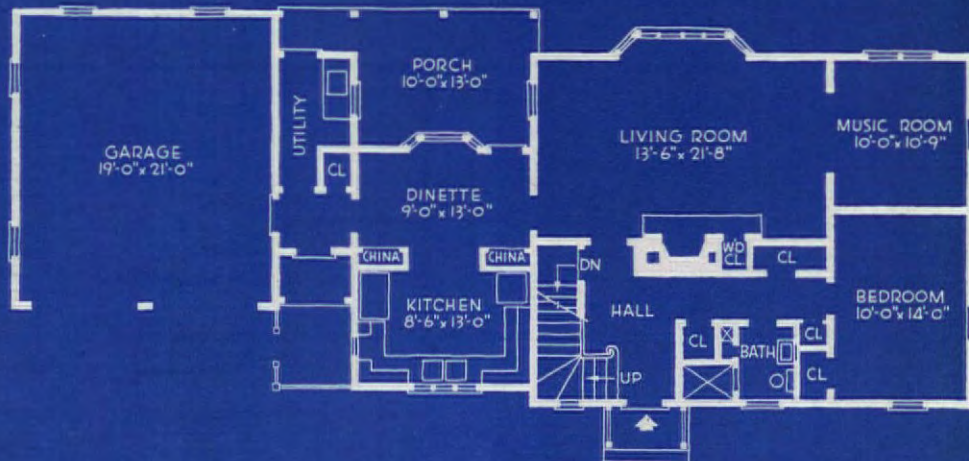
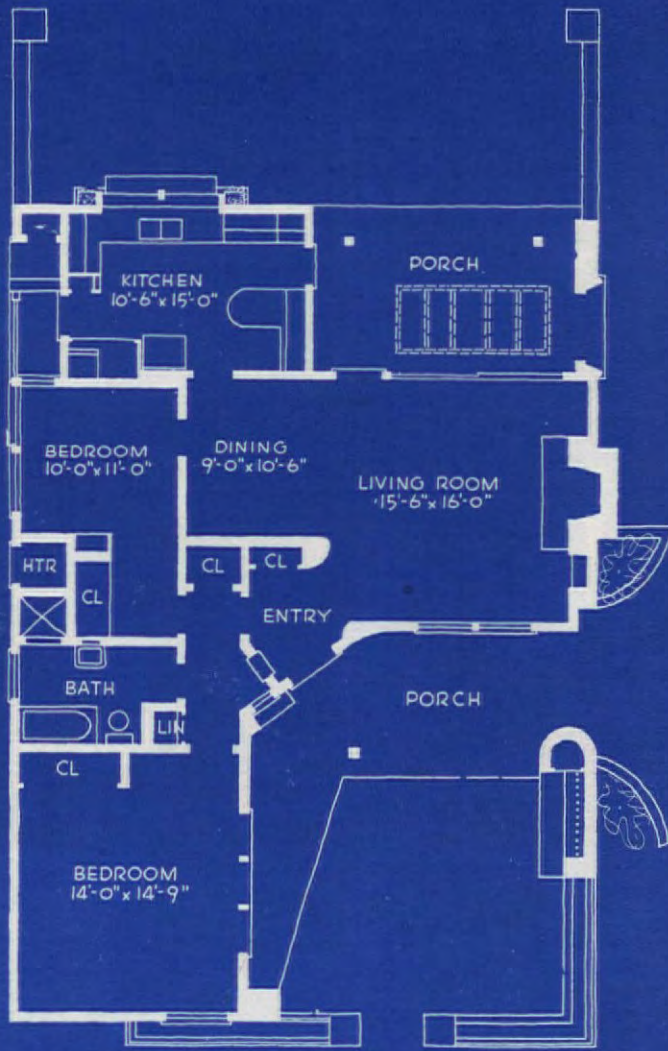


# Blueprints for Modern Living

## California

Construction Industries Exposition and  
Home Show of Southern California  
Los Angeles  
Lundberg and Strawn, architects

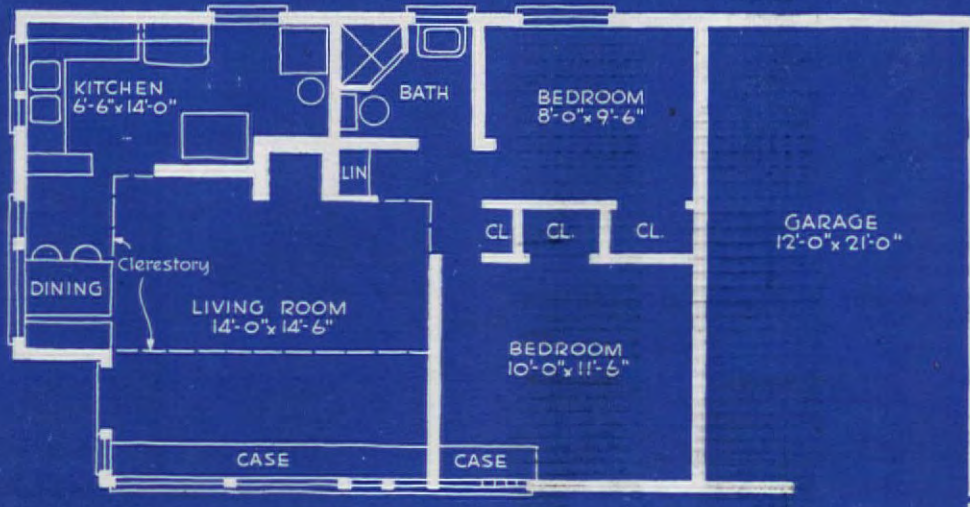
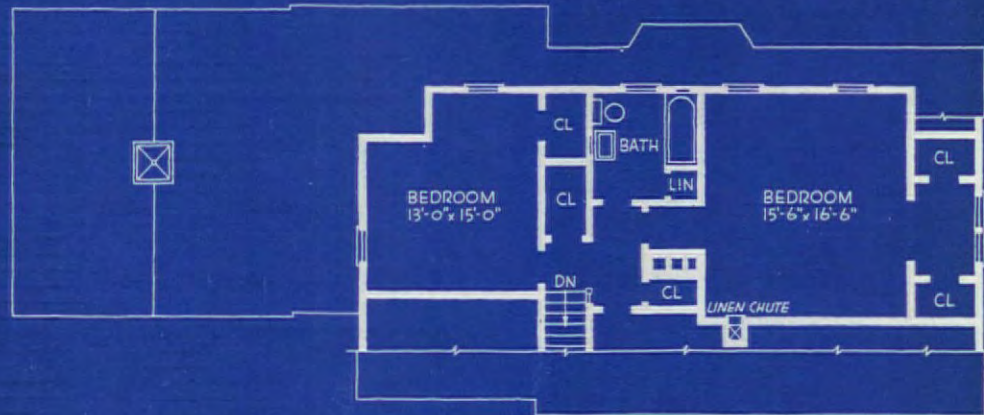
STORY ON PAGE 50



STORY ON PAGE 53

## Rhode Island

Home of Mr. and Mrs. Charles Donle  
Governor Francis Farms, Warwick  
Claus R. Moberg, architect



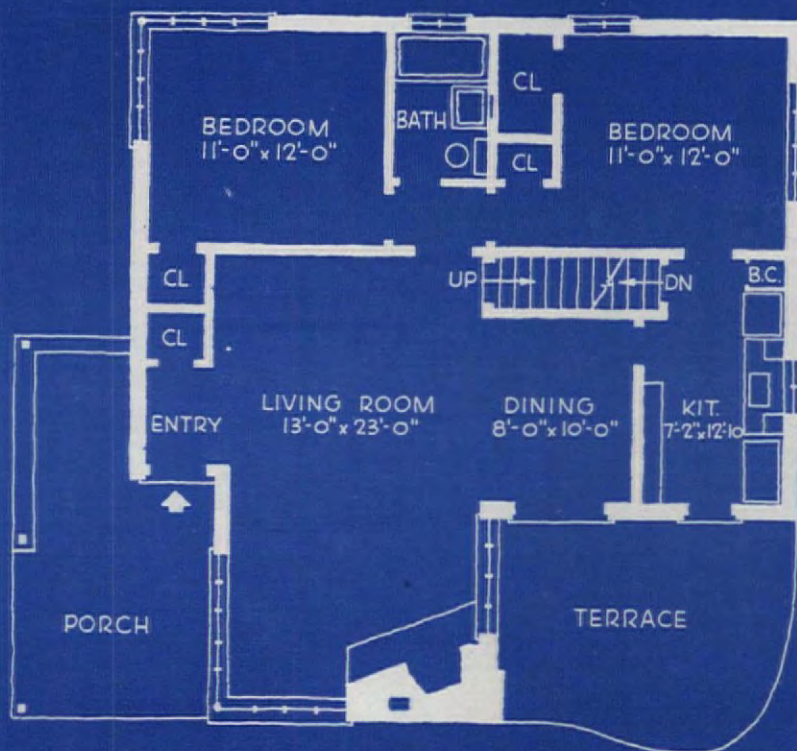
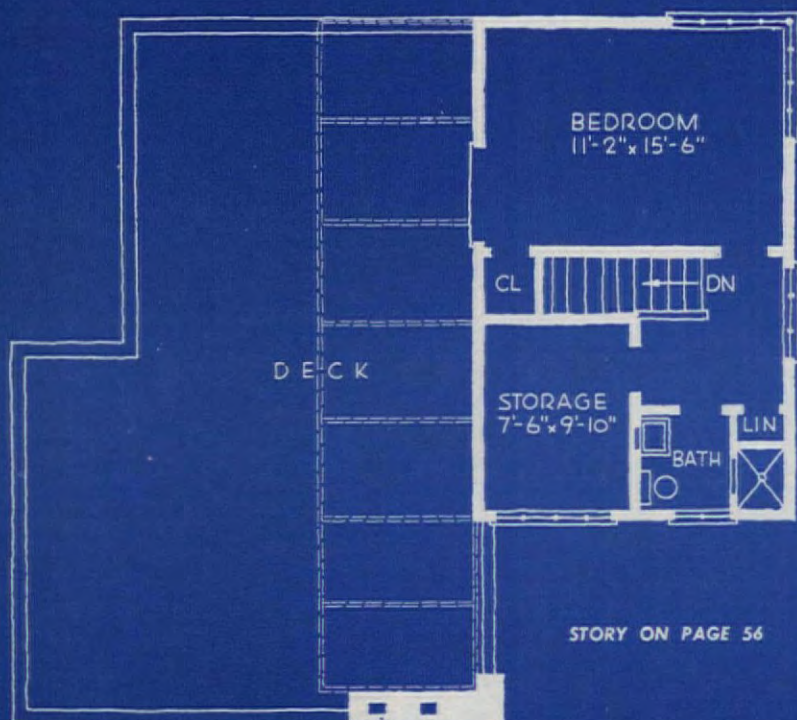
## Pennsylvania

Home of  
Mr. and Mrs. Robert W. Conrad  
Port Allegany  
Raymond Viner Hall, architect

STORY ON PAGE 55

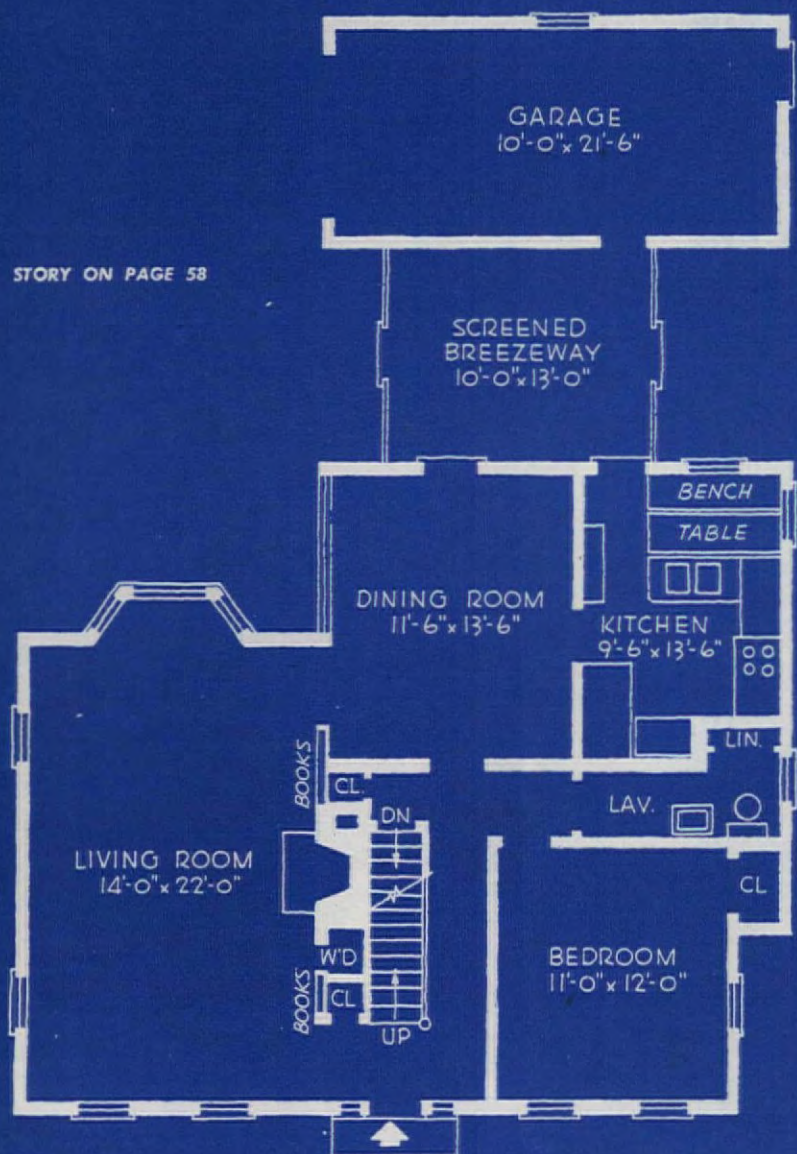


# Plans for this month's American Homes



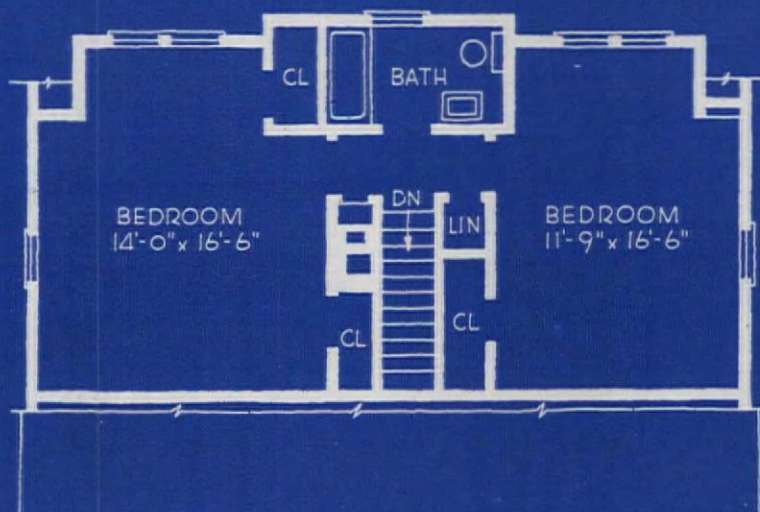
*Virginia*

Home of  
Mr. and Mrs. Peyton Kerr  
Alexandria  
Berla and Abel, architects



*Illinois*

Home of Mr. and Mrs. Donald Simpson  
Owner-Designer  
Winnetka





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		8 hrs.	12 hrs.
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BALTIMORE	45.5	13.12	19.68
BOSTON	42.7	11.84	17.76
BUFFALO	40.1	10.80	16.20
CHICAGO	40.0	10.72	16.08
CLEVELAND	41.9	11.44	17.16
DENVER	43.1	12.00	18.00
DES MOINES	40.2	10.82	16.44
DETROIT	40.9	11.12	16.68
MILWAUKEE	38.8	10.40	15.60
MINNEAPOLIS	36.2	9.60	14.40
NEW YORK CITY	43.8	12.32	18.48
PHILADELPHIA	44.8	12.88	19.32
PITTSBURGH	42.4	11.68	17.52
ST. LOUIS	45.3	12.96	19.44
SALT LAKE CITY	42.5	11.76	17.64
SAN FRANCISCO	55.3	21.92	33.28
SEATTLE	50.9	16.80	25.20

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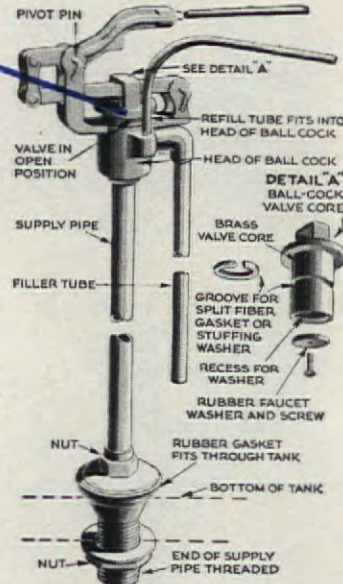
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# You Can Fix It!

Juel F. Alstad

## CRITICAL POINT A

The mysterious innards of a flush tank shouldn't scare you. Intake valve at Critical Point A works in about the same way as a water faucet. Washer, shown in Detail "A", may become worn and cause a leak. The whole valve assembly may be removed by taking out thumbscrew, pivots. Pull out the lever mechanism that engages the head of the valve and unscrew bolt at bottom. Remove worn washer and replace it with a new washer



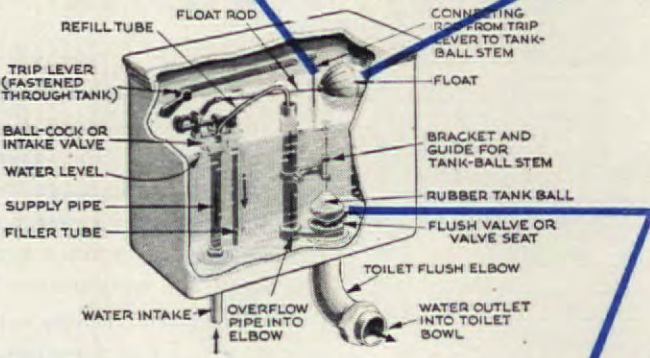
Drawings by Sigman-Ward

Some intake valves are enclosed and washer is not replaceable. In this case a new valve will have to be purchased and installed. One of three other points at which difficulty may arise is at the float, Critical Point B. A leaky float will not rise and shut off intake valve. In this case, unscrew float from rod; then replace with new one. Copper floats may be soldered to fill holes

## CRITICAL POINT B

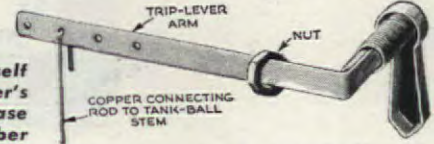
Proper water level in tank is just below the open end of overflow pipe. If toilet continues to run after tank is nearly full, try pulling the float up. If water stops running, the rod is bent in the wrong direction at Critical Point C. Rod should be bent downward slightly so that water will raise the ball high enough to shut off valve before the water level reaches the top of the overflow. In bending the rod, hold the intake valve shut

## CRITICAL POINT C



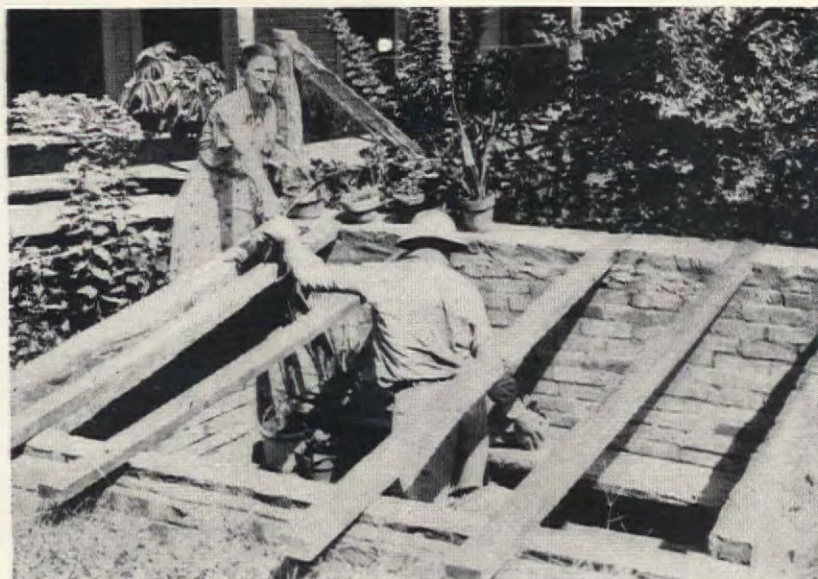
## CRITICAL POINT D

Critical Point D is the flush valve or valve seat. When rubber tank ball becomes worn and loses its elasticity, flush valve will not close properly and water will keep dribbling into the toilet bowl. To replace the rubber tank ball, first turn water off and flush tank. Then, lift ball high enough so that it can be unscrewed. Take the ball off and replace it with a new one. A bent tank ball stem may prevent a ball in good condition from seating properly. The stem may be straightened with a pair of pliers until ball fits snugly in the flush valve



By making these repairs yourself you save money in plumber's bills and you save water. In case of complications, call a plumber





A. L. Gruber

## Southern Plants "Winter" in Pits!



Loving their house plants and lacking home heating facilities, Southerners built deep pits with tiered shelves and cloth covers in which to winter their plants. They're still used and appreciated

It's a safe bet that "My Old Kentucky Home" had no basement. Despite the raw, rainy winter weather that occurs all through the South, most of the old homes there were built to protect against the long hot summers. Basements weren't needed to house a central heating system, or for storage.

However, even though some Southerners don't realize it, many old Southern homes do have elaborate, detached affairs, deeper and more costly than basements, but which are not cellars at all! With their above-ground brick walls, higher on the north than on the south side, covered sometimes with glass sash and sometimes with a loose framework of boards, I long took them for the southern equivalent of northern coldframes or hotbeds. Then, last fall, when we took over an ancient house in Benton, Alabama, I went out to investigate our 20 by 25 ft. "coldframe". A splendid place, I thought, to start flowers and vegetables for our big garden plot. But I found that it was nearly 18 ft. deep, with two banks of wooden steps run-

ning from the north and south walls down to the center. It looked like an amphitheatre. Some coldframe! So I asked the owner, who lived across the street, what the outdoor cellar was for.

"Cellar?" she echoed. "Why, that's a flower pit. Everybody around here has one." And sure enough, there was one in her yard, one in the place behind us, and another in the doctor's yard down the street. She explained that in the old houses still heated by fireplaces, many families shut off as many rooms as they can for the winter. In order to keep their house plants from freezing during the coldest weather they move them into the pits.

"We have been letting two families store their plants in yours, and I hope you will see fit to allow them to do it," she concluded. And, of course, I agreed. So, about December 1, two Negroes drove up in an ancient mule-drawn, springless wagon loaded with nearly a hundred pot plants—ferns, begonias, wandering jew, lilies, even a few gardenias. While the two neighbors supervised, they arranged the plants on the steps; then they stretched



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a cloth over the wooden framework, placing bricks along the edges to hold it down. From then on, every sunny day one of the ladies would come in the morning to turn back the cloth and let in the winter sunshine, and again in the evening to replace it. Thus, even during cold spells, the pit stayed at an even temperature, and enough moisture seeped through the cloth to keep the plants watered. We took keen interest in the plants, and looked after them if the owners didn't get around to do it. The few times we forgot to cover the pit at night, we worried lest it had become too cold, but nothing happened.

Nobody seems to know anything

about the origin or history of the pits. Most of those around here are made of hand-pressed brick dating back to slavery days. Old residents recall that years ago some people tried to improve their pits by putting in brick or wooden floors, but their plants froze. "You have to leave the earth floor," they maintain, "so the heat can come up from the ground."

Late in March, the old wagon reappeared and the Negroes took the plants away. Only one specimen had suffered, and that wasn't from the cold. It was when Peter, our two-year-old, fell through the covering and landed on a begonia!

—O. J. Remington

## 1/3 Acre of Strawberries

**\$646.70 Income!**



WE are school teachers, and you know the story of the low salaries paid in 1946-47 when living costs began to skyrocket. Well, my husband and a friend took in \$646.70 from a one-third acre patch of strawberries, and they hope (and plan) to do as well next year. This is the story of their project to date:

July 1, '45. Willie, a wanderer, casually left town and, behind him, next door to us, an unsightly garden so weedy that no crops could be seen. Ernest offered to keep the plot—110'

by 130'—in shape for three years. On July 14 it was plowed; next day it was sown to a green manure crop of clover and soy beans.

March 13, '46. Plot was plowed and harrowed. March 14, 2000 Premier strawberry plants arrived from the South. The next day, Ernest and Ward planted them 7" apart in 35 rows, the former placing them, the latter firming them in with his feet.

All summer. The boys kept the patch weeded and trained the runners, using clods to keep them in place after

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100 BULBS \$1.94

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**EXTRA**—Prompt orders receive 3 TUBEROSES without additional cost. Bloom first year into wax white, fragrant flowers, 2 to 3 ft. tall, can be grown in pots, too.

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The new Supreme Everbearer Giant 1 1/4" dia. bright crimson, sweet fruit. Also our New Superfection Gem and Minnesota 1166 Everbearers. Giant New Robinson, Grand Champion, Premier and other topnotch springbearers.

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5yr. Heavy yield giant berries this year. Last a lifetime. Also other sizes.

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Extra heavy fruiting strain. Earliest to ripen for big profits. Also Fruit, Nut and Shade Trees, Raspberries, Grapes, Blackberries, Asparagus, Azaleas, Roses, Perennials, etc.

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sun-heated stones had burned some. They kept the blossoms picked off. In July, an application of 200 lbs. of nitrate of soda intensified the dryness of the soil, so a hose and revolving sprinkler were put to work. Becoming attached to some of the plants, the boys named them Mabel, Gertrude, etc. Mabel excelled in runner production and had her picture taken (see page 64). Nov. 21. The ground having frozen, two tons of hay were spread over the plot. Dec. 1. Ordered 25 crates and 2500 quart boxes.

April 25, '47. Hay mulch removed from the plants but left between the rows to keep weeds down and prevent berries from ripening too fast. May 15. Patch in bloom. June 1. Poles with white rags tied to them placed about plot to scare birds away. June 3. First box of berries picked, with much rejoicing. June 3 to 25. Eleven boys, 9 to 14 years, picked from 6 to 9 p.m. nearly every evening. They received five to eight cents a box plus a bonus for speed. Partners boxed and faced the berries, crated the boxes, and delivered them to local grocery stores. Customers reported favorably.

June 28. Partners and their wives had a "gloating party" at which they divided the profits into two piles. With the total receipts \$646.70 and payments to pickers \$79.85, the net proceeds were \$283.42 for each partner, and they tossed for the odd penny.

—Janet W. Engelhardt.



The strawberry venture was begun on a shoestring by pure novices. It proved interesting, not too taxing; beneficial both physically and to their morale—and also profitable

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Many pages of world renowned California roses in exquisite natural color. Also Carnations, Violets, Daisies, Gladiolus, Orchids,

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**MARCONI DAISY**—Shaggy double flowers, 4 inches across. Snow white with yellow center. Stems to 2 1/2 feet long. 3 for \$1

**Any 3 \$1.00 Specials \$2.75 ALL 6 only \$5.00.**

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As the curtain rises on another year, the home gardener once more is cast for a leading role. His performance will help determine whether the act will have a happy or a tragic ending. As recently as October, food was called "the scarcest commodity in the world today." For millions in other lands, it is so scarce that the question they face each morning is whether the day will see them survive or starve; for others, the monotony of a minimum diet is almost as cruel as unrelieved hunger. For Americans—richer and better fed than any other people—food is, nevertheless, so scarce and so inefficiently distributed that its cost is rising to hardship levels that threaten our economic stability.

The American people, therefore—farmers, processors, bakers, brewers, distillers, hotel and restaurant operators, and consumers on all levels—are urged to team up in a great, three-part program of: (1) greater production of food; (2) less waste of food; and (3) the release of enough food (placed at 100 million bushels of grain) to swing the balance in countries overseas from abject need, despair, revolution, and chaos, to security, hope, order, reconstruction, and peace. This appeal has a two-fold urgency: first, that which grants us peace of mind only as we discharge the stewardship of being our brother's keeper; second, that which impels us to safeguard ourselves and all that we hold dear.

So watch for announcements of the details of this voluntary food-saving program, and do your part.

AGAIN, as during the war, the person or family with a garden, or other space that can be cultivated economically, can take part in that program and at the same time make insurance more secure by growing, using, and sharing as many vegetables and fruits as possible. These will not, of course, be shipped overseas. They will maintain a higher standard of nutrition and health, personally and nationally, as they take the place of foods that contain or are derived from exportable grains, etc.

The Secretary of Agriculture, paying tribute to "the substantial contribution home gardeners can make in increasing the domestic food supply," has asked for a minimum of twenty million "freedom gardens" in 1948. Surely the figure is reasonable. Millions of gardeners, with the experience gained from four years of victory gardening, even if not still growing food crops as a matter of course and common sense, will have

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GARDEN TRACTOR & POWER MOWER

Three machines in one.

Cultivates your garden... cuts tallest weeds... mows your lawn

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"Queen of the Market." Large Solid Fruit. Unexcelled for home, market or canning. Thick, solid flesh. Fine flavor. Almost seedless. Color, rich red. High in vitamins. Single plants often produce 1/2 bu. Enjoy this Everbearing Tomato from early summer until late fall. Write Today for 125 Seeds of this Giant Everbearing Tomato and a copy of our Big Illustrated 1948 Seed and Nursery Catalog. Send 3c stamp to cover postage or postal for Catalog alone.

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**25c**

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Beautiful flowering mums. The newest and best. A full line of shade trees, ornamentals, hedges. **FREE CATALOG**

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**CUSHION MUMS** **GORGEOUS COLORS**

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**UNUSUAL FLOWERS** **From Far Places**

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only to polish up their knowledge along with their spades, rakes, and cultivators. With their help and guidance, millions more who, during the war years, fought more deadly enemies than plant pests and diseases, will prove apt and enthusiastic pupils. There is a new crop of youngsters, trained in school or 4-H Club, ready to do their very considerable bit. And age rests its hand lightly on those who till the soil.

So revise those neighborhood and community garden groups. Dust off the bulletins on home production and use of fruits and vegetables. If you can't find them, get new advice from your county agent, state agricultural college, seed firm, local garden club, or from us if we can help you.

Remember that your garden, if devoted even in part to crops that can blunt the edge of the world's hunger, will serve two of mankind's most vital and most worthy purposes—self preservation and humanity.

**MORE** news for gardeners: Two new flower societies have recently been organized. Last July, it was the North American Lily Society "to promote interest in lilies and research in their breeding and culture, and to disseminate information about them." Dr. L. H. MacDaniels of Ithaca, N. Y., is president, and Dr. Norma Pfeiffer, Boyce Thompson Institute, Yonkers, N. Y., secretary. On October 6, there was organized in New York City, the National Tulip Society, open to all persons interested in tulips. Mrs. J. J. Nicholson, of Atlanta, Ga., was elected president and headquarters were established at 37 West 43rd Street, New York, N. Y., with Mr. F. S. Tyroler as executive secretary.

**A NURSERY CORNER THAT CAN GROW TO MANHOOD**  
(See pages 32 to 44)

**Department Stores Are Spotighting Bedroom Furnishings for Adults and Children**

"**You Can Make a Bedroom Do Double Duty**" is the exciting and timely theme of our January Spotlight program for department stores. This promotion has been based on the feature that you will find on pages 32 to 44. A partial list of the stores intending to tie-in their promotions of adult and juvenile bedroom furnishings with this Spotlight theme is shown below:

Altoona, Pa.	Wm. F. Gable Co.
Baltimore, Md.	Hochschild, Kohn & Co.
Boston, Mass.	Jordan Marsh Co.
Bridgeport, Conn.	Howland Dry Goods Co.
Buffalo, N. Y.	Adam, Meldrum & Anderson Co.
Des Moines, Iowa	Yunker Bros., Inc.
Lansing, Mich.	J. W. Knapp Co.
Newark, N. J.	L. Bamberger & Co.
Ogden, Utah	C. C. Anderson Stores Co.
Rochester, N. Y.	McCurdy & Co., Inc.
St. Louis, Mo.	Famous Barr Co.
San Francisco, Calif.	The Emporium
Seattle, Wash.	The Bon Marche
Syracuse, N. Y.	Dey Bros. & Co.
Tacoma, Wash.	Rhodes Bros.
Washington, D. C.	The Hecht Co.

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**GARDEN CATALOG**

Chuck full of new ideas to make your next summer's garden more abundant and colorful...valuable planting information...new vegetable and flower seeds and plants...garden tools, insecticides...truly the best of "Everything for Your Garden."

**write for your FREE copy today**

**PETER HENDERSON & CO., DEPT. 35**  
35 Cortlandt Street, New York 7, N. Y.

**WATER LILIES**  
*Guaranteed to Grow*

**FREE**

Beautiful NEW 1948 CATALOG now ready! America's most complete aquatic catalog. Profusely illustrated in natural colors. Helpful directions show how to succeed with aquatic plants. Tells all about Tricker's large, healthy plants. Guaranteed to grow. Surprisingly low prices. Write for **FREE** copy today! (Canada 15 cents.)

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8118 Rainbow Terrace, Independence, Ohio

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**FRUIT TREES, BERRIES, ROSES, SHRUBS**

Write today for our BIG, NEW, 56-page 1948 CATALOG in full color. It's **FREE**. Lists hundreds of varieties of FRUIT TREES, STRAWBERRIES, RASPBERRIES, GRAPES, BLUEBERRIES, ROSES, SHADE TREES, SHRUBS AND SEEDS...everything you need for your home planting. Our plants are choice, sturdy, upland-grown stock that will make rapid growth and bear plenty of fruit **FREE PLANTING GUIDE** with each order. We **GUARANTEE SATISFACTION**. Our 68th Year.

**KELLY BROTHERS NURSERIES, INC.**  
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**Giant, Hand Selected Regal LILY Bulbs**

**only 4 for \$1.00**

The world's finest regal lily bulbs, each 4-5" in circumference, specially selected for both size and shape. An amazing value at this low price. Limited time offer, so order today. Add 10% for postage and handling.

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TIPP CITY, OHIO • DEPT. A-67

**MAKES LAWN MOWING FUN**

**BUILDS BETTER LAWNS, TOO**

SENSATION cuts lawn-care time in half, eliminates raking, hand clipping. Its patented whirling blade chops grass clippings into rich mulch, adjusts to cut above seed shoots for self re-seeding.

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Please send me Question and Answer book of information on SENSATION, also name of nearby dealer where SENSATION is displayed.

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Plant "FESTIVAL," U.S. Plant Pat. 545, a bright red everblooming Hybrid Tea Rose and "CLIMBING FESTIVAL," U.S. Plant Pat. 687. Enjoy your roses without annoying thorns when cultivating or cutting.

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"GLORIES of the GARDEN," "America's "DIFFERENT" Garden Book, Shows you other top-ranking roses. Write for your **FREE** copy today.

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**First in a series by Dr. Berenberg,  
eminent pediatrician, on the  
guidance of your child's health**



**Don't snatch her abruptly from play. Advance warning in time to finish her "work" is a more considerate technique and will save emotional bedtime scenes**

**A warm-water bath is an antidote for tenseness at the end of a child's day**

**H**ow much sleep does my child need?" This is a question I hear quite often and one of those most commonly asked of pediatricians, for almost all parents become concerned at one time or another about their child's sleeping habits. Usually, parents worry because a child does not sleep enough, only rarely because he sleeps too much. This situation is very similar to that involving a youngster's eating habits. Most of the complaints we hear about feeding are centered on the child who does not seem to eat enough, or as much as Mother and Father think he should. Relatively few parents ever say that their child eats more than they think is good for him. And so it is with complaints about children's sleep.



**Samuel R. Berenberg, M. D.**

Probably one of the principal reasons why folks worry so much about their children's sleep is that way back in grammar school they were taught that they must sleep a certain number of hours each night, the exact number depending on their age at the time. Just so, parents would like to have a very simple rule of thumb to follow, or a table giving the number of hours of sleep necessary for a child of one, three, five, seven, or ten years. This is perfectly natural, because they remember only too well the repeated drilling they got on how important it was to sleep eight or nine hours a day if they were to maintain health and be bright and alert in school the next day. Unfortunately, perhaps, there is no simple, universal rule which can be applied to all children, or even to children who happen to be in the same age group.

Sleeping habits are as individual as other behavior manifestations in childhood. One infant at a month of age may require twenty hours of sleep a day. (In fact, most infants of this age will probably sleep approximately this number of hours.) However, there are many whose sleeping habits would disprove this particular average. If an infant happens to sleep fewer than twenty hours, it does not necessarily mean that there is anything wrong with him. If he is happy and gay, if he is eating and gaining well, you can set your mind at ease about him. He just happens to be a little different from other children. As a child's development proceeds, he will tend to need less and less sleep, even though there are no hard and fast rules which can be given for parents to follow.

Although the effect of apparently insufficient sleep on the child's health is what most concerns parents, they are often disturbed because irregular sleep habits interfere with their own activities.

# Watching Your Child's Sleep



**A suitable story—no blood and thunder, of course—will be a pleasant sedative**

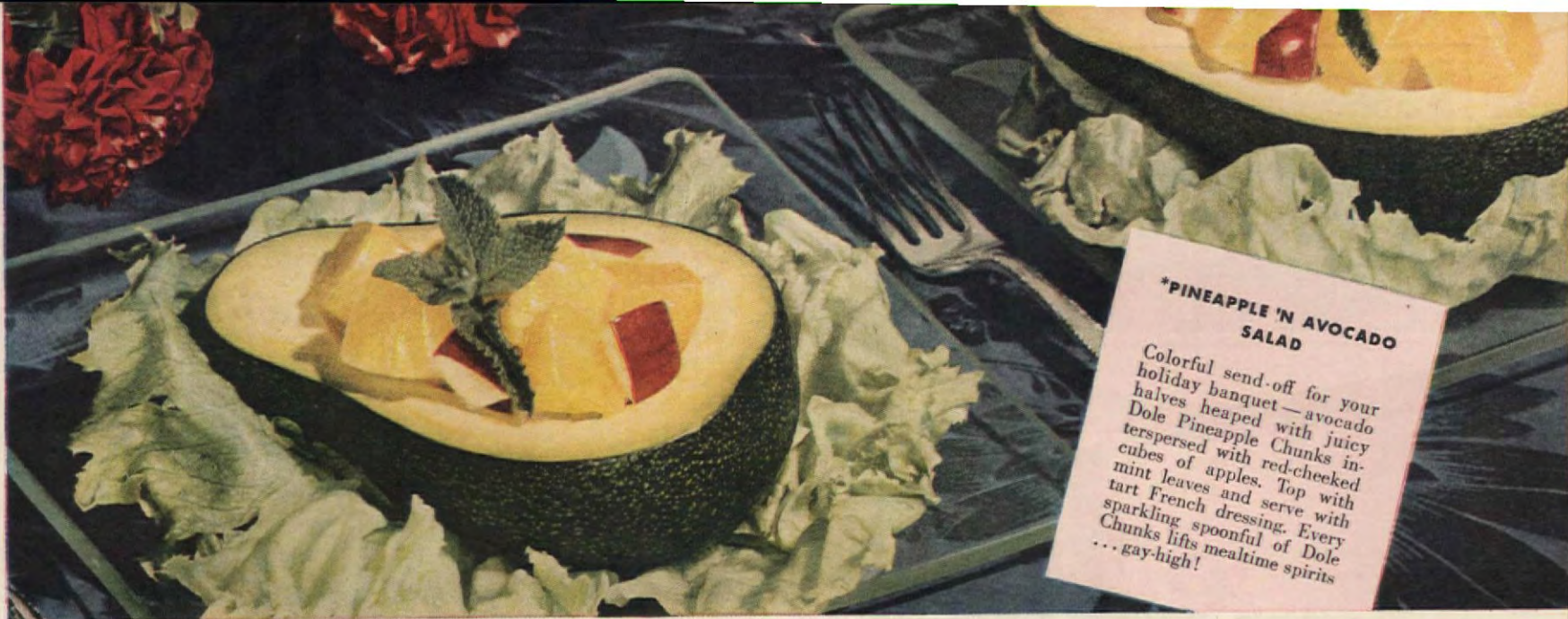
**Sleep essentials: well-ventilated room, firm mattress, and loose, light covers**

**Roughhousing is fun, but an overdose may keep Junior wide-awake for hours**



Photographs: Ruth Alexander Nichols, Elizabeth Hibbs, H. Armstrong Roberts, Harold M. Lambert from Frederic Lewis





**\*PINEAPPLE 'N AVOCADO  
SALAD**

Colorful send-off for your holiday banquet—avocado halves heaped with juicy Dole Pineapple Chunks interspersed with red-cheeked cubes of apples. Top with tart French dressing. Every Chunks lifts mealtime spirits ... gay-high!



*It's a feast with pineapple fixin's —*



**\*PINEAPPLE  
TURKEY HALO**

When you've done the bird to a nut-brown turn—circle it with golden Dole Pineapple Slices topped with cranberry sauce. So easy—and yet so impressive—you'll start a family tradition with this colorful, appetizing touch!

*try these festive ideas by* **DOLE**



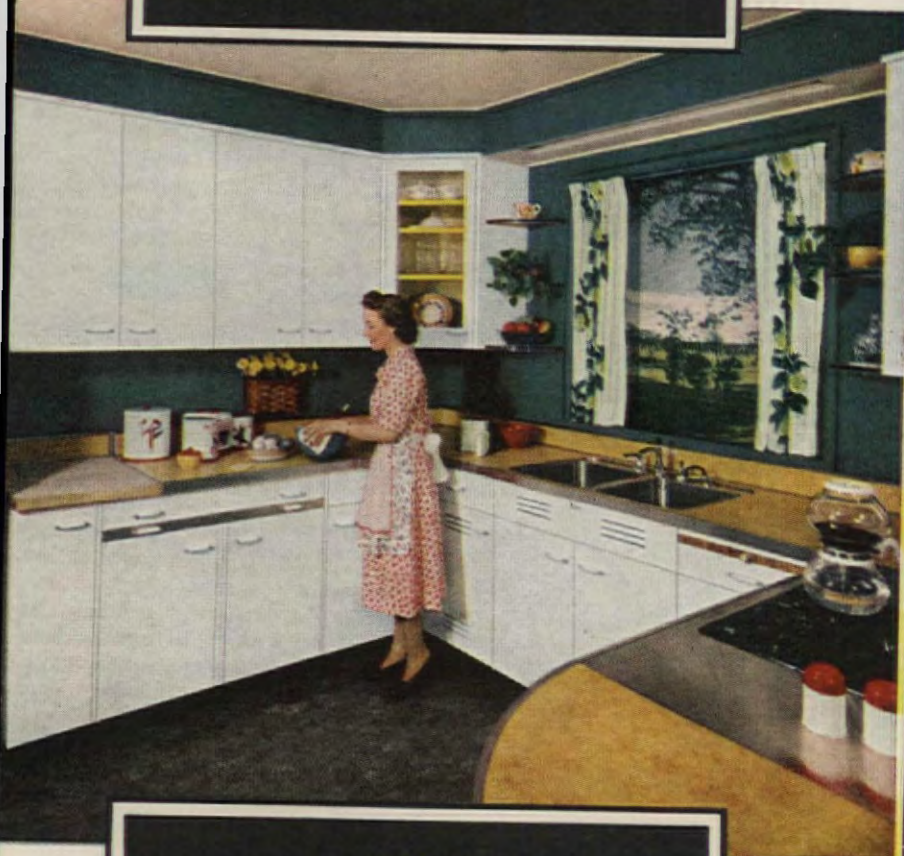
**\*PINEAPPLE MINCE PIE**

Yes, even mince pie can be improved—with pineapple! Spread a layer of the new Dole Crushed over mince meat in the pastry-lined pan. Doubly delicious, for now Dole Crushed is firmer, richer, more flavorful—cut by an exclusive new Dole method—and canned to keep that tropic-delicacy intact!

*\*By Patricia Collier,  
DOLE HOME ECONOMIST*



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"ORIGINAL"



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That's what "custom building" means... something exclusive... unique. Look for the touches that reveal it... in this St. Charles Kitchen, the built-in range, the one-piece top, the gracefully rounded end. Your St. Charles Kitchen, too, will be an "original"... not just stock units put together. It will be designed just for your home... made *after* you approve the plan. To give color uniformity, the finish is sprayed and baked on every part at the same time. Special units and accessories found only in St. Charles Kitchens add to your convenience.

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*St. Charles*  
THE QUALITY NAME IN KITCHENS

This is not so selfish as it might seem, since parents are entitled to free periods which, in the end, will allow them to be more relaxed in their relationships with the child. All parents want to feel free to go out on certain evenings with some assurance that their child is not going to be up most of the night entertaining the sitter. Or, if they are having a quiet evening at home, they would like to be able to sit back after a weary day and listen to a concert on the radio, or read an interesting book, without continual interruptions from Junior.

There are certain general things that may be of help in understanding the problem of sleep. In the early months of life, the infant will sleep most of the time. Along toward the end of the first year, most babies will probably want a morning and an afternoon nap as well as a long night's sleep. The ordinary household hustle and bustle does not usually disturb a sleeping infant and, ordinarily, he will even sleep through radio programs, provided the radio has not been suddenly turned on with a loud blast close to his bed. Whenever possible, of course, each child should be provided with his own bedroom. Certain compromises do have to be made sometimes, in view of our present housing shortages, but these should not, with a common sense approach, create special problems which will interfere with the child's sleep.

SOMEWHERE around a year of age, a child is apt to wake up several times during the night, for reasons which are not entirely understood at the present time, unless we assume that he would like a little extra attention and would like to socialize a bit. Not every baby will awaken periodically through the night—once, or twice, or three times—but enough of them do, and without apparent cause, so that awakening should not be considered abnormal in itself. Generally, after the first year, the child will tend to sleep somewhat less at night and may omit his morning nap. This again is entirely an individual thing, and some children will need and take both a morning and afternoon nap when they are in their second year.

Through the later nursery-school years, from four to six, many children will require only a quiet rest period during the day and will refuse to fall asleep at all during the naptime regularly set aside for them, either in the morning or afternoon. By the time a child is six, he has usually eliminated all daytime naps, but he should be watched closely for fatigue, which may be so great that it will disturb his night sleep. In such a case, it is essential to restrict his activities for part of the day so that he won't be so wound up by seven or eight o'clock in the evening that he can't sleep.

Generally, as the child grows older, his time for retiring will get later and later. Many two-year-olds are ready for bed at six-thirty, but some will be happier if they are not put to bed until seven, and others will prefer a six

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**Head Colds**



• Put a few drops of Vicks Va-tro-nol in each nostril whenever you catch a head cold and feel how fast you get relief. Va-tro-nol *quickly relieves* head cold distress... opens up cold-clogged nose and makes breathing easier. And Va-tro-nol *helps prevent* many colds from developing if used at that first warning sniffle or sneeze. So try it. Follow directions in the package.

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**ROTO-ROOTER SERVICE**

With the electric Roto-Rooter, your local Roto-Rooter Serviceman will do the job Better, Faster, and For Less.

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Write for Sewer and Drain Handbook

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**Burpee GIANT Sweet Peas**  
Choice Colors SPECIAL 6 Packets 25¢

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**DWARF GEM MARIGOLDS**

New Dwarf French Double-Type, Mixed. 8 to 10 in. plants bristle profusely from early summer to frost. Make charming beds and borders. Trial packet... 10¢

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From Your Cough Due to a Cold  
**FOLEY'S** Honey & Tar Cough Compound



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to bloom indoors this Winter  
and thrive outdoors all Summer!

**18**  
BULBS  
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#### Imported Tuberous **BEGONIAS**

Will bear prized Double-Camellia type flowers in glorious mixed colors! Bloom continually, producing more and more flowers each year, up to 4" across!

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Plant these easy-to-grow bulbs and watch them produce more and more velvety-textured, trumpet-like flowers each year! In a mixture of exotic colors!

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These unusually easy-to-grow bulbs in mixed colors will produce large, fantastically colored leaves year after year! Transplant outdoors for colorful borders.

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**Burpee's Fluffy Ruffles**  
**GIANT PETUNIAS**  
Exquisitely ruffled, fringed;  
5 in. across. All colors, mixed.  
Send 10¢ for 25¢ Pkt. of seeds.  
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SEED 378 Burpee Bldg. 378 Burpee Bldg.  
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Show lovely Doebla All-Occasion  
Greeting Cards, Stationery, Gift  
Wrappings, to friends, neighbors,  
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Beautiful  
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only \$1 per box!

**HARRY DOEBLA CO., Dept. A82,**  
Fitchburg, Massachusetts.

o'clock bedtime. One five-year-old may be put to bed at seven and during the next hour may make so many trips to the bathroom, to his toy chest, and elsewhere that it would seem wise to start his bedtime somewhat later in the evening, say around seven-thirty.

Every child will appreciate knowing that he has a definite time for going to bed, since he will not be confused by being hustled off very early one evening and being allowed to stay up two hours later the following evening.

The whole atmosphere surrounding the ritual of going to bed should be made as pleasant as possible. Too often in the past this hour has become a period for strife and storm. It is very natural for the preschooler and the early elementary school child to resist going to bed with a whole series of devices which seem to him quite original. Don't be surprised if your child has to go to the bathroom ten minutes after you have put him to bed—even though the last thing he did before bedtime was visit the bathroom. Remember that you, too, when you were the same age, probably asked for a drink of water as one of the excuses for delaying separation from the household's evening social activities. It is not uncommon for a child suddenly to show great concern for the welfare of the cat or dog forty-five minutes after you have tucked him in. True, this peripatetic activity is apt to get a little bit annoying, but threats of punishment will create a problem, whereas casualness and a smile will avoid one. The bedroom should not be used as a dunce corner at any time. If a child comes to think of the bedroom as the place where he is sent as punishment for his aberrant activities several times a day, he is not going to look with favor on this spot when it comes time to go to bed for well-deserved repose.

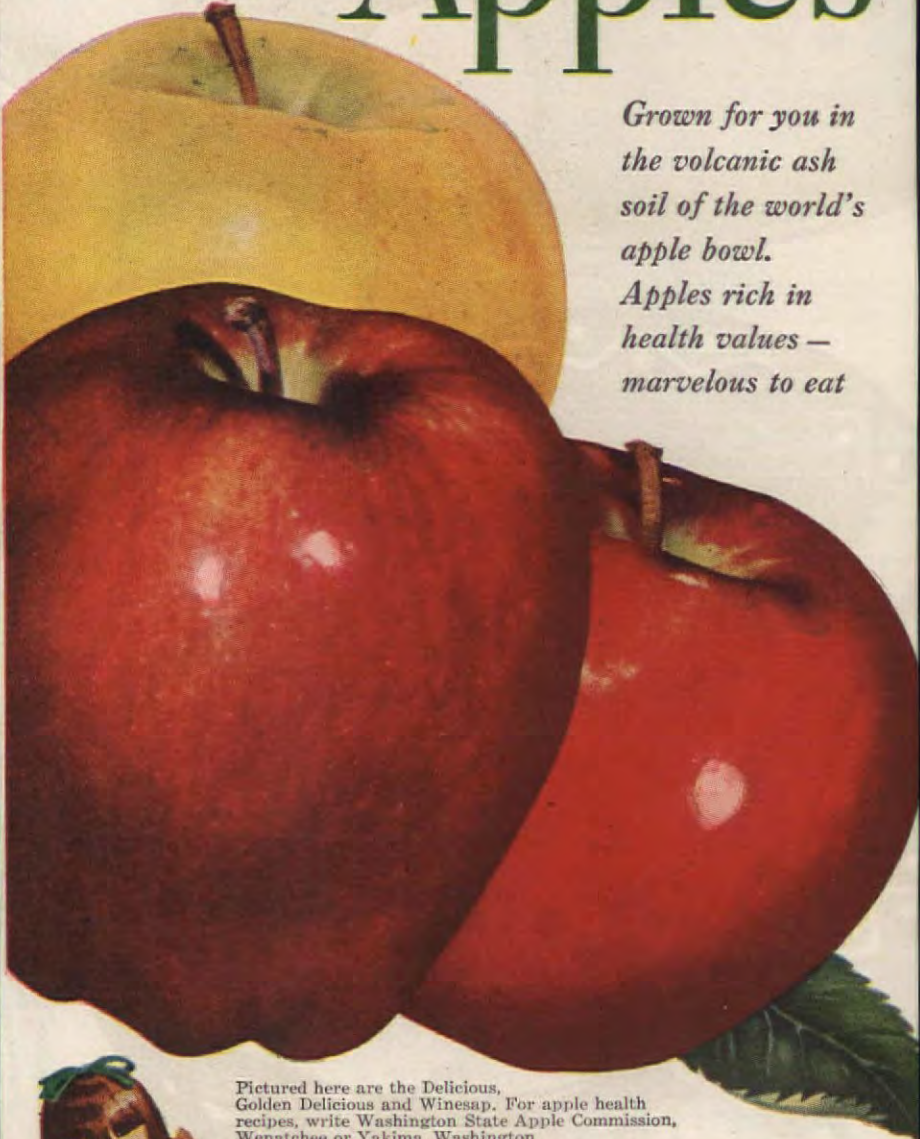
**T**HERE are many things parents can do to make bedtime a happy time of day. Let Dad, if he can manage it, participate in bedtime activities. It may be the only time of day when he can get to know the child well and establish a warm, friendly, affectionate relationship with him.

Allowing the child to take a favorite toy, or a piece of blanket, or a book to bed will prevent many problems. The child then knows that some of his desires are being respected.

Many parents worry because their child wants some kind of illumination in his room during the night. Certainly there is no harm in leaving a small night light burning, or in setting the door ajar to allow for a little light from an adjoining room.

A final word of caution appears to be necessary, in view of the many parents who think their children's sleep problems can be solved by giving them "just a mild sedative". Sedatives *never* should be given without the strict supervision of a physician. They may be dangerous, and even when not dangerous, they will not of themselves solve sleep problems.

# Daily in Winter Eat These WASHINGTON STATE Apples



Grown for you in  
the volcanic ash  
soil of the world's  
apple bowl.  
Apples rich in  
health values—  
marvelous to eat

Pictured here are the Delicious,  
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**Apple eating is nature's way to get  
protective food elements our bodies require**

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The regular eating of  
apples is known to  
help eliminate harm-  
ful germs in the lower  
intestine. Apple eating  
thus assists the body  
in its winter defense  
against infections



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Vitamin C is needed to  
keep teeth and bones  
healthy, to build the  
body's resistance. Apples  
are a good source of vita-  
min C. Also a good source  
of vitamin A



#### FOR GOOD DIGESTION...

Apples are rich in pec-  
tin, which helps keep  
the digestive system  
active. Eating apples  
regularly helps rid the  
lower digestive tract  
of poisons



#### FOR FOOD-MINERALS...

Calcium, the bone-  
builder, is found in  
apples. Regular eat-  
ing of apples also  
helps us absorb the  
calcium and iron in  
other foods



We Washington growers are now shipping the finest apples ever. They're  
carefully packed and all going to market under refrigeration. Wonderfully  
crisp. Cracking with juice. For health that tastes good, help yourself to—  
**The Apples of Washington State**









## Something for the Girls...

**Esther Foley**

**H**AVE you ever cooked dinner in another woman's kitchen? Not long ago I had to! The very night that I was having a dinner party "for the girls," the phone rang and a pleading voice asked if I would please be a baby-sitter. Who could say no? I put the part of the dinner that was cooked into one basket, the part that was not cooked into another, collected my friends and we all went to be baby-sitters. It was fun. While my guests put the delighted children to bed, I cooked dinner.

Children reduce all kitchens to playgrounds. Junior's crayons marked up the knife drawer; Sister's broken doll rattled in the best china bowl; the baby's train of cars had found shelter under the skillet. It is the same in every home. Very soon I was working quickly, easily, reaching automatically to the highest shelf for the salt, pepper, and vanilla, always kept high, out of children's reach.

A dinner for the girls should contain a dish of a strange foreign flavor. Now and then women like to eat just for fun, and a good chicken papriká can bring pleasure into life. For a vegetable, try heating canned peas in a bit of their own liquor, plus several leaves of lettuce and a goodly spoonful of butter or margarine. Cover tightly and, when steaming, turn the heat down. Just before serving, remove lettuce, and toss peas with salt and freshly ground pepper. A taste treat! Tea goes well with this dinner, being so thin and sharp and fragrant. We finished the meal, as planned, with chocolate layer cake, and gossip.



# Help yourself to sunshine — Del Monte style!



**Only pineapples pampered to perfect ripeness can give you such wonderful tropical flavor.**

We think we grow the *plumpest, juiciest*, most *flavorful* pineapples that ever graced a sunny slope. And we should, too—with all the care we give them.

Our plantations sit high above sea-level — up where the sun shines hot and the nights are cool — where everything is perfect for slow ripening.

You see, the slower pineapples ripen—the *fuller the flavor*. That's why we encourage a "take-life-easy" attitude in the pineapples we grow.

Then, when they're fair to bursting with roly-poly ripeness — they're picked — and packed. Speedy work here protects the sunny tropical goodness everyone likes so much in all styles of Del Monte Brand Pineapple.

Watch folks' eyes light up when you serve it. You'll beam too, when you discover how extra

good Del Monte Pineapple really is. And how many ways it can brighten a meal.

Yes, it's well worth looking for — on your grocer's shelves — under the brand you know so well, in the green can with the Del Monte red shield of quality. Then you're all set for treats like

## SUNSHINE SALAD

Great golden halos of Del Monte Sliced Pineapple team with paper-thin curls and "sunbursts" of raw carrots, and cream cheese "apples." (You moisten cream cheese with syrup from pineapple, roll it into balls. Sprinkle with paprika; use whole cloves for stems. Chill well before serving.) Serve with crisp greens and this Pineapple French Dressing:

½ tsp. paprika  
½ tsp. salt  
½ tsp. prepared mustard

6 tbsps. syrup from  
Del Monte Sliced Pineapple  
4 tbsps. salad oil  
2 tbsps. lemon juice

Combine all ingredients and beat thoroughly just before serving. Makes  $\frac{2}{3}$  cup of dressing for salad, above.



## Juice-wonderful Juice—

with the same tart-sweet, refreshing flavor you find in every style of Del Monte Pineapple —

SLICED • CRUSHED • JUICE

# Del Monte

## PINEAPPLE

the brand that always puts flavor first



## FOR THE GIRLS

Chicken Paprika      Rice or Noodles  
Canned Peas with Lettuce  
Pear Salad on Romaine  
Chocolate Layer Cake  
Tea with Lemon      Fruit

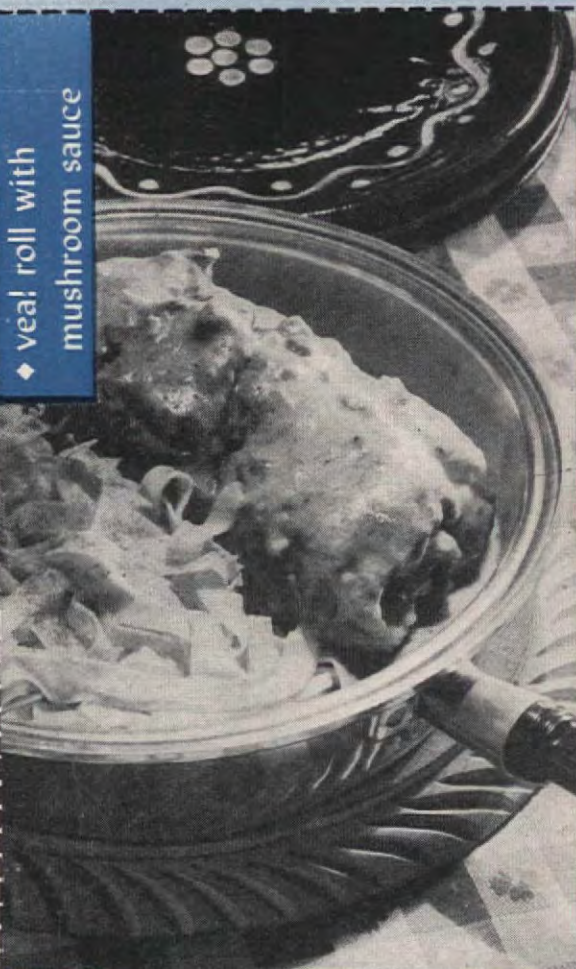
## MEAT FLAVORED

Apple Juice  
Lamb Curry with Rice      Chutney  
Mixed Green Salad      Bread Sticks  
Crushed Pineapple Cup with Coconut  
Coffee

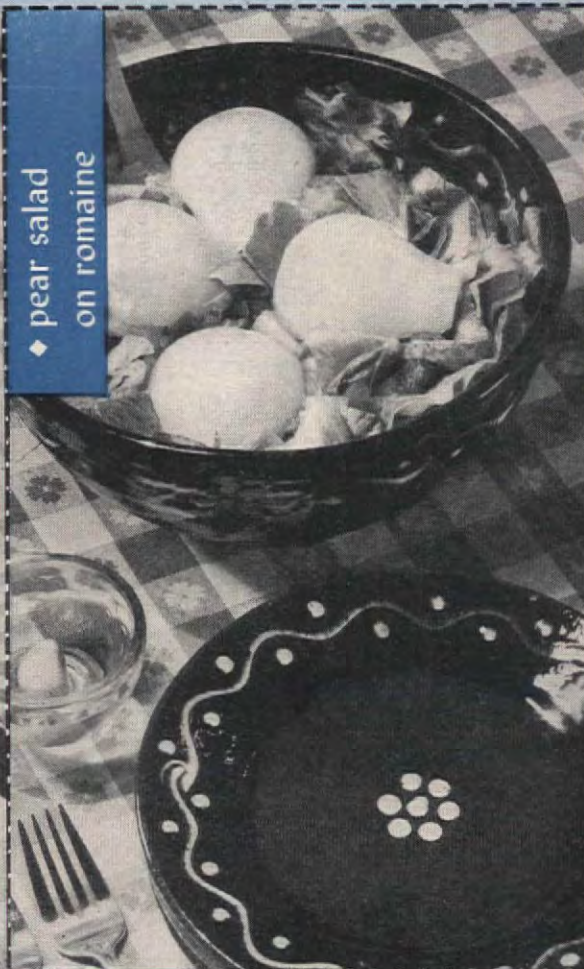
## FROM THE SKILLET

Mixed Vegetable Juice  
Boiled Plate Beef      Buttered Green Beans  
Cabbage and Carrot Slaw  
Split Toasted Rolls  
Mixed Fruit Cup      Coffee

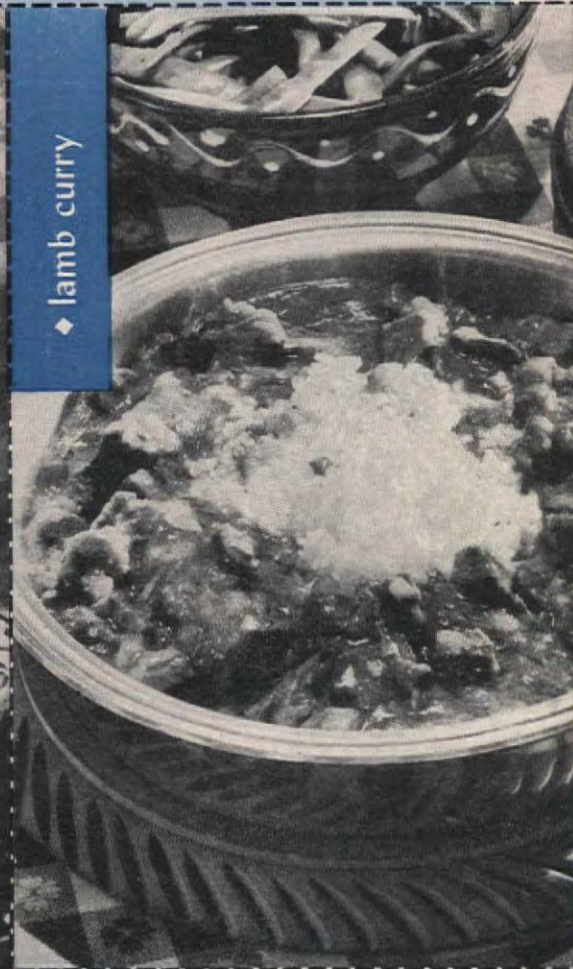
♦ veal roll with  
mushroom sauce



♦ pear salad  
on romaine



♦ lamb curry



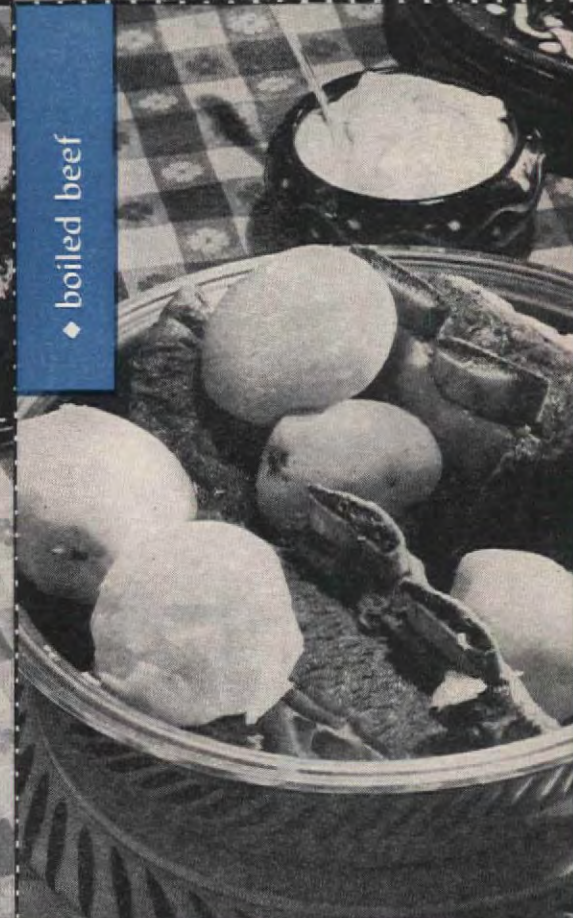
♦ chicken paprika



♦ cocoa-dark cake



♦ boiled beef





# With the New Year's Bowl



With eggnog serve something hot or sharp. Put deviled ham on crackers or bread, then toast: offer a mixture of salted nuts

No sweets need apply with eggnog—serve only anise drops or slices; for contrast serve sectioned fresh fruit or dried fruits

## ◆ lamb curry

Preparation time: 1 hr.

1½ cups cubed, cooked lamb  
Lard or drippings  
¾ cup chopped onion  
¼ cup chopped green pepper  
½ cup chopped celery  
½ clove garlic, finely chopped

1 tsp. curry powder  
1½ tsp. salt  
2 cups lamb broth, stock made from bones  
1 tbs. Worcestershire sauce  
2 tbs. flour

CUT meat in ½ inch cubes. Brown onion, pepper, and celery lightly in drippings. Add garlic, curry powder, salt, broth, Worcestershire sauce and meat. Cover and simmer for 30 minutes. Mix flour with ¼ cup water and stir in some of the hot mixture. Add to stew. Cook until thickened. Serve curry with boiled rice.

Serves 4 267 cal. per serving Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN

## ◆ pear salad on romaine

Preparation time: 20 min.

1 (No. 2½) can pear halves  
¼ cup salad oil  
1 head romaine  
1 peeled garlic clove

2 tbs. vinegar or lemon juice  
½ tsp. salt  
Sprinkle of sugar  
Dash of pepper

DRAIN pears well and rub with oil. Cut romaine crosswise, starting at root end. Wash well, drain, and crisp. Place in salad bowl, add garlic, oil, vinegar, seasonings and toss well. Place in chilled bowl, arrange pear halves on top and serve. The faint scent of garlic sees to it that this salad goes well with chicken.

Approximate yield: 4-6 portions 159 cal. per serving Source of vitamin A

Tested in THE AMERICAN HOME KITCHEN

## ◆ veal roll with mushroom sauce

Preparation time: 1 hr.

8 slices white bread  
2 tbs. butter or margarine  
1 small onion, minced  
3 tbs. chopped celery  
¼ tsp. thyme  
Salt and pepper  
Water

2 lb. veal cutlet, cut ½ inch thick  
3 tbs. seasoned flour  
3 tbs. lard  
1 (10½ oz.) can condensed mushroom soup  
½ cup milk

SHRED bread with a fork, discarding crusts. Melt butter in a skillet, add onion and celery and cook until tender. Add to the bread crumbs with thyme and salt and pepper to taste. Moisten with a little water. Lay veal out flat; sprinkle with a little salt and pepper and spread with stuffing. Roll up and secure with toothpicks. Dredge with flour and brown on all sides in hot lard. Dilute the soup with the milk and pour over veal. Cover and simmer for 45 minutes, or until tender.

Serves 6 457 cal. per serving Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN

## ◆ boiled beef

Preparation time: 2 hrs.

4 lbs. beef plate  
2 tsp. salt  
1 cup whipping cream

2 tbs. prepared horse-radish, or to taste  
1 tsp. sugar  
Salt and pepper

HAVE beef cut in 4-inch squares. Remove heavy fat. Cover beef with hot water and simmer for 1 hour. Add salt and cook for 1 hour longer, or until tender. Whip the cream until stiff; fold in horse-radish, sugar, and salt and pepper to taste. Serve with the boiled beef. Strain broth, season for soup.

Serves 6-8 642 cal. per serving Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN

## ◆ cocoa-dark cake

Preparation time: 50 min.

2 cups sifted cake flour  
2 cups sugar  
1 tsp. salt  
1½ tsp. baking powder  
¾ cup cocoa

¾ cup cake shortening  
¼ cup milk  
1 tsp. baking powder  
3 eggs, unbeaten  
1 tsp. vanilla flavoring

SIFT the flour, sugar, salt, baking soda and cocoa into a bowl. Add shortening and ¾ cup of the milk and beat vigorously by hand or in an electric mixer at medium speed for 2 minutes. Stir in the baking powder. Add the remaining ½ cup of milk, eggs and vanilla, and blend by hand or in an electric mixer for 2 minutes. The batter will be smooth and thin. Pour into 2 greased 8 x 2 inches or 9 x 1½ inches square layer pans, lined with greased wax paper. Bake in a moderate oven (350°F.) 35-40 minutes. Cool. Frost between layers and top with butter icing. Garnish the edge with chopped nuts.

Serves 8-12 449 cal. per serving Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN

## ◆ chicken paprika

Preparation time: 1½ hrs.

4 tbs. fat  
3 medium-sized onions, sliced  
1 tbs. paprika

1 (4 lb.) chicken cut for fricassee  
Water as required  
1 pt. sour cream

MELT fat in heavy skillet. Add onions and cook over low heat, stirring until pale golden brown. Add paprika, as much as desired, and blend. Wash, pick over and dry pieces of chicken. Brown one piece at a time in fat, adding fat as required. Place all pieces in skillet, add a few tablespoons of water, cover and cook over low heat 1 hour, or until tender. Add a few tablespoons of water at a time only if required. Push pieces of chicken to each side of skillet, put a layer of freshly cooked rice or noodles in the center of the skillet, and spoon sour cream over the chicken. Cover and keep warm until serving time. To put this dish on a platter spoils the appearance. Serve in the skillet.

Serves 6 551 cal. per serving Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN



# Cabbage Today?

**Edna Lee Ratchen**

**A**LL year around we have with us—the cabbage! Some eat it because they like it, others because they must.

The cabbage has risen from its humble origin when, in the guise of wild cabbage, it flourished on the coasts of England and Europe. Just who was responsible for its cultivation is not known, but Italy is credited with teaching the Germans to plant and eat cabbage, while sauerkraut is said to be a Tartar invention that was brought into Germany by the Slavs. Somewhere on its way to this country, it got mixed up with corned beef and potatoes, and became the traditional New England boiled dinner.

In the markets you'll find round heads or flat

heads, conical or oblong, red heads or green heads—smooth or wrinkled-leaved. Cook it well, but let some of the crispness stay.

Bake it or steam it. Stuff it or cream it. Serve it hot, serve it cold. Serve it raw or wilted! Marry it to spareribs or pig's knuckles if you will, but cabbage in some guise or other is a must.

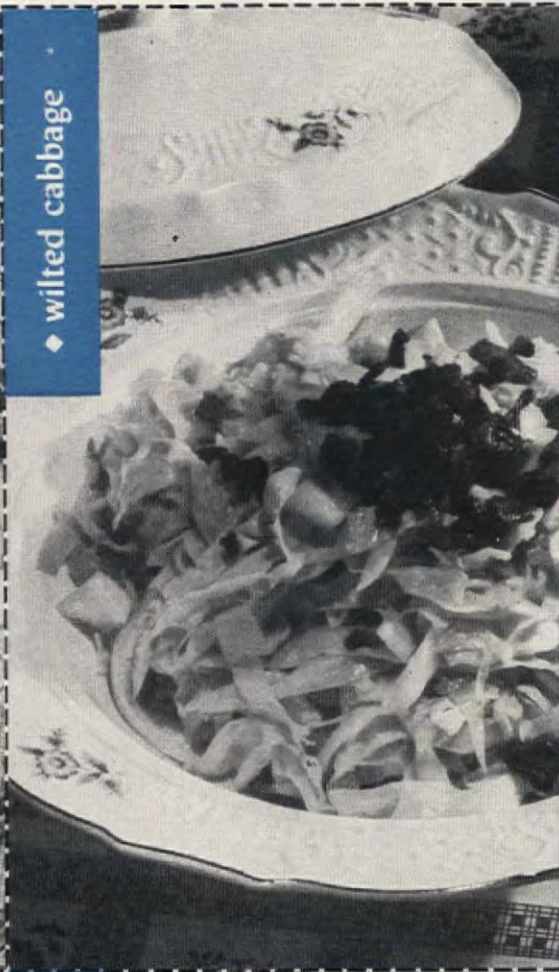
The cabbage has beauty and romance, though you may not believe it, because, in all probability, you are a city dweller. You never have stood at sunset-time and gazed over a field of flowing purple Savoy—row on row of succulent heads marching up the hillside to where the farmer stands with his arm about his plump wife and whispers in her ear, "My little cabbage."



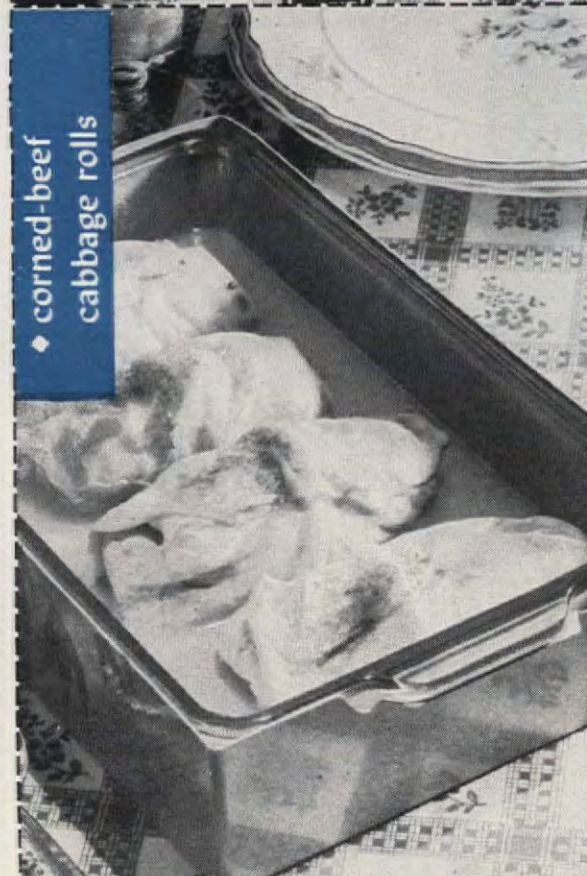
◆ cabbage and roquefort salad



◆ pan-fried cabbage



◆ wilted cabbage



◆ corned-beef cabbage rolls



◆ cabbage with barbecue sauce



◆ cabbage custard



**Preparation time: 1¼ hrs.**

3 cups finely chopped, cooked cabbage, drained  
3 tbs. butter, melted

1 tsp. Worcestershire sauce  
2 tbs. cider vinegar  
1½ tsp. salt  
3 eggs, slightly beaten

### ◆ cabbage custard

**C**OMBINE all ingredients, mixing well. Pour into a greased baking dish, patting down firmly. Place baking dish in a pan containing hot water. Bake in a slow oven (325°F.) for one hour.

**Serves 6** 216 cal. per serving *Source of vitamins A, B complex*

*Washington Colonial Mary Ann, Cannonsburg Pottery Company*

*Tested in THE AMERICAN HOME KITCHEN*

**Preparation time: 1 hr.**

2 cups canned tomatoes  
1 cup cider  
2 cloves garlic  
1 small onion, minced  
1 small carrot, minced  
1 tbs. chili powder  
1 tsp. curry powder

½ tsp. powdered mustard  
1 tbs. Worcestershire sauce  
Salt

2 tbs. bacon fat  
6—8 frankfurters  
2 lb. head cabbage, cooked and chopped

### ◆ cabbage with barbecue sauce

**P**LACE tomatoes, cider, garlic, onion, carrot, chili powder, curry powder, mustard and Worcestershire sauce in a skillet. Simmer for 45 minutes and add salt to taste. Melt the bacon fat in a skillet, add frankfurters and sauté until browned. Add frankfurters to sauce and cook over low heat for 10 minutes. Place cabbage on platter, top with frankfurters and pour sauce over it.

**Serves 6** 212 cal. per serving *Source of vitamins A, C, B complex*

*Washington Colonial Mary Ann, Cannonsburg Pottery Company*

*Tested in THE AMERICAN HOME KITCHEN*

**Preparation time: 1 hr.**

6—8 cabbage leaves  
2 cups canned corned beef or tongue  
1 small green pepper, minced  
1 small onion, minced  
½ cup cooked rice  
½ tsp. salt

Dash of pepper  
½ tsp. prepared mustard  
1 tbs. butter or margarine  
2 bouillon cubes  
1 tbs. flour  
1 cup water

### ◆ corned-beef cabbage rolls

**P**LACE cabbage leaves in boiling, salted water for 2 minutes. Drain. Mix the meat, green pepper, onion, rice, salt, pepper and mustard. Place 2—3 tbs. of the mixture on each cabbage leaf. Fold the leaf around the filling and fasten with toothpicks. Arrange the stuffed leaves in a casserole. Melt the butter in a skillet, blend in the bouillon cubes. Stir in the flour. Gradually add water and cook, stirring constantly until the mixture thickens. Add seasonings if needed. Pour gravy over cabbage rolls and bake covered in a moderately hot oven (375°F.) for 45 minutes.

**Serve 6** 197 cal. per serving *Source of vitamins A, B complex*

*Pyrex-lined Baker, Florence Thomas*

*Tested in THE AMERICAN HOME KITCHEN*

**Preparation time: 30 min.**

2 lb. head of cabbage  
6 slices bacon  
⅓ cup vinegar

1 tsp. salt  
2 tsp. sugar

### ◆ wilted cabbage

**S**HRD cabbage. Pour boiling water over it and allow to stand 10 minutes. Drain. Dice bacon and fry in a skillet until crisp and brown. Stir in the vinegar, salt, and sugar. Add drained cabbage and toss well. Cook until the cabbage is well heated.

**Serves 6** 97 cal. per serving *Source of vitamins A, B complex*

*Washington Colonial Mary Ann, Cannonsburg Pottery Company*

*Tested in THE AMERICAN HOME KITCHEN*

**Preparation time: 30 min.**

1 doz. sausages  
2 lb. head of cabbage

Salt  
Pepper

### ◆ panned cabbage

**F**RY sausages in a skillet until crisp and brown. Remove from skillet and keep warm. Pour off all but 5 tbs. of the fat. Shred cabbage rather fine and add to the fat in the skillet. Cook until tender, tossing the cabbage at intervals. Season cabbage with salt and pepper to taste. Arrange on a hot dish and place sausages on top.

**Serves 6** 158 cal. per serving *Source of vitamin A, B complex*

*Washington Colonial Mary Ann, Cannonsburg Pottery Company*

*Tested in THE AMERICAN HOME KITCHEN*

**Preparation time: 20 min.**

5 cups finely shredded cabbage  
¼ lb. roquefort cheese, cut fine

¾ cup white raisins  
½ cup French Dressing (approx.)

### ◆ cabbage and roquefort salad

**P**LACE cabbage in a salad bowl. Add cheese and raisins and toss together. Pour French dressing over it and mix well. Green pepper rings make a nice garnish for this unusual salad.

**Serves 6** 216 cal. per serving *Source of vitamins A, B complex*

*Tested in THE AMERICAN HOME KITCHEN*



With sparkling wine cup offer water cress roll-up sandwiches, spreading the thin fresh bread with cream cheese or soft butter



Hot cider cup requires the solidity of brown-bread cream-cheese sandwiches, and the strong smart of cheese-flavored crackers



Cider cup is also complemented by richness of fruit cake, thin-sliced, and a self-service bowl of nuts and cluster raisins



# GOLD RUSH on New Year's Eve



AMIDST a brilliant clangor of midnight bells, whistles, gongs, horns, and hand clackers, 1948 will arrive for a twelve-month visit. In what better way could we welcome this mysterious stranger than by giving a party in his honor? Everyone would like to "strike it rich" sometime during the New Year, so a Gold Rush party will satisfy with make-believe the universal urge to find one's fortune. A Gold Rush party is easy to plan and fun to give. Let it be a Treasure Hunt, and while the guests are out searching, the hostess can put the finishing touches to the dinner she will serve when they return with their loot.

Each one of us has a different idea of what constitutes good fortune, so the prizes we hope to find during 1948 will vary according to our desires. Some may search for fame, some for riches, and some for love. With this in mind, you might hide a bag of pebbles, gilded to look like gold nuggets, a cardboard crown covered with gold foil paper, and two little sachet bags shaped like hearts and made of gold lamé. These three

## Ellen Fleming

treasures, hidden in different places, will represent riches, fame, and love.

To start your guests off in the proverbial pairs, fill a basket with small paper pickaxes and shovels. These you can cut easily from fairly stiff cardboard and paint with gilt. On the handle of each pickax, print a number in India ink, one for each of your gentleman guests. On the shovels, print corresponding numbers for each of the women. Mix these up in the basket and draw for partners by matching numbers.

The first clue of the Treasure Hunt can be read aloud by the hostess. Work yours out in whatever way suits you best, using this sample as a guide:

*Tonight we're out to find our fate,  
Our heart's desire for 'forty-eight.  
It may be love, it may be fame,  
It may be gold; but in this game  
We'll all be prospectors tonight.*

*So place your partners on your right,  
Take pick, take ax, and let's inquire  
The way to find our heart's desire!  
Not under the couch, nor under the  
stove*

*Will you find the clue to your  
treasure trove;  
But somewhere near one exit door  
You'll find a note which tells you more.*

Write the rest of your clues in whatever way you choose. Each hostess will have a different problem in the hiding of the prizes, and each will know best how to devise the necessary clues. Whether you plan an indoor or an outdoor hunt will depend on the New Year's Eve weather you can expect to enjoy in your locality.

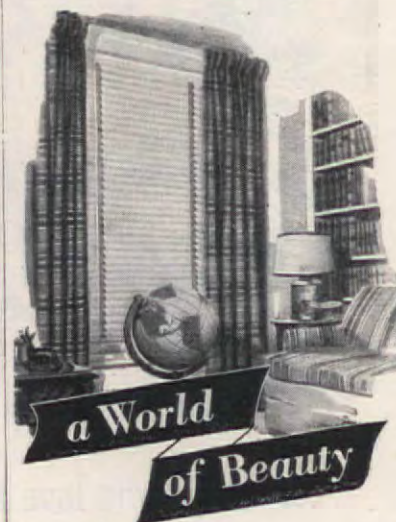
The first guest to return with the poke or bag of gold nuggets will be crowned with the most battered old felt hat you can find. He's the sourdough who struck it rich! The guest



*Monterey* the name of the first capital of California, was bestowed upon me for my vast ranchos which gave me prestige among the Spanish dons. I typify the aristocratic dignity of the reigning dons and reflect the pride and spirit of my ancestry. »The Monterey design is hand painted under a permanent glaze.

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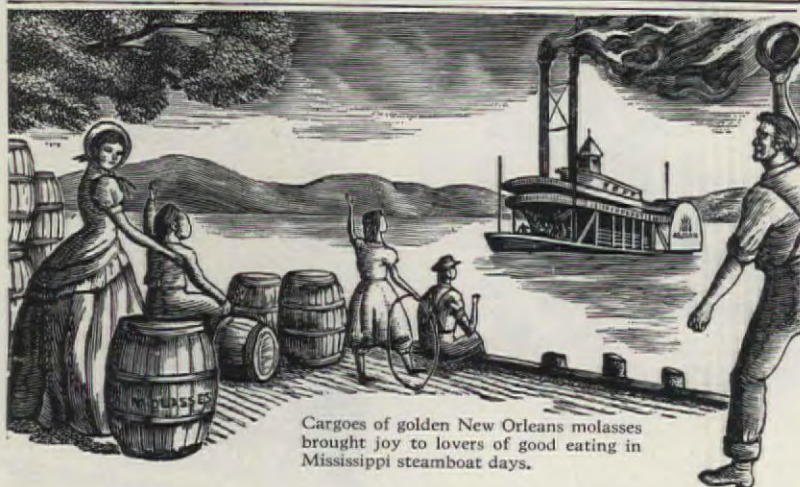


Margi

Little Lulu says... Compare tissues—compare boxes—and you'll see why Kleenex\* is America's favorite tissue. You pull just one double tissue at a time—up pops another!

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Paste on postcard and mail to: Brer Rabbit, c/o Penick & Ford, New Orleans 7, La., Dept. A1-8.

who returns with the cardboard crown will wear it as the symbol of the fame he will win in 1948. And, because the finder of the two gold hearts has found love, he should pin them on his sleeves. If you decide to award a grand prize to one guest, give it to the finder of the hearts, with this little verse attached:

Money is fine,  
It will buy many things;  
Fame is all right—  
It looks well on kings!  
But love is a treasure  
Beyond all compare.  
You were lucky to find it  
So guard it with care!  
And when this year's over  
We hope it will leave  
Love still in your heart  
And your heart on your sleeve!

By this time your guests will be hungry, so serve the dinner you set out while they were off on their treasure hunt. Decorate your table in the spirit and colorfulness of the Gold Rush days. The table shown above recreates the sparkling elegance of those days and adapts some of their trappings to charming uses.

THE tablecloth, hand woven with gold threads, is a glamorous background for the table setting. The floral centerpiece shines like gold: gilded magnolia leaves frame the yellow-dyed Phalenopsis orchids. The exceptionally appropriate place plates are authentic miners' gold-dust pans gold-plated to give a shining finish. On the "Sylvan" dinner plates are yellow-dyed gardenias tied with a gold bow for the women, and yellow carnation boutonnieres for the men. The candles are yellow, and the Dirlyte flatware lends a golden glow. The cut-crystal candlesticks and the "Clifton Park" stemware are the final touches of gold-rush elegance. The place cards are held in place by little mounds of gilded pebbles that look like gold nuggets. If you do not wish to duplicate, for your party, a table exactly like the one shown, it will not be difficult to adapt to your own needs the ideas utilized here.

A Gold Rush party ends the old year and begins the new with a gaiety and promise that expresses to all your guests best wishes for 1948.

Illustrated on page 79: Merchandise and Table Setting arranged by the J. W. Robinson Co., Los Angeles; photograph supervised by Virginia Andrews Smith; Photographs by Edward Lester Smith; Table Linen by Melton Corporation; Dinnerware by Flintridge China Co.; Stemware by Stewart English Crystal; Candlesticks by Pairpoint Glass Co.; Flatware by Dirlyte, American Alloy Arts Co.; Place plates, Gold-dust pans, designed especially for J. W. Robinson Co.; Centerpiece flowers by Mr. John J. McCormick of Darling's Shop, Los Angeles.



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# Penny Pretty Meals

Marie Peters

**T**ODAY, if the main course is humble fare, the wise cook knows and recognizes the need for an added touch that means "added attraction". If the entree is not exciting, spotlight the dessert. The recipes given below can do it, and the meal still can be classed as economical.

A happy combination of star material is the menu calling for Lunch

Cake. Wholesome eating for the children and yet satisfying enough if your home is invaded by unexpected visitors. The wheat biscuit dessert resembles in flavor and texture the famous Armenian Paklava. Shredded wheat is split and baked with a nut filling. The cool fruit flavor of both gelatin desserts will be especially welcome if the main course is spicy.



♦ orange squares on peaches

♦ lunch cake

♦ wheat biscuit dessert

♦ golden salad dessert

Drop that soggy cloth!



Quit drudging over crusty skillets! A spunky metal-fiber Brillo pad whisks 'em bright!

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**Beef Liver Creole**  
**Noodles**  
**Green Peas**  
**Golden Salad Dessert or**  
**Orange Squares on Peaches**

**Braised Lamb**  
**Mashed Potatoes**  
**Green Salad**  
**Wheat Biscuit Dessert**

**Cheese Souffle**  
**Cauliflower**  
**Spinach**  
**Tomato Aspic**  
**Lunch Cake**  
**Coffee**

◆ **lunch cake**

1 tsp. baking soda  
 ½ tsp. salt  
 2 cups whole-wheat flour  
 1½ cups milk  
 ½ cup chopped walnuts  
 ½ cup raisins

**Preparation time: 1½ hrs.**

4 tbs. shortening  
 1 cup sugar  
 1 egg, beaten  
 ¾ cup molasses  
 2 cups sifted white flour  
 4 tsp. baking powder

**CREAM** shortening; gradually add sugar and cream together. Add egg and molasses and mix well. Sift together the flour, baking powder, soda and salt; stir in the whole-wheat flour. Add to the first mixture alternately with the milk. Stir in the walnuts and raisins. Turn into a greased, round 10x2½ inch pan. Bake in moderate oven (350°F.) for 1¼ hrs. Remove from oven and cool on a rack. Frost with butter or boiled icing. Serve in thin slices.

**Serves 10-12** 382 cal. per serving **Source of vitamins A, B complex**

Recipe submitted by Mabel Boblette

Tested in THE AMERICAN HOME KITCHEN

◆ **orange squares on peaches**

1¾ cups peach juice, heated  
 2 cups orange juice  
 Sliced peaches

**Preparation time: 20 min.**  
**2 hrs. to chill**

3 tbs. unflavored gelatin  
 1½ cups cold water  
 3 tbs. sugar  
 ¼ tsp. salt

**SOFTEN** gelatin in ½ cup cold water. Add sugar, salt, and hot peach juice and stir until dissolved. Add orange juice and remaining cold water and mix thoroughly. Pour into a square or loaf pan that has been rinsed in cold water. Chill until firm. When firm, unmold and cut into squares. Place each square on a dish filled with sliced peaches and serve with plain or whipped cream.

**Serves 6-8** 112 cal. per serving **Source of vitamin C**

Tested in THE AMERICAN HOME KITCHEN

◆ **golden salad dessert**

¼ tsp. salt  
 ½ cup grated raw carrots  
 ½ cup peaches, cut small  
 1 cup canned pineapple, cut in small pieces

**Preparation time: 25 min.**  
**2 hrs. to chill**

1 tbs. unflavored gelatin  
 ¼ cup cold water  
 1 cup pineapple syrup, heated (drained from can)  
 ½ cup orange juice  
 ¼ cup vinegar

**SOFTEN** gelatin in cold water and dissolve in hot pineapple syrup. Add orange juice, vinegar, and salt. Cool and, when mixture begins to thicken, fold in carrots, peaches and pineapple. Turn into individual molds that have been rinsed in cold water and chill until firm. When firm, unmold and serve with a dab of mayonnaise on each mold.

**Serves 4** 264 cal. per serving **Source of vitamins A, C**

Tested in THE AMERICAN HOME KITCHEN

◆ **wheat biscuit dessert**

1 tsp. cinnamon  
 3 tbs. butter or margarine  
 ¾ cup sugar  
 1½ cups water

**Preparation time: 30 min.**

6-8 large shredded wheat biscuits  
 ½ cup milk  
 1 cup chopped walnuts  
 ½ cup sugar

**SOAK** each biscuit in milk for a few seconds, being careful not to let biscuits become too moist. Split biscuit along one edge with a sharp knife. Mix together the nuts, ½ cup sugar, and the cinnamon. Carefully lift top of each biscuit and fill with ¼ cup of the nut mixture. Press down top to hold in filling. With a spatula place each filled biscuit on a lightly greased baking sheet. Dot with a teaspoon of butter. Bake in a moderately hot oven (375°F.) for 20 minutes. While biscuits are in oven, dissolve ¾ cup sugar in the water and allow to come to a boil. Pour the sugar syrup over the biscuits and serve warm with extra syrup.

**Serves 6-8** 403 cal. per serving **Source of vitamins A, B complex**

Recipe submitted by Mrs. M. Shalerian

Tested in THE AMERICAN HOME KITCHEN



# BRUNCH

on New Year's Day allows  
the children to celebrate, too!

Lynne Stewart



**E**VERY year we have a New Year's Day brunch party for our family. It has become a tradition we all enjoy. This is how it works:

Brunch begins promptly at 1:00 p.m., and the menu never varies. It is served buffet style.

The first course is orange and grapefruit juice; we serve it in my crystal punch bowl. The grapefruit juice is prepared the night before and poured into the ice-cube tray. When the cubes begin to form, we drop a maraschino cherry into the center of each cube. The next day we float the festive cubes in the bowl of orange juice.

Then we have the *pièce de résistance*—griddle cakes. These are welcome any time, but today we have them cafeteria style. Beside the platter of golden pancakes there are bowls and pitchers of good things to go with them: creamed cottage cheese with chopped nuts, strawberry or peach preserves, quick-frozen blueberries, whipped butter and honey, and the traditional maple syrup. And, we have plenty of hot toast. This is different from our everyday toast because it's buttered and sprinkled with the cinnamon-sugar we all love.

After brunch we have our annual family meeting. First, each of us writes his resolutions for the coming year. We read these aloud, and then

put them in the New Year's Book. Next on the agenda is the list of "What To Do and See" during the new year. Everyone makes suggestions; we vote on the best ones; and they are recorded. Then we look at last year's lists. Each of us rereads his resolutions; the rest of us score him on his success. Then we go over last year's list of "Things To Do and See" and make notes on the high lights of our various excursions. We refer to this list often during the year, planning our family's Sunday outings and vacation trips around it.

Our New Year's Day brunch is a tradition we plan to continue, and the New Year's Notebook is more than a record of our parties and good times. We like to think of it as an informal chronicle of our family history.



Clare McCanna

## The Fleet's In... with Fortune's

An exciting finale for a teen-aged girls' party on New Year's Eve is a little drama played in candlelight: each girl may discover the name of her future husband! Sailing in a bowl filled with blue-tinted water are red walnut-shell boats (the party favors) with lighted candles for masts. Print the initials of some of the boys the girls know on slips of paper, and

glue them to the edge of the bowl. When a girl's boat docks she will read the name of a boy. The boats, painted with nail polish, must sail on a rough sea, so stir the water a bit. Place candles in shells carefully so little boat will float. Have the girls light their candles, then switch off the overhead lights for the colorful little launching. Mabel Cliffe

# EASY, EASY, EASY MEALS

Hearty Heinz Oven-Baked Beans—Mealy, Mouth-Watering, Sauced to Spicy Perfection—Are a "Natural" for Brisk Fall Days, Hungry Families and Busy Cooks!



**EASY on the purse**—There's a whole hefty meal in a thrifty tin of Heinz Oven-Baked Beans! For they're energy-giving—rich in protein—and high in the quality for which Heinz has been famous for 79 years!

**EASY to cook**—Even experienced cooks admit they can't match Heinz Oven-Baked Beans for mellowness and for that spiced-to-glory sauce of "Aristocrat" tomatoes! All this goodness is yours—for the heating!

**EASY to serve**—Set a crock of crackling-brown beans on the table and your job's done—except for refilling the family's plates! You'll enjoy both kinds—in tomato sauce with succulent pork or without pork!







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for everyday meals**



**"I use  
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No other electric range offers so much practical flexibility! For small-family cooking, the built-in surface oven is perfect for everyday use — complete meals, vegetable dinners, biscuits, etc. Saves stooping, saves electricity. When additional oven space is needed — or when two different baking temperatures are required at the same time — or when you have a broiling operation — your regular, large oven is always ready for instant use. Both ovens are timer-clock controlled. See the Monarch Roaster Range at your Monarch dealer — or write the factory for literature:

MALLEABLE IRON RANGE CO., 418 Lake Street, Beaver Dam, Wisconsin



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ELECTRIC

# Snip it! Cut it!

Edith Ramsay



F. M. Demarest



Acme bent trimmers are excellent household shears, especially fine for cutting patterns, for the design of the handles lessens the fatigue

These Wiss pinking shears are a must for the home where much sewing is done. One operation, no ravels. Seams ready to stitch and press



There are hundreds of ways to use the Wiss kitchen shears in the home. Above, we are trimming meat; it will also do fish or fowl

Vegetables come in for their share of quick, easy, and economical trimming with the kitchen shears. Snip ends of beans before Frenching





Training in the care of scissors and their use can never be started too early. From the blunt-ended paper-doll scissors of preschool days to the fine embroidery scissor era, we use and respect scissors as the most versatile of our household implements



One pair of scissors for string and paper alone belong in the string and paper closet or drawer. These by Nu-Blade are fine for just this



Embroidery and sewing scissors in leather case make Mother's sewing basket something quite "special". Useful and easy to find. By Wiss



Bunch parsley in one hand and snip it into just the right pieces for garnishing or flavoring. These shears open bottle or jar caps, too



Manicure scissors for the home serve an important function and should be reserved for just this. The Wiss kit is complete in itself

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IT'S SMART TO BUILD WITH

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**M**ORE floors are washed away with the help of strong cleaning agents than are worn away by tramping feet. If the condition of your floor is getting you down, analyze the care you have been giving them.

Make a schedule and adhere to it. Daily care is most necessary for all types of flooring. Clean up immediately any serious spots or stains, then dust with a dry, untreated mop or a vacuum cleaner.

Weekly care may involve washing the bathroom and kitchen floors. Apply the type of wax recommended in the illustrations for each floor. You need not be a drudge if you use the new applicators, with long-handled rubber or synthetic mop, for cleaning as well as application of the wax.

Once a month go over the hard floor coverings—except wood—with a damp, not wet, mop; rewax and then buff. Wood floors should be freed of minor stains once a month.

"Floors—Care and Cleaning"  
No. 173 . . . Price 6¢ . . . a set of 6 cards, sized for filing in your Menu Maker, on the care and cleaning of linoleum, asphalt tiles, rubber tile, ceramic tile, wood, and plastic floors.  
The American Home  
55 Fifth Ave., New York 3, N. Y.

## Don't Let



**DON'T SCRUB  
HARDWOOD FLOORS!**



**DON'T SCOUR  
LINOLEUM!**

Just once a week you can use the synthetic mop and a mild soap or cleaner to wash up the linoleum floor. With same mop apply the water-soluble wax



**DON'T USE THE  
WRONG WAX!**

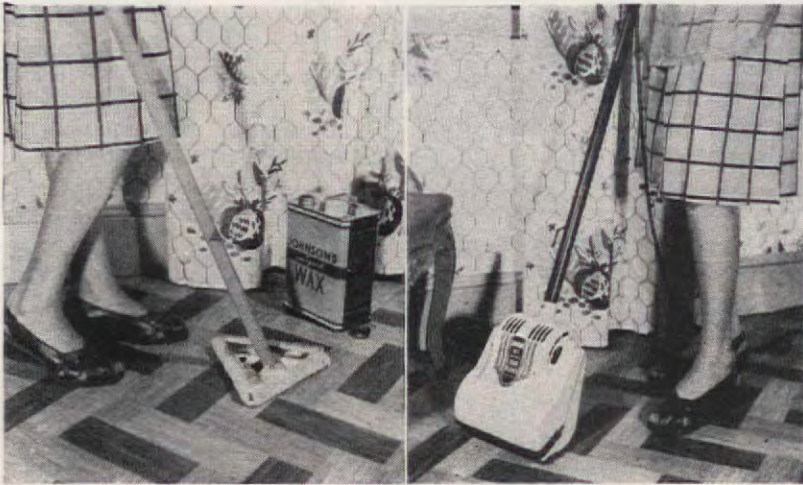


Linoleum surfaces on kitchen table tops are not unlike floors. Wash with mild soap. For the best care, protect floor surfaces with a water-soluble wax once a week



# the Floor Get You Down

Camera Associates, Inc.



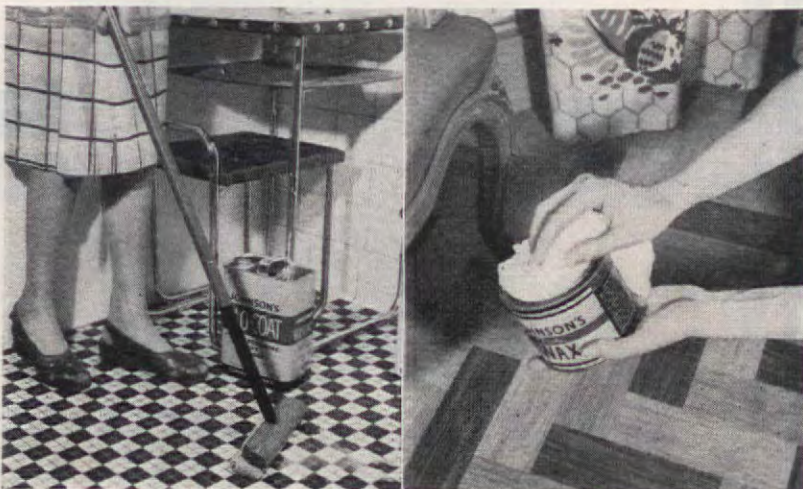
Liquid or paste waxes are right for wood floors. Lamb's wool as the applicator or patent holder on handle applies wax evenly. No backbreaking down-on-your-knees

Allow the liquid or paste wax to dry for at least half an hour, then do the final buffing with electric waxer, if you have one. Otherwise, the weighted buffer may be used



After using the water-soluble and nonpolishing waxes on linoleum or tile, impress on members of the household that they should not walk on the floor for half an hour

As accidents happen, as things are spilled, wipe them up immediately and you will have no dingy spots on the floor to tussle with in the weekly or monthly clean-up siege



The water-soluble waxes are also invaluable for cutting down the number of times in a month you may have to clean tile floors. Use the cellulose sponge for an applicator

For heavy traffic areas, in front of furniture or in doorways, several applications of paste wax, with buffing in between each coat, may be needed to keep floor polished



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1. Here's that "third hand" mothers wish for when it's shampoo-time for the baby

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It's New!

AND they're all for children. . . . 1. Baby reclines on a Shampoo-Ette made of aluminum; V. & L. Mfg. Co. . . . 2. "Spray" a DuPont plastic, is secured to tub with suction cups; Shore Line, Ind. . . . 3. A Kiddo set comes in pink or blue Cameo ware; Harker Pottery Co. . . . 4. A spoon and fork set with special china dish; Holmes and Edwards. . . . 5. Colorful (non-toxic) Exerciser designed to teach co-ordination; Plakie Toys, Inc. . . . 6. The Trimpliner Kiddie-Koop (A-50-H) has springs, waterproof Hair-flex mattress; Trimble Nurseryland Furniture, Inc. . . . 7. Serve baby a complete meal in one unit: an aluminum pan (for heating) holds tray and tumbler; Howlett, Inc. . . . 8. The Park Stroller (No. 7205) has a Steer-o-matic gear; blue upholstery; F. A. Whitney Carriage Co. . . . 9. The Aritocoach (No. 168) has tubular steel springs, an adjustable handle; Storkline Furniture Corp. . . . 10. Knox Ide's "Story-glass": Eva Zeisel designed the bowl, Viking Glass made it, Lena Barksdale advised the picture disks; "Saranco". . . . 11. Kantwet liners and pads are resistant to moisture and some acids; Rose-Derry Co.

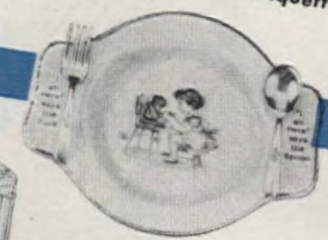


2. A portable shower designed for safety and adaptability. No shower curtain is needed

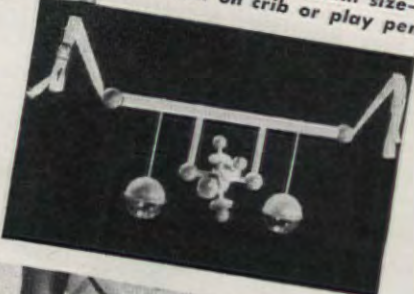


3. A Kiddo set—as special as the food the baby eats

4. "My Own Set" will charm, encourage youthful etiquette



6. Kiddie-Koop with new safety screen, convenience, roominess



5. A gymnasium—infant size—to fasten on crib or play pen



8. A Stroller—smart as a French poodle for walks in the park with Junior



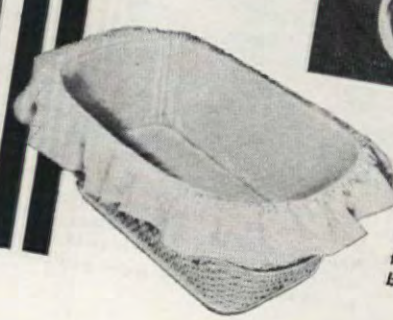
7. "Nursery Chef" saves your washing 5000 dishes per year



9. Carriage of modern design—easy pushing and easy riding



10. 1 picture is worth 500 words of coaxing when you want baby to eat



11. Modern conveniences come to baby's crib with a plastic basket liner and matching pad



# KAISER the 5-minute dishwasher!

Washes your dishes — and has them drying  
— by the time you've tidied the table



## EASY AS



Look — no hands in soapy dishwater — no drainboard clutter — no messy sink! The Kaiser does the whole job for you — washes dishes *hygienically* clean and has them sparkling dry in minutes. Easy as turning on a tap — just one control to wash and rinse, one control to drain.

## GENTLE AS A



Your fine china, glass and silverware — they're *babied* clean in the Kaiser. How they sparkle! No film, no streaks. And your Kaiser is powered by water only — motorless, vibrationless, too! Economical in use and trouble-free.

There's a space in *your* kitchen for a Kaiser — any 2-foot square will do. Your choice of cabinet or build-in units — all finished in white enamel.



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Only 2 plumbing connections needed for your Kaiser Dishwasher — one to hot water, one to drain. Minimum pressure: 40 pounds. Siphon breaker built right in. Ask your dealer for a demonstration.

See how easy it is to load your Kaiser. No bending or stooping for you! Place dishes so they face the flow of the water jets.



Smoothly the Kaiser's Safety Basket revolves to rinse every inch of every dish. Now, busy CHAT suds float away food and grease.



Fresh hot water rinses dishes thoroughly as sudsy dishwater drains out. Keeps the 1-piece basin satin-smooth, clean — and odorless.



Dishes dry fast — gently revolving in the Kaiser's heat-holding aluminum basin. Such a useful size dishwasher — and such a help!

## Immediate delivery

Write now for the name of your nearest Kaiser distributor. Use coupon below.





Kaiser Fleetwings Sales Corporation  
1924 Broadway, Oakland 12, California  
Please send me "Water Power Does My Dishes" — the new booklet about the Kaiser Dishwasher, and the name of my nearest distributor.

Name \_\_\_\_\_  
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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

AH-1-48

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Everybody's  Pointing  To  Hotpoint 

# Now Hotpoint Automatic Ranges Are Better In 11 Important New Ways

**New Faster-Starting Pan-Hugging Calrod\* Heating Units—33% More Surface Unit Capacity—Larger Sealed-Heat Oven With Improved Speed Broiler—Dual-Service Thrift Cooker—Simple Oven-Control Timer. Hotpoint's Away Out Front In Features—And In Styling, Too!**

**Y**OU'LL never know how simple, speedy and accurate cooking can be until you've used the new Hotpoint Automatic Electric Range—the world's finest, fastest-starting, most responsive range!

**Built by America's pioneer** kitchen planners, the new Hotpoint has the beautiful styling plus brilliant advancements women have only dreamed about until now!

**Faster-starting, pan-hugging** Calrod heating units bring food to the correct cooking

temperature in *seconds*. The new, larger sealed-heat oven gives better heat distribution—better cooking results! The dual-service thrift-cooker unit increases surface unit capacity 33%! And eight other advancements are yours in the new Hotpoint!

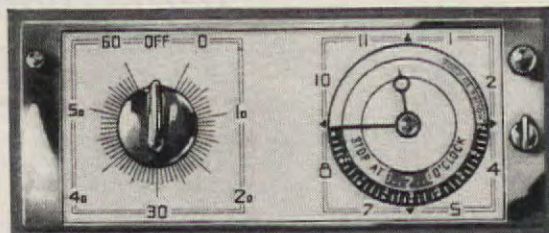
**See the Hotpoint Automatic Electric Range** before you buy *any* range! Compare it for price—performance—styling—features! You'll see why *everybody's pointing to Hotpoint*—the electric appliance leader!



**MORE  
HOTPOINT  
ELECTRIC RANGES  
IN USE THAN  
ANY OTHER  
MAKE**

**America's Leading Electric Range**

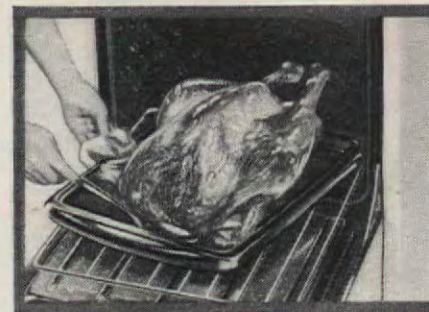
● **New Automatic Oven Timer** (right dial) turns oven on—and off. Just put food in, set timer—and dinner's ready when you want it! Controls one outlet and serves as kitchen clock. Time measure (left dial) is all-purpose minute-reminder.



\*REG. U. S. PAT. OFF.



● **New High-Speed Charcoal-Type Broiler** cooks steaks for 10 people in 10 minutes. Has open coil heating unit with heat deflector and porcelain broiler-roaster pan.



● **New Sealed-Heat Oven**, easiest-to-clean oven ever built, is fully insulated on all sides. Heating unit, sealed below oven, gives even heat distribution, better results.



● **Dual-Service Thrift-Cooker Unit.** Use it for deep-well cooking, or lift it quickly, easily to surface. Increases surface unit capacity 33%.

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A special section for use as a homemaking guide

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## INDEX OF EDITORIAL MATTER—1947

- Accessories** (See also "Gifts" and "Household products, new")
- colonial—*Accessories to Colonial*, June, 29
  - decorative—*The Importance of Accessories*, June, 26
  - Doing a Room Is Just Like Putting Clothes on Your Back!*, Mar., 19
  - eighteenth-century—*Accessories to 18th Century*, June, 30
  - flower—*Flower Fashions with Imagination*, Apr., 81
  - modern—*Accessories to Modern*, June, 28
  - outdoor—*For Comfort Out-of-Doors*, May, 39
  - For Living Out-of-Doors*, May, 42
  - For Meals Out-of-Doors*, May, 40
  - Patterned for Outdoor Living*, May, 36
- Accidents**
- first aid in—*What to Do in Case of Summer Accidents*, June, 88
  - prevention of—*Fire Prevention in the Home*, May, 65
  - 13 Proved Ways to Burn Your House Down*, Oct., 32
  - What to Do in Case of Summer Accidents*, June, 88
  - You Love Your Child, But . . .*, Dec., 76
  - street—*Mr. Property Owner; Do You Know Your Street Rights?* Aug., 60
  - summer—*What to Do in Case of Summer Accidents*, June, 88
  - When You Take Baby to the Beach*, July, 70
- Antiques**
- accessories—*Accessories to Colonial*, June, 29
  - Accessories to 18th Century*, June, 30
  - age of—"But, Madame—It's Old!" Nov., 27
  - buying of—"But, Madame—It's Old!" Nov., 27
  - chairs—*Dust Is Only Skin-Deep*, Jan., 35
  - Front Seats from 'Way Back*, Oct., 36
  - Make Heirlooms of Those Auction 'Bargains'*, Aug., 38
  - chests—*Treasure Chests*, Apr., 50
  - combined with modern pieces—*Forging a Home*, Nov., 29
  - New Life for an Old House*, May, 33
  - daguerreotype cases—*Daguerreotype Cases*, June, 32
  - displaying—*Antiques Show for Community Funds*, Oct., 16
  - Share Your Treasures at a Tea Toll*, Mar., 64
  - glass and china—*4 Generations of Collectors*, Oct., 98
  - Share Your Treasures at a Tea Toll*, Mar., 64
  - The Celery Vase*, Sept., 37
  - home furnishings—*An Old Red Barn Becomes a Home*, July, 22
  - At Home . . . with Dorothy and Dick*, Nov., 42
  - Don't Be Afraid of an Ugly Duckling!* Apr., 26
  - Dust Is Only Skin-Deep*, Jan., 35
  - Just Like Peas in a Pod?* Dec., 44
  - Long-Deserted Vermont Village Lives Again*, May, 24
  - One Hundred and Fifty Years Young!* Mar., 36
  - Remodeling in New England*, Aug., 33
  - The House that Music Built*, July, 28
  - They Take Their Ease Together*, Jan., 30
  - 'Whoa, Dobbin . . .'* May, 91
  - Wild Goose on the Wing*, July, 43
  - quilts—*Quilts with a Past—Afghans with a Future*, Sept., 57
  - red clay pottery—*Red Clay that We Aren't Collecting*, Feb., 28
  - redecorating and refinishing—*Dust Is Only Skin-Deep*, Jan., 35
  - Make Heirlooms of Those Auction 'Bargains'*, Aug., 38
  - silver—*Tea with Father*, Aug., 58
  - Two 'Guys' Swap Silver*, Mar., 60
  - trivets—*Right as a Trivet*, May, 154
- Apartments**
- decoration of—*Apartment Home in Old Greenwich Village*, June, 24
  - At Home . . . with Dorothy and Dick*, Nov., 42
  - Bachelor's Bungalow*, Sept., 28
  - Maggie's Private Ménage*, Oct., 30
  - Outmoded Apartment of Arlene Francis Has a 'Retake'*, Feb., 26
  - The Apartment of Olivia de Havilland*, Mar., 20
  - The Importance of Accessories*, June, 26
  - house remodeled into—*By the Sea, by the Sea, by the Beautiful Sea*, Feb., 34
  - modern—*Outmoded Apartment of Arlene Francis Has a 'Retake'*, Feb., 26
  - The Jerry Gordons 'at Home'*, June, 38
  - penthouse—*Growing-Up Days*, Apr., 24
  - Victorian—*Apartment Home in Old Green-*
- wich Village*, June, 24
- Appliances, electric** (See also specific appliances)
- care of—*Don't Torture Your Appliances!* Oct., 163; Nov., 145
  - infra-red—*Infra-Red Bulbs in Your Home*, Feb., 105
- Architects and designers**
- Ayers, David, Oct., 45
  - Bailey, Van Evert, July, 42
  - Balstad, Lester, Dec., 105
  - Belluschi, Pietro, Feb., 30
  - Berla and Abel, Nov., 69
  - Bishop, Robert F., Apr., 75
  - Bliven, Harold, Feb., 52
  - Civkin, Victor, Apr., 19
  - Clifford, Ralph, Aug., 26, 27, 30-32
  - DeLonge, John W., June, 50
  - Des Granges and Steffan, Sept., 50
  - Drake, Gordon, Mar., 31; July, 14
  - Flackmeier, Harry, Aug., 23
  - Gordon, John A., Apr., 66
  - Hall, Raymond Viner, Sept., 52
  - Jacobsen, John T., May, 82; Sept., 47
  - Jillson, Byron H., June, 48
  - Kaestler, William, Oct., 47
  - Kastrup, Carl J., Nov., 66
  - Ketchum, Morris, Jr., July, 14
  - Lind, Kenneth N., Feb., 21; July, 14
  - Luepke, Gordon Maas, Oct., 60
  - McDowell, Allan, Oct., 56
  - Mayer, Robert J., Mar., 26, 55
  - Mock, Rudolf, May, 77
  - Neutra, Richard J., Nov., 38
  - Ogden, Samuel R., May, 24; July, 40, 45
  - Pleger, Richard, May, 79, 86
  - Saarienen, Eliel, July, 14
  - Schultz, Warren, Nov., 66
  - Schreiber, Charles and Arthur, Sept., 49
  - Sherlock, Smith & Adams, May 79
  - Snyder, Wahl, Apr., 72
  - Sproule, John R., Apr., 70
  - Stubbins, Hugh, Jr., Mar., 38; Apr., 67
  - Swift, Kenneth, Apr., 73
  - Test, Lawrence, Sept., 91
  - Treichel, Chester H., Nov., 72
  - Turner and Johnson, Oct., 48, 103
  - Uhl, Walter, May 78
  - Urmston, Benton, June, 44
  - Vahlberg, Walter T. and Robert W., Dec., 43
  - Wurster, William W., June, 46; July, 14
  - Yost, L. Morgan, Mar., 38
  - Zook, Harold, June, 123
- Art, modern**—*What Is It All About?* Aug., 20
- Barbecue**
- how to build—*For Meals Out-of-Doors*, May, 40
- Basement**
- conversion of—*Basement Bargain for \$300*, Oct., 94
- Bathtub**
- modernizing—*That Home of Yours*, Oct., 103
- Birds**
- "All-Round" Birdhouses, Dec., 60
  - Birds in Your Garden All Winter, Dec., 55
- Books**
- American Home booklets*—"Book of House Plans," price, \$1.50; Jan., 59; Feb., 47, 50; Mar., 85; Apr., 88, 170; May, 153; June, 87, 136; Aug., 78; Sept., 124
  - "Bride's Book," price, 50¢; Feb., 50; Apr., 170; May, 153; June, 87
  - "Church Bazaar" (How to Make It a Success), price, 25¢; Feb., 50; Apr., 170; May, 153; June, 87
  - "Dream Home Portfolio," price, 35¢; Feb., 50; Apr., 170; May, 153; June, 87
  - "480 Interiors," price, \$1.50; Oct., 168; Nov., 108; Dec., 78
  - "Scrapbook of Architectural Details," price, 50¢
  - building a library—*Widen Your Family's Horizon with Good Books*, Nov., 106
  - reviews—Jan., 8; Feb., 12; Mar., 14; Apr., 14; May, 16; June, 12; July, 16; Aug., 10; Sept., 12; Oct., 14; Nov., 16; Dec., 20
- Boxwood—A Different Kind of Christmas Box**, Dec., 69
- Building materials** (See also "Paneling, wood")
- earth bricks—*Earth Blocks by 'Pudding'*, July, 56
  - glass—*Open Plan Plus Glass Walls*, Oct., 46
  - lumber—*Beware of Green Timber!* Apr., 76
  - built-ins
  - bathbub—*That Home of Yours*, Oct., 103
  - making back entries livable—*I Good Idea Begs 5 More*, Mar., 40
- modern homes—*Design for Complete Privacy*, May, 79
- "Oak Hill"—Maryland Chinchilla Ranch, Nov., 69
  - Southern Exposure Cuts Fuel Bills*, Sept., 52
  - Talent and Ambition Put to Good Use*, Oct., 34
  - 2 Ex-Marines Put an Ideal To Work . . . and Build a \$4500 House*, Mar., 30
  - in recreation room—*Basement Bargain for \$300*, Oct., 94
  - in remodeled homes—*An Illinois Farmhouse*, Nov., 66
  - Forging a Home*, Nov., 29
  - Yesterday's House Improves Its Circulation*, Aug., 53
- Cabinetmaking** (See "Furniture" and "Woodworking")
- Canning and preserves**
- fruit, Aug., 89
  - gifts of—*Picture Covers*, Sept., 120
  - Tricks of the Trade—*Canning Helps*, Aug., 90, 92
  - Important to Jelly*, Sept., 108, 110
- Cape Cod homes** (See "Colonial homes")
- Carpentry** (See also "Woodworking")
- "All-Round" Birdhouses, Dec., 60
  - Beware of Green Timber!* Apr., 76
  - "But I Do Want a Doll's House," Dec., 62
  - How To Drive a Nail*, Sept., 79
  - Loose Joints on Garage Doors*, Nov., 103
  - So Your Roof Leaks?* May, 102
- Carpets** (See "Rugs and carpets")
- Cats—Cats Have Rights, Too!** Oct., 131
- Chairs**
- antique, redecorating—*Dust Is Only Skin-Deep*, Jan., 35
  - Make Heirlooms of Those Auction 'Bargains'*, Aug., 38
  - history of—*Front Seats from 'Way Back*, Oct., 36
  - modern—*In Defense of the Sitting Position*, Oct., 38
  - traditional—*Front Seats from 'Way Back*, Oct., 36
- Chests**
- antique, redecorating—*Make Heirlooms of Those Auction 'Bargains'*, Aug., 38
  - history of—*Treasure Chests*, Apr., 50
- Children**
- accessories for—*Assets to a Child's World*, May, 116
  - adolescent—*Bitter Sweet Sixteen*, Apr., 123
  - Born 20 Years Too Soon!*, May, 19
  - adopted—*Children Who Come to Stay*, Oct., 28
  - behavior problems of—*What Do You Mean Problem Children?* Sept., 92
  - convalescing, fun for—*Child Play*, Jan., 65
  - Sick-A-Bed Ideas*, Feb., 82
  - The Postman and the Fairy*, June, 83
  - dental health for—*Johnny's First Visit to the Dentist*, Jan., 60
  - The Right Foods Can Save Your Children's Teeth*, Feb., 77
  - dogs and—*They Can Be Good for Each Other*, Dec., 40
  - entertainment for—*Children's Fair*, May, 22
  - feeding problems of—*Avoiding Maladjustments in the First Year*, Apr., 119
  - gardening by—*Never Too Young to Garden*, Nov., 36
  - infant—*Avoiding Maladjustments in the First Year*, Apr., 119
  - Toward Better Adjustment*, Mar., 106
  - learning to swim—*Water Sprites*, July, 24
  - making Christmas safe for—*You Love Your Child, But . . .*, Dec., 76
  - manners of—*Good Manners Are Taught*, Nov., 112
  - music for—*Music . . . History and Hobby*, Feb., 52
  - Playing for Visitors*, Jan., 15
  - nervous balance in—*Secrets and S'prises*, Dec., 72
  - one to two years old—*Avoiding Behavior Problems During the Second Year*, May, 120
  - parties for (See "Parties")
  - rainy-day fun for—*Designed for Excess Energy*, Nov., 61
  - reading for—*The Top Bookshelf*, Oct., 128
  - Widen Your Family's Horizon with Good Books*, Nov., 106
  - rheumatic fever among—*What About Rheumatic Fever?* Nov., 114
  - school and—*There's More to It Than Teachers' Pay*, Sept., 15
  - security for—*If You Are a Working Mother*, Aug., 73
  - Social Poise . . . from Infancy on*, Aug., 76
  - sex questions of—*No Longer a Baby!* Sept., 99
  - six to twelve years old—*The Middle-Aged Child*, Oct., 125
  - social development of—*I Went to Nursery School*, Mar., 102
  - No Longer a Baby!* Sept., 99
  - Social Poise . . . from Infancy On*, Aug., 76
  - staying young with—*The Kind of Mother I'd Like To Be*, June, 17
  - three to six years old—*No Longer a Baby!* Sept., 99
  - vacationtime—*When You Take Baby to the Beach*, July, 70
  - working mothers and—*If You Are a Working Mother*, Aug., 73
- China and glassware** (See also "Table settings")
- antique—*4 Generations of Collectors*, Oct., 98
  - Share Your Treasures at a Tea Toll*, Mar., 64
  - The Celery Vase*, Sept., 37
- Christmas cards**
- Daly, Alice—*The Story of Our Cover*, Dec., 12
  - making your own—*If You Make Them . . . They'll Be Different*, Nov., 78
  - photographs on—"Shoo!" Now for Next Christmas, Dec., 24
- Christmas decorations**
- Our Christmas Package for You*, Dec., 26
- Christmas foods**
- About the Picturesque Pomegranate*, Dec., 90
  - Fruit and Fragrance*, Dec., 85
  - Make Room for Supper*, Dec., 80
  - Plum Pudding*, Dec., 87
- Christmas gifts**
- making—"But I Do Want a Doll's House," Dec., 62
  - 38 Things to Make for Christmas*, Oct., 76
  - plants—*A Different Kind of Christmas Box*, Dec., 69
  - suiting to recipients—*For Christmas of 1947*, Dec., 32
  - Give Her Something Practical, Too*, Dec., 108
  - Think Before You Give*, Dec., 31
  - toys—"But I Do Want a Doll's House," Dec., 62
  - You Love Your Child, But . . .*, Dec., 76
- Christmas legends and customs**
- Christmas in Our Town . . . Down Texas Way*, Dec., 23
  - There Is a Santa Dec.*, 78
- Christmas tree**
- Everybody's Tree*, Dec., 16
  - From Tree to Trellis*, Dec., 67
- Clothes, home dry cleaning—Back-to-School Cleaning, Sept., 135**
- Collecting**
- antiques—*Daguerreotype Cases*, June, 32
  - Dust Is Only Skin-Deep*, Jan., 35
  - 4 Generations of Collectors*, Oct., 98
  - One Hundred and Fifty Years Young!* Mar., 36
  - Red Clay that We Aren't Collecting*, Feb., 28
  - Right as a Trivet*, May, 154
  - The Celery Vase*, Sept., 37
  - They Take Their Ease Together*, Jan., 30
  - Two 'Guys' Swap Silver*, Mar., 60
  - phonograph records—*Music . . . History and Hobby*, Feb., 52
  - turtles—*A Hobby that 'Just Grew'—an Apartment that Didn't!* Apr., 28
- Colonial homes**
- Accessories to Colonial*, June, 29
  - An Illinois Farmhouse*, Nov., 66
  - Connecticut Cinderella*, Nov., 74
  - 5 American Summer Homes*, July, 59
  - Home of the Kenneth Swifts*, Apr., 73
  - How Old Is an 'Old' House?* May, 94
  - Just Like Peas in a Pod?* Dec., 44
  - Long-Deserted Vermont Village Lives Again*, May, 24
  - One Hundred and Fifty Years Young!* Mar., 36
  - Remodeling in New England*, Aug., 33
  - Six Children Need Lots of Room*, Sept., 59
  - 10 Very Small, Very Good Houses*, Oct., 45
  - The House that Music Built*, July, 28
  - They Take Their Ease Together*, Jan., 30
  - 'Whoa, Dobbin . . .'* May, 91
- Conservation**
- Ask Yourself, "How Does Nature Do It?" Oct., 110
  - Buildozer, Spare that Tree*, Dec., 64
- Cooking** (See also "Canning and preserves", "Foods", "Meals", "Menus", and "Recipes")
- amateur—*Anyone Can Learn to Cook*, Apr., 136
  - basic sauce—*A Tomato, an Onion and a Pepper*, Nov., 125
  - California—*California Cookery*, July, 79
  - Chinese—*As the Chinese Do It*, Sept., 112
  - fireplace—*Conquer Twilight Chill*, May, 133
  - Greek—*From a Greek Kitchen*, Aug., 91
  - plum pudding—*Plum Pudding*, Dec., 87
  - pressure—*Pressure Does It*, Jan., 73
  - sea food—*Shore Dinner at Home*, Aug., 98
  - squash—*Fried with Squash*, Nov., 127
  - tomatoes—*Ways to Tomato!* Nov., 128
  - Tricks of the Trade—*Bread Crumb Directory*, Apr., 132-134
  - Brazil nuts*, Jan., 72
  - Canning Helps*, Aug., 90, 92
  - dried fruit sweet*, Feb., 100
  - Filling the Tureen*, Dec., 84, 86
  - hors d'oeuvres*, Jan., 72
  - how to make sour milk*, Feb., 100
  - Importance to Jelly*, Sept., 108, 110
  - More Basil and Thyme*, June, 109
  - Onion, Keep Away from My Hand!*, March, 117, 118
  - raisins for breakfast*, Feb., 100
  - serving fruit*, May, 128, 130
  - Smooth, Dark Gravy*, Oct., 140, 142
  - Too Many Carrots?* July, 78, 80
  - Trusting the Bird*, Nov., 124, 126
- Crafts** (See also "Hobbies")
- Christmas cards—*If You Make Them . . . They'll Be Different*, Nov., 78; *American Home Patterns*, Nov., 78, 80
  - Christmas decorations—*Our Christmas Package for You*, Dec., 26; *American Home Patterns*, Dec., 26
  - cork—*Some Corkin' Ideas*, Nov., 59
  - decorating eggs—*Easter Egg Circus Is Fun!* Apr., 146
  - High Time for a Pigskin Jamboree*, Apr., 146



Nov., 131  
kitchen decoration—*Spring Forecast for Kitchens*, Apr., 160; *American Home Patterns*, Apr., 160, 161, 162  
lamp shades—*New Shades for Old*, Nov., 54; *American Home Patterns*, Nov., 54, 56  
miscellaneous suggestions—*58 Things To Make for Christmas*, Oct., 76; *American Home Patterns*, Oct., 80, 82, 85, 86  
—*Spring Fancies*, May, 66; *American Home Patterns*, May, 70  
outdoor accessories—*Patterned for Outdoor Living*, May, 36; *American Home Patterns*, May, 36, 37, 38, 40, 41  
quilts and afghans—*Quilts with a Past—Afghans with a Future*, Sept., 57; *American Home Patterns*, Sept., 57, 58, 60  
refinishing and redecorating antiques—*Drabness, Too, Is Only Paint-Brush-Deept!*, Jan., 38; *American Home Patterns*, Jan., 40, 42  
—*Dust Is Only Skin-Deept*, Jan., 35  
—*Make Heirlooms of Those Auction "Bargains"*, Aug., 38; *American Home Patterns*, Aug., 38, 39, 40  
rug hooking—*Of Course You Can Hook a Rug*, Feb., 24; *American Home Patterns*, Feb., 24  
samplers—*The Sampler . . . First Record of Design*, July, 25; *American Home Patterns*, July, 27  
tablecloths—*No Excuse for Monotony!* June, 98; *American Home Patterns*, June, 98, 99, 100  
tiles—*Decorating with Tiles*, Mar., 46; *American Home Patterns*, Mar., 48, 50, 52  
window treatments—*Restyle Your Windows for Springtime*, Apr., 22; *American Home Patterns*, Apr., 22, 23  
Curtains and draperies (See also "Fabrics")  
broomstick—*How to Make Broomstick Curtains*, Apr., 56  
new ideas for—*More Curtain News*, Apr., 57  
—*Restyle Your Windows for Springtime*, Apr., 22  
**Decoration**, home (See "Home decoration")  
Decorators, interior  
Boggs, Louise, Jan., 30  
Hall, George, and Stephenson, C. Eugene, Aug., 24  
Dishwashing  
*Dishwashing Is Easy*, July, 91  
Dogs  
care of—*Doctor, Please Save My Dog!* Feb., 51  
—*You Want to Own a Dog?* June, 81  
children and—*They Can Be Good for Each Other*, Dec., 40  
Draperies (See "Curtains" and "Fabrics")  
Dry cleaning (See "Clothes, home dry cleaning")  
Dyeing and tinting  
washing machine—*Color Revival—the Washer Way*, Apr., 168  
**Easter**  
circus—*Easter Egg Circus Is Fun!* Apr., 146  
Entertaining (See "Parties and entertaining")  
**Fabrics**  
"decorator"—*The Big News This Fall—Availability!* Oct., 41  
wallpaper and—*American Home Print*, 1947, Sept., 30  
—*The Big News This Fall—Availability!* Oct., 41  
**Fences**  
decorative—*Beauty Needs a Background*, Mar., 82  
—*Cozy Corners—1947 Style*, Sept., 90  
—*Garden Paint Colors*, Apr., 104  
—*The Cliffords—Parents and Son Live Back to Back*, Aug., 26  
—*Things Rarely Done Are Often Worth Doing*, Sept., 80  
how to build—*Yrs. Resp.*, Feb., 70  
Fire prevention  
13 Proved Ways To Burn Your House Down, Oct., 32  
*You Love Your Child, But . . .*, Dec., 76  
Fireplaces  
coal-burning—*Conquer Twilight Chill*, May, 133  
cooking in—*Conquer Twilight Chill*, May, 133  
how to build—*You Can Build Your Own Fireplace*, Oct., 69  
outdoor—*For Living Out-of-Doors*, May, 42  
—*For Meals Out-of-Doors*, May, 40  
—*Landscaping Is a Useful Art*, Apr., 30  
**Floors**  
refinishing—*New Floor in a Day*, Feb., 111  
types and laying of—*Beware of Green Timber!* Apr., 76  
Flower arrangement  
Create—*Don't Copy!* Oct., 116  
Flower Fashions with Imagination, Apr., 81  
"And 20 Points for Distinction," Aug., 36  
"Wind Blown" Beauty, Jan., 18  
Flowers  
changing the water for—*Siphon System for Fresh Flowers*, Nov., 101  
in garden analysis—*How Does Your Garden Score?* Sept., 23  
new varieties—*American Home Achievement Medal Awards Coast to Coast*, Apr., 90  
unusual treatment of—*Things Rarely Done Are Often Worth Doing*, Sept., 80  
Foods (See also "Canning and preserves")  
"Cooking", "Meals", "Menus", and "Recipes"  
basic sauce—*A Tomato, an Onion and a Pepper*, Nov., 125  
Chinese—*As the Chinese Do It*, Sept., 112  
Christmas cookies—*Make Room for Supper*, Dec., 80  
desserts—*Desserts of Winter*, Jan., 69  
frostings—*Pretty Toppings*, July, 82  
frozen—*These Fruits and Vegetables Love To Freeze*, Apr., 154  
fruit—*About the Picturesque Pomegranate*, Dec., 90  
—*Early in the Morning*, May, 125

fruit cake—*Fruit and Fragrance*, Dec., 85  
greens—*Care of Greens*, June, 114  
—*Greens from the Roadside*, Apr., 156  
hamburgers—*Sun Gold*, Aug., 87  
herbs—*More Basil and Thyme*, June, 109  
hot—*Some Like It Hot*, Oct., 144  
ice cream—*Old-Fashioned Ice Cream and a Cool Drink*, Aug., 95  
iron—*Feed Him Iron*, Apr., 140  
Mexican—*Some Like It Hot*, Oct., 144  
onions—*Onion . . . Keep Away from My Hands!* Mar., 117  
oyster or clam stew—*Filling the Tureen*, Dec., 84, 86  
plum pudding—*Plum Pudding*, Dec., 87  
pork—*Pork Is on Order*, Jan., 70  
relish—*Relish for Winter*, Sept., 109  
rhubarb—*April Fare*, Apr., 129  
sandwiches—*Hot and Savory*, May, 129  
spring—*April Fare*, Apr., 129  
squash—*Ways with Squash*, Nov., 127  
stews and casseroles, dumplings—*A Month for Kettles*, Mar., 115  
storage of—*That Garden of Yours*, Oct., 107  
tomatoes, fried—*Fried Tomatoes!* Nov., 128  
Freezers, home  
how to buy—*Buying and Caring for Home Freezers*, Apr., 152  
preparing fruits for—*Apr. 90*  
What to freeze—*These Fruits and Vegetables Love to Freeze*, Apr., 154  
**Furniture**  
antique, how to buy (See also "Antiques, home furnishings")  
—*"But, Madame—It's Old!"* Nov., 27  
care of—*The Care of Mahogany*, Nov., 62  
chairs, traditional—*Front Seats from "Way Back"*, Oct., 36  
chairs, modern—*In Defense of the Sitting Position*, Oct., 38  
chests, history of—*Treasure Chests*, Apr., 50  
dining room, modern—*Maximum Eating Comfort . . . in Minimum Space*, Sept., 62  
modernizing—*A Camellia for Jane*, July, 30  
—*Tired of that "Early Maple" Look?* Nov., 32  
outdoor—*For Comfort Out-of-Doors*, May, 39  
—*For Meals Out-of-Doors*, May, 40  
—*Homemade Terrace for Summer Living*, Feb., 66  
—*Patterned for Outdoor Living*, May, 36  
painting of—*Drabness, Too, Is Only Paint-Brush-Deept!* Jan., 38  
redecoration—*Dust Is Only Skin-Deept!*, Jan., 35  
—*Make Heirlooms of Those Auction "Bargains"*, Aug., 38  
—*Metamorphosis in Minneapolis*, Sept., 64  
—*That Home of Yours*, Nov., 62  
remodeled—*Bachelor's Bandbox*, Sept., 28  
—*Metamorphosis in Minneapolis*, Sept., 64  
selection of—*Before You See a Decorator*, Apr., 45  
sofas, modern—*The New Sofas Are Scale-Conscious*, Nov., 35  
Fuse-box data—*That Home of Yours*, Nov., 62  
**Gardening** (See also "Flowers", "Landscaping", "Plants", and "Trees")  
accessories for—*To Help You Garden*, June, 78  
arbors—*Arbor of Grafted Trees*, Mar., 88  
backgrounds for flowers—*Beauty Needs a Background*, Mar., 82  
bank planting—*That Garden of Yours . . . as the Season Closes*, Nov., 87  
beauty and use in—*Cozy Corners—1947 Style*, Sept., 90  
—*How Does Your Garden Score?* Sept., 23  
berries—*Berries Belong in the Garden*, Jan., 52  
boxwood—*A Different Kind of Christmas Box*, Dec., 69  
building soil fertility—*Ask Yourself—"How Does Nature Do It?"* Oct., 110  
—*That Garden of Yours . . . as the Season Closes*, Nov., 87  
city—*Clambake on Commonwealth Avenue*, Jan., 17  
—*Roof-Top Garden*, June, 72  
compostmaking—*Ask Yourself—"How Does Nature Do It?"* Oct., 110  
—*That Garden of Yours*, Oct., 107  
cold-frame—*We Grew Our Garden in a Cold Frame!* Sept., 87  
commuting to—*Even without a House We're Enjoying Our Home!* July, 65  
cover crops—*That Garden of Yours . . . as the Season Closes*, Nov., 87  
espaliers—*Trained Fruit Trees Do Pretty Tricks*, May, 27  
fences—*Yrs. Resp.*, Feb., 70  
(See also "Fences")  
food crops—*That Garden of Yours*, Oct., 107  
fruit-tree growing—*A Simplified Spray Program for Fruit Growers*, May, 34  
—*Trained Fruit Trees Do Pretty Tricks*, May, 27  
garden analysis—*How Does Your Garden Score?* Sept., 23  
garden games—*Garden Games*, July, 33  
garden houses—*A Garden-Bathing House*, July, 68  
—*Little Garden Houses*, Apr., 96  
—*Odd and Ends and Bright Ideas*, June, 20  
herbs—*Why Don't You Start a "Yarb Patch"?* June, 80  
hillside—*"Can We Make a Garden on a Sidehill Lot?"* July, 34  
hydroponics—*What They Mean by Magic Gardening in Florida*, Aug., 64  
irrigation—*Getting Water on the Garden*, May, 110  
lawn care (See "Lawns")  
making a sun dial—*Sun Dial Simplified*, Apr., 94  
making a terrace—*Homemade Terrace for Summer Living*, Feb., 66  
making a trellis—*From Tree to Trellis*, Dec., 67  
mulching—*Ask Yourself—"How Does Nature Do It?"* Oct., 110

new accessories and plants—*New Things for Gardens*, Jan., 54  
—*More New Things for Gardens*, Feb., 68  
new flower varieties—*American Home Achievement Medal Awards Coast to Coast*, Apr., 90  
northern—*From Ashes to Asters*, Jan., 50  
orchids—*Super Hobby: Orchids*, Nov., 89  
penthouse—*Clambake on Commonwealth Avenue*, Jan., 17  
personality and—*A Garden for a Singing Heart*, Apr., 19  
—*Why Do You Want a Garden?* Jan., 45  
phlox growing—*What Do You Mean—"Just" Phlox?* Apr., 114  
planning the garden—*Be Lazy in August*, Aug., 68  
—*Color in the Winter Garden*, Nov., 92  
—*How Does Your Garden Score?* Sept., 23  
—*Know How To Make a Garden Plan?* Sept., 25  
plant foods—*Summer Snacks for Your Crops*, May, 104  
plant pests—*Plants Harmful and Annoying to Man*, Aug., 35  
pruning—*That Garden of Yours*, Oct., 107  
relation of garden to home—*These Gardens and Homes Were Developed Together*, Mar., 38  
relaxation and—*Be Lazy in August*, Aug., 68  
—*If You've Planned Right, Here's How You Can Garden in July!* July, 21  
shrubs—*Color in the Winter Garden*, Nov., 92  
soilless culture—*What They Mean by Magic Gardening in Florida*, Aug., 64  
spraying program—*A Simplified Spray Program for Fruit Growers*, May, 34  
—*Don't Lose Your Tomatoes This Year!* May, 113  
steps—*Garden Steps Can Be Lovely*, May, 106  
systematizing—*Take Time to Enjoy It*, May, 46  
tomato growing—*My Husband Grows Tomatoes by Remote Control*, Apr., 112  
tomato late blight—*Don't Lose Your Tomatoes This Year!* May, 113  
tool storage—*Odd and Ends and Bright Ideas*, June, 20  
training fruit trees—*Trained Fruit Trees Do Pretty Tricks*, May, 27  
tree blight—*There's a Plane Tree Scourge*, Mar., 86  
unorthodox—*Things Rarely Done Are Often Worth Doing*, Sept., 80  
using paint—*Garden Paint Colors*, Apr., 104  
wall—*Wall Gardens—Useful and Decorative*, Nov., 87  
watering the—*Getting Water on the Garden*, May, 110  
winter color—*Color in the Winter Garden*, Nov., 92  
winter protection—*Will It Be Beauty . . . or Burlap?* Oct., 33  
young people—*Never Too Young To Garden*, Nov., 36  
Gifts (See also "Accessories", "Christmas")  
bridal—*To Give a Bride*, June, 92  
special occasion—*Presents Ever Present*, Apr., 150  
Glass  
table settings of—*4 Generations of Collectors*, Oct., 98  
—*The Celery Vase*, Sept., 37  
use of, in homes—*An All-Steel House Takes Midwestern Winds*, June, 48  
—*High on a Sand Dune*, July, 42  
—*"Oak Hill"—Maryland Chinchilla Ranch*, Nov., 69  
—*Sea, Sand and Sky Frame the Beach Home of the Jack Lawrences*, Feb., 42  
—*Southern Exposure Cuts Fuel Bills*, Sept., 52  
—*The Cliffords—Parents and Son Live Back to Back*, Aug., 26  
2 Little Vacation Houses that Plan To Grow, Feb., 38  
walls of—*Open Plan Plus Glass Walls*, Oct., 46  
window, broken, how to replace—*Let There Be Lights!* Jan., 56  
**Hardware**, old—*How Old Is an "Old" House?* May, 94  
Health (See also "Children")  
children—*Avoiding Behavior Problems During the Second Year*, May, 120  
—*Avoiding Maladjustments in the First Year*, Apr., 119  
—*If You Are a Working Mother*, Aug., 73  
—*Johnny's First Visit to the Dentist* Jan., 60  
—*No Longer a Baby!* Sept., 99  
—*The Middle-Aged Child*, Oct., 125  
—*The Right Foods Can Save Your Children's Teeth*, Feb., 77  
—*Toward Better Adjustment*, Mar., 106  
—*What About Rheumatic Fever?* Nov., 114  
—*When You Take a Baby to the Beach*, July, 70  
Heating pads, care of—*Don't Torture Your Appliances!* Nov., 145  
Heating, radiant—*Southern Exposure Cuts Fuel Bills*, Sept., 52  
Herbs  
how to use—*More Basil and Thyme*, June, 109  
raising—*Why Don't You Start a "Yarb Patch"?* June, 80  
Hobbies (See also "Collecting" and "Crafts")  
antique furniture, how to buy—*"But Madame—It's Old!"* Nov., 27  
collecting phonograph records—*Music . . . History and Hobby*, Feb., 52  
daguerreotype cases—*Daguerreotype Cases*, June, 32  
flower pressing—*Your Home—for Better or Worse*, Oct., 88  
growing boxwood—*A Different Kind of Christmas Box*, Dec., 69  
light opera—*Entire Community Benefits from this Family Hobby*, Apr., 93  
music—*Music . . . History and Hobby*, Feb., 52  
old glass and china—*4 Generations of Collectors*, Oct., 98

—*The Celery Vase*, Sept., 37  
orchids—*Super Hobby: Orchids*, Nov., 89  
plants—*Decorating with Plants*, Oct., 120  
—*Super Hobby: Orchids*, Nov., 89  
quilts and afghans—*Quilts with a Past—Afghans with a Future*, Sept., 57  
red-clay pottery—*Red Clay that We Aren't Collecting*, Feb., 28  
rock collecting—*Nature Offers an Inexpensive Hobby*, Oct., 20  
rug hooking—*Of Course You Can Hook a Rug*, Feb., 24  
trivets—*Right at a Trivet*, May, 154  
turtles—*A Hobby that "Just Grew"—an Apartment that Didn't!* Apr., 28  
woodworking—*And What's Your Hobby?* Apr., 32  
—*Is There a Handy Man in the House?* Nov., 38  
—*Our Home Workshop Began 30 Years Ago*, Nov., 20  
Homes (See also "Homes, beach houses" and "Homes, vacation")  
apartments (See "Apartments")  
all-steel—*An All-Steel House Takes Midwestern Winds*, June, 48  
beach houses—*A Place To Play—and Swim*, July, 54  
—*Family Project—in the Sun*, July, 46  
—*High on a Sand Dune*, July, 42  
—*Sea, Sand and Sky Frame the Beach Home of the Jack Lawrences*, Feb., 42  
Cape Cod or colonial (See "Colonial homes")  
condensation control in—*Is Your House All Wet?* Nov., 40  
construction errors—*Inside the House that Stopped Traffic*, Mar., 18  
—*Our Not-So-Model Home*, Sept., 67  
—*Ours Is a Charming House, But—*, Nov., 83  
converted—*Rented: One Real-Estate Office*, Sept., 46  
—*Garage into Home—without Magic*, Oct., 56  
country—*Home of Mr. and Mrs. Robert Warner*, July, 39  
—*Possum Trot Farm*, Feb., 46  
—*The Tiddly Farm in New Hampshire*, June, 55  
—*Wild Goose on the Wing*, July, 43  
—*Yankee Storekeeping Has Paid Off*, Oct., 64  
Early American (See "Colonial homes")  
five-bedroom—*. . . And So We Bought a Mansion*, Oct., 74  
—*High on a Sand Dune*, July, 42  
—*The Snapp Family's Summer Home in Point No Point*, May, 82  
four-bedroom—*Modern Architect Remodels 200 Yr. Old House*, June, 46  
functional—*. . . These Houses Work for Their Owners*, Jan., 24  
gardens and, planned together—*These Gardens and Homes Were Developed Together*, Mar., 38  
indoor-outdoor—*"Daddy" Lives Here!* June, 34  
—*Families Can Live Happily Side by Side!* Aug., 22  
lighting equipment for—*The Light Side of the American Home*, Nov., 44  
—*The Recipe Calls for Lighting*, Nov., 46  
modern (See "Modern homes")  
old, dating of—*How Old Is an "Old" House?* May, 94  
one-bedroom—*Family Project—in the Sun*, July, 46  
—*Home of the Ralph Shaffers*, Apr., 70  
—*Is This the \$3,500 Answer?* Feb., 21  
—*"Oak Hill"—Maryland Chinchilla Ranch*, Nov., 69  
—*Rented: One Real-Estate Office*, Sept., 46  
—*Home of David Ayers*, Oct., 45  
—*The Home of Mr. and Mrs. Barney Crawford*, Dec., 42  
—*2 Ex-Marines Put an Ideal To Work . . . and Build a \$4500 House*, Mar., 30  
one-room—*Accordion-Plated Comfort—in a One-Room Home*, June, 50  
—*Garage into Home—without Magic*, Oct., 56  
—*Is This the \$3,500 Answer?* Feb., 21  
—*The Cliffords—Parents and Son Live Back to Back*, Aug., 30-32  
packaged—*4 Packaged Homes*, Oct., 52  
—*Is This the \$3,500 Answer?* Feb., 21  
patio—*A Place To Play—and Swim*, July, 54  
—*Good Plan on 30 Foot Lot*, May, 86  
—*The Cliffords—Parents and Son Live Back to Back*, Aug., 26  
—*The Home of Mr. and Mrs. Barney Crawford*, Dec., 42  
planning of—*Inside the House that Stopped Traffic*, Mar., 18  
—*Yesterday's House Improves Its Circulation*, Aug., 53  
prefabricated (See "Homes, packaged")  
ranch type (See "Ranch-type homes")  
remodeled—*. . . A Compromise, Not a Dream House*, Jan., 26  
—*An Illinois Farmhouse*, Nov., 66  
—*An Old Red Barn Becomes a Home*, July, 22  
—*American Homes*, Apr., 65  
—*Connecticut Cinderella*, Nov., 74  
—*Drab Shore and George Montgomery*, Sept., 18  
—*Don't Be Afraid of an Ugly Duckling!* Apr., 26  
—*Dust Is Only Skin-Deept*, Jan., 35  
—*3 American Summer Homes*, July, 39  
—*Forging a Home*, Nov., 29  
—*Happy Landing for an Air Pilot*, Sept., 70  
—*Home of the Frank S. Buckleys*, Apr., 66  
—*Long-Deserted Vermont Village Lives Again*, May, 24  
—*Modern Architect Remodels 200 Yr. Old House*, June, 46  
—*New Life for an Old House*, May, 33  
—*One Hundred and Fifty Years Young!* Mar., 36  
—*110 or Bust*, Mar., 79  
—*Over the Threshold*, May, 61



- Remodeling in New England, Aug., 33
- Six Children Need Lots of Room, Sept., 50
- Vacation Homes . . . in the Country, in the Mountains and by the Sea, Feb., 30
- "Whoa, Dobbin," May, 91
- Wild Goose on the Wing, July, 43
- Yesterday's House Improves Its Circulation! Aug., 53
- salt-box—Red Salt Box—Vacation Size, Feb., 33
- six-bedroom—Six Children Need Lots of Room, Sept., 50
- The Twiddy Farm in New Hampshire, June, 55
- three-bedroom— . . . A Compromise, Not a Dream House, Jan., 26
- A Place To Play—and Swim, July, 54
- An All-Steel House Takes Midwestern Winds, June, 48
- An Illinois Farmhouse, Nov., 66
- California Builds for Veterans, Jan., 20
- Design for Complete Privacy, May, 79
- Good Plan on 30 Foot Lot, May, 86
- Home Port for Capt Perkins, Nov., 72
- Just Like Peas in a Pod? Dec., 44
- Model for Young Living, Oct., 48
- Rambling House on Long Island, May, 78
- Takes Every Advantage of Breath-Taking View! Sept., 47
- This Suburban Home Won a Prize, Sept., 48
- transitional design—Home of the Henri Bonhusts, May, 76
- two-bedroom—American Homes, Apr., 66, 75; May, 75
- Betsey Barton's Postage-Stamp Retreat, Feb., 32
- 4 Packaged Houses, Oct., 52
- Open Plan Plus Glass Walls, Oct., 46
- Sea, Sand and Sky Frame the Beach Home of the Jack Laurences, Feb., 42
- Southern Exposure Cuts Fuel Bills, Sept., 52
- Space Used Wisely and Well, June, 44
- The Cliffords—Parents and Son Live Back to Back, Aug., 26
- The Sea and the Sand . . . Are Just Down the Hill, May, 29
- They Live with Color, Oct., 60
- 2 Brothers Build Own Postwar Homes, Oct., 49
- Vacation Homes . . . in the Country, in the Mountains and by the Sea, Feb., 30
- "used", how to buy—Looking for Trouble! Mar., 37
- Take Your Shopping List with You, June, 31
- vacation (See also "Homes, beach houses")
- 3 American Summer Homes, July, 39
- The Snapp Family's Summer Home in Point No Point, May, 82
- Vacation Homes . . . in the Country, in the Mountains, and by the Sea, Feb., 30
- vacation, closing—Closing the Summer Place, Aug., 99
- veterans—California Builds for Veterans, Jan., 20
- G. I. Story . . . Glamour Style, Feb., 58
- War Houses into Dream Homes, Aug., 45
- 110 or Bust, Mar., 79
- Home decoration
- accessories—The Importance of Accessories, June, 26
- apartments (See "Apartments")
- beach houses—(See "Homes")
- camp style—Red Salt Box—Vacation Size, Feb., 33
- colonial—(See "Colonial Homes")
- color in—Before You See a Decorator, Apr., 45
- combining periods in—An Old Red Barn Becomes a Home, July, 22
- Don't Be Afraid of an Ugly Duckling! Apr., 26
- Forging a Home, Nov., 29
- Garage into Home—without Magic, Oct., 56
- New Life for an Old House, May, 32
- eighteenth-century—Accessories to 18th Century, June, 30
- American Home Print, 1947, Sept., 30
- Just Like Peas in a Pod? Dec., 44
- fabrics and wallpaper—American Home Print, 1947, Sept., 30
- The Big News This Fall—Availability! Oct., 41
- floor finishing—New Floor in a Day, Feb., 111
- flowers in (See "Flower arrangement")
- French provincial—It Stopped a Rehearsal—Home of the Andy Russells, Apr., 38
- New Life for an Old House, May, 33
- furniture remodeling—A Camellia for Jane, July, 30
- Bachelor's Bandbox, Sept., 28
- Metamorphosis in Minneapolis, Sept., 64
- That Home of Yours, Nov., 62
- Tired of that "Early Maple" Look? Nov., 32
- indoor-outdoor style—(See "Homes")
- kitchens—Connecticut Kitchen in the Raymond Rich Home, Dec., 105
- It's a Man's Kitchen, Sept., 130
- Let's Get Back into the Kitchen! Sept., 126
- Spring Forecast for Kitchens, Apr., 160
- Work Is Easier in a Pleasant Room, Apr., 158
- lamp ideas—That Home of Yours, Nov., 62
- minimum space for—Rented: One Real-Estate Office, Sept., 46
- modern—A Camellia for Jane, July, 30
- . . . A Compromise, Not a Dream House, Jan., 26
- A Hobby that "Just Grew"—an Apartment that Didn't! Apr., 28
- Accordion-Pleated Comfort—in a One-Room Home, June, 50
- American Home Print, 1947, Sept., 30
- American Homes, Apr., 67, 70
- California Builds for Veterans, Jan., 23
- Design for Complete Privacy, May, 79
- Doing a Room Is Just Like Putting the Clothes on Your Back! Mar., 19
- G. I. Story . . . Glamour Style, Feb., 58
- Is This the \$3,500 Answer? Feb., 21
- Just Like Peas in a Pod? Dec., 44
- Maximum Eating Comfort . . . in Minimum Space, Sept., 62
- Modern Architect Remodels 200 Yr. Old House, June, 46
- "Oak Hill"—Maryland Chinchilla Ranch, Nov., 69
- Open Plan Plus Glass Walls, Oct., 46
- Sea, Sand and Sky Frame the Beach Home of the Jack Laurences, Feb., 42
- Southern Exposure Cuts Fuel Bills, Sept., 52
- Space Used Wisely and Well, June, 44
- Takes Every Advantage of Breath-Taking View! Sept., 47
- Talent and Ambition Put to Good Use, Oct., 34
- The Cliffords—Parents and Son Live Back to Back, Aug., 26
- The Home of Mr. and Mrs. Barney Crawford, Dec., 42
- The Jerry Gordons "at Home", June, 38
- The Robbers Choose Modern, May, 58
- . . . These Houses Work for Their Owners, Jan., 24
- They Live with Color, Oct., 60
- This Suburban Home Won a Prize, Sept., 48
- 2 Brothers Build Own Postwar Homes, Oct., 49
- 2 Ex-Marines Put an Ideal To Work . . . and Build a \$4500 House, Mar., 30
- Vacation Homes . . . in the Country, in the Mountains, and by the Sea, Feb., 30, 38, 42
- painting, old furniture—Drabness, Too, Is Only Paint-Brush-Deep! Jan., 38
- Dust Is Only Skin-Deep! Jan., 35
- Make Heirlooms of Those Auction "Bargains", Aug., 38
- patio houses—A Place To Play—and Swim, July, 54
- Good Plan on 30-Foot Lot, May, 86
- The Cliffords—Parents and Son Live Back to Back, Aug., 26
- The Home of Mr. and Mrs. Barney Crawford, Dec., 42
- personality of owner and—Before You See a Decorator, Apr., 45
- Doing a Room Is Just Like Putting the Clothes on Your Back! Mar., 19
- plants and—Decorating with Plants, Oct., 120
- That Home of Yours, Oct., 103
- Your Home—for Better or Worse, Oct., 88
- professional (fees, etc.)—Well, Do You Know? Oct., 40
- ranch-type homes—Dinah Shore and George Montgomery, Sept., 18
- Model for Young Living, Oct., 48
- This Suburban Home Won a Prize, Sept., 48
- small changes and additions—Spring Fancies, May, 66
- That Home of Yours, Oct., 103
- tiles and—Decorating with Tiles, Mar., 46
- traditional—California Builds for Veterans, Jan., 20
- Dust Is Only Skin-Deep! Jan., 35
- . . . These Houses Work for Their Owners, Jan., 24
- War Houses into Dream Homes, Aug., 45
- using waste space—I Good Idea Begets 5 More, Mar., 40
- vacation homes—Vacation Homes . . . in the Country, in the Mountains, and by the Sea, Feb., 30 (See also "Homes, beach houses")
- wedding, home—Bouquet of Ideas for a Home Wedding, June, 22
- window ideas—Restyle Your Windows for Springtime, Apr., 22
- That Home of Yours, Nov., 62
- Victorian—Apartment Home in Old Greenwich Village, June, 24
- The Sea and the Sand . . . Are Just Down the Hill, May, 29
- Home management (See also "Home Management, efficiency in")
- American Home—Our Home Equipment Center, June, 129
- attitude toward—Why Does Housework Harass You? May, 148
- care of appliances—Don't Torture Your Appliances! Oct., 163; Nov., 145
- care of rugs—Care of Carpets and Rugs, May, 145
- career women and—Housework Makes Me Sneeze, June, 132
- dishwashing—Dishwashing Is Easy, July, 91
- domestic service—Labor Relations for the Housewife, Feb., 108
- efficiency in—Isn't There a Lazier Way? Feb., 106
- I've Spoiled My Wife! Sept., 139
- Ours Is a Charming House, But—, Nov., 83
- family living and—Let's Get Back into the Kitchen! Sept., 126
- Wish You Had 4 Hands? Oct., 154
- information file—Let's File by Season, Apr., 149
- infra-red bulbs, uses for—Infra-Red Bulbs in Your Home, Feb., 105
- ironing—Portal-to-Portal Efficiency, July, 93
- kitchen planning—Isn't There a Lazier Way? Feb., 106
- Kitchens for American Homes, June, 120
- simplifying—House Cleaning the Easy Way, May, 142
- I'm an Awful Housekeeper, Oct., 164
- timing—The Time of Your Life, Feb., 104
- using camp stools—A Good Companion, Sept., 125
- Home ownership (See "Property")
- Home repair (See also "Carpentry", "Maintenance", "Woodworking")
- garage doors—Rx for Loose Joints on Garage Doors, Nov., 103
- roof—So Your Roof Leaks? May, 102
- painting—Painting a House, June, 66
- screens—Screen Time, Apr., 102
- tiles—Replace Tile Easily, Jan., 58
- windows—Let There Be Light! Jan., 56
- Household products, new
- Give Her Something Practical, Too, Dec., 108
- Look . . . It's New! Sept., 141; Oct., 167; Nov., 147
- What's New—What's Coming? Apr., 171; May, 156; July, 97
- Humidity control—Is Your House All Wet? Nov., 40
- Hydroponics (See "Gardening, hydroponics")
- Insect pests—Slow . . . Termites Working! Mar., 95
- Inspirational and humorous articles
- A Penny's Worth, July, 19
- American Women Are Lucky! Oct., 27
- Are You a Sunday Failure? July, 20
- Born 20 Years Too Soon! May, 19
- Christmas in Our Town . . . Down Texas Way, Dec., 23
- Citizenship, Inc., June, 15
- Company for Sunday Dinner, June, 115
- Don't Be a City Mouse! May, 21
- Grown-Up Boys Will Remember, Apr., 58
- Harder Than Greek—or Calculus! Mar., 17
- Homes . . . and Nests! Apr., 18
- I'll Want To Remember, Aug., 80
- Lend Wings to Cheer! Aug., 17
- Let's Get Down to Brass Tacks, Nov., 25
- My Husband Grows Tomatoes by Remote Control, Apr., 112
- Our Heritage Brought Home, Sept., 78
- Should Housewives Be Paid a Salary? Feb., 15
- The Stories No One Else Knows, Apr., 17
- There Is a Santa! Dec., 78
- Waste Not! Feb., 17
- Insulation
- Is Your House All Wet? Nov., 40
- It's Smart To Insulate, July, 36
- Insurance
- personal liability—\$10 or \$10,000? Feb., 63
- street accidents and—Mr. Property Owner: Do You Know Your Street Rights? Aug., 60
- Interior decoration (See "Home decoration")
- Ironers—Now that You Own an Ironer . . . Use It! Nov., 143
- Ironing efficiency—Portal-to-Portal Efficiency, July, 93
- Irons
- care of—Charcoal to Electric, Oct., 156
- Don't Torture Your Appliances! Oct., 163
- Jam and jelly making (See "Canning and preserves")
- Kitchens
- as center of home—Let's Get Back into the Kitchen! Sept., 126
- The Best Kitchen Is Planned, Nov., 141
- lighting—The Recipe Calls for Lighting, Nov., 46
- man's—It's a Man's Kitchen, Sept., 130
- packaged—Good Storage Minimizes "Chorage", Oct., 160
- planning—The Best Kitchen Is Planned, Nov., 141
- Our Home Equipment Center, June, 129
- redecorating—Spring Forecast for Kitchens, Apr., 160
- Work Is Easier in a Pleasant Room, Apr., 158
- remodeled—Connecticut Kitchen in the Raymond Rich Home, Dec., 105
- It's a Man's Kitchen, Sept., 130
- Kitchens for American Homes, June, 120
- storage space and equipment in—Good Storage Minimizes "Chorage", Oct., 160
- Our Home Equipment Center, June, 129
- Lamp shades, how to renew—New Shades for Old, Nov., 54
- Land buying (See "Property, buying of")
- Landscape architects
- Gerke, Walter and Florence, May, 107
- Gilbert, George, Nov., 72
- Levison, J. J., Apr., 19
- Murch, Edith, Sept., 25
- Rapuno, Michael, Mar., 38
- Landscape painting
- for beauty and use—How Does Your Garden Score? Sept., 23
- Know How To Make a Garden Plan? Sept., 25
- Landscape Is a Useful Art., Apr., 30
- Why Do You Want a Garden? Jan., 45
- California—Cozy Corners—1947 Style, Sept., 90
- Why Do You Want a Garden? Jan., 45
- functional—Landscape Is a Useful Art., Apr., 30
- These Gardens and Homes Were Developed Together, Mar., 38
- hillside—"Can We Make a Garden on a Sidehill Lot?" July, 34
- Illinois—Cozy Corners—1947 Style, Sept., 90
- Long Island—A Garden for a Singing Heart, Apr., 19
- Don't Be Afraid To Do Your Own Landscaping, Feb., 19
- Minnesota—Happy Landing for an Air Pilot, Sept., 70
- New England—Why Do You Want a Garden? Jan., 45
- Oregon—We Grew Our Garden in a Cold Frame! Sept., 87
- personality and—A Garden for a Singing Heart, Apr., 19
- Why Do You Want a Garden? Jan., 45
- young people's—Never Too Young To Garden, Nov., 36
- Laundry center
- Good Storage Minimizes "Chorage", Oct., 160
- Our Home Equipment Center, June, 129
- The Best Kitchen Is Planned, Nov., 141
- Lawns
- care of—Advice to the Ladies, Mar., 91
- Plants Harmful and Annoying to Man, Aug., 35
- seed for—Some Comments about Lawn Grass Seed, Mar., 93
- Lighting, home
- The Best Kitchen Is Planned, Nov., 141
- The Light Side of the American Home, Nov., 44
- The Recipe Calls for Lighting, Nov., 46
- Linens (See "Tablecloths")
- Lumber—Beware of Green Timber! Apr., 76
- Maintenance and Repair (See also "Home Repair")
- How to Drive a Nail, Sept., 79
- Is Your House All Wet? Nov., 40
- It's Smart To Insulate, July, 36
- Let There Be Light! Jan., 56
- New Floor in a Day, Feb., 111
- Painting a House, June, 66
- Replace Tile Easily, Jan., 58
- Rx for Loose Joints on Garage Doors, Nov., 103
- Screen Time, Apr., 102
- Slow . . . Termites Working! Mar., 95
- So Your Roof Leaks? May, 102
- The Light Side of the American Home, Nov., 44
- Yesterday's House Improves Its Circulation, Aug., 53
- You Can Build Your Own Fireplace, Oct., 69
- Meals (See also "Cooking", "Foods", "Menus", and "Recipes")
- autumn—Bonfires in October, Oct., 137
- Green Hangs the Apple, Sept., 105
- blueberries—Leading Up to the Blueberry, June, 104
- breakfasts—Early in the Morning, May, 125
- California—California Cookery, July, 79
- desserts—Desserts of Winter, Jan., 69
- first courses, Nov., 124
- Greek—From a Greek Kitchen, Aug., 91
- hot-weather—When Day Is Done, July, 75
- inexpensive—Penny Pretty Meals, Oct., 145
- low-calory—Low Calory Dishes for Weight-Minded Meals, Feb., 101
- lunches, cold—Tricks of the Trade, June, 108
- meat dishes—Pork Is on Order, Jan., 70
- meat-saving—Penny Pretty Meals, Oct., 145
- New England—Yankee Doodle Dandies, Mar., 119
- picnic—Family Picnic Shelf, Aug., 94
- Let's Revive Church Picnics! Sept., 118
- sandwiches—Hot and Savory, May, 129
- sea food—Shore Dinner at Home, Aug., 98
- spring—April Fare, Apr., 129
- stews and casseroles, dumplings—A Month for Kettles, Mar., 115
- Filling the Tureen, Dec., 84, 86
- supper, Christmas Eve—Make Room for Supper, Dec., 80
- vacation—Sun Gold, Aug., 87
- winter—Desserts of Winter, Jan., 69
- Pork Is on Order, Jan., 70
- Menus
- budget-saving—Penny Pretty Meals, Oct., 145
- buffet supper, Dec., 83
- Chinese, Sept., 118
- Christmas dinner, Dec., 83
- Christmas Eve supper, Dec., 83
- company suppers, Nov., 123
- dinners, Apr., 138
- fall, Sept., 107
- Hobby-Horse Party, July, 88
- Lincoln Day luncheon, Feb., 99
- October, Oct., 139
- Saturday night suppers, Nov., 123
- stews, Mar., 116
- Thanksgiving dinner, Nov., 123
- Valentine luncheon, Feb., 99
- Washington's Birthday luncheon, Feb., 99
- Mixers, care of—Don't Torture Your Appliances! Nov., 145
- Modern furniture
- chairs—In Defense of the Sitting Position, Oct., 38
- dining room—Maximum Eating Comfort . . . in Minimum Space, Sept., 62
- sofas—The New Sofas Are Scale-Conscious, Nov., 35
- Modern homes
- accessories—Accessories to Modern, June, 28
- apartments—Growing-Up Days, Apr., 24
- Outmoded Remodeling of Arlene Francis Has a "Retake", Feb., 26
- The Jerry Gordons "at Home", June, 38
- Arizona—They Live with Color, Oct., 60
- California—Accordion-Pleated Comfort—in a One-Room Home, June, 50
- American Homes, Apr., 66
- California Builds for Veterans, Jan., 20
- Space Used Wisely and Well, June, 44
- These Houses Work for Their Owners, Jan., 24
- 2 Brothers Build Own Postwar Homes, Oct., 49
- 2 Ex-Marines Put an Ideal To Work . . . and Build a \$4500 House, Mar., 30
- for G. I.'s—California Builds for Veterans, Jan., 20
- G. I. Story . . . Glamour Style, Feb., 58
- Illinois—An All-Steel House Takes Midwestern Winds, June, 48
- The Robbers Choose Modern, May, 58
- Maryland—"Oak Hill"—Maryland Chinchilla Ranch, Nov., 69
- Massachusetts—American Homes, Apr., 67
- New York—Just Like Peas in a Pod? Nonsense, Dec., 44
- Oklahoma—The Home of Mr. and Mrs. Barney Crawford, Dec., 42
- Pennsylvania—American Homes, Apr., 75
- Southern Exposure Cuts Fuel Bills, Sept., 52
- ranch-type—This Suburban Home Won a Prize, Sept., 48
- vacation—Sea, Sand and Sky Frame the Beach Home of the Jack Laurences, Feb., 42
- 2 Little Vacation Houses that Plan To Grow! Feb., 38
- Washington—American Homes, Apr., 70
- Takes Every Advantage of Breath-Taking View! Sept., 47
- Wisconsin—Open Plan Plus Glass Walls, Oct., 46
- Money raising
- Antiques Show for Community Funds,



Oct., 16  
*Children's Fair*, May, 22  
*Share Your Treasures at a Tea Toll*, Mar., 64  
**Music**  
 children's playing—*Playing for Visitors*, Jan., 15  
 history of—*Music . . . History and Hobby*, Feb., 52  
 outdoor opera—*Entire Community Benefits from this Family Hobby*, Apr., 93  
 placing your piano—*Play Up to It . . . as Well as on It!* Mar., 71  
**Nursery school**  
*I Went to Nursery School*, Mar., 102  
*No Longer a Baby!* Sept., 99  
**Orchids**—*Super Hobby*; *Orchids*, Nov., 89  
**Outdoor living**  
 accessories for—May, 36; May, 38; May, 39; May, 40; May, 42; June, 117  
 activities for—*Garden Games*, July, 33  
 gardening and—*Even without a House We're Enjoying Our Home!* July, 65  
 on the terrace—*Homemade Terrace for Summer Living*, Feb., 66  
 —*Landscaping Is a Useful Art*, Apr., 30  
**Painting** (See also "Crafts")  
 garden—*Garden Paint Colors*, Apr., 104  
 house—*Painting a House*, June, 66  
 old furniture—*Drabness, Too, Is Only Paint-Brush-Deep!* Jan., 38  
**Paneling, wood**  
*American Home Print*, 1947, in the East, Sept., 32  
*An Illinois Farmhouse*, Nov., 66  
*Dinah Shore and George Montgomery*, Sept., 18  
*5 American Summer Homes*, July, 39  
*Forging a Home*, Nov., 29  
*Happy Landing for an Air Pilot*, Sept., 70  
*How Old Is an "Old" House?* May, 94  
*It's a Man's Kitchen*, Sept., 130  
*Just Like Peas in a Pod?* Dec., 44  
*New Life for an Old House*, May, 33  
*Six Children Need Lots of Room*, Sept., 50  
*Wild Goose on the Wing*, July, 43  
**Parties and entertaining**  
 baby shower—*Hobby-Horse Party*, July, 86  
 bride-and-shower—*Summer Party Ideas*, Aug., 82  
 children's—*Children's Fair*, May, 22  
 Chinese Moon Festival—*As The Chinese Do It*, Sept., 112  
 Christmas—*A Christmas Snow Sing*, Dec., 99  
 —*Start Your Christmas Entertaining with a Lucia Fest*, Dec., 92  
 —*Christmas Comes to the Table*, Dec., 102  
 Easter—*The Egg and I . . . Invite You to Brunch*, Apr., 142  
 favors for—*Shower Favors*, Mar., 128  
 football-basketball—*High Time for a Pig-skin Jamboree*, Nov., 131  
 games for—*Let's Get Together Again!* June, 118  
 —*Party Pastimes*, Nov., 134  
 —*Thanksgiving's a Family Day!* Nov., 136  
 —*Trick or Treat*, Oct., 150  
 Halloween—*Trick or Treat*, Oct., 150  
 man-made—*A Man Looks at Parties*, Mar., 126  
 Mexican—*Let's Give a Mexican Fiesta*, May, 141  
 Shrove Tuesday (Pancake Day)—*February's a Party Month*, Feb., 87  
 teenagers—*A Ho-Hum Party Is Fun!* May, 134  
 Thanksgiving—*Thanksgiving's a Family Day!* Nov., 136  
 Twelfth Night—*From Christmas to Twelfth Night*, Jan., 74  
 Valentine's Day—*Pink Makes a Party*, Feb., 97  
**Percolators, care of—Don't Torture Your Appliances!** Oct., 163; Nov., 145  
**Photography**  
 amateur—*Is There a "Brownie" in the House?* Aug., 13  
 Christmas—*"Shoot" Now for Next Christmas*, Dec., 24  
 portrait—*Good Portraits Are Planned!* June, 18  
**Piano**  
 placement of—*Play Up to It . . . as Well as on It!* Mar., 71  
 playing—*Playing for Visitors*, Jan., 15  
**Picture matting and framing—Spring Fancies, May, 66  
**Plants**  
 arrangement of—"Wind Blown" Beauty, Jan., 18  
 care of—*Take Care of Your "Gift Plants"*, Jan., 29  
 decoration with—*Decorating with Plants*, Oct., 120  
 —*That Home of Yours*, Oct., 103  
 new—*New Things for Gardens*, Jan., 54  
 —*Amer. Home Achievement Awards Coast to Coast*, Apr., 90  
 plant foods—*Summer Snacks for Your Crops*, May, 104  
 plant pests—*Plants Harmful and Annoying to Man*, Aug., 35  
 protection of, winter—*Will It Be Beauty . . . or Burlap?* Oct., 33  
**Playrooms** (See "Recreation rooms")  
**Poison-ivy control—Plants Harmful and Annoying to Man**, Aug., 35  
**Prefabricated houses** (See "Homes, packaged")  
**Pressure cookers, how to buy—Pressure Does It**, Jan., 73  
**Property**  
 buying of—*Deeds and Misdeeds*, Mar., 97  
 —*Has Home Ownership Been Oversold to the American Public?* Jan., 13  
 —*It's Penny Wise, Pound Foolish To Buy without a Survey!* Sept., 27  
 rights of property owners—*Mr. Property Owner: Do You Know Your Street Rights?* Aug., 60  
**Provincial home decoration** (See "Home decoration, French Provincial" and "Home decoration, provincial")  
**Quilts** (See "Crafts, quilts and afghans")**

**Radios**  
 care of—*Don't Torture Your Appliances!* Nov., 145  
 —*Radios Are Human!* May, 52  
 listening to—*Music . . . History and Hobby*, Feb., 52  
**Ragweed, exterminating—Plants Harmful and Annoying to Man**, Aug., 35  
**Ranch-type homes**  
*Dinah Shore and George Montgomery*, Sept., 18  
*Model for Young Living*, Oct., 48  
*This Suburban Home Won a Prize*, Sept., 48  
**Reading** (See "Books")  
**Real-estate buying** (See "Property, buying of")  
**Recipes**  
 beverages—soda-type coolers, Aug., 95  
 —sparkling coolers, Aug., 95  
 breads, biscuits, rolls—baked brown loaf, Sept., 107  
 —cheese biscuits, Apr., 133  
 —heart rolls, Feb., 99  
 —Lussekatter (Lucia buns), Dec., 95  
 —maple corn bread, Mar., 119  
 —popovers, May, 127  
 cheese dishes—cheese loaf, Oct., 145  
 —cottage cheese cakes, Oct., 141  
 —cracker and cheese casserole, July, 79  
 —jellied tomato cheese, Feb., 101  
 —mama-lia, Oct., 141  
 (See also "Recipes, sandwiches")  
 chicken—chicken salad, Feb., 99  
 —la si chi (spicy chicken), Sept., 115  
 —minced chicken stew, Apr., 137  
 —minute chicken pie, Nov., 123  
 —roast chicken, Danish stuffing, Nov., 123  
 (See also "Recipes, sandwiches")  
 confections, preserves, etc.—apple jelly; grape jelly, Sept., 107  
 —apple-nut compote, Jan., 71  
 —frostings, July, 82  
 —popcorn-pnut balls, Dec., 87  
 (See also "Recipes, relishes")  
 cookies—banana-oatmeal cookies, Apr., 133  
 —brownies, May, 127  
 —butter-milk cookies, Jan., 69  
 —Christmas cookies, Dec., 87  
 —orange sugar twists, May, 127  
 —pepparkakor (ginger cookies), Dec., 95  
 —soft molasses scallops, May, 127  
 —apple-blossom dumplings, Jan., 69  
 desserts—apple crumb, Sept., 107  
 —apple walnut crunch, Apr., 137  
 —baked winter pears, Jan., 69  
 —banana loaf, May, 127  
 —blueberry kuchen, June, 107  
 —brownie pie, June, 107  
 —brown-sugar apple pie, Mar., 119  
 —cabinet pudding, Dec., 85  
 —celebration cake, Feb., 99  
 —chocolate sponge, July, 77  
 —cinnamon crunch, May, 127  
 —cinnus ice cream, Aug., 89  
 —coffee gelatin cubes with custard, Apr., 133  
 —custard with rhubarb topping, Apr., 131  
 —dips, Aug., 91  
 —double ruffle apple pie, Sept., 107  
 —fig crumble, Jan., 69  
 —fruit ambrosia, Oct., 139  
 —fruit cakes, Dec., 85  
 —glazed cherry tarts, July, 77  
 —hatchet cake, Feb., 99  
 —ice-cream hearts, Feb., 99  
 —maple-nut cupcakes, Mar., 119  
 —Miami meringue pie, July, 77  
 —molded cream dessert, Apr., 133  
 —nesselrode chifon pie, July, 77  
 —old-fashioned vanilla ice cream, Aug., 95  
 —peach dessert, Aug., 89  
 —peach shortcake, Aug., 89  
 —peppermint-stick ice cream, July, 77  
 —plum pudding, Dec., 87  
 —prune whip, Jan., 69  
 —raised doughnuts, Mar., 119  
 —raspberry mold, July, 77  
 —rhubarb Betty, Apr., 131  
 —rhubarb compote, strawberry meringue, Apr., 131  
 —steamed apple pudding, Jan., 71  
 —steamed blueberry loaf, June, 107  
 —strawberry cool and sauce, Apr., 133  
 —Thanksgiving pie, Nov., 123  
 —walnut balls, July, 79  
 —yuan-biao (festive dumplings), Sept., 115  
 dumpling—egg dumplings, Mar., 115  
 —farina dumplings, Mar., 115  
 —onion dumplings, Mar., 115  
 (See also "Recipes, desserts")  
 egg dishes—egg borsht, Oct., 141  
 —ham-and-egg casserole, Oct., 145  
 —omelet with herbs, June, 109  
 —potato-bacon omelet, Oct., 139  
 (See also "Recipes, sandwiches")  
 gravy—basic recipe, Oct., 140, 142  
 —pork gravy, Jan., 71  
 meat dishes—chili con carne, Nov., 125  
 —chili roast pork, Jan., 71  
 —chilimac, Nov., 125  
 —ham-and-egg casserole, Oct., 145  
 —hamburg-herb patties, June, 109  
 —johnny moussetti, July, 79  
 —keftedes (meat balls), Aug., 91  
 —liver and onions, Apr., 137  
 —meat loaf, venison style, June, 109  
 —Mexican tamale pie, Nov., 125  
 —potato-bacon omelet, Oct., 139  
 —pork shoulder roast, Oct., 145  
 —psito buti (braised leg of lamb), Aug., 91  
 —sausage baskets with kale, Feb., 101  
 —spaghetti and meat balls, Nov., 125  
 —Spanish pork chops, Nov., 125  
 —steak and kidney pie, Apr., 137  
 —sweet and sour pork, Oct., 145  
 —veal mousse, Dec., 87  
 —veal roast, Oct., 139  
 —veal scaloppine, Oct., 139  
 —wiener schnitzel, Oct., 139  
 pancakes and fritters—corn fritters, Apr., 131  
 —cornmeal pancakes, Apr., 133  
 —sour milk pancakes, Feb., 87  
 —Shrovetide pancakes, Feb., 88  
 relishes—Aunt Abbie's fruit pickle,

Sept., 109  
 —beet relish, Sept., 109  
 —cucumber-mustard pickles, Sept., 109  
 —olive-oil pickles, Sept., 109  
 —rhubarb relish, Apr., 131  
 —savory pineapple cubes, Jan., 71  
 —yellow tomato preserves, Sept., 109  
 salads—appetizer salad, June, 107  
 —avocado salad with hot dressing, July, 79  
 —bean sprout salad, Sept., 115  
 —chicken salad plate, Feb., 99  
 —holiday salad, Dec., 87  
 —slaw with tangy dressing, Sept., 107  
 —summer savory salad, June, 109  
 —thin-shred salad, Mar., 117  
 sandwiches—chicken with French toast, May, 129  
 —Chinese chicken with almonds, May, 129  
 —curried egg on toast, May, 129  
 —grilled cheese with red devil sauce, May, 129  
 —quick cheese pizza, May, 129  
 —savory egg and mustard, May, 129  
 sauces—apricot, Jan., 71  
 —basic tomato, Nov., 125  
 —lemon, Jan., 71  
 —New England chutney, Sept., 109  
 —pudding, Dec., 87  
 soups and stews—beef stew with onions, Mar., 117  
 —budget supper stew, Mar., 117  
 —egg borsht, Oct., 141  
 —first courses, Nov., 124  
 —ground beef stew, Mar., 117  
 —minced fish soup, Mar., 117  
 —oyster or clam stew, Dec., 84, 86  
 —soupa avgholemono (rice soup), Aug., 91  
 —spinach soup, Feb., 99  
 —vegetable beef soup, Mar., 117  
 —water cress soup, Sept., 115  
 vegetables—Alsatian potatoes, June, 109  
 —asparagus with soft-cooked egg, Apr., 131  
 —cabbage goulash, Feb., 101  
 —carrot-stuffed onions, Apr., 137  
 —casserole beans, Sept., 107  
 —cauliflower casserole, Feb., 101  
 —corn pudding, June, 107  
 —crock-baked beans, Mar., 119  
 —farina peppers, Oct., 141  
 —fried tomatoes, Nov., 128  
 —green bean-asparagus casserole, Apr., 137  
 —lima bean variations, June, 107  
 —nahet, Oct., 141  
 —rice and avocado casserole, July, 79  
 —rice pilaff, Aug., 91  
 —sauerkraut in potato rings, Oct., 139  
 —scaloped potatoes with herbs, June, 109  
 —schwartzah taevil, Oct., 141  
 —spinach ring with apples and pork, Feb., 101  
 —squash, Nov., 127  
 —stuffed avocado, July, 79  
 —stuffed eggplant, Aug., 91  
 —summer squash in sauce, Aug., 89  
**Recreation rooms**  
 basement—*Basement Bargain for \$300*, Oct., 94  
 ideas for—*Spring Fancies*, May, 66  
 —*That Home of Yours*, Oct., 103  
**Refrigerators**  
 buying and care of—*Buying and Caring for Refrigerators*, Mar., 122  
 —*Don't Torture Your Appliances!* Nov., 145  
 with freezer compartments—*Buying and Caring for Home Freezers*, Apr., 152  
**Roof leaks, how to repair—So Your Roof Leaks?** May, 102  
**Rugs and carpets**  
 care of—*Care of Carpets and Rugs*, May, 145  
 rug hooking—*Of Course You Can Hook a Rug*, Feb., 24  
**Samplers, history of—The Sampler . . . First Record of Design, July, 25  
**Screens, replacing—Screen Time, Apr., 102  
**Sewing center, home**  
*Kitchens for American Homes*, June, 120  
*Our Home Equipment Center*, June, 129  
**Shades, window—Restyle Your Windows for Springtime, Apr., 22  
**Shrubs**  
*Color in the Winter Garden*, Nov., 92  
*How Does Your Garden Score?* Sept., 23  
**Silverware**  
 antique—*Two "Guys" Swap Silver*, Mar., 60  
 history of—*Once upon a Time . . . 100 Years Ago*, June, 102  
 nineteenth century—*Tea with Father*, Aug., 58  
 for table setting—*To Set a Pretty Table*, Feb., 89  
**Sofas—The New Sofas Are Scale-Conscious**, Nov., 35  
**Soil building**  
*Ask Yourself—"How Does Nature Do It?"* Oct., 110  
*That Garden of Yours . . . as the Season Closes*, Nov., 87  
**Soilless culture** (See "Gardening, soilless culture")  
**Spraying, garden—A Simplified Spray Program for Fruit Growers, May 34  
 —*Don't Lose Your Tomatoes This Year*, May, 113  
**Sprinklers, garden—Getting Water on the Garden, May, 110  
**Starching**  
 how to keep iron from sticking  
 —*Charcoal to Electric*, Oct., 156  
**Storage**  
 food—*That Garden of Yours*, Oct., 107  
 maximum, in kitchen—*Good Storage Mini-mizes "Clutter"*, Oct., 160  
**Stoves, electric, care of—Don't Torture Your Appliances!** Nov., 145  
 Sun dial, how to build—*Sun Dial Simplified*, Apr., 94  
**Swimming—Water Sprites, July, 24  
**Table settings**  
 antiques—*4 Generations of Collectors*,************

Oct., 98  
 —*Once upon a Time . . . 100 Years Ago*, June, 102  
 —*Two "Guys" Swap Silver*, Mar., 60  
 bridal—*Carole Stuppel Sets a Table for the Bride-to-Be*, May, 138  
 bridge party—*Summer Party Ideas*, Aug., 82  
 Christmas—*Christmas Comes to the Table*, Dec., 102  
 Easter party—*The Egg and I . . . Invite You to Brunch*, Apr., 142  
 Summer—*Summer Party Ideas*, Aug., 82  
 glass—*4 Generations of Collectors*, Oct., 98  
 —*To Set a Pretty Table*, Feb., 89  
 history of—*Once upon a Time . . . 100 Years Ago*, June, 102  
 shower party—*Hobby-Horse Party*, July, 86  
 silver—*To Set a Pretty Table*, Feb., 89  
 —*Two "Guys" Swap Silver*, Mar., 60  
 tablecloths—*No Excuse for Monotony!* June, 98  
 —*To Set a Pretty Table*, Feb., 89  
 tea—*Share Your Treasures at a Tea Toll*, Mar., 64  
 Thanksgiving—*Thanksgiving's a Family Day!* Nov., 136  
 Valentine party—*Pink Makes a Party*, Feb., 97  
**Tablecloths**  
*No Excuse for Monotony*, June, 98  
*To Set a Pretty Table*, Feb., 89  
**Tables, dining room—Maximum Eating Comfort . . . in Minimum Space, Sept., 62  
**Terraces**  
*Homemade Terrace for Summer Living*, Feb., 66  
*Landscaping Is a Useful Art*, Apr., 30  
**Thanksgiving**  
*Thanksgiving's a Family Day!* Nov., 136  
*Two Can Be Thankful, Too*, Nov., 121  
**Tiles**  
 barbecue decoration—*Our Cover Barbecue*, May, 41  
 decorating with—*Decorating with Tiles*, Mar., 46  
 replacement of—*Replace Tile Easily*, Jan., 58  
**Timer, uses for—The Time of Your Life**, Feb., 104  
**Tinting** (See "Dyeing and tinting")  
**Toasters, care of—Don't Torture Your Appliances!** Nov., 145  
**Toolhouses—Little Garden Houses**, Apr., 96  
**Toys**  
 for Christmas—*You Love Your Child, But . . .* Dec., 76  
 making a doll's house, . . . "But I do Want a Doll's House," Dec., 62  
 Traditional homes (See also "Colonial homes")  
*California Builds for Veterans*, Jan., 20  
*Dust Is Only Skin-Deep*, Jan., 35  
*These Houses Work for Their Owners*, Jan., 24  
**Trees**  
 arbor of—*Arbor of Grafted Trees*, Mar., 88  
 destruction of—*Bulldozer—Spare that Tree!* Dec., 64  
 garden analysis and—*How Does Your Garden Score?* Sept., 23  
 saving of—*There's a Plane Tree Scourge*, Mar., 86  
 spraying—*A Simplified Spray Program for Fruit Growers*, May, 34  
 training of—*Trained Fruit Trees Do Pretty Tricks*, May, 27  
**Upholstery fabrics**  
*American Home Print*, 1947, Sept., 30  
*The Big News This Fall—Availability!* Oct., 41  
**Vacuum cleaners**  
 care of—*Don't Torture Your Appliances!* Oct., 163  
 intelligent use of—*Care of Carpets and Rugs*, May, 145  
 —*House Cleaning the Easy Way*, May, 142  
**Vegetarianism—My Father and the Angels**, Oct., 141  
**Victorian home decoration**  
*Apartment Home in Old Greenwich Village*, June, 24  
*The Sea and the Sand Are Just Down the Hill*, May, 29  
**Waffle irons, care of—Don't Torture Your Appliances!** Nov., 145  
**Wallpaper**  
*American Home Print*, 1947, Sept., 30  
*The Big News This Fall—Availability!* Oct., 41  
**Washing machines**  
 buying—*Your New Washer*, Sept., 136  
 care of—*Don't Torture Your Appliances*, Oct., 163  
 dyeing and tinting in—*Color Revival—the Washer Way*, Apr., 168  
**Water softening—Soft Water for Better Living**, May, 151  
**Wedding cake, how to decorate—Pink Makes a Party, Feb., 97  
**Wedding, home—Bouquet of Ideas for a Home Wedding, June, 22  
**Weed killers—Plants Harmful and Annoying to Man**, Aug., 35  
**Windows**  
 broken, how to replace—*Let There Be Lights!* Jan., 56  
 curtains for—*How to Make Broomstick Curtains*, Apr., 56  
 —*Restyle Your Windows for Springtime*, Apr., 22  
 storm, painting of—*That Home of Yours*, Oct., 103  
 unusual treatment of—*That Home of Yours*, Nov., 62  
**Wood flooring—Beware of Green Timber**, Apr., 76  
**Woodwork** (See "Paneling, wood")  
**Woodworking** (See also "Carpentry")  
*And What's Your Hobby?* Apr., 32  
*Is There a Handy Man in the House?* Nov., 38  
*Our Home Workshop Began 30 Years Ago*, Nov., 20******



# INDEX OF ADVERTISED PRODUCTS—1947

## Accessories (See also "Gifts")

bar—Everlast Metal Products Corp., May, 149; Sept., 125; Dec., 16  
bathroom—Gerity-Michigan Die Casting Co., May, 152; July, 96; Sept., 138  
closets—E-Z-Do, Decorative Cabinet Corp., Apr., 170; May, 66; free booklet  
—K-Veniences, Knappe & Vogt Mfg. Co., Feb., 53, Oct., 162, Nov., 12; booklet  
table—Krome-Kraft, Farber Brothers, Jan., 38; Mar., 112; May, 73; July, 63; Sept., 66; Nov., 50; free booklet  
—Syraco Wood, Syracuse Ornamental Co., Inc., Apr., 58; free booklet  
—We the Americas, Dec., 98  
—Westmoreland Glass Co., Nov., 50  
trays—Hasko, Haskel Mfg. Corp., Apr., 53; May, 54; June, 97

## Air conditioners

Chrysler Airtemp, Chrysler Corp., Oct., 13  
Climatrol, L. J. Mueller Furnace Co., Dec., 56

Fraser, May, 92  
Heil Co., Sept., 67; Nov., 16; booklet offer  
Pacific Mfg. Corp., June, 62; free folder  
Rheem, Oct., 105; free literature

## Air filters (See "Filters, air")

Air freshener—Pine Air Freshener, Elene of Vienna, Inc., Nov., 83

Ant killers (See "Insecticides")  
Appliances, electric (See specific appliances)  
Artists' Supplies—Artiscope, Jan., 76

—Lucy, Beeler Enterprises, Apr., 166  
Asbestos and asphalt—Barrett Division, Allied Chemical & Dye Corp., Apr., 76; May, 97; June, 61; Aug., 79; Sept., 69; Oct., 113; free booklets

—Johns-Manville Co., Mar., 93; Oct., 106; Nov., 107; free booklet  
—Phillip Carey Mfg. Co., Sept., 93; Nov., 89

—Ruberoide Co., Oct., 71  
Asphalt tile—Armstrong Cork Co., Feb., 2; Apr., 173; June, 13; Aug., 105; Oct., 169; Dec., 111; free booklets

—Kentile, David E. Kennedy, Inc., Feb., 74; Mar., 66; May, 52; Oct., 62; Automobiles—Chrysler Corp., July, 18

Baby trainers (See "Trainers, Baby")  
Band instruments—C. G. Conn, Ltd., Feb., 52; free books

Bar, portable—Everlast Metal Products Corp., Dec., 16  
Barbecues—Bar-B-U Co., June, 132; free folder

Kawson Electric Bar-B-Q, General Die and Stamping Corp., May, 102; June, 134  
Bathroom fixtures (See "Plumbing fixtures")

Beds—Hilde-A-Bed, Simmons Co., Oct., 91; Nov., 77; Dec., 51

Berries—Ackerman Nurseries, Jan., 52  
—Andrews Nursery, Mar., 92

—Bountiful Ridge Nurseries, Jan., 57; Feb., 64  
—Bradley Bros. Nursery, Jan., 56; Feb., 64

—E. N. Runkle & Son, Mar., 84  
—Keith Plant Nursery, Feb., 66; Mar., 92  
—Kelly Brothers Nurseries, Inc., Jan., 50; Feb., 68

—Knight's Nurseries, Jan., 54; Feb., 68  
—Maloney Bros. Nursery Co., Inc., Mar., 84  
—O. A. D. Baldwin Nursery, Jan., 56; Feb., 68

—R. H. Shumway Seedman, Jan., 56  
—Rayner Brothers, Feb., 68

—South Michigan Nursery, Jan., 56; Feb., 64  
—Stabelin's Nursery, Jan., 56; Feb., 68  
—Townsend Nurseries, Jan., 54; Feb., 68

—W. F. Allen Co., Jan., 56; Feb., 64; Mar., 84  
—W. N. Scarff's Sons, Jan., 57

—Westbanter Nurseries, Jan., 52; Feb., 68, 70; Mar., 92; Aug., 63

\*Offers Catalog  
Bird food—Magic Song Restorer, Nature Friend, Apr., 170; free booklet

Birdhouses and traps—Joseph H. Dodson Co., Mar., 91; Apr., 166; free catalogue

Blankets—Lady Seymour, Seymour Woolen Mills, June, 96; Nov., 102; Dec., 60  
—North Star Woolen Mill Co., Apr., 40; Dec., 66

—Springfield Woolen Mills Co., Feb., 62; May, 157; Sept., 76; Nov., 149

Bleaches—Clorox Chemical Co., Jan., 38; Feb., 106; Mar., 110; Apr., 14; May, 144; June, 118; July, 92; Aug., 104; Sept., 125; Oct., 153; Dec., 104

—Savogran Co., Jan., 58; May, 97  
Blinds, Venetian (See "Venetian blinds")

Bookmark—Sapphire Products, Nov., 110  
Books—American Medical Association, Nov., 112

—American Home Booklet Service, Apr., 88; June, 132; Oct., 168; Nov., 108; Dec., 78

—Annual Press, Nov., 107  
—Book-of-the-Month Club, Jan., 7; Aug., 5

—Detective Book Club, Mar., 3  
—G. & C. Merriam Co., Apr., 46; Nov., 16

—"Have-More" Plan, Ed Robinson, Mar., 94; free booklet  
—Heritage Club, Geo. Macy Cos., Inc., Oct., 9

—Hobby Book Mart, Nov., 4  
—Knickerbocker Publishing Co., Apr., 56

—Literary Guild of America, Inc., Oct., 5  
—Melinda A. Martin, Oct., 130

Brushes—Kellogg Brush Mfg. Co., Feb., 106; Mar., 128

Building materials (See specific materials)  
Building service (See "Home-building service")

Bulbs, flower  
—American Bulb Growers, Feb., 68

—Andrews Nursery, Jan., 55  
—Associated Bulb Growers of Holland, Sept., 85; Oct., 123

—Bulb of the Month Club, Oct., 122; Dec., 70

\*Burgess Seed & Plant Co., May, 114; June, 76, 84

\*W. Ailee Burpee Co., Jan., 52; Feb., 68; June, 82; July, 64; Aug., 63, 66; Sept., 78, 90

\*Condon Bros. Seedsmen, Jan., 54; Feb., 68  
—Henry A. Dreer, Inc., Jan., 54; Feb., 68; Sept., 88; Oct., 114

\*Earl Ferris Nursery, Jan., 57; Aug., 68  
—Henry Field Seed & Nursery Co., Feb., 69

\*Germain's, Jan., 51; Mar., 84; Sept., 90  
—Hartford Farms, Mar., 92; Apr., 108; Aug., 68; Sept., 88

\*Inter-State Nurseries, Feb., 72  
—Kridner Nurseries, Sept., 89

\*Maloney Bros. Nursery, Aug., 66  
—Michigan Bulb Co., Jan., 54; Feb., 68; Mar., 84; Aug., 78; Sept., 78; Oct., 115

\*Monroe Peony Farm, Mar., 92; Apr., 112; May, 114

\*Naughton Farm, Inc., Oct., 115  
—Nelis Nurseries, Apr., 108

\*Rocknoll, Dec., 68  
—Carl Salbach, Jan., 51; Feb., 65; Mar., 92; June, 82

\*Spring Hill Nurseries, Jan., 52; Feb., 68; Dec., 68, 70

\*Stassen, Inc., Oct., 115  
—U. S. Dutch Bulb Corp., Apr., 100; Sept., 90; Oct., 114; Nov., 94

\*Whitten Nurseries, Sept., 88  
\*Offers Catalog

Burners (See "Heating equipment")

Cabinets  
Bathroom—Park Lane, Faries Mfg. Co., May, 152; July, 96; free catalogue

kitchen—American Central, Avco Mfg. Corp., Apr., 116; May, 87; Sept., 122; Nov., 139; booklet offer

—Curtis Companies Service Bureau, Apr., 45; June, 10; Oct., 107; booklet offer

—Guiberson Corp., May, 154; June, 116; Aug., 100; Sept., 118; Nov., 142; free booklet

—Kitchen-Kraft, Midwest Mfg. Co., Apr., 156; Sept., 140; Dec., 101; free brochure

—St. Charles Mfg. Co., Sept., 120; Booklet offer

—Youngstown, Mullins Mfg. Corp., Jan., 43; Sept., 133; Nov., 97; booklets offer

Cake decorating course—Mail Sales Co., Nov., 135

Candles  
Emkay Candles, Oct., 130; free catalog

Taperlite, Will & Baumer Candle Co., Inc., Mar., 62; Apr., 52; Nov., 104; Dec., 62

Canned goods  
baked beans—Van Camp's, Stokely-Van Camp, Inc., Jan., 42; Mar., 112; Apr., 143; May, 139; June, 100; July, 86; Aug., 82

beets—Stokely's, Stokely-Van Camp, Inc., May, 17

California cling peaches—Cling Peach Advisory Board, Apr., 148; May, 139; June, 103; Nov., 118; Dec., 92

carrots—Del Monte, Calif. Pack. Corp., Apr., 130

chili con carne—Van Camp's, Stokely-Van Camp, Inc., Feb., 84

chili sauce—Stokely's, Stokely-Van Camp, Inc., June, 14; Aug., 72

Citrus—Stokely's, Stokely-Van Camp, Inc., Mar., 13; Apr., 16; June, 14

corn—Del Monte, Calif. Pack. Corp., Nov., 137

—Stokely's, Stokely-Van Camp, Inc., Feb., 14; Mar., 13

deviled ham—Wm. Underwood Co., Mar., 128; Apr., 155; May, 132; June, 113; July, 83; Aug., 84; Nov., 116

fruit cocktail—Cling Peach Advisory Board, Dec., 92

—Del Monte, Calif. Pack. Corp., Feb., 11; June, 106; Dec., 13

grapefruit juice—Stokely's, Stokely-Van Camp, Inc., June, 14

green beans—Stokely's, Stokely-Van Camp, Inc., Jan., 67; Aug., 72

lima beans—Stokely's, Stokely-Van Camp, Inc., Feb., 14

mushrooms—B in B, Grocery Store Products Co., Mar., 108; May, 122; Sept., 116; Nov., 127

orange juice, Stokely's, Stokely-Van Camp, Inc., June, 14

peas—Del Monte, Calif. Pack. Corp., May, 121; Oct., 135

—Stokely's, Stokely-Van Camp, Inc., May, 17; July, 76; Sept., 114

pineapple—Del Monte, Calif. Pack. Corp., Jan., 11; Mar., 16

—Dole, Hawaiian Pine, Co., Jan., 12; Mar., 108; May, 140; July, 99; Sept., 111; Nov., 19

plum or fig pudding—H. J. Heinz Co., Dec., 95

spaghetti—H. J. Heinz Co., Sept., 117

tomato catsup—Stokely's, Stokely-Van Camp, Inc., June, 14; Aug., 72

tomato juice—Stokely's, Stokely-Van Camp, Inc., Feb., 14; June, 14; Sept., 114

vegetable juice—V-8, Standard Brands, Inc., Feb., 12; Mar., 12; Apr., 144; May, 16

Cement, household (See "Glue")

China and glassware (See also "Accessories, table" and "Pottery")

Josiah Wedgwood & Sons, Inc., of America, May, 98

Olde Thompson Pepper Mill, Geo. S. Thompson Corp., Nov., 129

Siesta Ware, Benner Glass Co., July, 62; Oct., 130; Nov., 107; free folder

Spode, Copeland & Thompson, Inc., Mar., 104; Apr., 166; May, 64; Sept., 67; Oct., 96; Nov., 109; free booklet

Vernonware, Vernon Kilns, Feb., 94; Apr., 62; June, 90; Aug., 59; Oct., 86; Dec., 99; pattern booklet

Westmoreland Glass Co., Mar., 56; June, 97; Sept., 61; Nov., 50

Christmas cards, personalized—Photo Finishing Shop, Oct., 130; Nov., 83

Christmas decorations—Kirk's Evergreens, Nov., 112

Christmas letters from Santa Claus—Helen Shannon, Nov., 112

Clapboards, aluminum  
Hocess, Metal Building Products, Inc., Mar., 79; free booklet

Reynolds Metals Co., Mar., 54; Apr., 64; May, 83

Cleaners, vacuum (See "Vacuum cleaners")

Cleaning appliance—Rexair, Inc., July, -98; free booklet

Cleaning fluid (See "Dry cleaners" and "Spot and stain removers")

Cleaners  
aluminum—Brillo, Jan., 66; Feb., 108; Mar., 110; Apr., 14; May, 123; June, 131; July, 96; Aug., 79; Sept., 117; Oct., 164; Nov., 136; Dec., 70

—Chore Girl, Metal Textile Corp., Feb., 110; Mar., 128; May, 152; July, 83; Sept., 125; Nov., 128

—S.O.S. Scouring Pads, S.O.S. Co., Feb., 82; Apr., 162; June, 126; Aug., 50; Oct., 120

—Wear-Ever Cleanser Pads, Aluminum Cooking Utensil Co., June, 72

car—Simoniz Kleener, Simoniz Co., Apr., 14

drain—Drano, Drackett Co., Feb., 49; Mar., 56; Apr., 46; May, 56; June, 64; Oct., 74; Nov., 60

household—Arm & Hammer, or Cow Brand Baking Soda, Church & Dwight Co., Inc., Apr., 158; Aug., 99; Oct., 144; free booklet

—Bon Ami, Jan., 8; Mar., 11; May, 4; July, 84; Sept., 128; Nov., 98

—Boon, Clorox Chemical Co., July, 92; Aug., 104; Sept., 125; Oct., 153; Dec., 104

—Clorox Chemical Co., Jan., 38; Feb., 106; Mar., 110; Apr., 14; May, 144; Aug., 104; Oct., 153

—Ethyl Specialties Co., Feb., 107; Mar., 14; May, 149; June, 135

—Savogran Co., June, 132; free circular

—Spic and Span, Procter & Gamble Co., Oct., 26

—Swift's, Swift & Co., May, 136; June, 41; Oct., 68

paint brush—Dic-A-Doo Paint Brush Bath, Patent Cereals Co., Apr., 78; May, 100; June, 70; Sept., 142; Oct., 165

—Savabrush, Peter Putter Products, Schalk Chemical Co., Apr., 172; May, 57; free booklet

rug—Mystic Foam Corp., Mar., 77; Apr., 56; May, 65

—Powder-ene, Von Schrader Mfg. Co., Jan., 38; Mar., 58; May, 50

rust stain—Gartside's Iron Rust Soap, Gartside Co., June, 60

toilet bowl—Sani-Flush, Hygienic Products Co., Feb., 94; Mar., 101; Apr., 167; May, 153; June, 12; July, 16; Aug., 56; Sept., 94; Oct., 162; Nov., 129

wall—Kristee Co., Jan., 58

window—Chemical Mitt, Kristee Co., Feb., 109; Dec., 98

—Windex, Drackett Co., Feb., 51; Apr., 45; May, 62; June, 68; Oct., 83; Nov., 84; Dec., 58

Clocks  
Colonial Mfg. Co., Mar., 58; Oct., 130; booklet offer

Seth Thomas, General Time Instruments Corp., Apr., 49; June, 93; Sept., 61; Nov., 49; Dec., 61

Westclox, General Time Instruments Corp., Apr., 10; June, 95; Aug., 4; Sept., 58; Oct., 87; Nov., 87; Dec., 6

Clothes dryer—Strongman, Southern Galvanizing Co., May, 150

Clothes protection  
Drax, S. C. Johnson & Son, Inc., Oct., 89; Nov., 91

Larvex, Zonite Products Corp., Apr., 10; June, 132

Clothesline, aluminum—Nichols Wire & Steel Co., Mar., 112; May, 136; July, 98; Sept., 120

Coasters—Hi-Jacs, Killinger Co., Mar., 46

Coffee makers  
aluminum—Royal Chef, Poulsen & Naudon, Inc., Feb., 90

—West Bend Aluminum Co., Oct., 148

filters for—Silco Co., Feb., 60; free brochure

glass—Club Aluminium Products Co., Nov., 134

Cold remedies  
Honey & Tar Cough Compound, Foley & Co., Oct., 126; Nov., 112; Dec., 77

VapoRub, Vick Chemical Co., Feb., 78; Nov., 112; Dec., 77

Va-tro-nol, Vick Chemical Co., Jan., 64; Mar., 130; Oct., 126

Concrete—Portland Cement Association, Mar., 59; Apr., 108; May, 9; June, 83; July, 38; Aug., 47; Sept., 71; Nov., 109; free booklet

Construction materials (See "Building materials")

Convectors—radiators—Trane Co., Oct., 53; Nov., 9; free booklet

Cookers, pressure (See "Pressure cookers")

Copper—Anaconda Copper and Brass, American Brass Co., June, 56; July, 54; free booklet

Crack fillers  
Savogran Co., Mar., 121; Apr., 155; June, 132; free circulars

Schalk's Crack Filler, Peter Putter Products, Schalk Chemical Co., Apr., 172; May, 57; free booklet

Crafts  
American Thread Co., Feb., 112; booklet offer

Crochet, knitting, tatting books, Spool Cotton Co., Feb., 10

Knitting—Bernat Baby Pak, John Wana-maker, Apr., 46

Linens, stamped—Merribee Art Embroidery Co., Aug., 62; free catalog

Curtains and draperies  
Clapay Corp., May, 67; July, 52; Oct., 69; free booklet

Double Life, Fairclough and Gold, Inc., May, 63

Fashion Edge, Fashion Curtain Co., Mar., 74; Nov., 56; free booklet

fixtures for—H. L. Judd Co., Apr., 51; booklet offer

pleating device for—Simpleat, Consolidated Trimming Corp., Apr., 55; May, 64; Sept., 74; Oct., 86; booklet offer

Sabel, Kendall Co., May, 60; June, 116; Sept., 101; Oct., 86; Nov., 148

Wilbarry, Wilkes-Barre Lace Mfg. Co., Mar., 74; Oct., 96

Decalcomania—Decals, Meyercord Co., May, 14

Decorative borders—Trimz, Meyercord Co., Apr., 38

Dehumidifiers—Dri-Air Products Co., July, 58; free booklet

Dentifrices  
Arm & Hammer or Cow Brand Soda, Church & Dwight Co., Inc., Feb., 105; June, 117

Ipana Tooth Paste, Bristol-Myers, Jan., 3; Feb., 3; Apr., 3; May, 3; June, 3; July, 3; Aug., 3; Sept., 3; Nov., 3

Denture aids  
Ezo, Ezo Products Co., July, 92

Fasteech, Clark Cleveland, Inc., Jan., 64; Mar., 104; May, 118; July, 95; Sept., 100; Nov., 134

Klutch, Klutch Co., May, 119; Sept., 100; Nov., 113

Polident, Hudson Products, Inc., Apr., 121; June, 88; Aug., 6; Oct., 127

Diaper liners—Dennison, Apr., 126; June, 86; free sample

Dish cloths—Morgan Cotton Mills, Inc., Feb., 110; Apr., 155; June, 134; Aug., 79

Dishwashers  
electric—General Electric Co., Apr., 135; June, 111; Aug., 93; Oct., 143; Dec., 89

Hotpoint Inc., Feb., 81; Mar., 131; July, 72; Oct., 121; booklet offer

Tbor Corp



Mufti, Plough Sales Co., June, 132  
Renutz Home Products Co., Mar., 10;  
Apr., 169; May, 10  
Dyes—Cushing & Co., Feb., 110

Electric appliances (See also specific appliances)

Electric fixtures, fluorescent  
Smithcraft Lighting Division, Mar., 97  
Sylvania Electric Products, Inc., Apr., 121;  
June, 58; Oct., 72; free booklet

#### Fabrics

protection for—Drax, S. C. Johnson & Son,  
Inc., Nov., 91  
table damask—Burlington Mills Corp.,  
Sept., 36  
upholstery and drapes—Burlington Mills  
Corp., Apr., 44; Sept., 36; Nov., 55;  
booklet offer  
—Everglaze Chintzes, Cyrus Clark Co.,  
Inc., Sept., 72-73  
—Fincastle, Louisville Textiles, Inc., Dec.,  
99; booklet offer  
—Gloshen Waverly, F. Schumacher &  
Co., Mar., 64; Apr., 62; May, 50;  
booklet offer  
—Goodall Fabrics, Inc., Oct., 22; Nov.,  
20  
—Itasca Weavers Guild, Mar., 98; June,  
118; Oct., 128; Nov., 99; free samples

#### Fans, electric

Aerocel Home Ventilator, American  
Blower Corp., Apr., 166; May, 146;  
June, 112; July, 94; free booklets  
Emerson Electric Mfg. Co., Apr., 165; May,  
122; June, 64; July, 88; Aug., 70;  
free folders  
Rheem Mfg. Co., May, 43; free booklet  
Season-Air, G-M Laboratories, Inc., Sept.,  
127; Oct., 163; Nov., 18  
Victron, Victor Electric Products, Inc.,  
Mar., 101; Apr., 151; June, 70;  
Nov., 146  
Vornado, O. A. Sutton Corp., Apr.,  
156; June, 134  
Vornado Twin-Aire, O. A. Sutton Corp.,  
Nov., 135; Dec., 97

#### Feminine hygiene

Tampax Inc., Mar., 6; Apr., 6; May, 6;  
June, 89; July, 50; Aug., 14; Sept.,  
92; Oct., 128; Nov., 63  
Zonite Products, Jan., 65; Feb., 80; Mar.,  
102; Apr., 122; May, 116; July, 92;  
Aug., 76; Oct., 127; Nov., 113; free  
booklet

#### Fertilizers (See "Plant Foods")

#### Filters

air—Dust-Stop, Owens-Corning Fiberglass  
Corp., Mar., 81; Sept., 42; Oct., 60;  
Nov., 86  
—Research Products Corp., Apr., 63;  
May, 56; June, 60; free booklet  
—Rheem Mfg. Co., Oct., 105  
for coffee makers—Lox-in, Silex Co., Feb.,  
60; free brochure

#### Finishes (See also "Paints" and "Polishes")

car—Simoniz Co., Apr., 14; May, 107  
—Russo Water Repellent, F. C. Russell  
Co., May, 97; free booklet  
—Tite Wall, Truscon Laboratories, Apr.,  
105; May, 88; free folders  
fabric—Bellmanized, Bellman Brook Bleach-  
ery Co., Mar., 76; Apr., 54; May, 64;  
Sept., 102; Oct., 129; Nov., 96;  
free leaflet; free swatchet booklet  
furniture—Johnson's, S. C. Johnson & Son,  
Inc., Apr., 164; May, 135  
—O-Cedar Corp., Mar., 58  
—Simoniz Co., Mar., 106  
floor—Paratex, Truscon Laboratories, Apr.,  
105; May, 88; Dec., 64; free folder  
masonry and wood—Ceresol Chemical  
Corp., May, 91; June, 56; free folder  
—Stone-Tex, Truscon Laboratories, Dec.,  
64; free folder  
walls (See "Wallboard")

#### Fireplaces

Firedaire, Edwards Mfg. Co., Feb., 48;  
Oct., 132  
Heatform, Superior Fireplace Co., Mar.,  
100; May, 96; Sept., 140; Dec., 70;  
free circular; booklet offer  
Heattilor, Inc., Jan., 37; Feb., 50; Mar.,  
80; Apr., 110; May, 118; July, 16;  
Sept., 69; Oct., 132; Nov., 84; Dec.,  
8; free folder  
outdoor—Grill King, June, 118; July, 64;  
Oct., 163  
—Hancock Iron Works, May, 98; July,  
60; Sept., 100; plan sheet  
—Outdoor Oven Fireplace Co., Mar., 12;  
Apr., 123; May, 46; June, 69  
Firescreens—Logan Co., Oct., 164  
Fish moss—Bastwood Hatcheries, Apr., 126;  
May, 102  
Floor wax (See "Polishes, floor")

#### Flooring (See also "Asphalt tiles" and "Linoleum")

Kencork, David E. Kennedy, Inc., Apr., 63;  
June, 36; Aug., 40; free folder  
canvas—Con-Set-Tex, William L. Barrell  
Co., Inc., Mar., 55; Apr., 107  
Pabco, Paraffine Companies, Inc., Mar., 68;  
May, 86; Sept., 96; Oct., 20; booklet

#### Flowers

everlasting bouquets—Doeschner, Nov., 112;  
flowering plants (See "Bulbs," "Plants,"  
"Roses," and "Seeds")

#### Fluorescent lights (See "Electric fixtures, fluorescent")

#### Foods (See also "Canned goods")

baking soda—Arm & Hammer, or Cow  
Brand, Church & Dwight Co., Inc.,  
Oct., 144; Dec., 96; free booklet; free  
bird cards  
Bosco milk amplifier—Bosco Co., Inc., Jan.,  
75; Mar., 124; May, 133; Aug., 70;  
Oct., 158  
cereal—Shredded Ralston, Ralston Purina  
Co., June, 138; Aug., 106  
cheese—Pabst-ett, Phenix Pabst-ett Co., Apr.,  
149; June, 115; Aug., 95; Oct., 145;  
Dec., 95  
—Swiss Colony, June, 113

chicken dinners—Morton's, Jan., 66; Feb.,  
84; Mar., 127; May, 132

fruit cake—Hoenshel Fine Foods, Inc., Nov.,  
128; Dec., 90

gelatine—Knox Gelatine Co., Aug., 95; Oct.,  
146; Nov., 130; free recipe book

gingerbread mix—Duff's Gingerbread Mix,  
American Home Foods, Inc., Feb., 84;  
June, 112

gravy aids—Gravy Master, Gravy Master Co.,  
Inc., Jan., 66; Feb., 109; Mar., 128;  
Apr., 170; Oct., 163; Nov., 128; Dec.  
98; free recipe booklet

Kitchen Bouquet, Grocery Store Products,  
Inc., Feb., 82; Apr., 154; Sept., 116;  
Oct., 134; Nov., 127; Dec., 90

ketchup—H. J. Heinz Co., Nov., 127

macaroni—Tenderoni, Stokely-Van Camp,  
Inc., Feb., 84

mayonnaise—Hellmann's, Best Foods, Inc.,  
May, 123; June, 102; July, 14; Aug.,  
83; Sept., 113; Oct., 134

—Kraft Foods Co., Sept., 14; Oct., 119

molasses—Brer Rabbit, Penick & Ford, Ltd.,  
Inc., Jan., 74; Feb., 108; Mar., 128;  
Apr., 140; May, 142; Sept., 118; Oct.,  
148; Nov., 130; Dec., 98; free recipe  
book

—Grandma's American Molasses Co.,  
Feb., 92; Apr., 146; free cook book

muffin mix—Duff's Hot Muffin Mix, American  
Home Foods, Apr., 144; May, 123

nuts—Brazil Nut Association, Nov., 128;  
free book

—Diamond Walnuts, Dec., 93

popcorn—Jolly Time, Amer. Pop Corn Co.,  
Jan., 66; Feb., 110; Mar., 128; Oct.,  
134; Nov., 128; Dec., 98

preserves—Everbest, Glaser, Crandall Co.,  
Apr., 168; June, 130; Sept., 115; Nov.,  
131; free recipes

salad oil—Mazola, Corn Products Refining  
Co., Mar., 110; May, 122; July, 87;  
Sept., 112; Nov., 116; Dec., 12

saucers—Derby Brand, Glaser, Crandall Co.,  
Feb., 98; Mar., 124; Apr., 154; May,  
134; June, 132; free recipes

—Worcestershire, Lea & Perrins, Mar.,  
108; Apr., 144; June, 114; July, 88;  
Sept., 120; Nov., 116; free recipe book

sausage—Armour & Co., Jan., 61; Feb., 91;  
Mar., 107; Apr., 127; May, 126; June,  
101; July, 89; Aug., 88; Sept., 106;  
Oct., 138; Nov., 119; Dec., 82; free  
recipes

—Swift & Co., Aug., 16; Oct., 21

seasonings—House of Herbs, Inc., June,  
114; free sample; booklet offer

soups—H. J. Heinz Co., Oct., 150

syrup—Karo, Corn Products Refining Co.,  
Mar., 113; Apr., 141; June, 127; July,  
71; Nov., 115; free recipes; booklet

waffle mix—Duff's Waffle Mix, American  
Home Foods, Jan., 66; Mar., 127

Foods, plant (See "Plant foods")

#### Foot aids

Kurotex, Scholl Mfg. Co., Inc., Feb., 78;  
Apr., 120; June, 86; Aug., 77; Oct., 126

Zino-pads, Scholl Mfg. Co., Inc., Mar., 130;  
May, 118; July, 95

Ice-Mint, Foster Milburn Co., Jan., 64; Feb.,  
78

#### Freezers, home

Deepfreeze, Motor Products Corp., July, 90;  
Sept., 119; Dec., 91; booklet offer

General Electric Co., Aug., 8; free booklet

Hotpoint, Inc., July, 73

Kelvinator, Nash-Kelvinator Corp., Oct.,  
155; Dec., 112

Furnace filters (See "Filters, air")

Furnaces (See "Heating equipment")

#### Furniture

beds—Hide-A-Bed, Simmons Co., Oct., 91;  
Nov., 77; Dec., 51

breakfast sets—Kitchen-Master, Douglas  
Furniture Corp., Jan., 64; Mar., 104;  
May, 136

chairs—Kensington Inc., Feb., 76; Apr., 41

—Streit Slumber Chair, Streit Co., June, 6

chests—Colonial Mfg. Co., Apr., 54; book-  
let offer

—E-Z-Do, Decorative Cabinet Co., Apr.,  
170; May, 66; free booklet

—Kerns Co., Feb., 104; May, 60; June,  
90; Aug., 58; Sept., 42; Oct., 96

colonial—Biggs Antique Co., June, 96;  
Sept., 67; Oct., 96; Nov., 108; Dec.,  
100; free brochure

—Colonial Mfg. Co., Oct., 130; Dec.,  
100; booklet offer

—Consider H. Willett, Inc., Sept., 41;  
Apr., 56

—Heywood-Wakefield, Feb., 56; Mar.,  
74; Apr., 54; May, 12; June, 92

dinette sets—Chromcraft, American Fixture  
& Mfg. Co., Feb., 90; Apr., 171; Aug.,  
100; Nov., 132

eighteenth century—Mengel Co., July, 51;  
free booklet

glass and metal—Lujo Craft, John Parks  
Newsome, Inc., Mar., 76; Apr., 166;  
May, 60

hampers—Detecto Scales Inc., Jan., 57;  
Feb., 78; Mar., 101; Apr., 167; Sept.,  
101; Oct., 128; Nov., 148; Dec., 109

—Pearl-Wick Corp., Nov., 105; Dec., 102

kitchen cabinets (See "Cabinets, kitchen")

kitchen sets—Daystrom Corp., Mar., 67;  
Apr., 155; free booklet

kitchen stools—Cosco Stools, Hamilton Mfg.  
Corp., June, 87; Dec., 98

modern—Drexel Furniture Co., Nov., 99;  
booklet offer

—Heywood-Wakefield, July, 62; Oct., 66;  
Nov., 104; Dec., 60

—Kensington, Inc., Oct., 84

—Mengel Co., Mar., 51; May, 71; Aug.,  
43; Sept., 81; Nov., 93; booklet offer

—Morgan Furniture Co., Nov., 52; Dec.,  
78; booklet offer

—Shadowlo, Virginia House, Lincoln In-  
dustries, Nov., 102

outdoor (See also "Furniture, glass and  
metal")

—Graf Studios, May, 98; Aug., 67; free

#### circular

table tops—Ross Utilities Corp., May, 64;  
Aug., 60; Nov., 148

—T-Top Co., Inc., Nov., 107; Dec., 101

tables—Carl Forslund, Oct., 129

—Meriman Bros. Corp., June, 94; July,  
62; Oct., 88; Nov., 60; Dec., 101

—Weiman Co., Feb., 56; June, 90;  
Aug., 58

traditional—Consider H. Willett, Inc., Mar.,  
62; Nov., 101

—Jamestown Area Furniture, Sept., 100;  
Nov., 96

—Drexel Furniture Co., Nov., 99; book-  
let offer

—Mengel Co., Nov., 93

work benches—Quality Craftsman, Inc.,  
Oct., 132

Fuse substitutes—Multi-Breaker, Cutler-Ham-  
mer, Inc., Feb., 110; Apr., 58; June,  
68; Aug., 48; Oct., 112; Dec., 70; free  
booklet

Garbage cans—Lincoln Metal Products Corp.,  
Sept., 138

Garbage disposal units

Disposal, General Electric Co., May, 148;  
July, 93; Sept., 139; Oct., 15; Nov., 13

Hotpoint Electric Disposal, Edison General  
Electric Appliance Co., Inc., Feb., 81;  
Mar., 131; booklet offer

Garden supplies and tools (See also "Furni-  
ture, outdoor," "Greenhouses," "In-  
cinerators," "Insecticides," "Plant  
foods," and "Weed killers")

carts—Handi-Cart, Masters Planter Co.,  
May, 114; Sept., 88

cultivators, etc. C. C. Fulton, Mar., 92;  
Apr., 110; garden book

—Gravelly Mfg. Co., Jan., 55; Feb., 68;  
Mar., 84; Apr., 112; May, 114; free  
catalog

—Roto-ette, Rototiller, Inc., Mar., 84;  
Apr., 102; May, 114; June, 82

—Rototiller, Fraser Farm Equipment Corp.,  
Feb., 70; Mar., 82; Apr., 114; May,  
110; June, 80; July, 66; Aug., 68;  
Sept., 87; Oct., 115; Nov., 99; free  
folders

duster—Admiral, H. D. Hudson Mfg. Co.,  
May, 112; June, 85

fertilizer applicator—Hoizon Co., May, 102

—Vita-Mixer, Burbank Products, May, 114

grass shears—Doo-Klip, Lewis Engineering  
and Mfg. Co., May, 113; June, 76

hedge trimmers—Bernard, Wm. Schollhorn  
Co., June, 84; free catalog

—Doo-Klip, Lewis Engineering & Mfg.  
Co., Apr., 90

—Electrimer, Skilsaw, Inc., Apr., 98;  
June, 80; Aug., 66; free folder

—Hedge-Klip, Acmatool Co., Inc.,  
June, 84

—Sunbeam Corp., Apr., 96; May, 114

hose nozzles—Hosemaster, Mechco Products  
Corp., May, 115

irrigator—Soil-Soaker, Hastings Canvas and  
Mfg. Co., June, 82; July, 66; Aug., 63

mowers, hand—Coldwell New Imperial,  
Portable Products Corp., Apr., 91

—Eclipse Lawn Mower Co., Mar., 85

—MontaMower Distributing Co.,  
Apr., 108; May, 114; June, 84; Nov.,  
134; Dec., 70

—Philadelphia New Kay, Portable Pro-  
ducts Corp., June, 82

mowers, power—Eclipse Lawn Mower Co.,  
Mar., 85; Apr., 110; May, 103; June, 76

—Gravelly Mfg. Co., Jan., 55; Feb., 68;  
Mar., 84; Apr., 112; May, 114; free  
catalog

—Jacobsen Mfg. Co., Mar., 84; May, 112

—Mow-Master, Propulsion Engine Corp.,  
June, 82

—National Mower Co., June, 87; free  
catalog

—Toro Mfg. Corp., Jan., 56; Feb., 69;  
Mar., 92; Apr., 111; May, 115; June,  
84; July, 64; Aug., 63; Sept., 88; Oct.,  
122; Nov., 94; Dec., 68

plant ties—Twist-ems, Germain's, Mar., 84

pruners—Snap-Cut, Seymour Smith &  
Son, Inc., Feb., 69; Mar., 85; Oct.,  
115; Nov., 90; booklet offer

sprinklers—Rain King, Sunbeam Corp.,  
Apr., 90; May, 104

—Rieger Mfg. Co., Apr., 114; free booklet

seed bed heaters—Gro-Quick, Jan., 52;  
Feb., 69

trellis netting—Train-etts, Germain's,  
Mar., 84

trimmer attachment for mower—Barton Co.,  
May, 114

weed gun—Charles A. Martin Co.,  
May, 110; June, 84

Gifts (See also "Accessories" and "Toys")

lavender—D'Oreal Products, Dec., 100

letters and—Hercamo Hare, Dec., 75

Glue, household cement, paste, plastic wood,  
putty

Casco Flexible Cement, Casein Co. of  
America, Apr., 126; June, 60; July,  
96; Oct., 163; Dec., 75

Duco Cement, Du Pont Corp., Apr., 170;  
May, 60; June, 116; July, 94; Sept., 94

LePage's Inc., Jan., 58; Feb., 110; Mar., 98

Plastic Wood, Boyle-Midway Inc., Jan., 58

Feb., 80; Mar., 104; Apr., 170; May,  
153; Sept., 129; Nov., 96; Oct., 158

Schalk's Wood Putty, Peter Putter Products,  
Schalk Chemical Co., Apr., 172; free  
booklet

Water Putty, Reardon Co., May, 119;  
July, 58; Sept., 78

Grape vines—Benton County Nursery Co.,  
Jan., 50

\*Bradley Bros. Nursery, Jan., 54

\*J. N. Rokely & Son, Mar., 84

\*Maloney Bros. Nursery Co., Inc., Mar., 84

\*R. M. Kellogg Co., Jan., 55

\*Siabolin's Nursery, Feb., 68

\*Offers Catalog

Greenhouses—Orlyt, Lord & Burnham Co.,  
Mar., 92; Apr., 111; Oct., 114; Dec.,

77; free catalog

Gutters—Anaconda Copper & Brass, American  
Brass Co., Sept., 84; free booklet

Hair trimmers—Krittee Co., Mar., 99

Hampers (See "Furniture, hampers")

#### Hand lotions

Campana Balm, Campana Sales Co., Jan., 64;  
Feb., 78; Mar., 103; Apr., 125

Cloverine Brand Salve, Wilson Chemical  
Co., Feb., 78; Nov., 113

Hardware (See also "Sash balances" and  
"Shelves")

Anaconda Copper & Brass, American Brass  
Co., July, 54; Sept., 84; free booklet

Kirsch Co., Nov., 101; booklet offer

Stanley Blue Ribbon, Stanley Works,  
July, 60; Sept., 80; Nov., 100

#### Hearing aids

Beltone Hearing Aid Co., Mar., 103; free  
booklet

Western Electric, Mar., 99; Apr., 120;  
June, 86; Nov., 16; Dec., 77; free  
booklet

Heat control systems (See also "Heating equip-  
ment")

Chronotherm, Minneapolis-Honeywell Regu-  
lator Co., Sept., 7; Oct., 11; Dec., 59;  
free booklet

Modulow, Minneapolis-Honeywell Regulator  
Co., Jan., 9; Feb., 9; Mar., 9; Apr., 47;  
May, 8; June, 8; free booklet

#### Heaters

air—Emerson Electric Mfg. Co., Dec., 107;  
free folder

Season-Air, G-M Laboratories, Inc.,  
Sept., 127; Oct., 163; Nov., 18

—Victron, Victor Electric Products, Inc.,  
Aug., 101; Nov., 146

—Vornado Twin-Aire, O. A. Sutton  
Corp., Nov., 135; Dec., 97

coal—Warm Morning, Locke Stove Co.,  
Aug., 48; Oct., 113; booklet offer

gas—Pacific, Naco Mfg. Co., Oct., 10

—Rheem Mfg. Co., Sept., 59; Nov., 65;  
free booklet



- July 56; Aug., 45; Sept., 52; Oct., 108; Nov., 10; Dec., 9
- Home building service—Weyerhaeuser Sales Co.,** Feb., 63; Apr., 8; July, 45; Oct., 130; booklet offer
- Home repair supplies** (See also "Crack fillers" and "Glue, etc.")
- Anaconda Copper & Brass, American Brass Co.,** Apr., 99; free booklet
- Peter Putter Products, Schalk Chemical Co.,** Mar., 121; Apr., 172; May, 57; free booklet
- Homes**
- Braun Lumber Corp.,** Sept., 142; free catalog
- General Plywood Corp.,** July 9; Sept., 44; booklet offer
- International Mill & Timber Co.,** Jan., 58; Feb., 80; Mar., 76; catalog offer
- Lewis Mfg. Co.,** Feb., 50; catalog offer
- Louis E. Legg Lumber Co.,** Mar., 98
- Standard Homes Co.,** Mar., 100; book offer
- House perfume—Gardenaire, Margaret Wallis,** Nov., 128
- Perfume Lamp, Rubicon Co.,** May, 63
- Pine Air Freshener, Elene of Vienna,** Nov., 83
- House plans**
- American Home, Jan.,** 59; Feb., 47; Apr., 88; June, 136; Aug., 78; Sept., 124; Dec., 78
- Griffin-Patterson Co.,** Apr., 113; May, 102; June, 62
- Merle William Hogan, Feb.,** 48; Oct., 112
- Nation's House Building Guide, Inc.,** June, 70; Aug., 56
- Plan-A-Home Model Co.,** Nov., 86
- Techehome Co.,** Jan., 58; Feb., 78
- Household cement** (See "Glue")
- Ice—National Association of Ice Industries,** July, 88; Aug., 69; Sept., 132; free booklet
- Incinerators**
- Inciner, Bowser Inc.,** July, 95; free booklet
- W. O. Johnson Co.,** Feb., 65; Mar., 92; Apr., 154; May, 98; June, 86; July, 66; Aug., 62; Sept., 100; Oct., 152; free circular
- Insecticides**
- Black Leaf, Tobacco By-Products & Chemical Corp.,** Inc., Apr., 100; May, 115; June, 87
- Cyanogas, American Cyanamid Co.,** May, 115; June, 84; July, 64
- Endo Pest, Swift & Co.,** Apr., 84; May, 109; June, 77; July, 67
- Ever Green Garden Spray, MacLaughlin, Gormley & King Co.,** Apr., 102; May, 103; June, 87
- Pestroy DDT, Sherwin-Williams Co.,** Feb., 67; Apr., 113, 167; May, 150; June, 70; July, 55; Aug., 61, 77
- Pulvex, Wm. Cooper & Nephews, Inc.,** June, 64; July, 94; Aug., 60; Sept., 94; Oct., 132
- RAF, Rose Mfg. Co.,** June, 134
- Rex Ant Bait, Rex Research Corp.,** May, 150; June, 132; July, 66
- Ridz Garden Spray, Boyle-Midway Inc.,** Apr., 114; June, 80
- Tri-ogen, Rose Mfg. Co.,** Apr., 112; May, 114; free folder
- Insulation, home** (See also "Weatherstrip-ping")
- Baldwin-Hill Co.,** Apr., 125; June, 61; Aug., 74; Oct., 73; free booklet
- Balsam-Wool, Wood Conversion Co.,** Feb., 8; Mar., 94; Apr., 111; June, 10; Aug., 46; Oct., 12; free folder
- Cellulite, Gilman Brothers Co.,** Apr., 60; Aug., 64; free booklet
- Chamberlin Company of America, May,** 93; June, 55; July, 63; Sept., 89; free booklet
- Cotton Insulation Association, National Cotton Council of America, Apr.,** 109; June, 67; Sept., 10; free folder
- Eagle-Picher Co.,** Mar., 8; May, 57; July, 59; Nov., 85; free folder
- Fiberglass, Owens-Corning Fiberglass Corp.,** Nov., 61
- Gold Bond, National Gypsum Co.,** Feb., 6; Mar., 100; Apr., 101; Oct., 58; Nov., 15; free booklet
- Johns-Manville, Feb.,** 65; Apr., 107; free booklet
- Kimsul, Kimberly-Clark Corp.,** Jan., 6; Feb., 44; Apr., 9; June, 63; Aug., 10; Oct., 4; Nov., 10; Dec., 18; free booklet
- Philip Carey Mfg. Co.,** July, 98; Sept., 93; Oct., 18; free books
- Zonolite, Universal Zonolite Insulation Co.,** Feb., 51; June, 85; Oct., 75; free book
- Insurance**
- accident—Employers' Group,** June, 9; July, 7; Oct., 17; Dec., 57
- Insurance Company of North America,** Sept., 9; Nov., 7
- family liability—Employers' Group, Mar.,** 61; May, 7; Aug., 9; Nov., 11
- fire—Insurance Company of North America Cos.,** Apr., 59; June, 59; free booklet
- group home protection plan—Prudential Insurance Company of America, June,** 91
- hospitalization—North American Mutual Insurance Co.,** Mar., 99; free booklet
- insured income service—Mutual Life Insurance Company of New York, Feb.,** 112; Apr., 6; June, 6; Aug., 104; Oct., 8; Dec., 69; free booklet
- mortgage loan plan—Prudential Insurance Company of America, July,** 68; Aug., 101; Sept., 100
- personal theft—Insurance Company of North America, May,** 81
- retirement income plan—Phoenix Mutual Life Insurance Co.,** Feb., 6; May, 10; Dec., 9; free booklets
- Ironers**
- Easy Washing Machine Corp.,** Mar., 130
- Hotpoint Inc.,** July, 73
- Thor Corp.,** Apr., 154; June, 136; July, 81; Aug., 94
- Ironing pad sets—Silver Seal, Sunlite Mfg. Co.,** Feb., 109; Mar., 104; Apr., 170; May, 152
- Ironing tables—Met-L-Top, Gender, Paeschke & Frey Co.,** Apr., 166; June, 131; Aug., 84; Oct., 158; Dec., 108
- Irons**
- Glide-O-Matic, Century Precision Works, Inc.,** Apr., 170
- Proctor Electric Co.,** May, 144; Nov., 117; Dec., 74; booklet offer
- Silex Co.,** Apr., 147
- Tru-Heat, General Mills, Inc.,** May, 158
- Jewelry, broken, bought—Lowe's, Nov.,** 113; Dec., 109
- Jelly making** (See "Canning and jelly making")
- Kitchen cabinets** (See "Cabinets, kitchen")
- Kitchens, gas-equipped—American Gas Association, Mar.,** 69; July, 85; Sept., 134; booklet offer
- Knife rack—Magnagrip, R. E. Phelon Co.,** Mar., 128
- Labels, address, canning, caution—Dennison, Mar.,** 74; July, 82; Aug., 62
- Lamps** (See also "Lanterns")
- Adjusta-Post Mfg. Co.,** Oct., 165
- Hobby Mart, Nov.,** 60
- Light Beautiful, Nov.,** 99
- Railley Corp.,** Feb., 58
- Rubicon Perfume Lamps, May,** 63
- Star-Glo, Electric Mfg. Corp.,** Dec., 101
- Landscape gardening, home training in—American Landscape School, Jan.,** 56; Feb., 66; Mar., 92; Apr., 102; May, 98; Nov., 96; Dec., 70; free booklet and catalog
- National Landscape Institute, Jan.,** 50; Feb., 50; Mar., 84; Apr., 110; June, 82; July, 66; Aug., 66; Sept., 89; Oct., 132; Nov., 94; Dec., 68; free book
- Lanterns** (See also "Lamps")
- post-top—Spencer Studios, Jan.,** 76; Feb., 50; Apr., 54; July, 60; Sept., 102; Oct., 128; Nov., 86; Dec., 100; free catalog
- Lawn grass seed—Drumcliff Co.,** Aug., 63
- O. M. Scott & Sons Co.,** Jan., 57; Feb., 69; Mar., 83; Apr., 94; May, 103; June, 84; July, 66; Aug., 67; Sept., 88; free bulletin
- Life insurance** (See "Insurance")
- Lighting fixtures** (See "Electric fixtures, fluorescent")
- Linoleum**
- Armstrong Cork Co.,** Jan., 77; Mar., 2; May, 2; July, 2; Sept., 2; Nov., 2; booklet offer
- Nairn, Congoleum-Nairn, Inc.,** Sept., 12; Oct., 90; Nov., 56; Dec., 52; booklet offer
- Loans—State Finance Co.,** Apr., 56; May, 60
- Mail boxes—Dutton-Lainson Co.,** Oct., 130; Nov., 113
- Mail chutes—American Device Mfg. Co.,** May, 95
- Masonry—Brikcrete Associates, Inc.,** Oct., 114
- Mattress pad, electro-heated—Therm-Aire Equipment Co.,** Nov., 64; free booklet
- Mattresses**
- Beautyrest, Simmons Co.,** Feb., 5; Apr., 5; June, 5; Sept., 75; Oct., 83; Nov., 58
- Granada, A. Brandwin & Co.,** Nov., 100
- Ostermoor & Co.,** Jan., 64; Apr., 170; June, 96; Sept., 66; Nov., 108
- Pil-O-Rest, S. Karpen & Bros.,** Oct., 126
- Restonic, Triple Cushion Corp.,** June, 94; Dec., 62
- Spring Air Co.,** Mar., 4; May, 53; Sept., 41; Nov., 62
- Metal repair—Master Silverplaters, May,** 64
- Mirrors**
- Donnelly-Kelley Glass Co.,** Dec., 100
- Nurre Companies, Inc.,** Mar., 76; May, 70; Oct., 86; Dec., 48; free booklet
- Pittsburgh Plate Glass Co.,** Jan., 53; Mar., 47; May, 51; July, 47; Sept., 53; Nov., 95; free booklet
- Mixers**
- Dormeyer Corp.,** Apr., 169; May, 147
- Mix-Mold, Plastic Molded Products, Inc.,** June, 134
- Mole traps—Victor, Animal Trap Company of America, May,** 103; June, 84; Sept., 94
- Mothproofing—Larvex, Zonite Products Corp.,** Apr., 10; May, 156; June, 132
- Mouse destroyer—Mouse Seed, W. G. Reardon Laboratories, Inc.,** Jan., 58; Feb., 110; Mar., 101; Oct., 132; Nov., 129; Dec., 70
- Musical instruments** (See "Band instruments," "Organs," and "Pianos")
- Oil, lubricating—3-in-One, Boyle-Midway Inc.,** Jan., 58; Feb., 109; Mar., 104; Apr., 155; May, 153; June, 118; July, 94; Aug., 104; Sept., 129; Oct., 158
- Organs—Hammond Instrument Co.,** Jan., 4; Mar., 57; May, 65; July, 4; Sept., 72; Nov., 83; free folder
- Ovens—Lill Oven Co.,** Nov., 135; Dec., 75
- Paint removers—Savogran Co.,** Mar., 101; May, 97; June, 132; free circulars
- Paint sprayers—Speedy Sprayer, W. R. Brown Corp.,** Dec., 78; free booklet
- Paintings—Art-Told-Tales, Nov.,** 112; Dec., 77
- Paints and varnish** (See also "Turpentine")
- Celadri Corp.,** Feb., 50; Mar., 100; Apr., 78; free booklet
- Dutch Boy, National Lead Co.,** July, 12-13; Aug., 12-13; Sept., 95; Oct., 117; free booklet
- Eagle-Picher Co.,** May, 98; June, 67; Aug., 63; Sept., 68
- 87 Spar Varnish, Devco & Reynolds Co.,** Inc., Oct., 109; Dec., 8
- Flatluc, Patterson-Sargent Co.,** June, 12; Aug., 42; Oct., 24
- Kem-Tone, Sherwin-Williams Co.,** Mar., 75; Apr., 89; May, 47; June, 48
- Keystone, Keystone Varnish Co.,** May, 150; Sept., 78; free color card
- Kyanize, Boston Varnish Co.,** Apr., 124; May, 99; June, 87; Oct., 132; Nov., 111; free booklet
- Nu-Enamel, Nu-Enamel Corp.,** Apr., 82
- Paratex, Truscon Laboratories, Jan.,** 34; Dec., 64; free folder
- Pittsburgh Plate Glass Co.,** Feb., 59; Apr., 103; June, 54; Aug., 49; Oct., 61; Dec., 71; free book
- Plicote, Inc.,** Apr., 77; free folder
- Rockite, Wesco Waterpaints, Inc.,** Aug., 56; Sept., 66; Oct., 122; free color booklet
- Rusco Water Repellent, F. C. Russell Co.,** Mar., 98; May, 2; free booklet
- Setfast, Interchemical Corp.,** May, 90; June, 68; free color card
- Sherwin-Williams Co.,** Sept., 70; Oct., 8
- Spred, Glidden Co.,** Apr., 106; May, 74; June, 71; Sept., 143; Oct., 100; booklet offer
- Texolite, United States Gypsum Co.,** Apr., 86; June, 37; Oct., 97; booklet offer
- Tite Wall, Truscon Laboratories, Jan.,** 34; May, 88; free folder
- Paneling** (See "Woodwork")
- Paper**
- borders—Trimz, Meyercord Co.,** Apr., 38
- Crane's, Mar.,** 60; June, 97; Oct., 6
- diaper liners—Dennison, Apr.,** 126; free samples
- dusting—KVP, Kalamazoo Veg. Parchment Co.,** Mar., 104; Aug., 62
- gift wrappings—Dennison, Nov.,** 112
- household—KVP, Jan.,** 64; June, 132; Nov., 134
- shelf—KVP, May,** 152; Oct., 163
- Royledge, Royal Lace Paper Wks.,** Mar., 104; Apr., 150; June, 116; Sept., 140; Nov., 80
- stationery—Colonial Stationery Co.,** Dec., 100
- towels—Scott Towels, Scott Paper Co.,** Apr., 150; June, 114; Nov., 130; Dec., 100
- waxed—KVP, Apr.,** 170; Sept., 129
- Patents information**
- Randolph & Beavers, Feb.,** 110; Oct., 112; Nov., 112; Dec., 109
- Victor J. Evans & Co.,** Mar., 77
- Pepper mill—Olde, Thompson, Geo. S. Thompson Corp.,** Nov., 129; Dec., 90
- Photograph colors—John G. Marshall, Inc.,** Mar., 98; May, 65
- Pianos**
- Baldwin Piano Co.,** Apr., 52
- Everett Piano Co.,** May, 64; free booklet
- Rudolph Wurlitzer Co.,** May, 18; June, 42; Sept., 103; Nov., 57; Dec., 22; brochure offer
- Winter & Company, Apr.,** 12; May, 12; June, 95; Sept., 43; Oct., 88; free catalog
- Pie tape—KVP, Feb.,** 110
- Piping**
- Anaconda Copper & Brass Co., American Brass Co.,** Mar., 73; Aug., 53; Oct., 118; Nov., 92; free booklet
- Orangeburg, Fibre Conduit Co.,** Mar., 100; Apr., 113; May, 97; June, 70; July, 95; Aug., 56; Sept., 138
- Plant foods and growth regulators**
- Alkemi, American Soil Products Co.,** Inc., Apr., 114
- Ford Nitrogen Plant Food, Apr.,** 96; May, 104; June, 82
- No-Seed Plant Hormone Spray, Science Products Co.,** Apr., 102; May, 112
- Plant Vitamins, Burbank Products, May,** 114
- Root Hormo, Burbank Products, May,** 114
- Rootone, American Chemical Paint Co.,** Feb., 67; Mar., 85
- Scott's Lawn Food plus Weed Control, O. M. Scott & Sons Co.,** June, 84
- Vigoro, Swift & Co.,** Jan., 48; Feb., 73; Mar., 87; Apr., 83; May, 108; June, 76; Aug., 63; Sept., 91
- Plants**
- \*Ackerman Nurseries, Jan.,** 57; Sept., 88; Dec., 68, 70
- \*Andrews Nursery, Feb.,** 65
- \*Brand Peony Farms, Mar.,** 85
- \*Cole Nursery Co.,** Jan., 52, 57; Feb., 65
- \*Conard-Pyle Co.,** Feb., 67
- \*Emlong's, Jan.,** 57; Feb., 65
- \*Fischer Nurseries, Aug.,** 66; Sept., 89; Oct., 114; Nov., 94
- \*James I. George & Son, Mar.,** 85; Apr., 112
- \*Knight's Nurseries, Jan.,** 52, 56; Feb., 65
- \*Krider Nurseries, Oct.,** 122
- \*Michigan Bulb Co.,** Apr., 110; Oct., 114
- \*Michigan Perennial Farms, Sept.,** 88
- \*Monroe Peony Farm, June,** 82
- \*New Market Perennial Gardens, Feb.,** 65; Mar., 92
- \*Owen Nursery, Feb.,** 65; Mar., 84; Apr., 108, 111; Aug., 63, 68; Sept., 88, 89; Oct., 114, 122; Nov., 96
- \*Spring Hill Nurseries, Jan.,** 56; Feb., 65, 68; Dec., 68, 70
- \*Three Spring Fisheries, Feb.,** 66; Mar., 84
- \*William Tricker, Inc.,** Feb., 64; Mar., 92
- \*Westhauser Nurseries, Jan.,** 56
- \*Willis Nurseries, Jan.,** 54; Feb., 64
- \*Offers Catalog**
- Plaster pencil—Peter Putter Products, Schalk Chemical Co.,** Apr., 172; free booklet
- Plumbing fixtures**
- American-Standard, American Radiator & Standard Sanitary Corp.,** Feb., 13; Mar., 15; Apr., 11; May, 11; June, 11; July, 11; Aug., 15; Sept., 11; Oct., 19; Nov., 21; Dec., 19; free home book
- Briggs Mfg. Co.,** July, 16; Aug., 51; Sept., 54; Oct., 82; Nov., 96; free booklet
- Crane Co.,** Feb., 71; Mar., 89; Apr., 118; June, 51; Aug., 11; Oct., 23; Dec., 11; free booklets
- Eljer Co.,** Feb., 4; Apr., 57; May, 94; Aug., 78; Oct., 93; Dec., 67; free booklet
- Kohler Co.,** Feb., 45; Apr., 79; Oct., 55; free booklets
- Polishes, floor**
- Regina Corp.,** Oct., 54
- S. C. Johnson & Son, Inc.,** Oct., 89
- Polishes**
- car—Simoniz Co.,** May, 107
- floor—Johnson's, S. C. Johnson & Son, Inc.,** Oct., 89; Nov., 91; Dec., 53
- Lin-x, Sherwin-Williams Co.,** Mar., 105; Apr., 56; May, 145; June, 133; July, 46
- Lustrelast, Great Lakes Varnish Works, Inc.,** Feb., 44; Apr., 48
- O-Cedar Corp.,** Feb., 98; Mar., 58; Apr., 48; May, 63
- Simoniz Co.,** Mar., 88; July, 100; Sept., 144
- furniture and woodwork—Johnson's, S. C. Johnson & Son, Inc.,** Apr., 164; May, 135; June, 53
- Simoniz Co.,** May, 106
- Popcorn popper—Popper-Plus, Wyndale Mfg. Corp.,** Dec., 104
- Pottery**
- Roseville Pottery, Inc.,** Mar., 57; July, 63; Nov., 56; free folder; booklet offer
- Stangl, Fulper Pottery Co.,** Apr., 53; June, 90; Sept., 61; Nov., 52
- Pressure cookers**
- Ecco Products Co.,** Mar., 127; June, 131
- Mirro, Aluminum Goods Mfg. Co.,** Apr., 157; Sept., 6
- Presto, National Pressure Cooker Co.,** Mar., 129; May, 138; Oct., 10; Nov., 133
- Wear-Ever, Aluminum Cooking Utensil Co.,** Feb., 83; Apr., 163; June, 72
- Pumps, water—Scott Pump Co.,** Jan., 58; Mar., 100; May, 96; July, 58
- Putty** (See "Glue")
- Quilt patterns—Taylor Bedding Mfg. Co.,** Nov., 113
- Radiators**
- convactor—Trane Co.,** Oct., 53; Nov., 9; free booklet
- enclosures for—Gardner Mfg. Co.,** Mar., 42; booklet offer
- portable electric—Burnham Corp.,** Oct., 114; Dec., 75; free folder
- Electresteam, Electric Steam Radiator Corp.,** Feb., 110; Mar., 96; Apr., 124; Oct., 149; Dec., 10; thermograph
- Radio, pocket—Pa-Kette Radio Co.,** Apr., 170; May, 64; June, 116; July, 62; Sept., 140; Oct., 126; Nov., 86; Dec., 101
- Radio-phonographs**
- Howard Radio Co.,** Feb., 56
- Philco, Oct.,** 131; Nov., 73
- Recordio, Wilcox-Gay Corp.,** May, 55; booklet offer
- Sonora Radio and Television Corp.,** Apr. 53
- Zenith Radio Corp.,** July, 53; Sept. 98; Oct., 92; Nov., 81
- Ranges and Stoves**
- electric—Frigidaire, General Motors Corp.,** Aug., 81; Oct., 159; Dec., 94
- Hotpoint Inc.,** Feb., 81; Mar., 131; July, 72; Oct., 12; booklet offer
- Kelvinator, Nash-Kelvinator Corp.,** Apr., 145; Aug., 71; Oct., 155; Dec., 112
- L. & H. A. Lindemann & Hoverson Co.,** Oct., 163; Dec., 109
- Monarch, Malleable Iron Range Co.,** Sept., 129; Oct., 152; Nov., 6; Dec., 97; free booklet
- gas—American Gas Association, Mar.,** 69; July, 85; Sept., 134; Oct., 151; Nov., 129; Dec., 103; booklet offer
- Caloric Stove Corp.,** Feb., 94; Apr., 136; June, 98; Aug., 98; Oct., 144; Dec., 90
- Geo. D. Roper Corp.,** Feb., 104; June, 114
- Norge, Borg-Warner Corp.,** May, 105
- heating—Warm Morning, Locke Stove Co.,** Aug., 48; booklet offer
- picnic** (See also "Fireplaces, outdoor")
- W. O. Johnson Co.,** Feb., 65; Mar., 92; Apr., 154; May, 98; June, 86; July, 66; Aug., 62; Sept., 100; Oct., 152; free circular
- Recording instrument—Recordio, Wilcox-Gay Corp.,** May, 55; booklet offer
- Reducing program—Wallace Records, Wallace,** Aug., 60
- Refrigerators**
- electric—Coolerator Co.,** July, 82; Sept., 117; Oct., 152; Nov., 146
- Frigidaire, General Motors Corp.,** Apr., 159; June, 73; Aug., 81; Oct., 159
- General Electric Co.,** Oct., 124; Dec., 14-15
- Hotpoint Inc.,** Feb., 81; Mar., 131; July, 73; Oct., 121; Dec., 65; booklet offer
- Kelvinator, Nash-Kelvinator Corp.,** Feb., 93; June, 137; Oct., 155; Dec., 112
- Norge, Borg-Warner Corp.,** Sept., 121
- Philco, Dec.,** 3
- gas—Servel, Inc.,** Jan., 62; Feb., 85; Mar., 111; Apr., 15; May, 137; June, 125; July, 15; Aug., 85; Sept., 13; Oct., 25; Nov., 23; Dec., 21; free booklet
- Roasters**
- Proctor Electric Co.,** Dec., 74
- Wear-Ever, Aluminum Cooking Utensil Co.,** Oct., 156
- Roses—Bradley Bros. Nursery, Feb.,** 64
- \*Conard-Pyle Co.,** Jan., 57; Feb., 67; Mar., 92
- \*Emlong's, Jan.,** 56
- \*Germain's, Jan.,** 51; Feb., 70
- \*J. N. Rokely & Son, Mar.,** 84
- \*Jackson & Perkins Co.,** Jan., 50; Feb., 66; Mar., 91; July, 66; Aug., 66; Sept., 88
- \*Kelly Brothers Nurseries, Inc.,** Jan., 50; Feb., 68
- \*Knight's Nurseries, Feb.,** 69
- \*Krider Nurseries, Jan.,** 55
- \*Maloney Bros. Nursery Co.,** Inc., Mar., 84
- \*Naughton Farms, Inc.,** Apr., 94
- \*R. H. Shumway Seedman, Jan.,** 56
- \*Spring Hill Nurseries, Feb.,** 66
- \*Stern's Nurseries, Jan.,** 54; Feb., 68; Mar., 92
- \*U. S. Dutch Bulb Corp.,** Feb., 64; Mar., 91



- \*Willis Nurseries, Jan., 57; Mar., 92  
\*Offers Catalog
- Rug cushions  
Columbian Rope Co., Feb., 106; Nov., 105; free booklet  
Ozite, Apr., 77; May, 58; Oct., 6  
Rugs and carpets (See also "Linoleum")  
Alexander Smith & Sons Carpet Co., Mar., 53; Apr., 13; May, 15; Sept., 55; Oct., 67; Dec., 63; free booklet  
Bigelow Weavers, Bigelow-Sanford Carpet Co., Inc., Mar., 49; Apr., 39; June, 74; Sept., 35; Oct., 80-81; Dec., 17; free booklet offer  
Deltex Rug Co., Apr., 54; Oct., 131; free booklet  
Gulistan, A. & M. Karagbenian, Inc., Feb., 61; Mar., 132; Apr., 174; Sept., 86; Oct., 170; Nov., 53  
Lees Carpet Co., Feb., 114; May, 69; Aug., 44; Nov., 150  
Magee Carpet Co., Feb., 55; Apr., 56; Nov., 82  
Mohawk Carpet Mills, Inc., Mar., 65; Apr., 42; May, 49  
Random Tex, Archibald Holmes & Son, Apr., 61; Oct., 99  
rewoolen—Olson Rug Co., Feb., 113; Mar., 71; Aug., 59; Sept., 100; Oct., 104; free booklet
- Sash balances—Invisible, Grand Rapids Hardware Co., Mar., 78; Apr., 55; May, 56; June, 12; Sept., 96; Nov., 22; free circular  
Scales, bathroom—Detecto Scales, Inc., Sept., 101; Oct., 128  
Screening—Lumite, Chicopee Mfg. Corp., Mar., 77; Apr., 165; May, 103; free sample  
Screens (See also "Windows, storm and screens")  
Anaconda Copper & Brass, American Brass Co., May, 155; free booklet offer  
rolling—Pella, Rolscreen Co., Feb., 67; Mar., 82; Nov., 90; free booklet
- Seeds  
\*E. Andrews Frew, Jan., 57  
\*Robert Buist Co., Feb., 68; Mar., 92  
\*W. Atlee Burpee Co., Jan., 40, 54, 57; Dec., 68, 70, 100, 109  
\*Condon Bros. Seedsmen, Jan., 55; Feb., 68; Mar., 92  
\*Emlong's, Feb., 64  
\*Farmer Seed & Nursery Co., Feb., 69  
\*Ferry-Morse Seed Co., Mar., 85; Apr., 98; May, 104  
\*Good Luck Gardens, Feb., 67  
\*Gurney Seed & Nursery Co., Feb., 66  
\*Peter Henderson & Co., Jan., 55; Feb., 67  
\*Holmes Seed Co., Feb., 66  
\*Inter-State Nurseries, Mar., 84  
\*R. M. Kellogg Co., Jan., 55  
\*Knight's Nurseries, Feb., 64  
\*Lindabrace Nurseries, Aug., 66; Oct., 122; Dec., 68  
\*Lounsbury Gardens, Mar., 91; Apr., 112  
\*Maloney Bros. Nursery Co., Inc., Mar., 84  
\*Mandeville & King Co., Apr., 111  
\*Wm. Henry Maule, Jan., 52, 55  
\*Michigan Perennial Farms, Oct., 114  
\*Mills Seed House, Feb., 65  
\*Naughton Farms, Nov., 94  
\*Novotny Gardens, Mar., 92; Apr., 110; May, 114  
\*L. L. Olds Seed Co., Jan., 52, 56  
\*Owen Nursery, Feb., 64; Mar., 92; Apr., 112  
\*George W. Park Seed Co., Feb., 65  
\*Rex D. Pearce, Feb., 64  
\*John A. Salzer, Jan., 56; Feb., 66; Mar., 85  
\*R. H. Shumway Seedsmen, Jan., 54, 56; Feb., 68; Mar., 92  
\*Stabelin's Nursery, Feb., 68  
\*Suttons Seeds, Jan., 54; Feb., 66  
\*Vaughan's Seed Store, Jan., 52; Feb., 66; Mar., 84  
\*Offers Catalog
- Selling opportunities  
cards—Bluebird Studios, Jan., 76; Mar., 98; July, 84; Aug., 60; Sept., 101  
\*Harry Doeblia Co., Jan., 64; Feb., 110; July, 94; Aug., 62; Sept., 102; Oct., 128  
\*Puro Co., Aug., 62; Sept., 94  
\*Smithers Art Studio, Sept., 100  
\*Wallace Brown, Inc., Aug., 78; Sept., 100  
\*Western Art Studios, July, 62; Aug., 61; Sept., 140  
dry window cleaner—Krisette Co., Dec., 98  
hose—Yours-Truthly Nylon Hosiery, American Hosiery Mills, July, 84  
safety cooking spoon—Frobock-Stewart Co., Dec., 78  
Sewer cleaning service (See "Drain and sewer cleaning service")  
Sewing machine attachments  
for buttonhole making—London Specialties, Feb., 48  
invisible hemmer—Stitch Master Co., Mar., 77; June, 132  
Sewing machines electrified—American Sewing Machine Co., Dec., 109  
Sharpeners, knife—Hono-Rite, Wulff Mfg. Co., May, 152  
Shades, window  
Clapay Corp., Dec., 58; free booklet  
Columbia Mills, Inc., Apr., 55; Sept., 62; Oct., 95  
Sheets  
Cannon Mills, Inc., Jan., 5; Mar., 5; May, 5; July, 5; Sept., 5; Nov., 5  
Dan River Mills, Inc., Jan., 32; May, 73; June, 38; July, 50; Aug., 14; Sept., 74; Dec., 50  
Pacific Mills, Jan., 39; May, 48; Aug., 41  
Pequot Mills, Feb., 10; Apr., 4; June, 4; Aug., 59; Dec., 4  
Shelves  
spice—Washington Hardware Co., Oct., 132  
towel—Autore Co., June, 126  
utility—Winston Products Co., July, 96; Aug., 78; Sept., 140; Oct., 163; Nov., 134  
Shingles (See also "Asbestos and asphalt")  
aluminum—Reynolds Metals Co., Mar., 54; Apr., 64; May, 83  
cedar—Red Cedar Shingle Bureau, Apr., 60; June, 58; July, 95; Aug., 61; Oct., 16; booklet offer  
double coverage—Tite-On, Ruberoid Co., May, 90; July, 61; Oct., 71; free booklets  
Shipping tags—Dennison, May, 64  
Shoe shine shoe holder—Shine-Boy Mfg. Co., Dec., 104  
Shrubs—\*Allen's Nursery & Seed House, Jan., 55; Feb., 65  
\*Benton County Nursery Co., Jan., 50  
\*Brand's Peony Farms, Apr., 110  
\*Farmer Seed & Nursery Co., Mar., 92  
\*J. N. Rokely & Son, Mar., 84  
\*Kelly Brothers Nurseries, Inc., Jan., 50; Feb., 68  
\*Maloney Bros. Nursery Co., Inc., Mar., 84  
\*Stabelin's Nursery, Jan., 55  
\*Stern's Nurseries, Jan., 54; Feb., 65; Mar., 92  
\*Whitten Nurseries, Jan., 57  
\*Offers Catalog
- Silver plating—Master Silverplaters, May, 64  
Silverware  
Alvin Silversmiths, Mar., 57; Apr., 62; May, 73; Sept., 74; Oct., 96; Nov., 83; free price folder  
Bach Jewelry Co., Nov., 113  
Wallace Silversmiths, Mar., 63; May, 13; June, 39; Sept., 56; Oct., 65; Nov., 79; Dec., 49; book offer  
wraps for—Pacific Mills, Feb., 63; Mar., 44; June, 119; Dec., 10  
Sinks, cabinet  
Kitchenaid, Mullins Mfg. Corp., Jan., 43; booklet offer  
Tracy Mfg. Co., Nov., 145; free folder  
Slip covers  
Roley Poley Mfg. Co., May, 66; July, 62  
Sure-Fit, Oct., 80  
Soap (See also "Cleansers")  
Oxydol, Procter & Gamble, Nov., 24  
Story Book, Personalized Soap Co., Nov., 109  
Soil analysis—Mound City Labs., Apr., 110; May, 102  
Sprayers, paint or insecticide—Speedy Sprayer, W. R. Brown Corp., Oct., 112; Dec., 78; free booklet  
Spot and stain removers  
Gartside's Iron Rust Soap, Gartside Co., July, 96; Aug., 104  
Mufti, Plough Sales Corp., June, 132; July, 94; Aug., 79  
Renuzit, Renuzit Home Products Co., Mar., 10; Apr., 169; May, 10  
Safeway Chemical Co., Apr., 54  
Springs, bed—Spring Air Co., Mar., 4  
Sprinklers (See "Garden supplies, sprinklers")  
Starch, laundry  
Elastic Starching & Ironing Powder, Hubinger Co., June, 91; Sept., 64  
Linit, Corn Products Refining Co., Mar., 52; May, 14; July, 48; Sept., 82; Nov., 78  
Satina, General Foods, Nov., 143; free sample  
Stationery (See "Paper")  
Stokers (See "Heating equipment")  
Stone, simulated—Perma-Stone Co., Apr., 113; free folder  
Storm windows (See "Windows, storm")  
Stoves (See "Ranges")  
Swimming aids—Stay-A-Float, American Pad & Textile Co., May, 118; June, 86; July, 61; free booklet  
Table tops (See "Furniture, table tops")  
Tablecloths  
California Hand Prints, Sept., 40  
Wilbarry, Wilkes-Barry Lace Mfg. Co., May, 65  
Teething lotion—Dr. Hand's Medicine Co., Feb., 78; Apr., 120; June, 86; Aug., 77; Dec., 77  
Telephone  
Bell Telephone System, American Telephone & Telegraph Co., Jan., 10; Feb., 7; Mar., 6; Apr., 7; May, 6; June, 7; July, 6; Aug., 7; Sept., 10; Oct., 7; Nov., 12; Dec., 5  
Yellow Pages, directory, American Telephone & Telegraph Co., Feb., 49; Mar., 97; Apr., 57; May, 89; July, 10; Sept., 6; Oct., 103; Dec., 18  
Telephone writing pads—Tel-Sec, Lanko Industries Sales Division, Nov., 110; Dec., 98  
Thermometers—Lohrman Seed Co., Dec., 104  
Thermostats—Chronotherm Minneapolis-Honeywell Regulator Co., Sept., 7; Oct., 11; Dec., 59; free booklet  
Tissues, cleansing—Kleenex, International Celulose Products Co., Feb., 79; Apr., 120; May, 118; June, 86; Aug., 75; Sept., 101; Oct., 126; Nov., 15; Dec., 6  
Tile flooring (See "Asphalt tile")  
Toasters  
Proctor Electric Co., Mar., 126; Oct., 157; Dec., 74  
Toastrwell Co., Apr., 169; Oct., 154  
Toilet seats—C. F. Church Mfg. Co., Oct., 110  
Tools (See also "Garden supplies and tools")  
household—Fix-It-Kit, Home Utilities, Inc., Dec., 98  
—Mother's Own, Peck, Stow & Wilcox Co., Nov., 60  
Tooth paste (See "Dentifrices")  
Towels  
kitchen—Excello, Excello Ltd., Jan., 57; Mar., 101; May, 153; Oct., 158; Dec., 97  
paper—ScotTowels, Scott Paper Co., Apr., 150; June, 114; Nov., 130; Dec., 100  
Turkish—Cannon Mills, Inc., Jan., 2; Apr., 2; June, 2; Aug., 2; Oct., 2; Dec., 2  
—Dundee Mills, Inc., Mar., 48; June, 40; Nov., 54  
Toys  
electric range—Little Chef, Tacoma Metal
- Products Co., Nov., 128  
Lincoln Log, Nov., 112; free book  
Playskool Mfg. Co., Dec., 75; free catalog  
Tractall, Inland Mfg. Corp., July, 60; Oct., 130  
Turpentine—American Turpentine Farmers Association, Aug., 74  
Trailers—Travel Coach, Palace Corp., July, 60; free catalog  
Trainers, baby—Lit'l Tyke, Tol. Higginbotham & Co., Jan., 64; Feb., 78; Mar., 130; Apr., 126  
Travel and recreation  
Province of Quebec Tourist Bureau, Feb., 112; May, 50; July, 61; Sept., 102; Oct., 134; free maps and booklets  
State of Florida, Feb., 4; free booklet  
Trays—Hasko, Haskelite Mfg. Corp., Apr., 53; May, 54; June, 97  
Trees  
Ackerman Nurseries, Dec., 68  
\*Benton County Nursery Co., Jan., 50  
\*Berry Seed Co., Jan., 54, 56; Feb., 65, 68  
\*Bountiful Ridge Nurseries, Jan., 57; Feb., 64  
\*Bradley Bros. Nursery, Jan., 55; Feb., 64  
\*Emlong's, Jan., 55  
\*Earl Ferris Nursery, Feb., 64; Dec., 68  
\*Kelly Brothers Nurseries, Inc., Jan., 50; Feb., 68  
\*Knight's Nurseries, Jan., 57; Feb., 64  
\*Maloney Bros. Nursery Co., Inc., Jan., 52; Feb., 69; Mar., 84; Sept., 89; Oct., 114  
\*Michigan Evergreen Farms, Mar., 92  
\*Musser Forest, Inc., Jan., 56; Feb., 64, 68; Mar., 84, 92; Apr., 110, 111, 112; May, 115  
\*Neosho Nurseries Co., Jan., 54  
\*Owen Nursery, Apr., 112  
\*J. N. Rokely & Son, Mar., 84  
\*Stabelin's Nursery, Jan., 55  
\*Stark Nurseries & Orchards Co., Jan., 78; Aug., 66; Sept., 88; Dec., 70  
\*Stern's Nurseries, Jan., 56; Feb., 68; Mar., 84, 104  
\*Tonn, Nursery Co., Jan., 56; Feb., 68; Mar., 92; Sept., 78; Oct., 114; Nov., 96; Dec., 70  
\*Western Maine Forest Nursery Co., Feb., 68; Mar., 85  
\*Westhouser Nurseries, Jan., 54; Feb., 68  
\*Offers Catalog
- Utensils, kitchen (See also "Pressure cookers" and "Roasters")  
aluminum—Everlast Metal Products Corp., May, 149  
—Lifetime, Reynolds Metals Co., Feb., 95  
—Mirro, Aluminum Goods Mfg. Co., Apr., 157; June, 113; Nov., 18  
—Royal Chef, Poulsen & Nardone, Inc., Feb., 90; Apr., 157; June, 121  
—Wear-Ever, Aluminum Cooking Utensil Co., Apr., 163; June, 72; Oct., 156  
—West Bend Aluminum Co., June, 124; Oct., 148; Dec., 79; free recipes  
—Yogurt Matter, May, 147; June, 112  
enameled—Nesco, National Enameling and Stamping Co., Mar., 105; July, 14  
flour sifter—Foley Mfg. Co., Nov., 128  
food chopper—Foley Mfg. Co., Aug., 79; Oct., 152  
food mill—Foley Mfg. Co., May, 146; July, 82; Sept., 125; free canning information; booklet offer  
glass—Club Aluminum Products Co., Mar., 125; May, 132; Nov., 134  
—Dunbar Glass Corp., Jan., 38; Mar., 128; May, 146  
—Pyrex, Corning Glass Works, Apr., 142; May, 72; Nov., 138  
grater—Tri-Grater, Detroit Metal Products Inc., Oct., 148; free circular  
juicers—Kwickly, Quam-Nichols Co., Oct., 154; Dec., 108  
kitchen tools—Flint, Ekco Products Co., Feb., 107; Apr., 149; Nov., 144; Dec., 99; booklet offer  
—Frobock-Stewart Co., Dec., 78
- Vacuum cleaners  
Cadillac, Clements Mfg. Co., Jan., 66; Feb., 109; Mar., 74; Apr., 154; May, 146; June, 132; July, 64; Sept., 129; Oct., 148; Dec., 97  
Hoover Co., Mar., 44; May, 143; July, 82; Oct., 98; Nov., 59  
Rexair, Inc., May, 144; free booklet  
Varnish (See "Paints and varnish")  
Vegetable seeds (See "Seeds")  
Venetian blinds  
Acme Steel Co., Mar., 75; Apr., 100; May, 59; June, 65; Aug., 54; Sept., 65; Oct., 101; Nov., 48; free booklet  
Clapay Corp., Dec., 58; free booklet  
Columbia Mills, Inc., June, 75, 63; Oct., 94  
Flexalum, Hunter Douglas Corp., Mar., 70; Apr., 117; Oct., 64; booklet offer  
Grenard Venetian Blind, Mar., 76  
hardware for—Levolor Tilgner, Lorentzen Hardware Mfg. Corp., Nov., 94; Dec., 75  
Kirsch Co., Nov., 101; book offer
- Wallboard  
Fir-Tex Insulating Board Co., Apr., 104  
Homaste Co., Feb., 46; Apr., 87; June, 65; Aug., 8; Oct., 113; Dec., 108; free folder  
Nu-Wood, Wood Conversion Co., May, 42; Sept., 57; free folder  
Philip Carey Mfg. Co., Sept., 93  
Prestile Mfg. Co., Feb., 64; May, 154; Sept., 138  
Weldwood, United States Plywood Corp., Feb., 75; booklet
- Wallpaper  
Imperial Paper and Color Corp., Mar., 50; Apr., 12; Sept., 34; Oct., 65; booklet  
Trimz Co., Inc., Apr., 43  
United Wallpaper, Inc., Mar., 72; Apr., 87; Sept., 60; Oct., 87  
Walls (See also "Paints and varnish"; "Weatherproofing")  
paneled (See "Woodwork")  
shingled (See "Shingles")  
siding, aluminum—Hoess, Metal Building Products, Inc., Mar., 79; free booklet  
window—Windowalls, Andersen Corp., Apr., 80; Oct., 59; free booklet
- Washing machines  
Bendix Home Appliances, Inc., Mar., 7; Apr., 139; May, 131; Sept., 39; Oct., 57; Nov., 122; Dec., 7  
Easy Washing Machine Corp., Mar., 130; Apr., 112; June, 135; Aug., 103; Sept., 137; Oct., 153; Dec., 110  
Frigidaire, General Motors Corp., Dec., 94  
Hotpoint Inc., July, 72; Oct., 121  
Norge, Borg-Warner Corp., Mar., 90; Oct., 133  
Thor Corp., Mar., 43; May, 45; July, 81; Oct., 147  
Universal, Landers, Frary & Clark, Apr., 167  
Water heaters (See "Heaters, water")  
Water pumps—Scott Pump Co., Jan., 58; Mar., 100; May, 96; July, 58  
Water softener service—Culligan Zeolite Co., Jan., 36; Mar., 8; May, 153; July, 44; Sept., 136; Nov., 142  
Water softeners  
Permutit Co., Nov., 135; free booklet  
Rheem Mfg. Co., Feb., 103; June, 57; free folder  
Stover Water Softener Co., June, 134; Oct., 153; free catalog  
Water systems—F. E. Myers & Bro. Co., Mar., 94; May, 90; Sept., 94; free booklet  
Wax, floor (See "Polishes, floor")  
Wax remover—Double X, and Waxoff, Peter Putter Products, Schalk Chemical Co., Apr., 172; May, 57; free booklet  
Weather vanes—Spencer Studios, Feb., 50; Apr., 54; free catalog  
Weatherproofing (See also "Weatherstripping")  
—Acquella, Prima Products, Inc., Feb., 110; Mar., 78; Apr., 58; May, 95; June, 38; free booklet  
—Caladri Corp., Feb., 50; Mar., 100; Apr., 78; free booklet  
—Rusco Water Repellent, F. C. Russell Co., Mar., 98; May, 97; free booklet
- Weatherstripping  
Chamberlin Co. of America, Oct., 111; Nov., 17; free booklet  
Mortite, J. W. Mortell Co., Jan., 58; Feb., 80; Mar., 100; Apr., 78; May, 96; June, 64; July, 58; Aug., 60; Sept., 142; Oct., 148; Nov., 86; Dec., 78; free circular  
Press-Tite, Prestite Engineering Co., Aug., 61; Nov., 107
- Weed killers  
Barweed, American Cyanamid Co., May, 114; June, 82; July, 66  
Endo Weed, Swift & Co., Apr., 85; May, 109; June, 77; July, 67  
Martin Hi-Potency 2, 4-D Weed Killer, Charles A. Martin Co., May, 110; June, 84; July, 66  
O. M. Scott & Sons Co., May, 103; June, 84  
Ridz Weed Killer, May, 110  
2-4 Dow Weed Killer, Dow Chemical Co., Mar., 85; Apr., 95; May, 111; June, 79  
Weedanol, Associated Chemists, Apr., 102; May, 103  
Weed-No-More, Sherwin-Williams Co., Mar., 86; Apr., 93; May, 115; June, 78; July, 64  
Weedone, American Chemical Paint Co., Apr., 92  
Weedust, American Chemical Paint Co., Mar., 91; Apr., 92
- Windows  
aluminum—Alwintite, Aluminum Window Corp., May, 100; July, 97; free booklet  
—Eagle-Picher Co., Apr., 102; Oct., 75; free folder  
—Orange Screen Co., Apr., 49; Sept., 8; Nov., 8; free booklet  
—Premier Metal Products Corp., Feb., 54; free booklet  
guards for—Win-do-Gard, Logan Co., May, 119  
shades for (See "Shades, window")  
Silentite, Curtis Companies Service Bureau; Mar., 78; Nov., 103; free booklet  
storm and screens—Chamberlin Co. of America, Aug., 77; free book  
—Eagle-Picher Co., Feb., 48; Apr., 102; Sept., 43; Oct., 75; free folder  
—Rusco, F. C. Russell Co., Apr., 109; May, 85; Sept., 40; Nov., 50; free folder  
—Thermoseal, F. C. Russell Co., May, 100; Sept., 96; free folder
- Wood and woodwork  
Arkansas Soft Pine Bureau, Apr., 58; booklet offer  
Curtis Companies Service Bureau, Mar., 78; Apr., 45; May, 99; June, 10; Aug., 42; Oct., 107; Nov., 103; booklet offer  
Ponderosa Pine Woodwork, Feb., 60; May, 119; July, 52; Aug., 48; Nov., 6; booklet  
Weldwood, United States Plywood Corp., Feb., 75; Apr., 115; July, 49; Nov., 75; Dec., 73; booklet offer  
West Coast Woods, May, 96; July, 10; Nov., 90  
Western Pine Association, Feb., 54; Mar., 98; Apr., 60; May, 101; July, 68; Aug., 103; Sept., 102; Oct., 116; Nov., 110; free book
- Yarn  
Bear Brand Sock Yarn, Frederick Herrschner Co., Oct., 129  
Bernat Baby Pak, John Wanamaker, Apr., 46  
Circle Yarn Co., Jan., 64  
Friendship House, Jan., 76; Feb., 80; Mar., 104; Apr., 54; May, 64; Sept., 140; Nov., 134; free samples  
Old Hampshire Yarns, Thomas Hodgson & Sons, Inc., Aug., 62; Sept., 100; Oct., 126; Nov., 99; free samples  
Wonoco Yarn Co., June, 132; July, 82; free samples





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### Every Tree Propagated Direct-in-Line from Champion Parent Trees

Now you can own fruit trees that are as much superior to ordinary trees as modern dairy cows are better than the cattle of your grandfather's day... trees that represent the dreams of the great horticultural scientists of the past 100 years.

You can now own the miracle varieties of apples, peaches, pears, plums, cherries, apricots, grapes, discovered and developed by the horticultural wizards Burbank and Stark—trees propagated direct-in-line from these history making creations. Not only do you

get these wonder varieties—but trees that are selected as the cream of the crop—grown with the benefit of 132 years' knowledge of tree culture practiced only in Stark Bro's Nurseries—trees so hardy they grow almost anywhere farm crops grow, so vigorous they develop into bearers at almost unbelievably young ages, fruits that are marvels of flavor, goodness, and rich color. Many bear up to 30 bushels of premium fruit—begin bearing 1 to 3 years younger than ordinary trees.

Many varieties are so different from other known varieties that they have been awarded U.S. Patents or Trade-Marks. You can grow this wonder fruit on as little as 20 feet square of ground. Health authorities are urging people to eat twice as much fruit. Yet the new United States census of agriculture reveals an alarming fruit tree shortage—only one-third as many apple trees as in 1910 and 61 million more people to feed. The U. S. Government is urging more home planting of fruit trees.

#### "Fattened" to speed up growth

Few experienced planters will now spend time on ordinary trees. They simply make sure they buy from the Trade-Mark and Patent owners—for these "Record-Bearing Strain" (Trade-Mark) trees are sold only by Stark Bro's. Every Stark tree is propagated selectively Direct-in-Line from Record-Bearing parents. Each Stark tree is "fattened" before it is dug—loaded with rich plant food elements

from selected soils. This practically eliminates setback from transplanting. Each tree is inspected five times by nursery experts to assure you the very cream of the crop—no runts or weaklings.

#### Like Doubling the Tree's Strength

Grafting is by Stark's Double-Strength Root System Method, using the entire, vigorous undivided root system instead of just one small piece of root from a yearling seedling as is often done. This costs us more but gives the tree super-heavy roots to speed up growth—gives it years' head start.

#### Gorgeous Book Shows Wonder Fruits in Life Color, Life Size

Get magnificent brand new book, just off the press. See how simple it now is to grow Prize Fruits, shrubs, and roses. See actual specimens of fruits you can grow, in true-to-life size and color through the magic of new color photography. Beautiful pictorial ripening charts show when various varieties of apples, peaches, and other fruits ripen—show at a glance how to plan continuous succession of fruits ripening from early to late. Color photos of living fruit make selection easy. This Big Book of World's Champion Fruits, Shrubs, Roses sent you FREE, while they last.

#### Easier to grow Prize Fruit

This is America's opportunity to replace ordinary fruit trees with miracle fruit trees of Burbank and Stark.

# STARK

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**Accept Prize Tree Offer to Introduce**—If there are none of these Stark Wonder Trees in your locality, you are eligible for a Prize Tree. Offer good for a limited time only, so check coupon below today.



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- ☐ Check here for Special 10 Tree Proposition
- ☐ Check here for Special over 20 Tree Proposition

Name.....

P. O. .... St. or R. F. D. ....

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

☐ Check here if interested in liberal Weekly Cash Income Plan for Spare-time Selling Stark prize trees.

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Al. Hellrung

**"I sold \$1562.00 worth of trees in one month spare time"—Al. Hellrung**

A great new opportunity is now open for men and women to make real money in spare time. Thousands are planting home orchards as urged by U.S. Government. Sell amazing new fruits of Stark Bro's, America's biggest and oldest nursery. Al. Hellrung, Illinois, made unusual spare-time sales of \$1,562.00 in one month. All over the country Stark salesmen are making nice extra cash income selling exclusive

Stark Patented varieties, propagated Direct-in-Line with double-heavy, "head-start" root system. 132 years in business, 77 years of advertising, plus hundreds of thousands of satisfied customers have made Stark trees, shrubs and roses preferred the country over. Check coupon to get liberal weekly cash income plan. Tear out! Mail today!