

The AMERICAN HOME

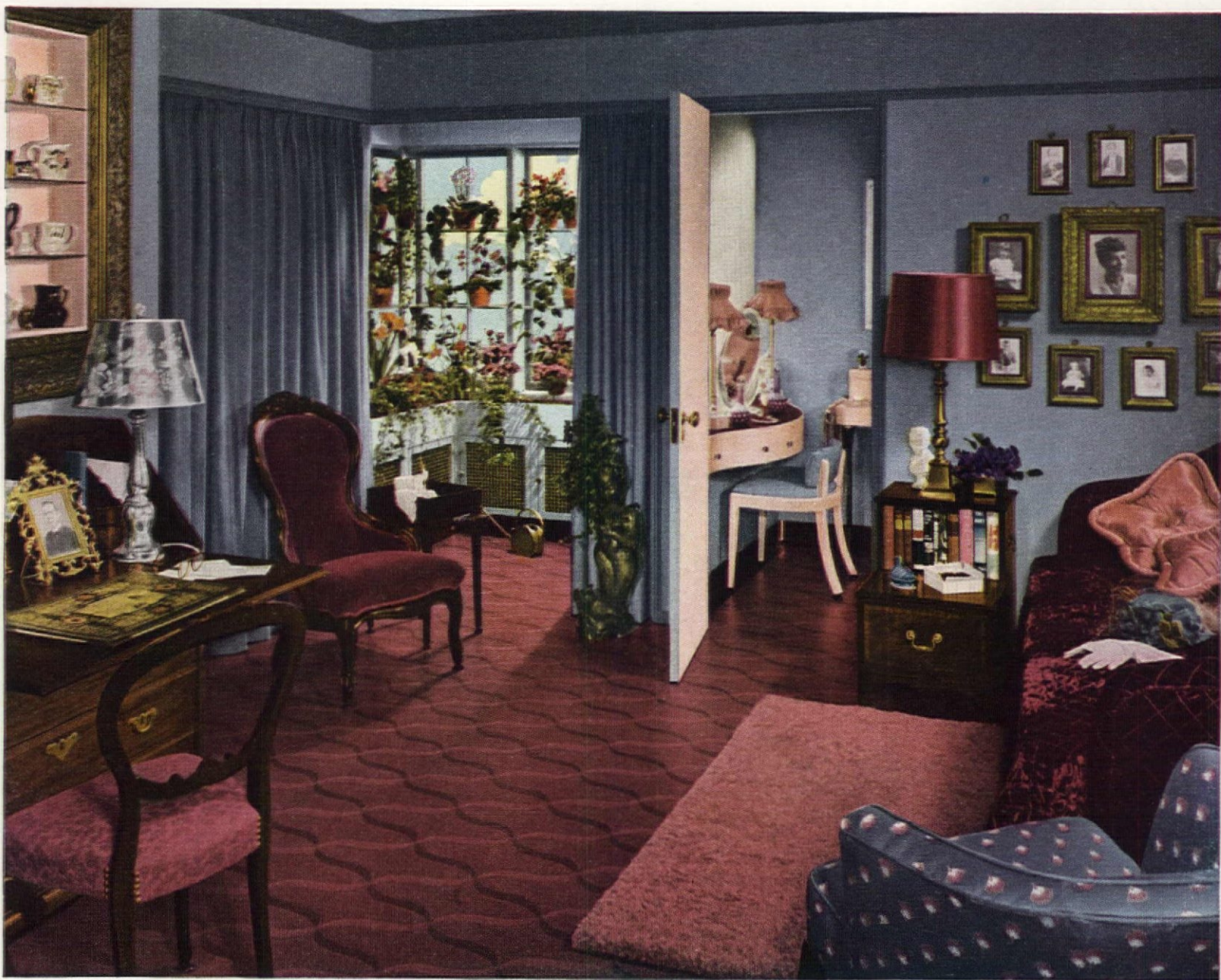
25¢

for July

JUL 4 1949
WETA-TV'S COLLECTOR'S
EDITION



HOW SIMPLE CAN LIFE BE?



There's no "mother-in-law problem" in this happy home

HARRY and I talked things over after his father died. His mother certainly couldn't manage that big old house by herself. The only sensible thing to do was to have her live with us.

I urged her to come. She was grateful but hesitant—it would be a heart tug to give up her own home. And then, that old bugaboo, two women under one roof—

"But we really have a nice big bedroom," I told her. "You can have a lot of your own things . . . your desk . . . your pictures . . . whatever else you'd like. Just ship them on ahead and we'll have everything ready."

We were clearing the bedroom when I had my idea. "Harry," I said, "there's enough space here for a little apartment. It'll cost something, but we won't always have your mother with us and . . ."

He squeezed my hand. "I'm a lucky guy," he said softly. "Not every wife would be so sweet about having her mother-in-law come to live with her. What would you like to do?"

"We could partition off a corner of the room," I told him. "Put a little bathroom here, a compact kitchen over there, and maybe a glassed-in flower porch in the other corner. You know how she loves flowers."

Harry worked with the plumber and carpenter. I

planned the furnishings. A new floor of Armstrong's Linoleum came first. I wanted a floor that was beautiful, yet easy to care for. I knew mother would insist on doing her own cleaning. With the Armstrong Floor selected, the rest of the decorating was easy.

Mother was hardly inside the door when she said something about "not visiting for too long." I just took her up to the apartment. She stood a minute looking around. Then she turned to us and swallowed hard. "It's so nice to be home again," she whispered.

Seeing mother's expression at that moment was worth a thousand times everything we had done.

Send for your decorating book, "Ideas for Every Room," by the noted interior decorator, Hazel Dell Brown. Its 32 pages are packed with full-color illustrations and ideas for new homes and old. For your copy, send 10¢ (outside U. S. A., 40¢) to Armstrong Cork Company, 4907 Pine Street, Lancaster, Penna.

Here's a home within a home. What was once a seldom-used bedroom has been made a charming apartment with its own bathroom, a kitchen that can be hidden away at the pull of a drawstring, and an attractive flower-room porch. Apartments need practical, easy-to-clean floors, so the natural choice is beautiful Armstrong's Linoleum. The design is Armstrong's Embossed Linoleum, Style No. 6421. For list of furnishings and free room plan, write us.



ARMSTRONG'S LINOLEUM FLOORS

for every room  in the house

MADE BY THE MAKERS OF ARMSTRONG'S QUAKER® RUGS, ARMSTRONG'S ASPHALT TILE, AND ARMSTRONG'S LINOWALL®

Page After Page of Expert Advice on How to Make Your Garden a "Showplace"!

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BRAND-NEW
FALL 1949 EDITION

Jackson & Perkins' World-Famous

CATALOG OF ROSES

and Perennials



shown in full natural color!

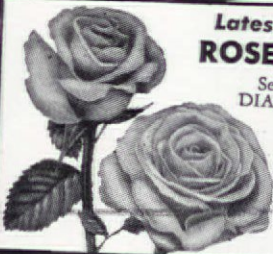
Scores of Finest Tested Varieties Shown in Actual Colors — Real Help in Garden Planning

New Color in Roses!
FASHION
(Pl. Pat. No. 789)
Brand-New All-America Winner
A sensationally different color entirely new to roses—a tantalizing coral overlaid with gold—a haunting, old-rose fragrance and a hardness of growth—make this new 1950 All-America Winner a must for your garden next Spring.



Latest All-America ROSE WINNERS

See the incredibly lovely **DIAMOND JUBILEE**, top All-America Winner for 1948 Gardens. See **RUBAIYAT**, only All-America Selection for 1947. Many other winners are included among the scores on display in Fall Catalog.



WANT to make your garden the "showplace" of your neighborhood? Then get a FREE copy of the catalog thousands of flower lovers all over America depend upon for help in planning their gardens. Crammed with helpful suggestions, planting hints, money-saving group offers. But the supply is limited. To get your free copy—mail the coupon below. **DO IT NOW!**

How This Catalog Helps You

Seeing each variety in actual color helps you plan

fresh new color combinations. And the pictures of prize rose gardens give you lots of bright, new ideas for your own place.

You'll see, in glowing full color, six remarkable new roses—including **FASHION**, the sensational All-America Winner for 1950 gardens. You'll see 80 of America's best-loved modern roses and old favorites—also dozens of the best perennials, delphiniums, phlox, violas, even shrubs and fruits. You'll read the news of a new miracle formula that keeps your roses healthy all summer long—in just a few minutes a week!

Every Plant Guaranteed To Live And Bloom

Every variety shown in the new J & P Fall Catalog is guaranteed to live and bloom. All the roses are hardy, 2-year, top-grade plants. Northern-grown; ideal for Fall planting. Carefully packed, they will be sent to you at the proper Fall planting time for your locality. Mail coupon below at once for your FREE catalog. Jackson & Perkins Co., (World's Largest Rose Growers) 634 Rose Lane, Newark, New YORK.

Blooms All Winter! Christmas Rose
(*Helleborus niger alitifolius*)

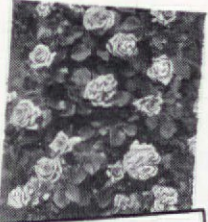
This rare beauty actually blooms with the snows of late Fall, at Christmas-time, and intermittently until Spring. Large, glistening white flowers, 2 to 3 inches across, with brilliant yellow stamens. See it in the new Fall Catalog.



Exciting New Climber!

ALOHA
(P.A.F.)

A magnificent new, ever-blooming rose-pink climbing rose that bursts into a breathtaking display of sheer beauty. Flowers as big as 5 inches across, very long lasting. Amazingly long stems for a climber! Blooms all Summer! See it in new Fall Catalog.



Multicolor Sensation! MASQUERADE
(P.R.R.)

Brand-new Floribunda Rose—absolutely unique. Deep yellow buds open into pale yellow, then pink; finally into red! 10 to 25 buds on a cluster, with each going through this wondrous transformation—giving you roses of different colors at the same time!



Money-Saving Group Offers

Catalog offers money-saving groups especially selected by J & P experts to produce magnificent garden effects. These groups include almost all varieties of roses and perennials—guaranteed to live and bloom in your garden.



The Best Red Rose Of All Time NEW YORKER
(Pl. Pat. No. 823)

Hit of the Flower Shows is the magnificent **NEW YORKER!** A red, red, velvety hybrid tea rose that stays red until the last petal withers. Magnificent as a cut flower; exceptionally disease-resistant. You must see it in the new Fall Catalog.



New Improved Strain of DELPHINIUMS

LIFE MAGAZINE calls these: "The first big Delphinium strain hardy enough to survive any U. S. Winter. New colors for these giant flowers include a deep royal purple. Still another delphinium pictured is a true pink! Other unusual perennials are also displayed in beautiful Fall catalog."



How To Gain A Full Year's Growth . . . Get Bigger Blooms Earlier Next Spring

Like many leading rose experts, E. S. Boerner, Director of Jackson & Perkins Plant Research, advises Fall planting for bigger earlier blooms.

He says: "If you plant roses this Fall, they will gain firmer roots; bloom earlier next Spring; and develop larger, healthier blooms. The result is almost like gaining a full-year's growth. It is also better to plant in the Fall, because the earth is easier to work."

Mail coupon NOW for J & P's new Fall Catalog and take advantage of this better time to plant!

JACKSON & PERKINS CO. (WORLD'S LARGEST ROSE GROWERS)
634 Rose Lane, Newark, New YORK

Reserve for me a free copy of your big, new Fall Rose Catalog picturing and describing the newest and best in modern Roses and Perennials—all in full natural color—containing helpful information about successful gardening. Rush me a copy soon as it is ready for distribution.

Name.....

Address.....

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

(Regular J&P customers will receive the new catalog without requesting it here.)

Jackson & Perkins Co.

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VISIT OUR FAMOUS DISPLAY GARDENS • Open to the Public June 15 to October 15 at Newark, New YORK

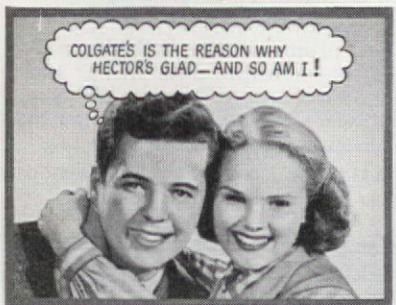
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Cleans Your Breath While It Cleans Your Teeth!

ECONOMY SIZE 59¢
ALSO 43¢ AND 25¢ SIZES

Always use COLGATE DENTAL CREAM after you eat and before every date



● Wide-eyed wonderment, brought forth by our Cover Girl Shortcake, captured by Photographer George Lazarnick. See p. 54

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Now a new way to decorate with paint!

EAGLE-PICHER 10 decorator colors

These ten pre-harmonized colors are hailed by interior decorators, not only because they are so beautiful, but because they harmonize so completely with each other and with the colors in your present furniture, drapes and rugs. Result? They are extremely popular with discriminating homeowners everywhere... because color selection is simplified, professional effects secured easily. You can work decorating miracles—make small rooms seem larger, brighten dingy rooms—and be sure of a unified, harmonious color scheme. You'll get matching walls and woodwork with Eagle-Picher flat, semi-gloss and gloss interior paints. They're easy to apply, cover almost any surface in one coat, and they're washable, because they're genuine oil base paints. One gallon does the average-sized room! Ask your dealer about these new Eagle-Picher interior finishes.

Pre-harmonized colors

Harmonize with each other

Harmonize with any other color

Harmonize with your present rugs, drapes, furniture

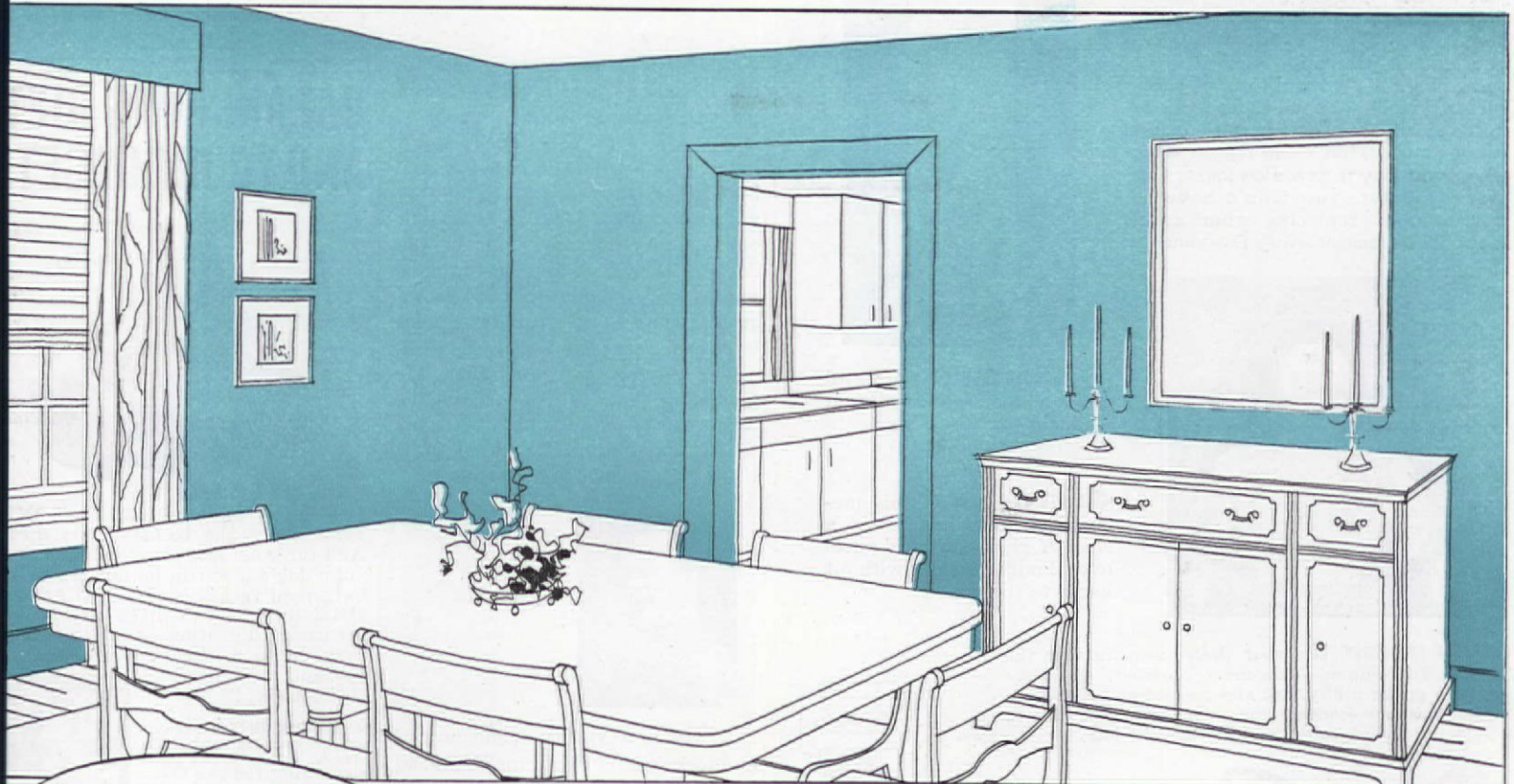
3 exactly matching finishes



for walls, ceilings for cabinets, woodwork for baths, kitchens



Mildred McCune, of Mildred McCune, Inc., N. Michigan Boulevard, Chicago—a nationally recognized decorator of residential interiors—says this about Eagle-Picher Interior Paints: "This group of pre-harmonized colors is one of the most exciting ideas for interior painting in years! With these lovely colors, your walls will form backgrounds of beauty that will harmonize perfectly with your present colors in room furnishings... and it's easy for anyone to plan a well-balanced, modern color scheme with Eagle-Picher Decorator Paints."



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Please send me, without obligation on my part, your booklet, "Helpful Hints on Interior Painting."

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With an automatic gas water heater in your home you have nothing to turn on, nothing to turn off, and no waiting. Automatic hot water is pure convenience, every day, for your whole family!

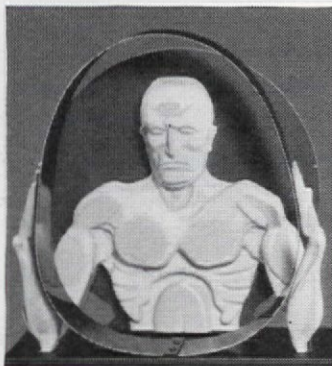
This New Kind of Water Heater GIVES YOU BUILT-IN RUST PROTECTION BECAUSE *Glass* CANNOT RUST!

Permaglas Automatic Water Heaters give you all the convenience features you expect—proved in daily use in hundreds of thousands of American homes. Most important, they give you built-in protection against damaging rust. The special tank of glass-surfaced steel . . . smooth as a mirror inside . . . CANNOT rust because GLASS cannot rust. That's the reason why, when you buy a new Permaglas Gas Water Heater, you won't have to worry about replacing your automatic water heater every few years.



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▶ GLASS THAT BENDS! This mechanical man has flexed a ring of glass-surfaced steel over 2 million times without harm to the glass!



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International Division: Milwaukee 1, Wisconsin • Licensee in Canada: John Inglis Co., Ltd.

*Also quality zinc-lined Duraclad and Milwaukee Gas Water Heaters

Contributors



... JOHN H. STALEY, JR., who designed the garden on page 40, believes that "everyone should have a garden to enjoy." He enjoys outdoor life himself, but doesn't like to be called "a gardener." He spent two years at Virginia Polytechnic Institute, received his L.A. degree from Iowa State University, then spent 3½ years in Field Artillery, and was decorated in combat. He then took graduate work at the University of California and in 1946 joined forces with two former classmates as the firm of Osmundson, Staley, and Gibson.

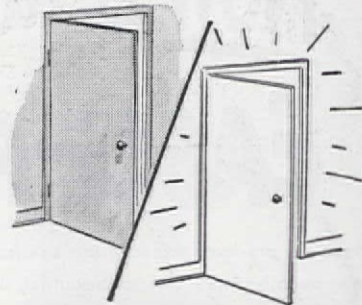


... VICTOR HORNBEIN, architect for the mountain-top Stewart house on page 42, is one of America's younger recognized modernists. His yen for designing started at an early age and by high-school days he was already doing part-time jobs in architect's offices. Later he studied at the Old Atelier, Denver, and after working under Denver, Santa Fe, and Los Angeles architects, in 1940 set up his own Denver practice planning residences, schools, and institutions. He took three years out to serve in the Armed Forces and has been part-time instructor of design at the Denver University School of Architecture.



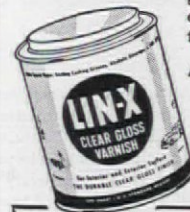
... PAUL S. DAVIS has spent most of his working life with camera in hand in a Boston photography business that was first started by his father. He writes, "Now that I think of it, I did have two other jobs as a boy—summer-time call boy for a Boston newspaper and slicer operator in a potato-chip factory." Now he's the proud father of three small daughters and is a spare-time trout fishing and yachting enthusiast. He specializes in architectural photography as evidenced in this issue by "How Simple Can Life Be" and "Roughing It."

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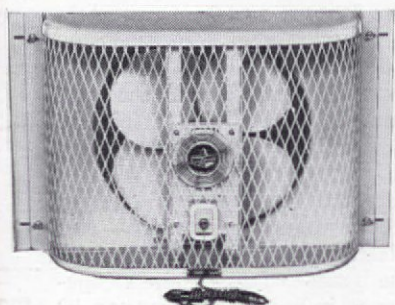
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Cool sleeping

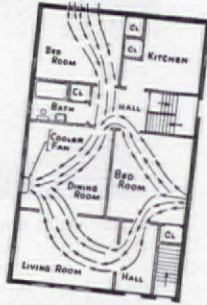
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Your home becomes a cool, restful haven—instead of a stuffy “hot-house”—when you install an Emerson-Electric Window Fan! Built to give years of economical, trouble-free service, these powerful fans quickly and quietly push out the day’s accumulation of hot, stagnant air...bring in gently circulating cool night air through open doors and windows. You sleep restfully, awaken refreshed. See your electrical dealer, or write today for free folder No. C-14.

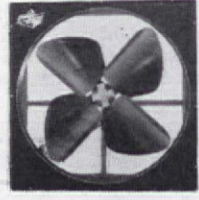
Cools several rooms!

Typical installation, at right, shows air circulation, controlled by opening windows and doors as desired. New 16- and 20-inch direct-drive models (illustrated above) also 24- and 30-inch belt-drive models, all in two-speed types, some in single-speed types. Finished in ivory enamel.



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THE EMERSON ELECTRIC MFG. CO.
St. Louis 21, Mo.



Contributors



... **DOROTHY LAMBERT TRUMM**, who holds forth as our new Arts and Crafts Editor and this month’s advisor on “How to Lay Linoleum,” began her career of “how-to’s” eight years ago when she worked with several well-known decorators doing freelance assignments for *Good Housekeeping*. Since then she has held a variety of decorating jobs and was Display Decorating Manager for the May Co. in California. A commuting suburbanite, she adores “fixing things up” and spends a large part of her on-the-job and off-the-job hours clad in paint-spattered bluejeans.

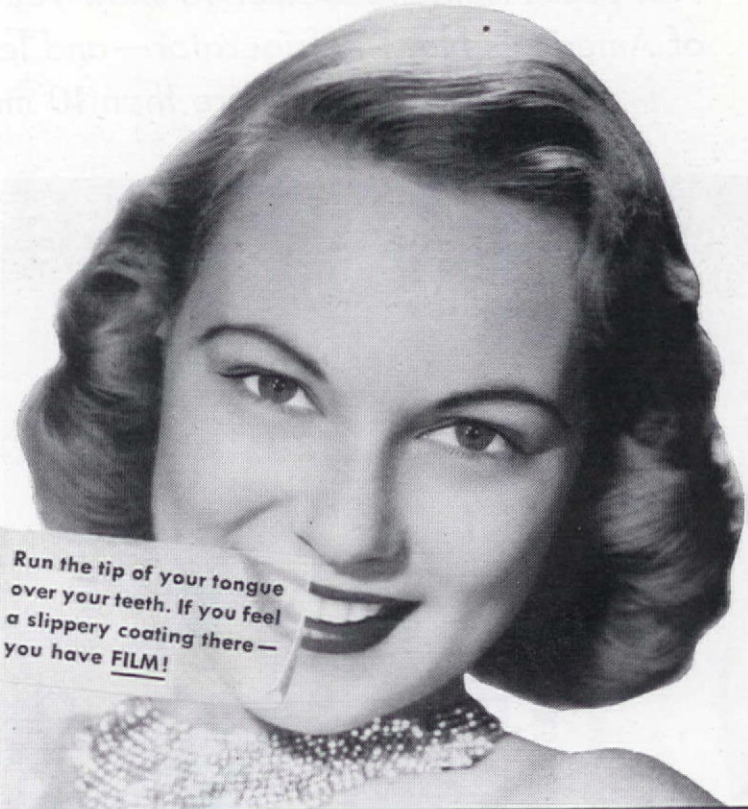


... **MARGARET FREDERICK**, aside from creating designs for *THE AMERICAN HOME*, has indulged an artistic bent in many capitals of the world. Born in Vienna, Austria, where she both studied and taught at the Vienna Art School and won the City’s Poster Award, she spent five years fashion-textile designing in Paris, then moved to Prague for three years, illustrating books and designing animated films. Stockholm became her next port-of-call in 1939, and her next projects were designing packaging for confections, publishing children’s card games, cataloguing archaeological specimens. In 1946 she emigrated to the United States.



... **ADRIAN WILSON**, who on week ends built his own “Holiday House,” is an eminent Los Angeles architect. Born in Excelsior Springs, Mo., he attended Washington University, St. Louis, Mo., and in 1920 migrated to California. His private professional practice includes housing projects, but he specializes in commercial projects such as warehouses, steel plants, and garages. A member of the A.I.A., he is also President of the California Council of Architects.

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Offer expires August 31, 1949



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*Listen to Frigidaire's New Lum and Abner Show,
Sunday Nights, on your Columbia Station*



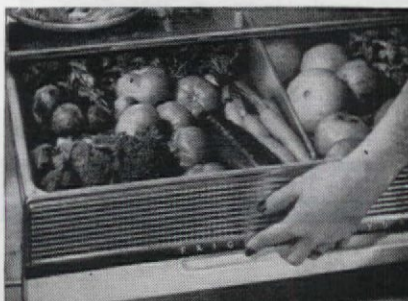
No other refrigerator has this—the Frigidaire Meter-Miser. Built like a fine watch, it leads a long, care-free life—without belts, gears, oiling, without attention, and with very small use of current!

Plenty of ice-making capacity—and plenty quick! 4 Frigidaire Quickcube Trays fast-freeze 8 lbs. of cubes—and they come out of the trays at the touch of a lever. No ice cubes melted and wasted.



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Extra-moist cold to keep fruits and vegetables fresh extra-long—it's yours in this full-width Frigidaire Hydrator. It's glass-topped—holds two-thirds of a bushel!



FRIGIDAIRE

Refrigerators

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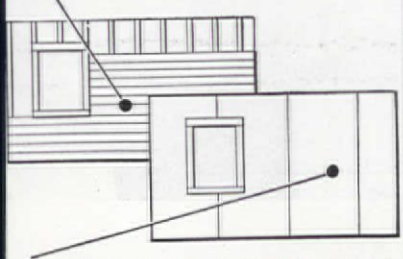
For name of your Frigidaire Dealer, see your Classified Phone Directory. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.



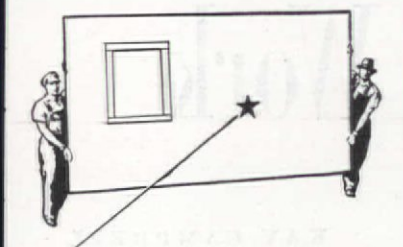
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Books



A Garden of South African Flowers by K. C. Stanford. (Maskew Miller Ltd., Cape Town) Price 15s. (\$3.00) . . . A charming account of a year in a South African garden (where September is spring and April early autumn) that we can both enjoy and benefit from because African plants are more common in our gardens and homes than many of us realize. Gladiolus, freesias, arctotis, dimorphotheca, mesembryanthemums, ixia, red-hot poker, gazania, gerberas, bird-of-paradise flowers, and agapanthus are only a few of the things that we ought to know better—and can—thanks to Miss Stanford.

Pruning Is Simple by John and Carol Grant. (Frank McCaffrey) Price \$2.50 . . . A gratifyingly concise and easy-to-grasp discussion of the "whys" and "wherefores" of pruning ornamental trees and shrubs, made clearer by excellent diagrammatic sketches and a highly useful index. Decorative sketches and carefully studied typography and format contribute to an attractive and unusual book. The authors' *Trees and Shrubs for Pacific Northwest Gardens* is an authority there, where Mr. Grant is a leading progressive landscape teacher and practitioner.

How to Restore Antique Furniture by M. Campbell Lorini and Henry Lionel Williams. (Pellegrini & Cudahy) Price \$3.95 . . . This is an excellent book for the amateur as well as the professional and could almost be used as a text book for cabinetmakers. The "how-to's" are clear and concise, and the chapter on chairs is one of the finest this reviewer has ever read.

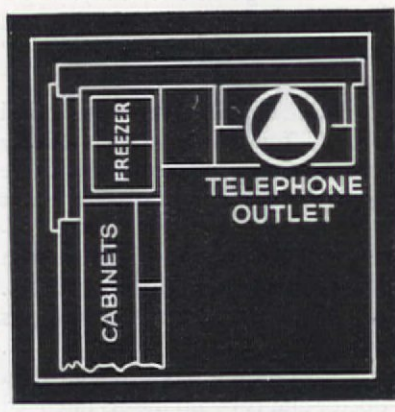
Webster's New Collegiate Dictionary. (G. & C. Merriam Co.) Price \$6.00 . . . A completely new dictionary in the Webster's Collegiate series. Contains hundreds of new

PLEASE TURN TO PAGE 64



"THE INSIDE STORY"

about
telephone
wires



HERE'S the real secret of good telephone planning for your new home. Make sure that provisions are made for running telephone wires inside the walls. This way, you'll protect the beauty of fine walls and woodwork.

Simply mark on your plans the places where you'll want telephones. Then, while your home is being built, your builder can place a few lengths of pipe or tubing inside the walls, leading to the outlets. When telephones are installed, the wires are run through these raceways. Result: neat, efficient telephone arrangements without exposed wires.

You can find out all about this important home feature by calling your local Bell Telephone Business Office and asking for "Architects and Builders Service."



BELL TELEPHONE SYSTEM

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Tampax is discretion itself at swimming time. Because this remarkable monthly sanitary protection has no outside pad... Give this one fact your full consideration—and you'll realize that Tampax can be trusted in the water and out of the water with your bathing suit wet or dry. So get Tampax for the next occasion and enjoy those additional "stolen" swims!

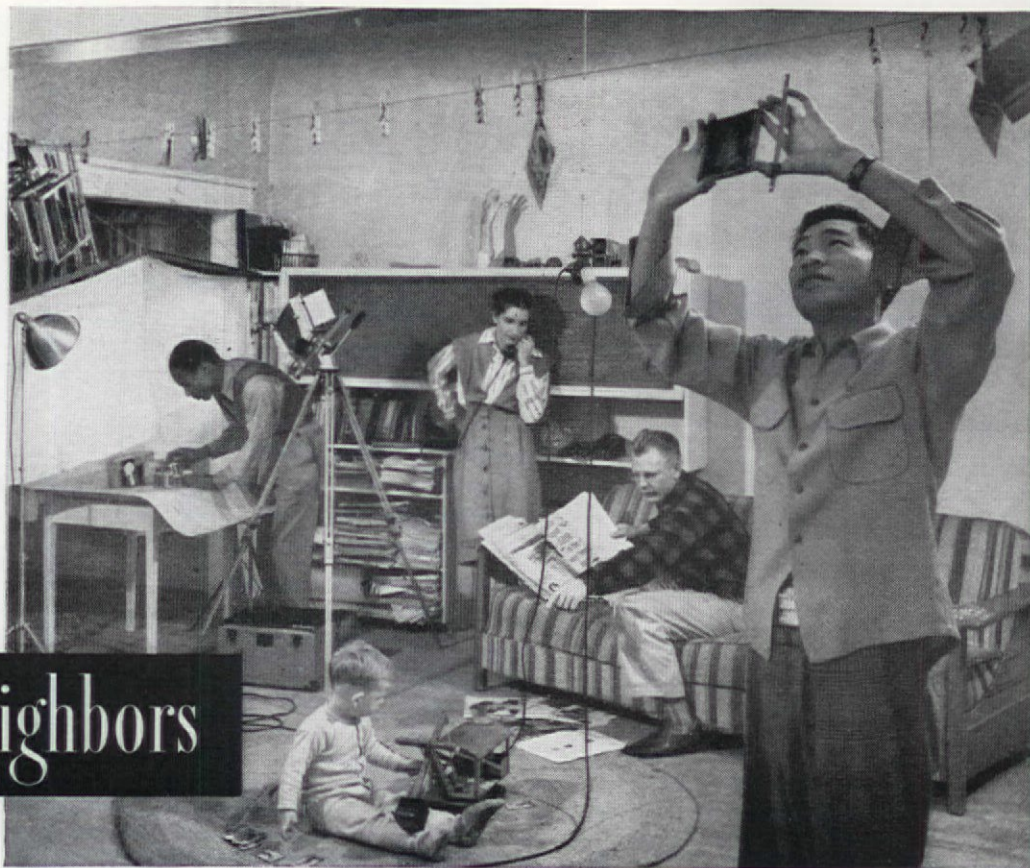
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NO PINS
NO PADS
NO ODOR



Accepted for Advertising by the
Journal of the American Medical Association



Neighbors

Democracy at Work

KAY CAMPBELL

Negro and white, Catholic and Jew, Italian and Chinese live peaceably together in these co-operative living quarters in Los Angeles—a lesson in democracy from which we all could learn.

It all began back in November, 1946, when thirty-two photography students at the Art Center School in Los Angeles, banded together to do something about the abominable housing situation which found many of them sleeping four and five to a room and paying as much as \$35 a month for the privilege of sleeping space on stair landings.

After a great deal of searching and pooling of modest funds, they were able to secure leases on two down-at-the-heel apartment houses next door to each other. Though in bad repair, both houses were roomy—each contained four apartments or "flats," each house had two separate entrances.

The first group had thirty-two charter members, including three married couples with their four children and the rest single students. Passage of time has replaced some with new members who are required to pay in advance the first month's rent of \$24 and to buy one share in the co-operative at a cost of \$25. When and if the student leaves, a

pro-rated division of his share is returned to him, which may be more or less than the original amount. The "share" financing takes care of crises in plumbing and other general household repairs. Occupants furnish their own living requirements, while the "co-op" pays utility bills and rents an electric refrigerator for each establishment.

All of the boys are on the lookout for odd jobs which will supplement their veteran's allowance of \$75 per month. Some have reduced food bills to fifty cents a meal, which, after rent is paid, leaves only six dollars for incidentals and furnishings. Bachelor flats are, therefore, bare and drab. Army cots and packing boxes are the rule, not the exception. Four single men share each of the larger (four- and five-room) flats. Married couples tenant the smaller apartments. Since the students are majoring in photography, there is in each flat a closet or an alcove that is transformed into a darkroom.

Democracy is rigorously practiced in the "co-op" through the medium of the group council. Anything that affects policy or costs more than a few cents is voted on—and the majority rules.

PLEASE TURN TO PAGE 13

Want to be a bedtime Cinderella?



Here's fairy-godmother news from your **CANNON GIRL!** Now you can do your dreaming in new luxury!



Float off on Cannon Percale Sheets that are softer, smoother, more **HEAVENLY** than ever... yet now you pay even less!



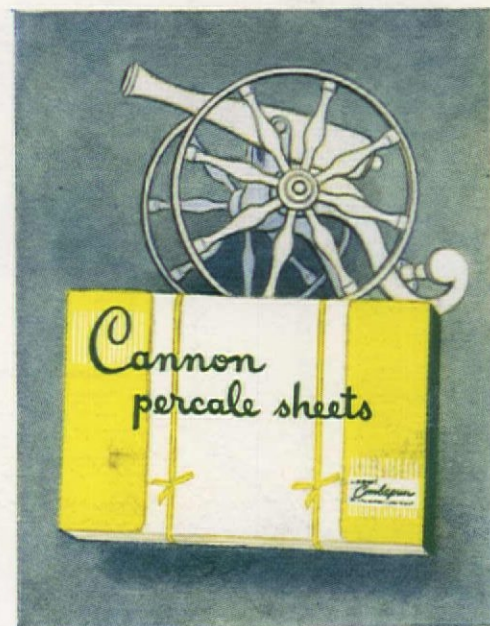
Now Cannon Percals are **COMBSPUN!** Snowy cotton is combed till only the long, smooth fibers remain!



Your **3 WISHES** are granted! A sheet that's finer (for luxury), stronger (for wear), light weight (for easier bedmaking and laundering)!



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Cannon Percale Sheets—Now They're Combspun



ONLY SERVEL

Stays Silent
Lasts Longer

because it has no moving parts
in its freezing system



We expected a racket when four red-headed boys moved next door. But I called, and found their kitchen quieter than ours! No noise—even from their refrigerator!



"How is it so silent?" I asked. "Our refrigerator's not very old, but what noise! And what repair bills!" The boys' mother smiled, "Ours is a Servel. My mother has had hers 20 years!"



Next morning I stopped by our Gas Company, and picked up a booklet about Servel. It told why Servel is permanently silent...lasts longer, too. There are no moving parts in the freezing system. No machinery to wear, no motor to cause noise. Just a tiny gas flame does the work. Right then and there, I phoned my neighbor, "No more noise and trouble for us. We're getting a Servel, too!"

This story is typical. Writes Margaret Wheeler of Jackson Heights, N. Y., "Twenty years ago I bought my Servel—and it's still quiet, efficient, perfect!"



BEFORE YOU CHOOSE
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Get this FREE book

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Famous Radio Reporter

Every new refrigerator looks beautiful. But how long will it last? Will it grow noisy and run up repair bills? In her delightfully entertaining new book, radio's famous Mary Margaret McBride tells what makes the real difference in refrigerators. Get your free copy of "Inside Story" at your Gas Company or neighborhood Servel dealer.

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The GAS Refrigerator

Every new convenience—see the new Servels at your Gas Company or dealer. (For farm and country homes, Servel runs on Bottled Gas—Tank Gas—Kerosene.) Servel is also maker of Servel Ball-Type Water Heater and Servel All-Year Air Conditioner. Servel, Inc., Evansville 20, Indiana. In Canada, Servel (Canada) Ltd., 548 King Street, W., Toronto, Ontario.

Neighbors (Begins on page 10)



In kitchen of one of flats in co-op, male students gather together to cook evening meal. Man with skillet is Arnold Lee, preparing specialty, Bird's Nest. Neither bird nor nest, dish is hard-boiled egg rolled in veal, ham, bacon



Neighbors gather frequently in each other's flats as strict budgets limit movies, big nights out. Ben Grogg plays squeeze box. Lee takes picture of our camera taking picture. Cameras are omnipresent in house. No co-op member knows when quick photog may catch him in candid position

it's Good so many ways

Sautéing News! Here's how to perk up left-over cauliflower with the famous golden-rich flavor of Best Foods or Hellmann's *Real Mayonnaise*: Mix 1 beaten egg, 1 tbs. water, ½ tsp. salt, and ¼ tsp. pepper. Dip flowerets in this mixture, then in bread crumbs. Pan-fry in *Real Mayonnaise* until brown. P. S. Good for other vegetables, too!



Sauce Appeal! So creamy, so rich—Best Foods or Hellmann's *Real Mayonnaise* "makes" this Snappy Sauce to serve over Broiled Ham: Blend ½ c. *Real Mayonnaise* with 4 tbs. flour. Add 1½ c. milk gradually, and stir over low heat until thickened and smooth. Add 2 tbs. vinegar, ¼ c. sugar, ¼ tsp. salt, and ½ c. Best Foods Mustard-with-Horseradish. Heat thoroughly.

Because it's

Real Mayonnaise



Salad Favorite, too! When it comes to flavor, texture, and versatility, Best Foods or Hellmann's *Real Mayonnaise* has no superior. (Even homemade mayonnaise can't better its golden richness.) Contains no starchy filler, as does ordinary "salad dressing"... won't get watery when varied with milk, fruit juice, or ketchup. Taste its sunny flavor, its double-whipped smoothness. It's so good so many ways!

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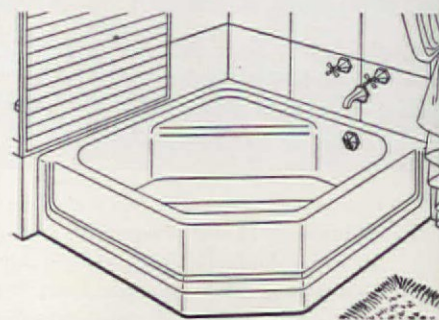


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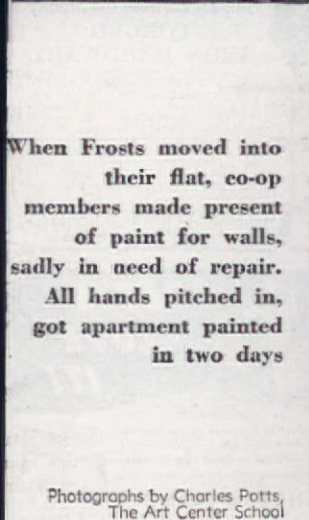
Neighbors (Begins on page 10)



Bathrooms get hard usage in bachelor student flats. Bathers must be wary not to sit in developing liquid. Renick waits to wash prints, Grogg to shave, Ippilito to wash negatives. Middlestact icily informs queue he has priority



Wives keep long hours as married students study far into night, make test photos as homework. At 2 a. m. Larry Frost discusses test picture with wife Lucia



When Frosts moved into their flat, co-op members made present of paint for walls, sadly in need of repair. All hands pitched in, got apartment painted in two days

Photographs by Charles Potts, The Art Center School

Have you tried this
AMAZING NEW CLEANER

FOR GLASS FOR SILVER



LOOK FOR THE BON AMI CHICK



IT COSTS LESS—MADE BY BON AMI

What a thrill you've got coming the first time you use **GLASS GLOSS** — the amazing new wax-like cleaner made by Bon Ami! **GLASS GLOSS** outshines all other cleaners! Cleans better, faster, easier—and yet it costs much, much less!

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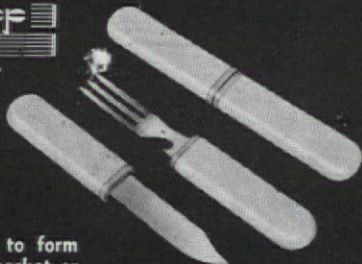


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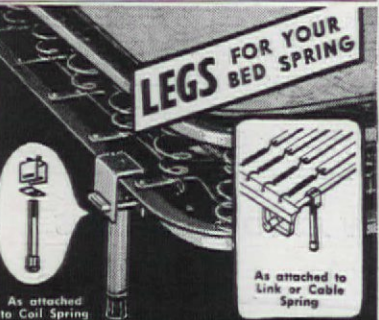
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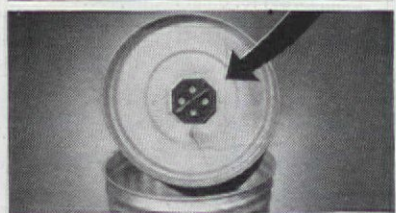
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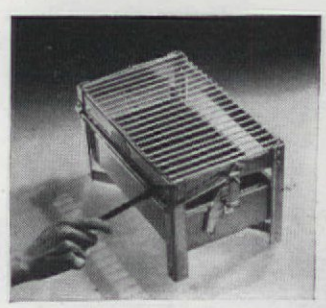
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Photographs by F. M. Demarest



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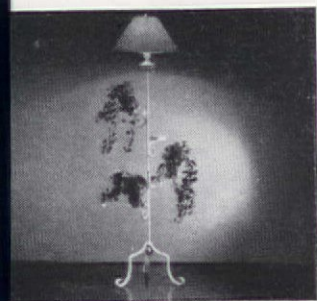
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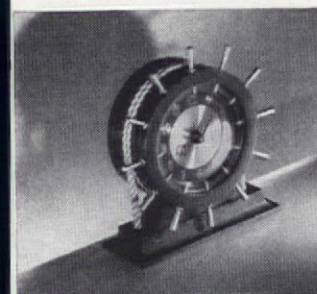
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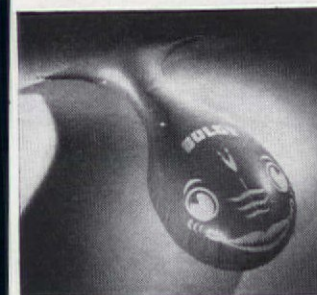
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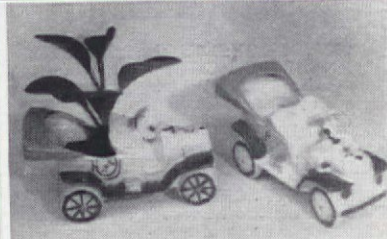


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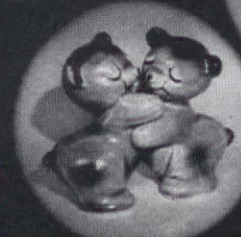
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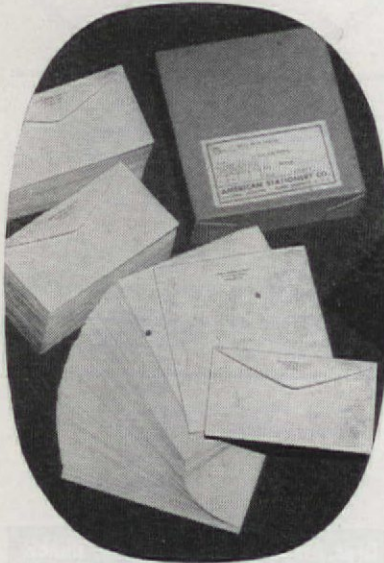
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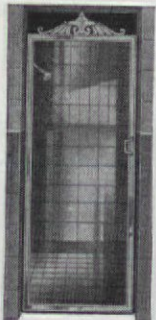
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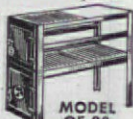


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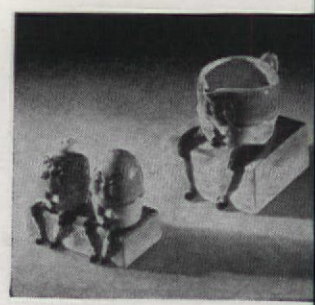
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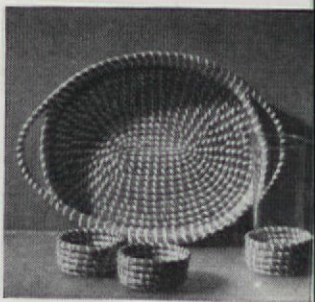


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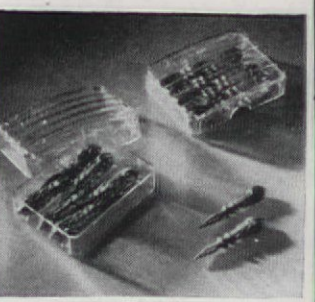
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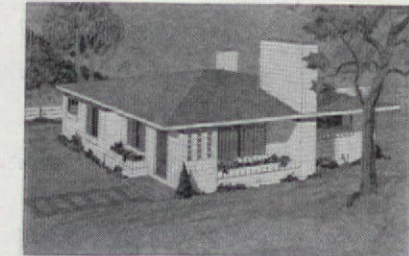


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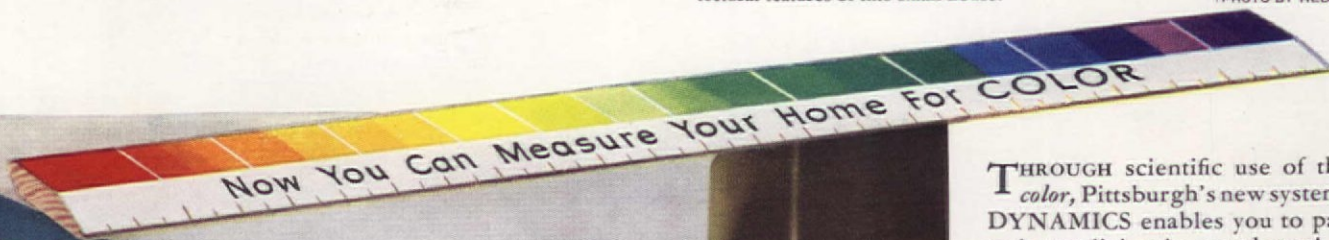
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COLOR DYNAMICS is used to emphasize the gracious proportions and special architectural features of this small house. (PHOTO BY HEDRICH-BLESSING)



A feeling of warm, friendly comfort is achieved in this smart, modern living room by applying the scientific principles of COLOR DYNAMICS. Harmonious arrangement of tones on walls and ceiling gives a pleasing effect of spaciousness. (PHOTO COURTESY BETTER HOMES & GARDENS)

THROUGH scientific use of the *energy in color*, Pittsburgh's new system of COLOR DYNAMICS enables you to paint the way to better living in your home!

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Representative of the many fixtures in the complete Crane line are these lavatories. For information on other fixtures, see your Crane Dealer.

The Diana Lavatory—
Gleaming vitreous china. Smooth, flat top. Large basin. Dial-ese controls. Chromium-plated legs and towel bars. Sizes: 24 x 20 and 27 x 21 in.

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Vitreous china. Compact. Shelf back. Dial-ese controls. Sizes: 18 x 15 and 20 x 18 in.



Two booklets—"Planning Ideas for Bathrooms and Kitchens" and "How to Select the Right Heating System for Your Home"—are available. Either will be sent on receipt of 10 cents (20 cents for both) to cover mailing cost.

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EXPRESS YOURSELF!

SO EASY TO SWING TWO JOBS!

Dear Article Writers:

I couldn't live without you, darlings, but must *everything* be so darn chi-chi and easy? Whether it's collecting antiques or making over your house and/or family, the job is so smooth and effortless. Oh, yes, occasionally you do present a few hurdles to overcome, perhaps to heighten the sense of achievement, but it all seems so gay and turns out so well.

You don't know how you would cheer us readers if just once you showed one of your adept young couples completing a house that cost twice as much as expected—and looked half as good. I'd even settle for something realistic like a picture of the slip cover I turned out for our wing chair. With its hem lifting a bit in front and sagging oddly in back, it makes the chair look slightly pregnant.

Your articles about "typical" women are delightful and, so far as I am concerned, largely escape literature. Without too obvious an effort many of your heroines manage a beautiful home, care for a few photogenic children, and admit coyly to holding down a job that helps them express themselves. Most of my friends, when they've tried to manage all this, have expressed

PLEASE TURN TO PAGE 80



TREASURES IN THE ATTIC!

BABY CARE IS A SNAR!



"Wouldn't mind having this one myself"

"I'VE WORKED on a lot of houses. Some I'd want, some I wouldn't. This one is O.K. The way it's built makes sense."

Yes, this is sensible construction—the kind of construction that gives you extra value for the same cost. Armstrong's Temlok® Sheathing costs no more than ordinary sheathing materials, yet it makes a stronger house and gives you insulation at the same time.

Armstrong's Temlok Sheathing is strong because it's made of tough pine fibers, sealed tightly together with asphalt to form these big boards. The

asphalt also helps keep out moisture.

This insulating sheathing is nailed right over the framework of the house. It adds "bracing strength" that keeps the frame firm and rigid. You can use Armstrong's Temlok with any style of architecture. Whether the exterior is finished in brick, stone, wood, or stucco, it will keep your house as strong and secure as the day it was built. The insulation value of Armstrong's Temlok Sheathing is an important, money-saving "extra." By stopping most of the passage of heat through the wall, it

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Send for free booklet, "How to Build a More Comfortable New Home." It's full of good ideas, illustrated in color. Just write Armstrong Cork Company, 4907 Vine Street, Lancaster, Penna.

How Simple Can Life Be?

A summer home should not be a miniature replica of town living nor so primitive that it means more work than staying at home. In fact, vacation spots like Fisherman's Village might easily inspire a more relaxed everyday form of living

Over a century ago Henry David Thoreau took to Walden Woods in search of the simple life, thereby sharing an ambition that has stirred the hearts of men from time immemorial. Today, in our supercharged world, the goal seems even more desirable and, paradoxically, more within our grasp than ever it has been before.

Whether we want it or not, our future home-life is bound to be less complicated. Smaller houses, more mechanical aids point the direction, and, although Thoreau's ultimate rainbow's end—one workday a week—may never actually be achieved, a more leisurely existence is in the cards for all of us.

Simplicity is neither a matter of style nor size but a philosophy and, as such, its interpretation rests with the individual. The simple life can be enjoyed equally in penthouse or cottage though, for most of us, the physical limitations of our smaller homes are bound to have their effect. Floor space will be at a premium; the oversize, ornamental trappings of another era can result in nothing but a healthy case of claustrophobia if crowded into limited cubage. Furnishings must be smaller, decoration cut to the bone when every square inch works overtime to pay its way. Just how far the pendu-

lum can swing in this new direction will depend on the individual homeowner. Simplicity can be utterly charming or coldly austere; it can have the appeal of a simple farm cottage or the ascetic look of a monastery cell. The latter certainly won't provide a happy background for enjoying the many hours of leisure brought us by our housekeeping machines. Ten-to-one, the majority vote will be for a middle-of-the-road form of uncluttered living, including a minimum of functional, easy-to-take-care-of home furnishings with just the right touch of heart-tug, that completely necessary ingredient for magically changing a house into a home.

Well, where to find proper inspiration for this charming, efficient household-in-a-nutshell? Is it too unreasonable to think that summer vacation homes might not come up with a healthy solution to the problem? Their atmospheres are conducive to easy living and, certainly, housekeeping is never strenuous. What more could we ask of permanent homes?

Fisherman's Village data: Louisa Randall Church



That's why we're offering, as one answer to the simple life, Fisherman's Village, a rambling group of shacks set along a picturesque marsh-lined stream on Cape Cod, Massachusetts. They offer a life so simple as to be practically primitive, yet filled to the brim with restful charm. Here doctors, professors, bankers, artists, and writers have found refuge from routine of everyday life. For some reason,

PLEASE TURN TO PAGE 25



Photographs by Paul Davis

Lester and Nina Wolff brought Fisherman's Village into being, built a group of picturesque cottages along Swan River, and created a way of life on Cape Cod, Massachusetts, one that combines charm with complete relaxation



nered shingles, soft blue
s, and white trim add
esque variety to the
e walls of "The Studio,"
t replica of a true
ox house. Tree trunk,
at entrance holds copper
for flower arrangements



All Fisherman's Village
cottages have distinctive
names: "The Red House,"
"Poop Deck," "Rusty Deck,"
and "Deep End." All
of them have weather-beaten
nautical look, characteristic
of Cape Cod fishing shacks

"The Red House" is most
spick-and-span on outside but
one of most primitive
in its furnishings.
Red plaid-patterned oilcloth
covers one wall, red-and-
white bird motif another,
with two painted dull blue



How Simple Can Life Be?

these humble little houses were able to do a job that was completely lacking in year-round dwellings. What is this secret? Surely no abracadabra went into their physical makeup. The matter goes beyond mere sticks and stones, encompassing, rather, a whole new philosophy of informal living. Let's then adapt some of this charmed quality to our year-by-year living patterns.

Lester and Nina Wolff were responsible for bringing Fisherman's Village into existence. They are inordinately proud of their accomplishment and well might they be. When the property was bought in 1938, the only house on the site was aptly named "Lone Spot." Almost at once Lester Wolff conceived the general plan of the village with its main house and dock, and five small

PLEASE TURN TO PAGE 73

850 square feet of modern beach house

became reality only when architect Adrian Wilson stretched the budget by building most of it himself

ETHEL McCALL HEAD

This is the story of how one architect took the luxury out of summer living! No miracles or sleight-of-hand were necessary. Oh no, it was much simpler than that! He built his "holiday house" himself with the help of two carpenters, thereby supplementing professional "know-how" with plenty of elbow grease. The result—a trim little house built solidly on the sand and equally suited to long, lazy summer vacations or a week end snatched from the hot city's rush.

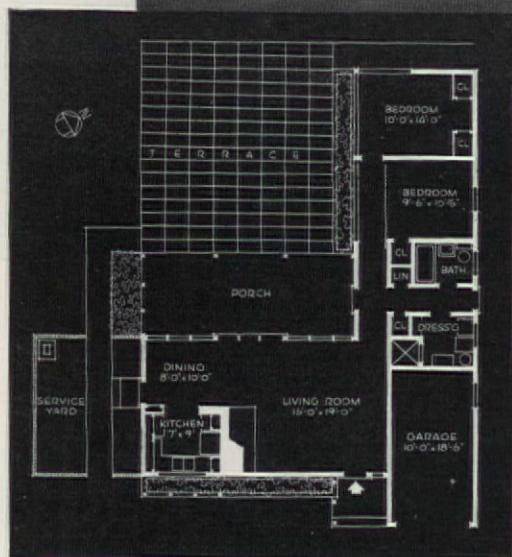
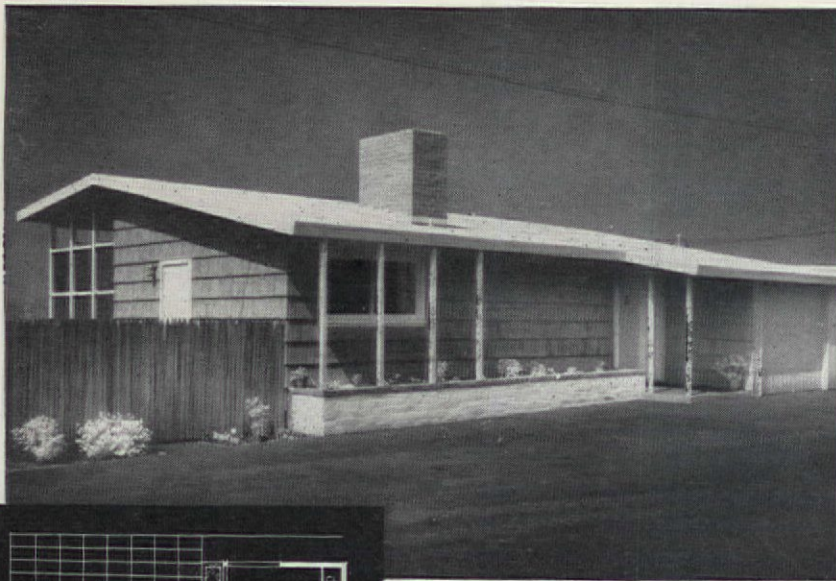
First, let's introduce you to this ingenious designer. His name is Adrian Wilson, and he shares with the rest of his family a deep-rooted love for fishing, sailing, puttering around boats, and just plain lolling at the water's edge. He knew too well the problems of high building costs and the dearth of reasonable rentals on summer cottages. He took the bull by the horns, put his week ends to good use, and gained an escape house on a limited budget.

It was tough going for a while, since only a few days at a time could be used for the project, but looking back on days spent with hammer and saw makes lolling now so much more enjoyable.

Because his lot faced water on south and west, Mr. Wilson placed the house right up on the street, thereby blanketing an existing house on the north and exposing all principal rooms to a bay view. The L-shaped plan proved an excellent solution, for it produced a living-dining area with an unobstructed western exposure and a bedroom wing facing south. Amazingly enough there are but 850 square feet in the entire plan! From the beginning the owner didn't pretend for a moment that summer houses run themselves, never get sandy, and provide nothing but long, blissful days that drop, like ripe figs,

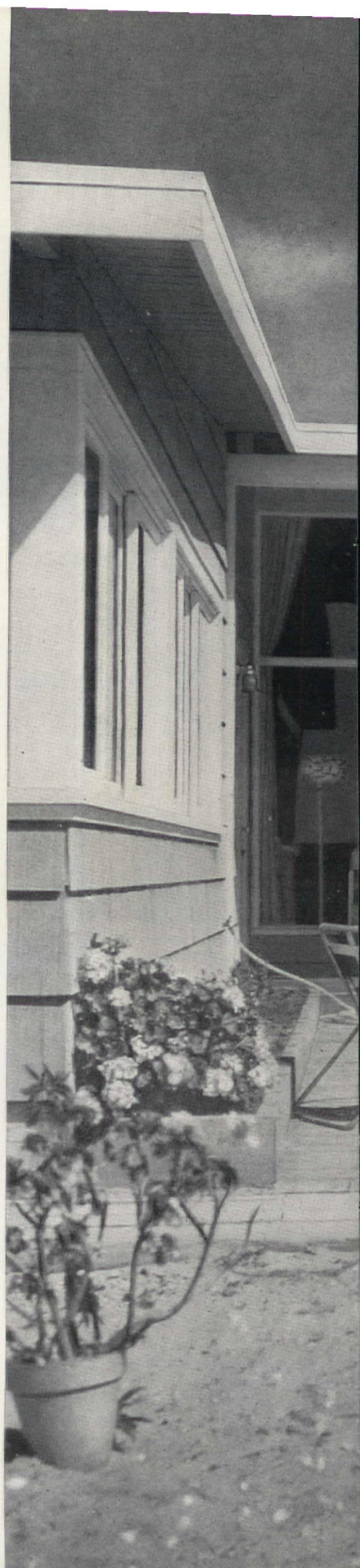
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Photographs by Robert C. Cleveland



Long, low planting box flanks main entrance, emphasizing horizontal lines of deep, overhanging roof. Slender wood posts with diagonal trellis add delicacy to street elevation

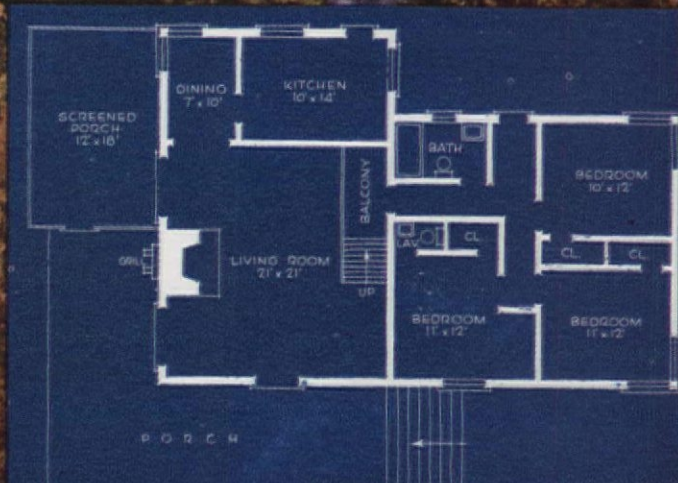
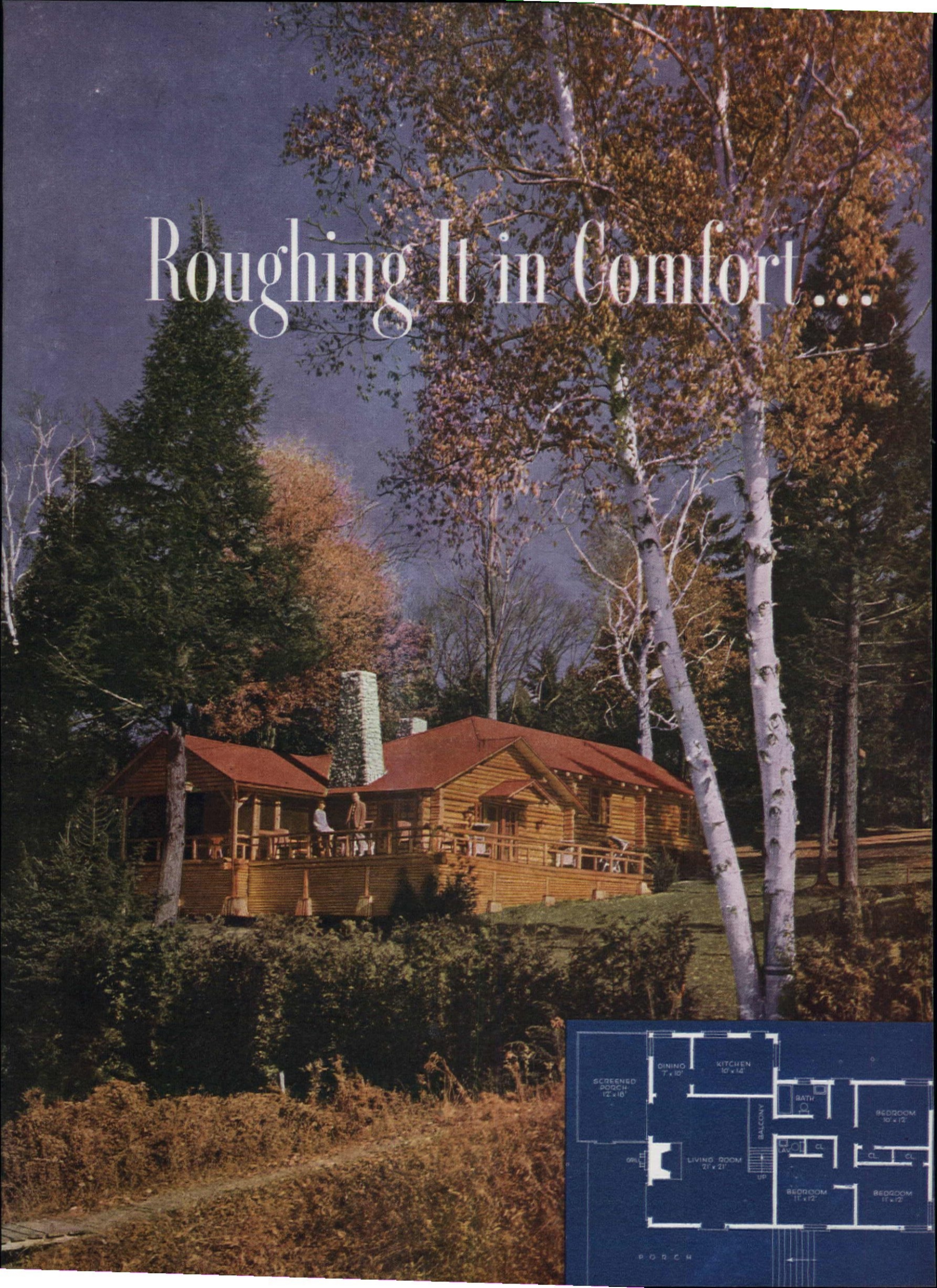
There's relaxation to please all tastes at the Adrian Wilson beach house. The warm rays of the sun are yours on the wide-paved terrace, welcome shade plus protection from the water breezes on the partially enclosed living-room porch



Weekends Built a Holiday House



Roughing It in Comfort....



Down gently sloping plot we approach Canadian log lodge and wide open porch with open view of Lake Massawippi. Low gable protects main entrance door

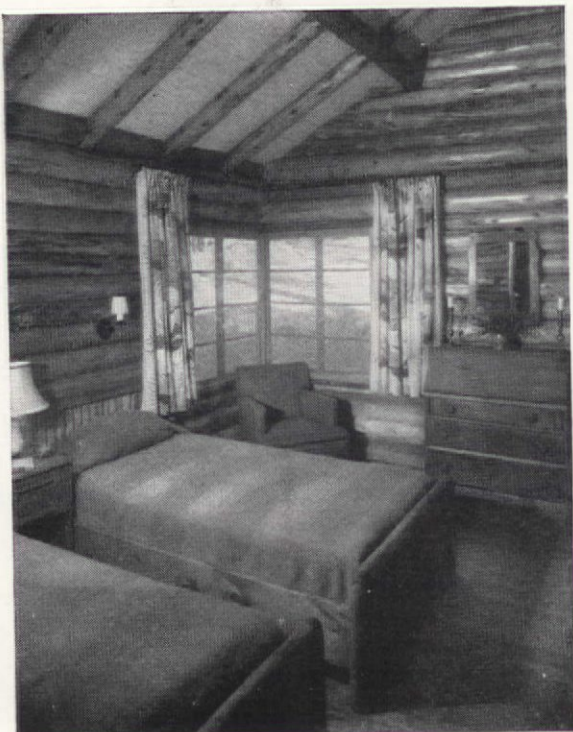


WILLIAM J. HENNESSEY

Our first view of the lodge was dramatic to say the least. We approached from the main road and looked across the still waters of Lake Massawippi just as the sun was making its exit behind a fringe of evergreen tops. Everywhere there was silence. The sky, aglow with that cold luminosity long associated with fall sunsets, set off the building in sharp relief. Every log was clearly etched by dark, horizontal shadows; the heavy overhang of its many gables had a special significance, for it not only brought the rambling roof down naturally into the sloping plot, but added a definite decorative note. The chimneys, too, had taken on an extra-massive, rugged quality. We especially liked the wide sweep of the L-shaped open porch, well located for the best view of lake and surrounding countryside and, in addition, quite unique in construction. Its foundations rested on concrete piers and were enclosed underneath with narrow pieces of natural timber loosely set for ventilation.

The lodge and its companions around the lake are part of a community, Hatley Acres, just thirty-five miles from the Vermont border in the Province of Quebec, Canada. Present lodges are built of virgin timber found on the individual lots and all future ones will be, by agreement, of log construction. Mr. Lester W. Ellerbrock, whose house we visited, was one of the first to build and was fortunate enough to acquire 200 feet of lake front. However, for those with property away from the water, there'll be a community beach, dock, and boathouse.

Same logs serve both as exterior and interior wall finish. Corner sash in bedrooms allow space for flexible furniture arrangement



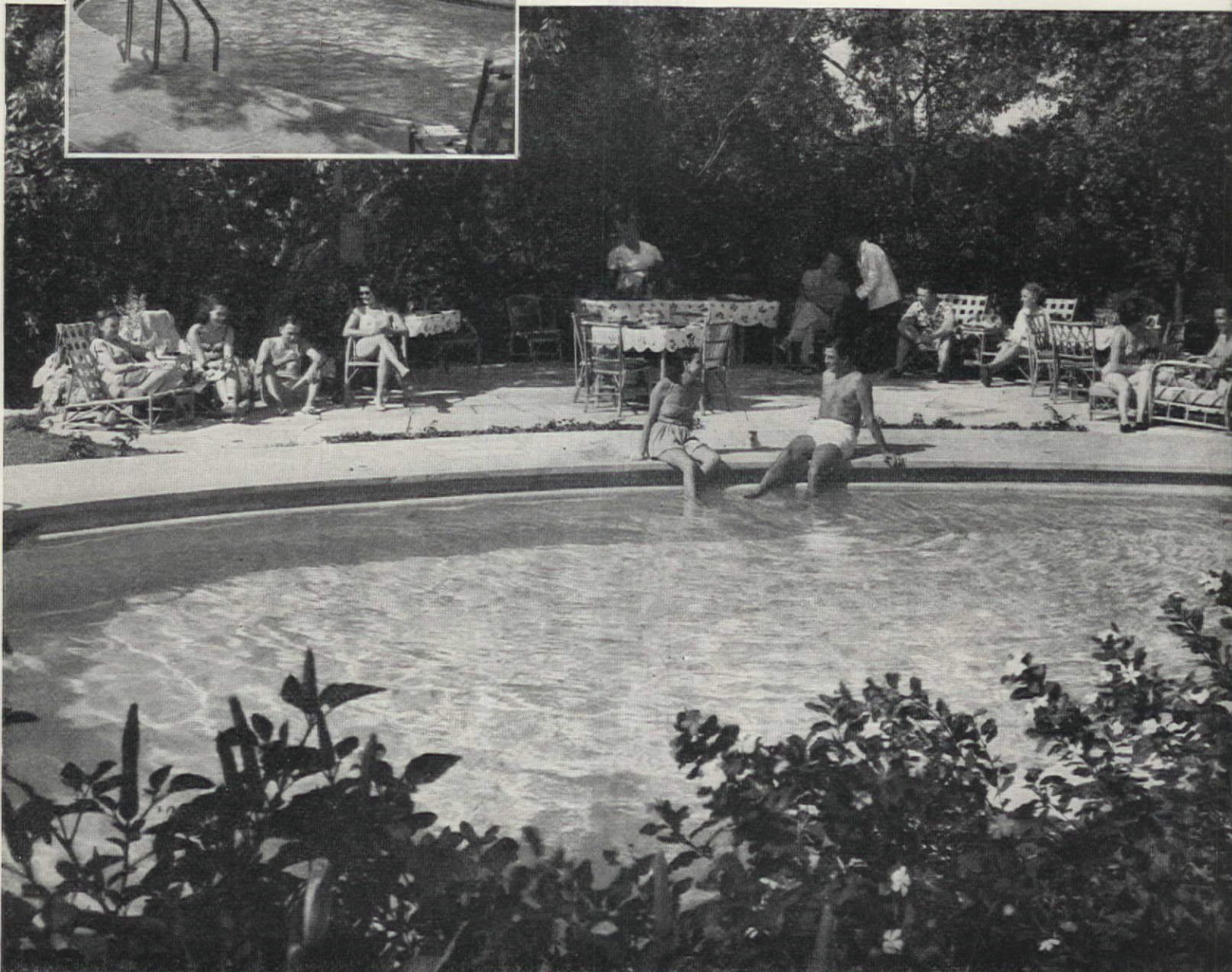
Photographs by Paul S. Davis

Glass doors at right of native stone fireplace in living room lead to screened dining porch; others to open porch. Screen of rough vertical logs acts as barrier between living-room conversation group and stairway to balcony and bedroom. No one style dominates furniture; comfort was prime requisite

Down Dallas way it gets hot enough to broil a steak right on the cow. Man we know down there by name of John Astin Perkins, architect of considerable talent and repute, has worked out this neat beat-the-heat solution. Right, Eddie Robinson, major-domo, keeper of the cupboard, fryer of chicken par excellence



A pool, a porch ... and Eddie





Hungry Dallasites sit down to chicken, potatoes, salad. Live oaks shade flagged terrace during afternoon. Copper lanterns on trees light terrace for moonlight swimming on hot July nights

Big porch, below, is summer living room. Rather than sacrifice tree Perkins built roof of porch around it

Bottom: Favorite spot is double chaise longue with ceiling fan twirling above it. Quilted chintz valance is applied around all four sides of porch

Photographs by Paul A. Tohms. Data from Dorothy Monroe

JAMES M. WILEY

The three prime ingredients in John Astin Perkins' idyllic setup are his pool, his big screened porch . . . and Eddie Robinson who keeps the small establishment in working order. We can vouch for the cooling influence of all three; we spent a lazy Saturday there last summer to get these pictures.

The swimming pool is elbow-shaped, has a flagstone lip which enlarges to a terrace at one end—the setting for Saturday and Sunday swimming parties and outdoor meals. Just beyond the terrace the land drops away sharply into a ravine. Because of its top-deck location, the pool catches the breeze.

Also perched on the edge of the ravine is the screened porch—though annexed to the house, it is almost as big as the house is small. Screened on three sides, there is a tree growing right up through the middle of the roof. Another tree stump, cut off at a good height, has a wooden top fixed on, functions as a serving table.

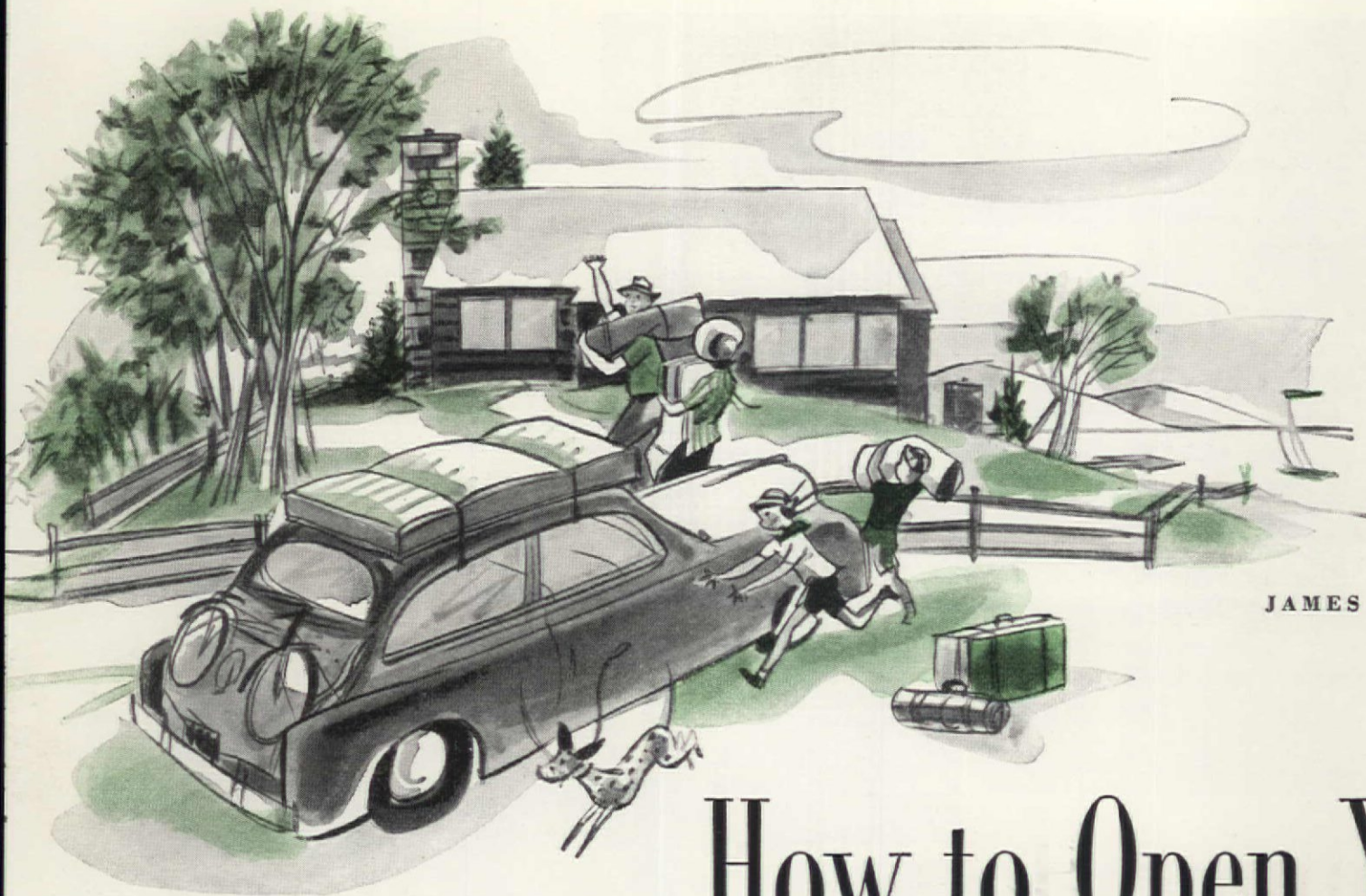
Eddie Robinson manages the two-by-four kitchen (see page 83). A typical luncheon for a crowd of ravenous swimmers: fried chicken kept hot in an old copper peanut roaster, shoe-string potatoes, a big salad, wedges of pie served up on copper platters.

One man's meat is another man's *poisson*, as the French say. John Astin Perkins is quick to say that his particular bailiwick might not fit everyone—the point being, however, that it does fit his way of life to a T. His working hours are apt to be long and irregular—it is Eddie Robinson's job to maintain order and schedule wherever possible.

The swimming pool is out of proportion in size and cost to the modest frame house—which is made up of living room, one bedroom, kitchen and bath, all small. Again, there is a reason: the pool was constructed on its permanent site, is part of a well-planned building scheme. The house, on the other hand, is quite a few years old, exists today only be-

PLEASE TURN TO PAGE 82





JAMES A. OEST

How to Open Your

Unpacking the car and hanging up your clothes isn't all there is to it! But the sooner preliminary chores are done, the sooner vacation time will be officially "open" for you

Look for squirrel and mouse nests in top and bottom of mattresses, in clothes, blankets, and sheets stored in closets and bureau drawers during the winter



Drawings by Shortall

Over hill, over dale, on the hot and dusty trail, the vacationers go rolling along. You'll want to clean up and rest. But even before you unpack the car you should get the electric and water service in operation. Then, with everyone pitching in, unload the luggage from the car, clean away the dust that has been collecting all winter, and prepare beds for the night after airing mattresses, blankets, and pillows to chase dampness. If time permits, you can also clean the kitchen equipment, turn on the refrigerator or put ice in the icebox, and be ready for those ravenous appetites induced by fresh air, and the excitement and activity of your arrival. Before starting a fire in the hearth to cut the evening chill, be sure to check the chimney. You may have to haul a few logs and cut some dry kindling, too, before starting the fire.

After a good night's rest you'll be ready to tackle and complete the other ceremonies or tasks of opening the season. Put screens up to ward off the flies and mosquitoes that have undoubtedly heard of your arrival and are hurrying to welcome you. For the sunny windows and porch you'll want the awnings up right away, too. Check the roof for winter damage, and make needed repairs. Get the lawn furniture and boat or canoe ready for use.

With the major items out of the way, lay out the bathing suits, fishing tackle, and other fun equipment, and start rebuilding your winter-worn body and nerves. While developing your sun tan you can mow the lawn, tend the shrubs and garden, clear out poison ivy, oak, and sumac, and even polish the car. Painting the house, if it needs it, can be done in easy stages, between the periods of usual summer activity, relaxation, and writing those cards: "Having a wonderful time. Wish you were here."

Open the valve at the water main. Close all faucets, flush and refill all plumbing traps. Watch for splits in pipes from freezing. List repair needs for early attention



Close electric switch at panel board. Note meter reading. Check lights, receptacles, and fuses. Replace all bad bulbs and fuses with new ones



Remove chimney cap and clean out squirrel or bird nests in flue. Chimney cracks or loose masonry are dangerous. Look for them and have them repaired



Summer Home

Replace missing roof shingles with new ones. Prevent loose asphalt shingles from tearing by use of roof patching cement in 1-inch gobs under flapping corners



Fresh air and sunshine will remove musty odors and the smell of moth balls and flakes from blankets, linens, clothing, mattresses, and bureau drawers after cleaning



Replace torn or worn canvas on outdoor furniture with new material. Paint faded canvas to brighten it, make it last longer in the sun and rain



Fit and paint screen frames, if they need it. Replace or patch damaged screening, and enamel or varnish wire screening to prevent staining of windows and siding



If the seams are open on the boat, caulk them. Patch holes and paint the boat or canoe. Check anchor and mooring ropes, for needed replacement or splicing

Abandon the Dining Room!

GERTRUDE BROOKS DIXSON

It's your smartest move toward true economy of work hours! In the summer a dining room ceases to be a necessity—becomes a sheer luxury.

Limited in use to but one phase of daily living, it exacts too great an energy toll in maintenance. Shift the scene for summer meals to your living room; your recreation room; work out a special spot for the children close to your own work center—but by all means abandon the work-making dining room.

For simple day-to-day living, the built-in unit is your answer. Install it to communicate directly with your kitchen. Dinner for two comes piping hot through a sliding panel opening. Use its close-at-hand top as server for family meals and buffet suppers for the crowd.

Be sure to provide your buffet guests with small tables of a good height and size to hold a tray. Inexpensive, folding, painted ones come in racked sets that take no room at all to store. Put one by a relaxed guest in any chair in any room—except the dining room.

Shown on the opposite page are some interesting versions of the snack bar. Study particularly the panels used to close off the kitchen area. They are a must and can be designed to fit architecturally and decoratively into your room. Behind-scenes shelves, wall cupboards where possible provide step-saving storage.

Where space is at its highest premium, why not a table built into the wall? If you plan a storage area behind it (see photograph, page 35) you'll save more than space. There's that premium on time and effort!

Gone are the days of the groaning board. Such fare is too heavy to suit our present-day standard of living. Heavier still is the task-load of maintaining a dining room. Get out from under it! Live simply this summer.

Cantilevered table in Van Leuven's Los Angeles kitchen is wedge-shaped for maximum seating space. Plastic-top table, metal stools are cool, easy to clean. Children come direct from play yard for hot-weather lunch



OF YOUR LIFE . . .



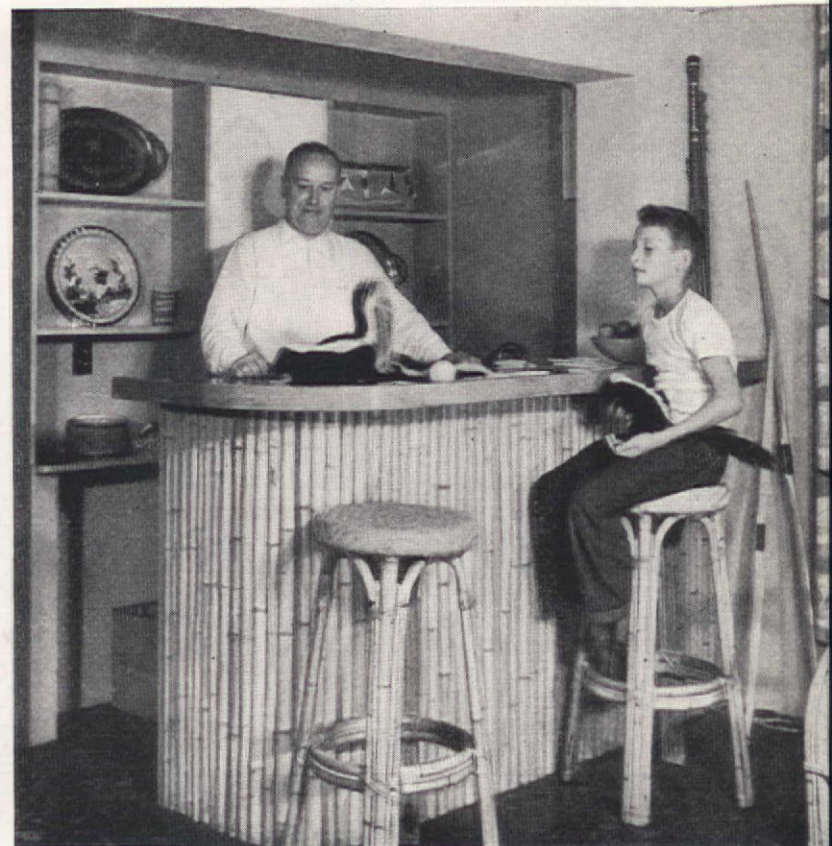
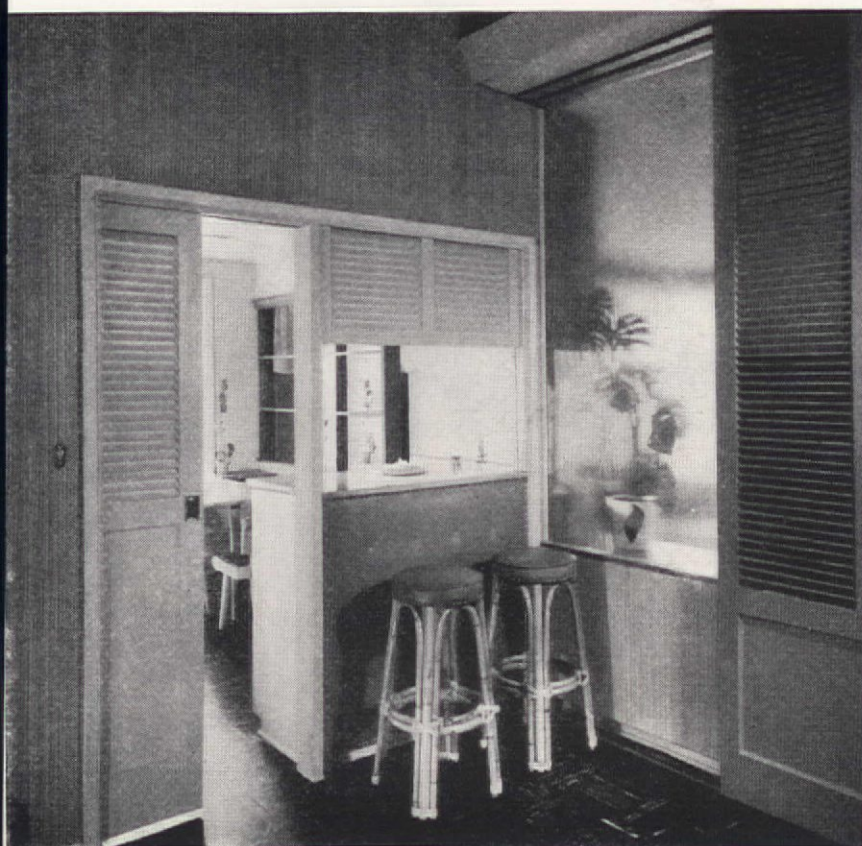
In addition to television panel, step-saving storage space recessed into wall houses everything needed for drop-down table. Photographed at McCreery's

Louvered sliding door, similar louvered pull-down panel form good architectural unit at end of living room. Facing of snack bar is punishment-taking leather



Knotty pine circular snack bar in E. L. Wertheim's Los Angeles home is favorite gathering place. Sliding panel under cupboard lets into kitchen

Snack bar in off-the-garden recreation room of Bob Clarke, Papillion, Nebraska, is reached through kitchen door off left. Bamboo idea taken from furniture



HOW TO LAY LINOLEUM YOURSELF WITH NEW LINOLEUM TILES

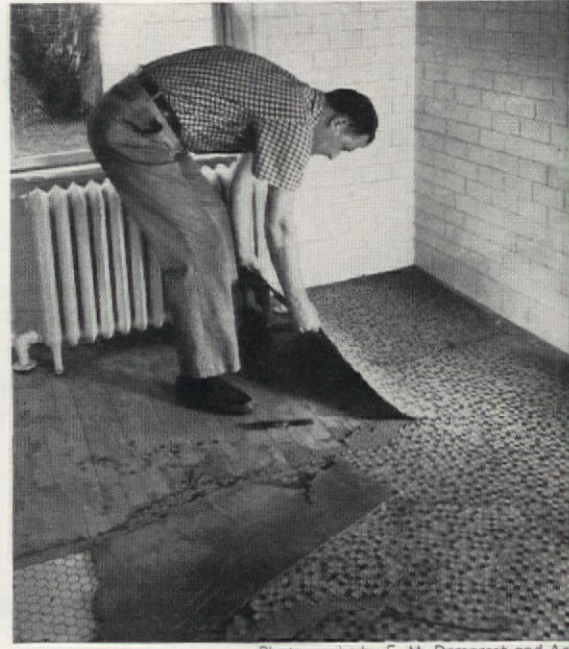
Do it yourself and save



BEFORE. Remove all portable cabinets, furniture, refrigerator, to clear space. Loosen screws on back of sink legs to raise off floor



AFTER. The finished floor actually makes the entire room seem larger, brighter. The modern Jaspe pattern of squares fits our homelike, no-particular-period kitchen



THE FIRST STEP. Tear up old linoleum. If felt is stuck to floor, soak and scrape. Fill holes with plastic wood
MORE STEP-BY-STEP PICTURES ON PAGES 65-71

Photographs by F. M. Demarest and Ac

A boon to the dollar-conscious homemaker are the new linoleum tiles, now appearing on the market. Much of the cumbersome labor of handling large heavy rolls of linoleum is eliminated by these easy-to-use nine-inch squares. Since labor accounts for a large share of new linoleum installations, you stand to save about half what a new floor would cost you if you lay these linoleum tiles yourself.

Several manufacturers are making them, and they endorse the home-laying method. We can vouch from our own experience that, even if you have never laid linoleum before, you can do a pretty good job of it with this new method of application.

Our editors found a typical kitchen about twenty years old, moved in, and took these step-by-step pictures of the entire process of putting down a new linoleum-tile floor.

A note of caution: Before laying, tiles should be kept overnight at room temperature, should be laid in a warm room.

PLEASE TURN TO PAGE 65

MARY E. MONZE and DOROTHY TRUMM

Summer's the time to get down to bare essentials—and bare floors. Here are new products in hard-surface floor coverings—new patterns, new colors, new methods of application. Each makes a handsome, practical summer floor. Many will make good backgrounds for winter rugs or carpets

NEWS IN HARD-SURFACE FLOOR COVERINGS →



1

2

3

4

5

6

1 Unglazed clay tiles in small squares, octagons, diamonds. Fadeproof, waterproof, never need waxing or finishing. Tile Council of America

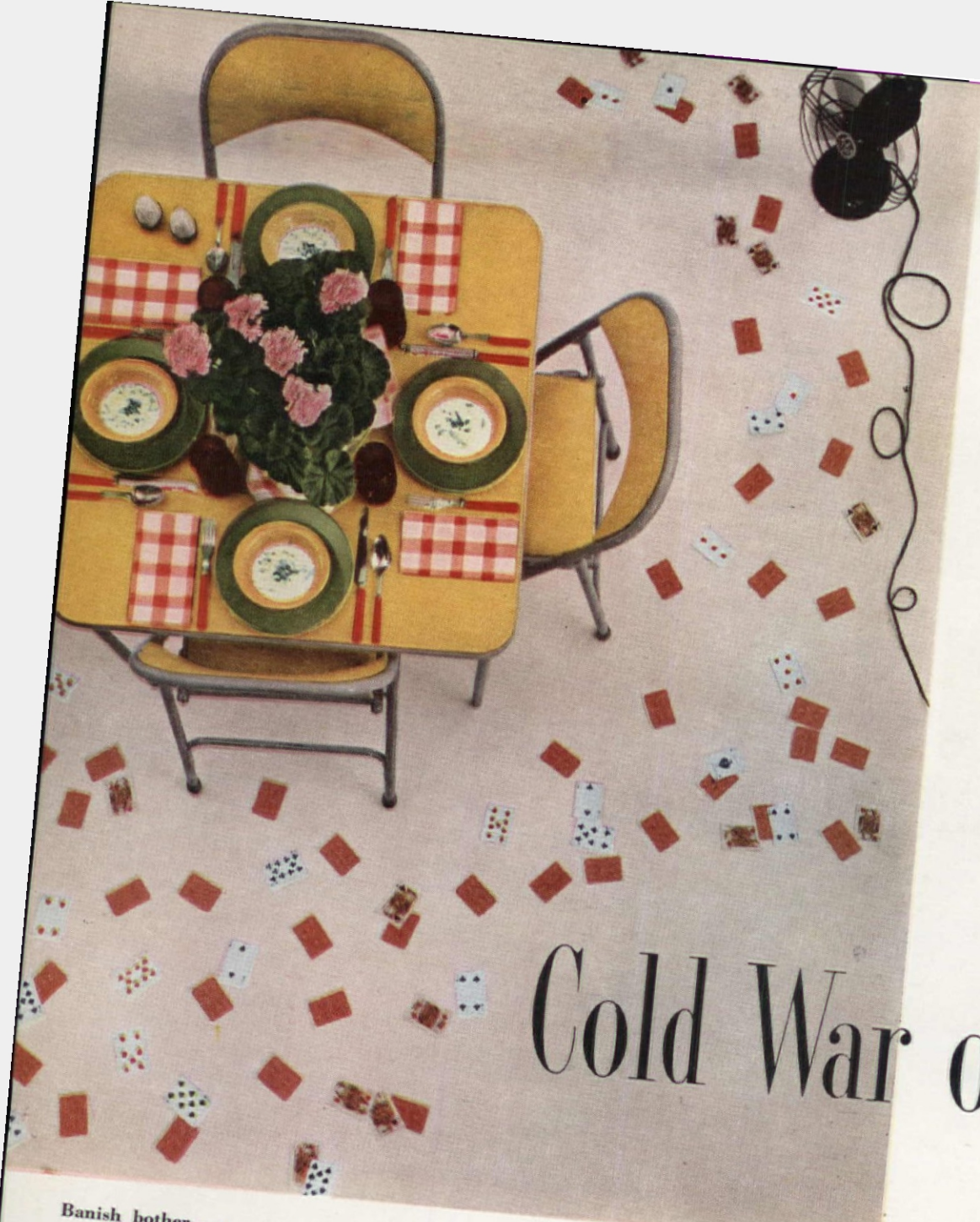
2 Four of nine colors in new marbled linoleum tiles, standard gauge, nine inches square. You can install them yourself. Sloane-Blabon Corp.

3 Inlaid spatter dash linoleum for Colonial floors, sold by square yard. Won't wear off. Ribbon pattern, Jasper tiles, also new. By Armstrong

4 Green Flor-Ever of Vinylite, sold by square yard; Delaware Floor Products. Red or two-tone gray squares, by square yard; Pabco's California Originals

5 Kentile, inexpensive asphalt tile available in many colors, has life-term guarantee. Kencork squares make quiet, resilient floor. David E. Kennedy

6 At last: attractive printed floor covering for nurseries, children's rooms. Inexpensive, in 5 sizes ranging from 6 x 9 to 12 x 15. Pabco



Meet the hot summer sun with a cold war on work! To some a cold war may mean no war at all. To us it implies strategy—utilizing a few simple tactics to block demands of extra household chores, thus defeating the fuss and bother that make warm weather warmer. You can relieve washtubs of heavy damask cloths by lending place mats to the table. You can even paint motifs on the table. Lighter dressing for your house means lighter work for you. Your best ally in the war on work is the season itself, the informality that goes with sunshine sports and coatless living. Rigid formality is incongruous with the warm beach sands and cool lawn chairs that beckon you, your family, and your guests towards lazier living. So replace care-consuming dinnerware with simple table settings placed in the path of a cool summer breeze. Eliminate cleaning by closing off the dining room if you have a breakfast nook, a porch, terrace, or spreading elm. Arm yourself with the bright color of the season to decorate mats, table tops, kitchen cabinets, or even crewel-embroidered chair seats. Let AMERICAN HOME Patterns help you replace winter's heavy linen with designs that bring the outdoors in, that carry the flowers under the sun into the shade of the house. The pattern of summer color and informality can be your strategy in the cold war on work.

Cold War on Work...

Photograph: Hans Van Nes

Banish bother . . . set a simple table wherever you find a cool breeze—on the porch, terrace, or under a favorite tree. *Everything* on the table bought at Woolworth's for \$7.85. Permanent-finish card table wipes clean, needs no mats. Table decor spiced with bright geraniums. Samson folding table and chairs by Shwayder Brothers

Pattern in fact, pattern in fancy . . . we prepared three patterns for place mats; you stencil or paint them on cloth—or plastic Naugahyde for real practicality. Left to right: willow windflowers scattered on cotton; gladioli spikes to frame a plate; perky birds, a motif from the breakfast table, opposite page

Beverly Flood



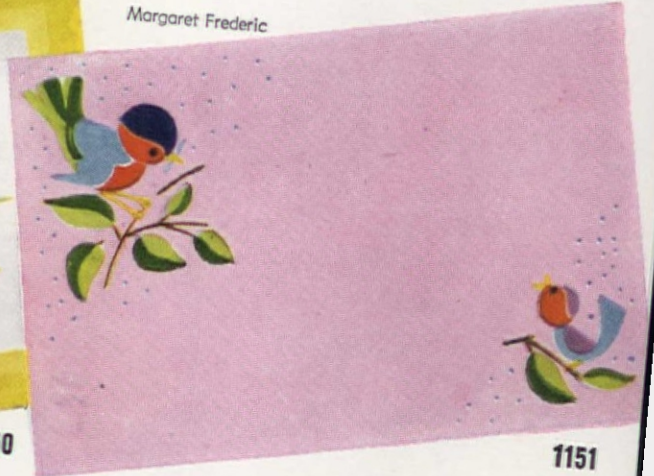
1149

Peg Hall



1150

Margaret Frederic



1151

Credits: Silverware—"Overture," National Silver Co.; Dinnerware—"Ballerina," Universal Potteries; Napkins—Florence; Furniture—"Ashcraft," Heywood Wakefield; "Honey," Curtis; Curtains—Curtain Co.

MAKE SUMMER



Margaret Frederic. Photograph by F. M. Demarest

A MERICAN
*make it yourself
 and save*
PHOME
PATTERNS

ORDER PATTERNS ON PAGE 83

Cool start for a hot day ahead. Our colorful modern patterns of birds at play were stenciled right onto the cool bare wood of the breakfast table, banishing summer washdays. Matching embroidered chair seats are patterns, too—"lap work" for summer evenings. These, our Patterns 1151, 1152

THE BEST MONTHS OF YOUR LIFE...



The protected sitting area, under the egg-crate shelter, is at the north end of the plot. Redwood headers, flush with lawn and bricks, tie these two areas together

The charcoal barbecue, with its open top and convenient height for those seated around it, is both useful and interesting in form

Design, plan, and photographs by Osmundson, Staley and Gibson, Oakland, Calif.



How ~~modern~~ ^{useful} can a garden get?

Used vertically, the egg-crate framing supports the protective screen, holds potted plants



Fountain jets issue from hidden pipes in horizontal members of this inclined wall which repeats the straight lines of the pool



For every person who asks bluntly, "What does 'modernism' mean in the garden?" there are probably hundreds who wonder in silence. They hear terms like "functionalism," "modular design," and so on, visualize the simple colorful beauty and informality of gardens they have seen or come to know and like, and then try—often unsuccessfully—to reconcile the two, so widely different, ideas involved.

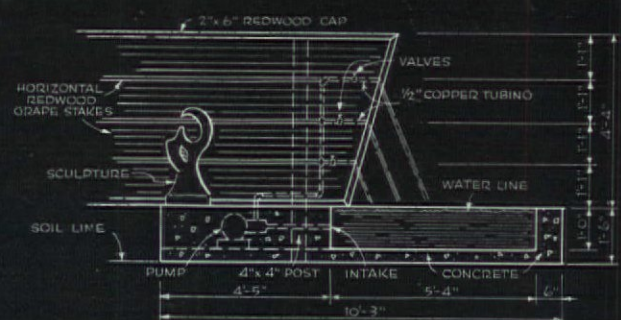
Perhaps the answer lies in that old, but well-remembered saying that, "Handsome is as handsome does." Given something—whether house, lawn mower, washing machine or garden—that does its job supremely well, that serves a useful purpose and fits the needs and habits of its users, doesn't it, for that very reason, merit praise and popularity? After all, modern is only a relative term. What was modern a decade ago, is

hardly that now; what is modern today, will be old-fashioned a generation hence.

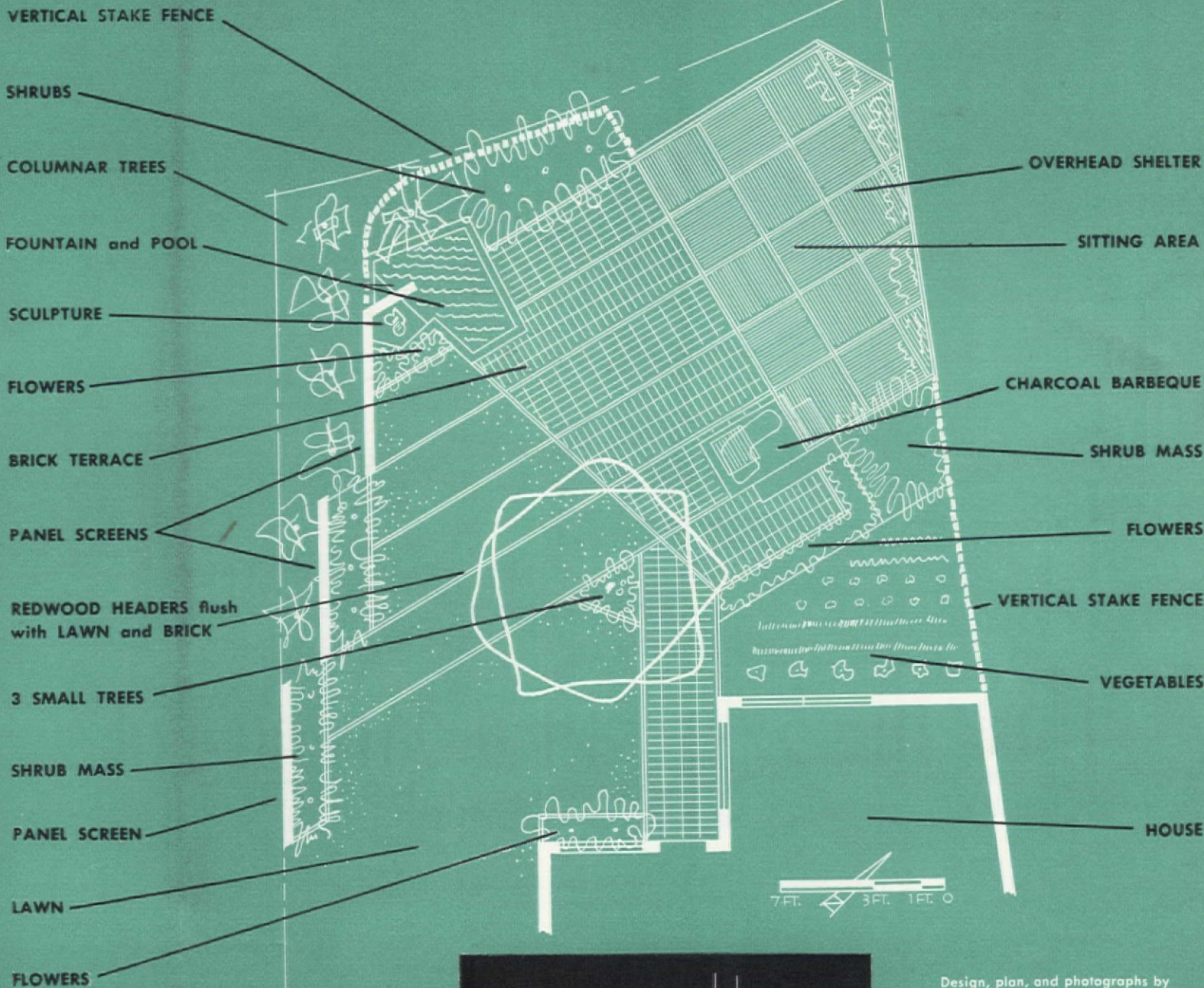
But suppose a garden is truly "useful" so it can be generously enjoyed by the people it is meant to serve. Is it not, therefore, "handsome" in both senses of the old saying? And will it not continue to be good as long as it continues to be useful? All this, we think, justifies our conviction that "contemporary" is a more accurate term than "modern."

All that is implied in the above title and the garden spot here illustrated and described is an effective demonstration of it. Designed by John H. Staley, Jr., one of California's younger landscape architects, it won top honors at the 1948 Spring Garden Show in Oakland. The photographs show it as it looked there, but in preparing the plan for our use, Mr. Staley developed

PLEASE TURN TO PAGE 75

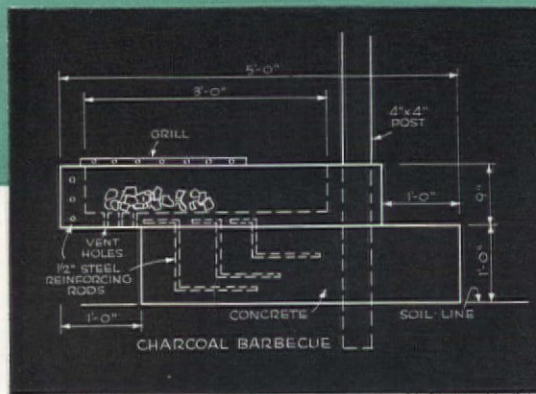


FOUNTAIN AND POOL

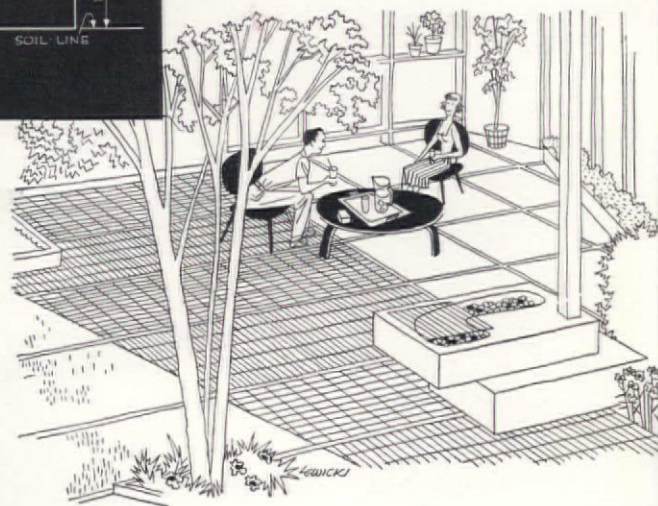


Design, plan, and photographs by
Osmundson, Staley and Gibson,
Oakland, California

Here, in little compass, are: Shelter from prying eyes, rough winds, excess sunshine; space for relaxing and room for action; planted plots for the garden-minded; places to grow food, and also to cook it; beauty for the senses to enjoy



Contemporary landscape design, combining
beauty and usefulness in a back yard,
proves that "handsome is as handsome does"

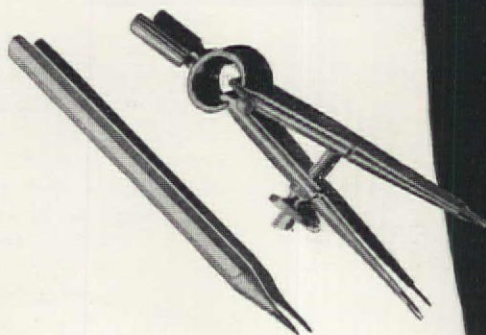




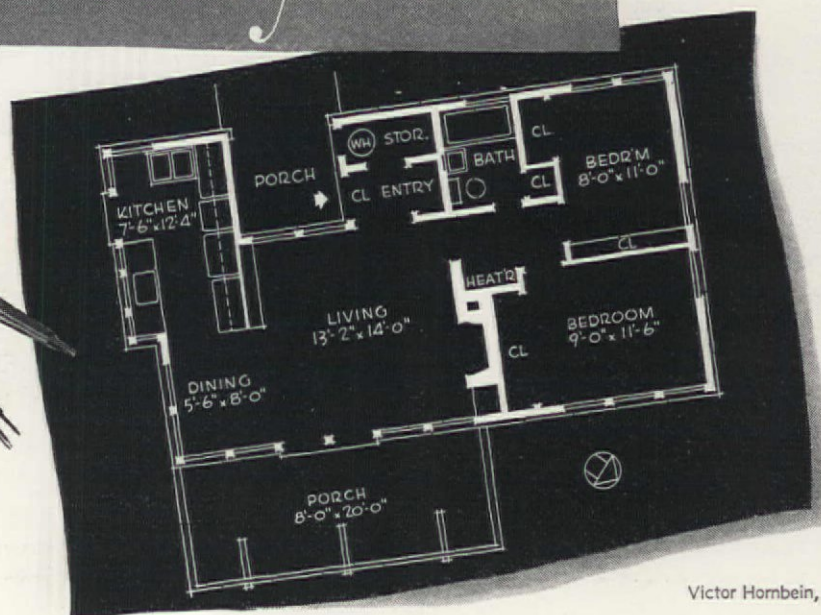
Data and photographs by Fred Gund

FOR JULY

The American Home Study Plan



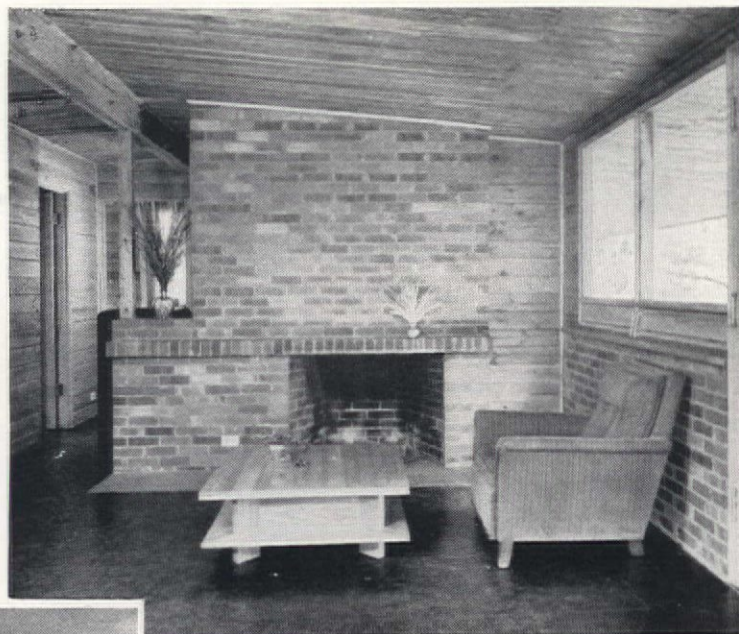
WILLIAM J. HENNESSEY



Victor Hombein, architect

The W. H. Stewart house is No. 5 in our series of comprehensive blueprints, 34 by 44 inches overall, with all plans, elevations, and specifications for careful home study.

Order Form on page 85



Living-room fireplace wall shows honest use of natural materials, lack of superficial decoration that keynotes house both inside and out. Entrance is at left, bedroom wing with bath just beyond



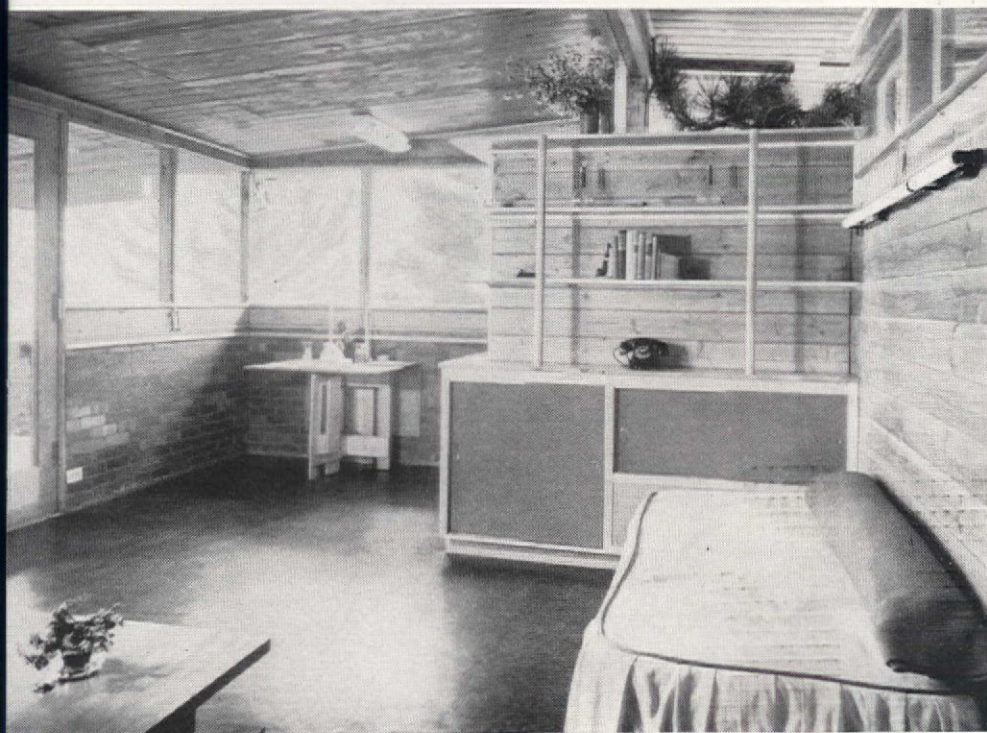
How about having the ease and comfort of a vacation house all year round? Sounds wonderful, doesn't it, and it's exactly what the W. H. Stewarts got when they built their permanent home high on a mountain top overlooking Denver, Colorado. The design does away with expensive excavation work and could be adapted easily to any sloping property.

In fact from beginning to end, the owners, wisely aided by architect Victor Hornbein, aimed their sights at economy of construction, materials, and upkeep. The result is a house, flexible of plan, informal in appearance, and taking full advantage of the site with its breathtaking views.

Common brick and Ponderosa pine were used almost exclusively throughout the house, the latter left natural for easy maintenance. Since the main approach is from the north and west, windows on these exposures were made small to guarantee privacy, although from the kitchen there's an unobstructed view of the adjacent play yard.

On the other hand, a great deal of glass was used on the southern wall to gain full advantage of the mountainous countryside. A wide, open porch faces this direction, too, and is protected from direct sun by the wide overhang of a low-pitched roof. Shiplap siding and common brick combine to cover the exterior walls, the former treated naturally with just an oil coating for protection.

A definite air of rustic informality continues into the interiors where walls and ceilings are finished with Ponderosa pine, first given a coat of shellac and then one of wax. Though the kitchen opens directly into the living-dining room, it is partially concealed from the entrance view by a jutting bookcase wall with cupboards below. Everything points to economy. For instance, the heater, just off the bedroom corridor, is centrally located and convenient to the fireplace chimney. Asphalt flooring, used throughout, makes for minimum upkeep and gives a unified effect to all rooms. A deep entrance porch, covered by the main roof, acts as refuge from wind and storm and is certainly a very necessary adjunct in this location.



Windows placed high on wall to gain light from entrance porch allow plenty of uninterrupted space for locating sofa. Spaciousness has been gained by below-ceiling bookcase wall dividing kitchen from living room and a series of large windows running around corner in dining area. Ponderosa pine ceilings were left exposed in all rooms

When tragedy strikes, it's too late to teach your child to swim



Ill-kept yards, slipshod habits
cause accidents like this.
Don't be caught without a
first-aid kit—know how to use it



Mother turned her back on
Johnny, busy shoveling in the
sand. Two minutes later,
Johnny was in grave danger

RUTH DAVIS

Death Takes No Vacation

Millions of us are preparing to enjoy that fine old institution known as the summer vacation. For many, a holiday away from regular routines will result in toned-up muscles, a healthier outlook. For some, unfortunately, it will mean tragedy and sudden death.

This year, if records of the past hold true, several thousand vacationists will die in preventable accidents during July and August. Hundreds more will be seriously injured and maimed for life—on the highways, in the mountains, at the beach, and even in their own back yards.

This year's crop of vacationists will do well to study the case of Mr. N., one of thousands who didn't "play safe" on vacation last year. Normally a careful man, Mr. N. lost all sense of caution when he left his Maryland home to spend a month in Vermont. Driving north, he committed every traffic sin known to safety experts—burned up the road, passed cars on hills, hogged the road, passed red lights—but managed to come through it all alive. Late at night, after an exhausting day, he fell asleep. Out of control, the car hurtled over an embankment, and Mr. N. was quickly killed.

Mr. N. didn't need to die. Because he tried to cover too much distance in one day, because he disobeyed safety rules, he didn't live to enjoy the very real benefits of a long vacation. Recklessness and carelessness like this cause traffic-accident deaths to increase ominously during the summer

PLEASE TURN TO PAGE 88



"City slickers" piled into one small boat.
While shifting places, craft capsized.
Recklessness in boats accounts for many
of the 1,200 drownings each July

"Look, no hands!" he cried—then plunged
headlong into an oncoming car. In '48,
500 died, many more were injured
in collisions between bikes and autos



Data, courtesy National Safety Council
Photographs: National Safety Council,
American Red Cross, David B. Hecht

No child is born a "gentleman." But he's quick to absorb good manners at home—if his family show courtesy and respect to one another

"I wish he'd mind his manners!"

Photographs taken especially for THE AMERICAN HOME by Giles



Obviously, Dave is no Fauntleroy. Mother learns that good manners can't be forced—they must spring from a genuine liking of people

Young Dave Norman was a "model" five-year-old who always said "Please" and "How do you do" at the right moments—until one day last month. At that time, his fine manners were abandoned, and he was suddenly rude to an adult caller.

Mrs. Norman was shocked by her son's behavior. Like many parents, she did not understand that it's not always possible for children to practice good manners under all circumstances.

The simple reason for Dave's rudeness was the fact that he did not like his mother's guest. For this feeling of dislike, his mother could blame only herself—because *she* did not like the lady in question and had never hesitated to say so in the past within earshot of the youngster. When the child was impolite, he was expressing the animosity toward the guest which he had learned from his mother. Eventually, Mrs. Norman found that true courtesy is based on a genuine liking of people—and that if parents feel friendly toward others, chances are their youngster will feel the same way.

Good manners cannot be pressured into a child. They must be learned gradually as he grows and develops.

A child learns how to get along in society and in his family from everyone with whom he comes in contact. In the early years, most of the learning comes from observing the manners of members of the family, and later on it is supplemented by what he learns from observing the behavior of persons with whom he is associated outside his home.

It is possible, of course, to force a child into a pattern of behavior which will win adult approval. A parent whose four-year-old child says "Excuse me" every few sentences is often considered a beautifully behaved young gentleman. However, his use of the phrase does not indicate social maturity since it is unlikely that he has any real understanding of what the words mean.

One five-year-old was thought to have fine manners because of a constant use of "Pardon me." Actually, in the

PLEASE TURN TO PAGE 86

Nineteenth in a series on health and behavior problems by Dr. Samuel R. Berenberg



Penny's table manners are excellent—for a girl of two. Parents can now expect her to eat with a spoon some of the time

Lapses are normal and frequent at this age. Penny often reverts to use of hands—particularly in situations like this



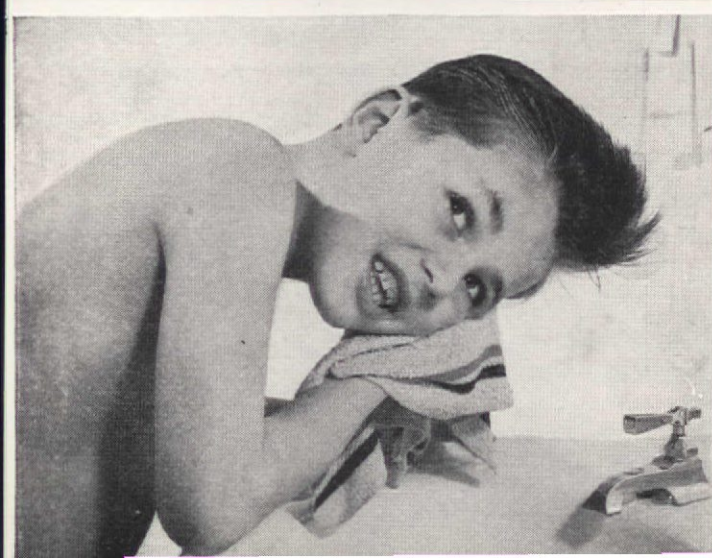
At four, Jane's manners are beyond reproach in many respects. She agreeably shares toys and games with others

However, she's still too young to keep from interrupting adults' talk when she has something exciting to say



Five-year-old Dave is "grown-up" in many ways, is learning to be considerate. He sits quietly while Dad concentrates on newscast

This does not mean that Dave is always quiet. It's natural for him to be noisy at times—hard though the din is on Mother



Eight-year-old Tom says "Please" and "Thank you" without prompting, even washes up before meals—without too much reminding

Tom isn't always neat, nor should parents expect him to be. Roughhousing is healthy play although clothes get crumpled and mussed





Photograph by Reginald Russell

Step right up, laydees and gentlemen! A big smile admits you to the show
 See the elephant that balances lollipops on his back!
 Hurry, hurry, hurry right inside for pink lemonade and balloons for all

Big Top Time...

Every starry-eyed child gazes longingly at the circus posters, with their lovable red-nosed clowns, friendly elephants, and sensational trapeze artists, announcing the arrival of the biggest show on earth. So animated are they, one can almost hear the barkers and smell the animals. But why wait for the circus to come to town! It's a natural for a summer birthday party.

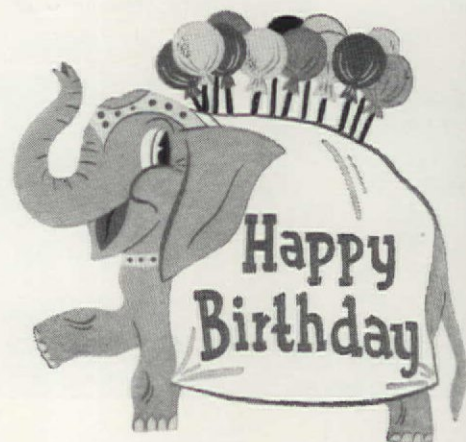
Make your own adaptation of a big top, using a car port, garage, or arbor of any type. If you are not handy with the paint brush, use regular circus posters and crepe-paper streamers to give a tentlike appear-

ance. Place a ticket box at the entrance. Dress your child as a circus attendant; let him take tickets you sent as invitations.

Set a gaudy table, splashed with color, underneath or just outside the big top. For the circus touch, an elephant centerpiece carries lollipop favors on his back. Nut cups are miniature circus tents. Fill cups with candy and top with a paper cone painted awning style. Paste a pennant place card to a toothpick and stick in the tent top.

Unless the children are to have supper, it is best to serve them early. Keep the menu simple: sandwiches, birthday cake, pink

PLEASE TURN TO PAGE 89



Cardboard circus elephant holds lollipop favors, one for each guest. Stands center of table and winks coyly, to the delight of all

LOUISE PRICE BELL
 and BETTY DUITSMAN

*The best buy
with
10 years ahead
in mind!*

WHEN YOU decide to buy a new refrigerator, it's most important to keep in mind the years and months you're going to use it.

When you compare different makes of refrigerators side by side, you're almost certain to decide on a General Electric . . . for two reasons:

General Electric dependability has never been surpassed . . . by any refrigerator, of any make, at any price.

General Electric features—such as the ones listed below—are designed, first, last, and foremost, to give you usable, practical advantages in everyday life. Not one of them is just a "showroom feature."

More than 2,000,000 General Electric Refrigerators have been in use ten years or longer—an unbroken record for dependable, efficient performance!

The chief reason, of course, is the famous General Electric sealed-in refrigerating system. Airtight and moisture-tight, this dependable system has never been surpassed for efficient, economical operation . . . year after year.

Buy your General Electric Refrigerator now . . . with 10 years ahead in mind. General Electric Company, Bridgeport 2, Conn.



The new 1949 General Electric Space Maker Refrigerator

These features will delight you . . . every day for years!



More food! Gives you one-third more refrigerated food storage in the same space occupied by older models.



Ample frozen-food compartment! Holds 24 packages of frozen foods, plus four ice trays (20 cubes each).



Butter conditioner in door! Keeps butter at just the right temperature for easy, wasteless spreading.



Big meat drawer! Full 6 inches deep, will hold a standing roast. Keeps all meats in best condition.

More than 2 million G-E Refrigerators in use ten years or longer!

GENERAL  ELECTRIC



Summer
Short Cuts

ALICE B. KLINE

The view that leads from the kitchen window is never more alluring, it seems to me, than during summer's golden days. The seashore beckons across intervening miles; the golf course, even in shimmering heat, is cool and inviting; and the porch terrace, near at hand, just cannot be resisted.

Up, homemakers! The Lady of the Kitchen will take a short cut today. The summer call is strong and the timing's exactly right. The season's right, the year is right, the technologist is right.

Take the matter of shortcakes, for instance. The season's right. Yea, verily, we may choose from many for we're right plunk in the midst of a teeming variety of fruits; some of them are yet to come in their fullest glory, others are now at the height. The technologist has stretched the seasons, and stretched our dollars, too, by lengthening the bearing periods and easing the preservation of such memorable fruits as the strawberry. As far back as 1655, Dr. Boteler impressed his English friends with the now famous statement: "Doubtless God could have made a better berry, but doubtless God never did." The technologist has rightly put us on the short-cut path.

And the year is right, too. This year the mixes are with us. What summer short cuts they are! Even in the raging controversy that swirls around the kitchen — "A shortcake *can't* be anything but biscuit dough" versus "A shortcake can be made with *any* cake." The controversy is easily settled with a package of biscuit mix and one of cake mix. They're both so easily and quickly prepared that everyone can be satisfied.

PLEASE TURN THE PAGE



M E N U

Pickles	Olives	Radishes
Dutch Potato Salad		Cold Cuts
Tomato Wedges with Cucumber Rings		
Green Peas with Mushrooms		
Fan Tan Rolls		
Strawberry Shortcake		Iced Tea with Mint

Meet the Family!



Yours and ours are two families that should get together! They have so much in common. The people in your family are eager for better, happier living. And the products in the Crosley "family" are made for that very purpose. Below, you'll see what we mean. (Sorry we couldn't get our whole "family" in the picture!) Visit your near-by Crosley dealer—and take the family along. See all the wonderful products that we and ours have in store for you and yours! All are engineered to Crosley's high standards of precision and value. All are better products for happier living!



Twice as much food where you want it—in front, in reach! That's what the **SHELVADOR*** gives you in each of 8 models. And only a Crosley Refrigerator gives you the **SHELVADOR**. Do you see why we say "the '49 Crosley's got the woman's answer"? Such wonderful convenience, such thrilling beauty! And—from the man's angle—efficiency and economy with the hermetically sealed **Electrosaver Unit**, precisely engineered and built in Crosley's own plants. Backed by a 5-year warranty.

*MADE ONLY BY CROSLLEY, T. H. REG. U. S. PAT. OFF.

Beauty and "brains" go together in Crosley Electric Ranges. What efficiency! Seven heat speeds in every unit. Automatic controls. Deep-well cooker. Easy-to-clean units. Lamps that light up the inside of pans. Jumbo ovens—and many other Crosley fine features to make your cooking quicker, cooler, cleaner, and amazingly economical!



Its place is in the KITCHEN—not out in the garage or down in the basement! For this is the **Crosley Kitchen Freezer**—takes up no more room than a small kitchen table—yet whose 100-pound capacity makes it a regular storehouse. It lets you keep home-frozen foods against "rainy days"... lets you save real money on packaged frozen foods when you buy in quantity on "sale" days!

True-Picture Television—that's what you get in any of the wide range of Crosley television sets you select. Shown here (its low price will amaze you!) is a handsome table model that features a big 10-inch Direct-View Tube—all-channel reception—with automatic picture synchronizer—and complete FM Radio!

Entertainment at your fingertips is yours—wherever you go—with the **PLAYBOY** portable, one of the illustrious family of Crosley radios. Glorious lifelike tone. Built-in antenna. Wonderful selectivity and range. Operates on self-contained battery—or plugs into any 105-125 volt AC-DC outlet.



CROSLLEY

DIVISION



Better Products for Happier Living

• cover girl shortcake



• biscuit shortcake



On Pages 50 and 51:
Dinnerware, "Shelledge," Onondaga Pottery Co.;
Silver, "Southern Charm," The Alvin Corp.;
Pepper Mill and Salt Shaker, "Rarewood," George S. Thompson Corp.
Cel-o-sheen cloth, Felix Tausend & Sons



• green peas with mushrooms



• Dutch potato salad



What shortcake shall it be? A Cover Girl cake like the one on our cover, based on a good two-egg cake recipe or the old-fashioned biscuit type?

Summer Short Cuts (Begins on page 50)

With the dessert decision made, and easily, too, the remainder of the meal always seems much easier to plan. That "one hot dish" tonight, shall it be soup a hot meat, or a vegetable? No matter how warm the weather, we need one hot dish for good digestion. We've chosen a recipe that calls for green peas and mushrooms sautéed together. It's simply and quickly prepared, and you may choose fresh, canned, or frozen peas, and fresh or canned mushrooms. Fit the food to your time and take a short cut with a can opener if that's your pleasure.

If you decide on cold meats, as we did, you take a short cut in meal preparation which offers great variety. There are cans and cans of beef, ham, pork, and veal—yes, and frankfurters, both the large size and the smaller cocktail type. Browsing through the neighborhood market for cold cuts will suggest a great many summer-weather menus to you. Choose ham, veal, pork, chicken, turkey or from the endless variety of bolognas.

And then the relishes! There's a lot of hat-doffing going on in our department because of relishes, pickles, and other appetite tempters. They need to be crisp, cool, colorful, and zippy. Cut carrots, celery, or radishes into "bite-able" sizes and serve on a bed of ice--this will

Summer Short Cuts (Begins on page 50)

calm any sweltering brow. Pickles and olives and cucumbers, by their very name, have a cooling effect. After you have made your choice, it's only the work of a few minutes to arrange the platter when mealtime comes.

Any day is a salad day in our lexicon, but summer days are those that see the promotion of the salad course up the ladder to the main course. There are the tossed green salads, the carefully arranged fruit salads, the hearty chef's salad, and, of course, the queen of them all, potato salad. We hope you'll like our recipe for Dutch Potato Salad; the recipe, itself, isn't too unusual. The secret is in the dressing. Thrifty Dressing

cover girl shortcake

Preparation time: 45 min.

2¼ cups sifted cake flour
1½ cups sugar
¾ tsp. baking powder
1 tsp. salt
½ cup vegetable shortening
1 tsp. vanilla flavoring

1 cup milk
½-½ cup unbeaten eggs
(2 medium eggs)
1 pt. heavy cream, whipped
1 pt. strawberries, raspberries,
peaches, or other fruit

Sift together the dry ingredients into a bowl. Add shortening, flavoring, and 2/3 cup of the milk. Beat vigorously with a spoon for 2 minutes by clock (about 150 strokes per minute). Or mix with electric mixer on slow to medium speed for 2 minutes. Add the remainder of the milk and the eggs. Beat 2 more minutes. Pour batter into 2 greased 8- or 9-inch round layer pans. Bake in a moderate oven (350°F) 30-35 minutes. Cool layers and put together with whipped cream and sliced berries or fruit. Cover outside and top of cake with whipped cream and top with berries.

Serves 8 357 cal. per serving of cake 592 cal. per serving of cake with cream and berries

Tested in THE AMERICAN HOME KITCHEN

biscuit shortcake

Preparation time: 40 min.

4 cups all-purpose flour
6 tsp. baking powder
1 tsp. salt
¾ cup vegetable shortening
1 cup milk

½ cup light cream
2 tbs. melted butter or margarine
2 tbs. sugar
1 pt. strawberries or raspberries,
peaches, or other fruit

Sift flour, measure and resift with baking powder and salt three times. Cut in shortening with two knives or a pastry blender until particles are the size of rice grains. Add milk and cream all at once and mix lightly and quickly with a fork. Divide dough into two equal parts. Place the portions of the dough into 2 lightly greased 9-inch round layer pans and pat out to uniform thickness. Brush each layer with 1 tbs. melted butter and sprinkle with the sugar. Bake in a hot oven (450°F) for 20-22 minutes or until nicely browned. Turn out layers onto cake racks. While layers are still warm, place sliced berries between them and on top. Serve plain or with light or whipped heavy cream.

Serves 8 428 cal. per serving without cream

Tested in THE AMERICAN HOME KITCHEN

MENUS

BREAKFAST		LUNCH
Chilled Vegetable Juice		Jellied Beef Consomme
Shredded Wheat with Raspberries		Cheese Omelet Tossed Salad
Basted Eggs	Toast Strips	Fruit Cocktail with Lemon Ice
Milk	Coffee	Iced Tea

DINNER

Stuffed Celery	Roquefort
Ripe Olives	
Brunswick Stew	Orange Rolls
Plum Cobbler	
Coffee	

green peas with mushrooms

Preparation time: 25 min.

½ lb. fresh mushrooms, sliced
2 tbs. butter or margarine
½ cup water
2 cups fresh or frozen green peas

½ tsp. salt
Dash of pepper
⅛ tsp. powdered marjoram

Place mushrooms in a 9-inch skillet and cook in butter until tender. Add water. Then add peas, spreading evenly over the bottom of pan. Sprinkle with salt, pepper, and marjoram. Cover and cook peas over low heat until barely tender, about 6-8 minutes. Frozen peas require a shorter cooking time, about 4-6 minutes. Remove cover and increase heat to evaporate any remaining liquid if necessary. Serve immediately. *Note:* If you wish to use canned sliced mushrooms, place contents of a (3 oz.) can mushrooms in a skillet, cover and bring to a boil over moderate heat. Add peas and proceed as directed above.

Serves 4-6 90 cal. per serving Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN

Dutch potato salad

Preparation time: 1 hr.

3-4 medium potatoes
1 cup Thrifty Salad dressing
Salt
1¼ cups celery, sliced

⅓ cup finely chopped onion
2 or 3 sweet pickles, chopped
3 hard cooked eggs, sliced

Wash potatoes, cook with jackets on in enough water to cover until they are just done. Allow to cool, slip off jackets and cut into ½-inch cubes (there should be about 2½ to 3 cups). Add ¼ cup salad dressing, salt to taste, and allow to stand in refrigerator for about 30 minutes. Add celery, onion, pickles, eggs, and remainder of salad dressing and mix carefully so that potatoes and eggs will not be broken up.

Thrifty Salad Dressing: Mix together 3 tbs. flour, 1 tbs. sugar, ¾ tsp. dry mustard, ½ tsp. salt and ⅓ tsp. paprika in a small saucepan. Add one egg and beat well until blended. Combine ¼ cup vinegar and ¾ cup water and add slowly to the above mixture, while cooking over low to medium heat. Stir constantly until the mixture thickens. Remove from heat and let stand a few minutes. Add 2 tbs. butter and beat well until butter melts.

Serves 4-6 234 cal. per serving Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN

gives potato salad the tang and sweetness that's just right for summer suppers, luncheons, picnics, and dinners. You probably know that from earliest times it has been the dressing that has made the difference in salads. That's the just due of a dish concocted originally to satisfy *taste* instead of hunger.

To satisfy thirst, you'll be having iced tea often this summer. Some tips for short cuts: Make it fresh, make it doubly strong, pour it hot over cracked ice—and do have plenty of extra ice on hand. Some tips for extra flavor: Squeeze a few drops of fresh lemon juice into each glass before the tea is poured into the glass (this, indeed, in addition to the slice of lemon which goes into the glass after the tea has been poured), add a sprig of mint for a cool decoration but don't forget that mint has a flavorful pungency that is best brought out by bruising a few leaves in the bottom of the glass. Have you discovered woodruff yet? It's lovely and fragrant, delicately so. You'll like it as a change from lemon or mint; don't combine it, the flavor's too delicate. You need to develop a taste for woodruff, and you may even grow it in your own garden! But it's worth time and work as anything connected with cooking is, we think.

Thrifty Dressing is well named. It's a one-egg mixture easily whisked up



Grill 'em... and fill 'em!



Harold Eldridge

There was a time when the idea of a family picnic was received with a volley of disturbing silences. Today, the mention of the subject is received with enthusiastic acclaim. There may be a little stammering and squirming from some male member of the family who is somewhat cranky about food and who frankly admits that he isn't especially interested in the project.

There's an answer for this problem—a grill of some kind. For picnic food prepared on a grill will lull the dissenters and convert them into the most enthusiastic picnickers.

There are a number of commercial charcoal grills on the market. The homemade grill performs magnificently and, if well designed, is practically foolproof. Either is within even a modest budget. One of the

• steak, country style



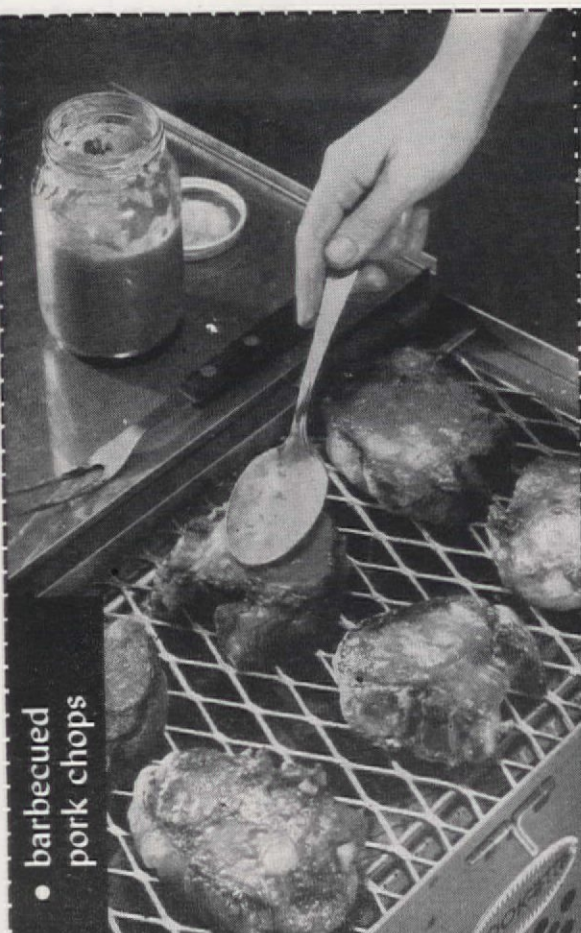
HARRY BOTSFORD

best homemade grills I've seen in ages is made from a discarded kitchen sink. A friend bought it at a bargain, made some small holes in the bottom to give a draft to the fire, made a folding frame to hold the sink, bought a grill cover. The grill fits neatly in the back of the family car. It can be set up at a picnic ground in a jiffy. It also functions in the back yard. Like all grills, it's easy and simple to operate. A little kindling in the bottom is lighted, charcoal is placed over the flame and presently glowing heat works magic with a lot of common foods. And, what can beat a hot outdoor meal? The grill has served to make picnics popular again, and it can be used in the privacy of your own back yard, on the terrace, or in a country setting of your own selection.

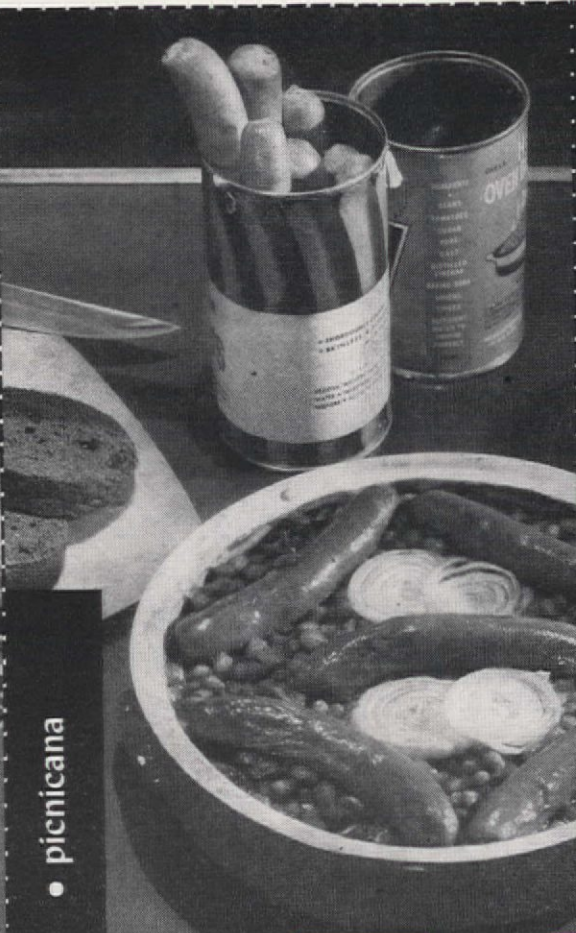
The grill enables you to boil, broil or fry—and, while the cooking surface is small, it is sufficient. The ideal outdoor meal must be simple, easy to prepare—and easy to eat!

Take Country Style steak, for example, a glorious and uplifting dish. You'll need the biggest frying pan in the house for this rare concoction of steak, mushrooms, and onions, cooked with sour cream, grated cheese,

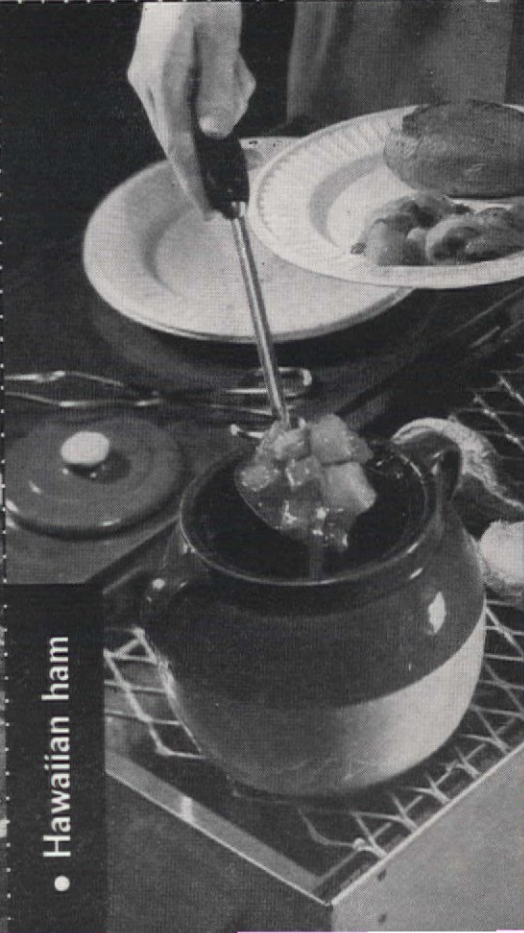
• barbecued
pork chops



• picnicana



• Hawaiian ham



• steak, country style

2 lbs. round steak
Seasoned flour
½ cup butter or margarine
2 medium onions, sliced
½ lb. peeled mushrooms, sliced
½ cup water

2 tbs. grated cheese
1 tsp. salt
Dash of pepper
¼ tsp. paprika
½ cup sour cream

Preparation time: 1¼ hrs.

Have steak cut into serving pieces and dredge in flour seasoned with salt and pepper. Melt ¼ cup of the butter in a large skillet and add onions and mushrooms. Cook until onions are tender and mushrooms are lightly browned. Remove onions and mushrooms from pan or push to the side. Add the remaining ¼ cup butter and brown steak on both sides. Stir in the remaining ingredients. Cover skillet and cook until meat is tender enough to cut with a fork.

Serves 6 477 cal. per serving
Recipe submitted by Harry Botsford

Source of vitamins A, B complex

Tested in THE AMERICAN HOME KITCHEN

Grill 'em . . . Fill 'em! (Begins on page 55)

and seasonings. You'll find the meat superlative, with a truly fine combination of flavors and real taste-appeal.

A few minutes before the meat is ready to serve, rub the surfaces of a split loaf of French bread with a cut onion and place cut side down on the grill to toast. Brush with melted butter and serve with the piping hot steak—a very happy combination, I assure you.

You might care to try barbecued pork chops on your grill. You won't be sorry, unless there's a shortage of pork chops! The aroma, as they are being prepared, will cause a certain amount of impatience on the part of the customers, but that's always on the plus side.

Mix your barbecue sauce at home. Easy, too! It's a happy combination of condensed tomato soup with seasonings that are a little unusual as you'll see when you read the recipe.

The chops are quickly seared, then drenched. The drenching is repeated as the chops are turned, and continued until each chop is brown and tender. The aroma is heavenly, appetite-tickling. With these fine chops, you may want to serve scalloped potatoes, cooked at home and

heated on the grill, and applesauce which is treated the same way. A grand and completely satisfying meal.

One of the most delightful of grilled picnic dishes is Hawaiian Ham cooked in a bean pot at home. Follow our recipe, as given on this page—any convenient time before your picnic. Then when you reach the picnic grounds, all that is necessary is to place the bean pot on the back of the cheerful grill until the contents are piping hot.

A little touch of distinction! That's what makes a picnic dish have a special significance, gives the food a new flavor, a savor that calls for some refined smacking of appreciative lips. Suppose you plan to serve those old favorites, baked beans and frankfurters. Why not combine them as in "Picnicana," our recipe using canned baked beans and canned frankfurters with barbecue sauce—those shelf dwellers that are always on hand and ready for a picnic? If possible, heat a can of Boston brown bread and serve it with the beans. Sliced tomatoes, a bunch of tiny, crisp young onions, radishes—and there you are! If you happen to have along an ice-cold, dead-ripe watermelon, you'll look a long way for a better or more appropriate dessert.

I've purposely overlooked the function the grill can perform in broiling a steak—or how nicely a lobster grills and how marvelous it tastes as it is eaten. Most of us

know what to do with a steak or a lobster, if we have one!

A picnic should be fun for all concerned. Especially for the cook! Use paper napkins, paper plates, and cups, if possible. When the picnic is over, pile them up neatly and burn them. Thus, the premises are kept clean and sanitary for the next picnic invasion.

The portable grill, whether it's homemade or a factory-designed affair, is just about foolproof. When the cooking is done, pour water over the charcoal—it can be salvaged and re-used when dry. The grill itself cools quickly and can be packed in the car by the time the meal is over.

A little planned homework lessens what must be done at the picnic site. Almost any stew can be partially or fully cooked at home, the job completed at the place where the grill is set up.

Even prosaic dishes become perfect meals when they are cooked on the outdoor grill. For example, ham and eggs served with a liberal helping of raw-fried potatoes! Hamburg, fried in loaf-form, served with a big platter of grill-fried onions, may sound heavy, but, once you smell the perfume of the cookery, you'll want not one, but two helpings!

Preparation time: 1¼ hrs.

1 tbs. soy sauce
2 lbs. smoked ham, cut in cubes
½ cup thinly sliced onion
1 cup thin green pepper strips
1 (No. 2) can pineapple chunks

Combine brown sugar, cornstarch, salt, vinegar, pineapple juice, and soy sauce in a saucepan. Cook until mixture is clear and slightly thickened, stirring constantly. Place ham in a bean pot or casserole, add onion slices, green pepper strips, and pineapple. Pour sauce over and bake in a moderate oven (350°F) for 1½ hrs.

Serves 6 638 cal. per serving
Source of vitamins A, B complex
Tested in THE AMERICAN HOME KITCHEN

• picnicana

Preparation time: 40 min.

2 tbs. molasses
2 (1 lb.) cans baked beans
6-8 frankfurters

½ cup minced onion
Fat
1 tomato, peeled and finely diced
Dash of Tabasco sauce

Sauté onion in a little fat in a skillet until tender, add tomato and a dash of Tabasco. Add the molasses and the beans and mix well. Pour into a casserole, top with frankfurters and bake in a moderate oven (350°F) for 30 minutes. If desired, beans can be cooked in a skillet over the grill or on top of stove burner and topped with grilled frankfurters just before serving. For a quickie dish: mix canned beans with the prepared barbecue sauce that is packed with canned frankfurters. Place in a casserole and top with frankfurters and very thin slices of onion. Bake in a moderate oven (350°F) for 30 minutes.

Serves 6 350 cal. per serving
Source of vitamin B complex
Recipe submitted by Harry Botsford
Tested in THE AMERICAN HOME KITCHEN

• barbecued pork chops

Preparation time: 1 hr.

1½ tsp. salt
2 tsp. chili powder
½ cup hot water
1 bay leaf
Dash of thyme
6-8 loin pork chops, cut 1-inch thick

2 tbs. salad oil or fat
4 garlic cloves, minced
1 large onion, sliced
½ cup lemon or lime juice
1 can condensed tomato soup
2 tsp. prepared mustard

Pour oil into skillet, add garlic and onion, and cook until tender. Then add all the remaining ingredients except the pork chops and simmer 15-20 minutes. Place in a jar to cool (this can be made up the day before the picnic.) Place pork chops on the grill or under oven broiler, if it is to be a meal at home, and lightly brown on one side. Drench the brown side of the chops with barbecue sauce and continue to pour sauce over the chops until they are well-browned. Turn chops and repeat the procedure. Any left-over barbecue sauce can be heated and served over chops.

Serves 6-8 304 cal. per serving
Source of vitamin B complex
Recipe submitted by Harry Botsford
Cook-ette, The Outdoor Fireplace Co.
Tested in THE AMERICAN HOME KITCHEN

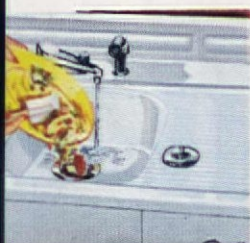


Visit your Youngstown Kitchen dealer and see this gleaming, white-enameled steel beauty—*exactly* as illustrated. It's so easy to own!

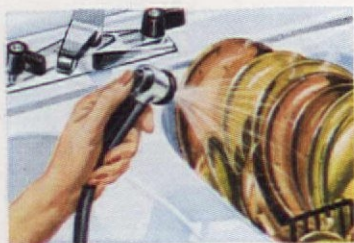
Dream kitchens with wished-for price tags



Beautiful 66" twin-bowl Kitchenaider-Muller Combination (one of 10 models). Washing and food preparation are wondrously easy. Five drawers, two huge compartments. One-piece top of finest, acid-resisting porcelain enamel. Sparkling white blends perfectly with any color scheme.



Magic! Mullinaider electric discharge disposer sends food down the drain. Fits all Kitchenaiders. Safe and sanitary. Free home demonstration.



See the swinging mixing-faucet and speedy rinse spray. Spray reaches all parts of sink top. Great for dishwashing and cleaning vegetables. Typical Youngstown value. See your dealer!

THERE'S more pleasure for your family in a Youngstown Kitchen than any other home equipment.

A gorgeous kitchen of lifetime, white-enameled steel that's *just right for you* is created by arranging a Youngstown Kitchenaider cabinet sink with base and wall cabinets and accessories. No costly remodeling!

This month Youngstown dealers are featuring the lovely kitchen shown above. Stop in and see the work-saving, 48" twin-bowl Kitchenaider with *laundry-deep* second bowl (11"). Note the lavish storage space, wide work areas... the "extra touches" you're *sure* to want. Then you'll know it's Youngs-

town for you, whether you build or remodel.

The price is like a wish come true. A Youngstown Kitchen costs only a FEW DOLLARS a month, financing through dealer or bank. *No wonder Youngstown is the unquestioned kitchen leader!*

To learn the name of a nearby factory-trained dealer, call Western Union by number and ask for Operator 25... or send coupon.

MULLINS MANUFACTURING CORPORATION
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Youngstown Kitchens

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Please send me your Youngstown Kitchen booklet. I enclose 10c in cash, to cover cost of mailing.

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20 pages featuring beautiful Youngstown Kitchens in color. Full details of Youngstown units and tips on arranging a new kitchen. Enclose 10c in cash. No stamps, please.

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I plan to remodel

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Read these letters—

Dear Sirs:

I am using your new Swans Down Instant Cake Mix for all my cakes these days, and I want to say it is "the" finest product of its kind on the market today. It is definitely a "homemade" cake in a package.

MRS. DELBERT BOOSTROM,
Victoria, Ill.

That "homemade" quality in Swans Down Instant Cake Mix comes from using ingredients as fine as you'd use yourself, Mrs. Boostrom. Egg whites that taste farm-fresh, prepared by an exclusive process. Long-keeping, all-vegetable shortening. Delicate, home-type flavoring. And most important of all, Swans Down Cake Flour.

Dear Sirs:

I just felt I should write you a note to tell you how much I like your Swans Down Instant Cake Mix.

I had used two boxes and baked a big cake to take to a reunion. Everyone raved

about my wonderful cake, and a lot of women came to me for the recipe. It sure didn't take me long, as I said to them, "Just go to the store and buy two boxes of Swans Down Instant Cake Mix."

MRS. GLENN B. BARNER,
Lemoine, Pa.

We hope, Mrs. Barner, that your friends won't all start using two boxes at a time. We have a hard time keeping stores stocked!

Dear Sirs:

I am a mother with two children and one is just a baby. So you see, it's hard to make cakes the old way, as it takes away valuable time. But now it's 1-2-3 and you have a cake, and I must say it's even better than one can make herself.

MRS. JOHN YANUZZI,
Cleveland, O.

When you say it beats your own, Mrs. Yanuzzi, you're in good company—a lot of prize-winning cakemakers say the same.



Foil the heat

ELIZABETH FULLER

Pardon the play on words, but it is exactly what happens when you make wise use of aluminum foil. No one wants to be in the kitchen a longer time than is absolutely necessary these beautiful July days, or any of the warm summer days ahead. Aluminum foil can eliminate much of the tedious pan-scrubbing, and last-minute preparations for summer parties. Besides being highly moisture-vapor-proof, thus giving extra protection when needed, it is very pliable, conforms to any shape you desire. Add these following suggestions to your own for foiling the heat this season.

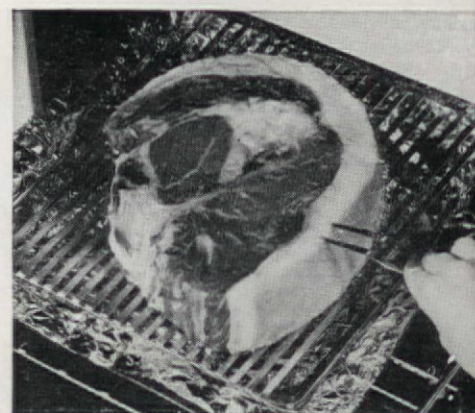
Warm garlic or cheese bread—good with cold salad, hot soup. Use favorite recipe, place loaf in hot oven for a few minutes, tightly wrapped in aluminum foil



If you do not have a divider for your pressure cooker, form cups with foil and cook several vegetables simultaneously. Steam individual puddings wrapped in foil. Serve from the foil cups



With this trick you'll even get Dad to wash the broiler pan when he finishes that last bit of steak. Fish broiled directly on a sheet of foil will be easy to remove in one piece



Were there ever such raves about a mix?



1 box Swans Down Instant Cake Mix
1 cup milk

For glorious white cake, add 1/2 cup milk to contents of box, blend, beat 1 minute. Add remaining milk, beat 2 minutes. Bake, following package directions. For other delicious variations, see recipes in box.



• The only cake mix made with Swans Down Cake Flour

Swans Down Instant Cake Mix

Gives Swans Down Fineness!

Gives Swans Down Tenderness!

Gives Swans Down Delicacy!

Product of General Foods



A roasting pan, especially one used for ham with brown sugar glaze, can be messy. Hold all juices in with foil wrapping. Spread scored ham with mustard, brown sugar, grated orange rind before wrapping. Last few minutes of baking, fold back foil



Summer months often overtax refrigerator crisper drawers. Trim greens, wash and drain. Form envelope of aluminum foil and fold ends tightly. Keep in refrigerator until ready for use



Cool baking: line heavy skillet with foil and prepare pineapple upside down cake as usual. Cover, bake over low heat on surface unit for about 45 minutes. Comes out in perfect shape without sticking



Tea sandwiches or canapés, made hours ahead in the cool of day, let you join the party fresh as a daisy. Place open-faced sandwiches on foil-lined trays. Cover with foil. Wrap loaf or rolled sandwiches in foil also



Picnic lunches packed day before leave you free for fun the day of picnic. Foil-wrapped goodies will withstand hazards of mailing when you send a box away to that boy or girl at camp



Golden Quencher ★

Keep cool with icy-fresh pineapple juice in a crystal-clear glass. It's sparkling refreshment to perk up wilting appetites. Grand for entertaining, good for daily fare—delightful when it's Dole! (Be sure to prepare for "seconds" on extra-thirsty days.)

Cool, cool sunshine in a



Summertime Salmon ★

For a cool kitchen and a cool you, make it a broiler meal. Try colorful salmon steaks next to flavorful Dole Pineapple Slices. Unusually easy to broil and specially fancy when served on a wooden plank. With Dole's sun-ripe richness, it's a sure success!

pineapple dinner by **DOLE**



Pin...apple Peppermint ★

Finish off a flavor-bright dinner the pineapple way—cake slices with Dole Crushed! Top with whipped cream, sprinkle with peppermint candy . . . with new crisp-cut Dole Crushed, it's new-found flavor every time you buy!

★By Patricia Collier, Dole Home Economist
Hawaiian Pineapple Co., Ltd., San Francisco 6, Cal.

**sun-bright
for summer!**



Picnic at home with this summer-bright Daystrom furniture that's made for modern living. You'll love the new settee! In three units, its personality changes to suit your whim. Fit it flat against a wall, curve it around a corner, or make three chairs of it! New, too, is the cordial club chair that's welcome in bedroom, living room or den. All richly upholstered in gay-hued Duran, so handsome and long wearing. Washable, too! Settee, \$134.50*. Club chair, \$27.50*. Stool, \$8.95*.



Make mealtimes merry with this lighthearted dinette set. The graceful table is tidily topped with satin-smooth plastic, made for hard wear and easy care. Swishes clean in a jiffy with a damp cloth. Yes, that's Duran on the comfort-curved, spring-seated chairs—colorful and washable, too! All Daystrom furniture is designed in superb gleaming chrome *electroplated* on sturdy steel. At department stores and furniture stores everywhere. Ask for it by name. Daystrom dinette sets can be purchased from \$49.95* to \$144.50*.

Slightly higher in West and South. Subject to change without notice.

Furniture for casual living—featured by stores from coast to coast

-it's DAYSTROM furniture!

Don't worry! All Daystrom table tops are laminated plastic—resist heat, scratches, stains! They're even cigarette-proof!

AN **ATF** ASSOCIATE

Where to begin...

BASIC
for future reference
DATA

Preserving summer's bounty is easier if you take stock of equipment

before beginning . . . pictorial check list to expedite procedure, influence results

EDITH RAMSAY

TO CAN OR TO FREEZE: Perhaps this is your first year of housekeeping, and you want to do yourself proud. Or maybe you have been an apartment dweller in the past, and now you have a kitchen large enough to include a pantry or freezer. In either case, it will be helpful to look over what you have in the way of preserving equipment. Then check our pictures for additional pieces to simplify the summer's work before you.

Follow the latest instructions from an authoritative source for methods of preparing and processing foods. Make certain all equipment is in good working condition and follow manufacturer's instructions for using.

If you are a beginner, wise buying will pay dividends. There are utensils you use every day which are needed for your preserving program. They are not used specifically in any one type of preserving, so we have made a separate grouping of them.

1. Large colander for washing fruits and vegetables, also steaming. This one fits into its own kettle.
2. Wooden spoons, fine for stirring as they are poor conductors of heat.
3. Household scales save time and prevent guesswork.
4. Enamel kettle, because of non-staining properties, is perfect for pickles, relishes, spiced fruits.
5. Layer cake tin filled with hot water used to place jars in while filling. Also used in freezing, placed under dripping wire basket full of scalded vegetables.
6. Bowls of many sizes are another necessity.
7. Liquid and dry measures of heat-resistant glass can be used for measuring hot as well as cold liquids and foods.
8. Nested measuring cups from one-quarter cup to one cup.
9. Cutting board for slicing and chopping food.
10. French knife used for chopping.
11. Slotted spoon with multiple uses.
12. Paring knives of two sizes means having the right tool for the job.
13. Sturdy measuring spoons of aluminum, a must for accurate seasoning.

Ralph Steiner



PLEASE TURN TO PAGE 62

Summer Suggestions

YOSEMITE FALLS
 Yosemite National Park.
 Sheer drop of 1430 feet.



Kool-Aid Will Help You Beat the Heat

HOT WEATHER get you down? Relax with ice-cold Kool-Aid. A 5¢ package makes 10 big, cold drinks. Serve refreshing, full-flavored Kool-Aid treats such as: frozen desserts, frozen suckers, gelatin desserts. They're easy to make. Try them! **SIX** delicious flavors.

KOOL-AID KID SIX DELICIOUS FLAVORS

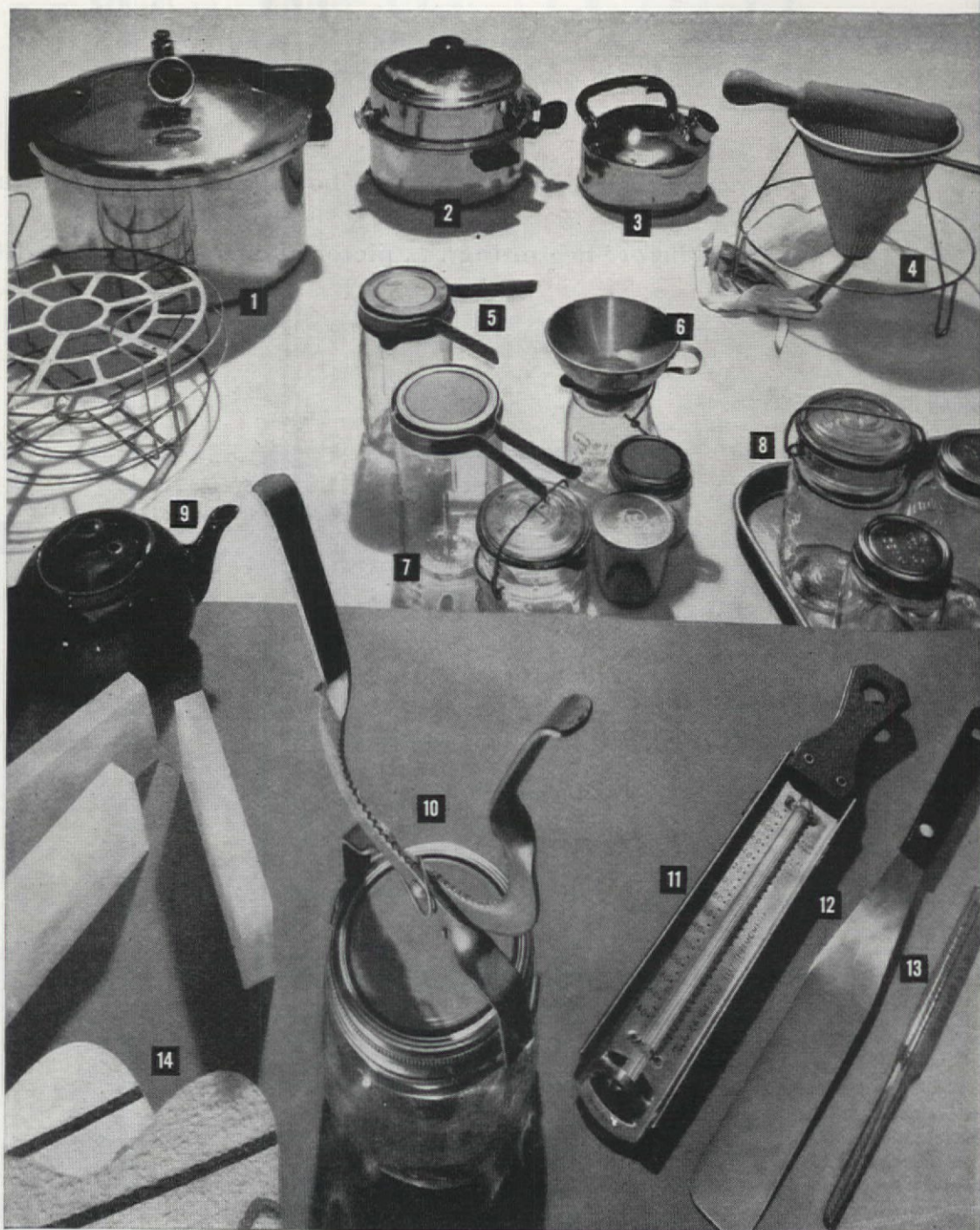
AT GROCERS

TASTY RECIPES ON EVERY PACKAGE

5¢

"Kool-Aid" is a registered trademark of Perkins Products Co.

Where to Begin (Begins on page 61)



TO CAN: Think how good you will feel next winter when your husband asks, "Did you really can these peaches? Gosh, they are good." Here are aids to easy canning.

1. Pressure canner always useful for cooking large cuts of meat quickly, but a must for canning non-acid vegetables and meats in safety.
2. Pressure Jacket Cooker for speeding up the long slow cooking of jams and preserves.
3. Teakettle for supply of boiling water.
4. Fruit and vegetable press, almost indispensable for making juices and purées. Muslin jelly bag can be made to fit the frame.
5. Jar opener and sealer insures tight seal and simplifies opening.
6. Wide-mouth funnel with removable strainer screen for filling jars; especially good for juices and small pieces of fruits or vegetables.
7. Various types of canning jars to fill your

every requirement as far as size and type of closures are concerned.

8. Large tray will save steps and energy.
9. Small teapot is perfect for melting paraffin. The spout avoids spilling over when sealing jellies, and melted paraffin can be kept fresh and clean because it is covered. Place teapot in pan of water to melt paraffin.
10. Canning tongs to help prevent burns and breakage when lifting hot jars.
11. Thermometer for jelly making greatly reduces chances of failure.
12. Spatula of stainless steel when placed down the inside of filled jar allows air to escape and gives better pack.
13. Jell Meter will tell you how much sugar to use when making jelly.
14. Pot holders of spongy plastic material. Easily washed with damp cloth. Just wipe dry.

FREEZE: More and more home-makers are realizing the merits of the freezing. To those familiar with the freezing procedures, it may seem too strange and different to attempt at home. As you can see from the equipment needed it is quite simple and consists mainly of a good variety of packaging material. Before purchasing your packaging material, however, it is best to decide what you will freeze and then get right containers. Carton filler with three sizes of separators. Especially fine for cellophane liners, which are not stiff enough to stand by themselves.

Heat-sealer for sealing frozen food packages having cellophane or film liners or outer wrappings of these materials.
 Food scalding which consists of deep aluminum covered kettle with basket to fit. Most vegetables require pre-cooking to set color and prevent enzymatic action, which causes spoilage.
 Round cardboard containers, in several sizes, are heavily waxed on inside, some also waxed on outside and need no liner or heat-sealing.
 Waxed freezer paper can also be had laminated with cellophane.
 Aluminum foil, highly moisture-proof, takes shape of contents.
 Special cellophane for freezing can be heat-sealed.
 Pliofilm wrapping material very flexible; also heat-seal. Can be re-used for wrapping sandwiches or refrigerated storage if not punctured.
 Paper pie plates and cake plates. Pie or cake can be baked right in these and then wrapped for freezing. Frozen unbaked can go right into oven from the freezer.

10. Glass freezer jars can be reused and allow you to see what's inside, which reduces the labeling necessary.
11. Stockinette protects cellophane wrapped food and holds cellophane tightly to food. It stretches both in width and length and only requires knotting at each end.
12. Freezer tape by the maker of household utility tape. Sticks at zero temperature. Freezing requires special tape, otherwise package may become unsealed during storage.
13. Permanent marking ink for packages won't come off in the freezer; also wax pencil which will resist moisture and can be used for marking packages waxed on the outside.
14. Cardboard freezer boxes of various shapes and sizes, some with cellophane liners on the inside, others with cellophane on the outside to be heat-sealed. These are especially suited to freezing such foods as corn on the cob, asparagus, rolls and cream puffs.
15. Boxes made of aluminum foil, wonderful for cooked foods because they may be reheated in the package. Wood square and metal sealer are all that's required for sealing.

Just as a carpenter is particular about having the right implement for each task to insure its successful completion, so must you if you are to be proud of your preserving.

Two excellent booklets on home freezing have been prepared by U.S. Department of Agriculture—both free of charge:
 #AIS-48 Home Freezing of Fruits and Vegetables
 #AIS-74 Chicken in the Freezer
 Address request for booklets to:
The American Home Booklet Service
 55 Fifth Ave., New York 3, N. Y.

"Ironing is 3 times easier with Satina in my starch!"

WRITES MRS. DONALD BUTLER, WAYNE, ILLINOIS



"SATINA WORKS LIKE MAGIC!" writes Mrs. Butler. "Satina in my starch makes ironing 3 times easier and gives the clothes a lovely fragrance. I like it very much for dresses."

Satina is a wonderful ironing aid that you use with boiled or un-

boiled starch. It dissolves easily in boiling water or the boiling starch solution.

It not only makes ironing lots easier, it makes clothes smell fresher, look newer, and stay clean longer, too!



FREE FULL-SIZE PACKAGE

WE'RE SO SURE you'll love Satina, if we can just get you to try it once, that we're offering you a free full-size package. Enough for 4 big starchings. Just try it and judge Satina for yourself!

A Product of General Foods

SATINA, Dept. 106, Battle Creek, Michigan
 Dear Sirs: Satina sounds good to me. Now I'd like a free full-size package to see how much easier it makes my starched ironing.

NAME _____
 STREET _____
 CITY _____ STATE _____

Satina users say: **Put SATINA in your starch!**
 It makes starched ironing 3 times easier!"



new Firestone
Velva-Flo[®]
AERATOR
faucet attachment



takes the
splash
out of water!

Now! The very kitchen tap you've been using can produce a bubbling stream of water, *with never a splash or spatter!*

Just slip this little Aerator on your faucet and turn the tap. Instantly, a clinging stream of bubbles wraps itself around glassware, dishes, hands—sliding gently down into your sink as the bubbles vanish. *You can even work in a long-sleeved party dress—this unique aerator process keeps water from splashing.*

Why put up with old fashioned, splashy water taps one minute longer. Ask your favorite department, hardware, drug, variety, plumbing supply store or Firestone stores for a Firestone Aerator for every faucet in your home. For the name of the Aerator dealer nearest you, write Firestone, Akron.

and
only **89¢**
at your
favorite store

saves hot water
makes the most of suds
quicker, easier rinsing
feels softer on your hands
makes tap water taste better

Listen to the Voice of Firestone Monday Evenings over N.B.C.

TRADE MARK

©1949 FIRESTONE TIRE & RUBBER COMPANY

Books

(Begins on page 9)

words among its 125,000 entries. Supplementary sections include a pronouncing gazetteer, biographical data, a list of colleges and universities, a vocabulary of rhymes.



The Stork Didn't Bring You, by Lois Pemberton. (The Hermitage Press) Price, \$2.75 . . . Written for the teen-ager in his own lingo, this book tackles the facts of life in a straightforward fashion which will appeal to youngsters and their parents as well. Besides presenting the facts of reproduction and birth in simple language, the book discusses the many emotional and physical problems which crop up in adolescence. A book to clear away doubts and confusions among teen-agers.

The Young Folk's Cook Book by Harriet and Laurence Lustig. (The Citadel Press) Price \$1.50 . . . Here is an excellent "how-to" cook book for the young who aspire to culinary mastery. Written in simple style and punctuated with humorous drawings of food and utensils, the recipe directions for both everyday and party foods are easy to follow.

The Story of Plants by John Asch. (Putnam's) Price \$5.00 . . . Though encyclopedic in scope and thoroughness, this 408-page book, the result of years of study, travel, reading, observation, and work with plants, is absorbingly interesting and readable. If you have wondered about, or doubted, the vital importance of plant-and-man relations, it will answer many questions; if you haven't, it will reveal wonderful, fascinating facts. Tuba Hofmann's drawings would be even more helpful if the lettering were not so small. (John Asch also wrote "May Facts and Fancies" in the *MAY AMERICAN HOME*.)

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

LOOK, HOW YOU
CAN SAVE
SAVE
SAVE



MODEL 143A
\$4995
Including attachment

THERE'S A DEALER*
IN YOUR TOWN WHO'LL SHOW YOU

CADILLAC SAVES TIME and ENERGY • Makes quick work of a cleaning task—from floor to ceiling.

CADILLAC SAVES RUGS and CARPETS • Gentle dual action brush beats and sweeps—loosens deep-down dirt as Cadillac supersuction picks it up.

CADILLAC SAVES MONEY • Compare these cleaners with any on the market—Cadillac tops 'em for value.

* Write for dealer's name

2-SPEED CONTROL

MODEL 143A

\$5995

Set of 8 attachments, extra



Prices Slightly More West of Rockies

CYLINDER TYPE \$6995
Including full set of attachments

CADILLAC
Revolving Brush and Cylinder
VACUUM CLEANERS

SINCE 1911
Sold only by reliable dealers.

CLEMENTS MFG. CO.

6601 S. Narragansett Ave., Chicago 38, Ill.

For EXTRA-RICH
BROWN DELICIOUS
GRAVY

Use
KITCHEN Bouquet

It's easy to make gravy extra-rich, extra-brown with that true meat taste. Just stir in Kitchen Bouquet! Adds no artificial flavor. Used by good cooks for over 70 years.

COSTS SO LITTLE.



AMAZING OFFER—\$40 IS YOURS
For Selling Only 50 Boxes Xmas Cards
Also 50 and 25 for \$1.00 with or without name. Free samples. Other boxes on approval. Entirely new, different de luxe assortment with feature television card. Cute plastic assortments. Write today. It costs nothing to try. Cheerful Card Co., Dept. W-5, White Plains, N. Y.

ALWAYS BUY **Aristo-mats**

To protect your stove top from heat, scratches, nicks, chips and stains
Demand ARISTO-MATS, the finest for sale at all Department and Hardware stores.



PHOENIX TABLE MAT CO. CHICAGO 7

How to Lay Linoleum Tile (Begins on page 36)

Photographs by F. M. Demarest and Acme News



You'll need these to lay linoleum tile



Plane rough spots, remove old paint, varnish, wax, grease. Sanding machine rented from paint or hardware store does thorough cleaning job if floor is in bad condition. Sanding takes care of old felt stuck to floor



When floor is smooth and clean, apply floor size to seal pores of wood for firm adhesion



Important: Lay lining felt *dry* first. Be sure to have felt run at right angles to floor boards—prevents cracks in floor from opening. Cut felt for entire floor before starting to paste. Have all pieces accurate in fit. Butt edges carefully; do not overlap. Surface must be even

TURN TO PAGE 66

STAR-KIST MANDALAY SALAD



Serves 6 for 68c

Here's a SALAD! Mild, delicious Star-Kist Tuna, crisp celery, tart apple — seasoned to perfection! Just the thing for a party luncheon or with dinner at home tonight! Remember, Star-Kist is better-tasting, because it's the smaller, milder tuna — known as "the best-tasting tuna in all the world!"



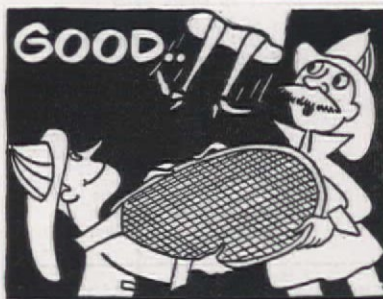
Buy Solid Pack or Chunk-Style, Star-Kist Quality is the Same!



Free Tuna Recipe Book
Economical, kitchen-tested, tuna recipes. 24-page booklet! Write Star-Kist Tuna, Terminal Island, Calif., Dept. 67

MANDALAY SALAD

- | | |
|---|-------------------------------|
| 1 7-oz. can Star-Kist Fancy Solid Pack (or Chunk Style Ready Flaked) Tuna | 1/4 tsp. salt |
| 1 tsp. lemon juice | 1 tsp. prepared mustard |
| 1/2 cup salad dressing or mayonnaise | 1 cup diced celery |
| 2 tbsps. light cream | 1 cup diced, unpeeled, apples |
| | Lettuce |
| | Dash of cayenne pepper |
- 3 Easy Steps**
1. Drain and flake tuna fish; sprinkle with lemon juice.
 2. Thin salad dressing with cream, add salt, cayenne pepper and mustard.
 3. Combine tuna fish, celery and apples with dressing. Serve on lettuce. Serves 6.



the cracker with that swell cheese flavor
America's largest selling cheese cracker!
Sunshine Biscuits, Inc.

fussy about french dressing?

Miracle French was made for you! Subtle, zesty, with just a hint of garlic, it has the Parisian accent you've been looking for.



NOTE: If you don't want even a "hint" of garlic, get Kraft French. It's immensely popular.

The AMERICAN HOME menu maker



ONLY
\$2.50
COMPLETE

HUNDREDS OF THOUSANDS ARE USING THIS UNIQUE RECIPE FILE

● Completely redesigned after long research, this new improved Menu Maker is the last word in a safe, convenient, instantly usable place for filing your treasured recipes. Made of strong durable plastic, the box comes in a striking combination of black and white to tie in with much of your kitchen equipment. Measuring only 6"x11" yet it contains space for filing more than 1,000 recipes. Planned to set on your pantry shelf or kitchen counter top; when open, it exposes all your entire 1,000 recipes, properly classified from Appetizers to Vegetables, with additional indices included for menus and specialties. An added feature is a helpful weights and measures table mounted on the inside of the removable Menu Maker cover and always in view for ready reference and information.

● With the Menu Maker comes an augmented and newly organized set of stiff pre-printed index cards—45 of them—making your Menu Maker fingertip convenient and every recipe instantly available, whether an individual dish or an entire party menu.

● Also included without additional cost is a sample supply of the specially designed Cellophane envelopes into which you can place each recipe to keep it spotless while in use. These envelopes are waterproof and greaseproof. Order a new Menu Maker for your kitchen today with our guarantee to refund every penny if you are not satisfied. Please use convenient order form.

● Here is the perfect place to keep your recipes. Easy to use, so inexpensive that every home maker can afford one. Priced at only \$2.50, the Menu Maker will pay for itself in no time by helping the busy housewife plan meals and buy her foodstuffs more efficiently and economically.

● Several hundred thousand Menu Makers have been purchased by our readers and are in daily use. The specially designed Cellophane envelopes, samples of which are included, will protect your recipes when in use. They also make for easier filing.

THE AMERICAN HOME, Dept. M, 55 Fifth Ave., New York 3, N. Y.

I enclose \$..... Please send me at once the items checked.

- The American Home Menu Maker\$2.50
- The American Home Menu Maker with 200 envelopes\$4.00
- Additional Envelopes, 100 for\$1.00

If you live in New York City, please add 2% Sales Tax. Sorry, none for Canada.

NAME

STREET

CITY ZONE STATE

MY GRAN'MA AND ME HEV BEEN USIN' 3-IN-ONE FER AS LONG AS I KIN RECOLLECT... NUTHIN' LIKE IT!



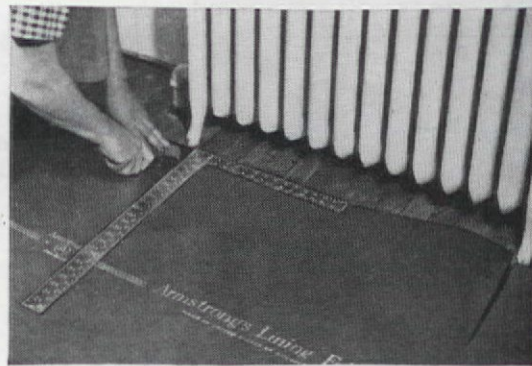
GET EXTRA PAY This Easy Way!

Do you need EXTRA MONEY? Then get it this easy way—sell Artistic Christmas Cards. Everyone buys richly designed Name-Imprinted Folders at 50¢ for \$1 and up. Making big sales—and big profits—is just a matter of showing FREE Samples! Add many more dollars to your income by also showing...

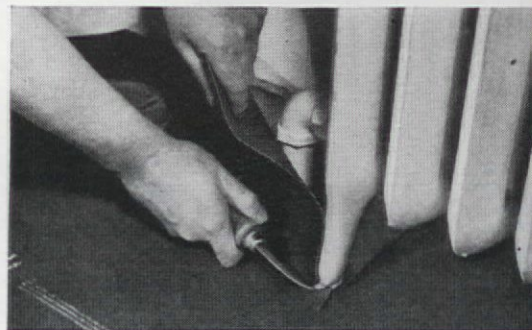
32 Money-Making Assortments
Amazing value FEATURE Assortment of 21 lovely Christmas Cards pays you up to 50¢ profit on \$1 sales. Also Religious, Humorous, Gift Wraps, Newest Plastic greetings, dainty Gift Cards... Brand new Name-Imprinted Correspondence Notes, Decorated Napkins, Floral Stationery, Cash in on this big money-making line of Greeting Cards now. Send for FREE Imprint Samples, FEATURE Assortment on approval. Write ARTISTIC CARD CO., INC., 208 Way St., Elmira, N. Y.

Sell Christmas Cards \$1 With Name FREE SAMPLES 21-Card \$1 Assortment

How to Lay Linoleum Tile



Use square ruler to be sure felt is absolutely straight when cutting to fit under radiator. Cut slits for legs with linoleum knife



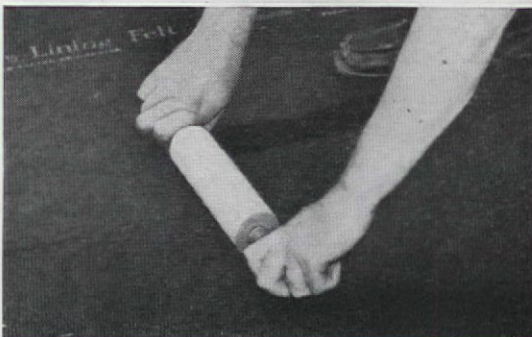
Push felt under radiator, then cut around legs with linoleum knife



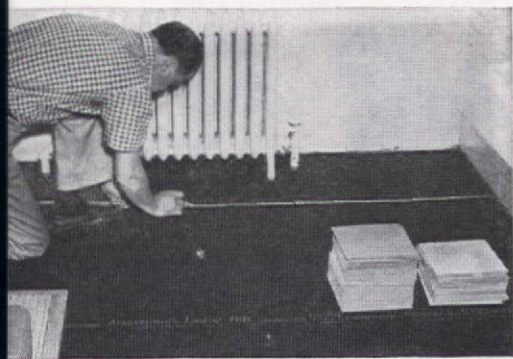
After felt has been all cut and laid out on entire floor, fold back in half. Apply paste to floor area 3 feet square, using special notched spreader, available at local stores



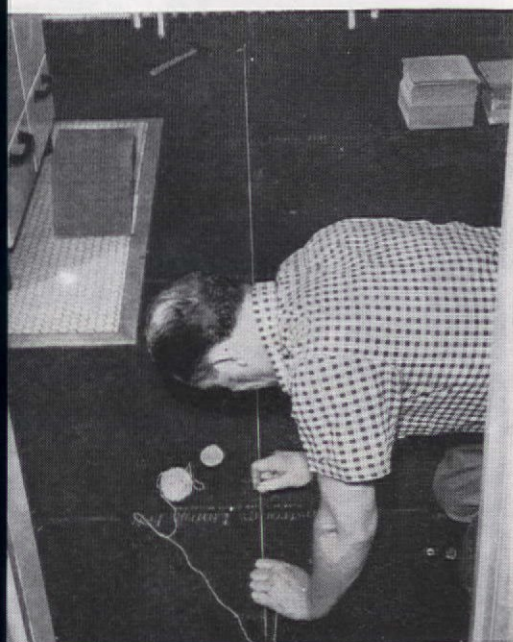
Be absolutely sure there is no overlap by carefully butting seams. Smooth down felt from center toward outer edges. Continue until one half of floor is finished, then do other half of floor, finishing entire felt process



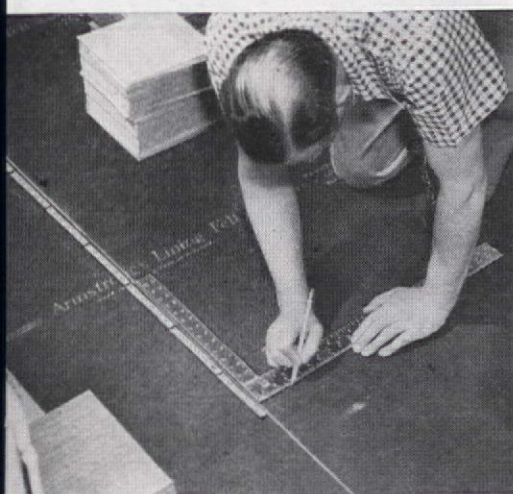
Smooth all seams and air bubbles with common kitchen rolling pin, using pressure. Roll from center out to edges



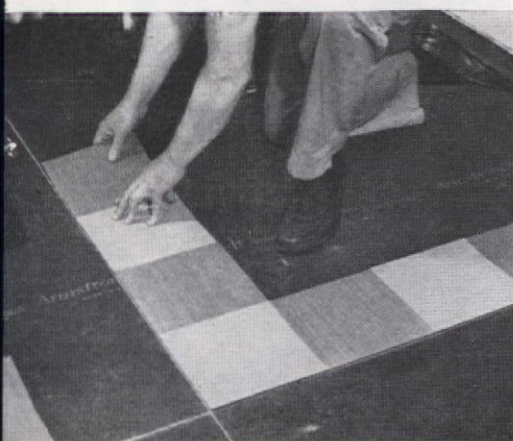
Most important step of all: Marking off felt to assure straight laying of tile. Measure width at one end of room with folding rule. Divide width in half to determine center point. Hammer small nail here



Repeat measuring process on wall directly opposite. Fasten well-chalked cord to one nail, then stretch across length of floor, fasten to other nail. Hold tautly, snap quickly twice, to mark off center line of felt



Using folding ruler along chalked line, measure, and mark midpoint. Using square rule, draw line at right angle to midpoint. This should be exact center of room. Mark crosswise with chalked cord process. If room is L-shaped or irregular in plan, determine center point of largest room area



Starting at exact center lay tiles *dry* along chalked lines, alternating direction of stripes in tiles. Cover area 3 feet square. Stand off and view to be sure tiles are placed correctly—you can't correct after pasting

TURN TO PAGE 68

Amazing LUMITE Screening is *Longer Lasting* because it's rustproof!



CORROSION-PROOF • CAN'T STAIN THE HOUSE • AMAZINGLY STRONGER

Name the enemies of ordinary screening:—salt air and salt fog . . . industrial smoke . . . rain or snow. *Not one of these has any effect on LUMITE.*

Here at last is a screening that can be unconditionally guaranteed never to rust, rot or corrode . . . guaranteed never to stain your house. Yet this new miracle plastic screening costs only 11½¢-12¢ per square foot—little more than the cheapest . . . less than any other quality screening.

It's easy to frame . . . and so strong that when properly framed it will never sag nor bulge. Punch it. You'll see it give, then regain its original tautness.

Insist on LUMITE for your new house or when replacing old screens. On sale at leading hardware, lumber and building supply dealers.

For free sample and further information, write Dept. AH-3, LUMITE DIVISION, Chicopee Manufacturing Corporation of Georgia, 47 Worth Street, New York 13, N. Y.

Facts for Architects and Builders:

Effects of acids, alkalis and solvents—Essentially none.

Effect of age—Independent scientific tests indicate that LUMITE is more durable than any other type of screen cloth under all climatic conditions that might normally be encountered.

Non-inflammable—Will not support flame . . . is self-extinguishing. Softening point, 240°F.

Tensile strength—Up to 40,000 lbs. per square inch.

Impact strength—Greater than conventional screening.

Installation—Cut with ordinary scissors. Fold cut edges under one-half inch. Tack or staple the screening smoothly and evenly every 1½". Because of inherent characteristics, LUMITE will gradually draw itself into a snug, firm fit. For correct methods of machine framing, consult LUMITE engineers.

INSIST ON RUSTPROOF



LUMITE

woven saran screening

*Registered Trade-mark

It's the "dirt" you don't see that does the damage!

INVISIBLE germs often exist on sinks and drainboards ... germs that can menace family health. Ordinary cleaning is not enough. To protect health you need a dependable disinfectant.

That's why millions of women use Clorox in routine cleaning of kitchen and bathroom. For Clorox has germ-killing power ... it disinfects! In addition, it removes stains and deodorizes.

You get these 2 BIG EXTRAS with CLOROX

1. GENTLER BLEACHING ACTION
... longer life for linens!

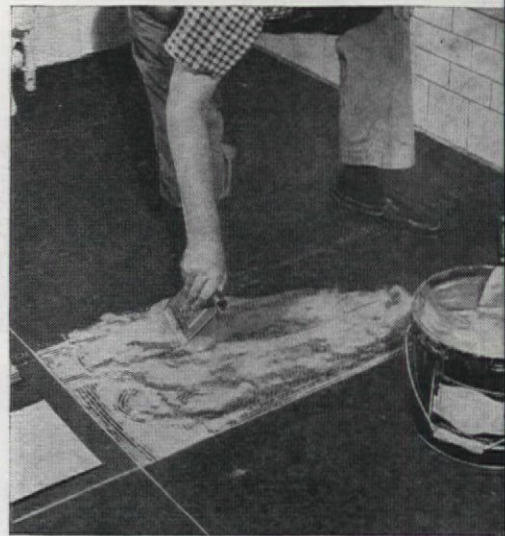
2. GREATER DISINFECTING EFFICIENCY
... added health protection!

Clorox conserves costly linens and does a better job of disinfecting because it's free from caustic and other harsh substances ... made by an exclusive formula protected by U.S. patent!
Copyright 1949, Clorox Chemical Co.

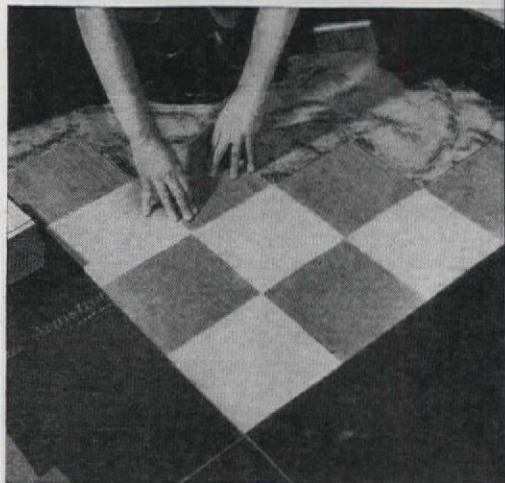
CLOROX ... AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT

How to Lay Linoleum Tile (Begins on page 36)

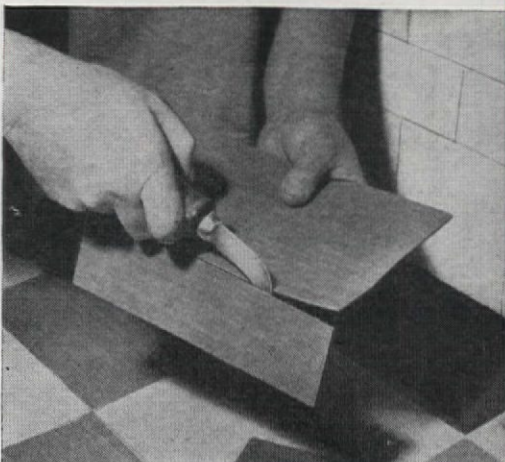
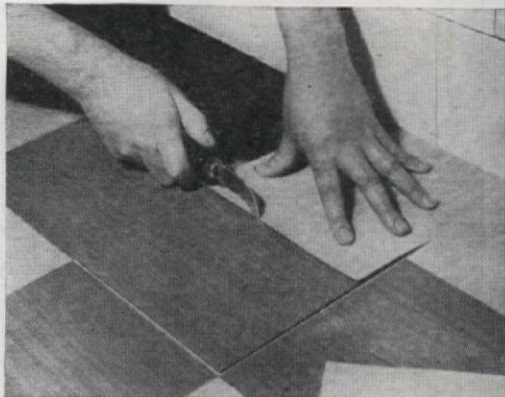
Put aside tiles, then paste floor area 3 feet square, or as far as you can comfortably reach. Use same notched spreader and paste you used for felt. Do not use brush; paste is too thick to brush



Starting at center corner, press tiles down firmly into paste, snugly together. Do not stand on pasted tiles. Kneeling lessens danger of tiles sliding. Do one quarter of room, to within one (or part of one) tile from wall. Then lay border (see next caption)



Borders are nearly always part of one tile. To cut correct size, place full loose tile directly on top of pasted down tile nearest wall. Check order of Jasper stripes. Using yet another loose tile place it tightly against wall or baseboard, partly over other loose tile. Holding top loose tile firmly in place, use its edge as guide. Score lower loose tile with knife. Cut scored tile, keeping edge smooth



TURN TO PAGE 70

GOOD SANDWICHES! WHAT ARE THEY?

THEY'RE MADE WITH UNDERWOOD'S ... THE ORIGINAL DEVILED HAM!

ALL FINE HAM ZESTFULLY SEASONED America's Favorite Sandwich-Spread

UNDERWOOD
TRADE MARK
NET WEIGHT 2 1/4 OUNCES
DEVILED HAM

P.S. Mix UNDERWOOD'S into your macaroni and cheese casserole — it's wonderful.

NO WASHING + NO DRYING + NO BREAKAGE + NO HELP OR HUBBY NEEDED FOR DISHES

PAPER PLATES

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PAPER PLATE ASS'N, ROOM 3702A, 122 E. 42nd St., NEW YORK 17, N.Y.

INDIVIDUALLY YOURS

paper napkins

at every meal

CONVENIENT ECONOMICAL

Less work, more fun for outdoor eating, too!

Be sure it's a **DAZEY**

Form a DAZEY CHAIN of kitchen products

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Mixed Colors
Guaranteed to bloom.
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*In all the world...
no other paint like this!*



Here's a wonderful *new* paint, incorporating every feature you've asked for—and more! No-where will you find anything like it! It's an oil finish, of course, but it does things no oil finish has *ever* done! It offers the seven most desirable qualities a paint can possess . . .

**All Combined for the First Time
in ONE Paint!**



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Seven Star ★ *Imperial*

United States Gypsum - Chicago

★ For an
Oil Finish...

★ **JUST STIR
AND APPLY**
no muss-no mixing

★ It's **WASHABLE**
*just use
soap and water*

★ **DRIES IN
AN HOUR**

★ **GOES RIGHT OVER**
*wallpaper and most
interior surfaces*

★ **ONE GALLON**
*does the
average room*

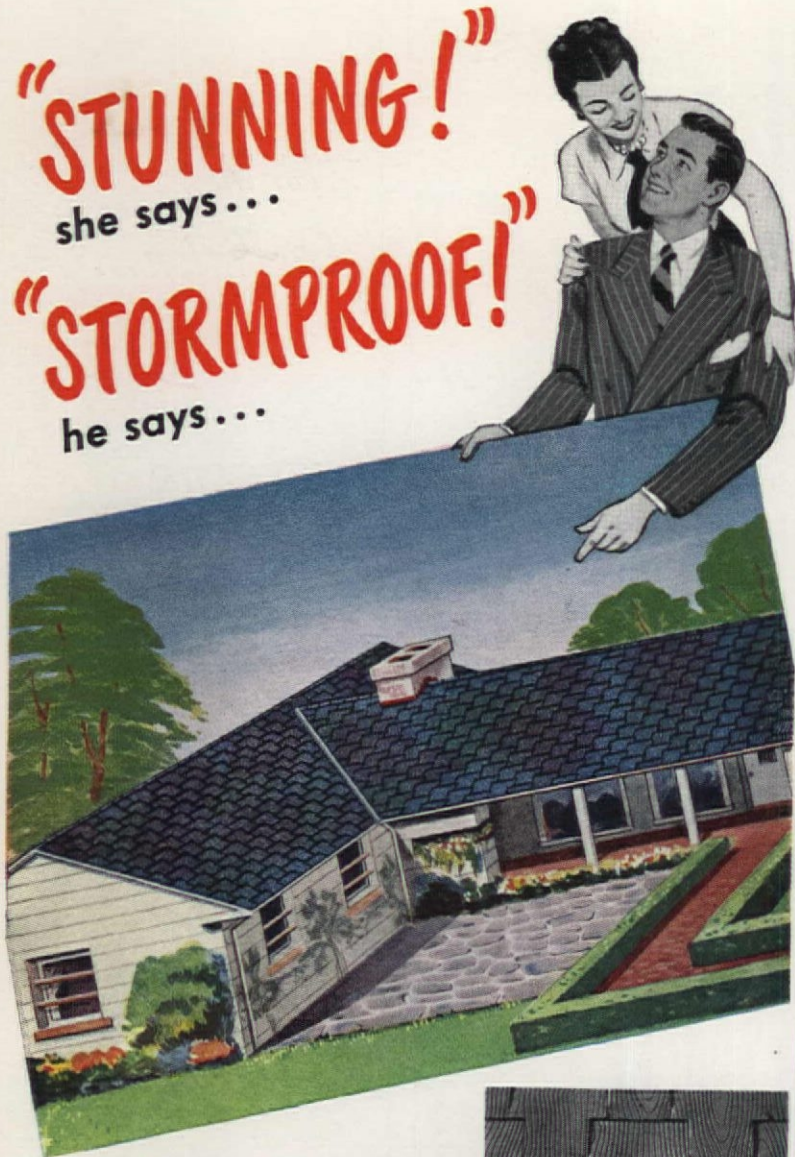
★ **GORGEOUS**
new colors

*soft pastels, exciting
custom shades, dra-
matic deep tones—all
styled by experts, all
decorator-endorsed.*



"STUNNING!"
she says...

"STORMPROOF!"
he says...



Now... **ROOFING BEAUTY**
that gives **DOUBLE PROTECTION**
against wind and weather

Here is shingle beauty that is actually real shingle *strength*, as well!

The patented, interweaving design—responsible for smart, basket-weave appearance of Ruberoid Dubl-Coverage Tite-On Shingles—also forms **TWO** complete thicknesses over entire roof!* Even hurricanes have failed to tear these shingles loose!

A product of over 60 years' experience in developing *top-grade* building materials, Dubl-Coverage Tite-Ons assure you of more *trouble-free* years for your roofing dollar. See your Ruberoid dealer, or use coupon below.

**(Three Thicknesses—at certain vital points!)*



"ONE-PIECE" ROOF!

Concealed interlocking and nailing firmly link shingles into "one-piece" roof—giving wind and weather protection to spare! No gadgets or exposed nails to rust away!

Dubl-Coverage
Tite-On Shingles

The RUBEROID Co.

Building Materials for Home, Farm and Industry
MORE YEARS FOR YOUR DOLLARS WITH RUBEROID

AR 7
The RUBEROID Co., 500 Fifth Ave., New York 18, N. Y.

Please send free booklet on Dubl-Coverage Tite-On Shingles.

- I am interested in shingles for new roofs
- I am interested in shingles for re-roofing

Name _____

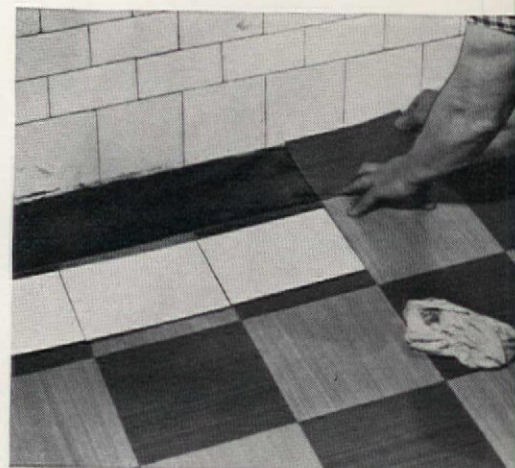
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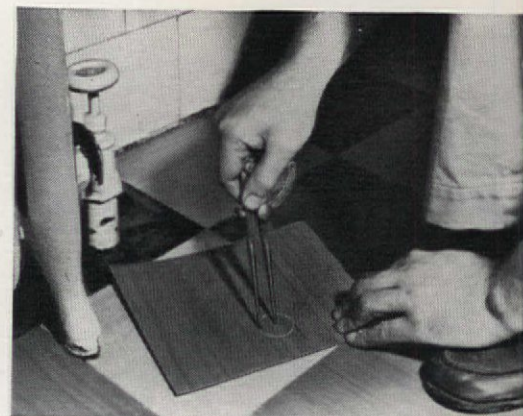


SAVE TWO CENTS... PASTE COUPON ON PENNY POSTCARD!

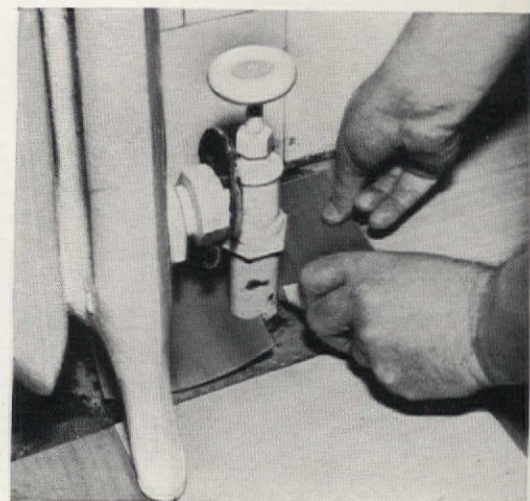
How to Lay Linoleum Tile (Begins on page 36)



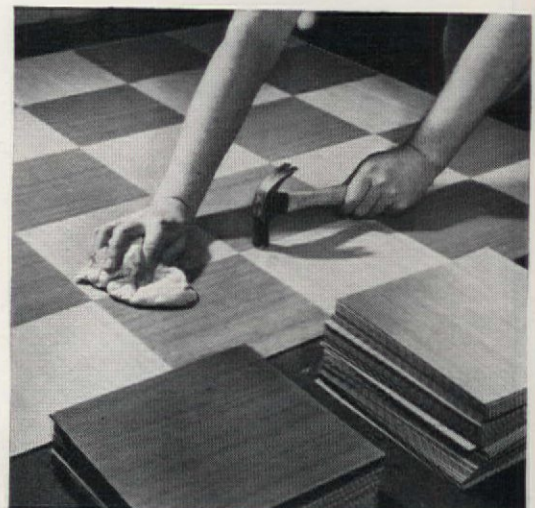
After all border tiles are cut for first quarter of floor, flip back on to laid area. Paste up border and press tiles down firmly



To fit tiles under radiator, raise leg with jimmy or similar tool. To fit around pipe, measure distance of pipe from edge of last laid tile. With carpenter's dividers mark on tile to be laid a circle same diameter as pipe



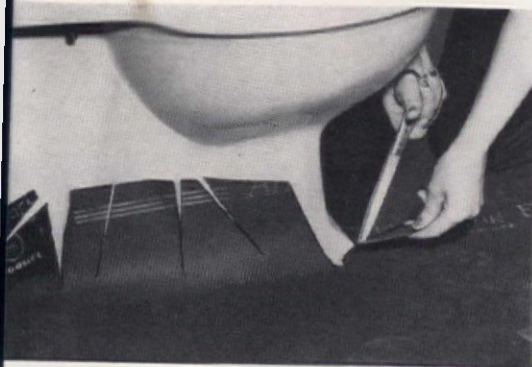
Cut out circle with linoleum knife. Make slit from hole to edge of tile. Fit tile around pipe and cement in place



After one quarter section of floor has been completely laid, glide smooth head of heavy claw hammer down all seams, using pressure.

Wipe off excess paste with damp cloth as you go along. Continue to second quarter of floor. Then on other side of chalk line start third quarter from exact center as before

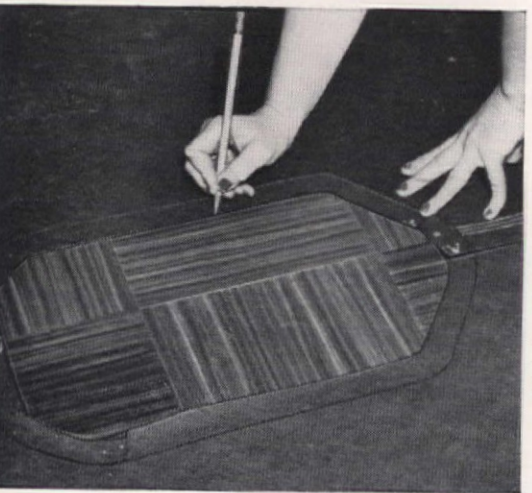
How to cut tile around a toilet base



Cut strip of felt long enough to cover one section of floor. Lay dry from wall up to front of bowl. Then holding upright against bowl, slit felt downward to floor. Now cut felt in segments all around bowl as you would curved armhole of dress



Use linoleum knife to trim off excess felt around toilet bowl, making sure of close fit



Use felt pattern hole cut for bowl to mark off linoleum tile squares, which have been laid out to size on floor of another room. Process is similar to cutting a dress



Tiles will be laid exactly as for kitchen sequence, except for cutting around toilet bowl. The result is an accurate fit



Photo U. S. Gypsum Co.

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insist on Ponderosa..

It will pay you to make sure that your doors, windows, frames, screens, storm sash and cabinets are Ponderosa Pine. Precision made for easy installation, Ponderosa Pine woodwork is available toxic preservative treated for extra resistance where staining, decay, insect attack or humidity are problems.

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These PLUS values cost nothing extra!

You'll get more for your money when you insist on Ponderosa Pine Woodwork. Ponderosa Pine takes finishes without "grain raising," and holds them in colorful beauty for years. Ponderosa Pine Woodwork is sturdy—for a lifetime of service and smart design. And remember, Ponderosa Pine windows add extra insulating value to your home: wood is a natural insulator.



Send NOW for this Idea Book!

Now is the time to plan a more colorful home with Ponderosa Pine Woodwork. You'll find a host of ideas in our 32-page illustrated booklet, "Today's Idea House"—full of photos of actual installations. Just mail the coupon—or see your lumber dealer for further information.

for friendly living.....

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WOODWORK



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Please send me a copy of "Today's Idea House." I enclose 10 cents. (Please print.)

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To Keep Your Home Bright...

"Dutch Boy" Paint is Blended Right

...Ready-Mixed in Colors or White



Bright as a gay toy town...husky as the "Dutch Boy's" wooden shoes...cheery as his sparkling eyes...that's "Dutch Boy"...the paint with the *Happy BL-ENDING.*

Why does *Blending* mean so much? Because different *parts* of your house need different *kinds* of paint.

And *blending* means that each paint is exactly right for its particular job. Blended from the right combination of the right ingredients. Blended by the master hand of the "Dutch

Boy", whose skill as a paint-maker is known through all the land.

So, whether you need Bright White or sparkling Tints, gay Trim Colors, tough Porch & Floor Enamel, or high-hiding Primer... get "Dutch Boy"... the paint that's *blended* just right to *keep* your home bright.

See your "Dutch Boy" Dealer's name under "PAINT" in your classified telephone directory. Also mail the coupon below for free color-scheme booklet!

1. BRIGHT WHITE Blended to Clean Itself!

"Dutch Boy" Bright White is specially blended to be *self-cleaning!* The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for hiding. Gives a dazzling white finish that *stays* white!



2. TINTS Blended to Stay True!

"Dutch Boy" Tints are beautifully crisp and fresh... and they're expertly blended to assure *lasting, uniform* color!



3. TRIM COLORS Blended to Stay Bright!

"Dutch Boy" Sash & Trim Colors add the finishing touch to your home's protection. They're blended to *hold* their bright, gay gloss. Wonderful for garden furniture, too!



4. PORCH & FLOOR ENAMEL Blended to Stand Wear!

"Dutch Boy" Porch & Floor Enamel is blended for extra toughness. It laughs at punishment from foot traffic and weather!



5. PRIMER Blended to Seal, Hide and Hold!

An undercoat of great sealing and hiding power, that holds fast. When used under a topcoat of "Dutch Boy" Bright White or Tints you get a superior two-coat job... *even on unpainted wood!*



FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home, inside or out, for Blended Beauty with the new "Dutch Boy" Paints. For your free copy, address Dept. 62, care of the nearest office listed below.



..... MAIL COUPON TODAY!

NATIONAL LEAD COMPANY, Dept. 62, (Address nearest office) New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.).

Please send me a free copy of your new color-illustrated booklet: "Blended" Beauty For Your Home.

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Address.....

City..... Zone..... State.....

"Save the Surface and You Save All"

National Lead Company

How Simple Can Life Be? (Begins on page 23)

ks for guests. To Nina Wolff the task of designing and supervising their construction. In these temporary vacation homes owners have provided an atmosphere of comfort, peace, privacy, and "space" for busy people in search of a simple unpretentious holiday. Their appeal is indefinable. Hurry-by at forty miles an hour, one might catch a fleeting glimpse of soft curtains at a many-paned window or a lovely old jug on the sill and with pink cosmos. Everywhere there are flowers in diminutive old-fashioned gardens, miniature walks of white sand bordered by seashells and gray dusty-miller. The sun-deck at the rear of one of the largest shacks is filled with a light array of lounging chairs. Careless groups of men and women fish the lazy stream in rowboats. The focal point of the village is the main house, once an old boathouse, which contains a large living room, two bedrooms, bath, and old-fashioned kitchen. It is here that the Wolffs live and act as gracious hosts. The Wolffs' love of primitive things is honest and sincere and everything is put to good use. An old wooden pudding dish is often used for centerpiece on the dining-room table. Two tall, glistening apothecary jars are filled with red stick candy at the holiday season. Nothing is used that can't serve a decorative as well as a useful purpose. This reasoning could be the essence of all contemporary thinking; utilitarianism need never smack of the machine world. The Wolffs feel real affection for

all their little shacks, although the "Studio" is their special pride and joy. This is largely because it is a perfect replica of a true salt-box house. Here there's a living room and bedroom combined plus dressing room and bath. Walls are of soft blue, the floor an antique red. Red-and-black plaid corduroy spreads cover the two beds while other furnishings include a stenciled blanket chest, kidney table, a decorated card table, boudoir chair, and rose-colored Brussels carpet. Even more primitive are the furnishings in the "Red House" which boasts a tiny narrow kitchen at its rear. Cooking utensils hang from the walls and a long counter, covered with red linoleum, serves as an eating bar above which windows afford view of dock and river. In its two rooms "Rusty Deck" provides sleeping quarters for four while "Poop Deck" has the distinction of a butler's wine chest to serve as icebox. Away from the gaudy, blatant advertising so associated with tourist camps on main highways, Fisherman's Village is, literally, "out of this world." It is Cape Cod in miniature and as such fits naturally into its coastal surroundings. Of course no one advocates living quite so primitively all year round but, since such an atmosphere is conducive to gaining a new lease on life, the formula might be well adapted to life in permanent homes. No one would accuse these little houses of austerity. They have charm, cut worry and drudgery to the bone, and are completely devoid of pretense. Let them point the way to a simpler, more relaxed future.



Clams, taters, and onions will soon be stewing in their creamy broth providing a savory chowder for the Fisherman's Village folk in this protected sandy sun-spot

Double your homemaking dollars with double duty

Samson

FOLDING CHAIRS \$7.95 each







TABLES \$12.95 each

armchairs \$14.95 each

INDOORS

OUTDOORS

Wedge-shaped low shelves round out three Samson tables to form a semi-circular "Executive's desk" for folks who like room to work. Outdoors, these same blue Samson tables with contrasting yellow chairs are perfect for serving a picnic buffet, and the wedge-shaped shelves form a rectangular serving bar!

-  Your choice of Samson tables in six smart decorator colors.
-  Upholstered in one-piece, stain-, mar-, and heat-resistant Samsontex. Clean with a flick of a damp cloth.
-  Frames and legs are electrically welded, hard-temper steel. Won't snag nylons! Tables are larger, higher for extra comfort.
-  Table and chair legs can't pinch fingers... fold quietly and compactly, lock securely in place.
-  Samson chairs are perfectly balanced—can't tip or wobble.
-  Extra-wide Samson chair seats and backs are comfortably posture-fitting, spring-cushioned. Rubber tipped legs prevent floor scratching.

Budget-wise homemakers tuck a sturdy Samson folding utility table in every closet... wonderful \$5.95 EACH for a hundred uses.

Strong enough to stand on!

Jackson & Perkins

Presents

AN ENTIRELY NEW
COLOR IN ROSES!

Coral Suffused With Gold

"Fashion"

(Pl. Pat. 789)

The Finest Floribunda Rose
Ever Created!



ALL-AMERICA
WINNER
FOR 1950

Gold Medal Winner,
British Rose Society

SUPPOSE you had been one of the experts judging the 1950 All-America Rose Trials! Wouldn't you have joined in rating FASHION the top winner? Wouldn't these have been your reasons:

1) COLOR: Entirely new color for your garden. Buds of rich oriental red open slowly into miniature 3½ inch Hybrid Tea form . . . transforming themselves into a luminous pink, overlaid with gold. Then they soften into a clear coral; at last deepening to an exotic reddish tone. One of the loveliest color transformations ever to come from Nature's wondrous palette!

2) BLOOMS: Immense clusters . . . 20 to 25 flowers always in bloom. Subtle old rose fragrance. Each plant a continuous riot of color from early summer to frost.

3) EASY TO GROW: Hardy, vigorous, sturdy; holds dark glossy green foliage proudly.

4) A BUSY "BEAUTICIAN" IN YOUR GARDEN: Does many beautifying jobs—

blends well. Eye-arresting with shrubs or evergreens, or as a hedge leading to house or garden. Brightens up any home's outdoor appearance in foundation-planting groups of 3 to 5 plants. Blooms throughout entire season. Reaches height of 2½ to 3 feet; open blooms average 3½ inches, with graceful, wavy petals.

5) COMMENT: *London*—"Sensation of Westminster Show"; *Oklahoma*, "Too lovely to be real"; *Ohio*, "A great rose without faults"; *Chicago*, "The best Floribunda I have grown."

Select It Now—For YOUR Garden

Surely you too would have selected "FASHION" as the Winner! So why not select it NOW . . . for a prized place in your garden? It is GUARANTEED to live and bloom!

Demand for "FASHION" will be tremendous. So order at once—planting it this Fall, which (as the research and experience of experts prove) assures earlier, stronger, more generous blooms next Spring.

To avoid possible disappointment mail coupon today, stating number of "FASHION" plants you need to make your garden the "showplace" of your neighborhood. Jackson & Perkins (World's Largest Rose Growers), 605 Rose Lane, Newark, New YORK.

Free NEW CATALOG & GARDEN GUIDE

Our new 48-page Fall Catalog of Modern Roses and Perennials is now on press. Check box in coupon. Also, FREE, with your order, our Home Garden Guide. Gives valuable gardening information; tells how and why to plant roses this Fall for better roses next Spring.

LEADING DEALERS SELL
"FASHION" ROSE

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At the proper Fall planting time for MY locality, send me . . . guaranteed FASHION ROSE plants at \$2.00 each. Enclosed is \$. . . Also send FREE, with my order, your Home Garden Guide.

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Send brand-new full-color Fall Catalog FREE.
 Packed with newest and best in Roses, Perennials. (Regular J & P customers will receive catalog without requesting it here.)

From Your Own Garden



J U L Y

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Mrs. Helen F. Dietrich, Mrs. Catherine Hemingway, and Jack Roche, cooperating

July—month of brilliant sunshine, high temperatures, "hot" colors puts a premium on flowers that come in shades of blue, violet, lavender, as well as white. If, in addition to being suitable for arrangements, they come from plants that are hardy, tolerant, easy to grow, so much the better. Both those advantages are found in Japanese or Kaempferi, irises, subject of this month's picture. . . . The horticulturist, you know, can be blessed with beautiful flower arrangements for three months or more. The season starts in spring with dainty, low-growing pumila, cristata, and other dwarf types; continuing through June with the intermediates, tall bearded sorts and bulbous kinds, and ends in mid-summer with the handsome, huge-flowered Japanese varieties. In the arrangement above, a few open flowers, some buds, and several of the strong, graceful leaves rise naturally from the pottery bowl of the identical blue of the broad-petaled blossoms. . . . And on this gratefully cool note we close our series of flower arrangement suggestions that began a year ago—in the August AMERICAN HOME

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you'll do well with the
HARTFORD



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marine and casualty
insurance and fidelity
and surety bonds.

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or insurance broker

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INSURANCE COMPANY**

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Rid your lawn or garden of ants and keep them out of the house. Just keep CYANO GAS* handy and pour a few grains in each nest. The gas produced kills all the ants in the nest instantly. Can be applied in a matter of seconds. Sold at drug, hardware and seed stores.

*Reg. U. S. Pat. Off.

**HANDY SPOUTED CAN ONLY 39¢
KILLS A MILLION ANTS**
AMERICAN CYANAMID COMPANY
30-O Rockefeller Plaza, New York 20, N. Y.

Replace Your Unsightly, Unsanitary
Garbage Can
with a

**Majestic
UNDERGROUND GARBAGE RECEIVER**

Eliminate troublesome garbage cans. Bury your garbage BELOW GROUND this neat, economical way! Unit out-lets exposed can 3 to 4 times. Keeps odors in; pets and insects out. User-dorsed for 35 years. Easy to empty! 1-year guarantee. See dealer, or write.



Majestic Co., 142 Erie St., Huntington, Ind.

Useful Garden

(Begins on page 40)

the patio as part of a home landscape, rather than an exhibit, integrating it into a small lot without changing its overall design, so as to suggest one solution of the typical home owner's back-yard problem.

"Since the lot is small and closed in," he says, "I have tried to create a feeling of freedom and yet have it livable and pleasant. The panel screens and grape-stake fence afford ample privacy from neighbors or passing traffic. The brick deck and the lawn (introduced to soften the area) give sufficient space for any recreational activity of a small family. For this congenial climate, I have emphasized a fountain and pool, a shelter, an adequate sitting area, and a barbecue. This last mentioned item is patterned after the old-fashioned bonfire, at which one can roast a wiener or toast a marshmallow and still enjoy it by not having to stand up all the time, or freeze to death.

"The construction involved in all these features is comparatively simple and the installation cost is within the average family's budget. To help reduce some of the expense, it would be possible for the man of the house—if he were handy with tools—to do most of the construction himself.

"The shelter or pergola is of 'egg-crate' design and could be covered with vines, or even with a roofing material to protect from the elements. The overhead pattern of squares is carried down the side wall to provide shelves for potted plants and flowers, with plastic mesh screen on the outside to cut off the wind but allow plenty of light to come through. The panels, of plywood and 2 x 4 redwood vertical strips, provide a solid backing for the shelter.

"As to costs, here are prices for the materials used, and an overall contractor's figure for the garden:

1350 brick @ \$27 per M . . .	\$36.45
3 lbs. grass seed	5.25
Lumber (redwood S4S)	82.00
Fencing (pre-fab. and split grape stake)	88.50
Pool and barbecue (not in- cluding fountain)	20.00
Plants (mostly large stock from 5-gallon cans)	35.00

Total \$267.20

Estimated cost as installed by
contractor \$600.00

"The planting includes shrub masses of evergreen stock, three deciduous trees planted as one in the lower center of the plan, flowering perennials and annuals, and the lawn, which is the largest item. Maintenance, other than the usual lawn mowing and watering, is kept at a minimum through the use of controlled planting in permanent edged beds."



Rooms..pretty
as a picture

WITH

FLATLUX®

The one-coat wall paint MADE WITH OIL

Here's the quick, easy way to delightful, brighter rooms. Decorate with FLATLUX, the marvelous one-coat wall paint! FLATLUX, made with oil, covers wallpaper, plaster, paint. It brushes on smoothly—no streaks or laps! There's no messy mixing either, for FLATLUX comes to you ready to use. There's nothing to add—nothing to go wrong! FLATLUX dries fast. Paint in the morning—use room the same day. It comes in a wide range of beautiful, decorator colors. A gallon paints the average room.



REMEMBER . . .
THE BEST PAINTS ARE MADE WITH OIL

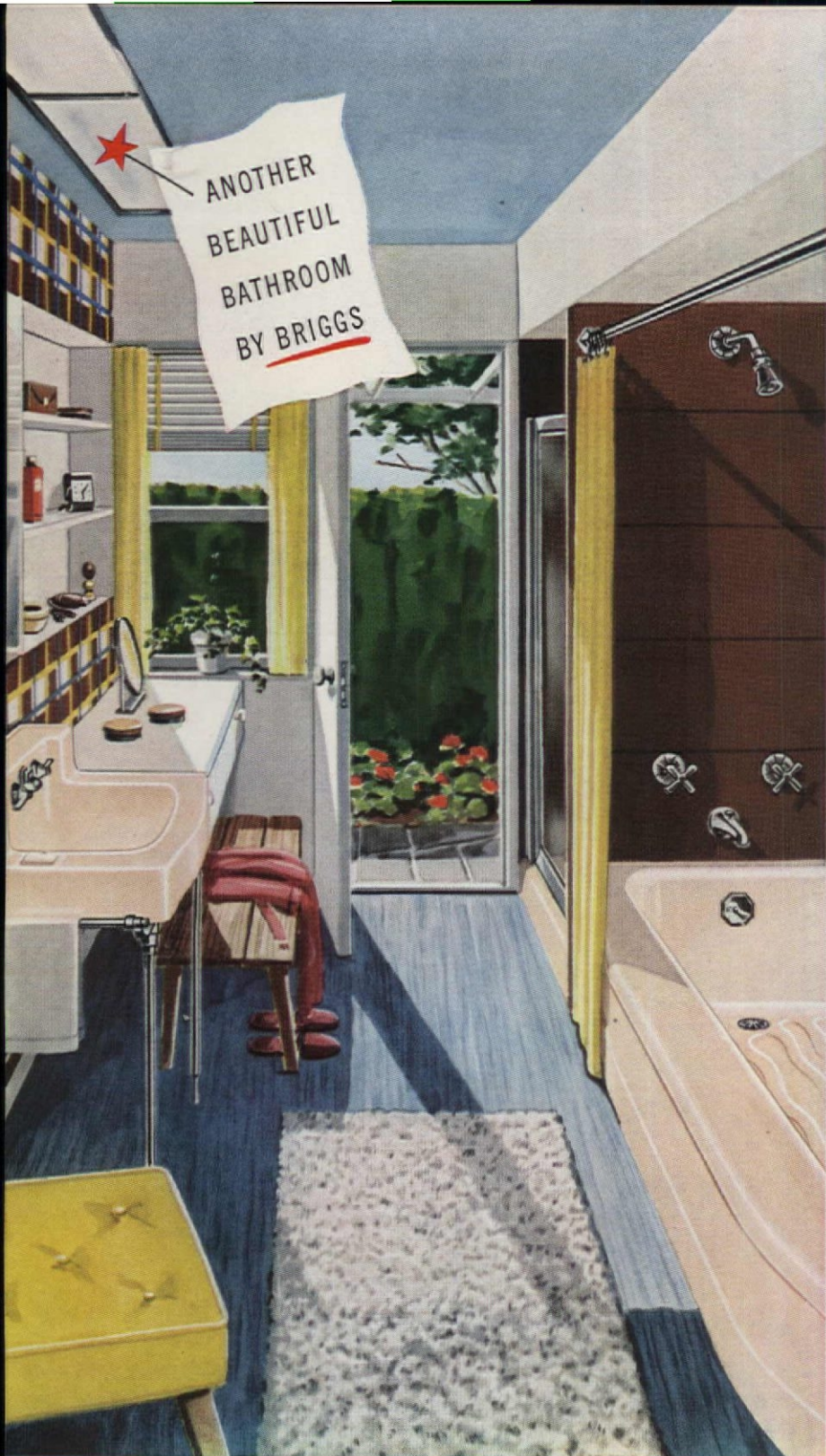
NEW

Perfect Color Matching

FOR WALLS AND WOODWORK WITHOUT MIXING
FLATLUX • SATIN-LUX • GLOS-LUX

3 different finishes in Identically Matched Colors
Here's the newest idea in smart room decoration, walls and woodwork in the same color in a flat, semi-gloss and high-gloss finish. With "eye-stubbing" eliminated, rooms look larger! Before you decorate, get the colorful, descriptive folder from your BPS Dealer, or The Patterson-Sargent Co., Cleveland, Ohio; New York, N. Y.

BEST PAINT SOLD  BY PATTERSON-SARGENT



Look for Briggs exclusive Safety-Bottom bathtub... it's safer for showers, sit-down baths.

Ground-level bath!

Equally wonderful—at the beach—on the farm—on with ardent gardeners everywhere! For this bathroom not only makes it easy to keep mud and sand out of the rest of the house but is smart and practical in every other way as well. *Briggs*

Beautyware guarantees it! Gives you plumbing fixtures that are space-saving in design... refreshingly different in color (Sandstone shown here is just one of Briggs decorator colors). What's more, they are easy to get clean, easy to keep clean! Come only in top quality stainproof porcelain enamel with tarnishproof chromium-plated fittings. Yet even Briggs Beautyware colored fixtures are amazingly low priced! See for yourself at your plumbing dealer's, today. Then for more new bathroom ideas send for this free booklet. Briggs Mfg. Co., 3009-g Miller Ave., Detroit 11, Mich.

BRIGGS
Beautyware
PLUMBING FIXTURES



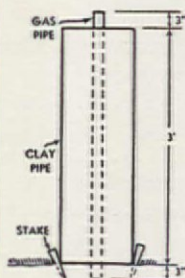
Homemade Roller



If you wish you had a lawn roller but don't feel justified in buying one, you can easily make one using these materials: One 3 ft. length of 10-in. (inside diameter) vitrified-clay, plain ring pipe; 3½ ft. of 1-in. or 1½-in. gas pipe; about 12 ft. of 2 x 4-in. lumber (less if you have an old lawn-mower handle); four 6-in. bolts; half a bag of cement, one of sand, two of gravel; an old box or smooth surface to mix in or on.

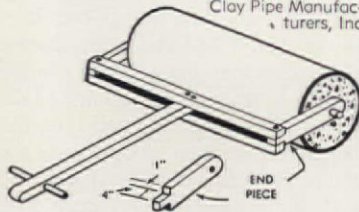
Set clay pipe on end on spot of hard, level ground and secure with stakes. Place gas pipe exactly in center, drive it 3 in. into ground, and brace it. Mix gravel and sand, add cement and continue mixing, adding water little by little until mass is evenly moist, not sloppy. Fill form, tamping and floating until gas pipe protrudes 3 in. at top, and leave for several days to set; sprinkle occasionally if weather is hot and dry.

Cut and bore wood pieces for handle as shown; fit and bolt together. Clay pipe can be cracked off with sledge or left on as part of roller until it breaks or chips badly.



Left, clay pipe form and gas-pipe axle set up on level surface ready for pouring of concrete... Below, finished roller to show details of handmade wooden handle. Photograph above shows adaptation of old lawn-mower handle

Courtesy, National Clay Pipe Manufacturers, Inc.



PROTECT DOWNSPOUTS AND GUTTERS with the right aluminum paint

• FREE BOOK TELLS you can add years of life to downspouts and gutters—keep them bright and attractive. For many helpful painting hints, send for free 24-page "Paint It Bright". Remember there is a difference in aluminum paints. Get *Alum Metal & Masonry Paint* for this symbol on the brand he sells. Write to: Paint Service Bureau, ALUMINUM COMPANY OF AMERICA, 2105 Gulf Blvd., Pittsburgh 19, Pa.

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A Weekend of Work ... a Summerful of Fun

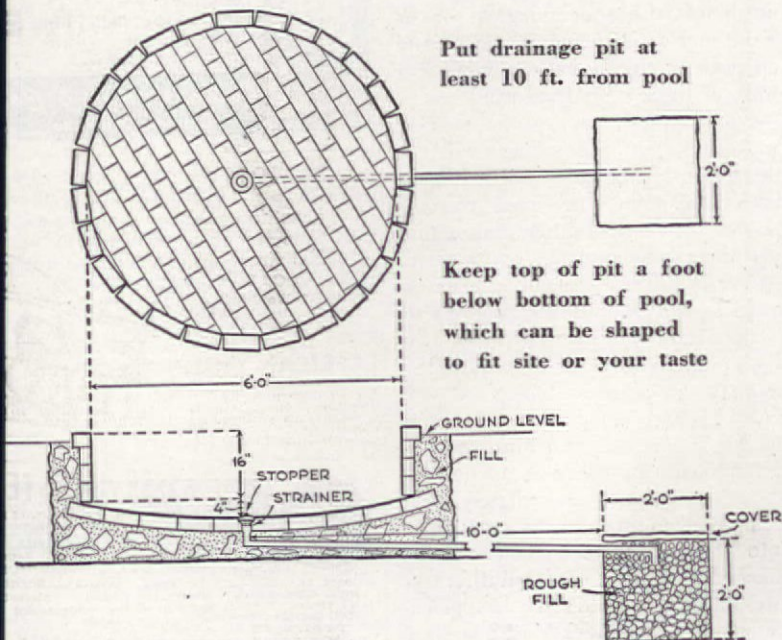
ANDREW TAKAS

last spring, after digging the stump of an old dead pear tree out of my back yard, I looked glumly at the hole it left, thinking of the work and soil—it would take to fill it. "Why fill it?" asked my wife. "Why not leave it there and make a wading pool for the children?" "Why not, indeed. So I made a brick-lined pool, and one week end later the pool was finished. The rest of the summer, two-year-old Andrea and five-year-old Jimmy spent part of every warm day splashing in it, and practically every child in the neigh-

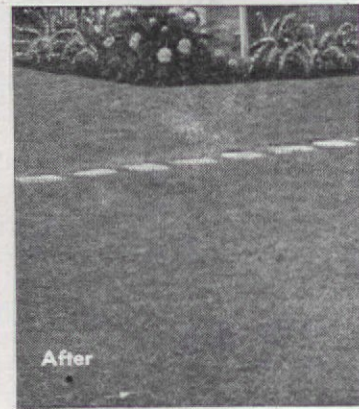
borhood shared the fun. The materials needed were: 1 bag cement, 225 bricks, 1/2 cu. yd. each of gravel and sand, coarse fill for drainage pit, a sink drain, and, of 3/4" pipe, 2 elbows, 1 4" nipple, and 1 10' length.

The pool is filled with the garden hose and empties into its own drainage pit; this avoids expensive connections. I made it of used, smooth-faced brick instead of cement so I wouldn't have to build forms and mix a ton or so of concrete, and though I had never laid a brick, the construction took only two days.

PLEASE TURN TO PAGE 78



Your neighborhood dealer has these famous house and garden products



1 CONTROL GARDEN PESTS with the

BUG BLASTER

DUST AND GUN All-in-One!

Protects flowers and vegetables from most destructive insects and diseases! Scientific mixture contains DDT, rotenone, sulfur, copper, and other plant-protecting ingredients. No mixing, no mess! For beautiful flowers and healthy vegetables, use BUG BLASTER regularly. No other sprays or dusts necessary! Get it today.

Big 36" size for all garden purposes \$1.98
... holds 2 lbs. of dust.....

Junior size for window boxes and small garden beds..... 69c



2 IT'S TIME FOR

WEED-NO-MORE

SPRAY away ugly lawn weeds!

Yes, it's time to make sure you have a beautiful, weed-free lawn *this* year! Just spray on Weed-No-More... dandelions, plantains, and other ugly weeds soon die, roots and all. For a lawn you can be proud of, get rid of weeds this easy, *proven* way!



THE NEW HANDY SPRAYER

Fits gal. or 1/2-gal. screw-top jug. Cap measures 1/2 ounce of Weed-No-More!... 39c

\$1.00 enough for average lawn 8 oz.

3 DESTROY HOUSEHOLD PESTS WITH PESTROY 10% DDT... 39c

Roaches, silverfish, ants, etc. In the handy Press-Cap Applicator!

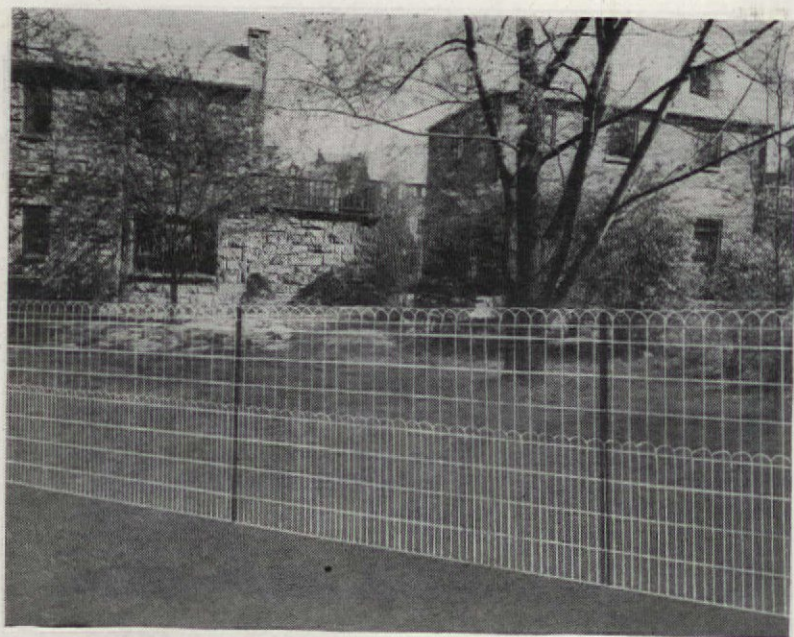


PESTROY 6% DDT LIQUID COATING

Brush it on garbage cans, door sills, drains, etc. 69c

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Acme White Lead & Color Works, Detroit • W. W. Lawrence & Co., Pittsburgh
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You can enjoy protection for your lawn, family and pets with Pittsburgh Welded Lawn Fence. You will save money, too, for it has a low initial cost yet is made to last for many years. Pittsburgh Fence is easy to install and will enhance the appearance of your property. Ask your dealer for it by name.



Pittsburgh Fence

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"The cards were so attractive they sold on sight. My friends and co-workers were happy to examine the cards, gave their orders unhesitatingly. I'm making friends in this new venture, aside from my regular duties."—Miss Mary M. Pasciucco, N. Y.



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"While in Nurses' course I made practically all my expenses selling Doehla Cards. Now I am graduated, but I wouldn't drop my card business for anything because it does not seem like work, but is a pleasure."—Dorothy Nephew, Calif.



Pays for Children's Clothes

"A year ago I needed little things for my 2 small boys, but I couldn't afford them. I sent for samples, and the extra money earned paid for more than the boys needed. Now saving to help pay for home."—Mrs. Donald Hance, Penna.

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JUST let your friends and neighbors see these famous Doehla All-Occasion and Christmas Greeting Card Assortments! They'll be delighted with the exquisite designs, glowing colors, beautiful decorations. And when they learn the price is only \$1 a box—for so many rich-looking cards—you'll have the same friend-winning experiences as the ladies above.

You make up to 50¢ profit on each \$1 box; even more on bonus orders. No special "knack" is needed—because everybody buys greeting cards throughout the year; they'll be delighted to get lovelier cards from you, pay less, and save the trouble of shopping. 30 lovely assortments to choose

from—including stationery, gift wraps, and "NAME-IMPRINT-ED" CHRISTMAS CARDS—25 for \$1.

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Try it for a week or two in spare time! Mail coupon now and we'll send you everything you need to start earning immediately—sample boxes on approval, FREE stationery samples, and our FREE BOOK showing how even beginners make money right from the start. If friends don't "snap up" these beautiful samples, return them at our expense! Harry Doehla Co., Studio A17, Fitchburg, Mass. (or if you live west of Rockies—mail coupon to Palo Alto, Calif.)

Send me—for FREE TRIAL—sample assortments on approval and money-making plan. Also Free Stationery Samples and Free Book, "How to Make Money and Friends."

HARRY DOEHLA CO., Studio A17,
Fitchburg, Mass. (or Palo Alto, Calif.)

NAME.....

ADDRESS.....

CITY & STATE.....

Please state Zone No. (if any)

Weekend of Work

(Begins on page 77)

To build a similar pool of your own, dig the excavation about 8" deeper and 18" greater in diameter than the desired dimensions. Put drainage pit at least 10' away from it with its top about a foot lower than the bottom of the pool. Slope the trench for the connecting pipe evenly. Next, partly fill the drainage pit with broken stone or bricks and coarse gravel; assemble the pipe and lay it in position with the nipple at the center of, and some 3" below, the pool floor, and cover both ends to keep out dirt and cement during construction operations. Finally, fill pit and connecting trench.

Now, getting back to the pool, lay a 3" or deeper layer of coarse gravel as a sub-foundation, then 2" of fine gravel, and a surface of dirt and sand to form a smooth bed for the bricks. For mortar, mix 1 part cement and 1½ parts clean, fine sand (by volume) and add enough water to make a stiff consistency; mix it in small batches—a pail of cement and one and a half of sand is ample.

Smooth-faced brick is essential. Also take care to avoid rough mortar joints that might cut children's feet. Lay the pool floor one course of brick at a time, sloping it toward the drain. Before cementing the bricks around the drain pipe, uncap it and place a screen or perforated plate over it to keep out debris when the pool is emptied. The best arrangement is a sink drain with a removable metal strainer underneath a regulation rubber stopper.

Make the sides of the pool three courses high of bricks laid on edge, then top these off with a course laid flat to make a rim. Of course, for a deeper pool than I built, more courses could be used, under the rim. When the mortar has set, fill in with gravel around the pool to within a couple of inches of the top (for drainage) then finish off with soil and grass or, as I did and as is shown in the picture on page 77, by laying a surrounding walk of brick on a level sand bed.

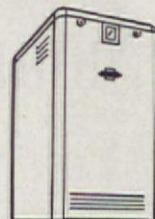
Such a pool may not be entirely watertight, but the leakage will not be serious, and may not even be noticeable. Since my pool was intended for small children, half a foot of water was plenty for them to splash in. That, too, you can determine to suit your own conditions. It is important, however, to insist that the pool should never be used unless there is an adult watching. A two-year-old becomes panicky when its face is submerged, and can drown in a few inches of water. Also the pool should be emptied immediately after being used so no child can stray alone into it; rain water should not be allowed to collect in it. With these precautions, no child's life need be endangered in this back-yard fun spot.



JAMAICA HOME OWNER MAKES WISE MOVE—INSTALLS DELCO-HEAT

Mr. Bernard R. Wetchler, Jamaica, N. Y., owns the home above broke my back shovelling coal writes Mr. Wetchler, "until I wise and installed a Delco-Heat Boiler. Now my heating plant modern, efficient and economical have more than enough heat—all the hot water I can use."

You'll find, as Mr. Wetchler of that General Motors has the "know-how" to build the best—and the factory-trained Delco-Heat dealer have the "know-how" to install right. Murphy Coal & Oil Co., Jamaica, N. Y., made Mr. Wetchler's installation.



Delco-Heat Boiler with the exclusive "Rotopower" —an automatic fired furnace steam and hot water systems. For oil, or coal-fired automatic heat, see your nearest Delco-Heat dealer. Or write—

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Look for the word "Chlordane" on the labels of insecticides you buy... Write for instructive literature.

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200 finest iris. Moderate prices.

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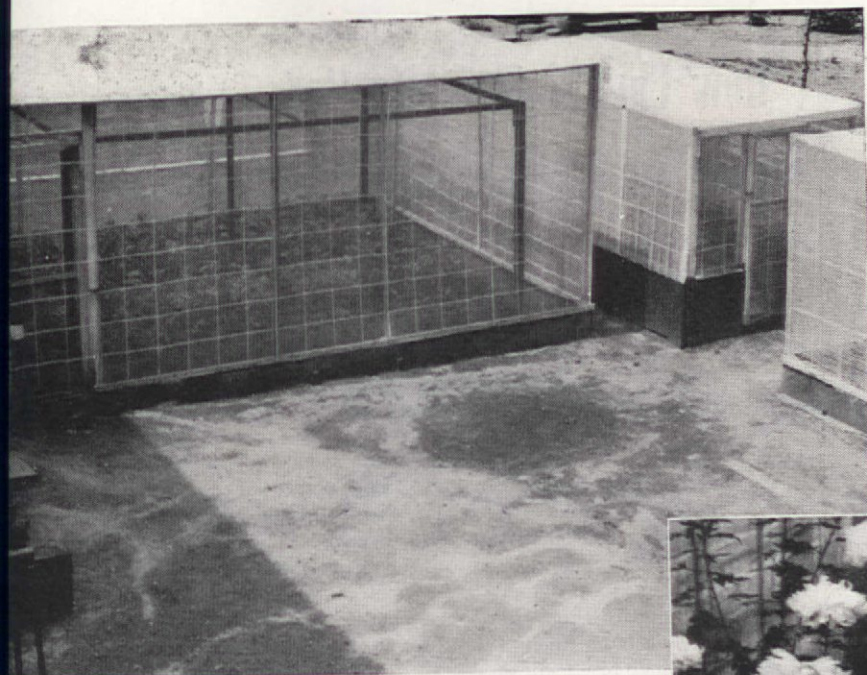
SHOW FRIENDS UNUSUAL CHRISTMAS CARD ASSORTMENT.

FREE SAMPLE PERSONAL GREETING CARDS AND STATIONERY

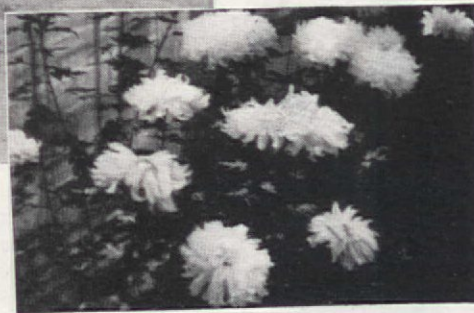
Make up to 100% Profit without experience showing new line Christmas and Every-day Card assortments. Plastics, Glass and Glo. Kiddies Cards, Wraps, Stationery, Coasters, unusual and attract gift items. Bonus, Special offers. Send today!

FREE samples 28 different Personal Christmas Cards 50 for \$1, 25 for \$1, and \$1.95. Stationery, Coaster

THOMAS TERRY STUDIOS, 66 Union Ave., Westfield, MA



ARTHUR M.
ARMSTRONG



Each of Mr. Armstrong's back-yard chrysanthemum shelters has two frames; the outer one supports the aster cloth, the inner one, black sateen. Right, the kind of flowers he grows—and shares

Mums in the Dark

The secret of bringing outdoor chrysanthemums into bloom before frosts destroy them is to force the formation of buds by increasing the hours of darkness in each day. The chrysanthemum, being that is called a "short day" plant, will turn from just growing to developing flowers only when the days become shorter. So each year I advance the blossoming of my back-yard 'mums by covering them with black sateen from 5 p. m. to 8 a. m., starting about July 15 and keeping it up until September 1, when the buds are beginning to show color.

The plants are grown in wood-frame enclosures screened with aster cloth which gives partial shade, cuts down wind force by 50 per cent, and affords protection against destructive insects and roaming cats and dogs. I set out the new plants (rooted cuttings

or divisions of the old plants) about the middle of May and feed them frequently with liquid cow manure until they are about ten inches high. Early in June, I cut all stems back to four inches; from every short stalk come two stems, which are allowed to bear only one flower each. After this first cutting back, the plants are watered daily, if necessary, and fed with a solution of two handfuls of Vigoro plant food in eight quarts of liquid cow manure. As a rule, they come into full bloom by October 1. The varieties I grow are Masterpiece (pink), Seagull (white), and Mefo (yellow and white, pictured above).

I am 82 years old and in excellent health except for deafness which led to my retiring from business in 1930. I have learned the art of staying at home, and my flower and vegetable gardens are my delight.

At 5 o'clock each evening the cloth is spread across supporting wires and pulled down on all sides



At 8 each morning it is rolled back, thus. In practice, the shading is discontinued while flowers are still in bud

Here is the house shown above with the shade cloth down to let the chrysanthemums sleep longer



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New, larger seats for extra comfort. Four smart models; two ideal for junior chairs.



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For kitchen, rumpus room or breakfast bar. Two models with all-plastic upholstery. Stationary or revolving seats.



• See Cosco Household Stools at department, furniture, appliance and hardware stores everywhere. Twelve models, five gay colors, \$2.95 to \$16.75.

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Also makers of
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Ming Tree

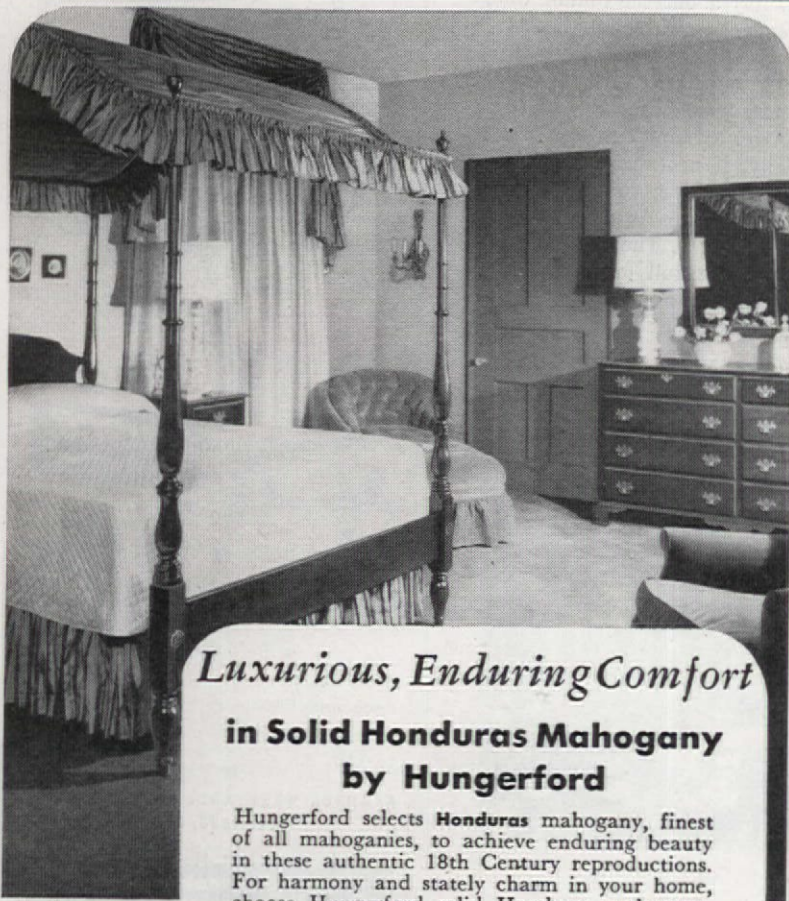
Roseville's enchanting new decorative art pottery in three gorgeous colors.

Here is a different, more fascinating Roseville graciously expressed in "Ming Tree," a design of fine inspiration from the land of the Mandarins. The unusual shapes are dramatically modern and are accented by rare color tones—Celestial Blue, Jade Green and Temple White under high glaze. Charming gifts! Featured now in a selection of 22 pieces at gift and department stores.

Roseville
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Send for this valuable booklet "How To Decorate With Art Pottery." Tells you with pictures and words the Do's and Don'ts of tasteful decorating with pottery, 24 pages. Send 10c to cover handling costs, Roseville Pottery, Inc., Dept. A-79, Zanesville, Ohio.



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Hungerford selects Honduras mahogany, finest of all mahoganies, to achieve enduring beauty in these authentic 18th Century reproductions. For harmony and stately charm in your home, choose Hungerford solid Honduras mahogany. See it in open stock at finer stores everywhere. Write today for free booklet. Dept. G-7

As photographed at
L. Bamberger & Co.,
Newark

Solid Mahogany by **Hungerford, Memphis**

How Chi-Chi Can Life Be? (Begins on page 21)

themselves somewhat profanely and retired to sulk in a den of diapers.

The clever bride you write about graduates from one of the better progressive colleges. She knows how to keep her hair gleaming, her slip and complexes from showing. She may even have had a course or two in marriage or home management. Jane, a friend of mine who fits into this pattern very neatly so far, showed me the loopholes in it when I went to see her and her first baby.

Her apartment looked as if a stork had woven a nest of diapers there and settled down. From her once stark mantelpiece gleamed a bottle of baby oil and an ornament of safety pins planted in a bar of soap. I hardly had time to make the usual remarks as to how the baby was the spittin' image of its father before she launched into a tirade: "Real life situations! That is what they called them in my home economics course. In a sweet little apartment, five of us took care of one baby. One was laundress for a week, one the cook, one the baby nurse, one the house slavey, and one the budgeteer. But here am I, not quintuplets in real life, and I have the whole works to manage at one swat!"

Not content with making baby care seem a snap, many of the articles suggest that you can hold down your job with one hand and baby with the other. All you need to do is organize.

But have you tried organizing a baby? Or worse still a two- or three-year-old? Children in the tote-and-toddle stage can't be neatly pigeonholed. It isn't so bad when all they do is sleep and slurp, but wait till they get to the stage of learning to dress.

Marge, another friend, is an efficient young mama who thought her personality and budget would balance neatly if she worked and put her moppet, Susan, in nursery school. She tried it out, but it was something less than a total success. She hired an energetic lady to come in half an hour before Susan's return from school, whisk through the apartment, prepare a good hot supper. All Marge had to do was to drop the little girl off at school on her way downtown.

But Susan couldn't learn to manage those buttons and bows fast enough to dress herself. It was Marge who wound up cramming Susan into her little garments before the hectic rush to nursery school.

The lovely energetic lady left in a week. The next *bonne à tout faire* wore a pink flower in her hair and was just "one of the family." The next one was a dour soul who recounted tales of her pain-racked relatives, all of whom suffered with gusto.

Finally the day came, as it always does, when instead of cooing the child was kerchooing. Her face was

hot, and so was Marge's—with apprehension. Marge couldn't leave the child, so she called the office at an inopportune time to tell them so. Result: one jobless mama. Being jobless wouldn't be so bad if you gli writers hadn't convinced her that it would be so easy to swing two jobs.

In fact, there are ladies, you say who swing their jobs and lots of kids. The patter of many feet is being heard on the best rugs—so help me even lots of children is chi-chi.

Furnishing an apartment is invariably tagged as being frightfully amusing. Can you understand that for people like me, who aren't nimble thimbles, it's frequently frightful?

My parents do not have an attic bulging with things like an old oak table that could be cut down to make a superbly roomy coffee table, or a Victorian whatnot which a hammer-happy husband could convert into the sweetest bar, or even a picture frame which could be mounted on sawhorses to produce a tricky table.

Even the antique shops which yield such treasures in abundance to the people mentioned in the articles seem to offer me only such articles as German guns, ukuleles with fringy strings, jewelry with missing stones.

But perhaps it's just as well I don't acquire these treasures. My husband hates furniture that's "frightfully amusing" and insists on solid comfort, which comes only at solid prices. Thus I'm grateful to those writers who show magnificent rooms at unabashedly magnificent prices.

And what do the people in the articles do to deserve such friends? It seems that anyone who is making over a barn in the country always has wonderful friends. There is the artist who just happens to paint that marvelous mural, and the big group of people who arrive in jeans and slap paint all over the place while the photogenic hostess serves pots of hot coffee, baked beans, and hot dogs with a big crisp salad.

My own friends are a delightful group, but they would rather flex their minds over a bridge table than heave timbers to convert an old horror into a happy home for me.

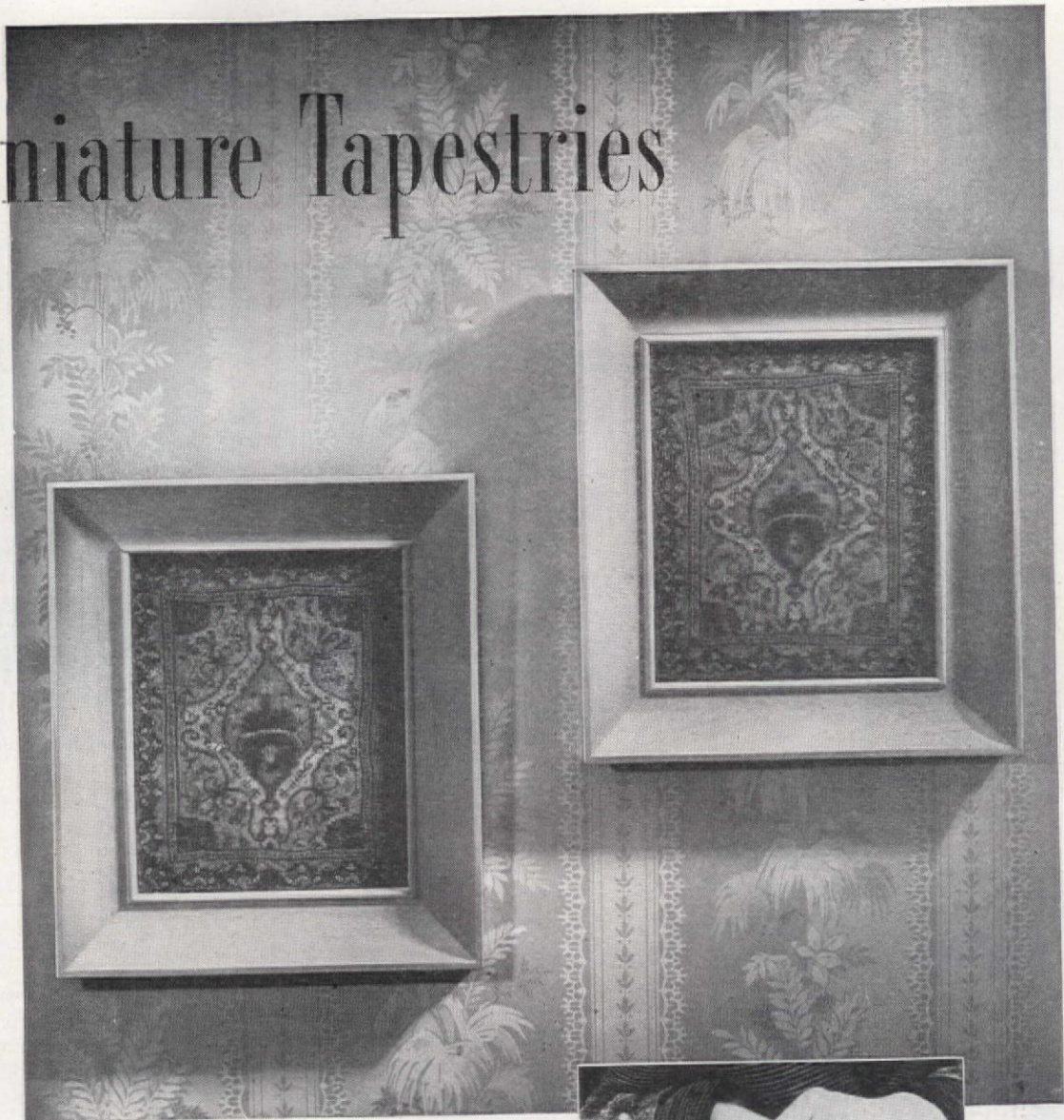
Maybe the fault, dear Brutus, is not in the writers but in myself. I love to read efficiency schedules while I sit drinking a cup of coffee with my back firmly turned to the dishes in the sink. It's great to read how lithe lovelies keep their figures and their houses in trim. And while I read, maybe I can forget the "woollies" of dust rolling beneath the beds. I might even try painting the canary cage pink and planting it with philodendron.

Let's see, can life really be that chi-chi?

Yours,

MARY ALICE BROWN

Miniature Tapestries



From Beaded Bags

MILDRED SUMMERFIELD

The forgotten beaded handbag that was "all the go" when grandma was a girl can easily be transformed into interesting wall decoration. Mounted and framed, these beautiful bead tapestries form a decorative focal point for your walls.

Somewhere in an attic trunk, storage closet, or small girl's "dress-up" costume box, you may have one of these handsome accessories of thirty years ago. The colors and designs of these bags were inspired by treasured copies of Turkish and Persian prayer rugs, by the brilliant beauty of medieval stained-glass windows, by the artistry of illuminated manuscripts. Why relegate such loveliness to the oblivion of attic dust? These patterns, worked by patient hands into beautiful designs, deserve enduring reincarnation.

Each bag can be separated into a pair of miniature tapestries. The operation is simply done. First, remove the handle and lining of the bag. Then, using a razor blade with one edge safely bound with adhesive, divide the bag into its two sections. If some beads are loosened by the process, save them. They may be glued to bare spots



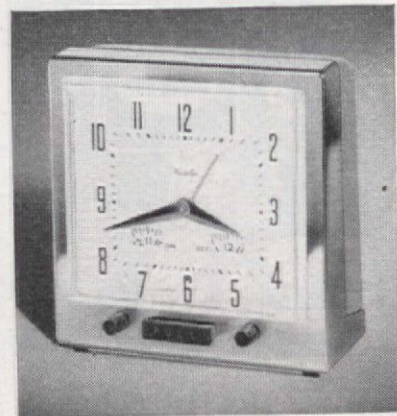
if there are lesions in the main design.

For mounting, choose two pieces of stout cardboard large enough in size to allow about an inch of border around the beaded pieces. Outline with a ruler the dimensions of the pieces and then appliqué the beading to the cardboard. You will need a strong, sharp needle and strong thread. Be sure the beading is evenly aligned for framing, and, for added security, stitch a second time.

For framing, a pair of old-fashioned walnut or gold-leaf frames create a suitable border but may be difficult to locate. Shadow boxes will also set off the tapestries very elegantly and do not require glass. At this point you might also inscribe on the back of the mounting the name of the artist who created the beading design, for no two of these artistic bags were exactly alike.

You are now ready to hang your pair of unique "hallmarks," your pair of miniature tapestries.

Look at all
the tasks this
electric servant
will do for you!



ELECTRIC SWITCH CLOCK

New clock with a "brain"

Now Westclox, makers of Big Ben, bring you a clock that does much more than tell time. Electric Switch Clock is a versatile household servant that performs the tasks listed below and many others. Simple to operate. Just plug the appliance you're using into Switch Clock, and let it do the rest. Portable. Only \$12.50.



Want a light to greet you when you come home after dark? Leave it to Switch Clock!

Switch Clock will make your coffee before you get up in the morning.



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WESTCLOX

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MADE BY THE MAKERS OF BIG BEN
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NOW! NEW OIL-O-MATIC UNITS ...for homes of all sizes ...for all types of heating

Ask your Oil-O-Matic Dealer for John B. Kennedy's
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Featuring the New all New
Model Fifty-Ten

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Low Pressure with exclusive Sealed Thrift Unit. Dollar Saving efficiency never before possible in boiler and furnace units.

Your Oil-O-Matic dealer is listed in classified phone book under "Oil Burners." Or write to factory at Bloomington, Illinois.

Jailed in your own kitchen?



Sentenced to hard labor on crusty, stained pots and pans? A Brillo pad-with-soap polishes 'em fast!

Shine pans easy with
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A sturdy Brillo metal-fiber pad licks off greasy scorch. Makes pans gleam! Use Brillo every day!

GREEN box—pads and cake soap
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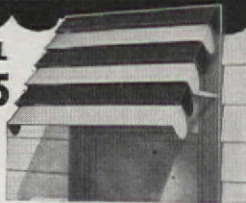
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ALL STEEL
\$11.95

for 36" size



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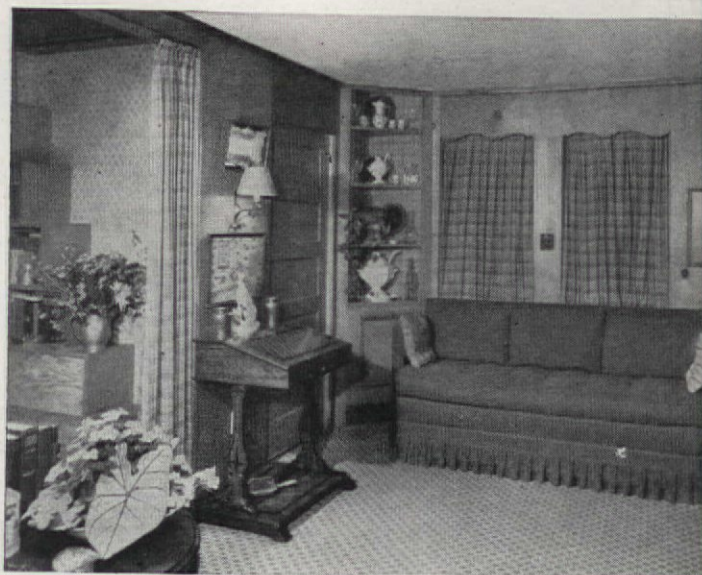
Please send me the following:

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Name

Address

A Pool, a Porch . . . and Ed



One end of living room with sofa. Corner cupboard lined in same fabric as curtains and portieres. Passage at left of picture leads to bedroom, bath

cause Mr. Perkins has been so busy building houses for other people he has never got around to building the one he wants for himself. Before long the cottage, inadequate in size and storage space, will be razed, and Mr. Perkins will build himself a new and better house.

In the meantime, little money has been spent on the interior of the present house. The original, out-dated plumbing is still in use. The living room and bedroom have been made attractive with the use of comfortable pieces and soft colors.

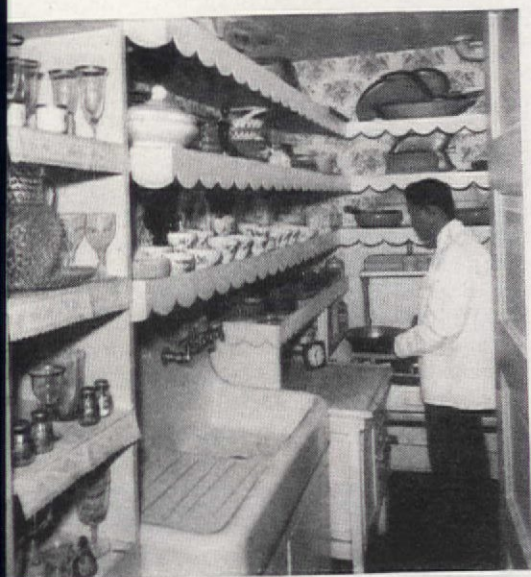
Actually the porch is employed as living room most of the month of the year. Although winters in Texas are occasionally severe, they are generally mild compared with northern winters. Summer comes early and is apt to stay late. White paint, a ceiling fan to stir the breeze, sailcloth upholstery which can't be hurt by a damp bathing suit, cool brick floor under bare feet—what more can one want on a hot summer evening?



Opposite end of living room. Built-in couch makes up into bed. End cabinet holds radio-phonograph. Wallpaper is provincial pattern, color of tangerine



Only bedroom is scarcely big enough to accommodate bed. Out of picture on wall opposite window is built-in wardrobe for clothes. Note typical white ceiling fan



Eddie Robinson calls this the world's smallest kitchen. Considerable space for storage gained by triple-tiered shelves running length and width of two walls

AMERICAN HOME PATTERN ORDER FORM

Please allow 2 to 3 weeks for handling and mailing

Patterns contain full-sized tracings, color chart, detailed transfer and working directions

(Patterns illustrated on pages 38 and 39)

- 1149 Windflower stencil for painted place mats 30c
- 1150 Gladiolus stencil for painted place mats 25c
- 1151 4 bird motifs—directions for painting fabric or wood... 30c
- 1152 4 bird motifs for crewel embroidered chair seats 50c

(Patterns not illustrated)

- 785 Floral motif for painting glassware and fabric 20c
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Complete listing of available patterns..... 10c

Name

Street Address

City

Zone No.

State

PRINT name and address in coupon, which will be used as label for mailing patterns. Cut out order form along dash lines, check patterns desired and send M.O. or personal check to: (Please do not send stamps).

THE AMERICAN HOME PATTERN DEPARTMENT, 55 Fifth Avenue, New York 3, N. Y.

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Magic Circle Heat!

Sensational New Water Heater Features Pressurized Calrod® Units For Maximum Economy, Reliability and Safety!

SEE this exciting new electric water heater that's acclaimed everywhere as America's finest! Thanks to the remarkable Magic Circle Heat of pressurized Calrod Units, new type thermostat and a host of other ultramodern features, you enjoy completely automatic hot water service that can't be topped for economy, dependability and safety. The heavy-duty Fibreglas®-insulated tank can actually store hot water for as long as *three days* without re-heating!

• Seven models range in capacity from 30 to 82 gallons. The 30- and 40-gallon table-top models are styled to match other Hotpoint kitchen units. See these heaters at your Hotpoint dealer's. Hotpoint Inc. (A General Electric Affiliate), 5600 West Taylor Street, Chicago 44, Illinois.

Call Western Union Operator 25 for name of your nearest Hotpoint dealer

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Hotpoint Gives You 10-Year Protection Plan!

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Electric Water Heaters

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Home-Owners' Quiz

The right answers can mean money in your pocket



Q. What should my income be to afford insulation?

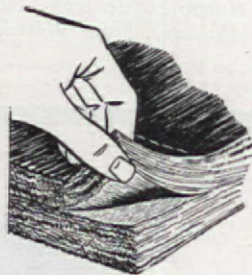
- \$3,000 \$8,000 \$15,000

A. Regardless of income, anyone can afford to insulate his home. Installed in a new home, KIMSUL* insulation may cut yearly fuel bills as much as 44%; in an existing home—up to 33%. Thus KIMSUL quickly pays for itself. And so, after a few years, KIMSUL actually begins paying back *more* than the original cost of the insulation. Moreover, to insulate an average new 6-room home costs only about \$150.

Q. How much cooler does insulation keep a home in summer?

- None Up to 8° Up to 15°

A. Double Thick KIMSUL, installed in the attic, lowers inside temperatures as much as 15° on hottest summer days. Keeps your home snug and warm in winter. And the exclusive many-layer stitched design of KIMSUL provides *uniform* temperature control. Unlike some types of insulation, it leaves no money-wasting thick spots, no thin spots where heat can seep in or out.



Q. Will insulation make my home fire-proof?

- Yes No Depends on where the fire starts

A. No insulation can make a home fire-proof. However, KIMSUL insulation can effectively retard a fire. KIMSUL is the only fire-resistant insulation with Pyrogard* fire-resistant cover. In addition, KIMSUL is permanently resistant to insects, vermin and mold.

Q. How much will I save by insulating when I build?

- 66% 20% 3%

A. Insulate the walls with KIMSUL when you build and you'll save 66% over what it would cost after the house is completed. For but a few cents added to mortgage payments, KIMSUL insulation brings lifetime comfort to you and your family. Owners of existing homes can save by installing KIMSUL themselves. No special skill or equipment is needed. However, your KIMSUL dealer will arrange for professional installation if you so desire. Builders will tell you the KIMSUL way to insulate is the *scientific* way—leaving air space on both sides of the insulation to reduce heat lag and condensation.



*T. M. REG. U. S. & CAN. PAT. OFF.

FREE INSULATION BOOKLET

KIMBERLY-CLARK CORPORATION
KIMSUL Division, Neenah, Wisconsin

Please send me *free* booklet "How To Put Your Home in the Comfort Zone."

I am interested in insulation for:

- My present home
 The home I plan to build
 My school work



Name..... AH-749

Address.....

City..... Zone..... State.....

Weekends Built a Holiday House

from the calendar. He wisely planned circulation to eliminate as much wet sand and tracking as possible. Just examine the position of bathroom and its companion dressing area! Here we find two direct entrances to these useful little rooms, one from the path on the north, the other a step across the bedroom hall from the porch. Such planning results in one complete bathroom *plus* a dressing room equipped with shower, laundry tub for rinsing out wet bathing suits, a dressing table, and plenty of hanging space. Guests who drive out for a day's outing find this layout ideal since they need not disturb the rest of the house when getting into or out of bathing togs. The owners, too, enjoy this extra privacy.

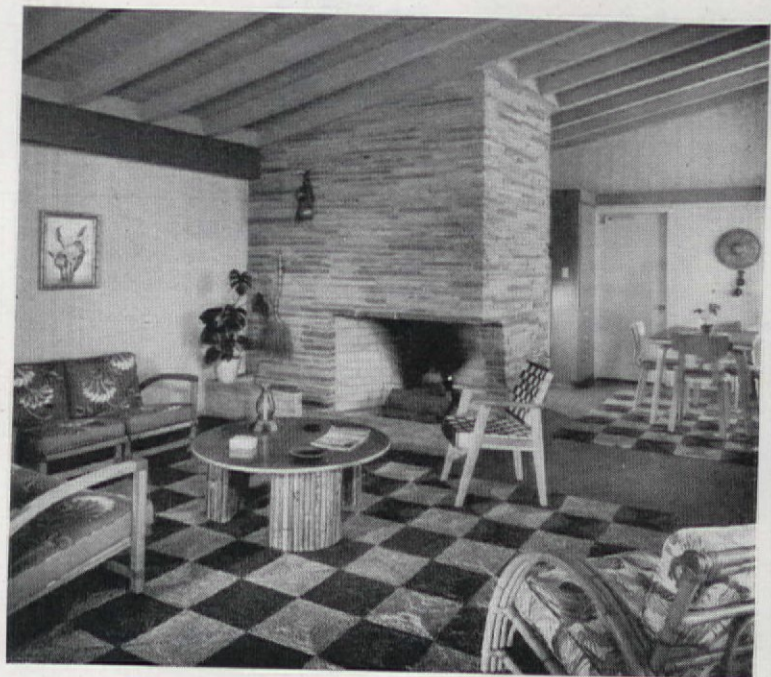
Living room is spacious; its shed roof is painted blue-green, a happy contrast to the pink-beige plywood walls which are surmounted by cherry-red indirect lighting troughs. Floor-to-ceiling windows run across the bay side and have sunny yellow cotton draperies that can be pulled across when days become too hot.

An open kitchen is almost part of the living-room extension used as dining area, yet it is cleverly tucked away out of sight behind the fireplace wall. Here with hot coffee at hand's reach on one side, the deep blue of the bay on the other, one can really forget the hurly-burly of city life.

If your choice is for a lazy day, there's the deep covered porch with its obscure-glass wall panel for protection against wind or view. On the other hand, if one's desire is a mahogany-colored skin, the open red-tiled terrace is at your disposal. Here one can either relax in deck chairs or on the comforting sand and have food easily available from the kitchen near by. As can be readily seen, this is a house planned to satisfy anyone's vacation whims.

Indoors once more, we visit the master bedroom, modest in size but full of comfort. Included within its four walls are a recessed dressing table and two ample closets. But perhaps the best space-stretching trick in the house is a combination den-bedroom next to the bath. Here's a room with but three walls, the fourth being the hallway with its bank of south windows. A curtain track in the ceiling holds a heavy drapery that can be pulled closed at night to form a cozy bedroom.

The exterior of the house is pale tan in color, harmonizing perfectly with the landscape of sea and sand, and trim little planting pockets add a refreshing touch of green. There's not a bit of pretense about the house; elegance was sacrificed in order to gain extra spaciousness. Mr. Wilson has been singularly successful in creating a gay, inviting atmosphere conducive to easy-going summer living. There's a minimum of housekeeping since grass matting, bamboo furniture, and gay cotton fabrics not only add a fresh, outdoors appearance but need little attention to keep looking trim.



Living room, dining area, and kitchen flow into one another yet have individual privacy. Walls painted pink-beige harmonize with color of fieldstone chimney

(Begins on page 26)



Floor-to-ceiling window, seen from kitchen and dining space, offers view of covered porch, open terrace, blue bay beyond. Screen of obscure glass protects loungers on porch from breezes, affords plenty of light for comfortable reading



Across dining area we see kitchen and service door next to projecting cherry-red storage cabinet. Same colors used throughout give all rooms a sense of spaciousness and unity. Corner fireplace allows diners to enjoy view, warmth of cheery blaze

AMERICAN HOME STUDY PLAN ORDER FORM

Please allow two weeks for handling and mailing
(See pages 42 and 43 for July Home Study Plan)

The Home Study Plans include architect's scale plans, elevations and details, outline specifications and reprint editorial coverage of each house. Price per Home Study Plan 50c

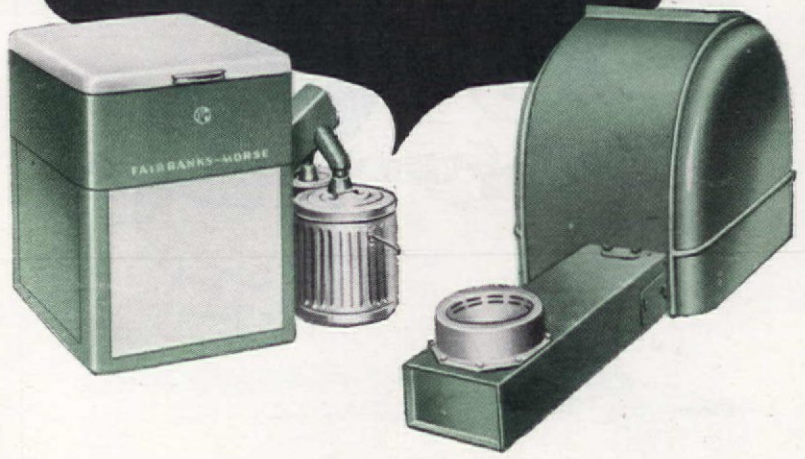
- Please send me the American Home Study Plan for:
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 - 2. April 1949
 - 3. May 1949
 - 4. June 1949
 - 5. July 1949

Name _____
Street Address _____
City _____ Zone No. _____ State _____

Print name and address in coupon, which will be used as label for mailing plan. Cut out order form, check plans desired, and send with M.O. or personal check (please do not send stamps) to:

American Home, Department HSP, 55 Fifth Ave., New York 3, N. Y.

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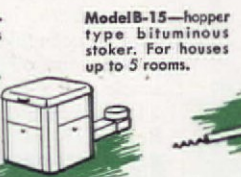
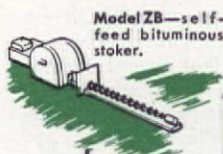
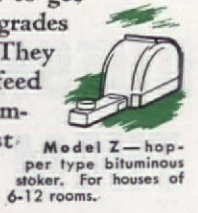


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Fairbanks-Morse stokers are designed to get maximum heat out of even the cheaper grades of coal. They burn less, so you buy less. They require minimum attention, and with bin-feed models, practically none at all. And your family will enjoy steady, even heat at the most healthful temperatures.

Before you buy heating equipment, see your Fairbanks-Morse dealer. Or, mail the coupon today for complete information. Fairbanks, Morse & Co., Chicago 5, Ill.



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OUTSHINES
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For linoleum, finished wood, asphalt or rubber tile and terrazzo floors.

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Treat faulty diet—the real cause of much itching, sore skin, loss of coat. Canned, dried and heated foods often lose valuable "fresh" factors necessary to skin health. Rex Oil is 60% linoleic fat—the essential "skin vitamin". Add half teaspoonful to daily food. See real improvement in 3 weeks or money back. Insist on Rex Oil—so pure you can take it yourself—the only wheat germ oil that cannot become rancid. Two months' supply \$1.00 at drug and pet stores. Rex Oil, Monticello, Illinois.

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PATENTS Write for information on what steps an inventor should take to secure a Patent. Patrick D. Beavers, 903 Columbian Bldg., Wash., D. C.



NO Drip TAPE A sure cure for condensation drip from cold water pipes. No more wet floors. Turn idle space into playroom or workshop. Wrap cork-filled NoDrip Tape around pipes and joints. Do it yourself. Clean, easy to apply. Roll covers about 10 feet of 1/2" pipe. Get at Hardware, Department Stores or sent postpaid \$1.69. Higher west of Rockies and Canada. Free Circular. J. W. Mortell Co., 524 Burch St., Kankakee, Illinois.

Behavior Problems

(Begins on page 46)

nursery school he attended, he was the most ill-mannered of the entire group because he constantly interrupted the flow of activities with "Pardon me, but—" Here was a youngster who was a "model child" to his parents. Yet, in reality, he was so frustrated that his surface manners reflected an underlying disturbance, and these same manners were a great hindrance to his play group. His parents could not comprehend the teacher's concern about the child's general behavior and her desire to discuss his total development.

Table habits are often shocking to parents because they look upon their child as a diminutive adult and expect too much of him. During the early years, children are more apt than not to use a spoon, but will revert to the use of hands without hesitation. In the later pre-school years, as he develops greater manual dexterity, it becomes more natural for him to use a spoon, and later a fork. Cups, spoons, and forks scaled to the child's size will facilitate the proper handling of eating equipment.

Mealtime habits are best taught when meals are served in unhurried fashion, with everyone eating in a pleasant and casual manner and treating the child as if he is a human being rather than a small storage factory into which foods must be crammed. Dad must remember that he is not setting a good example if he munches his food behind the protective screening of the newspaper.

Most cultures have placed a great deal of emphasis on sharing. We, too, are anxious for our children to grow up to be co-operative and generous. However, there are periods in a child's life when his development prevents his sharing freely. For example, a two-year-old finds sharing difficult because of the possessive feelings he has at this age, and if he grabs a toy from one of his playmates, he is acting like a normal child. Taking the toy away from him with sweet talk about the joys of sharing usually fails to accomplish its purpose and often is followed by screaming and shouting. By the age of four, most youngsters are willing to share at times. With them, sweet reasonableness and a request to let a playmate have a toy for a little while is likely to get a friendly response.

Interrupting a conversation may be disconcerting to adults, but must be expected of young children. Some five-year-olds will play quietly when guests are in the house, and six-year-olds will usually co-operate to the extent of excusing themselves when they interrupt.

A six-year-old will usually respond to an adult greeting. Even younger children may be ready to respond with a friendly "Hello." However, let's consider the three-, four-, or



Lady, a better way *not* to see ugly toilet bowl stains is to chase them away. Get rid of invisible, germ-y film, too. Use Sani-Flush. Cleans toilet bowls fast without scrubbing. Disinfects, also.

Safe in *all* toilet systems. Works in hard or soft water. At your grocer's — two sizes. The Hygienic Products Co., Canton 2, Ohio.

Sani-Flush

GET TWO
CANS
TODAY



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Sell CHRISTMAS CARDS
Plastic Cards for Christmas and Everyday. Also lovely EMBOSSED Christmas Cards WITH NAME. Sell themselves at 50 for \$1.25 up. Amazing 21-Card \$1 "Southern Beauty" Assortment pays you up to 50¢! Complete line of fast-sellers. Write for Samples on approval. SOUTHERN GREETING CARD CO., Dept. 47, 216 South Pauline Street, MEMPHIS 4, TENN.

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OUR BEAUTIFUL 1949 CATALOG 36 fascinating colored pages NOW READY. Lavishly illustrated Hundreds pictured and described with full cultural direction. A handbook of Cactus lore. Largest Collection. If wanted for reference 10¢ is appreciated to cover mailing costs. A real garden hobby. For your copy WRITE NOW! P. O. Box 26 JOHNSON CACTUS GARDENS Paramount, Calif.

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Sell Very Latest Christmas Cards and Stationery Not Obtainable Elsewhere Plastic Christmas Cards. Cash profits to 100%. Bonus. 74 different boxes. Write for free samples Exclusive Name-Imprinted Christmas Cards and Stationery with Christmas and Everyday Assortments on approval. Regal Greeting Card Co., 19 W. Woodruff St., Dept. AH-7, Hazel Park, Mich.

BUNIONS
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Dr. Scholl's Zino-pads



R. T. GARRETT INSTALLS NEW CONVERSION BURNER — CHOOSES DELCO-HEAT

Pictured here is the home of Mr. R. T. Garrett, Sioux City, Iowa. "Now that we have our Delco-Heat Conversion Oil Burner," says Mr. Garrett, "we can forget the outside temperature. This fine, economical burner is completely dependable, and always maintains the desired temperature indoors. We knew we could rely on General Motors quality!"

You'll find, as Mr. Garrett did, that General Motors has the "know-how" to build the *best*—and your factory-trained Delco-Heat dealer has the "know-how" to install it *right*. Hardy Appliances, Sioux City, Iowa, made Mr. Garrett's installation.

The Delco-Heat Conversion Burner with the exclusive "Rotopower" feature that combines all moving parts in a single unit. For oil, gas or coal-fired automatic heat, see your nearest Delco-Heat dealer. Or write—



Delco Appliance Division, General Motors Corp., Rochester 1, N. Y.

Catch that Drip!

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TOILET TANK TRAY

Prevent Discoloring, Loosening, Rotting of Bathroom Floors!

So easy to stop messiness caused by condensation! So simple to install it yourself, under toilet tank! Small hose drains moisture into toilet bowl. Inconspicuous. Gleaming white enameled finish. Low cost, \$3.95

• DRIPNOT sold by Department, Hardware, Plumbing Stores Everywhere. — If your dealer does not stock please write direct.

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SELL CHRISTMAS CARDS
To Friends, Neighbors, Club members, others. Amazing profits. No experience necessary. 100 sell-on-sight items. SIX Plastic assortments—Christmas and Everyday—"Little Stars", "Jack Frost", "Little Ones", Glamorous "Gleam 'n' Glo" metallic cards, "Mild Animals", "Smile Please", Stationery, Imported Napkins, Wrappings, Mechanical Juveniles, Christmas Trees, Gift Items. Write TODAY for Feature Box on Approval and Special Offers. Fund-raising opportunity. HEDENKAMP & CO., Inc., 343 Broadway, Dept. AH-1, New York, N. Y.

Shelf PAPER

Behavior Problems

(Begins on page 46)

five-year-old, who cold-shoulders his favorite aunt, then fifteen minutes later brings in a new trinket to display to her. Oddly enough, he is practicing good manners—for his age.

Insistence that a three-year-old say "Thank you" whenever he receives a gift may finally achieve such a verbal response. This doesn't prove, however, that the child has any understanding of expressing gratitude in this fashion.

Grandma may think that Penelope is a model of good behavior if she says "Thank you very much" in response to the gift of a new book, then goes off and leaves it on the table. Few parents understand that it would be a truer indication of appreciation if Penelope grabbed at the package, tore open the wrapper, and avidly devoured the contents—without saying "Thanks."

Ideas about neatness develop as a reflection of adult habits and emerge more rapidly from following an example than from sermonizing. More often than not, the young pre-school child is little concerned with adult notions about neatness. By four or five, he will begin to co-operate in picking up his toys and in putting clothes away. This doesn't mean that he will always do it, nor should he be expected to. Between six and ten, a child knows a good deal about the proper care of himself and his clothes, but he may be in such a rush to get at what really interests him that he cuts corners. Parents should be happy if he spontaneously washes his hands before meals.

Parents should be concerned about the pre-school child who is so terribly neat that she dares not play at any game which might soil her skirt or dirty her hands. They will be wise to find out what errors they've made in handling the child, with the result that she is so scrupulously clean and neat—to the exclusion of the normal fun of childhood.

Too many parents expect too much of young children in the way of manners. Families which practice courtesy and respect the rights of others are most successful in helping youngsters learn the social amenities.

§41 Fun Outdoors 50c
Sixteen-page leaflet full of ideas for outdoor picnics and games. Includes races, relays and contests for all ages. Also, plans for a steak roast and other menu suggestions.

§185 Game Packet 10c
Miscellaneous assortment of games for all ages and seasons.

Order booklets by name and number.
Send remittance (no stamps, please) to:
The American Home Booklet Department
55 Fifth Avenue, New York 3, N. Y.

Have you spoken frankly to your daughter about these *Intimate Physical Facts*?



Before she marries—make sure she has scientific knowledge she can trust!

The practice of vaginal douching two or three times weekly for intimate feminine cleanliness, health, married happiness, after menstrual periods and to combat odor—has become so thoroughly recognized and recommended today, it's no longer a question of whether a woman should douche but rather what she should use in her douche.

And every woman should be made to realize this: Of all the liquid antiseptic-germicides tested for the douche—no other type proved so POWERFUL yet so SAFE to tissues as ZONITE! You can use ZONITE as often as you want without the slightest injury.

Cautions Against Weak or Dangerous Products

It's shocking how many women, through ignorant advice of friends, still use 'kitchen makeshifts' such as salt, soda and vinegar for the douche. These are NOT germicides in the douche. They NEVER can assure you the great germicidal

and deodorizing action of ZONITE. The ZONITE principle was developed by a famous surgeon and chemist—the first antiseptic-germicide principle in the world with such a powerful germ-killing action yet absolutely safe to the most delicate tissues.

Truly a Miracle!

ZONITE positively contains no phenol, no mercury, no harsh acids—overstrong solutions of which may damage tissues and in time even impair functional activity of the mucous glands. ZONITE is strictly non-poisonous, non-irritating—truly a blessing to woman-kind.

ZONITE destroys and removes odor-causing waste substances. Helps guard against infection. It immediately kills every germ it touches. You know it's not always possible to contact all the germs in the tract. But you can be SURE ZONITE DOES kill every reachable germ and keeps them from multiplying. Any drug counter.

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FOR NEWER
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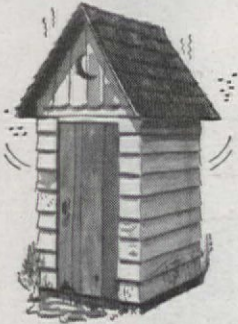
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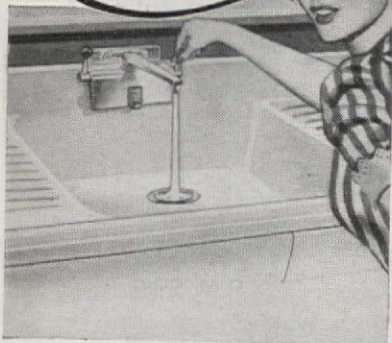


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IT'S FOOLISH TO PUT UP WITH MESSY GARBAGE—AND RISK DISEASE—WHEN THIS AMAZING NEW WAY TO DISPOSE OF FOOD WASTES COSTS ONLY A FEW CENTS A DAY!



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FAST! Liquefies even hard bones in a matter of seconds—and washes all food waste down drain! No more handling messy garbage ... no more dirty, smelly garbage can!

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TROUBLE-FREE! Can't jam nor clog because patented "knee-action" permits pulverizer arms to pivot. Self-cleaning, odorless, sanitary, thrifty! Can be used with most septic tanks.

See the amazing new American Kitchens Disposer today. Wonderful to own—easy to buy!

For name of your local dealer, call Western Union by number. Ask for Operator 25.

American KITCHENS DISPOSER

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REAL ESTATE HEAD MOVES TO NEW HOME—INSTALLS DELCO-HEAT

This is the lovely Rochester, N. Y., home of Mr. Harry P. Ruppert, president, N. Y. State Association of Real Estate Boards. Mr. Ruppert speaks with authority when he says, "I've used Delco-Heat for years, so when I purchased a more modern home, I immediately had it installed. I believe I would sacrifice any other appliance we have rather than part with our Delco-Heat equipment."

Yes, General Motors has the "know-how" to build the best—and factory-trained Delco-Heat dealers have the "know-how" to install it right. Jay J. Walsh, Inc., Rochester, made Mr. Ruppert's installation.

Delco-Heat Conditionair with the exclusive "Rotopower" unit—an automatic forced warm air furnace—both heats and cleans the air in your home. For oil, gas or coal-fired automatic heat, see your nearest Delco-Heat Dealer. Or write—



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Snap! And it's a fine spray—to wash, rinse, dishes, clean vegetables, stir up suds. Makes dishwashing faster, easier!

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flexible! Finest rubber obtainable. Bellows-like neck bends—spray reaches every part of sink! Easy to connect—fits any faucet in common use.

Faucet-Queen 39¢

Guaranteed by Good Housekeeping

In red, white or green. At variety, hardware, dept. stores, etc. ... or send 39¢ to The Faucet-Queens, Inc., Chicago 10, Ill. (No stamps).

Accidents

(Begins on page 44)

months. One occurs every 16 minutes during the months of July and August.

Four-year-old Mary J. was another '48 vacationist who didn't need to die. Her mother, a city woman, thought the country "safe," let the child roam freely on her own at the resort where they were staying. One day Mary wandered into near-by woods, went wading in a pond. She was never seen alive again. She drowned.

Mary J.'s mother was not a vicious woman. She was ignorant of safety hazards, didn't anticipate possible disaster. Lapses like hers account for many child deaths each summer.

Drownings, traffic accidents, and falls—these are the season's biggest killers. Burns, poisonings, and bicycle accidents also take their toll.

Accidents in the summer, like those in the home the year round, are caused by things you can control—haste, overconfidence, carelessness, overexertion, negligence. The woods, the mountains, the beach, and your back yard—all have special hazards which can be eliminated with care, vigilance, and forethought.

Don't take chances during July and August. Be alive in September!

ITEMIZE HAZARDS, FOLLOW THESE RULES TO KEEP THE FAMILY SAFE ON VACATION

DON'T endanger lives by speeding, disobeying traffic signs. Stop driving when tired ...

DON'T let children roam out of sight. Don't let them play on busy streets and roads ...

DO have a first-aid kit handy in the house and in the car. Do know how to use it in an emergency. ...

DO inspect strange terrain and list danger spots. Eliminate as many as possible, avoid others ...

DO clean up debris, remove hazards like broken glass, nails ...

DO keep insecticides and sprays out of reach of children ...

DO study a good outdoor guide, learn to recognize poisonous plants, berries, and snakes ...

DON'T light fires near trees and bushes. Always put fires out ...

DO expose yourself to sun's rays gradually—to avoid a dangerous, painful burn ...

DON'T overexert at sports if you are out of practice—and die of a heart attack ...

DO teach children to swim as soon as possible. Lessons are a good investment ...

DON'T try a long-distance swim alone. Always swim with others. ...

DO let 1½ hours elapse between meals and swimming. Don't stay in the water when cold or tired ...

DON'T "fool" in boats and canoes. Don't overload. If you capsize, hang on to boat until help comes ...



Root-Proof LASTS A LIFETIME

ORANGEBURG* PIPE gives you lifetime, trouble-free service in house-to-sewer or septic tank connections ... and for other underground non-pressure uses. Here's why. Its record of 40 years' service underground proves that you can install ORANGEBURG and forget it. Made of tough, time-defying material that withstands cracks or breaks due to soil settlement. TAPER-WELD* JOINTS hold fast, prevent leaks, keep the pipe root-proof.

Use perforated type for septic tank disposal, foundation drains, field drainage. Orangeburg Manufacturing Co., Inc., Orangeburg, N. Y.

ORANGEBURG THE ROOT-PROOF PIPE

BASEMENT DAMP?

NEW! IMPROVED!

SOLVAY AIR-DRYETTE, Jr.

with SOLVAY CALCIUM CHLORIDE

absorbs moisture—the cause of rust, warping, mildew in workshops, dark-rooms, closets, playrooms, storage rooms, vaults. New, improved design gives 50% greater capacity, simplifies filling and emptying. Compact, inexpensive, clean, safe, odorless. Thousands in use. Write for booklet and name of your nearest dealer.

Dept. 142-7, Solvay Sales Division Allied Chemical & Dye Corporation, 40 Rector Street, New York 6, N. Y.

"Fleas Don't Bother Me I'm Dusted with PULVEX DDT"

PULVEX ... KILLS FLEAS FLEA POWDER ... KEEPS 'EM OFF

FRIENDLY SOCIAL VISITS BRING YOU BIG CHRISTMAS CARD PROFITS

Fascinating new type Plastic, Metallic, 3-Dimensional Christmas card assortments, Gift Wrappings, Special Gift Items, Floral and Personal Stationery. Send at once for Free 48-page catalog, feature samples on approval and Free Name Imprinted Christmas card sample portfolios. Special offers, Cash bonus.

UP TO 100% PROFIT FOR YOU

FREE SAMPLES 50 for \$1.00 PERSONALS

NEW ENGLAND ART PUBLISHERS, North Abington 53, Mass.

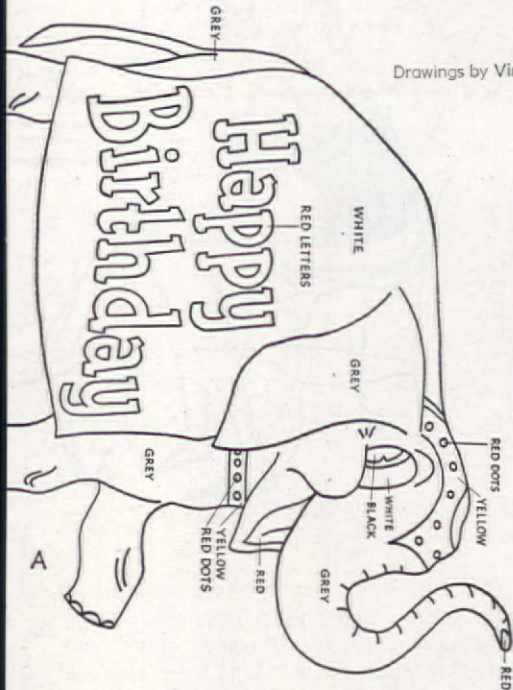
Circus Parties

(Begins on page 48)

emonade. Make ferocious animal-shaped sandwiches by cutting bread with a cookie cutter. As a special treat, serve ice cream on a stick. Or, arrange for the ice-cream vendor to stop by to hand out popsicles.

Appoint a ringmaster to put circus actors through their paces. If you've asked them to come in costume, start with a Grand March. Then, pass out tissue-covered barrel hoops, tissue paper tears easily, and let the children take turns jumping through.

No carnival is complete without a clown. Draw him on a huge piece of wrapping paper, and let the children play, "Pin the nose on the Clown." Balloon Burst is both noisy and fun. Each child tries to break the other's balloon by hitting it with his own.



Drawings by Vincent Geary

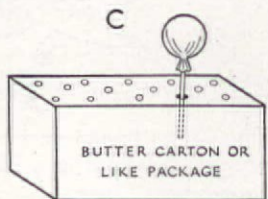
To make centerpiece trace each elephant on four- or six-ply cardboard. Paint areas as indicated with tempera showcard paints. Cut around outline



Use butter carton (C) or similar package for lollipop holder. Punch holes, one for each lollipop used

Glue (A) to one side of carton, (B) to other as shown in illustration (D)

Elephant centerpiece by Jeffrey McKeever



"Got a yearnin' for GRO-PUP"



Zingo! He sprints for that dish heaped with "smackin' good," nourishing Gro-Pup Ribbon!

1. Tastes good and is good! Has the top-quality protein that comes from skim milk and homogenized fish. Bone meal, too, in the Gro-Pup formula—23 "dog thrive" ingredients. Yes, every vitamin and mineral dogs are known to need!

2. For strong bones and muscles, sound teeth and gums, and for sleek coat, feed Gro-Pup Ribbon. Veterinary-approved. The *only* Ribbon-type dog food available!

3. THRIFTY, TOO! Not 70% water like most canned dog foods. Feeding a family dog like the Boston Terrier costs only 6 to 8¢ a day! Buy Gro-Pup Ribbon—it's the biggest box on the shelf!



It's Smackin' Good... it's Kellogg's

OUR WINKLER LP* OIL BURNER PAID FOR OUR NEW SILVER TEA SERVICE



*LOW PRESSURE

SAVES UP TO 50% IN OIL

Here's THE new development in oil burners—so revolutionary in performance that home owners who have installed Winkler LP* Burners report almost unbelievable savings. More than enough to pay for a new silver tea service, a new radio—or even enough in some cases to make a substantial down payment on a summer vacation.

The Winkler LP* is a low pressure burner. Among its many exclusive features is its clog-proof nozzle, which permits exact sizing of the burner to the heat requirements of your home. Ends oversizing waste—cuts service expense!

Install a Winkler LP* now—it will save your money for other things. The WINKLER SYSTEM of installing the famous LP* will give you the greatest bargain in automatic heat you ever dreamed of.



See this amazing demonstration at your Winkler dealer's showroom. Watch the LP* burn crank-case drainings, unrefined oil, mixed oil and water—all without smoke or soot.

U. S. Machine Corporation
Dept. O-P7, Lebanon, Indiana
Send complete information on Winkler LP* Oil Burner.

Name.....
Address.....
City.....Zone...State.....

TEEN PAGE

Don't just sit there. Do something!
A house guest is on the way and the week end looks grim. Make it gala by planning some fun ahead of guest!



Julius Caesar and the square of the hypotenuse be hanged! You have to whip your tennis into Alice Marble shape, and figure out what to wear to the block party Friday night. You're on vacation! And what's more, you've got a house guest coming for the week end. So roll out the welcome mat, roll up your sleeves, and get going on some full-of-fun plans for your summer visitor. And be sure to make your plans with *enthusiasm* even if it is your creepy cousin Cora, and not your best buddy who's coming to stay. This makes for much more fun, and you'll probably find that

Cora, the cousin, isn't such a creep after all! Give a good party, invite a good crowd, and dollars to doughnuts, the matching up of guys and gals will take care of itself. Friday night is a good choice for the big "production" party. This takes care of meeting everybody for the balance of the week end, and starts things rolling in a friendly, known-you-all-my-life kind of atmosphere. Try the "Come As a Song" party as your first ice-breaker. The guests come dressed like the Hit Parade favorites, and later you judge the top ten. Or, you might plan a Hobo party, the guests

FRIDAY



Meet the train in a jalopy, bedecked with colorful posies, and loaded with your pals

SATURDAY



The sun shines bright and your tan is fading out. Better take a breather and hit the beach!

SUNDAY



Your Easter bonnets get a face lifting! This also is a good "in-between" time consumer



dressed in rags, carrying their picnic supper in a bandanna. Come Sunday and you and your pal have toasted yourselves a golden bronze, got thoroughly waterlogged playing water polo, and turned your arms and legs into cotton jitterbugging and playing baseball. Naturally you yearn for a no-fuss-or-fancy backyard barbecue, devouring franks, onion-topped hamburgers, and bales of buttery corn under the stars! So hie yourself to your favorite grocery store, stock up on the ingredients, and leave the rest to the guests.

Your off-key warbling of "I'm Looking Over a Four Leaf Clover" and "Dinah" will fill the sweet summer night, and one and all will have a wonderful time!

Margt Abby

FRIDAY



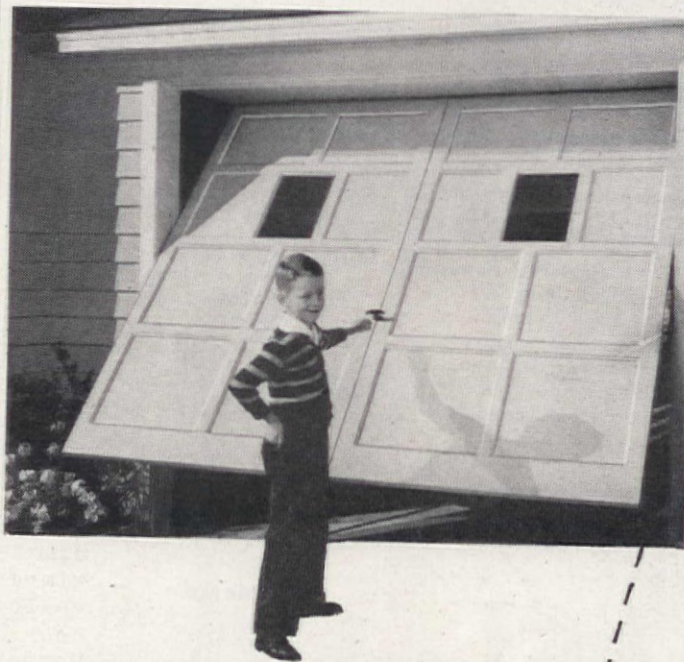
When the rain drives the fishermen indoors, they can practice making fancy bait

SATURDAY



Summer isn't complete without a steak or weenie roast under the stars. And let the men cook!

*turn the handle
up goes the door
it's a Curtis OVERMATIC*



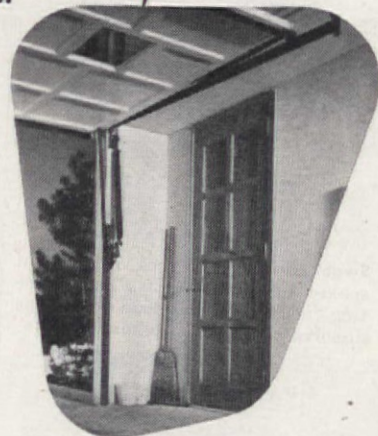
No more tugging or pulling to open or close a balky garage door . . . no more doors that bang, stick or freeze shut! A turn of the handle sends an Overmatic up and over—a slight pull from either inside or outside closes it. Even an 8-year-old can operate the modern Curtis Overmatic garage door!

Easy to Install in Your Garage!

The Overmatic is quickly installed in a new or old garage—needs no special jambs. Operating hardware is simple—no space-wasting mass of bulky iron. The Overmatic fits an opening 8 x 7 feet—gives ample clearance for any style car.

The door panels in the Overmatic are made of Curtis Prespine—a superior new wood product manufactured exclusively by Curtis. Prespine Panels have the strength to take heavy impact blows . . . won't mar or scratch readily . . . won't splinter or chip. Prespine has superior bending strength, resists warping, shrinking and swelling. And it provides an excellent bond for paint or stain.

With all its advantages, the Overmatic is moderate in price—costs less than you think. See your Curtis Woodwork dealer—or write for literature.



Inside view of Overmatic garage door when it's "up-and-over." Only a small amount of overhead clearance is required—2 inches. Most overhead doors require much greater overhead clearance. Note simplicity of operating hardware. Overmatic can be installed within a few inches of house door in side wall.

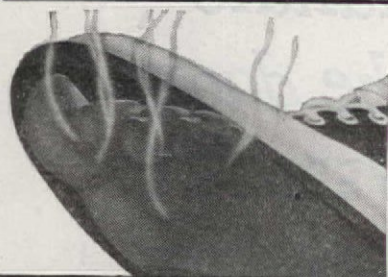


Curtis Companies Service Bureau
268 Curtis Building
Clinton, Iowa

I am interested in the Curtis Overmatic garage door. Please send free literature.

Name.....
Address.....
City..... State.....

ATHLETE'S FOOT*?

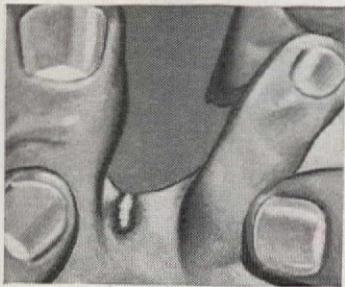


ABSORBINE JR'S

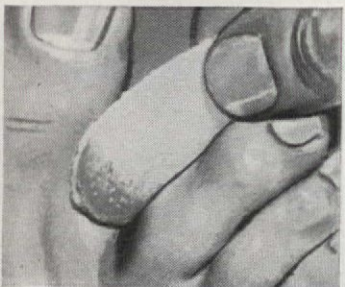
"WET-DRY" ACTION

BRINGS RELIEF!

* To help relieve Athlete's Foot misery, use Absorbine Jr.'s "Wet-Dry" action. You see . . . it kills all the Athlete's Foot micro-organisms it can reach. In 3 out of 4 cases of Athlete's Foot (tested clinically), it proved successful!



Examine the skin between your toes tonight. When cracks appear between toes it means that Athlete's Foot micro-organisms can strike. It's time for Absorbine Jr.'s "Wet-Dry" action!



Swab skin between toes with cotton soaked in Absorbine Jr. This "wetting" action removes dead skin, helps dissolve perspiration products.



Pour on Absorbine Jr. Its "drying" action inhibits growth of all the infecting micro-organisms it can reach. If your Athlete's Foot persists, see your doctor. *Guard against reinfection.* Don't share towels or bathmats. Boil socks at least 15 minutes to kill the micro-organisms. Get Absorbine Jr. at any drugstore . . . \$1.25 a bottle.

W. F. Young, Inc., Springfield, Mass.

ABSORBINE JR.

What's going on?

JULY, 1949



Acme

Food Prices...

• Why haven't retail food prices dropped as rapidly as prices of farm products? Because of long line of processes between farm and consumer. . . . Americans are still a prudent and thrifty people, according to Institute of Life Insurance observation. In 1948 money borrowed by policy holders on life insurance policies was lowest in 50 years.

Debit-Credit

Bug-a-Way Bulbs

• Yellow light holds little allure for night-flying insects, say Westinghouse engineers. Bug-a-Way bulbs coated with new yellow enamel expected to make summer outdoor living more comfortable. . . .



...Moth Menace

Methoxychlor, Du Pont chemical compound fatal to household insects, relatively nontoxic to humans, is attracting widespread interest. New product, based on this chemical to be known as "Sanitone" MC, will make fabrics mothproof for a year.

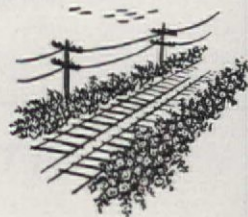
Coffee Roasting...

• Coffee roasting right before your eyes is new process introduced by Infra Roast, Inc. Considered one of most important developments since first license to sell coffee was granted in 1670. . . . Serving crisp salad as dinner appetizer, popular in the West, is good from standpoint of getting essential vitamins and minerals before appetite is satiated says Western Growers Association.

Salad Habit

Miles of Roses

• If experiments succeed, Chicago and Eastern Illinois Railroad will plant multiflora rose hedge along thousands of miles of track—a barrier impenetrable even to small boys. Pretty too!



Ranch Style

• According to "Consumer News Digest", 99% of 3,000 women interviewed by Tulsa, Oklahoma, builder want ranch-style house with separate dining room, at least one picture window, more than one bathroom, sliding door closets, a pantry.

Food Budgeting

• New U. S. Department of Agriculture booklet, "Helping Families Plan Food Budgets", shows how to estimate family's food needs for one week at low and moderate costs. Free.

Light on Color...

• Interesting new booklet "Color Is How You Light It" reports results of comprehensive study by Sylvania on effect of artificial light on color. . . . Oncrete for concrete, a new cement floor coating with damp-proofing qualities, seals against ordinary ground moisture by capillary action. Immune to alkali, dries in 3 to 4 hours with durable, glossy finish.

Concrete Paint



Quick, easy... and
extra good, thanks to Peter Pan's
ever-fresh flavor!



Here's the Secret!
No floating oil to get rancid!
Peter Pan *stays* sweet and fresh... keeps its
natural vitamins and energy value, too.

Now there are 2 kinds of ever-fresh Peter Pan!



Smooth... America's favorite!

The *smoothest* peanut butter made, by actual test—so creamy-good it fairly melts in your mouth. Rich with savory, fresh-roasted peanut flavor. Look for it in the familiar Red Top Jar.



Crunchy... New and Delicious!

Tasty, crunchy bits of fresh-roasted peanuts mixed all through creamy-smooth Peter Pan Peanut Butter. The peanut bits *stay* mixed in, never rise to top. Look for it in the Green Top Jar.

Never sticks to the roof of your mouth



... those heavenly carpets by Lees

When you buy fine carpet
look for seven things:

The color
you've dreamed of,
the price you can afford,
rich, resilient texture,
fine imported wool,
long wear, proper width,
and ease in decoration.

You'll find all
of these in a Lees.
Carpet is Bramble
in Biscayne Blue.

