

The AMERICAN HOME

for October

OCT 1 - 1949
WOMAN'S COLLEGE
UNIVERSITY OF NORTH CAROLINA

25¢



35 GIFTS TO MAKE FOR CHRISTMAS

Frankly Feminine!

It's as feminine as a perfume bottle—
or a fancy bracket on your bathroom wall! First time
in towels, this lovely scrolled texture—
sculptured with a flourish by Cannon—for you!
“Lyric” is only one of the fresh new
Cannon towel-scoops you'll see at stores right
now—all priced for real value, from
as low as 39c to about \$2.95.

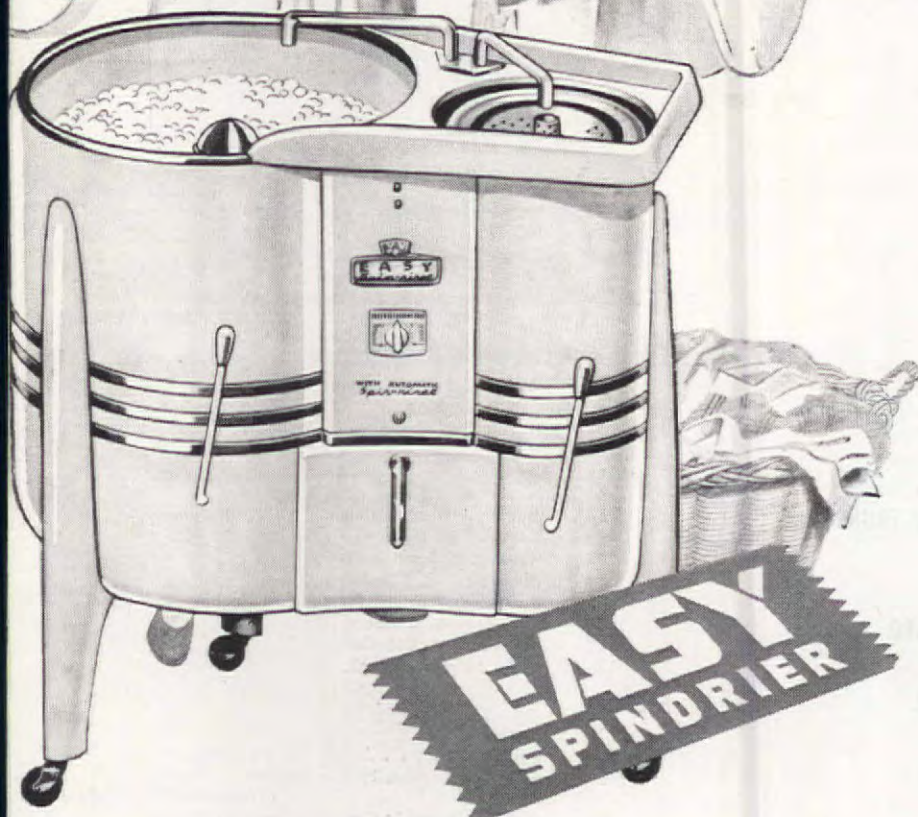
CANNON MILLS, INC.
70 WORTH STREET, NEW YORK CITY 13



When you're called upon
to do the impossible,
there's one *EASY* way out!



Dear Mother,
I'm all out of
clean shirts. Please
mail my laundry
back tomorrow
Sure



NEVER mind if you have a boy away from home who sends his laundry back late. Or kids who are always running out of clean clothes. Or a finicky husband who needs stacks of white shirts. Lady, what you need is a new Easy Spindrier!

**No other washer gets a big wash
so clean, so fast!**

Easy does a week's wash in *less than one hour!* Two tubs work at once. One tub washes a full load gently, thoroughly while the other *double-rinses*, then spins a full load *damp-dry*. Up to 25% drier than a wringer, so clothes are lighter to hang up, dry faster!

No set tubs needed with Automatic Spin-Rinse!

Just turn a tap, and Easy's spinning basket super-rinses clothes in 3 minutes — with only 3 gallons of warm water. Built-in filter removes water supply-pipe rust and similar staining impurities *before* water can touch clothes. New Swing Faucets speed the whole job — save hot, live soap suds for next load!

Easy to buy ... costs less to use ... see it today!

Costs less than you'd think. No fixed plumbing — just roll it to any sink. Saves cleaning bills by doing "washable" drapes and slipcovers. See it today — get *more* for your washer dollar! Also *special Economy Model* — designed with your pocketbook in mind! Easy Washing Machine Corp., Syracuse 1, N. Y.

PREFER A WRINGER?

Exclusive Spiralator washing action. Automatic Overload Switch protects motor. Deep-cushion wringer rolls with instant safety release.



HAVE SMALL WASHES?

New baby? Tiny apartment? Easy Whirl-dry washes, rinses, damp-dries loads like one sheet, two nighties, two slips, all in *one* tub.



TIRED OF IRONING?

Iron everything sitting down with new Easy Automatic Ironer. Save hours of ironing time! Iron faster, better the modern EASY way.



Every day
more women say—
"It's EASY for me!"

NOW! PROOF that brushing
teeth right after eating is the
safe, effective way to

HELP STOP TOOTH DECAY

with Colgate
Dental Cream

NOW dental science offers *proof* that
always using Colgate Dental Cream
right after eating helps stop tooth decay
before it starts!

Continuous research—hundreds of
case histories—makes this the most im-
portant news in dental history!



Eminent dental authorities supervised
2 groups of college men and women for
over a year. One group always brushed
their teeth with Colgate Dental Cream
right after eating. The other followed
their usual dental care.

The average of the group using
Colgate's as directed was a startling re-
duction in number of cavities—far less
tooth decay! The other group developed
new cavities at a much higher rate.

NO OTHER DENTIFRICE OFFERS PROOF OF THESE RESULTS

Colgate's has been proved to contain
all the necessary ingredients, including an
exclusive *patented* ingredient, for effective
daily dental care. No claim is made that
using Colgate's can stop *all* tooth decay,
or help cavities already started. But
brushing teeth right after eating is the
proved way to help stop tooth decay with
Colgate Dental Cream. The Colgate
Dental Cream now at your dealer's is
the same formula used in the tests.

Always Use Colgate's* to
Clean Your Breath While You Clean Your Teeth
—and HELP STOP TOOTH DECAY!

*Right after eating



NO CHANGE IN FLAVOR,
FOAM, OR CLEANSING ACTION!



• Whoever heard of a halloween
party without an apple contest?
Photograph by George Lazarnick

Editor
MRS. JEAN AUSTIN

Executive Editor
JAMES M. WILEY

Managing Editor
MARION M. MAYER

Home Furnishings Editor
GERTRUDE BROOKS DIXON

Decoration Editor
MARY E. MONZE

Architectural Editor
WILLIAM J. HENNESSEY

Building Editor
JAMES A. OEST

Food Editor
ALICE B. KLINE

Assistant Food Editors
LILA M. JONES
MARIE PETERS

Home Equipment Editor
EDITH RAMSAY

Assistant Equipment Editors
JANE McNAMARA
ROSALIE VOIGT

Horticultural Editor
E. L. D. SEYMOUR

Feature Editor
RUTH DAVIS

Arts and Crafts Editors
DOROTHY LAMBERT TRUMM
VELMA LUND

Entertainment Editor
GERTRUDE BRASSARD

Art Director
HERMAN E. BARTEL

Art Editor
EDWARD FORTUNA

Market Place Editor
MARY GRIFFIN

Copy Editor
BETTY HUSBAND

Western Correspondent
KAY CAMPBELL

Midwestern Correspondent
RUTH W. LEE

Southwestern Correspondent
DOROTHY MONROE

In this Issue

OCTOBER, 1949

VOL. XLII, NO. 5

Arts, Crafts and Hobbies

- 40 By Popular Request
- 40, 41 Patterns
- 49 35 Gifts to Make for Christmas
- 49, 50, 51 Patterns
- 112, 113 Patterns
- 141 Patterns

Children

- 18 Safety Goes to School in Larchmont . . . Ruth Davis
- 48 "My Child Is Not Like the Others" . . . Dr. Samuel R. Berenberg
- 114 For Children

Decorating

- 29 As a Family Man, He's a Natural . . . Martha B. Darbyshire
- 34 Strange Case of the Monkey Spoon . . . Genevieve Wimsatt
- 38 Watch Your Figure . . . Mary E. Monze and Gertrude B. Dixon
- 42 How to Hang Wallpaper . . . Mary E. Monze
- 46 Storage, Storage, Everywhere . . . Evelyn Shields Smith
- 88 Decorate with Driftwood
- 92 Double Take—for \$32.50
- 101 A Little Money Can Make a Big Difference
- 114 For Children

Gardening

- 32 How to Stretch Your Greenhouse Dollar . . . Alden Stahr
- 119 Winter Window Garden . . . Jean Hersey
- 123 Cellarway into Greenhouse . . . Floyd W. Morris
- 124 The Useful Euonymus . . . M. R. White
- 127 My "Peewee" Greenhouse . . . Orville Grisier

Houses and Maintenance

- 36 The American Home Study Plan . . . William J. Hennessey
- 82 No House Is Hopeless . . . Ruth W. Lee
- 98 How-To Tricks
- 116 Clean Those Chimneys for Safety . . . Kenneth Duncan
- 129 How to Prepare Awnings for Storage . . . James A. Oest

Foods, Entertainment, Housekeeping

- 52 You Can Entertain Often at Little Cost . . . Margaret F. Headland
- 54 If You Care Enough . . . Alice B. Kline
- 55, 62 Menus
- 58, 62 Recipes
- 61 From Italy to Us . . . Marie Peters
- 64 Maximum from Minimum . . . Edith Ramsay
- 69 Tricks of the Trade
- 73 Household Scuttlebutt
- 76 It's Basic . . . Lila Jones
- 78 How to Buy a Gas Range . . . Rosalie A. Voigt
- 80 Be Professional About It
- 102 Arranged to Cut Cost
- 134 Night for Black Magic

Features

- 10 Market Place
- 26 Dear Editors . . . Judith Gellert Tennyson
- 29 As a Family Man, He's a Natural . . . Martha B. Darbyshire
- 44 A Good House Is One You Can Get Out of! . . . Paul W. Kearney
- 45 How to Stop a Fire before It Starts
- 139 Teen Page . . . Mary and Abbi
- 140 Spotlight of the Month
- 142 Look, It's New
- 144 What's Going On

THE AMERICAN HOME, October, 1949, Vol. XLII, No. 5. Published monthly by The American Home Magazine Corporation, 444 Madison Ave., New York 22, N. Y. W. H. Eaton, President-Treasurer; Jean Austin, Vice-President-Secretary. Executive, Editorial and Advertising headquarters, 444 Madison Avenue, New York 22. Subscription Department, 55 Fifth Avenue, N. Y. 3. Copyright, 1949, by The American Home Magazine Corporation. All rights reserved. Title registered in U. S. Patent Office. Subscription price in United States and Canada \$2.50 a year; two years, \$4.00; three years, \$5.00. Foreign postage, \$1.00 per year extra. Entered as second class matter December 31, 1935, at the post office at New York, N. Y., under act of Congress March 3, 1879. Postmaster, return undeliverable copies to 55 Fifth Avenue, N. Y. 3, N. Y.



800,000 people own the Bell Telephone Business

One out of every 60 families in the United States shares in the ownership of the Bell System

There are 800,000 stockholders of the American Telephone and Telegraph Company. Their savings have helped provide the telephone system that serves you.

Most of them are small stockholders. 230,000 own five shares or less. The average holding is thirty shares. More than one-third have owned their shares for fifteen years or longer.

No one—no individual, company or institution—owns as much as one-third of one per cent of A. T. & T. stock.

The people who own the Bell System come from all walks of life throughout the cities, towns and countryside of America. One in every 60 families in the United States shares directly in this ownership.

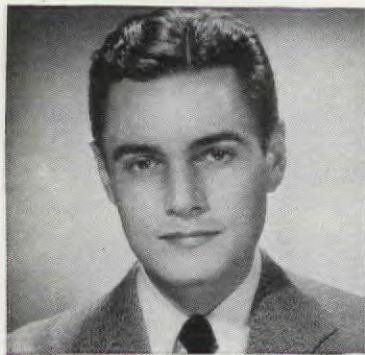
Every time you use the telephone, the accumulated, small investments of these hundreds of thousands of people go to work for you.

They have built the best and most widespread system of communication in the world for you to use at low cost. It is from their savings, and the savings of many like them, that the money needed to improve and expand the service comes.

A fair and regular return on the money these stockholders have invested is an important factor in making possible the good telephone service you get today.



BELL TELEPHONE SYSTEM



●I'm 25—young and still have plenty of time to start on a retirement plan for later years.



●I'm 35—it costs a lot to raise a family. I'll have to put off plans for the future.



●I'm 50 now—wish I had started a retirement program when I was younger—maybe next year.



●I'm 65 and can't afford to retire. Why didn't someone MAKE me start to save years ago?

Get the most out of life

A Penn Mutual Retirement Income Plan guarantees money for you when you reach retirement age whether you wish to stop working or not—guarantees financial security for your family in the meantime. Money for *them* when they need it—money for *you* when you need it. Don't do as so many others have done—wait to think about retirement income when you want to take things easy. Send for complete details. Mail the coupon below.

A person unusually well qualified to help you plan your insurance is the Penn Mutual Underwriter . . . an expert who will understand your problems and can quickly arrange your Independence Plan: a plan tailored to fit your income and cover your insurance needs.

THE PENN MUTUAL LIFE INSURANCE COMPANY

FOUNDED IN 1847

INDEPENDENCE SQUARE, PHILADELPHIA



A Billion Dollar Institution—With Over a Century of Security

The Penn Mutual Life Insurance Company
Independence Square, Phila. 5, Pa., Department A-1049

I can save per week ☐ \$2 ☐ \$3 ☐ \$5 ☐ \$10 ☐ \$15 ☐ \$25 ☐ ?
(Check one)

How much guaranteed life income would I receive each month at age ☐ 55 ☐ 60 ☐ 65 (Check one)

Name _____ (A-1049) Date of birth _____

Address _____

Contributors



... ROSALIE VOIGT began her career by teaching Home Economics after graduation from New Jersey College for Women. The war came and called her to active duty as a Lieutenant in the WAVES. After discharge, she affiliated with Ekco Products Co., and later with D. E. Sanford Co. as director of a staff of 60 demonstrators in key department stores. Having always had a keen interest in appliances, she joined Philco Corp. where she spread the good word about home freezers to women's groups, colleges, etc. and via radio. As Assistant Home Equipment Editor, she will be giving you latest information on all types of home appliances and equipment.



... LILA M. JONES, our new Assistant Food Editor, has made food her hobby as well as her work for, she says, she is one of those people who "live to eat." Lila started her foods career as a hospital dietitian following her graduation from Syracuse University. Then after 6 years as a dietitian in civilian and Army hospitals, she decided to branch out into another field of home economics. This decision took her to *Good Housekeeping* magazine for 3 years as assistant to the food editor, and then to *AMERICAN HOME* where she is now busy helping to plan and develop recipes and menus for the food pages.



... JEAN HERSEY, native New Yorker, practices there the window gardening she makes sound such fun and so easy (page 119). Also, with her husband and three children, she spends idyllic summers on Cape Cod. After publishing her first book on gardening in 1941, she made several trips to Guatemala, her "second favorite country." More of her green-thumb lore will appear in the Nov. *AMERICAN HOME*, and in her new book, "Garden in Your Window," to be published by Prentice-Hall, Inc.

NOW! AN INSULATION That snuffs out Flame



100% FIREPROOF! EASIEST TO INSTALL

Now you can make really big saving in your winter fuel bill—and keep your house cool in summer—with this better insulating material. CAN'T BURN—ACTUALLY SNUFFS OUT FIRES. It's ZONOLITE BRAND VERMICULITE. Light to handle—easiest of all to install. Fits tight against studs or joists, flows into every nook and corner.

Golden colored granules containing millions of tiny dead air cells—made by exposing a rare form of mica to thousands of degrees of heat—are the secret of Zonolite Insulation's efficiency. Each dead air cell is a great barrier to the passage of heat and fire.

No insulation is more permanent than Zonolite—it is rat-proof, vermin proof, rodent-proof and termite proof. Will last for the life of the building. So, step into your lumber dealer's today—and let him show you how little it actually costs to completely insulate your home with Zonolite.

SEND FOR FREE BOOK TODAY
"Insulation and Fire Protection in the Home." Mail Coupon Today

ZONOLITE COMPANY
Dept. AH-109, 135 S. La Salle St.
Chicago, Illinois



Zonolite Company
Dept. AH-109, 135 S. La Salle St.
Chicago 3, Illinois

Without obligation, please send me free booklet: "Insulation and Fire Protection in the Home."

Name _____

Address _____

City _____ State _____



ANDERSEN *Windowalls* ALL THROUGH THE HOUSE

*TRADEMARK OF ANDERSEN CORPORATION



In every room of this delightful Minnesota home . . . kitchen and breakfast nook, dining room and living room, study and bedroom . . . WINDOWALLS competently perform their dual function.

They act as windows—bringing in sunshine and fresh air, disclosing a view, creating a spacious “opened-up” feeling. And they act as walls—weathertight and leakproof in winter and summer alike.

Wouldn't you like WINDOWALLS like these in your new home? Write us today for a treasure-trove of ideas.

Andersen WINDOWALLS illustrated are Andersen Gliding Window Units

MAIL THIS COUPON TODAY!

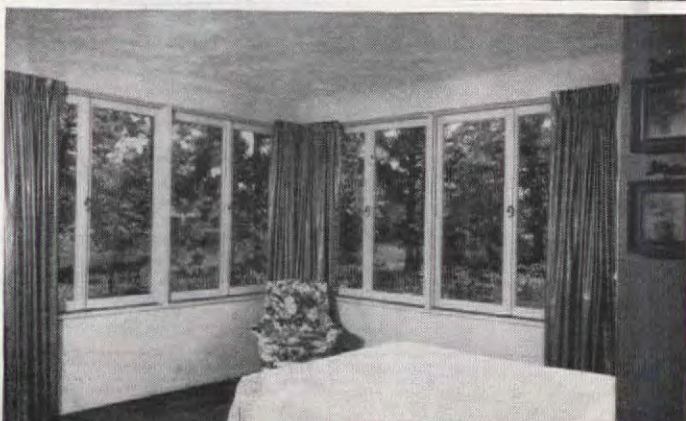
Andersen Corporation
 Bayport, Minnesota

AH109

Please send me WINDOWALL ideas and descriptive literature.

NAME _____

ADDRESS _____



"COMPLETE DINNER"

—all the vitamins, minerals, proteins and fats dogs need in

GRO-PUP

RIBBON



He loves meat-brown
GRO-PUP RIBBON!

Firm muscles!

Vigor and play!

Every food need
for health!

Bright eyes!

Good teeth!

Strong bones!

Glossy coat!

TREAT your dog to the food that supplies every need for health and vitality. It's "complete dinner" Gro-Pup! No matter what his age, size or breed, your dog needs no other food when you feed this crisp, tasty dinner.

NATURALLY SAVORY because the proteins in Gro-Pup Ribbon

come from beef, as well as from milk, fish and soya!

SAVINGS, TOO! Feeding Gro-Pup Ribbon to a family pet like the Cocker costs about 9¢ a day. You save up to 40% over most canned dog foods. Start your dog on Gro-Pup's tasty, nourishing "complete dinner" today.

"COMPLETE DINNER"
INCLUDES NOURISHMENT
FROM BEEF, MILK, FISH,
AND CEREAL PRODUCTS—
AND I SAVE UP
TO \$1 A WEEK!



BIGGEST BOX ON THE SHELF... ONLY RIBBON-TYPE
DOG FOOD MADE... A SCIENTIFIC **Kellogg** PRODUCT



Contributors



... **PAUL W. KEARNEY** is well equipped to write on the subject of fire prevention (page 44), for he is a member of the Speakers Bureau of the National Fire Waste Council (CC of US); special investigator for the National Protection Association; and honorary life member of the International Association of Fire Chiefs. Born in New Jersey, he attended New York Univ. He entered the trade paper and direct-mail advertising field, spent a few years at photography, then back to the typewriter.



... **MARGARET FENTON HEADLAND** writes advisedly on entertaining on page 52. This, like all her published writing, is based on her actual experiences as a homemaker and mother. Following her education at the University of Chicago, she wrote advertising copy. She says her writing career started when she won a substantial prize for a letter, describing the type of home she would build and did. She spent the war years in New Orleans; now lives in California.

K-VENIENCES

give you

beautiful, modern closets
that hold twice as much—

without

structural changes



K-VENIENCES

are quickly and
easily installed with
only a screwdriver!



Double closet
capacity, keep
everything with-
in easy reach!



Save pressing bills,
keep skirts and
trousers looking
like new!



Fit any size, shape
or type of closet
... make special
closets more prac-
tical and convenient!



K-VENIENCES
beautify your closet
... are fashioned
in gleaming
streamlined chrome.

No other home improvement gives so much satisfaction for so little cost! Now is the time to make the most of your closets. Equip them with efficient, value-proved K-VENIENCES. At leading department and hardware stores.

for you! Send 10c for "How to Make the Most of Your Closets" by famous authority Helen Koves, and a FREE copy of colorful new booklet of closet ideas and equipment. Write today.

KNAPE & VOGT
MANUFACTURING CO.

DEPT. A109 GRAND RAPIDS, MICH

PLEASE SEND



To
Name

St. & No.

City Zone

State

[Check which]

- ☐ 1 YEAR—\$2.50
(\$3.00 single copy value)
- ☐ 2 YEARS—\$4.00
(\$6.00 single copy value)
- ☐ 3 YEARS—\$5.00
(\$9.00 single copy value)

Mail this to The American Home,
55—5th Ave., New York 3, N. Y.
10

"Darling! My own
Bendix, at last!"

"So now I'm a hero
for only \$179.95!"

**Model Housewife
spends \$47.50 to banish
all 3 washdlay chores**

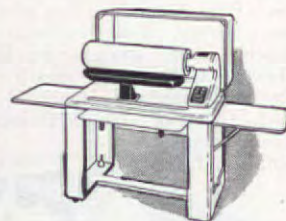
**Gets Bendix washer, dryer
and ironer on new budget
terms. Only 10% down and
two whole years to pay!**



**World's most popular auto-
matic washers.** A variety of
models to suit every home and
purse. Your choice of Dyna-
Surge tumble-action or Un-
dertow agitator-action. Com-
pare all their features, then
decide. Remember, no other
make can match the Bendix
record of service to more than
1,500,000 happy owners. Priced
from \$179.95.



**Drys clothes better than sun-
shine!** Faster, cleaner, fluffier
and much easier! No weather
worries. No soot and dust. No
wrestling with heavy, damp
clothes. The Bendix auto-
matic Dryer with ultra-violet
Suntronic Lamp, and outdoor
venting optional. Gas or elec-
tric models available.



**Difficult ironing jobs made
easy!** Ruffles, sheets, shirts—
done double-quick on new
Bendix Ironers. More work-
saving features than any other
make. Free instruction in your
own home after you buy.
Three models, priced to suit
every budget.

**DEMONSTRATIONS DAILY
AT YOUR NEAREST
BENDIX DEALER'S STORE**

BENDIX
automatic
Home Laundry
WASHER · DRYER · IRONER

Bendix Home Appliances, Inc.
South Bend 24, Indiana

The Washer that Couldn't Happen!

Here's the secret of the new Bendix Economat automatic washer . . .

Here's a "new lease on life" for you, for a mere \$18 down

Just think! Hardly more than you'd pay for good shoes! Yet the low down payment on a Bendix Economat banishes one of your hardest jobs forever!

It's a fully automatic agitator washer—and its secret is the Wondertub. This amazing new flexible tub gets wonderful results without all the complicated machinery that makes most automatics so expensive. And the tub is accompanied by a written 5-year warranty.

Marvelously efficient, the Economat washes thoroughly

by gentle "Undertow" action . . . 8 pounds of wash at a time. Thanks to "Float-away" draining, the soil-laden suds can't be redeposited on the clothes. And the final "Squeeze-drying" leaves clothes untangled and free of deep, hard-to-iron creases. Needn't be bolted down.

It's time you stopped working so hard on washdlay! It's time to have your Bendix Dealer show you how wonderful it is and how *inexpensive* it is to own a new Bendix Economat Washer.

NOW...
for lovely gifts
with that
personal
touch



PRANG
Textile colors Dek-All

Highlight your home! Or make unusual gifts with these gloriously bright colors. They are lovelier, more individual than anything you can buy and it's easy, inexpensive fun.

PRANG TEXTILE COLORS

Decorate anything made of cloth, adding lovely spectacular beauty. Special stencils in the Kit make it easy. Colors are bright, easily blended, washable.

PRANG Dek-All

Exciting new colors to decorate china, metal, glass. 15 minutes in your oven makes them amazingly durable.

Combine Them!

It's so easy to paint designs or initials on glassware and china with colorful Dek-All. Repeat the same designs or initials on linens with washable Prang Textile Colors for an original combination of striking beauty. Your curtains and towels, with designs in Prang Textile Colors, can match tray, jar and canister decorated with Dek-All Colors. Combinations for other rooms are unlimited, too.



Prang Textile Color Set No. 1907. 24 items—everything needed for countless gifts, including stencils and "Do It Yourself" booklet. Only \$4.00. PRANG Dek-All Set No. 1280—5 colors, Mixer, Thinner, Cleaner, Brush, design sheet. Only \$3.00. Sets make wonderful gifts in themselves. At dealers or send direct.

FREE ideas on how to combine these companion color mediums for unusual, beautiful effects. Parties and special occasions—Christmas, too! Send today. Dept. AH-2

the **AMERICAN CRAYON** company
Sandusky, Ohio
NEW YORK • SAN FRANCISCO • DALLAS

END "BATHROOM CLUTTER" NEWEST, NEATEST WAY TO DRY STOCKINGS AND LINGERIE



SAF-T-DRI SEA-SHELL STOCKER DRYER

Flip it up—it's a lovely wall decoration.

Flip it down—it's a dryer. Holds 32 stockings or socks in only 8 inches of wall space. Beautiful pearlescent plastic in pastel colors: Blue, Green, Rose, Yellow. \$2.95. Also in Crystal Clear. \$1.95.



MALIBU SEA-SHELL TOWEL HOLDER

In pearlescent plastic to match Saff-dri! Solves your "extra" towel problem. Blue, Green, Rose, Yellow. \$2.95. Not made in Crystal Clear! No nails, screws, bolts or suction cups needed. Use Saf-T-mount, if it's included with Saff-dri and Malibu Sea-Shell.

Postage Paid. Sorry, No C.O.D.

THE PLASTICRAFTERS
301 N. Michigan Ave., Chicago 1, Ill.

HOUSE PLANS



275 Best DESIGNS & IDEAS

Actual pictures of homes built with description and floor plan. All types of architecture, one and two story. Complete blueprint plans available. Circle your choice of books—50¢ each:

- Selected Homes, 40 California Ranch Types.
- Attractive Homes, 40 Cape Cods and Colonials.
- Charming Homes, 31 5-Rooms, Modern Exteriors.
- Brick Homes, 62 2-3-4 Bedrooms.
- Dream Homes, 79 Illustrations, Interiors and Exteriors.
- Small Homes, 23 Low Budget Designs.
- ALL SIX BOOKS FOR \$2.50 SENT POSTPAID No C.O.D.'s

Guaranteed satisfaction or money refunded. Order today.

CLEVELAND PUBLICATIONS, INC.
Dept. 10 B, Pershing Square Building • Los Angeles 13, California

Crafted Wrought-Iron Gifts

say "Thank you" or "Merry Christmas"

Almost anyone who loves a house will like this lovely black iron name bracket \$10.00. "Summertime", only \$18.50 (plus white paint letters, 25¢ ea.) ppd., cash with order, satisfaction guaranteed. Other nice designs, \$7.95 up. Write for interesting free catalog: weather-vanes, post lamps, "antique" house hardware.



WILLIAMSBURG BLACKSMITHS
11 Revere Williamsburg, Mass.

THANKSGIVING SPECIAL!

Gaily-colored turkey salt and pepper set, 4" high, only \$1.00. SEAFISH PLANTER doubles as creamer. Yellow and brown, or green, \$1.15 ppd. No. C.O.D. Satisfaction guaranteed.



JOHANNA'S

630 So. Fourth St., Corvallis • Oregon

RELAX • MAKE THINGS • HAVE FUN



Make beautiful things of leather, shells, copper, sequins, wood, clay, plastics. Do fabric painting, stenciling, carving and etching. Our fully illustrated 48-page catalog shows hundreds of craft ideas for the entire family to enjoy. Send time for your copy today.

BEAVER CRAFTS Inc. Dept. 177

11558 S. Wentworth Ave. Chicago 28, Ill.

the AMERICAN HOME

market place

Welcome to the Market Place Merchandise, except personalized items, may be returned within seven days for a refund of the full price. Most of the firms mentioned in the Market Place prefer not to handle C.O.D.'s.

Photographs by F. M. Demarest

MINK TAIL SET. Seldom does such a tremendous bargain appear on the market as this genuine mink tail jabot with a matching muff. Both come in either natural ranch (brown) or silver-blue (gray), and the set does wonders for an old suit or coat. The jabot, \$12.75. Matching muff, \$22.50. Incl. tax and post. No c.o.d.'s. From Harold Rubin, 52 E. 56th St., New York 22.



MONOGRAMMED TOWELS. A 6-piece set of Martex towels has two each of: bath towels, hand towels, face cloths. Aqua, blue, pink, turquoise, camellia, dark blue, hunter green, sand, maize, gray, white or port wine. Monogrammed in contrasting color. \$9.95 plus 35¢ post. Allow 4 weeks delivery. Franklin Bayer, The Linen Shop, 630 North Michigan Avenue, Chicago, Illinois.



ABBEY DAY & NIGHT MARKERS

made of SOLID CARVED CALIFORNIA REDWOOD

Attractive—Durable—Weather Resistant Shipped complete with 24" ground stake and screws—ready to install.

Complete marker with up to five 2" reflector letters or numerals \$3.50
Complete marker with up to five 3" reflector letters or numerals \$4.70
Extra 2" letters 45¢ each
Extra 3" letters 65¢ each

No charge for punctuation. • Sold by mfr., only, postpaid.
ABBEY DECORATIVE PRODUCTS CO.
Pleasant Valley 2A • New York

HAND PAINTED Hawaiian flowers ...IN COLOR

Beautiful paintings by Tip Freeman "Artist Laureate of Hawaii," will transform your house into a distinctive home

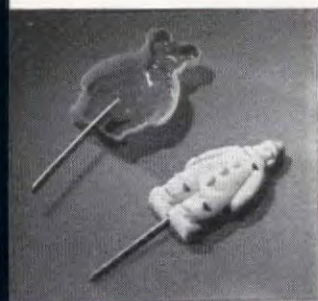
10" x 12" . . \$3.75 or \$ 6.85 a pair
15" x 20" . . \$5.75 or \$11.00 a pair

CHOICE OF: Bird of Paradise • Wood Rose • Yellow or Red Hibiscus • Torch Ginger • Shell Ginger • Cup of Gold • Night Blooming Cereus • White Orchid

SEND IN YOUR ORDER NOW
POSTPAID NO C.O.D. ORDERS



address **WAIKIKI ARTS** 5386 Pawaa Sta.
HONOLULU 14, HAWAII



SHAPE UP your next children's party into the gayest, most festive event in town, and order a box of these molds to make ice-cream pops right in your own kitchen. A box has: gingerbread man, clown, teddy bear, and rabbit in red, green, yellow, and blue plastic. They come with 6 popsicle sticks, and the fun is in the making! Two boxes, \$1.20 ppd. Mayfair Gifts, Forest Hills, N. Y.



SCHOOL DAYS have returned for your cowboys and Indians, so now is the time to start them thinking in terms of serious studying! A Roy Rogers School Bag, decorated with Roy on a rearing Trigger, should be some encouragement for the most recalcitrant roughneck to do his homework. Sturdy brown plastic with shoulder strap, \$2 prepaid. England Bros., Pittsfield, Mass.



MERRY CHRISTMAS! Round up a favorite snapshot of you and your husband, your house, offspring or pet animal. Send negative to this shop, and it will be reproduced on top-quality white cards, with red deckled borders. Send 3¢ stamp for sample card. 25 Style B cards (as shown), \$1.50 plus 15¢ post. Prices on request. Order early! Yulecards, Box 84, Quincy, Massachusetts.



YOUR NAME IN PRINT will be a great help when doing your Christmas shopping through the **MARKET PLACE** pages. The Deskset has 50 gummed-back mailing labels, 300 personal labels and also 50 personal post cards, all marked with your full name and address. Handy to have in your desk for paying bills, etc. \$3.10 ppd. Eunice Novelties, 541 Madison Avenue, N. Y. 22, N. Y.

LET'S "PRETTY UP"

Captivating creations right from the heart of the Penna. Dutch Country! Original, colorful **DECALS** that brighten cupboards, boxes, furniture, trays or shades. Instructions included.

No. 10 Penna. Dutch Decals, large sheet of 35 heart, bird and tulip designs. Postpaid. **\$1.00**

No. 12 Penna. Dutch Decals, 28 Amish figures, birds, flowers, borders, horse 'n buggy. Postpaid. **\$1.00**

Specify by number when ordering

R. W. CUMMINGS, Inc. • Lancaster 1, Penna.

The Pig'n Whistle Shop

Gifts of Distinction

AN EXCITING NEW TOY THAT YOUNGSTERS WILL LOVE!

From 4 to 14—they'll play with **PUNCHO** for hours on end, indoors or out. Ideal wrestling partner, tackling dummy, beach pal and game companion. He'll take rugged treatment. Made of **EXTRA HEAVY** long lasting **VINYLINE**. Sound weighted base, metal valve for easy inflation. Puncho's colorful (bright red and blue on gay yellow) and fun-full . . . a plaything youngsters love.

PUNCHO 54" high — \$8.00

PUNCHO, JR. 44" high — \$5.00

MIDGET PUNCHO 25" high — \$1.75

POSTPAID — C.O.D. CHARGES EXTRA

PIG'N WHISTLE SHOP

412 W. MICHIGAN AVE., EAST LANSING, MICH.



TEMPTING PRESERVES FROM OREGON MOUNTAIN MEADOWS . . . FOR CHRISTMAS GIVING

"CASCADE" GIFT BOX. Six asst. 5½-oz. jars Strawberry, Wild Plum, Blackberry, Greengage, Prune with Hazelnuts, English Gooseberry. *Express Prepaid* . . . **\$2.95**

"MT. HOOD" GIFT BOX. Doz. asst. 5½-oz. jars Strawberry, Prune with Hazelnuts, Wild Plum, Old-fashioned Tomato, Blackberry, English Damson, Greengage, Nectarine Preserves, Boysenberry, Red Raspberry, English Gooseberry, Apricot with Kernels. *Shipped Prepaid* . . . **\$5.85**

WRITE FOR FREE CATALOGUE
JANE AMHERST
1112 N. E. 47th Avenue
PORTLAND 13, OREGON

FIND THOSE LITTLE THINGS FAST!

16 DRAWERS each 1¼"x2¼"x5¼" IN THIS ALL-METAL **HANDI-CHEST** POSTPAID **\$4.95** (with cardboard drawers \$3.95)

NEW divided aluminum drawers give **HANDI-CHESTS** triple usefulness. Spot-welded steel cabinets, metal drawer guides, grey enamel finish; rubber feet won't mar any surface. Send check or money order. No C.O.D., please. Ohio sales add 3% tax. Manufacturer ships promptly, direct. Ask about quantity discounts.

32 drawers 6x15½x12½	56 "line" in aluminum drawers. Complete HANDI-CHEST 32A	8.95	Heavy Kraft-board drawers, metal pull tabs, steel case 32K....	5.95
64 drawers 6x15½x24½	102 "line" removable dividers in drawer. HANDI-CHEST 64A	15.95	Sturdy Kraft-board drawers, metal pull tabs, steel case...44K	9.95

ALL HANDI-CHESTS SENT POSTPAID
TIBBITS MFG. CO., Dept. 10-A, Alliance, O.

CRYSTAL CHANDELIERS

As Low as **\$35.00**

All wired for electricity. Imported, beautifully cut, crystal prisms. Lovely tooled metal top band in either silvery or natural brass. Model pictured 12" across—App. 16" long—\$60.00. Same type 10" across, 4 tiers—\$45.00, 8" across, 3 tiers—\$35.00. Shipped prepaid. Satisfaction guaranteed. Write for free illustrated descriptive folder.

KING'S ANTIQUE SHOP
Dept. A. Leaksville • N. C.

PINK PEARL Dutch Hyacinth

6 Quality Bulbs, plus 2 copper colored Styrene Pots, 2 bags of prepared potting fibre all only \$2. Ready to grow NOW for succession of fragrant indoor beauty, Christmas thru Easter. Order enrolls you in the Club. No obligation.

BULB of the Month CLUB 125 Madison, Dept. AMH Chicago 3, Ill.

HAND-TOOLED in GUATEMALA!

Size 8" x 10½"

Imported Cowhide **SHOULDER BAG** SOLD BY MAIL ONLY! **\$9.65** Plus \$1.93 Fed. Tax

\$2 Dep. on C. O. D.s

Available in Child's Size, 5½ x 7¼ at \$4.75, plus 95c Fed. Tax

FREE - Write for Free Folder on Other Handbag Styles

BROPAR BOX 1997, DEPT. 106 SAN ANTONIO 6, TEXAS

—and it's Rag Content!

Standard Package

200 NOTE SHEETS (size 6 x 7) and 100 ENVELOPES. Printed with your name and address in rich blue ink. Crisp, white, rag content bond paper. **\$1.00**

Envelope Package

200 ENVELOPES ONLY (envelopes as in the Standard Package). For those who need lots of envelopes for paying by check, etc. All neatly printed. **\$1.00**

Correspondence Card Package

100 CORRESPONDENCE CARDS (3½ x 6) and 100 ENVELOPES. Cards are high-quality pure white vellum. Printed with name and address. **\$1.50**

DeLuxe Package

125 SHEETS (size 6½ x 10½) and 125 ENVELOPES in heavier rag content bond paper. All neatly printed with your name and address. **\$2.00**

Look at the quantities listed above —and the prices! Here is real stationery value—for the paper is **rag content** bond, printed in rich blue ink with your name and address! American Stationery has been used in America's fine homes for 33 years. Why don't you try a package?

Sold by mail only. Please order in quantities as listed. No "split-package" orders accepted. Maximum printing—4 lines, 30 characters per line. Remit with order. West of Denver, Colo., and in U.S. possessions, add 10% to prices. We pay the postage. Satisfaction guaranteed.

THE AMERICAN STATIONERY CO.
700 PARK AVENUE • PERU, INDIANA

Order now for Christmas

It's not too early! Give the thoughtful gift with the distinctive personal touch. Stationery will be printed with names and addresses you specify and sent to you.

American Stationery

THE FINE STATIONERY IN THE PLAIN BOX



ALL SEWING Becomes Easier, Quicker

**The Greatest Advancement in
Hand Sewing in 100 Years!**

The amazing Jiffy-Stitcher does a professional job at home in ½ the time. Sew a beautifully concealed hem without rethreading. Holds a complete spool of thread. Do tacking, shirring, smocking, make buttonholes, sew with elastic thread. Weighs just 2½ oz., fits palm of the hand. \$2.95, order now!

ALBIN ENTERPRISES • Dept. M
111 N. La Cienega, Beverly Hills, Calif.
☐ Check ☐ Money Order ☐ C.O.D.
\$2.95 POSTPAID

Name _____
Address _____
City _____ State _____



WOVEN PALM LEAF CRACKER CARRIERS

**\$1.25 pair
POSTPAID**

Hand-woven by the Otomi Indians of Mexico in sweet palm leaf. Natural off-white with decorative bands of bright color. Nine inches long and just right for serving crackers, cookies or other good things. Make wonderfully inexpensive gifts—your money back if not satisfied. Rush your order and ask for free catalog.

Southwestern Gifts

631 E. Alameda, Santa Fe, New Mexico



You will find a hundred uses for this handy, all-purpose, aluminum kitchen saw. You can buy meat at quantity prices and cut it in your kitchen to serving portions desired. The hardened steel saw blade severs meat bones and joints smoothly and quickly. Handle is grooved for tenderizing tough cuts. Ideal for preparing frozen foods. Equally useful to sportsmen for dressing game and fish "on the spot." Will also cut steel and brass. Regular price, \$1.50—Special Introductory Offer, \$1.00 postpaid, Limit 2 to a customer. Extra blades, 3 for 40¢. Sorry, no C. O. D.'s—Money back guarantee.

ART METAL APPLIANCE CO.

6758 Hollywood Blvd., Hollywood 28, Calif. Dept. 205



CHINESE MING TREE FIGURINES

Specially priced for Christmas gift-giving—these highly glazed California pottery figurines, 7½" high, carry gold-roped baskets; are done in Black with Chartreuse, Yellow or Pink coats. Exotically combined with Ming trees of petrified Cypress clusters (Green or Natural) fastened securely into baskets—require no care or water—guaranteed to last and please forever!

\$2.50 each, complete with trees

\$4.75 pair (boy and girl)

Please specify color choice of Coat and Tree

Sent prepaid within 300 miles of New York; elsewhere, express collect.

America's
Largest
Florist
Established
1889



Free
Gift
Folder
on
request

160 East 57th St., Dept. AH, N. Y. 22, N. Y.



HAND SPUN ALUMINUM

These 11 oz. tumblers are highly polished to a bright silver finish—Spun by our own craftsmen—Ideal for any cool drink—Young and old will enjoy them—Set of 8 only \$6.85 ppd. Matching coaster-ash trays are \$1.85 ppd. set of 8. The hand spun bowl, 3" high and 8¾" diameter, matches the tumblers—Handy for ice cubes, fruits & nuts, or as a planter, \$1.65 ppd. These original items will add charm to any home. Send check or money order to:

PUEBLO GIFT SHOP
2428 University Ave. Madison, Wis.

YOU, TOO, CAN MAKE POTTERY



NEW BOOK SHOWS YOU HOW

Now you can make professional-looking vases, bowls, figurines, candlesticks, tiles, right from the start, at home! No art ability, no lessons required. It's easy with Ceramite, the amazing new oven-fire clay and glazes you bake in your kitchen oven. Information-packed book with over 100 photos and diagrams shows you how. Send for book today! Special 25¢ (reg. \$1). Order big 20-project Ceramite Kit now \$4.95 postpaid. No COD's. **ETTL STUDIOS, INC.**

Dept. C-63, 213 West 58 St., New York 18

KELLOGG GIFT SELECTIONS
from the Whole Wide World
Ireland, Cape Cod, China, Switzerland, Hollywood, Scotland, the Caribbean etc.

The NEW Catalogue of Kellogg Selections is full of surprising "finds," all pictured and described for you; all moderately priced. Each article is attractively wrapped and comes to you prepaid and guaranteed. Write NOW for your FREE copy.

ROBERT W. KELLOGG CO.
76 Hillman St. Springfield, Mass.



PERSONALIZE with Monogram DECALS

Almost everything in your home; the car; the nursery can be beautifully personalized... inexpensively... permanently... attractively. Graceful, raised script letters can be applied to items of leather, glass, plastic, metal, paper and wood surfaces. Waterproof. Alcohol-resistant. Easy to apply. Countless uses. Glossy black or gold.

Any 30 Initials—\$1.00
70—\$2.00. No COD's. Ppd.
PROCESS DESIGNERS
226 W. 42nd St., Dept. 28
New York 18, N. Y.

EARLY AMERICAN TRAY PATTERNS.

A portfolio of five different tray patterns for five various shaped trays comes with easy directions for tracing and painting. If you're already an expert, you'll appreciate the authentic designs. If you're a beginner, you'll get tremendous satisfaction from this new hobby. \$1.25 prepaid. Jane Zook, 457 State Street, Lancaster, Pa.



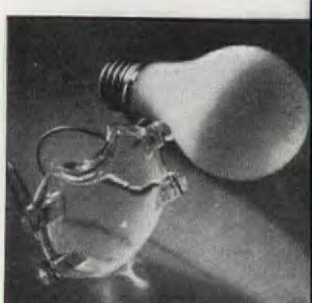
SMALL WONDERS. Early American

miniature reproductions make wonderful gifts for collectors, or they're a fine beginning for a teen-age daughter. The Lazy Susan Table, \$3.75; matching chair, \$1.50; trough table, \$2.25. Authentic in design, made to standard 1" to 1' scale. In genuine walnut, red or blond maple. Prepaid. Pueblo Gift Shop, 2428 University Ave., Madison 5, Wis.



BRIGHT LIGHTS are a must over

your husband's workbench in the cellar, and they're a wonderful help for old and tired eyes. This clip-on lens magnifies light to twice its strength; fits any bulb from 25 to 100 watts. Use it for sewing, and put one in your child's desk drawer. Two for \$1.06 postpaid from Fairbridge Co., Inc., 945 Main Street, Bridgeport 3, Connecticut.



Louvrelite PIN-UP LAMP

Utterly new, excitingly different, this smart streamlined pin-up lamp will give your rooms a dramatic and beautiful lighting effect never before realized. Soft, mellow, diffused light gently glowing through circular bands of enameled aluminum creates a dream-like atmosphere of serenity and charm. Clever homemakers will buy them in pairs. Ideal for any part of the room including corners. Choice of paste blue, green, yellow, medium blue, terra cotta, peach ivory, light green, dark green, beige, Chinese red and natural aluminum.

Money Back
Guarantee

\$2.95

Postage Prepaid
No C.O.D.'s Please

M. L. DUNN CO., 134 E. Third St., Dayton 2, Ohio



HORSE ON WHEELS

THE KIDDIES FAVORITE—
AT A NEW
LOW
PRICE



**NOW
\$5.99**

Life-like, all-plush, excelsior-stuffed toy horse, 20" high, 19" long, 9" wide. Mounted on metal wheel base—rubber tire steel wheels. Horse on a simulated leather saddle and bridle. Sturdily built. No COD's. Send check or money order. Prompt delivery. Pay shipping charge on arrival. You must see this is an exceptional "buy" or your money back at once.

GUARANTY SALES CO.

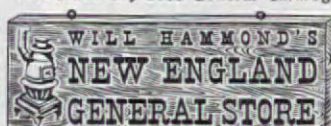
226 West 42nd St., Dept. A5, New York 18, N. Y.



OLD-TIME TRIVETS

Colonial reproductions: "Pine Tree," "Pres. Adams," and "Fleur-de-Lis." Use as hot plate holders, flower pot stands, tea caddies, door stops and wall decorations. Cast Iron, \$1.15 ea. (3 for \$3.00). Solid Brass, \$2.25 ea. Ppd. No C.O.D.'s.

Write For My Free General Catalog



2 Plain Street, Millis, Massachusetts

NEW AUTO CLOTHES RACK ENDS PACKING TROUBLE



Holds up to 32 garments FULL LENGTH. This amazing Hang-All Auto Wardrobe Rack fits flush with the roof of your car above doors or windows. Does not obstruct rear view vision or use of doors or windows. Attaches in seconds to any make model car—Instantly detachable if desired. Handsome nickel-plated steel rack supports one hundred pounds. Saves packing troubles—eliminates pressing bill for itself the first trip. Send check or money order, or postal note today. \$3 postpaid. 10-day money back guarantee.

DAMAR DISTRIBUTING CO., Dept. AH-10, 333 Halsey St., Newark 2, N. J.



ARMCHAIR EATING while watching the Cardinals play the Dodgers, or when relaxing between household chores, is made beautifully effortless with the Serv-All armchair tray. Strong clamps secure to chair or sofa arms preventing spillage and crumbage. In ivory, red, blue or green alcohol-resistant plastic. \$1.98 each plus 17¢ post. Crown-Craft Products, 246 Fifth Ave., N. Y.



OVEN DECOR SET. A complete paint set to decorate glassware, plain china, metals, and fabrics consists of eleven colors, mixing pans, and a good brush. You can bake your decorated china and glass right in your own oven for permanence, and the result will be professional. With full instructions, \$2.95 ppd. Ward Phillips, Box 345A, Merchandise Mart, Chicago, Illinois.



LUCKY PAIR are the couple who hang up a double horseshoe, bannered in copper with their names. Real pony shoes are welded together with two names, initials, or nicknames stamped in silver letters on the copper band. Fun for a suspicious executive. Not over 6 letters to a name. Order shipped day received. \$3.85 ppd. Horseshoe Forge, 2 Muzzey Street, Lexington, Mass.

Men's & Women's Shoes Re-made Factory New!



Rebuilt over Original Lasts!

Combat high shoe costs! Nelsonizing rebuilds your old shoes factory-new. We make shoes longer or wider by adding leather—not by stretching! We change heels, restyle, open or close toes, etc.—by factory methods! We mail everywhere! Write for Free Booklet AH-10.

B. NELSON CO.

10 E. 39 St., N. Y. 16, Dept. AH-10

Brooklyn • Jamaica • White Plains • Newark • Hartford

CLIP-ITS for tailored drapery pleats

Applied in an instant—easily removed for flat cleaning or laundering. Color fast materials can be tubbed and rehung in jiffy time. Save as high as \$10.00 a season on cleaning bills. Made of stainless steel—rust proof—lasts forever.

10 Clip-Its in a box—enough for one pair of draperies, ordinary size. In ordering, indicate what kind of material is to be used. If your stores do not handle Clip-Its, send check or money order to

CLIP-IT, Inc. 522 N. Park Ave. Warren, Ohio

The JIFFY metal CABINET



YOUR ANSWER TO SMALL ITEMS STORAGE (Ideal Gift, Tool!)

32 DRAWER UNIT PICTURED ONLY \$5.95 POST PAID

SIZE
32 Dr. Unit 12 3/4" x 15 1/4" x 6"
64 Dr. Unit 25 1/2" x 15 1/4" x 6"
Drawer Size 1 1/4" x 2 3/4" x 6"

PRICES
With Heavy Weight Cardboard Drawers. Metal Drawer Pull. Suitable for most home uses.
32 Drawer Unit \$5.95 Post Paid
64 Drawer Unit \$9.95 Post Paid
Now, Dividers included make each drawer into three compartments with rustproof aluminum divider models.
32 Drawer Unit \$8.95 Post Paid (96 compartments)
64 Drawer Unit \$15.95 Post Paid (192 compartments)

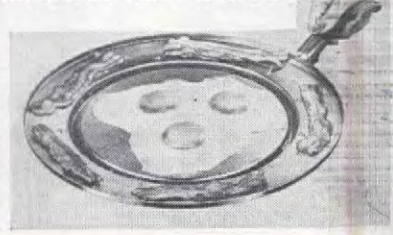
For small items so easily misplaced—nails, screws, nuts, bolts, washers, buttons, workbench and hobbyists' needs. Spot welded steel cabinet, grey enamel finish, mar-proof rubber feet—looks good anywhere. Send check or money order. No C. O. D.'s. Ohio orders add 3% sales tax. Money back if not satisfied.

KATTEE PRODUCTS CO., DEPT. AH CANTON, OHIO

AMAZING BACON-EGGER ELIMINATES Fuss & Muss

Fries and Dries Bacon Flat and Hot Fries Eggs in Same Operation. No more curled up, cold bacon; NO messy frying, NO splattered grease. And NO scouring... simply wash the mirror-polished chrome Bacon-Egger in soap and water. 14" diameter; cooks an average family serving at one time. Wonderful for ham and eggs, liver and onion, hotcakes, hamburgers, hot dogs.

Write, no C.O.D.'s... Postpaid **2.95**
JOYWOOD COMPANY
100 Boardwalk Wildwood, N. J.



SPACE SAVING "Back O'Door" HATRACKS-SHOERACKS TIERACKS



Convenient space savers, these low cost plastic covered metal racks make the most of closet doors in bedrooms and hall... Two hats fit into the hat-rack... three pairs of shoes into shoerack... quantities of ties in tier-rack.

ANY 3 Racks \$1.59 POST PAID

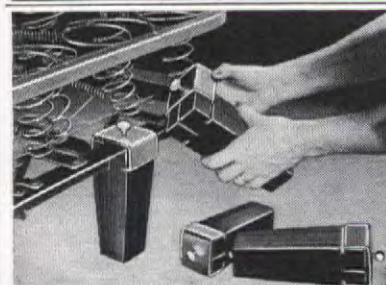
COLORS
Ruby
Emerald
Coral
White
Turquoise
Sapphire

No C.O.D.'s Please

USEFUL AND ATTRACTIVE GIFTS that the entire family will enjoy. Only \$1.59 for any three racks post-paid. Fancy nails included. Order now for yourself and Christmas. State quantity, kind of racks desired, and color of each rack wanted.

LENTZ NOVELTY CO.

Dept. A 2, 1629 N. 61st St., Phila. 31, Pa.



FOUR DENNIX LEGS CONVERT ANY OPEN COIL SPRING into a DIVAN or HOLLYWOOD Style BED It takes only 5 minutes! Put them on without tools. Just slide leg on and tighten thumb screws. Smooth, genuine hardwood with furniture finish in mahogany, walnut, maple or blonde. Set of 4... **\$5.95**

Check or money order (no C.O.D. please). Money refunded in 10 days if not satisfied. We pay postage.

JOE Distributors and Co., Dept. E
17 East 42nd Street, N. Y. 17, N. Y.

KIT FOR MAKING DOLLS OF FOREIGN LANDS

Contains 5 molds for making Chinese, Latin, Scandinavian, Dutch, Hawaiian figurines, plus powder, water colors, brush, instructions. Fun for adults, youngsters making these delightful models that make beautiful home decorations. Complete only... postage paid. Send Check or Money Order Now. \$4. Deposit on C.O.D. Orders. Send 15¢ for illustrated color catalog of molding kits and supplies.

THE HOBBY MART, Inc.
604A Penn Ave., Pittsburgh, Pa.

FREE New 1950 GIFT & GADGET GUIDE

GIFTS YOU'VE NEVER SEEN BEFORE
• For Everyone
• For Every Age
• For Every Need and Occasion

Write for your sneak preview of new gifts.
m.c. Flynn, Inc.
ESTABLISHED 1901
43-L EAST 59th ST., NEW YORK 22, N. Y.

OUT OF PAWN GENUINE DIAMONDS Money Back Guarantee. Unmatched values in genuine blue white diamonds. Each diamond sold with a written, loaned money back guarantee. All diamonds set in gorgeous new mountings. Send today for beautiful, illustrated catalog showing values from \$10.00 to \$10,000. Over 100,000 satisfied customers have bought Diamonds from Berman's. Our reference—your own bank or any mercantile agency.
BERMAN'S DIAMOND LOAN BANK
America's Great Diamond Values
DEPT. AH BERMAN BLDG., BALTO. 1, MD.

Home Trade Softies

Made especially for us in volume to bring the price way, way down.

\$3.95

PREPAID ONLY



Soft Elk Leather. Choice of Black, White, Brown, Wine, Green, Blue
Women's sizes 3 to 10. Narrow and medium widths to fit AAA to D feet

JUMBO widths to fit E, EE and EEE feet... in sizes 4 to 11 **\$4.75**

You have probably never felt anything like the comfort you get from the combination of soft unlined Elk leathers, plus a soft cushiony cork platform, plus a wedge heel that supports the arch where support is needed. Feels like a slipper, yet it's a neat, dressy oxford. We do not sell thru dealers or agents. But we sell them direct to you prepaid. Just tell us your regular shoe size and we will send the proper fit. Money back if not satisfied. No C.O.D.'s.

----- POSTAGE PREPAID -----

Enclosed find \$3.95 for Softies (Jumbo widths \$4.75)

SIZE _____ WIDTH _____ COLOR _____

Name _____

Address _____

HOME TRADE SHOE STORE
MINNEAPOLIS 2, MINNESOTA

"No-Trespassing" says CHAPERONE

KEEPS your dog off furniture, rugs, anything you want to protect. Harmless. Easy way to train any dog. Just shake on a little Powder Chaperone—you don't smell it; dogs do and stay away. Will not injure even finest fabrics. Use on slippers, drapes, etc., to avoid puppy damage.

SEND NO MONEY— Order C.O.D. \$1 plus postage (or enclose a dollar bill at our risk, and we'll pay postage). For outdoors, protect shrubs, gardens, etc. Spray with Liquid Chaperone, also \$1.

SUDBURY LABORATORY
Box 995, South Sudbury, Mass.
Dealers Write for Special Offer



Cocktail Set

8 oyster forks and lemon server in heavy 1847 Rogers Bros. silverplate, come handsomely cased in a walnut finish cigarette box. One initial engraved on each piece, gratis. Choose from these patterns
ETERNALLY YOURS
REMEMBRANCE
ADORATION
FIRST LOVE
Illustration of patterns on request.

Check or M.O. \$9.95 postpaid

Scranton Jewelry Co.

321 Penn. Ave., AH1, Scranton 3, Pa.

NEW SENSATIONAL "RODLESS CURTAIN"

(Original)

Nationally Advertised—WINDO-TREAT* Elastic Action! Will allow ruffling to stretch to fit any size or shape window, SINGLE, DOUBLE & miniature. No rods, no sewing, no measuring, easy to launder and iron. Ready to hang, complete with hardware and simple directions. Versatile! FOR EVERY ROOM in the house! Swell over venetian blinds, curtains, or as shown in illustration. Because we maintain the highest standards of quality and workmanship we unconditionally guarantee our product.

1. PLASTIC (Looks like Chintz). (Solid Colors—4-gauge vinyl). Cherry Red, Rosebud, Kelly Green, White, Blue, Gold, Wine. \$2.25
2. GINGHAM CHECK PERCALE (Combed yarns—high count). Red, Blue, Green. \$3.25
3. POLKA DOT PERCALE (White Ground). Red, Blue, Green. \$3.25
4. White Permanent Finish Organdy (Colored Center Bands—Extra fine sheer quality). Red, Blue, Green, Rose, Gold, Wine, White. \$3.25
5. EVERGLAZED CHINTZ (Solid Colors—Special Finish). Cherry Red, White, Kelly Green, Blue, Gold, Wine, Rosebud. \$4.25

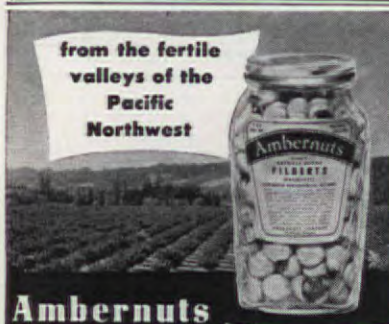
Note: One Windo-Treat will S-T-R-E-T-C-H up to 24 feet. Do not be misled by imitations. THIS IS THE ORIGINAL WINDO-TREAT—RODLESS CURTAIN**!

Enclose Check or Money Order. We pay postage . . . C.O.D.'s you pay postage. Money back within 10 days if not satisfied.

BROADWAY MILLS, Dept. AH-1, 220 Fifth Ave., New York 1, N. Y.



**Trademark



The world's finest
FILBERTS and
tastiest nuts!

Try them and you'll know how good they are. The illustrated folder we'll send with them shows various packages from \$1 to \$18.50, with which to delight your family, friends, customers, employees or the boss at holiday time. Nuts belong with the holidays. These roasted and salted AMBERNUTS are different and fascinatingly good. A \$1 bill or check enclosed in an envelope with your name and address is the best deal, but if you prefer we'll send the folder alone, free on request. All orders are shipped by prepaid parcel post.

AMBERNUTS COMPANY
806-D S. W. BROADWAY PORTLAND 5, ORE.



DOLL HOUSE DOLLS FOR THE YOUNG IN HEART

Sweet, gaily dressed dolls of bendable plastic, hand painted faces. Unbreakable . . . moved in different positions. Can be dressed and undressed. Washable.

Family Set Senior Set
Father, Mother, Boy Pop, Mom, Boy, Girl,
and Girl. . . . \$4.95 baby, maid, . . . \$8.25
nurse

WRITE FOR FREE GIFT CATALOG
Bride, Groom, Bridesmaid, Nun. . . each. \$1.65
Cowboy, Cowgirl, Senorita. each. \$1.65
Father, Mother ea. \$1.50. Boy, Girl ea. \$1.15
Nurse, Doctor, Policeman, Maid. . . each. \$1.50
Teacher, Grandpa, Grandma, Cook. . . ea. \$1.50

AFCO PRODUCTS CO.
Dept. 21 Lexington 73, Mass.



EMBROIDERED PLACE MATS

Beautifully embroidered in white. Easily laundered. Four mats in a set. Three attractive patterns to choose from. Size: 11" x 16" each.

Style No. Per Set Your money back if not de-
A. \$3.50 lighted. Send check or money
B. \$6.00 order and we pay postage . . .
C. \$4.80 Postage extra on C.O.D.'s.

WRITE TODAY FOR RICHLY ILLUSTRATED COLLECTION No. AH of fine reproductions of furniture and imported curtains.

ARTCRAFT ASSOCIATES
316 East 61st Street, New York 21, N. Y.

FOR BIG MEN ONLY!

SIZES 10 to 16 — WIDTHS AAA to EEE
We specialize in large sizes only—Loafers, Wing Tips, Mocassins, Dress Oxfords, House Slippers, High and Low Work Shoes, Rubbers, Sox. Specially designed for large sizes. \$9.95 up. Satisfaction guaranteed. Sold by mail only. Write today for FREE catalog.
KING-SIZE, Inc.
101, Brockton, Mass.

It's Yours FREE!

NEW 1950 GIFT CATALOG
Hundreds of Exciting Gifts you've never seen before! Newest, latest gifts for men, women, kiddies, home, kitchen, toys, etc. It's a great catalog—and you'll enjoy thumbing through it many pages.
SURPRISING DISCOVERIES FROM ALL OVER THE WORLD! Don't let buying chores frazzle your nerves. Buy at home the easy economical BANCROFT way. We pay postage! Write today!
Bancroft's
2433 South Indiana Ave., Dept. 200, Chicago 16, Ill.

SMALL HOME PLANS

ONLY \$1.00. Economy with Charm. For a distinguished small home, this book of plans offers two and three bedroom houses ranging in size from 725 to 950 sq. ft. Designed to meet F.H.A. minimum requirements. Your \$1.00 Refunded with First Set of Plans

The SMALL HOMES PLAN SERVICE
Incorporated
728 W. Peachtree St., N. W. Atlanta, Georgia

GIFT FOR GARDENERS

It's NEW! It's a BEAUTY! Every gardener wants this new GARDENER'S SCRAPBOOK. Keeps garden ideas, planting facts, garden records at your fingertips. The GARDENER'S SCRAPBOOK can be arranged to suit each gardener's needs. Beautifully decorated 3 ring loose leaf binder, hard covers, 70 roomy pages for pasting clippings, notes, sketches, 15 large envelopes for folders, booklets, complete with index tabs. Grand Gift Idea. \$2.59 ppd. or C.O.D. plus postage. Two for \$4.95.

Home Service Publications
Dept. A-10, Glenview, Ill.

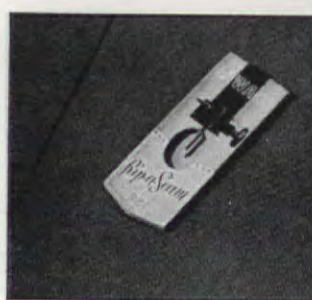
BRAIDED MATS for your floors have junior editions for chairs, and are so authentically Early American that you can almost see Pilgrim skirts swishing about the room. In red, green, blue or black, chair mats \$1 each; 3 for \$2.50. Floor mats: 18" x 24", \$1.95; 24" x 36", \$2.95; 24" x 48", \$4.50. Prepaid. The New England General Store, 2 Plain St., Millis, Massachusetts.



THE CONSOLE SET for the bare spot on the chest of drawers, hall table or bookshelf consists of a low bowl, 12" wide, with matching candlesticks, 2 1/2" high. The aluminum set comes with permanent baked enamel finish: red and chartreuse, lemon yellow and turquoise or dark green and chartreuse, all with copper trim. The set, \$3.95 postpaid. J & M Partrick Co., Ridgefield, Conn.



THE RIP-A-SEAM is a time-saving boon to you fine sewing ladies, and it will be a tremendous aid for the greenhorn. A replaceable needle fits into your machine; turn machine slowly and the Rip-A-Seam will cut all the seam threads for you. An expert tells us that it rips a seam as fast as you can sew it. 98¢ ppd. Order from Northmore's, Box 756, Highland Park, Illinois.



Sewing Machine NEEDLE THREADER

Gone is the struggle to thread your machine needle. Now, easily, simply, you use this automatic device and your troubles are over. Made of chromeplate, it threads all sizes of needles and threads in popular brands of sewing machines, old or new. The threader is fitted with a necklace ribbon for convenience. Simple operating instructions and a guarantee are enclosed with this amazing eye-saver, in a handsome jewel box. \$4.95 Paid
AUTOMATIC NEEDLE THREADER for any standard sewing needle. \$2.95 postpaid

No C.O.D.'s Please
EUNICE NOVELTIES
Our 10th Year
541 Madison Ave., New York 22, N. Y.

HOOKED RUGS for FUN AND PROFIT

Now make stunning hooked rugs in half the time! This big, new book "HOOKED RUGS FUN & PROFIT" shows you how! Amazing methods to save time and work PLUS more 100 authentic and charming hooked rugs, patterns and designs that will make your fingers leap to start! Includes Early American, Floral, Nursery, Novelty rugs plus DOZENS of novel effects as stitched, knotted pile and "handkerchief" Step-by-step instructions for beginner or expert for putting designs on burlap, how to do natural themes "come to life"—CON-TAINS EVERYTHING! Just published \$

NOW YOU CAN BRAID RUGS 3 TIMES FASTER

You'll braid a lovely 3' x 5' rug in half the time with these 3 Braid-Aids! Eliminating tedious, pressing, drudgery. Cut materials into strips—braid! ADJUSTABLE TO WEIGHT FABRIC! Also contains special needle for braiding strips, a skein of braiding thread, PLUS big instruction book with many projects and ideas! BRAID-AID KIT. \$1

Money Back Guarantee. C.O.D.'s accepted.
799 Broadway, Dept. AH, New York 3, N. Y.

HOMECRAFTS

Never-Fall BED SPRING REST

They take the place of unsafe, dusty slats—won't let your bed collapse; won't collect dust. Made of heavy steel; guaranteed for life. Finished Mahogany, Walnut, Maple or Blond. Specify finish and thickness of bed rails.

BROCK & CO. 1714 N. Decatur Rd., N. Atlanta 6, Georgia

Daintee Miniature Ear CORN HOLDERS

Exquisite ALL PURPOSE GIFT at corn roast and boiled corn time. Cast metal (not plastic). Sparkling Silverchrome to match your silverware. You can have red hot buttered corn chunks with tidy linen and unburned fingers. Send \$1.75 for 8 (or C.O.D. plus postage); 2 boxes, \$3.50; 3 for \$5. (P.S. Dealers check ☐). BELLO GIFTS, Gardner 46, Mass.



Children's Personalized "Lesa" Tumbler
Non-breakable frosty white plastic with hand painted designs in pink, blue or red. Matching brush hair, nylon bristles. Child's own name pointed on tumbler. Tell us the color you prefer and the first name.
No C.O.D.'s, please
La Palette
Dept. S 509 5th Ave. New York 17, N. Y.

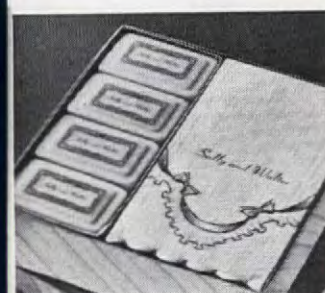
GUEST E-X-T-E-N-S-I-O-N TOWEL RACK

TRIPLE YOUR TOWEL SPACE
Hangs on Your Own Rack
Extends 15" to 25" Chromium over Nickel on Brass (no polishing)
No Screws or Bolts
You CAN take it with you Single bar extension \$2.25 Ppd
Money Back Guarantee—No C.O.D.'s please
ALLEN METAL PRODUCTS CO.
Est. 1936
28 Lefferts Road, Yonkers 5, N. Y.

\$3.95
plus
postage



KEEP THEM CLEAN. Trying to talk a rowdy eighth grader into washing his neck and brushing his teeth is a task. But the Hygienic Recorder, 8" x 11", decorated with his fellow men keeping trim, should spur him on. He pegs the holes as he does each job. There's one for little girls, too. \$1.50 each. Ppd. Darrow Mfg. Co., Third Avenue, Riverside Beach, Waterford, Conn.



SWEET CLEANERS. A lovely box of fragrant soap plus 50 matching paper towels all come marked with your favorite hostess' name in blue, green, or red on white. The names are permanent no matter how often the soap is used, and the set makes a fresh gift for Indian Summer. There are four cakes of soap. \$2.79 plus 20¢ post. No c.o.d.'s. Guaranty Sales Co., 226 W. 42nd St., N. Y.



PERFUME PEN. This might look like another ball-point pen to your unsuspecting eye, but we've got a surprise. The Kory Perfume Pen holds a vial of perfume, dispensed by the ball-point method. The pen and 4 vials of perfume: White Lilac, French Violet, Red Rose, and Lily of the Valley, (each lasts 8 to 10 mos.), \$5.95 incl. tax & post. Abbott Gifts, 22 W. 22nd St., N. Y. 10.

Personal PHOTO Christmas CARDS

From your favorite negative

INCLUDING ENVELOPES as low as

20 FOR \$1

(plus 15¢ shipping)

Yulecards are handsome photo Christmas cards made from your favorite photo. Send us snapshot negative of child, family, home, pet, etc. with 3¢ return postage (after Nov. 15 send 6¢ for first class return postage). We send FREE SAMPLE of deluxe Photo Christmas Card. You see before you buy. No obligation. If without negative, send snapshot with 50¢ and we will make one. All negatives safely returned with sample. Satisfaction guaranteed. Offer expires Nov. 30. Write today.

YULECARDS, Dept. 10, Quincy 69, Mass.

18" x 28"
THE Danbury HOOKED RUG KIT DESIGN
\$6.25
Postpaid
Stamped in black outline on good quality burlap with instructions for hooking, color, and shading. Metal rug hook and colored wool material for center flowers included. Period, Colonial, and Modern designs, wools and all necessary materials. Sizes from 2' x 3' to 9' x 12'. Send 20¢ for Leaflets.
Rebecca S. Andrews WALNUT RIDGE ARKANSAS

FREE GIFT CATALOG
We have searched the markets for new, inexpensive and interesting gifts which are described and illustrated in our latest catalog. Write for your copy today.

MADISON HOUSE, INC.
26 POST ROAD MADISON, CONN.



New SPOON FLOWERS To Save Your Stove Top \$1.

No more gravy spots on your white stove. A gay pottery flower on which to rest your dripping stirring spoon and save your stove top a world of mess. 3 by 4 1/4 inches, of glazed pottery with green leaf and the blossom in flower colors. (Give preference) Grand wall decoration, when not in use.

CHARM COTTAGE
"On the Mississippi"
Davenport, Iowa

HIBISCUS DEMI-TASSE SET

Exquisite new floral original captures delicate contours of Nature's own design. Radiant, two-tone Rose red colors; brilliant, highly glazed finish. For gifts—\$2.50 set, postpaid.



KILGORE GIFTS
614 Magnolia Street
Auburndale • Florida



SCENTED KITTENS
Snuggled together in a little plastic container are our two little scented kittens. Made of soft, colorful wool, they measure 2 1/2" x 3 1/2" and will spread a spicy fragrance wherever you choose to place them. They make a purr-ty unusual gift... and you'll want a scented set for yourself and the children. No C.O.D.'s, please.
The pair... \$1.00 postpaid

Send for your FREE copy of our new CHRISTMAS GIFT CATALOG
GREEN GABLE GIFTS
394 Lenox Ave., N. Y. 27, N. Y., Dept. 910

Jan's MODERN LAMPS
The Perfect Gifts, at Workshop Prices

Styled for home or office, these lamps combine beauty, utility and functional design to reflect good taste and charm wherever they're used... at factory-to-you prices. Available in Spun Aluminum, Black or Green Lacquer or Brass Finish. All with long cords.

ORDER NOW by mail—express collect. Send for free illustrated modern lamp catalog.

#405—3-Way Direct and Indirect Bridge Lamp—Double Swing Arm features this exceptional value. Home-spun fabric shades in: Beige, Chartreuse, Red, Yellow, White, Dark Green, Brown and Gray. \$16.95 (Brass Finish—\$1.50 extra)

G1—Direct and Indirect Wall Unit—Swivel easily adjusts to any angle. \$6.45 (Brass Finish—\$1.00 extra)
G2—Double Unit—\$11.45 (Brass Finish—\$1.00 extra)
J1—Table or Desk Lamp—Flexible arm easily allows use in any position. \$7.45 (Brass Finish—\$1.00 extra)
J2—Double Unit—\$11.95 (Brass Finish—\$1.00 extra)

Jan's MODERN LAMPS, INC. —Dept. 10A
15 West 8th Street, New York 11, N. Y.

Overall Height — 58" #405

Look — ONLY \$39.95
for This 5-in-1 Machine

BUY NOW CHRISTMAS SALE

DRILL PRESS LATHE GRINDER SANDER SAW ARBOR

POWER TOOL COSTS DOWN 75%

With an EMRICK 5-in-1 Machine you can work in wood, metals or plastics. Make first-class storm windows, cabinets, scores of furniture items, adorable presents — handle hundreds of home repairs. Fun for entire family. Save money. Operate profitable business. An EMRICK includes Lathe, Drill Press, Saw Arbor, Grinder, Sander — all in ONE machine, using ONE motor. Direct Factory price only \$39.95 cash, or on Easy Payments. 10-Day Free Trial. MONEY-BACK GUARANTEE. Write for FREE Catalog, and learn about our Big 15-Day Pre-Christmas Sale.

EMRICK, INC., 1858 Clinton, Kalamazoo, Mich.

BY MAIL — Beautiful Hand-Made
EARLY AMERICAN REPRODUCTIONS

Fill your home with the charm of Colonial days, faithfully reproduced by New England craftsmen.

COLONIAL LIGHTING FIXTURES
Wrought Hardware
Brasses
Antiques

Send for Complete Christmas Catalog
Old Guilford Forge
"Foremost in Early American Reproductions"
98 Broad St., Guilford, Conn.

Wanted BROKEN JEWELRY

All kinds. Highest cash prices for jewelry, rings, spectacles, gold teeth, diamonds, broken and usable watches, sterling, etc. Prompt remittances. Satisfaction guaranteed.

Write For Free Shipping Container
LOWE'S
Dept. AH, Holland Bldg., St. Louis, Mo.

MAGIC THIMBLE
has a built-in automatic needle threader & automatic thread cutter.

Deluxe Model—Gold plated & boxed 49¢ ea. ppd.
Standard Model—Nickel plated 3 for 49¢ ppd.

SEND FOR BIG FREE CATALOG
SPENCER GIFTS of ATLANTIC CITY, N. J.

Fill or drain
your washer—fish tank—tub
—tub
automatically

With this siphon hose device attached to your faucet you can fill or drain heavy receptacles without lifting by merely turning the valve to right or left. Use it as a drain pump for cellars or small pools. Adaptable to threaded or smooth faucets... single or swing spouts. With 5' length of hose.

\$395 For longer hose add 75¢
Postpaid for each five feet

METALACE CORPORATION
Dept. 411 2101 Grand Concourse
New York 53, N. Y.

Rare Old English Lavender Sachet and Perfume

GIFT COMBINATION
BAMBOO BASKET
CHIFFON BAG
1/2 OZ. PERFUME

Nice to delicately perfume the bedroom and powder room, the linens, dress and garment. All for Only \$2.98 Postpaid. Ready to place among the woollens to discourage moths.

Similar baskets filled with Rose Buds, Orange Blossoms or Pine Balsam—same price. Baskets may be refilled.

EDWARD GEORGE COMPANY
1245 Boardwalk, Atlantic City, N. J.

UNPAINTED ADJUSTABLE HARDWOOD

DECORATOR CORNICE

Adjustable to fit any window from 33" to 48" wide. Complete with rustproof hardware for easy installation. Ready to paint, stain, or cover. \$2.98 complete

Double window cornice adjustable from 48" to 84" wide—same features as above. \$4.98 complete

Send Checks, Cash or M. O. • Add 28¢ postage • C.O.D.'s handled • 2% sales tax if living in N. Y. C.

• **MONEY BACK GUARANTEE** •

DECORATOR SALES • 101 Cedar St. • NEW YORK 6, N. Y.

From DAD to Darling Daughter!

"Preciously Yours!"



And Teen Agers delightedly responded "Oh, how adorable!" In truth, Sir, a jewel-like Mother-and-Daughter pair (with matching Love Seat) is fastidiously welcomed, for fireside or bedroom. Button tufted; spring seat. H. 32"; W. 23"; D. 26". Choose our loom fresh colors: In Solid Faille, Satin or Velvet: either Blue, Wine, Rose or Green. Extra choice: In Satin, Chantreuse; In Velvet, Lipstick Red, Chantreuse, Silver. Prices: In Muslin or your fabric: \$29.50. In Faille: \$34.50; pair—\$66.25. In Satin or Velvet: \$39.50; pair—\$77.00. Check or M.O. No. C.O.D. Express (35 lbs.) is collect, unless otherwise arranged. Reserve YOUR warranted "Cameo" Victorian gift chairs now, for a lovelier heart and home. And send stamp or coin for our Fall Furniture catalog. Hurry!

Bayfort Society
BOX 1808 CHARLOTTE, N.C.

ALL-BRASS "SALEM"

Colonial Lamp and Shade



Charming design at an exceptionally low price! 21 1/2" high, 12" paper parchment shade in maroon or green, gold trim. Highly polished and lacquered, non-tarnishable all brass.

6.45

Or buy a pair for \$12.90

Check or money order—no C.O.D. please—Money refunded in 10 days if not satisfied. We pay postage.

JOE Distributors and Co., Dept. P
17 East 42nd Street, N. Y. 17, N. Y.

PRINTS

THE LARGEST STOCK IN FINE COLOR REPRODUCTIONS IN THE COUNTRY

Old Masters, Moderns, Contemporaries

We specialize in mail orders.

*Send for Illustrated Catalog of prints—25c

OESTREICHER'S
1208 6th Ave. (Dept. AH)
(Bet. 47-48 Sts.)
New York 19

FOR A "THANK YOU" GIFT OR BRIDGE PRIZE THAT'S DIFFERENT...

"The Egg and Fly"

A colorful pink or bright blue unbreakable plastic egg with lifelike rubber fly perched atop. Pull the fly to extend a sturdy 4 ft. tape measure that will stay at any desired length or instantly recoil. A welcome and unusual gift for every sewing basket.

Ea. \$1.00 postpaid, C.O.D. charges extra

THE PIG'N WHISTLE SHOP
412 W. Michigan, E. Lansing, Mich.

THE SPOON FOR HER IS

Whip & Stir Cooking SPOON



IT WHIPS, IT STIRS, IT BLENDS, IT SERVES! Cut-out design and extra width make this stainless steel spoon an effective tool for beating, whipping and stirring. Flat tip gets way into corner of pot to easily remove food for serving. Cool handle. \$1.00.

Add 15c for postage. Sorry, no C.O.D.

THE PLASTICRAFTERS
301 N. Michigan Ave., Chicago 1, Ill.

CHROMED BRASS HOT and COLD WATER MIXER \$1.59



← Fits Smooth or Threaded Faucets

For Oval Faucets
For Round Faucets

Blends Hot and Cold Water

Washing Machine Hose may be slipped on or screwed on

GUARANTEED TO FIT SMOOTH or THREADED, ROUND or OVAL FAUCETS

Improved screw on type—fits smooth faucets, screws onto threaded faucets. Save \$15 to \$20 in expensive material and plumbing charges! Converts your faucets into combination faucet instantly—no tools required—a child can do it. Blends hot and cold water to desired temperature. Avoids scalds. Ideal for shampooing, clothes washing, dishwashing, etc. Perfect for set tubs. Saves hot water and hot tempers. Adjustable sliding bar fits all sinks regardless of distance between faucets. Buy two for \$3. Money Back Guarantee. SAVE Postage, send remittance with order. C.O.D. will include Postage.

HARDWARE SPECIALTY CO., Dept. AM, Hartford 1, Conn.

Copper POST LAMP
13 1/4 IN. HIGH
\$5.95 WIRED



Spencer
710 CHESTNUT, PHILA.

WRITE FOR CATALOG

Make Your Greeting Original and Personal

PHOTO Christmas Cards
FROM YOUR OWN NEGATIVE

Imagine! That treasured snapshot of your home, of baby or family group made into original Christmas Cards only you can send... Greetings with that personalized touch. See FREE sample card before you order. Mail negative with 3c return postage. (After Nov. 14 send 6c for 1st class return post.) If negative unavailable, add 35c for making new negative from your snapshot. Sample offer expires Nov. 28.

Send for **FREE SAMPLE**

PHOTO FINISHING SHOP
Dept. HA, Box 1570, Rochester 3, N. Y.

GIFT FEATURE!

COLORFUL TILE FLOWER POT STANDS

Inspired gift & prize ideal! Set of 2 protects table or window-sill from water and dirt. Pom-pom green wrought iron base with colorful glazed tile center. 5" in diameter. Two in gift box for \$1.39 pair

Order by Mail—Postpaid

XMAS GIFT CATALOG FREE

BRECK'S
Home and Garden Gifts
505 Breck Bldg., Boston 10, Mass.

NEW... DOUBLE SHADOW BOXES

Brighten your home... hall, living room, kitchen, bedroom. Arrange in countless decorative ways. Kiln dried clear pine, unpainted. Simple to assemble. Stain, paint any color, or just wax. Nails, hangers, complete instructions included. Each box is 12 inches square, 3 inches deep. Set of Double Boxes as shown, \$1.59 ppd. Send check or money order, no C.O.D.'s. Write for free folder of Household Aids.

Artcraft Products Co.
Box 55
Cleveland 21, Ohio

HOW WE LOVE THEE! Fat little copper Guernsey jugs could easily rely on their good looks if they didn't do such a fandangled good job of holding cream, maple syrup, and hot water. And with their tops removed, they're handsome containers for setting off tawny October pompons. 4" high, \$4.75; 5", \$6.50; 7", \$7.75 ppd. The Post Mart, 260 E. 78th St., New York.

BOOK RETRIEVERS is the accurate name given to these heavy paper tabs. At one end is a space for the borrower's name, book borrowed, and the date loaned; you keep this tab placing other end in the book as it leaves your shelf. Gentle reminders for your friends with their noses in your books! 20 "retrievers" in gray and yellow, \$1 ppd. Edward Woodward, 219 E. 25th St., N. Y.

YOU CAN BANK ON THESE. For a boy, "Puzzy" the unbreakable rubber bank-lamp, will throw light on his funny books, hold the earnings from his newspaper route, and the parchment shade will remind him: "I Put Away My Clothes," "I Go To Bed When Told," etc., 15 1/2" high. Also, "Sizzy" for a girl. \$3.50 ea.; \$7 a pair, ppd. Lemac Co., 154 W. Tremont Ave., N. Y. 53, N. Y.

A FLARE FOR SAFETY is a handy thing to have on hand for nighttime stops and mishaps, so order a box of Flare-Lites for the compartment of your car. And then, when the worst occurs, place three Flare-Lites 60 feet behind car, and they'll throw out a warning beam as far as 500 yards away. Unaffected by snow or rain, a box of three is \$1.98. Pre-paid. Weed & Co., Buffalo 5, N. Y.



Send \$1 For Book of Home Plans

Two brand new editions, one of frame homes, one of concrete block homes. Both chock full of the latest plans for modern living. Starter and garage homes, small homes, three bedroom homes, western ranch homes, modern designs, Cape Cod. Best of all you can order complete blueprints for any home in either book. Books \$1 each. No C.O.D.'s. Order one or both. Home Building Plan Service, 2454-E N. E. Sandy, Portland 12, Oregon.

PERSONALIZED SKILLET PLANTER



Name in Gold Stands or Hangs 5" Ivory Ceramic

Write for **FREE** Gift Catalog

\$2.75 Postpaid without plants

GREENLAND STUDIOS
5700-A Wilkins Ave., Pittsburgh 17, Pa.

KITCHEN BRUSH HOLDER



Hang it near your sink. This attractive kitchen kaddy with its own vegetable scrubbing brushes, keeps scouring brushes, keep brushes within easy reach yet out of sight. Top and bottom ventilation.

TWO BRUSHES AND HOLDER

White enameled metal, 7" x 11", decorative 4 color or kitchen motif.

2.50 Postpaid

KITCHEN KADDY CRAFT
P.O. Box 1151 Cincinnati 1, O.

HOOKED RUGS

Are Fun to Make The Tru-Gyde Way.

Our Rug Book gives complete information and shows over 30 beautiful designs. We have burlap patterns for these at reasonable prices. Our Book tells the amount of yarn or rags needed for all parts of each pattern. Rug Yarn samples with each book. Send for Your Copy Today. Only 25c (no stamps).

WILSON BROS. Dept. A II Springfield, Mo.

RECIPES IN USE NEED CELLOPHANE ENVELOPES

For new recipes—or your old favorites—use these individual cellophane envelopes! They're greaseproof and moistureproof... easily visible both sides 3" x 5" for handy filing. Will also protect off file-size homemaking data. So inexpensive, too! 100 for \$1.00 250 for \$2.00 400 for \$3.00

Over 13 Million Purchased By American Home Readers

Write today—don't wait!

Send check or money order to:

THE AMERICAN HOME
55 Fifth Avenue, New York 3, New York



COVERIMS to secure the wax paper over leftovers, preserves or baby-food jars, are one of the brightest ideas of the fall. Made of shiny aluminum with flexible springs, they adjust to fit any size. Card #1, for baby-food jars, glasses, small containers, \$1; #2 for small to medium bowls and dishes, \$1; #3 for large dishes, pieplates, \$1 ppd. M. C. Flynn, 43 E. 59th St. N. Y. 22.



HOUSE FOR SALE. Colonial style, five large and sunny rooms, completely furnished, floors covered throughout with simulated tile or linoleum, houses family of four doll occupants. What more could a little housekeeper ask for? All metal, the house is sturdy and rust-proof, 10 1/4" x 21" x 14 1/2" high. \$6.75 prepaid. J. J. Anthony, P. O. Box 402, Milwaukee 5, Wisconsin.



BABY YOUR BABY because you love him so much and would hate to have his tow-head smacked against a windshield or dashboard. This foam rubber mat adheres firmly to glass or metal by suction cups at each end, and measures 14 1/2" x 27". At last the safe solution for long motor trips with short-stopping papas at the wheel! \$4.95 postpaid. R. E. Ward, 28 West 8th St., N. Y.



TRANSPORTATION PRINTS. A lovely set of six 19th-century hand-colored prints show the earliest modes of railroad transportation. An effective set for a doctor's waiting room or they make a nice grouping for the wall over a sofa, in an entrance hall, along a stair wall. Six prints, 7 1/2" x 10", cost \$6 ppd. Order from Creste-Andover Co., 205 E. 85th St., New York 28.

PENNSYLVANIA DUTCH TRIVETS HEIRLOOMS OF TOMORROW

Colonial reproductions from the fabled Pennsylvania Dutch country. Useful as stands for hot plates, coffee pots, casseroles. Ornamental under vases, flower pots, or on walls. Smoky black iron about 8 inches long, 3/4-inch legs. Choice of: (J) Peacock; (K) Family Tree; (L) Plume. Only \$1 each; 3-\$2.75; 6-\$5.25. In solid brass: \$2.75 each; 3-\$7.50; 6-\$14. Postpaid. Ideal gifts for your friends at Christmas. Novelty Studios HELLAM 8, PA.

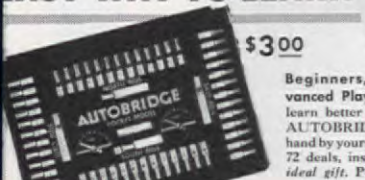


WHEN WASHING ENDANGERS YOUR FRAGILE FABRICS—these sturdy open-mesh cotton bags (closed with small rust-proof snapers) will protect them from machine and hand wear. Large bag 17" x 20", small 11" x 13". One of each for only \$1.85 ppd. No C.O.D.'s, please. Lyon's Washing Bags 2443 Hazelwood Ave. Detroit 6, Michigan

MUSICAL CAKE PLATTER

Wonderful enjoyment the year 'round for the entire family. Set your cake on the platter and Happy Birthday tune plays as cake turns 'round. White enamel Steel base 11" platter \$6.75 15" De Luxe aluminum platter, \$18.50 1 year guarantee Postpaid or C.O.D. BIBRO'S Dept. M 28 928 Madison Ave., N.Y. 21, N.Y.

EASY WAY TO LEARN



BRIDGE

From Invisible Experts

Beginners, Average and Advanced Players—Fun while you learn better contract bridge. With AUTOBRIDGE you play every hand by yourself. Set includes board, 72 deals, instruction books. Makes ideal gift. Pocket Set—Aluminum, \$3.00 5" x 7", \$3.00. Large Size—10" x 14", Aluminum, \$6.00; Masonite, \$4.00. Indicate on order: Beginner, Average, Advanced Player. Postpaid if payment is enclosed; or C.O.D. plus postage. Money refunded in 7 days if not satisfied. Order today!

Nu-Ace Distributing Co. - 1150 Broadway - Dept. 10 - New York 1, N. Y.

QUAINT COLONIAL BRASS

No. 47—COLONIAL DOORKNOCKER. Solid brass, 8 3/4" long. Hand engraved with your name in Old English lettering. \$5.75.

No. 48—BEDROOM DOORKNOCKER. Solid Brass, 5" long. Hand engraved with Given name only in Block lettering. \$2.25.

No. 49—EARLY AMERICAN TWO LIGHT SCONCES. Back 9 1/4" long. With imported crystal pendants. \$12.85 pair.

No. 50—IDENTICAL PAIR. Without prisms. \$10.50 pair.

Items Shipped Postpaid—No C.O.D.'s, Please Send for FREE Catalog A-10

The House of Gifts
ART COLONY INDUSTRIES, INC.
69 Fifth Avenue, New York 3, N. Y.



HOW YOU CAN SAVE FOOD & MONEY WITH HANDI-BAGS

More than 150,000 enthusiastic housewives are using this convenient way to keep foods fresh, tasty at low cost—with plastic Handi-Bags. They keep lettuce, vegetables crisp—bread, pastry, fresh and moist for more than a week. Wonderful for meat, cheese, fish too. Can be used over and over, will not crack. Set of six bags \$1.75 value for only \$1.00 includes:

- 1—14"x21" bag for turkeys, roasts & clip
- 1—14"x18" bag for fruit, vegetables & clip
- 1—8 1/2"x18" bag for celery, bread & clip
- 1—8 1/2"x15" bag for cheese, fish & clip
- 2—8 1/2"x12" bags for butter, chops & 2 clips.

Enjoy economy of foods kept fresh in space saving Handi-Bags right away. Send \$1.00 for each set today. We ship immediately prepaid. Money back guarantee. No C.O.D.

6 Bags \$1. Handi-Bags

A.M.G. PRODUCTS CO.
P.O. Box 717R, Pittsburgh 30, Pa.

PERFUME
Each ROOM
to Your
PERSONAL TASTE

FRAGRANTIA HOUSE PERFUMES give you home the delicate fragrance of a flower garden, or the tangy, fresh smell of the woodland. Just a spoonful poured into one of our attractive, porous clay perfumers will give a room a pleasant odor for days, closets even longer. It's really economical! Choice of 20 entrancing scents—2 oz. bottle 50c, 4 oz. 90c, 8 oz. \$1.60. Specify size bottle and scent when you order. Apple Blossom, Bouquet, Carnation, Cedarwood, Chypre, Gardenia, Honey-suckle, Jasmine, Lavender, Lilac, Mountain Pine, Narcissus, Oriental, Rock Garden, Rose, Sandalwood, Spice & Herbs, Trefle, Violet and Wistaria. Choice of 6 attractive wall perfumers, 50c each. Specify perfume by letter as pictured, A, B, C, D—4" high, 3" wide; E, F—3" diameter.

YOU CAN PURCHASE COMPLETE SET IN ATTRACTIVE GIFT PACKAGES, TOO! Specify perfume, scent, and size bottle when you order:

- Perfumer and 2 oz. bottle \$1.10
- Perfumer and 4 oz. bottle \$1.60
- Perfumer and 8 oz. bottle \$2.50

If you send remittance with order, we pay the postage, or we will ship C.O.D. plus postage.

FRAGRANTIA CO., INC., Dept. 141
707 Union Trust Bldg., Cincinnati 2, Ohio

An Ivory Ceramic Coffee Pot Planter

for ALL coffee lovers.
\$1.00 (plant not included)

Beautifully embossed floral motif in pastel colors. 5 inches high. Shipped prepaid. No C. O. D.'s, please.

BURKE'S
1106 Grand Avenue
at Lexington Parkway •
St. Paul 5, Minnesota

Hardwood Pepper Mills

FRESHLY GROUND PEPPER from a fine mill is as important to your meal as the salt that goes with it. So here's a choice of two mills everybody can afford. Each mill 3 1/2" high, turned from solid piece of hardwood (mill on left finished in maple, right in walnut); has hard steel works, set screw for adjusting grind. \$1.60 each, postpaid. Peppercorns, 2 oz. box 40c.

BAYDEN BASHE, Dept. 2-B
Box 1162 Oklahoma City, Okla.

AMAZING NEW ELECTRIC SPRAYER
LOW PRICED
MAKES PAINTING EASY!
NO BRUSH!
NO BACKACHE!
TRY IT 10 DAYS FREE!

Get professional results painting furniture, metal cans, partitions, concrete, brickwork, rough woods, boats, wagons, screens, cabinets, venetian blinds, walls, ceilings, floors, autos, metal equipment, etc., with the famous VIBRO-ELECTRIC SPRAYER.

SAVE MONEY, WORK AND TIME
VIBRO-SPRAYER quickly, evenly sprays glossy enamels, lacquers, insecticides, etc. Weighs only 2 1/2 lbs. Replaceable glass Mason jar holds 25 oz. Complete—no extras to buy. Fingertip control. AC-110 volts.

SEND NO MONEY JUST MAIL COUPON
Satisfaction guaranteed—or return it within 10 days for full purchase price refund. Only \$12.95 C.O.D. plus delivery, or send full payment now and we pay delivery. Unconditionally guaranteed for 90 days. Order NOW!

INDOORS
AUTOS
GARDENS

FOSTER PRODUCTS, INC., Dept. SG-216
179 Wooster St., New York 12, N. Y.

Send VIBRO-SPRAYER C.O.D. for \$12.95 plus delivery. ☐ \$12.95 enclosed, send prepaid.

Name _____
Address _____
City _____ Zone _____ State _____
Money back in 10 days if not satisfactory.

LARGE NEW WOOL PIECES

For HOOKED and BRAIDED RUGS and QUILTS

3 1/2 lb. pkg. \$2.48 c.o.d. plus postage

100% wool pieces, all colors, sized up to 55" by 12". Medium weight soft fabrics separately packaged for BRAIDING and HOOKING. Bright gabardines and ladies' worsteds for QUILTING. Free gift kit (patterns, tools, instructions and book, "Complete Guide to Braiding, Hooking and Quilting") with your order. Send no money. Order C.O.D. 10 day money back guarantee. Use order blank below.

WOOL REMNANT CO., Dept. DF
Box 181, Canal St. Sta., N. Y. 13

Please send C.O.D. plus postage.
1—3 1/2 lb. pkg. @ \$ 2.48
7—7 lb. pkg. @ \$ 4.50
25—25 lb. pkg. @ \$12.50
(\$5.00 deposit on orders of \$12.00 or over)

I will pay C.O.D. plus postage. I want to make:
—BRAIDED RUGS —HOOKED RUGS —QUILTS
Also include free book, patterns, tools and instructions. If not delighted I may return merchandise within 10 days for full refund and keep my free kit.

Name _____
Address _____
City and Zone _____ State _____

SPOOL HOLDER

HOLDS 42 SPOOLS OF THREAD

- Compact (7 1/8" x 3" x 5")
- Prevents tangled thread
- Speeds color matching • Holds 2 embroidery scissors
- Lightweight aluminum • Rose or Pastel Blue
- Practical gift—Perfect sewing aid.

FITTED, complete with 42 spools ascd thread, 2 emb. scissors, transparent cover—\$4.95 pp.
UNFITTED, \$1 (plus 10¢ post. & handling) add 35¢ more for dust cover.

MONEY BACK GUARANTEE
ZIEROLD MFG. CO.
1121-23 Chestnut • Burbank 10, Calif.

\$1.00 (unfitted)

Oh!
my aching
back!



and for that
stiff, tired
arm,

hip
and
leg

● That's right, clock it! Next time you're plagued with stiff, lame muscles after overdoing, look at your watch!

Then rub those torture-spots with effective Absorbine Jr.—stand-by liniment of many professional athletes for over fifty years!

Chances are you'll be surprised how quickly gratifying relief comes! Because Absorbine Jr. has two beneficial actions:

First, it cools and soothes those sore places on application. Second, it counters the irritation that causes the pain with a grand muscle-relaxing effect. Get Absorbine Jr. at any drugstore . . . \$1.25 a bottle.

W. F. Young, Inc., Springfield, Mass.



Absorbine Jr.

Safety is anything but cut-and-dried to Larchmont youngsters, thanks to community co-operation. Teachers play big part in keeping accident figures down, make safety instruction easy-to-take

Neighbors



Photographs by Acme Newspictur

Safety goes to school in Larchmont

RUTH DAVIS

It's no accident that children in this village stay safe, happy, and alive," says Dr. Helen Halter Long, dynamic young principal of Chatsworth School in Larchmont, New York, and one of this country's leading safety experts. "Here everyone works for child safety—mothers, fathers, local officials, clubs and other organizations, businessmen, school teachers, bus and taxi drivers."

As Dr. Long points out, the fact that accidents to school-age children are practically non-existent in Larchmont is the result of long-range planning and eagle-eyed watchfulness on the part of every resident of the community. The village sees to it that policemen are stationed at dangerous intersections, that hazardous roadways and streets are carefully marked to slow down speeding motorists.

School buildings and grounds are as safe as public money and human effort can make them. Adequate storage space in classrooms eliminates clutter; safe housekeeping habits are encouraged.

According to Dr. Long, perhaps the most important feature of any safety campaign is education—for children and adults. In Larchmont, youngsters absorb safety instruction with other lessons—and actually enjoy it! Adults acquire safety knowledge from bulletins mimeographed and distributed by hard-working PTA volunteers.

"Too many children die in accidents throughout the nation," sums up Dr. Long. "We've made the National Safety Council's School Safety Honor Roll for three years in succession. Any community can do it—if its people care enough!"

PLEASE TURN TO PAGE 20



Mrs. Croll of PTA judges youthful rider's skill. Lad passed this test and written exam, won coveted license

Miss Lucia Ernst, Physical Education Director, inspects equipment, teaches safe way to catch. Playground accidents are almost non-existent



AMERICAN-Standard

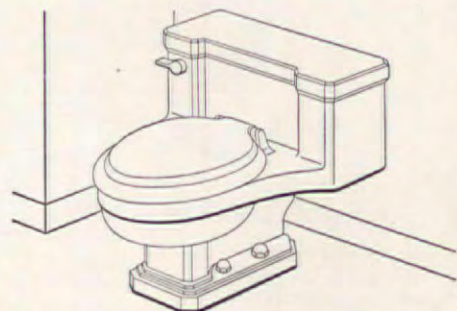
First in heating...first in plumbing



Empire Gas Boiler

Quick cure for winter worries

● The best "medicine" for cold weather worries is home heating equipment by American-Standard. For it gives you spring weather in your home all winter long. It's high in efficiency—low in operating cost. And the American-Standard line includes exactly the heating equipment you need for your particular job. Like the popular American-Standard Plumbing Fixtures, this heating equipment is sold through selected Wholesale Distributors to your Heating and Plumbing Contractor. Easy time payments for remodeling. Write for your copy of our FREE Home Book, a handy guide to quality heating and plumbing for your home. American Radiator & Standard Sanitary Corporation, Dept. A910, Pittsburgh 30, Pa.



American-Standard Plumbing Fixtures are noted for quality. For bathroom, kitchen or laundry, they're the finest that money can buy. Shown is the Master One-Piece Water Closet.

Look for this



Mark of Merit

Here's a time-saver
that's extra tasty, 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.

Never sticks to the roof of your mouth

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.

Neighbors (Begins on page 18)



PTA stands squarely behind safety program as do other
groups. Pet PTA project is *Chat*, a monthly bulletin
for parents, which carries timely safety reminder



New fire-drill sign is scrutinized at meeting of
Student Council. Violators of traffic rules appear
before Council, usually reform after first warning



"This pumper puts the 'ump' in water," Fireman John
Tynan tells wide-eyed first-graders. Children learn
how to summon fire, police departments in emergency

PLEASE TURN TO PAGE 24



1929

"Here's a snapshot we took when Jimmy was three. That was the year we got our Servel Gas Refrigerator. It was wonderful—not a sound!"



1949

"Jimmy was married this summer—see what twenty years can do! But, you know, we've had that same Servel all these years—and it hasn't changed a bit. Still never a sound!... Jimmy says he's going to get a Servel, too."

ONLY SERVEL

Stays Silent
Lasts Longer

because it has no moving parts
in its freezing system

Lots of Servel's more than 2,500,000 owners tell us their refrigerators are still going strong after 18 and 20 years. For Servel has a different freezing system. There's no motor to wear, no machinery to grow noisy, no moving parts at all. Just a tiny gas flame does the work.

Writes Mrs. Charles Fulton of Cranbury, N. J., "We bought our Servel in 1929. It's never failed us. Now one of my sons has bought a beautiful new Servel, and another is planning to get one."

You'll find the newest conveniences in the famous Servel Gas Refrigerator. From a big frozen food compartment to moist cold for salad crisping—Servel has everything! See it today.

BEFORE YOU CHOOSE ANY REFRIGERATOR

Get this book **FREE!**

by Mary Margaret McBride
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. You can get your copy of "Inside Story" at your Gas Company, or neighborhood Servel dealer. It's free. Stop in for your copy today.

STAYS SILENT... LASTS LONGER

Servel
The GAS Refrigerator

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



Choose from 12 fashion-right shades in twist weave and textured designs... prices start at about \$55 for smaller room sizes.



Choose from 16 patterns in 3 fine qualities of multicolor Axminster... prices start at about \$35 for smaller room sizes.



Choose from 12 patterns in 3 fine qualities of tone-on-tone Axminster... prices start at about \$35 for smaller room sizes.

You can afford broadloom!

FLOOR-PLAN RUGS

are ready-made to fit...priced easy-to-buy

You save so much when you buy your beautiful broadloom in a ready-made Floor-Plan Rug. Because Floor-Plan Rugs are made, not one at a time, to your special order, but by the thousands, with all the savings of big volume production. Alexander Smith passes these savings on to you. And since Floor-Plan Rugs are made to fit rooms of every size, you'll find the broadloom you want, ready-made *the right size* for your room. Choose

from 5 fine broadloom qualities, in 40 handsome patterns—solid-color twist-weaves, sculptured, textured effects, subtle tone-on-tone designs, harmonious multicolors. Using the 9' x 12' size as a gauge, Floor-Plan Rug prices range from about \$67.50 to \$110.00, depending on quality. So make this month your own Home Fashion Time. Start with a new Floor-Plan Rug—ready-made to fit your room, at a price you can afford to pay.

Alexander Smith

FLOOR-PLAN RUGS



BROADLOOM CARPETS



A rug the right size covers your floor to within a few inches of the wall—gives a room peacefulness and unity. Floor-Plan Rugs are ready-made to fit rooms of every size.



.... see why **Slumberon** gives you greater **Sleeping Comfort!**

Now at your nearby bedding store—you can prove to yourself, *before you buy*, why the Slumberon Mattress by Burton is America's truly outstanding value. Slumberon's far greater comfort lies beneath its superb style, fine tailoring and quality materials. The *secret* is in the exclusive Ortho-Flex innerspring construction, with hundreds of "magic fingers" that provide *individual* coil control.

This principle gives *you* a more level, luxurious sleeping surface and a relaxing, resilient buoyancy for greater sleeping comfort. *Before you buy* any mattress make the revealing Ortho-Flex test and prove to yourself why Slumberon is the mattress that is *just right for you*.



10 YEAR
Registered
GUARANTEE

BUY ON PROOF!

Slumberon ORTHO-FLEX MATTRESS

Another Fine Bedding Product by **Burton**

BURTON-DIXIE CORP. Main Office: Chicago 8, Illinois
ALSO MAKERS OF IZOLIN-DOWN COMFORTERS, KOT-N-TOP PILLOWS, DELUXE BEDSPRINGS, BURTONIGHTERS

Neighbors (Begins on page 18)



Judith Brewer sounds warning, "Don't stand in back of swings!" over loud-speaker system at Chatsworth School. Standing by is Dr. Helen Halter Long, principal of the school and well-known safety authority

Custodian Trippico keeps eye out for building hazards. He urged that old steps be removed, be replaced by fire-proof stairs. School board said "Yes"



No bruise or scratch escapes watchful eye of Nurse Dora Leonard. Learning how to care for wound is important part of treatment

Songs and playlets make kindergarteners safety-wise. Here, they interpret classic law, "Don't carry chairs on top of your head!"





INTRODUCED
JUST A FEW MONTHS AGO...

for an **OIL**
FINISH...

JUST STIR
AND APPLY
 no muss—no mixing

HIGHLY
WASHABLE

NOW



IT'S A SMASH HIT

DRIES IN
AN HOUR

GOES RIGHT OVER
 most interior surfaces
 and wallpaper

ONE
GALLON
 does average room


GORGEOUS
COLORS

Here's the interior flat oil finish everyone's talking about—for its unsurpassed working qualities—for its gorgeous new trend colors.

What's more, TEXOLITE Seven Star Imperial is a *really* new kind of paint. It offers the seven most desirable advantages a paint can possess—all combined for the first time!

Talk over your painting and decorating problems with your TEXOLITE dealer today—see the outstandingly beautiful colors, make your selection.

TEXOLITE

Seven Star  Imperial

UNITED STATES GYPSUM—CHICAGO





for pots and pans one cleanser
cleans 'em quicker...easier...
 and for pennies a month!



The S. O. S. Company, Chicago, Illinois, U. S. A., S. O. S. Mfg. Co. of Canada, Ltd., Toronto, Ont

The streets of Hugh Town. Photograph by James Gibson

Dear Editors:

Family life in the
 Isles of Scilly . . .
 the first of a letter
 series from Judith
 Gellert Tennyson,
 former member of The
 American Home staff



There is an island paradise in England that is home to a family named Christopher. To any atlas, it is the Isles of Scilly, 34 miles off the Cornwall coast, that oddly boast a climate as warm as Southern France and produce a golden winter crop of narcissus and daffodils.

The Christophers' home is a 10-room stone building on one of the narrow streets of Hugh Town, the islands' largest settlement. Norman Christopher is tall with dark hair; Myra, his wife, is fair and quiet-mannered. Tanzy, their youngest child, is 4. Jean is 6 and at the head of her class in school which she attends from 9 to 4. Kenneth, 11, is at Truro College in Cornwall for which his parents pay \$650 a year. At 16, he will go to a university.

The rooms of the Christopher home, although well-worn, are filled with personal mementos. Under a glass dome in the living room is a model of the island steamer, Scillonian, beautifully made, especially for them, by a wartime gunner. A shimmering brass barometer in the hallway was a wedding present, and innumerable photographs are constant reminders of close friends. The library consists of sea novels, a well-worn Bible, and several volumes on house-keeping. For Myra and Norman, there is a good radio and telephone, and for the children, a dollhouse, toy sailing boats, and an old piano.

Myra's chief housekeeping concern, above all things, is cleanliness. She has a good vacuum cleaner, yet once a week scrubs all floors, front steps, and walk with soap and water. As to laundry, on Mondays all washables are popped into an enormous copper tub, set on the kitchen stove, and boiled in soapy water.

The kitchen is large and neat, yet equipment consists only of one anthracite burning stove, one large table at which the family eats, a small sink with cold water tap, and an icebox in the adjoining pantry. An inside hot-water tank heats 12 gallons and

outlets into the bathtub and kitchen.

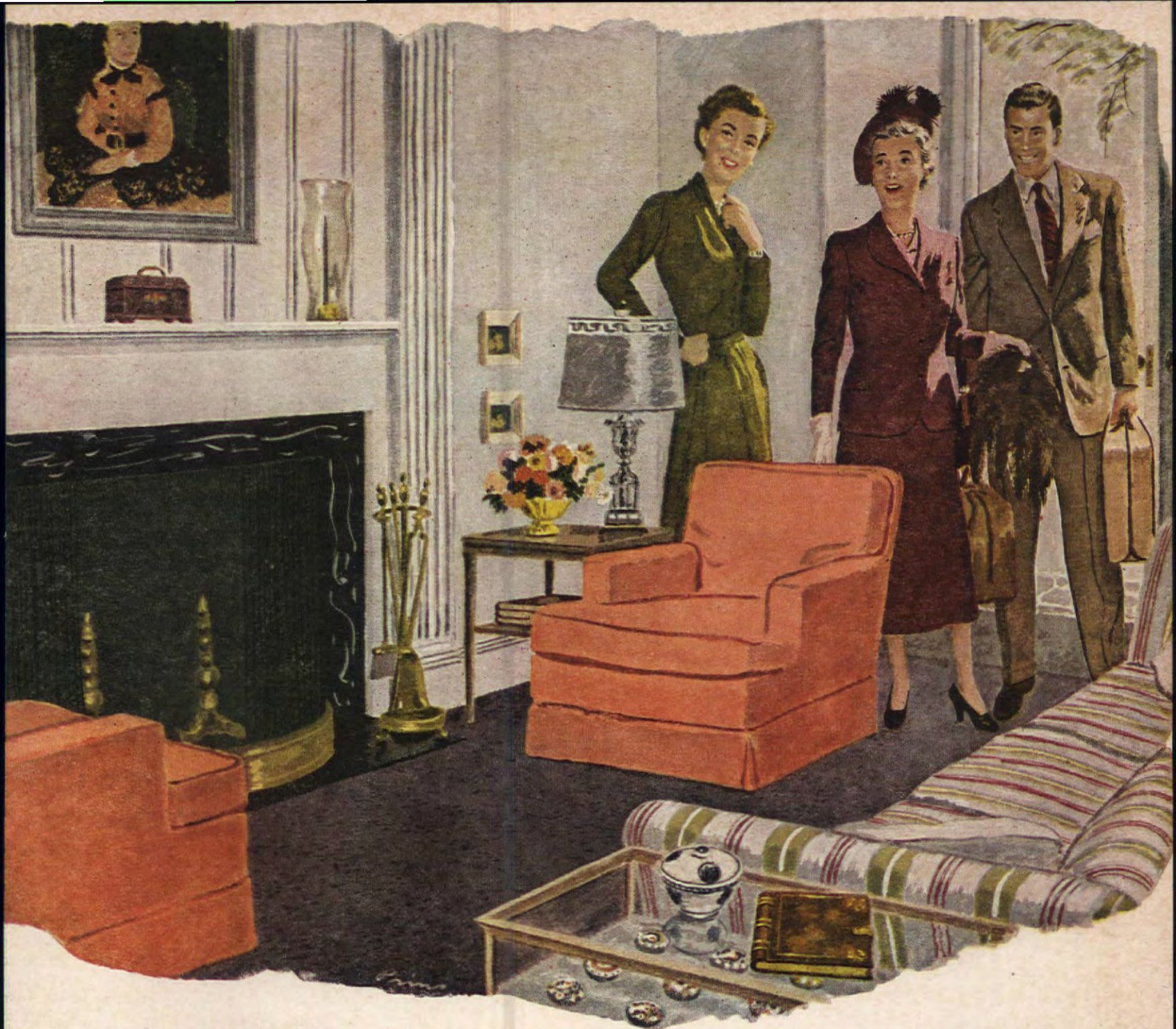
Because the Christophers own a fair-sized farm, they have few food problems. Eggs, butter, milk, bacon, cheese, and cooking fats, rationed in stores, are plentiful. Myra serves Norman a large 7 a.m. breakfast. Dinner at noon means a good stew and vegetables, and on Sunday, a roast and batter pudding. Tarts, cakes, or fruit are dessert sweets. Myra uses leftovers as additions to tea at 5, and before bed at 9 there is a supper of coffee and sandwiches.

The farm, some 10-minute walk into the hills, extends for 17 acres and is divided into fields for flower growing. From November to May narcissus and daffodils are cut and sent to London. From June to August, bulbs must be lifted, dried and packed away until fall replanting. Although the proceeds from flower growing is the major part of the family income, enough is earned from the sale of milk and eggs to take care of household expenses. Because the islands are personal property of the English Crown, the people pay no taxes. The cost of living is therefore, lower than in England.

The year is full of farm work for Norman and Myra, yet there is time for fun. There are flower shows, weekly Saturday night dances at the town hall, and social gatherings for young people under the sponsorship of the chapel's Youth Group. At the height of summer, a yearly costume carnival lights the narrow streets with dancing and a miniature mardi-gras of false faces. Yet the most beautiful celebration is May Day. Then Tanzy and Jean, dressed in white, blond head wreathed in flowers, join a parade of children. From among the little girls a May Queen is chosen, enthroned in the central square, and gifts of flowers are laid at her feet. The each child grabs a long ribbon and dances around the tall Maypole.

More in my next letter.

Judy



"You had a **FIRE**?...here?"

Yes, a bad fire, Mother! But our fire insurance helped take care of just about everything. It was a wonderful feeling when our North America' Agent brought that welcome check. It sure went a long way toward buying what we needed, upstairs and down. Now we're good as new!"

Have you enough fire insurance to protect your belongings? Like everything else,

they're worth more today! See a "North America" Agent or your own Broker. Ask him about theft insurance, too. He'll be glad to advise you.

* * *

Insurance Company of North America, founded 1792 in Independence Hall, is the oldest American stock fire and marine insurance company. It heads the "North America" Companies which meet the public demand for practically all types of Fire, Marine and Casualty insurance; Fidelity and Surety Bonds. Sold only through Agents or Brokers.



FREE . . . Simplified Inventory showing today's cost of furnishing typical American home—room by room. Compare with your own. Ask any "North America" Companies Agent.



**INSURANCE COMPANY OF
NORTH AMERICA**
COMPANIES, *Philadelphia*



**HE STANDS BETWEEN
YOU AND LOSS!**

Your local Insurance Agent is an independent businessman. His service makes it possible for property owners in every city, town and village to get the kind of protection they need in the proper amounts and from the right kind of Companies.

He protects you against almost every risk of financial loss resulting from ownership of property or the laws of liability. His counsel helps protect your investment. In a very real sense he represents . . . and supports . . . the distinctive ideal of free enterprise that built America.

A SINK FOR ANY TASTE

PRICED FOR ANY BUDGET

...See Your CRANE Dealer

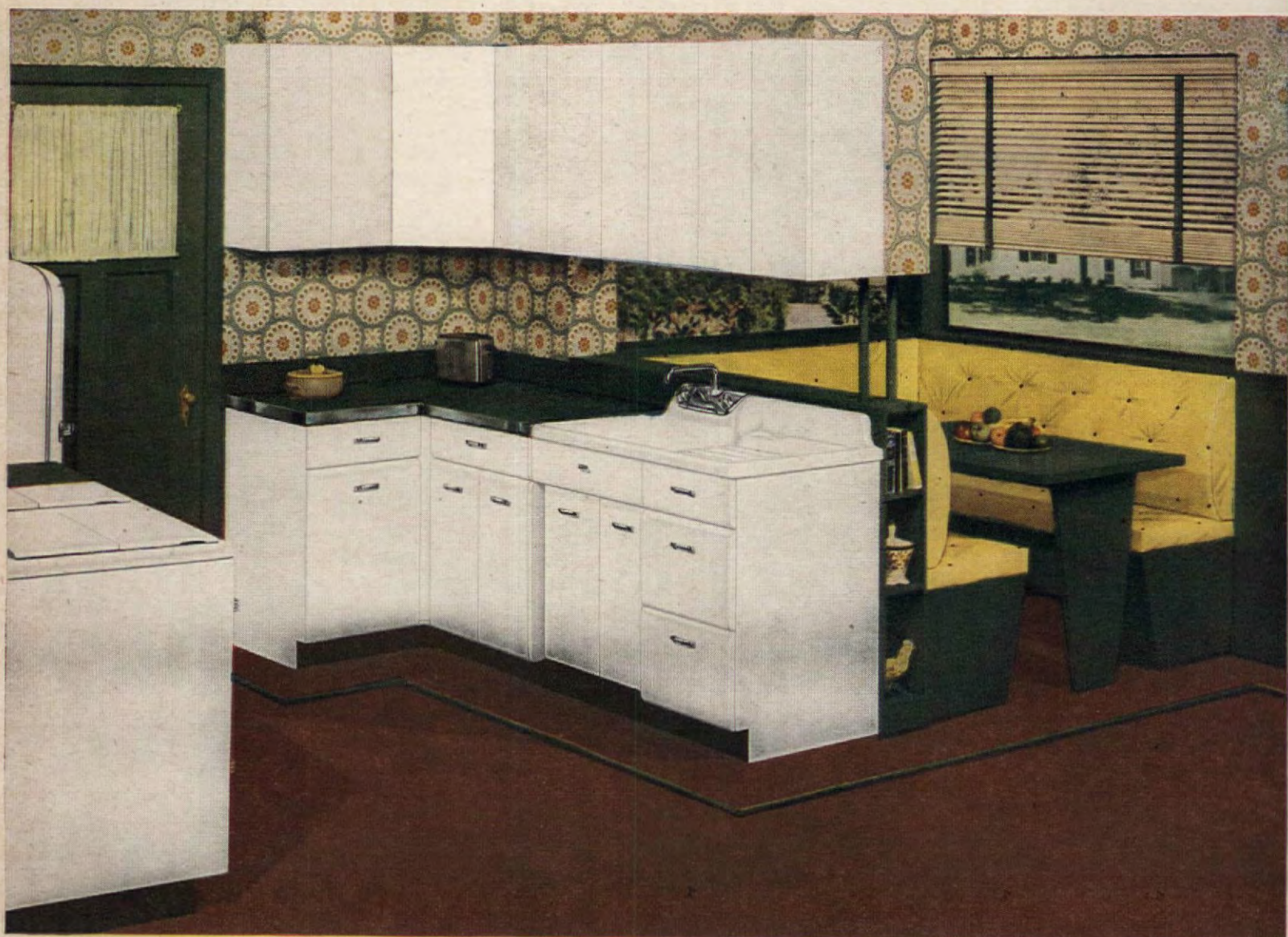
THE HOMEMAKER—This compact sink has a single basin and single drainboard. 42 inches wide—ideal for small kitchens. Outlet accommodates General Electric Disposall.

For only a few dollars a month you can have the luxury, convenience, and comfort of a modern Crane kitchen.

Why not start your kitchen modernizing plan by installing a new sink? You will find just the one best suited to your family's needs in the complete Crane line.

Think of what the time-saving, step-saving advantages of a Crane sink will mean to you! Finest porcelain enamel fused on a base of solid cast iron—dirt washes away at the touch of a damp cloth, leaving the surface gleaming and spotless. Depressed drainboards keep water from surging over the rim. Retractable hose spray reaches every corner of the sink. A swinging mixing spout gives tempered water. Dial-ese faucets operate at a finger's touch. Steel cabinets give ample storage space and have a toe recess for comfort.

Call your Crane Dealer today! Let him show you the Crane sink ideal for your kitchen—tell you how little it will cost on a monthly budget plan.



Send 10 cents for the Crane booklet, "Planning Ideas for Bathrooms and Kitchens," containing valuable ideas and suggestions to help you plan these important rooms.

CRANE

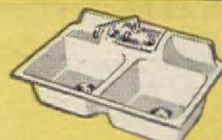
CRANE CO., 836 S. MICHIGAN AVENUE, CHICAGO 5, ILL.

Plumbing and Heating • Valves • Fittings • Pipe

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

Just the sink for your kitchen

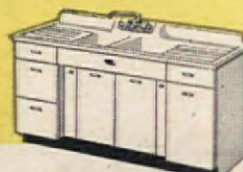
In the wide range of sinks Crane offers, you will find a size to fit every kitchen—a price to fit any budget. See your Crane Dealer.



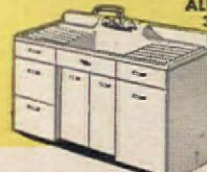
ALL-AMERICAN
38 in. wide
(For Counter-top installation)



KITCHEN PRIDE
38 in. wide



KITCHEN QUEEN
72 in. wide



SUNNYDAY
54 and 60 in. wide

MARTHA B. DARBYSHIRE

As a family man, he's a natural!

**The Eddie Brackens lead a normal
family life in the midst of
Hollywood's zany marital mix-up**

Whether the impression of instability of *all* Hollywood limelights is an outgrowth of the aces slipped out of studio publicity's gaudy sleeve—or the stars' own record of divorce as a pastime—is any man's guess.

There are, however, among older motion picture stars some heartwarming examples of family devotion and civic interest. In the younger group, there are men and their wives whose whole existence is natural and simple, well regulated and shared with their children.

It is not easy to single out any one exemplary young picture family who fits the pattern. There is, though, one family, one devoted father and husband, who would probably pop into everyone's mind. He is Eddie Bracken, the father of three small daughters and a son.

Eddie is just a regular good guy who was that before he married—but more so with a family. As a father, he's a natural. Eddie carries the clan's pictures in a miniature folding case. The small frame cost probably 39 cents at the dime store, but Eddie expects you to look at the children, not the frame.

Eddie and his wife live in a house in West Los Angeles that looks like any one of a dozen you've seen on a prosperous Illinois farm. He has an acre or two of ground and the house is set back a good half block from the road. It is not an entrance planned to impress neighbors. Eddie isn't concerned with impressions. It's at the end of a straight path, back through fruit and walnut trees. The house is back there because that's where it was, and where it remained, as a safe retreat from road hazards for the children.

It is not a new house. It's an old one that was remodeled by a family with three children and which, at the time Eddie bought it, looked tailored to his family. Speculating on family measurements, though, is like gambling on the weather. Now, there are four children, but the house is still adequate.

Mrs. Bracken takes care of the brood and runs the household with one maid who has been with them for years. Ruby can take the pandemonium—loves it. She left once to get



As a Family Man, He's a Natural! (Begins on page 29)

married but returned, saying that she couldn't stay away from the children.

The youngsters' playroom is on the first floor and near enough to the kitchen so that either Mrs. Bracken or Ruby can keep an eye on what is being tossed in on top of Susan in her play pen. Plenty is. Besides Judy, Carolyn, Michael, and their neighboring playmates, the contingent includes Fluff, the pregnant calico Persian, and Diz, the family Dalmatian.

The start of this happy household dates to when Eddie and Mrs. Bracken met in New York. They were both at the time in the same stage play, *What a Life*. To a question of whether she has ever considered screen acting, Mrs. Bracken squares up that subject neatly: "Eddie now has me cast in a lifetime Mother rôle which I somehow like better than any I ever had."

When Eddie is working (his office is in his

home), the territory is supposed to be "off-bounds" to the children, but at times the scene changes as fast as magic-lantern slides. Good proof—when we arrived Eddie was putting Susan to sleep. This time, Mrs. Bracken had gone to pick Judy up at school and had taken Carolyn and Michael with her. Susan must have registered complaint and, maybe as Eddie said, Ruby was busy.

His humming repertoire is flatteringly anesthetic. He believes wholeheartedly that any baby sometimes likes and should have a lullaby. Never yet, he claims, has occasional singing a child to sleep spoiled the usual routine of bed, lights out, goodnight.

He is a busy man right now. He has always written much of his own radio material, but he has just completed a new radio script, and also a motion picture script which he hopes to play in. Besides the remunerative work

which puts box springs under the family, writes music and paints.

Eddie is a sincere chap who goes at a task with immense vitality whether he is acting, writing, or deciding to give everyone vacation and cook the dinner himself. The last time he announced, with lusty relish, that he was getting dinner, he not only burned the food but also ruined the pride of the pantry the pressure cooker. Eddie was on the verge of seeing himself as one of those enviable gentlemen who are known for one luscious dish that he can cook and cook better than anyone else. Just as he excitedly jumped on the band wagon off flew the two front wheels.

But all of his efforts are not so. During the last war he had one great thrill and when he speaks of it, he brings the point home. The G.I.'s in the Eighth Theatre of Operation voted on the best comedian, the man who had given them the most laughs and lingering chuckles. Eddie won it—and that, he says, was the biggest thing that ever happened to him . . . the greatest honor. Except for the anticipated addition to the family, Fluff's playful offspring he could, probably, call his cup full, right now. [Editor's note: The latest press bulletin is—Fluff had 4 kittens in the basket in Michael's closet. All are doing well!]

Photographs by George de Gennaro



Living room is unpretentious, un-costly, un-Hollywood. Brackens rarely go out evenings, spend every possible moment with children



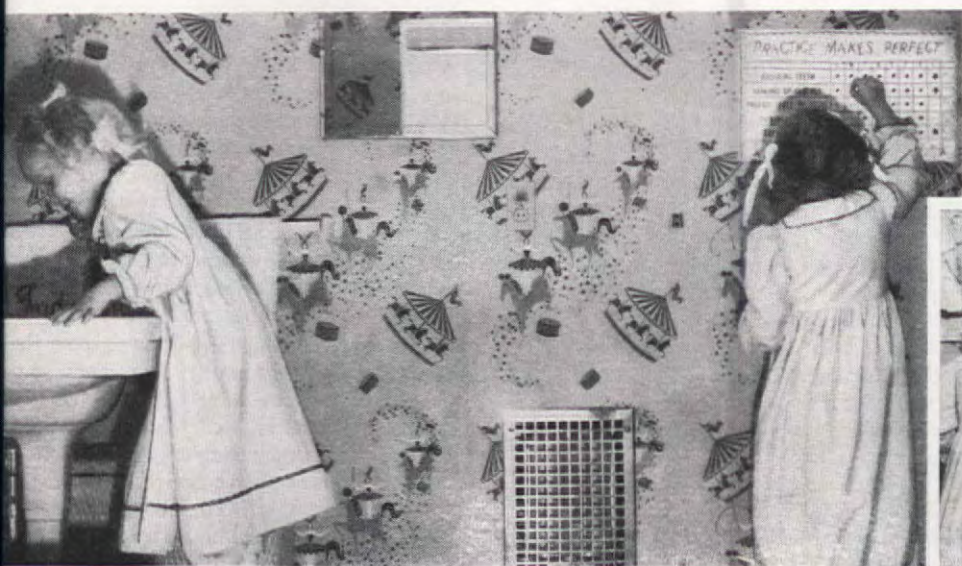
Mrs. Bracken feeds, dresses, cares for four children herself. Eddie is violently opposed to usual busy Hollywood custom of palming off children to care of governess or impersonal children's nurse

Mike investigates dad's files. Eddie's business enterprises are conducted from office which is part of his home. Children have free access to office, usually are happily underfoot



Listening to dad's radio program is regular weekly custom. Eddie writes much of his own radio material, has completed a radio script, taken up oil painting

Scoreboard on bathroom wall lists good manners, good habits. Each child puts check mark opposite listing every night before bedtime. Those with perfect scores get gold star at end of week. Four gold stars earn small reward



Children's bathroom has red and blue circus-motif design, plywood steps to raise them to basin height, towels with each child's name stitched on them. Carolyn and Judy have matching robes



Simplest "greenhouse" of all—a coldframe, glass-topped, sun-heated. Beneath snow blanket are Mrs. Farrell's winter crops of lettuce, parsley, and mustard



A little larger—4 sash instead of 2—and deeper, to make room for a foot of heat-producing sawdust and manure, Mrs. Grace Fish's range of hotbeds yields more fresh vegetables over a longer winter season



In Colorado, Orville Crisier's "pee-wee" greenhouse is a rebuilt, six-foot-square coldframe. It has electric heat and light, and a pit to stand in when at work



How to S-T-R-E-T-C-H Your Greenhouse Dollar

Gardening under glass—suggestions on how to
start small, and why it's so worth while

Our neighbor, John Dickinson, telephoned me one day and said in a troubled voice, "You have a small greenhouse, Stahr. Is it really a terrific undertaking?"

"I don't know what you mean," I replied. "It's about the easiest thing to care for on the place. What's the trouble, anyway?"

"Well, Gladys and I want one, but everything we can find on the subject discourages us. Apparently you have to be a millionaire, a Ph. D. in several sciences, and spend about ten hours a day in it to keep it going."

"Not so," I said. "And I think I can prove it." So next day I took John on a little tour of our community to show him that "greenhousing" can be not only easy and inexpensive, but also a means of stretching one's food dollar as well.

First, to the Farrells, who have the simplest kind of glasshouse—a coldframe or box covered with window sash that slope to the south. Scraping the snow off a sash and lifting it, we discovered a nice

crop of parsley, mustard, and lettuce—in February, that was, too, shortly after some zero weather.

"But what do they use for heat?" said John, puzzled.

"The same thing that supplies all the heat in the world," I answered. "The sunlight."

Next door, the Fishes had a modified hotbed at work. Again we found rows of lettuce and other hardy vegetables. Jim Fish had dug down a foot or so and packed green sawdust and manure under several inches of rich, black compost to add a little more heat from below to that of the sun.

"Lettuce was thirty-four cents a head at the grocer's the other day," I remarked. "A family uses about three heads a week. On that item alone, you could save enough in a single winter to practically pay for a frame like this."

"What about electrically heated hotbeds," asked John. "Are they any good?"

"Indeed they are, especially in view of the lack of manure these days. But if we are going to raise our sights as to costs, let's look at some real green-

houses, with headroom and benches, etc."

So we went to see Giusto Nardone's home job, 10 by 12 feet, with a 3-foot cinder foundation topped by vertical and sloping sash. A small kerosene stove for night heating, and a ingenious notched broomstick device for adjusting top window for ventilating. He built it for after a contractor made a \$500 estimate.

A mile away, in another homemade green built by Joseph Mercurio we found, in February, mind you, more flowers and vegetables grown with no stove or other artificial heat.

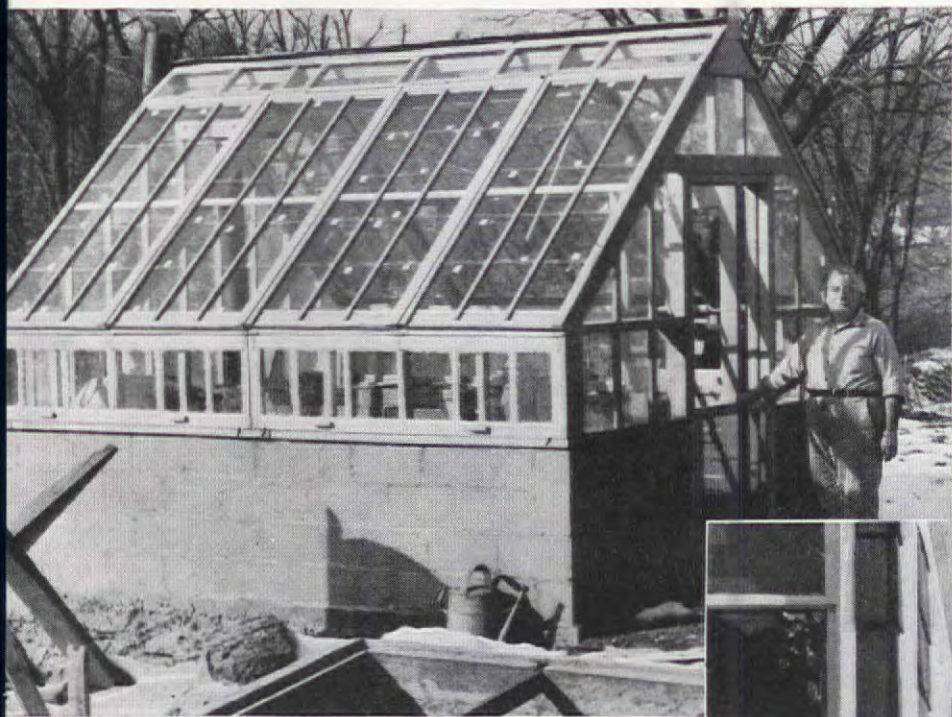
"But now," I said, "let's look at some that bought, or built but not by the owners, so you judge how far you want to go in the matter of expense." Then I showed John my own three-traction Orlyt, originally bought as a two-section, end greenhouse to place against the house we lived in. When we moved, I bought a third section and a back and set the house up as a separate unit. This demonstrates the flexibility of this type of house which, incidentally, is now available



Floyd Morris, of York State, turned a basement entrance, with traditional sloping cellar door, into this cosy little plant room and greenhouse. Total cost was less than \$30



Here's Mr. Stahr's 3-section, 8 by 13-ft. Orlyt greenhouse seen from front. Oil drum (left) supplies heater (rear) from which stovepipe runs to front over door, giving added heat. By excavating three feet, he eliminated side walls and gained headroom. Wire-hung shelf (right) holds flats



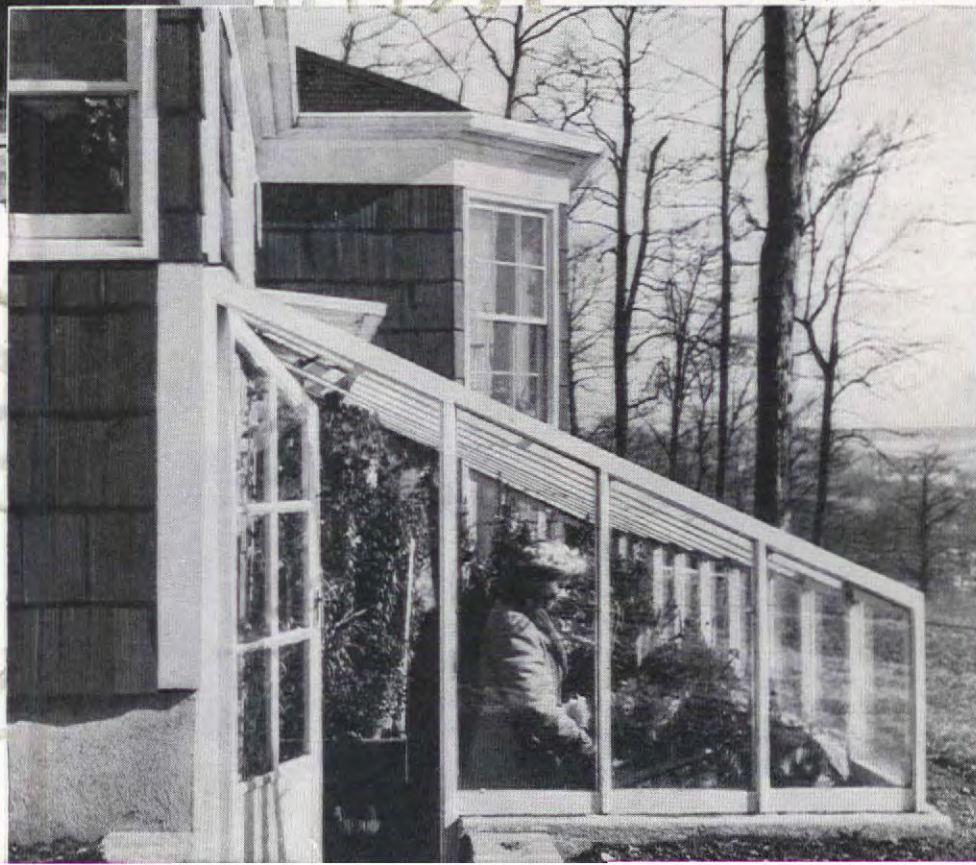
Giusto Nardone, of New Jersey, at door of his 10 by 12-ft. cinder-brick-walled, double-span house which he built for \$250, or just half of a contractor's cost estimate

Also in New Jersey, the Don Kilby's lean-to greenhouse, built for about \$400. Attached to house and heated by its furnace, with supplementary outside entrance, a happy, convenient place for winter work and fun

Photographs by author

lean-to style as well as the even span design. We find it more convenient right at the edge of the garden than it used to be against the house. The cement-block foundation, plastered inside, goes down three feet to get below frost. Bolts set in cement hold the frame down, and even though the lights of glass are about two by five feet, the house has withstood some strong winds (including a hurricane) without cracking or other damage. A roomy U-shaped cypress bench on legs of 2 by 4's takes up most of the space but leaves room on one side for a 30-gallon kerosene oil drum and the stove, and on the other for a small potting bench and one to hold flats. The galvanized smoke pipe runs near the roof from one end to the other where it goes out through a piece of masonite used there instead of glass. After carrying water from the house for a

PLEASE TURN TO PAGE 126



*Right, rare spoon
found in Sittard, Holland
has authentic, simian
knop—a monkey! Heavy
bowl shows pasturing cow*

*Designed as funeral memento,
spoon displays St. Michael,
Weigher of Souls, holding
symbolic Sword and Scales.
Faun knop clashes cymbals*

*Heart on boss suggests
this was betrothal
gift. Bowl depicts two
lovers plighting
troth by moonlight*

*Straight-handled memento
mori is distinguished by
eerie skeletons seen on
handle-top and panel
above spoon bowl*

Strange Case of the Monkey Spoon

*Amsterdam harbor—
perhaps a poignant
souvenir from funeral
of homesick Amsterdam
emigrant who died in
New World. Cherub boss*

*Dairymaid and
cow symbolically
suggest this spoon was
first fashioned for
young girl. Knop is
half-crouching boy*

*Monkey spoon
without any boss.
Handle curls back in
high loop, is mounted
by fierce raven-
like bird*

What, in the name of
St. Dunstan, is a monkey
spoon? Little is known about these strange
spoons which Dutch settlers gave as
funeral and wedding tokens

*Cock knop, heart boss,
and bowl depicting
18th century Dutch folk
customs: On Eve of
Epiphany minstrels
serenaded town burghers*

*Two tiny straight-handled spoons
brought to America
via Britain. Panels
above bowls
decorated with
skeletons*

*On this monkey
spoon, boss takes form
of mourner and
cinerary urn.
Figure of hippogryph
sits on curl of handle*

*Monkey spoon
topped by squirrel
knop has unusually
ample bowl showing
elaborate decor and
man tending tree*

Here is a two-tailed mystery, still contorted after some four hundred years of exposure to antiquarian scrutiny. What, in the name of St. Dunstan, patron of silver-smiths, are monkey spoons? Where and how did these strange creatures come into being?

In any trayful of old flat silver littering the antique shop they are as conspicuous as red-headed hunchbacks in the Easter parade. Once mementos of Dutch colonial funerals or weddings, they may still be found in the curio shops of New York, Philadelphia, Washington, Baltimore and other East Coast cities.

These strange tokens of sorrow, and of rejoicing, were the most lavished keepsakes of early Dutch settlers, yet bibliography on the monkey spoon is virtually non-existent.

Habakkuk O. Westman, that Puck among chroniclers, celebrated spoons from the dawn of history to the heart of the nineteenth century, yet failed to mention the monkeys, which in New York of 1844 must have been as plentiful as peas.

As if united in a conspiracy against an intruder into the ranks of conventional spoons, modern connoisseurs have also been strangely silent.

Yet every descendant of Dutch pioneers has at some time seen representatives of the monkey spoon family. Every collector has come across a few of them, often unaware of their significance. It is, therefore, amazing that no book on this curious silver has been circulated in the Western Hemisphere and only one article primarily devoted to the monkey spoon has appeared in print. Therefore, if we lean heavily on the writing of Mary P. Ferris and quote extensively from her monograph published in *Harper's Bazaar* of September, 1890, we must not be accused of partiality. There is no other authority on monkey spoons.

But before we spread Mrs. Ferris' data before the reader, let us first distinguish between two distinct varieties of monkey spoons; one straight and one curved in shape.

First, the accepted monkey spoon with curved handle we shall call, for convenience sake, the curvicaudate monkey spoon. It is this spoon that our unique authority, Mrs. Ferris, described in her "Chapter on Some Old Spoons." "The monkey spoon," she related, "has a circular, very shallow bowl on which was represented a man on horseback, going from house to house to deliver invitations (to the funeral) with the church just behind him. This was hammered out in the bowl of the spoon, the silver of which was very thin. The handle of the spoon was of heavier weight, and on the end of the spoon was a monkey, half crouching, half charging, drinking from a goblet in solids."

To confuse today's inquirer, however, this description does not quite match the curvicaudate monkey spoons that can be found in the antique shops. On almost all existing

Drawings by Birney Lettlick



Framed by groups of tall, graceful shade trees, recessed entrance is a constant study in sun and shadow. Brilliant geranium plants, high on their wooden ledges, emphasize clean whiteness of siding

Drawing by F. Wright
Data: Charles Raymond, Designer
& builder: Paul K. Enghauser

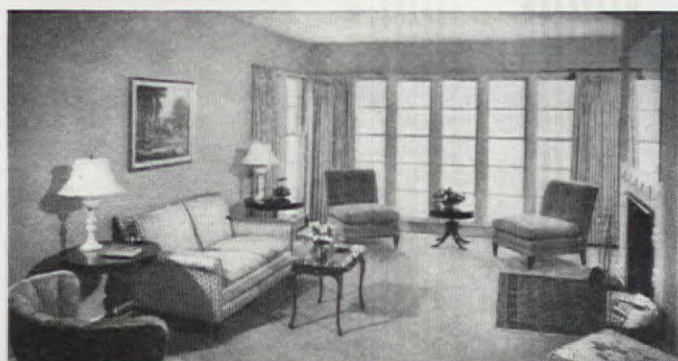
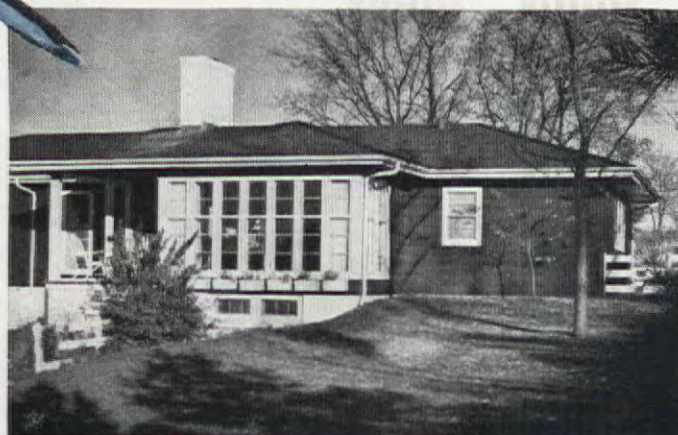
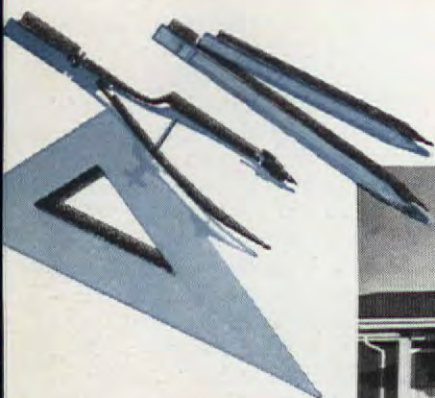


WILLIAM J. HENNESSEY

The American Home Study Plan

FOR OCTOBER

ORDER FORM ON PAGE 11



Natural slope of land allowed full basement with minimum excavation at rear of house

Corner floor-to-ceiling sash in living room allows magnificent view of surrounding hills

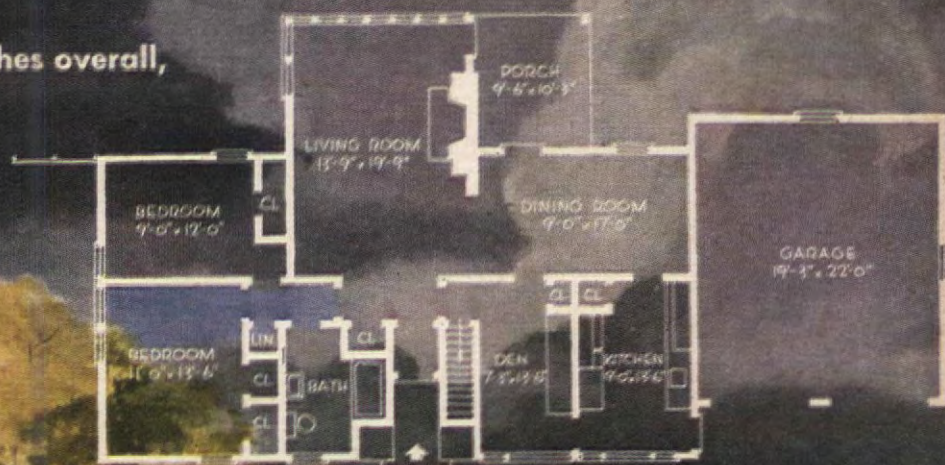
Thanks to some farsighted city fathers, our late Home Study Plan House, only a few minutes drive from Minneapolis proper, lies amidst beautiful hills covered with natural foliage and adjacent to numerous small streams and lakes. The house, itself, reflects the rural atmosphere, built as it is entirely of wood. Exterior walls are a combination of white and dark-stained board siding with a low brown-shingled roof to emphasize the long horizontal lines.

Living and dining rooms, both placed at the rear of the house, are afforded magnificent views of the surrounding hills and, since the natural slope of the property was left untouched, minimum excavation was needed to provide a large airy basement under them. Access to this basement is down a straight flight of steps equally accessible from front hall or den. The recessed entrance not only provides protection for the visitor, but affords an attractive background for flanking pots of luxuriant geranium plants. The two bedrooms are situated at one end of the house and share the single bath which, by its convenient location, easily doubles as powder room.

White follows us into the house and, used on the trim, furthers the clean, cool look of the aqua wallpaper covering living-room, dining-room and entrance-hall walls. A large portion of the furniture in these rooms

PLEASE TURN TO PAGE 11

The L. R. Hummel house is No. 8 in our series of
comprehensive blueprints, 34 by 44 inches overall,
with all plans, elevations, and
specifications for careful home study



In the hand, wallpaper patterns can be deceptive. Small, open all-over, perfect for small room. Large pattern requires more space



Watch

F. M. Demarest



Bold drapery on one wall demands quiet treatment in other furnishings. Plain walls, carpet, smooth furniture fit scheme



With vividly patterned carpet, steer clear of further pattern. Figured damask drapery possible, since it is self-toned, one color



3 different patterns may combine successfully if of totally different form: subdued geometric rug, trellised paper, calico stripes

MARY E. MONZE

GERTRUDE B. DIXSON

It is safe, but generally dull, to avoid pattern in decorating a room. The other extreme uses pattern without discrimination. It is possible to use many different patterns in one room, but they must not be of "hit or miss" choosing. For instance, if a large figured wallpaper is favored, let this dominate and do the floor coverings and fabrics in solid colors drawn from the paper's pattern. With a large pattern in either wallpaper or rug, it is safe to use stripes, small-scaled related patterns, textures, and, of course, plain fabrics.

There are no set rules to follow in combining various patterns, but six examples of how to use patterns together are shown above. In the first picture a modern, colorful drapery on one wall gives sufficient pattern interest. Next a striped paper is used with floral carpet, figured damask draperies—kindred in design feeling but in one color, a rose tone picked from the rug. The velvet of chair is in the same rose. Three patterns are used in the third picture—a medium-scaled provincial paper, hooked rug in block design and striped chintz for draperies and chair cushion. The fourth picture shows color and pattern dominating in the carpet, but pattern is seen also in the handsome lace curtains and upholstered Victorian chair. Plain walls and window valance add color interest. Four patterns combine harmoniously in the French Provincial set. An all-over, small-scaled floral paper, a generously patterned but self-colored rug, small-scaled armure on chair and draperies in a pin stripe. The sixth picture uses only one pattern, a dramatic stripe, depending on color and texture, as well as a dynamic painting for further decorating appeal.

FOR DETAILS ON FURNISHINGS SEE PAGE 140

Your Figure!

Make pattern work for, not against, you. It has power to furnish or clutter, dramatize or shriek, increase or diminish seeming size of room



Pattern emphasis is thrown on rug by use of solids on wall, in valance, damask on chair. Heavy border on filmy curtains adds design



Open feeling of wallpaper design is good contrast to dense pattern in self-tone rug. Curtain and chair fabrics held down in scale



Textured fabrics and rug make excellent foils for combination of pattern on pattern formed by forceful picture hung on bold striped paper

Pick your solid colors for fabrics from this bold floral design; play down patterns



Boldly textured rug for sturdy provincial or modern will support a lot of pattern in room



Scroll figure in carpet suggests 18th century furnishings, use of pattern-splashed chintzes

By Popular Request . . .

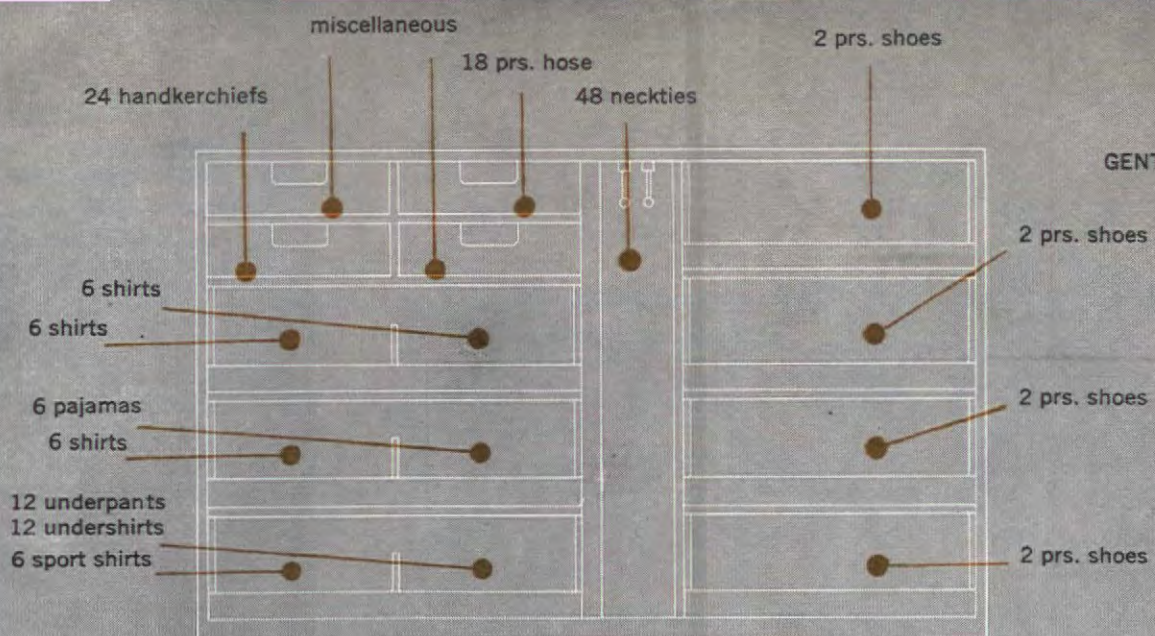
1197. Building pattern for our very unusual modern matched-grain wooden lamp base, 15 in. tall by 6 in. wide, 20¢

1198. Versatile hand-blocked design "Malayan Bird," 3 in. by 4 in., and geometric square, 2 in. repeat design, for draperies, place mats, 20¢



Every stitch you own, save suits and dresses, can be housed in these phenomenal wardrobes for ladies' and gentlemen's clothing. New buffet version, right, our Pattern 1196, stores complete silver flatware service for twelve, place mats, tablecloths, napkins, serving pieces, trays, miscellaneous items. Buffet measures 51½ inches wide, 37¼ inches high, 18¾ inches deep. Construction pattern, detailed specifications, \$1.00

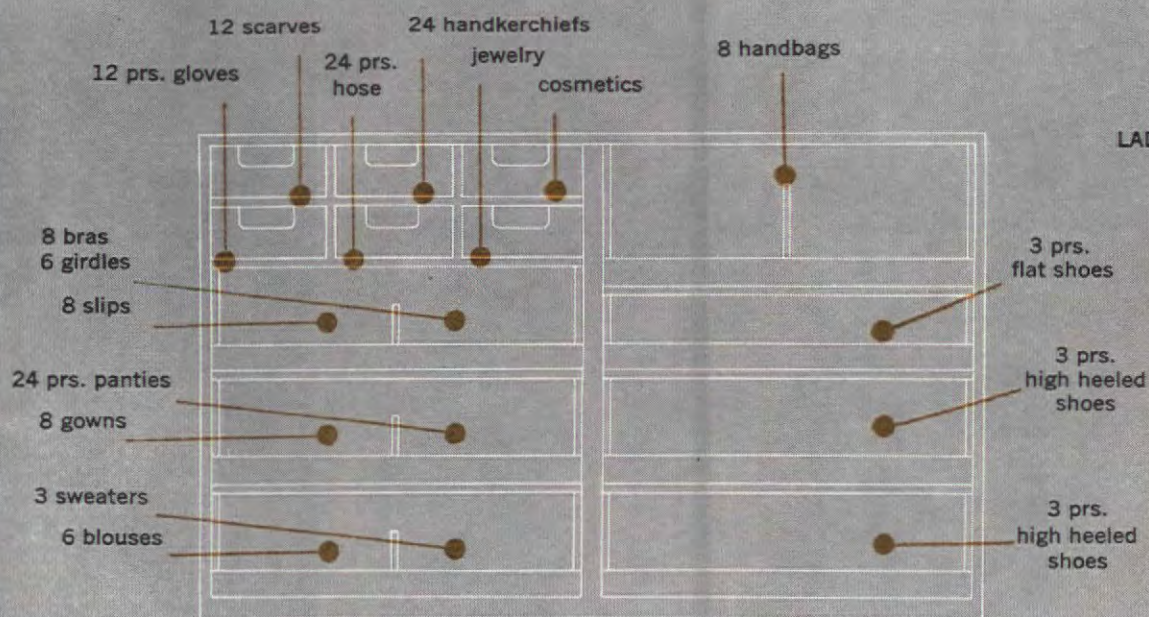
PATTERN ORDER FORM ON PAGE 107



GENTLEMAN'S WARDROBE

1194

Capacious cabinets measure 51½ inches wide, 40½ inches high, 18¾ inches deep. Materials with which to build these wardrobes cost \$69 to \$82 each in Dallas, Texas, though one dealer bid as high as \$220. Tip: Know your lumber dealer. Construction pattern, \$1.00



LADY'S WARDROBE

1195

Our cabinets are made of mahogany veneered plywood. Materials for one cost about \$68 in New York area, vary according to dealer. Solid oak, pine, birch, gum cost less, must be glued up. Lady's wardrobe pattern, \$1.00



At last! . . . our smash-hit wardrobes available in blueprint construction patterns for you to build yourself . . . plus a brand-new super buffet version to solve dining-room storage

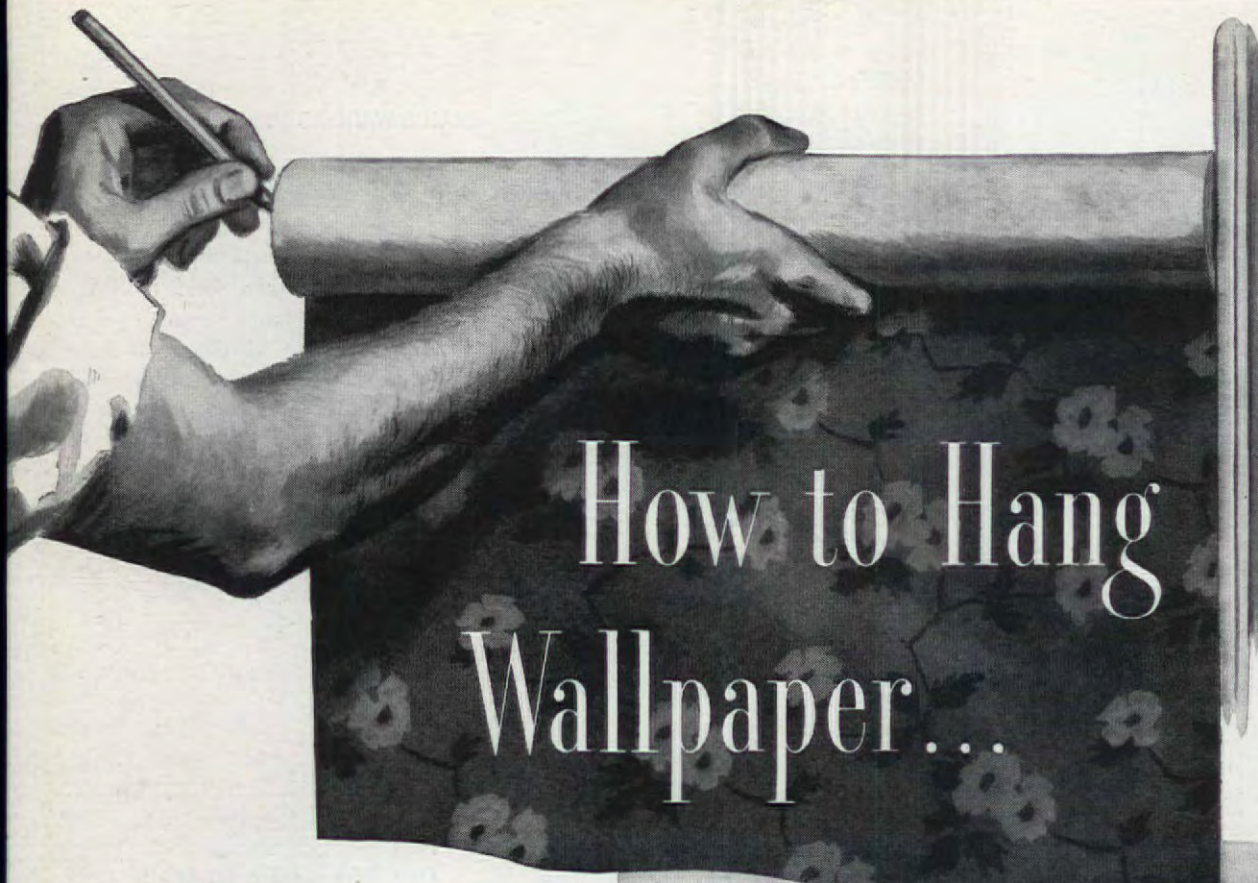


AMERICAN HOME readers know a good thing when they see it. In October, 1948, when we first published pictures of our sensational AMERICAN HOME wardrobe cabinets, we were so swamped with mail that it took us months to answer the letters. They still come from all over the world.

Many of you wanted plans, blueprints, specifications, so that you could do a bit of dollar-stretching and build these wardrobes yourselves in your own workshops or take the designs to the carpenter in your town.

The plans are ready now for you to buy and build your own wardrobes. The price is \$1.00 per set of plans. You get a blueprint sheet, 34 by 44 inches, with perspective drawings, semi-exploded views, front and side elevations, close-up detailed drawings of joints, drawer construction, sliding door and track assemblage. You get a specification list of every piece of wood, every item of hardware you need, full instructions on how to put them all together.

MORE PICTURES AND ORDER FORM ON PAGES 112, 113



DO IT YOURSELF

and save

True dollar-stretching is a laborious business. You'll have aching muscles after hanging your own wallpaper . . . but you'll have dollars saved in the bank. Follow our directions and you'll get good results



Equipment used: Large kitchen table, paper-hanging tool kit, pail, yardstick, scissors, kitchen spoon, pan, sandpaper, plenty of clean cloths, screw driver and ladder

MARY E. MONZE

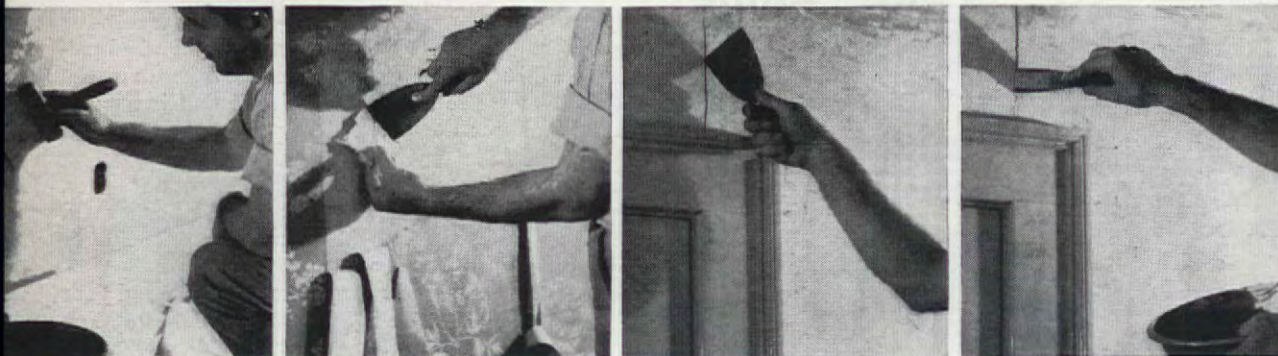
Smooth walls with sandpaper wrapped around wood block. Apply sizing bought at paint store. Follow directions on package

If radiators and woodwork are to be cleaned, stained, or painted, this would be next step. Allow paint or stain to dry thoroughly before beginning wallpaper operation

Use ruler to measure wall for length of strip required. Dealer will figure number of rolls needed if given length, width, height of room and number of doors and windows

Using roll of paper, mark wall with pencil to measure number of pieces required to go around room. Reserve one roll for cutting, fitting small pieces over doors and windows

In laying out paper, note carefully selvage markings on edge of roll. Lettering or arrows indicate where successive strips must be joined in order to match pattern

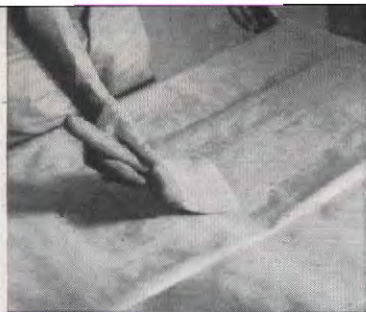
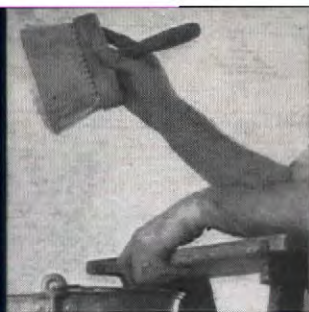


F. M. Demarest

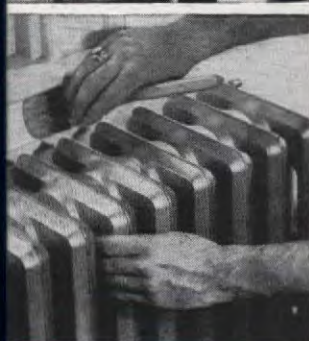
Before proceeding, remove electric plates. Cover floors with cloths or paper. To remove all existing wallpaper: Apply water to paper with brush. Wet paper thoroughly. Many soakings may be necessary to remove several layers. Use broad putty knife from kit to remove paper. After paper is removed, clean out loose plaster in cracks. Fill cracks with patching plaster, a prepared powder which you mix with water

"Drop" patterns (motif is dropped half a repeat in successive strips) require careful cutting. Cut alternate strips from different rolls. Allow 6 inches extra for trimming after hung

Mix paste in clean pail according to directions on package. Insist on vermin-proof, mildew-resistant paste



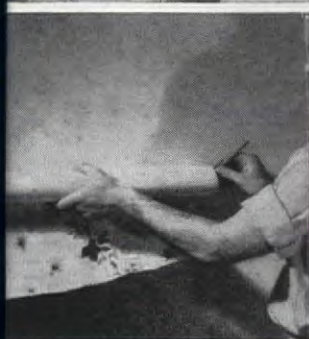
Stack strips, pattern side down on table. Pull top strip toward you. Brush paste on evenly. Start in center and work toward top



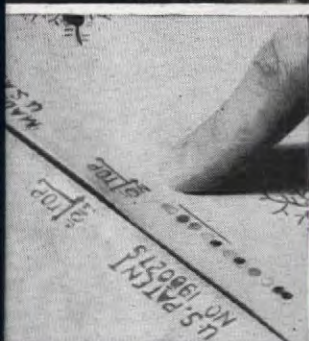
Fold end of pasted portion to center without creasing. Repeat process on other end. This keeps paste clean and prevents it from drying out. An even fold assures good match



Trim selvage from both edges. Carefully cut on lines marked for this purpose. Use tools from kit. Trim full length in one operation. If trimming tool not available, use shears



Start hanging paper on wall that meets eye on entering room. Work right, halfway around room, then back to starting point and work to left. Door acts as vertical guide for first strip



Pat and slide paper into place with palms of hands. Smooth out air bubbles and wrinkles with brush from kit. Keep lower half folded, clean, until ready to use



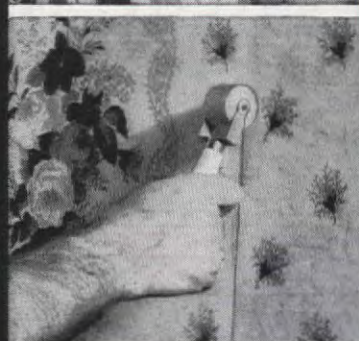
Trim surplus from strip along baseboard with casing wheel or sharp knife. Keep tool steady, tight to baseboard. Wipe off any paste that accidentally gets on woodwork before it dries



Never turn corner with full width of paper. Measure from last strip to corner, cut piece 1/2 inch wider, and apply



Smooth extra 1/2 inch into corner. Hang on adjoining wall other half of strip you cut, matching pattern



Roll seams after four or five lengths have been hung. This allows adhesive to set so no paste will squeeze out when roller is used. Remove paste markings with damp cloth



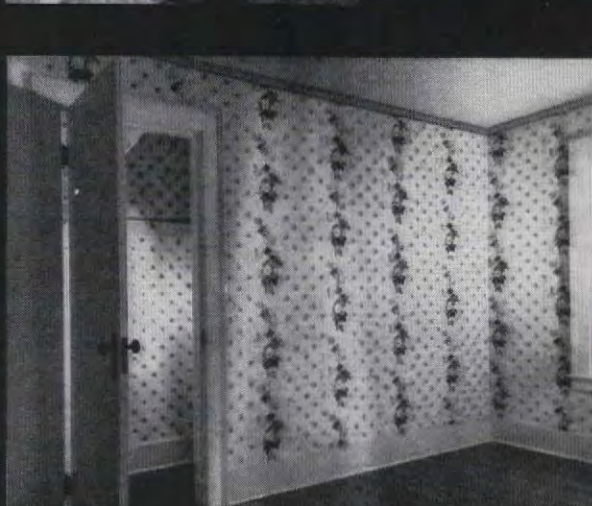
Carefully fit and smooth paper around window frame. Holding paper free of window with left hand, use right hand to trim; remove excess paper with casing wheel



It will be necessary to use long-bladed scissors around places like window sills. Snip the paper to fit tightly around such places. Fit short pieces under window



Use scissors to cut out center part of electric opening so no paper obstructs wires. Cut-out should be slightly smaller than outlet plate. Replace plate



Results of finished job prove that time, effort were well-spent. Closet adjoining bedroom should be hung with matching or small-scaled companion paper

A good house is one you can get out of!

Early last Christmas morning a fire broke out in a New Brunswick, N. J., residence in which eight people were asleep. Presumably started by an overheated kitchen range, the blaze swept through the dwelling so rapidly once it got under way, that seven of the sleepers died in their beds and the eighth was critically burned.

In a contrasting case, fire broke out in the basement of a Boston dwelling this past winter when an overheated furnace ignited some near-by combustibles—and nobody died! The flames spread through various articles in storage in the basement, burning for an estimated half hour, but the family finally smelled the smoke and summoned the fire department in time. Normally the fire would have eaten through the cellar door and into the hollow walls and would have been sweeping through the house in less time than half an hour. Yet, in this case, it was confined to its point of origin by a fire-retardant coating painted on the walls and ceiling which beat back the advancing heat until the occupants had a belated chance to do something. Firemen said that without this protection, the house would surely have been doomed. By a freak of luck, the coating had been applied only two weeks before.

Here is the \$64 question: Do you think those seven people in New Jersey would have died in their sleep if the kitchen wall, especially that part of it near the offending stove, had been protected by fire-retardant paint?

It is axiomatic among firemen that "all fires start small." But how the end depends largely upon how much fresh fuel they reach before they are finally extinguished.

Many excellent methods have been devised to cope with this problem, but most of them are relatively costly. Easily the least expensive is the use of flameproofed or fire-resisting materials for interior furnishings, decoration, and construction. And this applies to the home as well as to the hotel, the theater,

PLEASE TURN TO PAGE 1



Photograph from Ewing Galloway

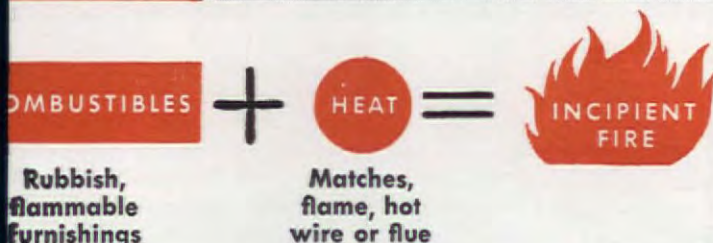
HOW TO STOP A FIRE BEFORE IT STARTS

We'll assume you're afraid of fires and their consequences, you want to prevent them, and you frankly don't know where to start—what to do first. There's lots of talk about a fire: "the cause of a fire," "putting out a fire." It's not quite that simple, but it isn't very complicated either.

A combustible and heat are the basic elements of any fire. The combustible may be house construction materials, furnishings, rubbish, or other flammable items. Heat may come from cigarettes, matches, spontaneous combustion, electrical and heating equipment, and many other sources. Separated, these elements are not dangerous, but together they'll start an incipient fire which may be easily extinguished. Fire protection measures such as alarm systems, barriers and home fire extinguishers will help you detect and prevent the growth of an incipient fire.

Fire fighting starts long before the fire, in family training, fireproof house construction and furnishings, and supply of water and fire-department equipment. All these factors help or hinder growth of an incipient fire.

STEP 1 Elements of—not "a fire"—but an "incipient fire"



Heat and combustibles with oxygen or air must be brought together before any fire can start

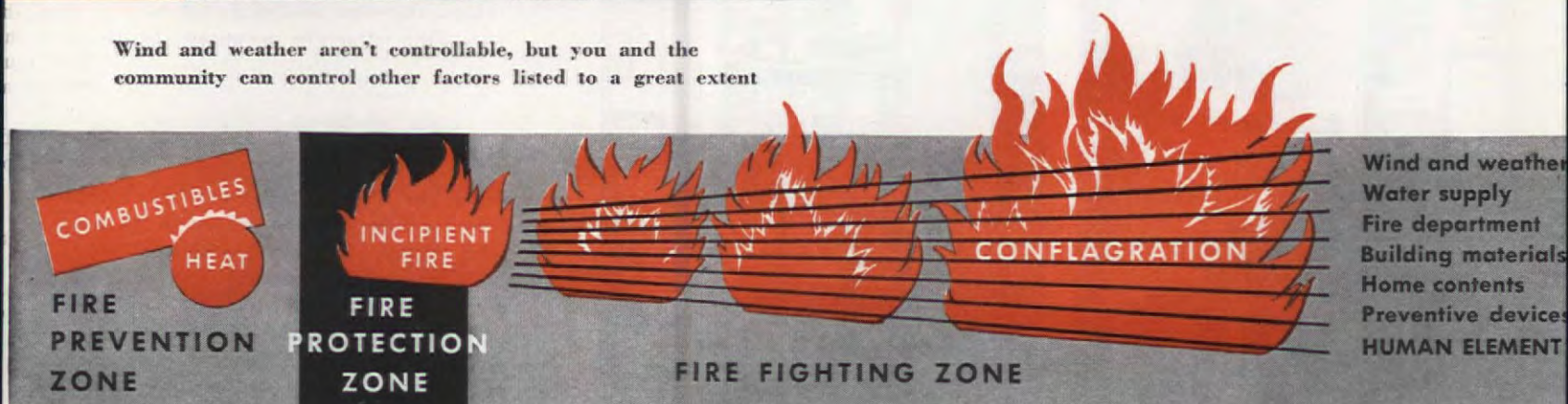
STEP 2 Separate the elements reduce them to a minimum



A few incipient fires may still occur, so you need fire protection measures including a means of escape

STEP 3 Control factors that influence growth of a fire

Wind and weather aren't controllable, but you and the community can control other factors listed to a great extent



Data from Samuel W. Whiting, James A. Parker

HOW TO STOP A FIRE AFTER IT STARTS

Compressed gas.
Use for electrical
and burning liquid
fires, and small
fires of any
other materials

CARBON
DIOXIDE

SODA
ACID

Water under chemical
pressure. For fires
other than burning
liquids and
electrical flames

VAPORIZING
LIQUID

Carbon tetrachloride
base, in hand pump.
Principally for electrical
and burning liquid fires

DRY
CHEMICAL

Powdered chemicals under
pressure from CO₂ cartridge
Can be used on all
types of fires

FOAM

Water and anti-freeze
with CO₂ pressure.
Don't use on burning
liquid or electric fires

ANTI-FREEZE

Chemical blanket
of bubbles. Smothers
all fires other than
electrical ones

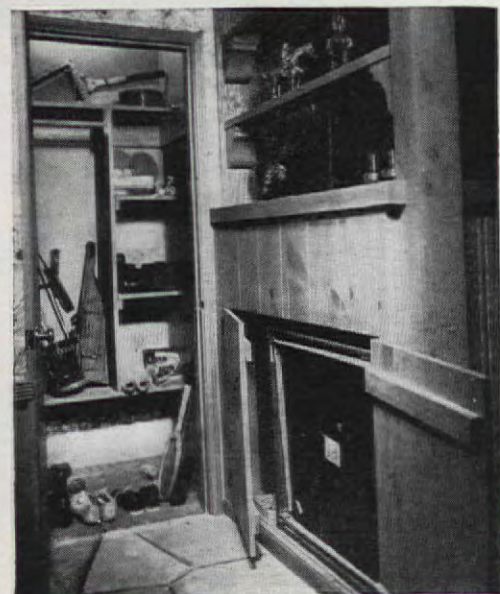
HAND
WATER
PUMP

Contains water, often with anti-
freeze solution. For use on
fires other than burning liquids
or electrical flames

Prevent the fire, if possible. Provide protection against growth of incipient fires. Call fire department as soon as any fire is detected.

Home fire extinguishers are inadequate when an incipient fire spreads 45

Below: To the casual eye, part of the pine paneling in living room. Open, it's a pass-through and snack bar between kitchen and living room. Panel door slides upward, disappears between walls. Glass shelves on either side of bar hold radio, glassware, mugs



Partition with a purpose. On living-room side it contains a drop-leaf desk with drawers, pigeonholes for correspondence. Door in back of Mary Pielow is entertainment closet, holds games, cards, poke chips. Opposite side of partition has file storage for magazines, books



Storage in the Chet Pielow's home was designed by decorator John Plange, builder O. M. King. Far left: Partition in entry has shallow cupboard for card-table storage, shelves above. Pielows are sports fans, had closet built especially for paraphernalia—fishing, golf, tennis, Ping-pong. Left: Closet beside fireplace has plenty of space for growing record collection, movie projector and screen, firewood



Left: Dressing room has built-in clothes hamper, shown in operation. Section of counter lifts, soiled clothing is popped in, removed via door below. Drawer is faked



Passage between bedroom and bath identical sliding-door wardrobes in at either side, drawers for clothing. Luggage goes up top. Bed headboard, two 4-drawer units, frame for box-spring are all one continuous built-in unit

Mary Pielow said: "I want a service porch as convenient, as attractive as my kitchen." She got it. Knotty pine cupboards built over her washer hold soap, starch, clothespins, etc. Deep, tall broom closet holds long-handled mops, dustpans, waxes

Top: 8-year-old Kirk Pielow has built-in desk, wardrobe closet, closet for toys and sport things. Desk contains record storage, holds small radio-phonograph. Above: 4-year-old Mary Pat's room has whole wall of closets. Lower rods are placed within easy reach of small child

STORAGE, STORAGE, EVERYWHERE!

EVELYN SHIELDS SMITH

Left: Children have own bathroom (door at left), own linen storage and hamper just outside the door. Right: Mary Pielow takes children's soiled clothing, sorts it for laundry. Freshly laundered linens and clothing are sorted on long counter, stored in topside cupboards



"My child is not like the others..."



When a worried mother complains that her child is "different" because he limps or is deaf, she is displaying an attitude toward him which may be more crippling than his physical handicap. Once she realizes that her youngster is like the others, apart from his handicap, she'll be able to accept him as he is, to help him learn to live a full and useful life within the limits of his capacities.

Growing up in today's world is difficult and complex for any child. The road from childhood to maturity is fraught with many hazards—even for those children who are considered "normal" and are in complete possession of their physical and mental faculties.

For the child with a physical handicap, the problems connected with growing up are even more difficult than for the so-called "average" youngster. He needs even greater understanding and intelligent guidance so that he, too, will have a happy childhood and will ultimately be able to live and compete with his fellow citizens as nearly on a par as possible.

What is meant by the term *physical handicap*? The variety of physical handicaps is very great. Paralyzed limbs, blindness, defective

A physical handicap—be it a rheumatic heart,

crippled limb, or "buck" teeth—may set a child apart. Wise

guidance will help him enjoy a happy childhood

vision, deafness, rheumatic hearts are just a few of the more obvious physical handicaps. Less dramatic, but handicaps in a very real sense are such defects as "buck" teeth, crossed eyes, being too tall or too short, too fat or too thin. Even big ears may be a problem.

Not often enough do we consider serious dental defects as handicapping. The child who has a severe malalignment of his teeth may be even more handicapped in terms of being accepted by his companions and later for jobs than the child who is born with several fingers missing. In this day and age, children with dental handicaps are entitled to—and should

receive—adequate treatment so that they can compete cosmetically with others.

Infants may have a club foot, or hare lip, or cleft palate, conditions which should be taken care of soon after birth. Today it is unthinkable to allow these conditions to remain neglected so long that excellent results cannot be obtained.

Infrequently children may be born with eye defects, such as congenital cataracts. In such instances, too, it is important that a medical diagnosis be made early and that the child receive medical care as soon as feasible, which is usually sometime during the first year.

PLEASE TURN TO PAGE 131

AND THEREIN WAS UPON THE EARTH
40 DAYS AND 40 NIGHTS



Full description next page

35 Gifts to make for Christmas

35 Gifts for Christmas

(Begins on page 49)



1171

Never have we seen such an unusual, exquisite sampler as the one shown on the preceding page of Noah's Ark and its creatures! Make it a memorable, heirloom Christmas gift from Pattern 1171—hot iron transfer, full color photograph, color guide and directions. Size, 11 by 13 in., 45¢

Don't just dream of a bright

Christmas . . . start your

gifts now and make it so!

Christmas is not merely a one day celebration. It starts when you open your yuletide workshop. It lasts as long in memory as that thoughtful, handmade gift you've given lasts in beauteous and welcome service.

Move into your workshop now—it is not one whit too early. Gather your paints, your tools, your needle and thread. Answer Santa's letters with the help of our wide variety of patterns. You should be able to find something here for everybody on your list. Our gifts are pretty, practical and useful, our pattern directions are easy to follow and will insure a professional job. And when the tinsel has tarnished and the pudding has been eaten, even through the years to come, your special holiday workshop gift will have made this Christmas the brightest Christmas ever. Let's get going!



1173, 1174, 1175

Merry mottoes to paint on glasses. 1173 for martini and cocktail shaker, 1174 old-fashioned, 1175 highball, 25¢ each



Old sea chest, painted for toy-box future, to hold Santa's bounty. Top design 15 by 21 1/2 in., front 11 1/2 by 21 in., sides 11 1/2 by 16 1/2 in., 40¢

1177

Make a place mat with a modern Chinese look, paint it to order on linen or cotton to match dinnerware. Size 13 by 17 in., 25¢



1178

Four canapé trays prettily painted with fruit and scrolls or flowers and scallops.

Three designs, 3 by 5 in., 25¢



1179

For gala hat boxes or festive cake tins, paint this old-time ascension balloon.

Motif, 9 1/4 by 10 in., 25¢



1180

Sprightly dancers atop a painted box. Design 9 in., repeat border 1 1/4 in. by 4 in., 25¢

1181

A handsome tablecloth is a handsome gift. This one, with rich chrysanthemums, textile-painted. Cloth 69 by 103 in., napkins 16 in. square. Large motif, 14 by 16 in., smaller 9 by 15 in., 40¢





1172. Sea shell and flora cross-stitch border adapted from antique Victorian towel. Pattern has four transfers, 35¢

1182. Hand-hammered copper planter 3 by 7½ by 3½ in. Pattern includes construction directions, 30¢

1183. Painting and building patterns for stationery holder, 8½ by 2½ by 7½ in. Pencil tray 3½ by 9½ in. Napkin holder 8½ by 2½ by 8½ in., 30¢

1184. Cherries and blossoms painted on candlestick and baby carriage planter, 25¢

1186. Two textile-painted towels. Pennsylvania Dutch Distelfink bird and leaf motif, 4½ in. by 7½ in. Modern horse head, 6½ in. square, 25¢

1187. Four circus motifs for cocktail napkins or guest towels. Textile painting at its best. 5 in. by 6 in., 30¢

1188. Attractive sheer linen tea cloth and napkins. Textile painted in large-scale, repeat-border design, 11 in., 40¢



1189

1189
Casseroles adorned with two different floral designs. Border, 2 in. by 10 in., 25¢



ORDER PATTERNS ON PAGE 141



If You Care Enough . . .

You can entertain often at little cost!

MARGARET F. HEADLAND



Co-operative dinner guests arriving with contributions. Host is caught washing up after return from work

If you enjoy friends but find that "with food prices so high, we just can't afford to entertain" or "with no help, it's too much work," stop, look, and think! If you care enough, you can find many simple ways to entertain frequently.

Mr. and Mrs. Dahill are proponents of merry, informal parties. They know that many hands make light work and thus are fans of co-operative dinners. Whereas the hostess supplies the table setting, coffee and one dish, each guest brings an additional concoction. All help in the after-dinner cleaning and have time to enjoy games, television, or just jovial conversation.

Sometimes Mrs. Dahill invites bridge enthusiasts to join her in dessert, coffee, and an evening round of cards. Crackers and cheese after evening basketball games, light suppers where guests spread their own sandwiches are other Dahill party favorites. Follow the Dahills' example! Good hospitality requires just a few friendly thoughts.

MORE PICTURES ON PAGE 66

Linen "Moraco," John Matouk; Oilcloth, Columbus Coated Fabrics; "Lifetime Ware" Watertown Mfg.; Silver "Duncan Phyfe" Amston; salt and pepper, "Krome Kraft"; Plastic Butter Dish, Thomas Steeds; Bucket, Post Mart; Glass, Mooney of Hollywood



Co-operative dinner served buffet style. Extra table set up for food brought by guests. Place settings arranged at card tables. Main dish inexpensive meat yet seems especially tasty when prepared by someone



"Almost a meal in itself"



LOOK FOR THE
RED-AND-WHITE LABEL

in almost no time at all!

Get Campbell's Vegetable Soup
help you to

Good meals in less time

Put it on the table and watch the family get busy with their spoons. Those fifteen different garden vegetables, mingled in a good beef stock, make Campbell's Vegetable Soup a delicious dish indeed—and a hearty one. Serve it with sandwiches and dessert, and you've a nourishing Autumn lunch or supper ready in minutes.

Campbell's
**VEGETABLE
SOUP**

No knack with food? Stuff and nonsense! All you need is a good recipe, a bit of caring

Look at the top picture on this page. You've seen food like that often enough. It's good food; you could eat it, but it is pretty dull and uninteresting, isn't it? Wouldn't wake a sleepy appetite, or spark a dull one; those boiled spareribs might even cause some of us to decide we aren't really hungry enough to eat at all.

Now, let's look at the photograph of the same menu at the bottom of this page. A little care and imagination have made the difference. Our main course, Forty-Niner Spareribs, is named in honor of California and its centennial celebration. They differ from plain boiled spareribs as much as modern California differs from California in the days of the first gold strike back in 1849. Our gold

THIS?



IF YOU CARE ENOUGH...



strike in this recipe is the addition of a can of pineapple juice to the spareribs and a long slow baking which allows the meat to become permeated by the pineapple flavor. The well-browned look is picked up along the way; no extra work involved in that. Garnish with prunes, peaches, apricots, or slices of pineapple that have been placed in the baking pan with the spareribs for the last half-hour of cooking.

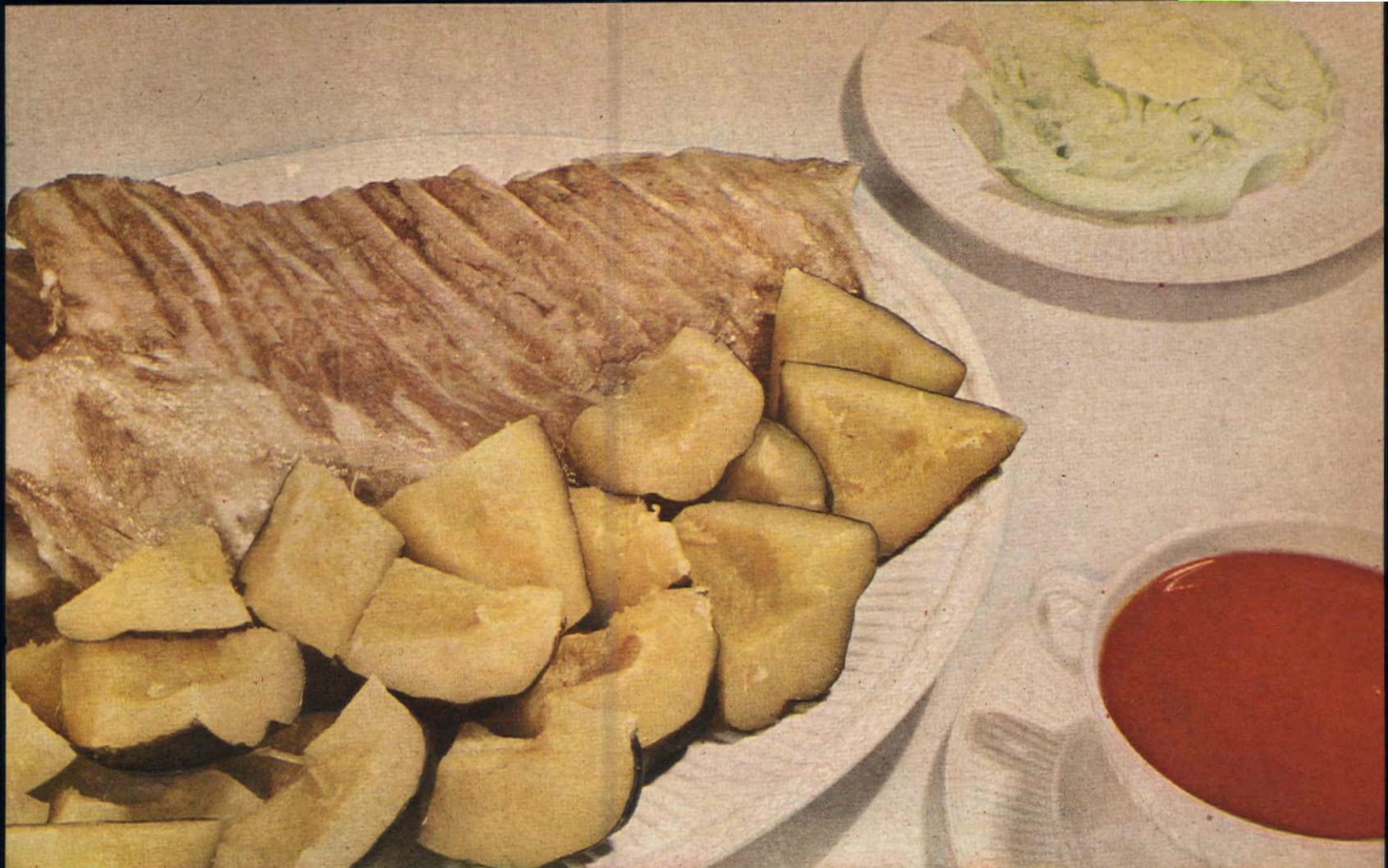
Notice our Maple Squash. Tasty looking, isn't it? Actually, there's not nearly as much labor involved in preparing these as there is in making those insipid-looking boiled chunks of squash. It's the same vegetable, acorn squash, but we halve it by slicing crosswise, splash generously with maple syrup (or maple-flavored syrup if you honestly can't get pure maple syrup) and then bake in the same oven producing those spareribs.

To return to the beginning of this meal, the soup, the proper beginning of any good dinner, here is a refutation of all those cynics who make disparaging remarks about can openers. Yes, our Tomato Soup with Herbs is certainly from a can, and it's a great deal better tomato soup than most of us could make

OR THIS?



PLEASE TURN TO PAGE 57



Small things—a few fruits, an herb or two, some seasonings—plus Care and Imagination . . . these are the things that make the difference in our two pictures

M E N U

Tomato Soup with Herbs	
Spareribs, Forty-Niner	Maple Squash
Garden Salad	Currant Jelly Muffins
American Home Cake	



Some corn does more for you than others—

WHEN IT'S GOT ALL THIS →

Sweetness plus

Cornpatch goodness that goes over big "as is." Flavor so rich it holds up in made-up dishes—helps even meatless dishes satisfy.

Extra-special tenderness

DEL MONTE Corn kernels are especially thin-skinned, too—so everybody can enjoy them.

Plump and bright, too—bursting with country flavor!

Dependability

Same grand flavor, same quality—can after can. That's the fine thing about the DEL MONTE label on any product you choose.

Real Economy

Your greatest assurance of value in any food is a brand known and trusted for flavor.

And that's DEL MONTE! Your own experience tells you!



Buy wisely! Buy for flavor! Buy

Del Monte

CORN

—the brand that puts flavor first

Golden Whole Kernel Golden Cream Style White Cream Style



CORNPATCH TOMATO SURPRISE

- | | |
|-------------------------------|--|
| 4 large, firm tomatoes, cored | 2 tsps. grated onion |
| 4 small eggs | 2 to 3 slices bacon |
| 3 tsps. cream or evap. milk | 2 tsps. fine dry bread crumbs |
| ¾ tsp. salt | Grated American cheese |
| ¼ tsp. paprika | 1 to 2 cans DEL MONTE Golden Whole Kernel Corn |
| Dash cayenne | |
| 1 tsp. Worcestershire Sauce | |

Hollow out tomatoes; salt insides. Place in shallow baking dish; break an egg into each tomato. Combine cream, seasonings, and grated onion and spoon over egg in tomatoes. Bake in moderate oven (350°F.) 20 to 25 min. or until eggs are almost set. Meanwhile, sauté bacon; crisp; drain; crumble. Combine with bread crumbs. Top tomatoes with cheese; then crumb mixture, as shown.

Spoon the corn around tomatoes, season and dot with butter or margarine. Return to oven till cheese is melted and corn is heated. Serves 4.

If You Care Enough

(Begins on page 54)

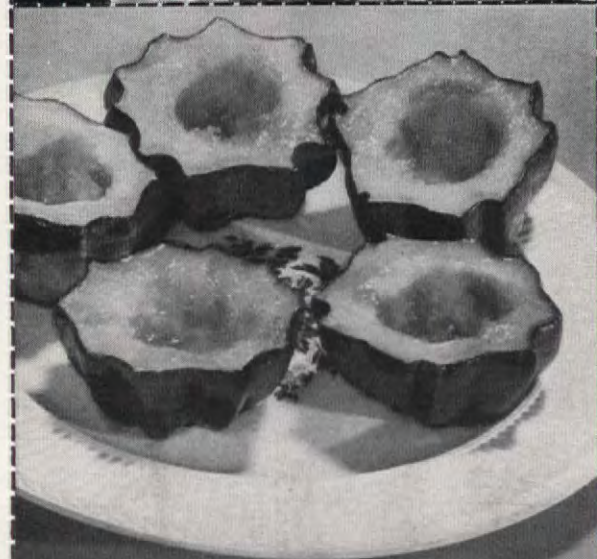
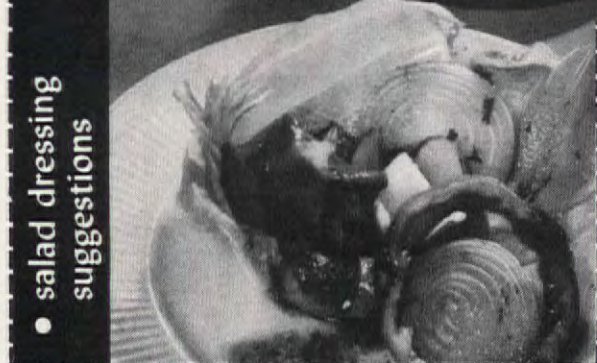
fresh tomatoes in our own kitchens. We've seasoned our soup with a few cloves, a bit of marjoram, and then a sprinkling of dried parsley.

There's a future in salads! Lettuce and mayonnaise are fine, but there's a wealthy world of greens calling for experiments in salad dressings, experiments you'll enjoy. There's a future, too, in desserts, especially our AMERICAN HOME Cake which becomes *your* AMER-

China, "Plain Edme," Josiah Wedgwood & Sons Inc. Photographs by Ralph Steiner



• salad dressing suggestions



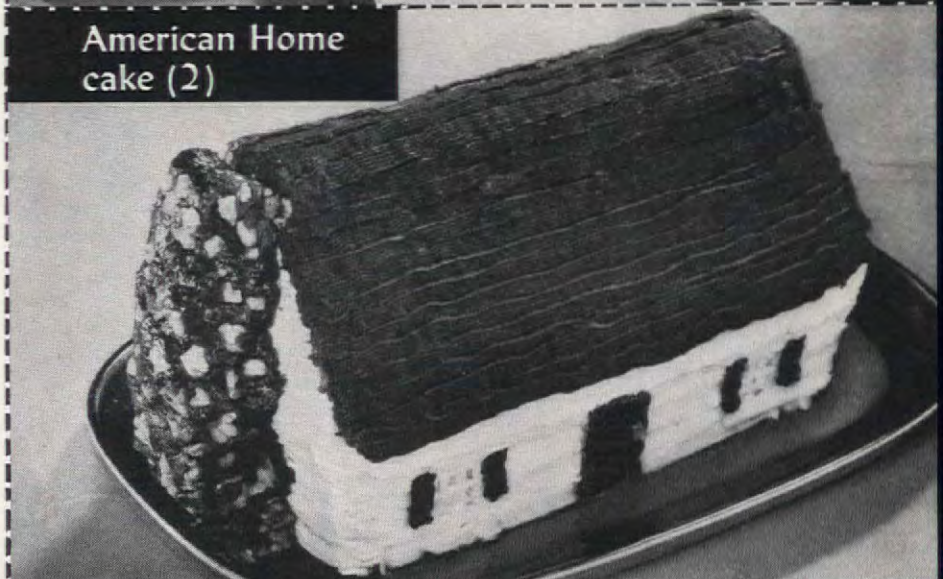
• maple squash



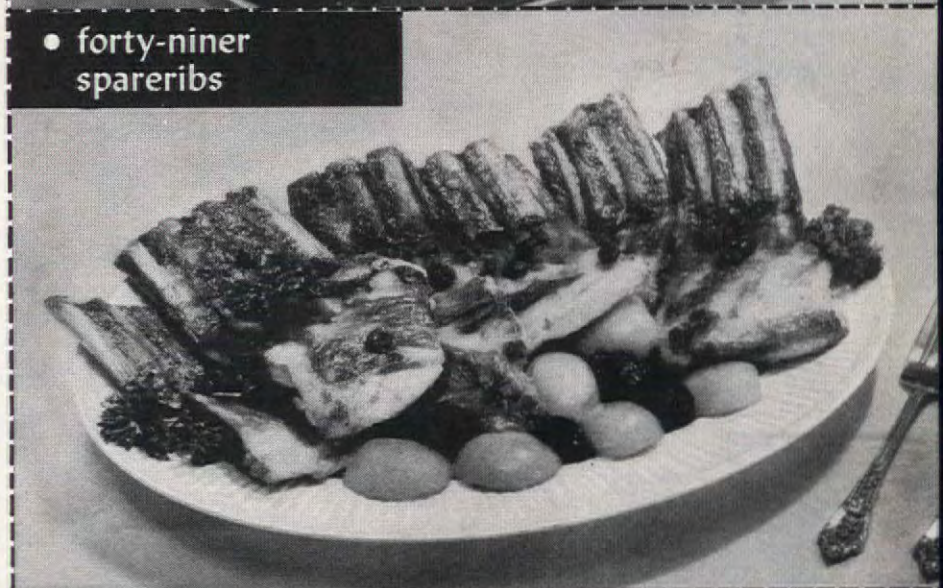
• American Home cake (1)



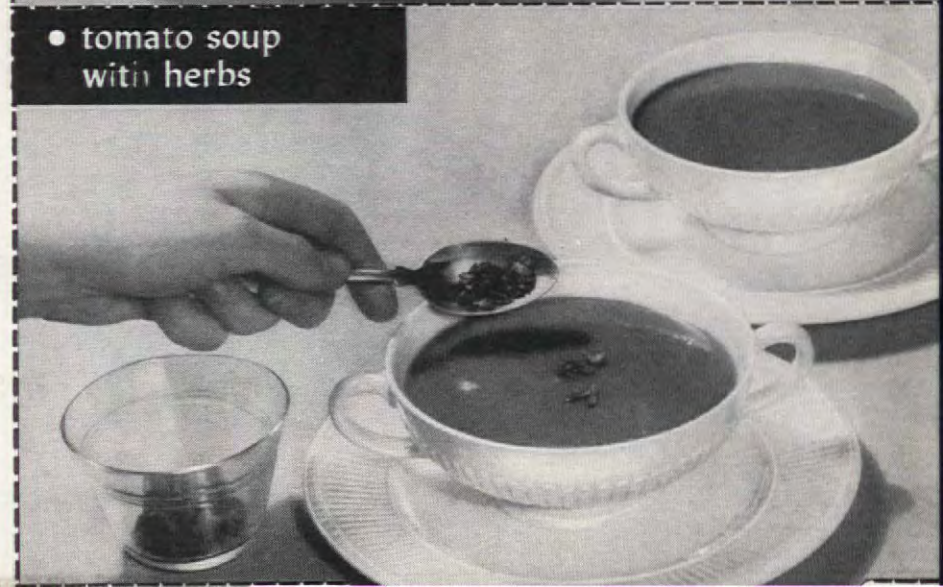
American Home cake (2)



• forty-niner spareribs



• tomato soup with herbs



American Home cake (1)

Basic cake:

1 cup sifted cake flour	3 eggs
1 tsp. baking powder	1 cup sugar
¼ tsp. salt	2 tsp. lemon juice
	6 tbs. hot milk

Sift together the flour, baking powder, and salt three times. Beat eggs until thick and lemon-colored. Add sugar gradually, beating constantly. Add lemon juice. Fold in sifted flour, a small amount at a time. Add hot milk and stir quickly until thoroughly blended. Turn at once into an ungreased 9 x 5 x 2½ inch loaf pan and bake in a moderate oven (350°F) for 40-45 minutes, or until done. Remove from oven and invert pan 1 hour or until cold. **Butter Frosting:** Cream 6 tbs. butter or margarine until soft; gradually stir in 1½ cups confectioners' sugar. Then add 2 tsp. vanilla and a dash of salt. Add 1½ cups confectioners' sugar alternately with 8-9 tbs. light cream or enough to give a spreading consistency. Beat until smooth after each addition. **Chocolate Frosting:** Cream 4 tbs. butter or margarine until soft; gradually stir in 1 cup confectioners' sugar; add 2 squares chocolate, melted, then add ½ tsp. vanilla and dash of salt. Add 1 cup confectioners' sugar alternately with 3 tbs. milk and beat until smooth after each addition.

Tested in THE AMERICAN HOME KITCHEN

American Home cake (2)

Tested in THE AMERICAN HOME KITCHEN

To make THE AMERICAN HOME Cake: Prepare and bake the basic cake recipe twice, or use two packages of prepared cake mix or two bought loaf cakes. Cake is easier to handle if baked a day ahead and left in the refrigerator overnight. Place one loaf cake on the cake plate for the main section of the house and frost the top with a butter frosting. Cut the other loaf cake into three pieces lengthwise with a sharp knife. Use top and bottom piece of cake and trim if needed to make both pieces same size. Frost one lengthwise edge on each piece of cake. Place frosted pieces together in a slanting position to form roof. Place roof on main section of house and hold firm with toothpicks along side and on top while frosting the cake. Cut two small triangles from the remaining piece of cake to fit on the two sides of roof. Frost edges on all sides and place in openings. The remaining piece of cake can be made into chimney. Chill cake in refrigerator for about 15 minutes so frosting hardens a little before decorating the outside of house.

Mark openings for windows and door with toothpicks; place chocolate frosting over roof using a spatula or a cake decorator. Frost main section of house with butter frosting using a spatula or decorator, being sure to go around the space for the windows and door. Frost chimney on all sides with chocolate frosting, place against the side of the house, and dot with chopped nuts.

forty-niner spareribs

2 strips of spareribs (4-5 lbs.)
Salt and pepper
½ cup brown sugar
1 cup pineapple juice

1 cup dried prunes, soaked
½ cup raisins
1 cup canned apricots

Preparation time: 2¼ hrs.

Have butcher crack rib bones across middle. Wipe spareribs clean with damp cloth. Cut in serving pieces. Season with salt and pepper. Place in baking pan. Sprinkle brown sugar over spareribs and bake in a moderate oven (350°F) for 15 minutes. Add pineapple juice and bake 45 minutes longer, basting frequently. Then cover with the prunes and bake for 1 hour or until meat is tender and well-browned, basting frequently with pineapple juice. Add raisins and apricots for last 15 minutes of baking time.

Serves 6 858 cal. per serving Source of vitamins A, B complex
Silver, Rose Point Pattern, Wallace Silversmiths

Tested in THE AMERICAN HOME KITCHEN

tomato soup with herbs

1 can condensed tomato soup
½ bay leaf
4 whole cloves

½ tsp. celery seed
¼ tsp. dried marjoram

Preparation time: 10 min.

Prepare soup as label directs. Add remaining ingredients and heat to boiling. Simmer 5 minutes. Strain before serving. Makes 4 servings. **Serve with:** Any of these toppings—salted whipped cream and minced chives, a sprinkle of grated cheese, thin slices of avocado or lemon, popcorn or puffed cereal, garlic-buttered croutons, sieved hard-cooked egg yolk, or sliced olives. **Variation:** Substitute ½ tsp. caraway seeds or ¾ tsp. curry powder for the celery seeds and dried marjoram.

Calories: 57 per serving

Tested in THE AMERICAN HOME KITCHEN

If You Care Enough (Begins on page 54)

ICAN HOME Cake as soon as you've adapted the recipe to fit architectural features of your own home. Perfect for birth homecomings, housewarmings, teen-agers' parties or everyday ners, this luscious cake with its attractive frosting will high a dinner any time. But it takes care.

If you care enough to use a little time and imagination, can be the best cook in town and the heart of your home.

Spicy tomato French dressing:

1½ tsp. granulated sugar 1 tsp. dried basil
½ tsp. salt 1 tbs. bottled horse radish
½ tsp. dry mustard ½ cup salad oil
½ tsp. paprika ½ cup vinegar
1 tsp. dried chervil 1 cup tomato juice
Dash of Tabasco ½ peeled clove garlic

salad dressing suggestions

Preparation time: 5 min.

Combine all ingredients in jar or bowl; shake or beat until well mixed. Store, covered, in refrigerator. Shake well before using. Makes 2 cups.

Variations:

1. "Cheesy" Tomato French Dressing: Combine ¾ cup of dressing with ¼ cup crumbled Blue or Gorgonzola cheese.
2. California French Dressing: Combine ¾ cup dressing with ½ cup sliced stuffed olives or ¼ cup chopped ripe olives.
3. French Dressing, Philadelphia Style: Mix ¾ cup dressing with 2 tbs. bottled pickle relish.
4. India French Dressing: Combine ¾ cup dressing with 2 tbs. chutney.
5. Tomato Chiffonade Dressing: Mix 1 chopped hard-cooked egg, 2 tsp. minced pimiento and 1 tsp. minced parsley with ¾ cup dressing.

Calories: 27 per tablespoon

Tested in THE AMERICAN HOME KITCHEN

maple squash

3 medium-sized acorn squash
Salt and pepper

Preparation time: 1 hr.

4 tbs. butter or margarine
6 tsp. maple or maple-flavored syrup

Wash and split squash crosswise and scrape out seeds and pulp. Sprinkle with salt and pepper and spread softened butter on cut surfaces. Place cut side down on baking sheet and bake in a moderately hot oven (375°F) for about 45 minutes or until inside is soft. Turn cut side up, add 1 tsp. butter and pour over 1 tsp. maple syrup for each cavity. Return to the oven until rim of squash is glazed and lightly browned.

Serves 6 165 cal. per serving

Source of vitamin A

Tested in THE AMERICAN HOME KITCHEN

1,371 big cash prizes to 1,370 people in

The Great Gildersleeve's \$50,000 "Name My Song" Contest

sponsored by Parkay - the Margarine that tastes so good!

Grand Prize \$5,000
plus 274 weekly prizes
every week for 5 weeks

Every week **4 \$1000 bills**

Every week **20 \$100 bills**

Every week **50 \$20 bills**

Every week **200 \$10 bills**

5 BIG WEEKLY CONTESTS

1st weekly contest starts October 2, ends midnight October 8.

2nd weekly contest starts October 9, ends midnight October 15.

3rd weekly contest starts October 16, ends midnight October 22.

4th weekly contest starts October 23, ends midnight October 29.

5th weekly contest starts October 30, ends midnight November 5.

Weekly first prize winners announced on Gildersleeve program each Wednesday.

Follow these simple rules to win

Print or write clearly your suggested title for The Great Gildersleeve's Song. Use coupon below, plain piece of paper or entry blank from your food dealer.

Print your name and address on your entry. Include also name and address of the dealer from whom you bought your Parkay Margarine.

Send in as many entries as you wish. Write each song title on a separate entry blank. With each entry enclose the red end-flap from any package of Parkay Margarine.

Mail entries to Parkay Margarine, Box 5167, Chicago 77, Illinois.

There will be five weekly contests. First contest starts October 2, 1949; last contest ends midnight November 5, 1949. All entries must be postmarked before midnight of each closing date. Entries received before midnight October 8 will be judged in the first week's contest. Thereafter, entries will be judged in each week's contest as received. Entries for the final week's contest must be postmarked before

midnight November 5 and must be received by November 12, 1949. No entries will be returned, and no correspondence entered into. Not responsible for entries lost in the mail. You accept conditions of these rules when you enter.

6. Grand Prize winner and weekly prize winners will be notified by mail. No one person may win more than 1 prize in each contest, nor more than 1 first prize in all five contests. All weekly winners are eligible for the grand prize of \$5,000. Complete lists of winners sent on request to anyone sending a self-addressed stamped envelope.

7. Entries will be judged on originality, uniqueness and aptness of title. Judges' decision is final. Duplicate prizes in case of ties. All entries become property of Kraft Foods Company.

Easy to win - Help The Great Gildersleeve name the new song he's written

Here is the first chorus—you add a title:

*There's an old familiar strain,
A haunting refrain
That takes me back to days of yore.
I see a chapel on the hill,
Spring's first daffodils
Reflected in the mill pond, from the shore.*

*I recall in memory
Two names on a tree,
Our first kiss in that old canoe.
And tho' we've drifted far apart,
This song lives in my heart...
It's a melody of love and you.*

HOW TO WIN \$6000!

The Great Gildersleeve, radio's popular crooning bachelor, is in trouble. He has written a song but can't decide on a title. Name the song for him and win up to \$6000!

20 prizes of \$1000! Yes, four crisp new \$1000 bills will be awarded to winners each week for five weeks. And in addition there's a grand prize of \$5000 for the best name submitted in all five contests!

So easy! Such fun! Just think of a name for the new song written by The Great Gildersleeve. You

don't have to know anything about music to win. Just read the words of the song . . . and write down a title. A name like "The Bachelor's Serenade" or "Melody of Love" may win. These are just sample titles of course. You can think of better ones. Send in as many entries as you like. Buy Parkay today—clip the coupon below—send in a title before you forget. Your dealer has extra entry blanks.



TUNE IN—hear Gildy sing the song Wednesday evenings over "The Great Gildersleeve" radio show. 8:30 E.S.T., NBC. You'll get lots of ideas for winning.

In most states you can buy Parkay Margarine colored yellow, ready to serve. Parkay also comes uncolored in the regular economy package and in the handy Color-Kwik bag. Enclose the red end-flap from any one of the packages with your entry.



CLIP COUPON NOW

Enclose the red end-flap from any package of Parkay Margarine and mail to Parkay Margarine, Box 5167, Chicago 77, Illinois.

My title for The Great Gildersleeve's Song is:

My own name is _____

My address is _____

City _____ Zone _____ State _____

Dealer's name and address _____

Get additional entry blanks from your dealer or use plain sheet of paper.

AH

Send Red end-flap with entry →

It's the No. 1 model of America's No. 1 Refrigerator

TWO Separate Food Compartments— TWO Separate Cooling Systems— TWO Separate Doors!



***Get the safe-cold combination of refrigerator and
home freezer in the Frigidaire Cold-Wall Imperial***



*This beautiful Frigidaire now available in 8 and 10 cu. ft. sizes.
Holds up to 70 lbs. of frozen foods!*

Safe cold from top to bottom—safe cold for every type of food! You're sure of utmost protection in the famous Frigidaire Cold-Wall Imperial—the two-door combination refrigerator and home freezer! See the roomy Locker-Top Freezer with its own low-temperature refrigerating system, its own door, its fast-action Double-Easy Quickcube Ice Trays that you get only in Frigidaire!

The Cold-Wall Compartment needs no defrosting. Its separate cooling coils are right in the walls! Remember, the Cold-Wall principle was invented by Frigidaire! Cold, still air keeps foods fresher longer—uncovered! You get more usable space, too, because foods can be stored closer together. And there's a big two-compartment, easy-sliding Hydrator always full of super-moist cold for fruits and vegetables! Acid-resisting Lifetime Porcelain guards against stains in food compartment and Hydrator.

The Simplest Cold-Making Mechanism Ever Built—the economical, trouble-free Meter-Miser—powers all 3 different types and 14 different models of America's No. 1 Refrigerator, Frigidaire! All have all the great basic Frigidaire advantages—result of Frigidaire's experience in building over 11 million refrigerating units! All are styled by Raymond Loewy!

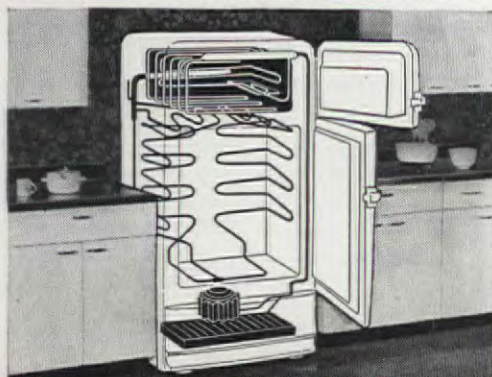
Also see the Frigidaire Electric Ranges, All-Porcelain Automatic Washer, Home Freezers and other fine Frigidaire home appliances at your Frigidaire Dealer's.

Look up the name and address of your Frigidaire Dealer in your Classified Phone Directory—or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

FRIGIDAIRE **Refrigerators**

Over 11 million built and sold!

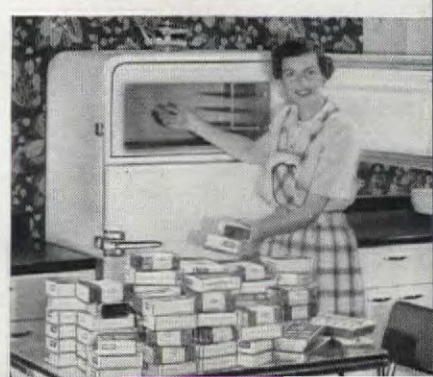
The Locker-Top Freezer is surrounded by refrigerating coils operating at home freezer temperatures. Note the separate chilling coils in walls of Cold-Wall Compartment to keep air still, moist, uniformly cold—to keep foods vitamin-fresh far longer!



A new, more economical Meter-Miser now powers all Frigidaire Refrigerators. It's more compact, more powerful—produces oceans of cold on a trickle of current. Sealed in steel for long, trouble-free operation—oiled for life!



76 regular-sized packages of frozen foods will fit into the Locker-Top Freezer of the 10 cu. ft. model—92 packages with Quickcube Ice Trays removed. Trays freeze 8 lbs. of ice cubes—fast!



From Italy to us

Spaghetti, beloved in every
modest Italian home, is the
darling of the gourmet today

I'm hungry for spaghetti." This is the cry heard in many homes today. Gift of the Italians, the love of spaghetti is apparently growing by leaps and bounds. The tremendous popularity of canned spaghetti as well as the quiet success of many a neatly romantic Italian restaurant where spaghetti is the "specialty of the house," has reminded your editors that the Italian national dish is being discovered and re-discovered throughout America today.

Spaghetti is delicious, attractive and, of course, wonderfully economical. It's practically failure-proof in preparation if only a few guideposts are followed. We're giving you four recipes that will furnish a primer of spaghetti preparation as well as two variations, one with meat and one with chicken. With these recipes and the following guideposts, you'll be ready for variety in spaghetti dinners as well as variety in spaghetti appetites:

• meat balls, Romano

• spaghetti sauce

• spaghetti with chicken

1. The spaghetti itself is the most important ingredient. Buy the best; buy a product that is well known, well tried, and do not try to save a few cents on the package since the spaghetti forms a large part of your meal.

2. For a true Italian flavor, use olive oil in the preparation of spaghetti.

3. Garlic, onion, and parsley are essential flavorings of spaghetti sauce. Almost always at hand, these ingredients will make your sauce taste as if a dozen herbs and spices had been added to the sauce.

PLEASE TURN TO PAGE 62

From Italy to Us

(Begins on page 61)

Simple Dinner

Ripe Olives
Hearts of Celery
Spaghetti with Meat Balls, Romano
Tossed Green Salad
Zabaglione
Coffee

Gourmet's Dinner

Antipasto
Ministrone
Spaghetti with Chicken
Stuffed Mushrooms
Escarole Salad with Finocchio
Spumoni Demi Tasse

• spaghetti . . . how to cook it

2 tsp. salt
2 qts. boiling water

½ lb. spaghetti

Add salt to boiling water, then add spaghetti gradually so boiling does not stop. Cook spaghetti, uncovered, stirring frequently until spaghetti is tender (9-12 min.). Bring boiling spaghetti to the sink, open cold water faucet and give spaghetti one cold splash. Turn into a colander and gently shake until all water is removed. Perfectly drained spaghetti holds the rich red sauce on its tender strands while poorly drained spaghetti becomes limp and the sauce turns pale when water is present in the spaghetti. Place drained spaghetti on a platter, top with meat balls, pour sauce over it and sprinkle with grated Roman or Parmesan cheese or pass cheese at the table. Serve spaghetti immediately.

Serves 4

Recipe submitted by Catherine Merlino

Tested in THE AMERICAN HOME KITCHEN

• meat balls, Romano

Preparation time: 30 min.

1 lb. ground beef
½ cup dry bread crumbs
1 egg, beaten

1 clove garlic, minced
Salt and pepper to taste
¼ cup olive or salad oil

Mix together all the ingredients except the oil. Add 1-2 tbs. water if mixture is not moist enough. Shape into small balls. Heat oil in skillet, add meat balls and brown on all sides. Place meat balls in skillet with previously prepared spaghetti sauce and simmer for 15 minutes longer.

Serves 4 511 cal. per serving Source of vitamins A, B complex

Recipe submitted by Catherine Merlino

Tested in THE AMERICAN HOME KITCHEN

• spaghetti sauce

Preparation time: 1 hr.

¼ cup olive or salad oil
1 medium onion, minced
1 clove garlic, minced
1 (6 oz.) can tomato paste

Water
1 tbs. minced parsley
Salt and pepper to taste

Place oil in skillet, add onion and garlic and simmer until a golden brown. Add tomato paste (do not dilute it) and stir constantly for a few minutes. Then add 1 can of water (tomato-paste can makes a good measure), stir. Add two more cans of water. Add parsley and salt and pepper. Allow to simmer for about 30 minutes. Add meat balls and simmer in sauce for 15 minutes. Sauce should be about the consistency of thin catsup.

Serves 4 145 cal. per serving Source of vitamins A, C, B complex

Recipe submitted by Catherine Merlino

Tested in THE AMERICAN HOME KITCHEN

4. Most Italian cooks use tomato paste in their spaghetti sauce. Tomato paste is simply tomatoes which have been cooked to a thick consistency. Some tomato pastes contain basil, an herb with an intriguing flavor. Tomato paste, being concentrated, will need dilution; be sure to read the directions on the can and then follow the recipe carefully.

Tomato puree may also be used. It gives the spaghetti a Spanish tamale flavor which is very delicious indeed.

Condensed canned tomato soup will need little or no dilution and will remind Americans of American-type spaghetti.

5. Cheeses give varying flavors and should be served generously. Grated Roman cheese has a characteristic Italian flavor which we recommend. Parmesan, a milder cheese, is very popular and has a very wide American acceptance.

6. The colander is not an ingredient, to be sure, but it takes the leading role in spaghetti cookery. No spaghetti dish can be a success unless the spaghetti is perfectly drained and only a colander can give that degree of perfection. Authorities disagree on the rinsing of cooked spaghetti, some say not to rinse it at all while others say to rinse it in either hot or cold water. We like to bring the boiling spaghetti to the sink, open the cold water faucet and give the spaghetti one cold splash. Perfectly drained spaghetti holds the rich red tomato sauce on its tender strands; poorly drained spaghetti becomes limp and the sauce turns pale under the weight of retained water.

7. Serve the spaghetti as soon as you have sprinkled the grated cheese over it, serve extra cheese, of course. Notice how your family will thrill at the sight of your picturesque masterpiece.

• spaghetti with chicken

Preparation time: 1 hr.

¼ cup olive or salad oil
1 (2½-3 lb.) chicken, cut up
1 clove garlic, minced
1 medium onion, minced
1 (6 oz.) can tomato paste

Water
1 tbs. minced parsley
Salt and pepper to taste
Spaghetti

Heat oil in skillet. Add chicken and cook until almost brown. Add garlic and onion and cook until light brown. Add tomato paste (do not dilute) and stir gently. Then stir in 3 cans water (tomato-paste can makes a good measure). Add parsley and salt and pepper. Cover and allow to simmer until chicken is tender. Serve on spaghetti.

Serves 4 517 cal. per serving Source of vitamins A, C, B complex

Recipe submitted by Catherine Merlino

Tested in THE AMERICAN HOME KITCHEN

Everyone is hungry for

Italian spaghetti . . . with sauce,


with meat, with chicken

. . . it's many varieties suit every taste

UNSURPASSED! G.E.'S AMAZING RECORD OF DEPENDABILITY!



Each of these
is a "best" buy!


Dependability
More than 2,000,000
G-E Refrigerators
in service 10 years
or longer

De Luxe 8-cu-ft Space Maker packed with extra-special features, including General Electric's famous butter conditioner in the door, a sliding utility basket for small item storage, an adjustable shelf, a spacious meat drawer and two six-inch-deep vegetable drawers. Gives one-third more storage space than old-style models in same floor space.



Refrigerator-Home Freezer Combination with separate compartments and SEPARATE DOORS. Each compartment separately refrigerated and separately insulated. Freezer compartment can provide zero temperature at all times. Will quick-freeze foods and store up to 53 pounds of frozen foods. Lower compartment is a Space Maker refrigerator that needs no defrosting! The storage space of the lower compartment alone is equivalent to that of an 8-cu-ft standard refrigerator.



The General Electric Home Freezer has the same type of sealed-in refrigerating system as that used in G-E Refrigerators. And it has *Perfect Seal* cabinet construction that prevents moisture from reaching the Fiberglas insulation.

Liner is aluminum. Removable wire baskets. Stain-resistant enamel exterior. 8-cu-ft freezer holds 230 lbs.

How you know they're superdependable

You know they're G-E. And that means they have the famous sealed-in refrigerating system, the system behind this amazing record: *Of the millions of G-E Refrigerators in use, more than 2,000,000 have been in service TEN YEARS OR LONGER!*

You're buying years and years of dependable performance when you buy a G-E. See your General Electric retailer today! General Electric Company, Bridgeport 2, Conn.

GENERAL  ELECTRIC

When we heard of Janet and Robert Dahill and their year-old son, we knew we had found an ideal family. They had been able to solve a definite housing problem. Just as countless other young couples, they cared too much to continue just existing. The builders' house they purchased fulfilled their basic requirements as to number of rooms, locality, and price. It offered great possibilities if they were willing to plan and work . . . they were.

We are primarily interested in the kitchen and Janet Dahill's ways of getting maximum results from minimum expenditure.

Mr. Stitch, the builder of these Hartford, Connecticut, homes, gives his families a fine choice of wallpapers. Janet made excellent selections throughout the house, but the kitchen posed a problem. The equipment, well laid out as to convenience and ease in meal preparation, needed a foil to give the room individuality and a feeling of welcome. She did not want a stark white room. The "Calico Fruit" stainproof and washable wallpaper will give maximum wear and enjoyment. The ceiling was painted a persimmon color as in the wallpaper. Dark-green linoleum flooring contrasts effectively with a yellow and chrome table.

Simple curtains, retailing at less than \$4.00 per window, help carry out color scheme. They are white chintz panels with a dark-green patterned border and valance; wallpaper colors are repeated in pattern. Bob Dahill painted the canister set and inside of cabinets the same dark green.

Janet insists that meals be attractive as well as good. To accomplish this with a minimum expenditure of fuel and time, she cooks several oven dishes at one time. She has another way of getting the most for the least. Her extra surprise for Bob is a house cake (their own new house) made from a simple, prepared white-cake mix iced with combination butter and chocolate frosting. She puts architectural features on with a spatula or a cake decorator. (See page 57.) Robert Jr. always helps.

An item Janet insisted we insert is her observation that a pantry or full-length closet is an essential for storing staples and hangable utensils—nothing takes its place.

Bryant Heater Co.



Bob calls local gas-company service man to check the heating system. He shows Bob how simple it is to push a button and start the season's heat

If you care enough, you can get . . .

Maximum from Minimum



Photographs by F. M. Demarest

Sandwiches for the afternoon tea party are easily prepared in free moments during the day and placed uncovered on large shelves of their moist refrigerator. Please turn back to pages 52 and 54 for some of Mrs. Dahill's ideas on food and entertaining



With the pie cooling, soup in the pressure pan, Janet places remainder of meal in the oven, for she knows that capacity use of oven is good management. Well-designed small kitchen has all gas equipment, ample cabinet and closet space for storage near work surfaces and appliances

Gay wallpaper cheers whole kitchen. Dining is pleasant in this room. Janet and young Robert are completing surprise cake for Bob. The frostings are made and the cakes are ready to be cut and shaped



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, $\frac{1}{2}$ tsp. salt, and $\frac{1}{4}$ 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 $\frac{1}{2}$ c. *Real* Mayonnaise with 4 tbs. flour. Add $1\frac{1}{2}$ c. milk gradually, and stir over low heat until thickened and smooth. Add 2 tbs. vinegar, $\frac{1}{4}$ c. sugar, $\frac{1}{4}$ tsp. salt, and $\frac{1}{2}$ 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!

HELLMANN'S
Real
MAYONNAISE
BEST FOODS



If You Care Enough . . . (Begins on page 52)

Imperial glass;
Simtex cloth; Wallace
silver. Accessories:
Krome Kraft, American
Playing Card Mfgs.,
Apex Products, Ronson



Bridge enthusiasts welcome invitation for dessert and coffee at seven, a lovely evening to play cards. The hostess shows off her best recipe, guests find dinner at home simple to prepare when no dessert called for



Men like to "spread their own." Mrs. Dahill serves coffee, sets forth bowls of sandwich fillers

Cloth, California Hand Prints; Lazy Susan, Belle
"Flora" dinnerware, Stangl; beverage set, West B



After the basketball game, there's plenty of time for a good visit, games, and simple refreshments

Cloth, Columbus Coated Fabrics; beverage
Corning Glass; Masslinn napkins; Zippo light

COUNTRY AIRS
 Floor: Handsome, long-wearing
 Quality Inlaid Linoleum, pat-
 No. 1640. Yours for only
 (approx.) per square yard,
 installed in an average-size
 kitchen.
20
 Counter tops: Serviceable, easy-to-keep-
 in Sloane Quality Marblitone Lino-
 m, pattern No. 0108.

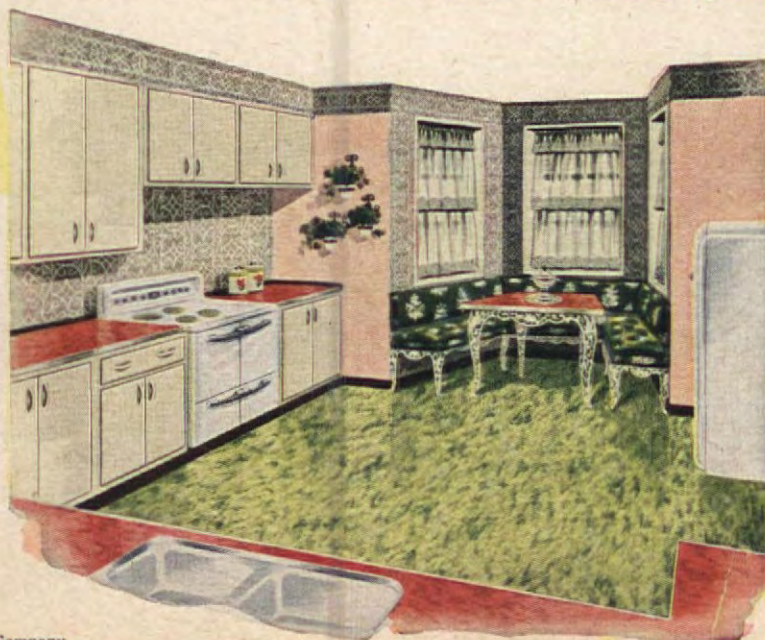
SWEET SOPHISTICATE
 Sparkling Sloane Quality
 Enamel Floor Covering, pat-
 5311. So practical—so inex-
 pensive. Only
 (approx.) per square yard,
 install it yourself.
 Counter tops: Color-bright Sloane Qual-
 itone Linoleum, pattern No.
 long-wearing, practical.



Kitchen Beauty on a Budget!

See how little it costs to have the better design and truer color of Sloane Quality Linoleum Products

Idea #3 OLD WORLD CHARM
 The floor: Rich, luxurious looking
 Sloane Quality Marblitone Linoleum,
 pattern No. 0112. Luxury at a budget
 price. Costs only
\$3.00 (approx.) per square yard,
 installed in an average-size
 kitchen.
 Counter tops: Attractive, work-saving
 Sloane Quality Marblitone Linoleum,
 pattern No. 0105. It's thrifty beauty.



Be bright about your kitchen . . . yet be pennywise. Here are three ways to do it. Each colorful idea started with the floor . . . as decorators do . . . as you can do so easily.

For decorator ideas just come naturally when you see the singing colors and delightful designs of Sloane Quality Linoleum Products. You'll be inspired with suggestions for doing over your kitchen . . . to make it a joy to live in as well as to look at. For Sloane Quality Linoleum Products are so easy to keep clean—need so little attention to keep sparkle-bright.

And best of all, these work-saving beauties are so inexpensive! You can make your dream kitchen come true and still stay within your down-to-earth budget.

SLOANE-BLABON CORPORATION
 295 FIFTH AVENUE, NEW YORK 16, N. Y.

SLOANE
 Quality
 LINOLEUM PRODUCTS

**better design
 and truer color**

is a registered Trade-mark of the B. F. Goodrich Company.

"These **DEAD SPOTS**
were blighting my
dining room



See how drab window shades created actual dead spots!
Now look below at the same room . . . fresh, imaginative
Columbia shades have doubled the room's charm!



Columbia
WINDOW SHADES
ALSO VENETIAN BLINDS • LACE NET
CURTAINS • LACE DINNER CLOTHS

-until I learned this new decorating trick!"

The secret's so easy . . . so inexpensive. Down with your
drab, dingy or cracked old window shades . . . up with fresh
new Columbia beauties! Quick as a wink, they glamorize windows, make them
focal points of color and sparkle . . . give new spice to your whole room.

You can choose Columbia shades in luscious pastels or sing-
ing deep tones . . . in duplex combinations . . . sophisticated
or nostalgic prints. And remember, whatever price you
pay (it can be as little as \$3.00 for average size in the
very best washable quality) you get superb Columbia style
and perfect Columbia performance. See your nearest
Columbia Authorized Dealer today—leading department
furniture stores and shade shops. The Columbia Mills, Inc.,
428 South Warren Street, Syracuse 2, New York



BIG NEWS!

COLUMBIA now makes
"room darkeners" in light
tones, gay prints—as ef-
fective as black or green,
but much prettier! About
\$3.00, average size.

TRICKS of the TRADE

There's a quicker way
and a prettier way,
a "better-results" way



• poached eggs, Joan

There are almost as many ways to fix eggs as there are people to eat them. Joan likes poached eggs, but like other teen-agers, she's fussy about appearance, so she poaches her eggs in fluted molds. Gelatin molds or ovenized custard cups may be used, too

Dumplings! Better results if you steam them first for ten minutes with cover on pan.

Then for ten minutes without cover.

They're much fluffier and lighter



• steamed dumplings



Colorful... Practical... Affordable

Now you can have the genuine Howell *Chromsteel** dinette furniture that you have admired and wished for so often. You are sure to enjoy using it meal after meal, day after day, year after year—because it's so cheerfully gay and beautiful, so easily cared for, and so expertly fashioned and built. But what will really surprise you is the ease with which you can fit a Howell set into your home-furnishing budget. See this furniture at leading furniture dealers' and department stores.

De luxe quality distinguishes Howell Set No. 56-81. The extension table with its high-lustre, genuine *Formica** top measures 30 by 42 inches and extends to 54. It comes in rich-red, soft-green, and French-blue linen patterns, and in seashell gray—in addition to the golden yellow shown. This handsome, serviceable table whisks clean with a damp cloth and stays new looking indefinitely. Chairs are beautifully upholstered in Du Pont all-plastic *Fabrilite**. This 5-piece set is surprisingly priced at only \$84.95 at your dealer's (except in distant freight zones).

An even thriftier Howell set has a table of the size and shape shown above, with a *Plastex** finish on the metal top which resists heat, stains, and chipping. Colors are red, golden yellow, green, and white. Five-piece set, with upholstered chairs as illustrated, only \$69.95 in most cities.

The Howell dealer near you (name on request) will show you these and many other Howell sets—some larger, some smaller, some in handsome oval shapes—and one will be just right for your requirements.

*Trademarks

HOWELL
Chromsteel KITCHEN & DINETTE FURNITURE
ST. CHARLES, ILLINOIS

Heard the hubbub over this new cake mix?



Makes all your favorites!

White cake, chocolate cake, yellow cake, spice cake, orange cake, upside down cake, brownies, cookies—no end of delicious variations. And every one's a Swans Down beauty! See recipes in box.

Dear Sirs:

I want to tell you how pleased I am with your new Swans Down Instant Cake Mix. I think it makes a *super* white cake or cup cakes or whatever variety you choose to make.

The children can make this cake without my help and have a perfect cake every time. Thanks a million.

I bought four more packages Saturday. I do not want to run out.

MRS. D. K. HUBER
El Dorado, Kan.

It's a big surprise to most cakemakers—the number of variations they can make from this one mix. And like you, Mrs. Huber, women everywhere are snapping it up from the grocers' shelves so fast we have to step mighty nimbly to keep up with the demand!

Dear Sirs:

I have always used Swans Down Cake Flour and it was, of course, natural that I would try your new product—it is wonderful!

Being employed during the day, I am getting quite a thrill out of baking a cake in the evenings with so little effort. I feel sure your

new item will go over with a bang—housewives know what is good.

MRS. H. S. OBERDORF
Elkton, Md.

Yes, it's true, Mrs. Oberdorf, women do appreciate getting a superior home-baked cake in so little time. Just 4 minutes from box to oven!

Dear Sirs:

I just want to let you know how much I have enjoyed using your new Swans Down Instant Cake Mix. I made three in a week and each one was perfect.

I have tried different kinds of mixes and I think this one beats them all.

Sincerely,
MISS MILDRED M. MASON
Danvers, Mass.

The reason you get such fine results with Swans Down Instant Cake Mix, Miss Mason, is because every ingredient in it is as fine as those you use in your own cakemaking. Egg whites taste fresh as farm-fresh eggs—prepared by an exclusive process. The shortening is all-vegetable, the homotype flavoring is pure and delicate. And, best of all, we use your old favorite—Swans Down Cake Flour.



• The only cake mix made with Swans Down Cake Flour

Swans Down Instant Cake Mix

A product of
General Foods

• At grocers' everywhere

MORE

TRICKS of the TRADE



• french fried potatoes

For French-fried potatoes that will be crisp outside, tender inside, follow this procedure: Cut potatoes into lengthwise strips after peeling, dip in cold water, then *dry hard* with clean towel. Fry in deep fat at 370°F until well-browned



• confectioners' frosting

For smooth, not too sweet icing, use medium-thick white sauce and add confectioners' sugar and flavorings to taste

...those heavenly carpets by Lees

Glo-tex looks as elegant
and expensive as any
hand carved rug.
And yet the cost is moderate.
Woven of rich imported
wools combining
tough hard-twist and
regular yarns in a
handsome bas-relief effect
that gives a
breath-taking play of
light and shadow across
the luxurious
surface.
Six-fashion colors.





FOR THE FIRST TIME IN VENETIAN BLIND HISTORY

two long-wanted improvements! And only FLEXALUM has them.

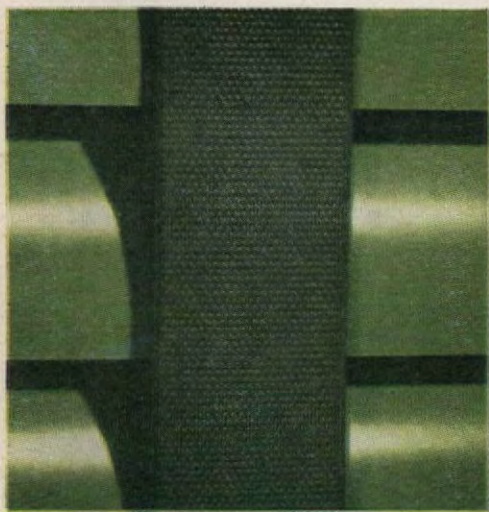
Only FLEXALUM spring-tempered slats are heat-treated so they'll keep their shape won't sag...plastic finished to retain their gleaming beauty.

Only FLEXALUM's satin-smooth surface virtually sheds dust, won't chip, crack or rust.

Only Beautiful New FLEXALUM vinyl plastic tape* gives you completely washable longer lasting venetian blinds.

Only New FLEXALUM tape cannot fade or discolor...reinforced with Fortisan, it cannot stretch, shrink or fray. And only New FLEXALUM tape has ladders of vinyl-clad aluminum for extra strength.

Leading manufacturers and dealers everywhere feature venetian blinds custom-made of FLEXALUM spring-tempered slats and New FLEXALUM vinyl plastic tape. Ask to see them...or write for free sample of the new tape.



Made for each other—sleek, handsome FLEXALUM slats look their best with beautiful New FLEXALUM vinyl plastic tape! A wide variety of decorator colors to choose from!

Flexalum®

Spring-Tempered Slats and Vinyl Plastic Tape

Stay Beautiful because they Stay Clean



FLEXALUM's "Visible-Invisible" trademark on the slat is your assurance of quality.



*U. S. Pat. No. 2,405,579. Other Patents Pending.

Household Scuttlebutt

ROSALIE A. VOIGT

Use paper towel to skim small amount of fat off top of soup

When grinding bread crumbs or crackers, tie paper bag over end of grinder—this prevents crumbs from spilling

Camera Associates

Mark the "off" position on the range controls with bright nail polish. They may all be read at a glance from a considerable distance

To clean the oven when spillovers occur, sprinkle salt on spilled food and leave heat on until food chars, then wash

Copper-bottom utensils can easily be cleaned by rubbing with a cut lemon dipped in salt

Starch which has stuck to an iron can be removed by spreading salt on a newspaper and rubbing the iron over it while hot

PLEASE TURN TO PAGE 74



no more of this



when you get your new

Hamilton

● You're free from clothes-drying toil forever, with your Hamilton Automatic Clothes Dryer. No more struggling out to the backyard clothesline with heavy baskets . . . you fluff-dry clothes indoors, in a jiffy, rain or shine, daytime or evening!

There's just no work to it—simply toss the clothes into your Hamilton right from the wringer and, in a matter of minutes they're gently tumbled fluffy-dry. FAR LESS IRONING needed—towels, pajamas and the like come out so wrinkle-free.

No more soot and dust soiling your clean wash . . . the air inside your Hamilton is clean, purified by 190-degree heat. Besides, Hamilton's Sun-E-Day Lamp floods clothes with healthful ultra-violet light, and sweetens them with Nature's ozone!

Hamilton

THE ORIGINAL AUTOMATIC

CLOTHES DRYER

See your Hamilton dealer. For his name, call Western Union by number and ask for Operator 25.

**NEW! Exclusive SUN-E-DAY
ultra-violet LAMP**

Pioneered by Hamilton; purifies air and releases natural ozone inside dryer; clothes smell fresh as Spring flowers!



**GET this FREE
deluxe booklet!**

HAMILTON MFG. CO.
Dept. AH, TWO RIVERS, WIS.

Send me your new, full-color booklet on clothes drying and home laundry planning—showing how to save more time for leisure and recreation.

NAME.....

ADDRESS.....



Guaranteed by
Good Housekeeping
and as advertised

GAS AND
ELECTRIC
MODELS



MRS. MARTIN O'SHAUGHNESSY, Chicago: "Sure, I tried those other glass cleaners. What a time I had rubbing that dust out of the corners of my windows! I'm going back to Windex Spray—for good! It's nice and simple to use, and best of all, it cleans glass beautifully!"



MRS. JOHN LYNN, Cincinnati: "I've tried them all! Only Windex Spray makes glass-cleaning really easy. I like it because it isn't messy, doesn't leave any dust on the windows. Those other cleaners cost up to four times as much, too. Windex Spray is the *real* bargain!"



MRS. RITA LYNCK, Skokie: "I looked at the mess other cleaners made on my window sills and hands and said: 'No more for me! I'm going back to Windex Spray! It's the best way to clean glass and also the least expensive!'"

Copy, 1949, by The Drackett Co.

WINDEX Spray® 6-ounce bottle still only **15¢**

Available in Canada • Even thriftier in the 20-ounce size.

Household Scuttlebutt (Begins on page 73)

Wet colored garments, if wrapped in wax paper, can't discolor other damp clothing in the laundry basket

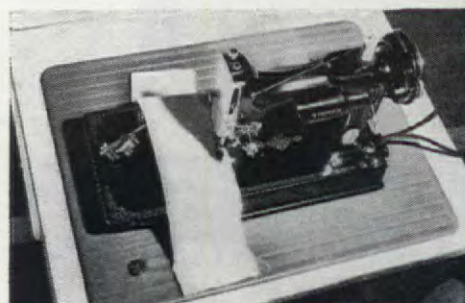


Put half of an old rubber ball on your paintbrush up near the bristles to catch paint dripping when doing ceilings

Brush the vacuum bag inside and out once a month. Never wash it, as that may remove the finish that insures a dustproof bag



Portable sewing machine on rubber or typewriter pad protects table top finish, reduces vibration and keeps machine from slipping



Fresh mildew stains can be removed by covering with salt and lemon juice or salt and powdered starch. Put in sun before re-laundering. Chlorine bleach used alternately with oxalic acid may also be used



For perspiration stains in white cottons and linens, soak in a mild solution of bleach 10–20 minutes; white rayons in hydrogen peroxide solution 30 minutes. For colored fabrics, hold garment over open bottle of ammonia—restores color. Dry clean non-washables



**YOU CAN BE SURE..IF IT'S
Westinghouse**

LETTERS FROM

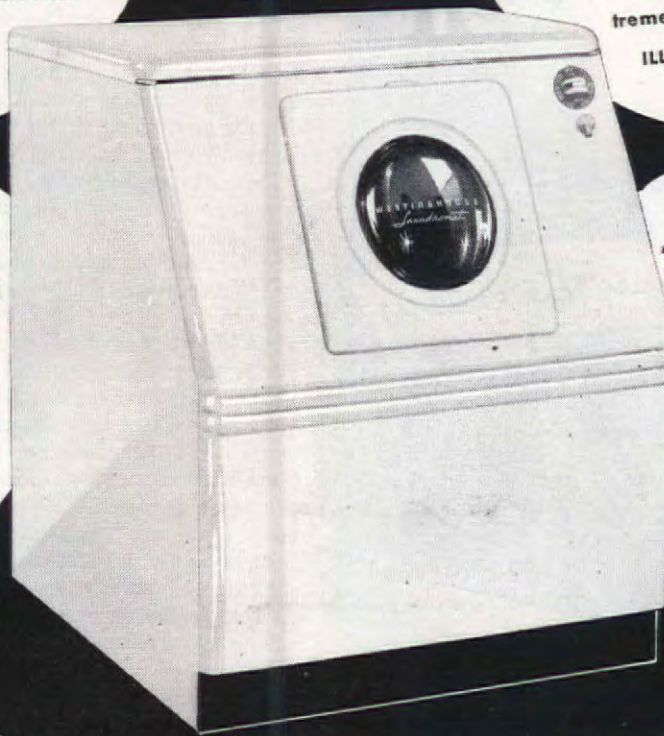
*Women
in Love..*

"My Laundromat
has paid for itself
in the short time
I've had it"
NEW YORK

"I save over
50% on my
soap bills...
my water saving is
tremendous"
ILLINOIS

"The bill for
hot water has
been cut in
half... and our
electric bills
reduced"
MICHIGAN

"I put a stopper
in the tub and
measured the
water... much to my
surprise, I used half
the amount"
NEW YORK



of course, it's electric!

One and All Agree..The Laundromat \$aves..\$aves..\$aves

**NOW 2 LAUNDROMATS
TO CHOOSE FROM**



Both are completely
automatic... both
have the famous
Laundromat washing
action that gets
clothes so clean, and
does it so gently.

Prices as low as
\$219⁹⁵

You've never heard such praise as women have written us. Ask your Laundromat dealer to show you letters from women in *your own town*.
Saves Hot Water: Sensational Water Saver brings new economy to automatic washing. Saves up to 10 gallons per load.

Saves Soap: Laundromat uses less soap—as little as $\frac{1}{3}$ cup per load. Uses less softener, too.

Saves Clothes: Laundromat's gentle washing action is easy on clothes. Clothes look better, last longer.

Saves Time: In one easy operation you load and set the Laundromat... and then you're free.

Saves Money: Wash pillows, slip covers, rugs, *everything washable*. You'll find Laundromat's a money saver—practically pays for itself.

Get Proof. Call your Westinghouse retailer. Arrange to see a load of *your* clothes washed *thoroughly clean*, the easy Laundromat way. It's free!

EVERY HOUSE
NEEDS A

Westinghouse Laundromat
AUTOMATIC WASHER

WESTINGHOUSE ELECTRIC CORPORATION • APPLIANCE DIVISION • MANSFIELD • OHIO

Laundromat is a Trade-Mark, Reg. U. S. Pat. Off.

TUNE IN TED MALONE... EVERY DAY, MONDAY THROUGH FRIDAY... ABC NETWORK



So easy to clean

Neighbors envy my new Caloric

A joy to cook with *Gives more for my money*

Glowing comments like these come from thousands of enthusiastic Caloric owners. And no wonder! Never did a range offer so much convenience—such dependable cooking results.

1 CALORIC IS EASIER TO CLEAN—thanks to its porcelain enamel finish, inside and out, completely removable broiler and other quick-clean features.

2 EASIER TO COOK WITH—Flavor-Saver Dual Burners speed cooking. Hold-Heat Oven—Veri-Clean Broiler with Hi-Lo Rack and Pan—insure finer baking, roasting, broiling. Removable griddle fits over 2 top burners, for breakfasts, snacks or “sizzling” steaks.

3 EASIER ON YOUR BUDGET. Compare Caloric with any other range. You’ll agree it gives much more for your money.

There’s a Caloric model to suit your needs and pocketbook. For list of dealers see “Caloric” in classified phone book. Or write Caloric Stove Corporation, 1233 Widener Bldg., Phila. 7, Pa.

Ultramatic

Caloric Automatic Gas Ranges

REG. U. S. PAT. OFF.



THE TALK OF THE NEIGHBORHOOD!



You may have any Caloric model factory-equipped for LP-Gas (“bottled” gas). “CP” features (optional on all models) give automatic cooking.



LILA JONES

VITAMINS

It's Basic!

Vitamins are everywhere

“For folks who have little, or those who have wealth, Eating good foods is the highway to health.”

Ever play that fascinating game that goes like this: one person names a word, “grass,” for instance, and another person answers with the first thing that comes into his head? Probably “green.”

To most people “vitamin” would bring the response of “pill,” and that is the subject of our discourse today. Vitamins are in natural foods and don’t have to be swallowed as pills. Vitamin pills are important, of course, for travelers or dwellers in countries where the supply of natural foods is cut down for one reason or another. They are also convenient in emergencies when it is not possible to get normal supplies of food. But most of us are not in these categories, and we can get our natural foods to supply essential substances.

It’s only a short twenty-nine years ago that a Polish scientist, Casimir Funk, put together this word which was to focus the attention of multitudes on the new science of nutrition.

We know now that we need several vitamins in our diet each day—A, C, D, thiamine, riboflavin, and niacin to name the best known ones.

Fortunately it isn’t necessary to know all about vitamins in order to eat the foods that contain them. Not if you’re clever! Just remember to plan your meals for twenty-four hour periods, and include plenty of fruits and vegetables, at least a pint of milk, meat, an egg, and a cereal in your menus for the day. For each person, that is! Here’s a Model Menu:

Breakfast

Orange Juice
Oatmeal or Poached Eggs
Buttered Toast
Milk Coffee

Lunch

Cream of Asparagus Soup
Chopped Liver Sandwich
Apple Pie Tarts Tea

Dinner

Tomato Juice Cocktail with Carrot Sticks
Pan Fried Potatoes
Hamburgers with Barbecue Sauce
Mixed Green Salad
Ambrosia Coffee

Bright? you're right!



That goes for the lady—and toilet bowl, too. Smart housekeepers agree—Sani-Flush is tops for cleaning toilet bowls. Works fast. Rid of ugly stains and invisible germ film the quick, easy, sanitary way. Disinfects. For true cleanliness just sprinkle Sani-Flush in the toilet bowl.

Won’t harm any toilet system. Good in hard or soft water. Your grocer has it. Two sizes. The Hygienic Products Co., Canton 2, Ohio.

Sani-Flush

USE
TWICE A
WEEK



OLD HAMPSHIRE YARN
have long been known by discriminating customers for their excellent quality. Spun of virgin wool only. Today for free samples and prices write:
THOMAS HODGSON & SONS,
Dept. C, CONCORD, NEW HAMPSHIRE

Be sure



DAZEY

Form a DAZEY CHAIN of kitchen products: CAN OPENER • KNIFE SHARPENER • JUICER • ICE CRUSHER • BLENDER • NUT CRACKER • FAMOUS DAZEY CHOCOLATE
DAZEY CORPORATION ST. LOUIS 7, MISSOURI



FOUNTAIN BRUSH: SCRUBS, WASHERS, RINSES, HOUSES, WINDOWS, CARS, etc., IN ONE OPERATION.



Complete with \$4.95 Post-paid handle. \$5.00
LITTLE WONDER, Dept. AH, 318 East 13th, Kansas City



The AMERICAN HOME

menu maker



Completely redesigned after long research, this new, improved Menu Maker is the last word in a safe, convenient, instantly available 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" x 11", 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 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.

Editors' Favorite Recipes—We have a collection of 1,480 recipes that have been tested and retested in The American Home kitchens by our Food Editors and specially selected for a complete basic file, which we offer in combination with the Menu Maker for only \$1.00 additional. Regular price of these recipes is \$1.50 postpaid. With the Menu Maker comes an augmented and newly organized set of stiff

pre-printed index cards—45 of them—making your new Menu Maker finger-tip convenient and every recipe instantly available, whether it is 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 cheerfully every penny if you are not satisfied. Please use the convenient order form.

• Here is the perfect place to keep your recipes. Easy to use, so inexpensive that every homemaker can afford one. Priced at only \$2.50, the Menu Maker will pay for itself by helping the busy housewife plan her meals in advance and buy 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 and more than 14 million have been sold.

**ONLY
\$2.50**

**THE AMERICAN HOME MAGAZINE, Dep't M
55 Fifth Avenue New York 3, New York**

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

1. The American Home Menu Maker \$2.50
2. The American Home Menu Maker with 1480 Recipes \$3.50
3. The American Home Menu Maker with 200 Cellophane Envelopes \$4.00

Special Offer: The American Home Menu Maker with 1480 Recipes and 200 Cellophane Envelopes ... \$5.00

Additional Envelopes, 100 for \$1.00

If you live in N. Y. City please add 2% Sales Tax.

NAME

STREET

CITY ZONE

STATE

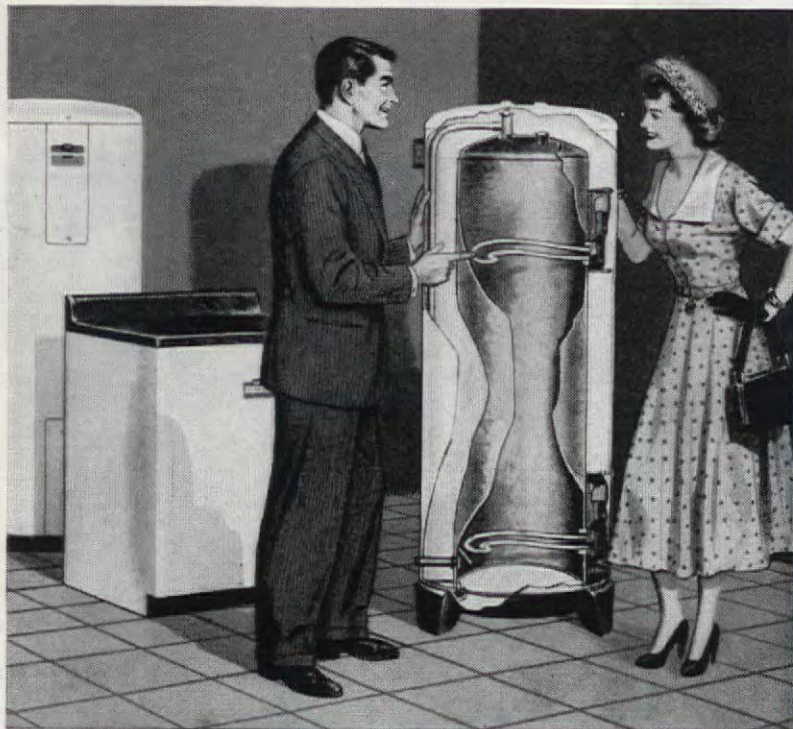
Sorry, none to Canada.

THE AMERICAN HOME, 55 FIFTH AVE., DEPT. M, NEW YORK 3, N. Y.



Want the water heater you can forget about?

Ask your Frigidaire Dealer to show you
the cleaner, safer, completely automatic new
Frigidaire Electric Water Heaters!



Hotwater's always on tap when you have a Frigidaire Electric Water Heater. You just set the automatic temperature control—and forget it for years on end. There's no flame to tend and the water's just as hot as you like—all day, every day. You don't even have to worry about turning it off when you go away—it's perfectly safe!

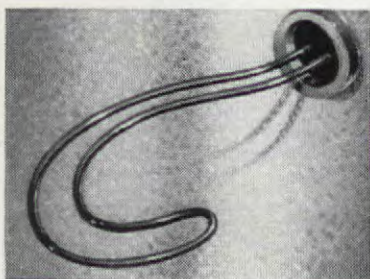
You can install a Frigidaire Electric Water Heater wherever it's most convenient—in kitchen, laundry, utility room. These smartly designed heaters need no flue—and there's no soot problem.

Visit your Frigidaire Dealer today—see all the other features that make Frigidaire Electric Water Heaters the cleanest, coolest, safest heaters that money can buy. Choose from round, upright models or smart, new table-top models with porcelain or Vitalast working surface; 30 to 80 gallon sizes. All models can be secured with magnesium rods for corrosive water areas.

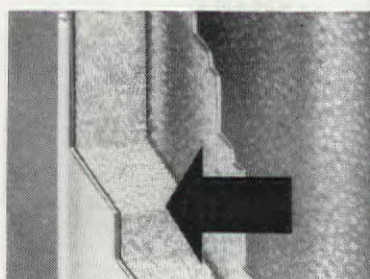
Find dealer's name in Classified Phone Directory under "Water Heaters"; or write, Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ont.

FRIGIDAIRE

Electric Water Heaters



All the heat you pay for goes into the water—because Frigidaire's Radiant-tube Heating Unit is completely immersed. Exclusive sickle-shape makes unit last longer.



Built like a giant vacuum bottle! Frigidaire Electric Water Heaters are so heavily insulated that they will keep water hot for two days without using current.

How to Buy a Gas Range

ROSALIE A. VOIGT



What to look for in a Gas Range

AGA Seal for
Consumer Protection

Oven Insulation

Accurate Oven
Temperature Control

Automatic Burner Light
Pilot Light

Built-in or
Removable Griddle

Four Burners on One Side

Divided Top Burner
Arrangement

Four Burners in the Middle

Four Burners along Back

Staggered Top Burner
Arrangement

Deep Well in Place of
One Burner

Oven Rack Stops

Smokeless Broiler

Drip Pan under Burners

Many pleasant surprises are in store for you if you are planning to buy a new gas range. Today's range offers a wide choice of styles and special features which will meet the needs of any family. Did you know, for instance, you could buy a gas range which can be set to turn "on" and "off" for absentee meal preparation; or one with a broiler which will give your steaks and chops a real charcoal-broiled taste and appearance? Yes, these and many other "plus" features can be found to help you plan better meals with less work, more economies in food and fuel, with trouble-free operation and a cooler, cleaner kitchen as well.

When you have decided exactly what you want in a range, on burner placement, one or two ovens, high, low, pull-out or swing-out broiler, perhaps a built-in griddle or deep well in one burner, be sure the gas range of your choice carries the Certified Performance "CP" seal. This seal is the trademark of some 20 manufacturers of the Gas Appliance Manufacturers Association and only those ranges which have been pretested to meet rigid specifications and those built to the highest performance standards bear this seal. To these high standards, the manufacturer adds convenience features and the most advanced automatic controls for finest cooking results.

Drawings by Albert Pucci

Streamlined convenience in your new gas range

means cooler kitchens, many savings

The seal of the American Gas Association indicates the range has passed minimum requirements of performance, durability and safety for your protection



Insulating materials in broiler and oven compartments keep heat inside, keep the kitchen cool. Good insulation means fuel saving, even browning



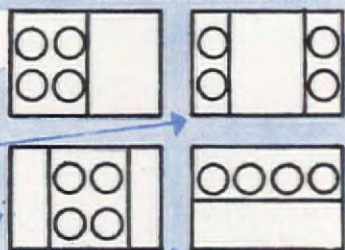
Accurate temperature controls make baking failures a thing of the past. CP ranges heat from 70° to 500° in 11 minutes. They preheat faster and need less gas



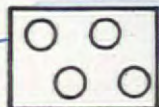
Top burner lighting, oven and broiler ignitions are fully automatic on CP ranges. This makes for more convenient, safer operation



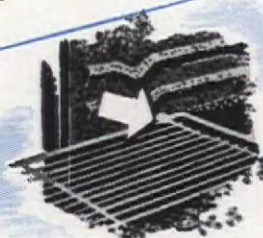
Griddles may be built-in or removable. Some act as extra burners for plate warming, waterless or pressure cooking by use of controlled temperature



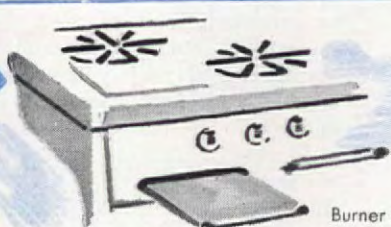
Choose top burner placement to suit your work habits: four burners at either right or left side; four burners along back; divided top; four burners in the middle; or the staggered arrangement



Deep well for simmering, pot-roasting, frying in deep and shallow fat. Usually comes divided to cook several things with a minimum of gas



Oven rack stops are built into oven sides so racks that are pulled out, either to place or to remove food, will not tip



Smokeless broilers drain fats and greases from heat zone, prevent spattering. Types to choose from are high, low, swing-out or pull-out



Burner drip pans vary in number with burner placement. Should be accessible, easy to clean, rustproof porcelain enamel

Up to the ears in grimy pans?



Quit sloshing at greasy, crusty pans with a slimsy dishrag. Polish 'em up fast with a handy Brillo pad! Easy. Neat. Brillo shines as it cleans!

Shine 'em easy with **BRILLO**



Brillo has gumption! A sturdy, metal-fiber Brillo pad-with-soap cleans up scorchy pots and pans fast! Polishes off every speck! No scrubbing or scraping. And Brillo guarantees results every time! Should Brillo fail to clean a utensil, you get a new one—free!

There's jeweler's polish in **BRILLO!**

Dull, tarnished pans gleam bright as new—with Brillo! Because Brillo's special-formula polishing soap contains ingredients that jewelers use to polish precious metals.

GREEN box—pads and cake soap
RED box—soap-filled pads



Shines aluminum fast!



for more flavorful cooking... use

KAUKAUNA KLUB Cheese foods

SIX DELIGHTFULLY DIFFERENT FLAVORS



FREE RECIPE BOOK



American Hickory Smoked Appetizer Port Wine Garlic Onion

In crocks or links... in the refrigerator case at your favorite food store.

South Kaukauna Dairy Co. Kaukauna, Wisconsin

The Nation's Cheese Treat from America's Dairyland

NOW...SO E-E-EASY to baste meat, fowl!

ARTBECK BASTER

Use to baste meats, fowl, fish, apples... separate fat from pure gravy... skim cream from milk; and in many other handy ways. Prevents burns! Makes cooking easier, quicker... more nutritious. Used by millions of homemakers.



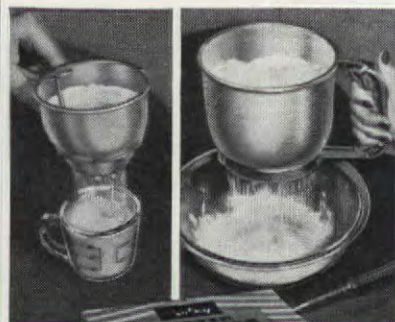
Guaranteed by Good Housekeeping

Made of PYREX BRAND GLASS

OTHER ARTBECK PRODUCTS

TO SAVE YOU TIME • TEMPER • TROUBLE
• Whip Beater...\$1 • Surface Oven...69c
• Pan Handler...\$1 • 3-Strike Opener 25c
Each is Gift Packaged! At department, hardware, dime stores—or write:
ARTHUR BECK CO., Dept. 105, Chicago 16, Ill.

SISTER SIFTERS SET meets every sifting need



FOLEY T.M. REG. U.S. PAT. OFF.

1-cup Foley Sifter sifts directly into measuring cup without scattering flour. Fits into flour canister. 5-cup Foley Sifter sifts quantity ingredients easily with one hand. Comes apart to wash. Both sifters are single screen—guaranteed to sift as fine as triple screen. Spring-action handles. Sister Sifters Set in gift box, \$2.18.



Foley

MANUFACTURING CO. Minneapolis 18, Minn.

AT DEPARTMENT • CHAIN • HARDWARE STORES

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.



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

Be professional about it...

Data: Ruth Hatfield, Rachel Rubin



Ewing Galloway

Some women speak of housewifery with a depreciatory shrug, as if to imply that they really were meant for better things than a slave and a drudge—if only they hadn't tied themselves down to a house and family with its many responsibilities. Others regard it as the unfortunate aftermath of moonlight and roses, an endless road of work, work, and more work to be trod in resignation and despair. Self-pity is their only solace. Very few women really regard it for what it is: a profession.

Many skills are required in this profession: one must be cook, child nurse, cleaning woman, laundress, interior decorator, hostess, shopper, financial manager—and at the end of the day, a gay and restful companion to the weary husband who comes home frazzled from the day's work.

A formidable job to be sure, but not an impossible one if one is able to approach it with a professional attitude.

Career women are always on the lookout for new ideas to improve the quality of their work, for shortcuts, for new angles of approach. They know that the old ways are not necessarily the best ways. "Grandmother did it like this," wouldn't impress an office boss, and it should cast no aura of sanctity about an outmoded household process.

A professional woman knows that learning to do things with a minimum of effort is an achievement, and not a symptom of laziness. She has respect for her own time as it is very valuable to her. She would plan and space her major house-cleaning projects in advance. She would shop and market on a certain day of the week, early in the morning when stores are uncrowded and the sales force rested. She would jot down items on a handy staple list as supplies got low, so that she would never find herself rushing to the store for baking powder while in the middle of mixing a cake. She would encourage family participation in routine tasks such as making the older children responsible for their own bed making and room cleaning. It is said a successful executive is one who knows how to delegate responsibility to others.

If this sounds rigid and inhuman, let me remind you that the basis of all freedom is self-discipline. It may be difficult in the beginning to organize your time and resources, but orderly habits are just as easy to form as disorderly ones, and far more rewarding. After a while, planning

becomes as automatic as putting your shoes. By that time, you find little islands of leisure cropping in your life, and a sense of accomplishment at the end of the day, instead of that dreary "woman's work is never done" feeling.

"Nobody realizes how much work I do," homemakers say. "Small thank I get for all the boring routine job it takes to keep a home running smoothly!"

We believe you. We can well imagine that the dusting, the dishwashing, the bedmaking, the washing and ironing you do, hours of hard work monotonously repeated daily, is scant applause.

But even in the most coveted job there's plenty of routine, plenty of discipline, plenty of exasperating detail for which no one ever thanks you.

Emotional self-control is one of the first lessons a woman learns in the business and professional world. The girl who goes in for orgies of hate, self-pity or envy gets short shrift in any business organization. While the formality of a business office would be neither practical nor desirable in the home, it is still an excusable for a wife and a mother to allow her emotions to run rampant. Excessive emotionalism is often an outlet for energies that might more profitably be channeled into a constructive hobby. This would take a bit of cool self-analysis and determination, but it would add up in the end to greater happiness for the whole family.

Would little Jane be satisfied to have someone else hold her hand on her first trip to the dentist? Would your husband John as soon have someone else hold his hand in the movies? Indeed not! You are irreplaceable, your family knows it and you know it, and that's a satisfaction you ought to cherish better than Grandmother's silver.

In the business world, what matters most is what you do; at home what you are counts even more.



Now there's an easy way

to keep wood floors at their gleaming best!

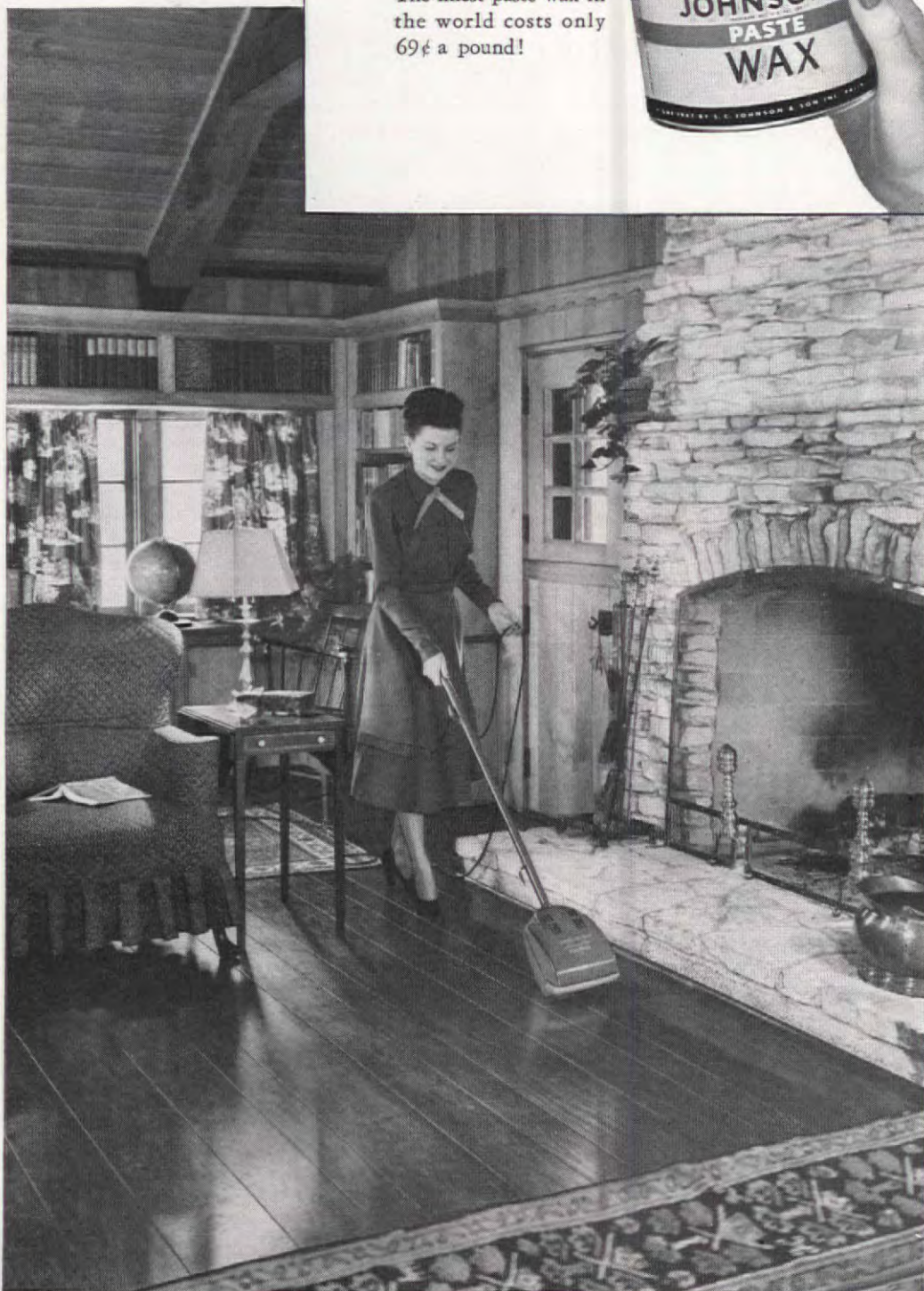
Just buy this...

The finest paste wax in the world costs only 69¢ a pound!



And rent this...

Wherever you live, you can rent an electric polisher for only a dollar a day. Featured by 50,000 dealers!



There's one way... only one way... to keep wood floors glowing with the mellow kind of beauty that flatters all your furnishings and reflects the pride of perfect housekeeping.

Your grandmother probably knew it well. Your mother too.

They relied on a special kind of wax called Johnson's Paste Wax.

For three generations homemakers have been convinced that no other polish can do what Johnson's Paste Wax does. They were so certain of this they were willing to spend long hours hand-buffing this genuine wax to a rich luster.

And now... without hard work and in only a fraction of the time... you can use the same unsurpassed polish to get the same unsurpassed results!

Now you can rent a Johnson's Wax Beautiflor Electric Polisher from a wax dealer in your neighborhood for as little as a dollar a day... or buy one for only \$44.50. Its whirling motor-driven brush will quickly give all your floors a perfect wax sheen.

A single waxing with Johnson's Paste Wax will keep floors shining with picture-book beauty for many months. And once polished, a dry mop whisks dust away in a twinkling. Scuffing feet can't mar the finish. Dirt and water can't penetrate the hard protective film. Floors never need costly refinishing.

Johnson's Paste Wax does more for varnished wood and linoleum floors than any other wax you can buy. No other beauty treatment costs so little... adds so much.

Don't be satisfied with a makeshift shine. Do your floors up bright with Johnson's Paste Wax... and save hours of work by using a Johnson's Wax Beautiflor Electric Polisher.

If your floors need cleaning, too

For "heavy traffic" floor areas that are soiled with ground-in dirt, Johnson's Liquid Cleaning and Polishing Wax is recommended. A magic dry-cleaning ingredient in Johnson's Liquid Wax prepares any floor for a lustrous polish. As you apply the wax, it removes all dirt. Then all you do is polish to a clean, clear, long-wearing shine.



Laugh with Fibber McGee and Molly every Tuesday evening—NBC

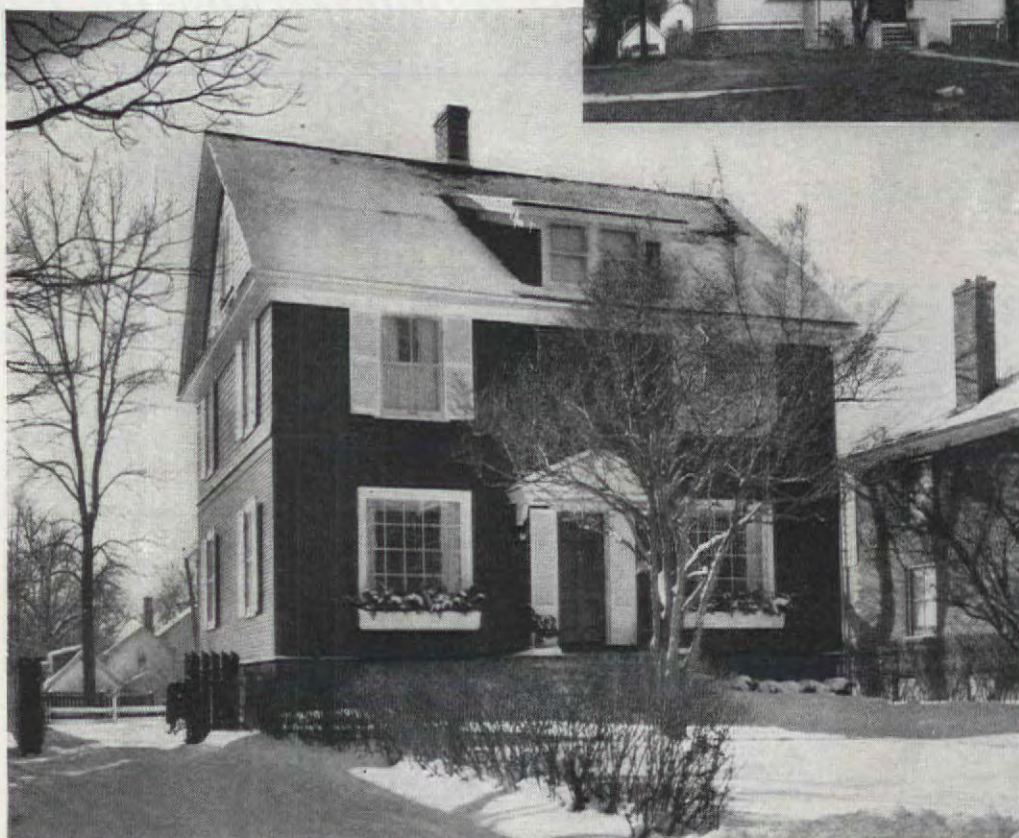
© S. C. Johnson & Son, Inc., Racine, Wis., 1949. "Johnson's" is a registered trademark.

LOOKING
for SOMETHING
?



To find the products
you need—use the
YELLOW PAGES
OF YOUR TELEPHONE DIRECTORY

Transformation without changing
main lines of house. Off came ugly porch and
in its place simple Colonial doorway,
framed by shutters and pair of picture sash
give house definite "new" look



Photographs by Nowell Ward

No House Is Hopeless...

RUTH W. LEE

We're more and more convinced that every house has a future, although often it takes more than a crystal ball to see through a grim exterior. Call it imagination, a sixth sense or what have you, this unknown factor came in handy when the Archie MacDonalds were scrambling to get a roof over their heads.

To start with, the house in which they were living had been sold, necessitating househunting during one of our worst building shortages. Then, too, they liked the school in Winnetka and wanted son Bruce to continue there.

Mrs. MacDonald finally decided on the fifty-year-old square house with a most unprepossessing exterior. At first glance, it had just two marks in its favor—a good heating and a good plumbing system. After living there awhile, however, the new owners discovered other hidden attributes. The ceilings were high, rooms generous in size and in just the right numbers. Only a few expensive changes were needed to produce just the right background for their fine inherited collection of Victoriana.

Off came an ugly front porch and in its place a pair of shutter doors flank a new

Colonial entrance. Proper grading and a new flight of front steps brought the high lines of the house down to normalcy.

Major changes were made only in the former front and back parlors. By removing an archway and short adjoining walls, these two small rooms were combined to create a long living room. Since the central chimney was on an inside wall, a new fireplace was installed there, one of red brick with white wood molding and shelf. Shutter doors replaced French glass ones and now frame the entrance to the back porch. Walls were given a coat of Williamsburg blue. The white woodwork and white sheeting curtains with deep hand-knotted fringe add a clean, bright look to the room.

Few changes were necessary in the dining room; a new picture window was added to balance the new one in the living room. Privacy was gained in the kitchen by substituting high windows for the original long sash. Three second-floor bedrooms needed no radical changes. Bruce's apartment on the third floor has plenty of room for the activities of a thirteen-year-old boy and his assorted teen-age friends.

PLEASE TURN TO PAGE 84



Vintage Maple

FOR TODAY'S BRIGHTER DINING

YOU'LL BE SO PROUD to entertain in your lovely Willett dining room. It is designed for cheerful meals, for you, today—but it has the character, the grace, the charm of rare Vintage Americana.

Even the wood is vintage quality, solid hard maple—aged and seasoned until it is exactly the right degree of workableness to capture forever the cabinet-maker's inspired handicrafting.

See your Willett dealer soon. You'll fall in love with the furniture and be very, very agreeably surprised at how well it fits into your budget. The whole room as illustrated, for instance, costs only about \$565 and individual pieces (from open stock) are proportionately low priced.

Prices F. O. B. Louisville



China Cupboard \$146.00



Drop Leaf Table \$102.00

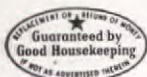


Tier Table \$31.75



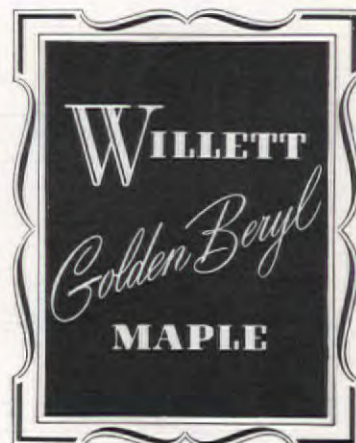
Dough Box End Table \$28.25

Windsor Chair \$36.00



America's largest maker of solid maple and cherry furniture for living room, bedroom, dining room...

CONSIDER H. WILLETT, INC. • LOUISVILLE 11, KENTUCKY



Millions
of
tiny
air
cells

GIVE RUGS LUXURIOUS NEW SOFTNESS!



with

Spongex *

Rug Cushion

Carpets literally "float" on air — take on amazing new softness — when you lay them over Spongex Rug Cushion. Spongex — springy, resilient sponge rubber — gives a deep-pile feeling to the thinnest rug . . . adds years of extra wear because it is a softer, longer lasting cushion that protects delicate rug fibres.

Compare Spongex with any other rug cushion — for softness, body, strength,

cleanliness. You'll find Spongex combines all four qualities better. See it at Floor Covering, Furniture or Department Stores or write for samples now. Spongex Rubber Products Co., 288 Derby Place, Shelton, Conn.

Spongex Non-Skid

and for small-size and scatter rugs, it's Spongex Non-Skid Cushion at a small-size price!



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



No House Is Hopeless (Begins on page 82)



Victoria with modern background. Twin bookcases, painted white, add deep reveal to picture window and clean bright accent to Williamsburg blue walls



Behind rose chintz love seat, adjacent to new Early American fireplace, is fine old walnut secretary and Victorian side chair. Shutter doors lead to back porch



Gay floral bouquets cover dining-room walls. Old cherry drop-leaf table and Victorian side chairs with horsehair seats provide breakfast spot before new view window

PLEASE TURN TO PAGE 86



Choose a Concrete House for A Lifetime of Comfort and Security

AN INSULATED CONCRETE house is easy to heat, making it snug and warm in winter. In summer it is cool and dry. That means comfortable living year around. And housewives like the way a weathertight concrete house stays clean and saves them hours of tedious housework.

A concrete house protects you, your loved ones and your prized possessions from the destructive forces of fire, decay, storms, termites and vermin. Concrete can't burn or decay or be penetrated by rats or termites. Yes, a safe, durable concrete house assures you a lifetime of security.

Yet a concrete house costs less to live in over the years. The reason, in simple arithmetic, is: Moderate first cost + low maintenance cost ÷ long years of service = **low annual cost**, the real cost yardstick of ownership. Investigate the many advantages of owning and living in a concrete house. Write for a free, illustrated booklet, distributed only in the U.S. and Canada.

HOW TO GET A CONCRETE HOUSE ... and what will it cost?

Find a local concrete masonry manufacturer for names of architects and builders experienced in concrete house design and construction. They know conditions existing in your community and can tell you about plans and costs.

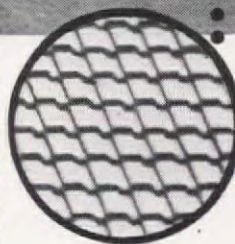
Take any plans or sketches you have to an architect. Have him show you how your home—of any size, style or floor plan—can be built economically with concrete foundations, walls, subfloors and a firesafe roof for lifetime service.

Architect-Designed Houses Stay Young Longer

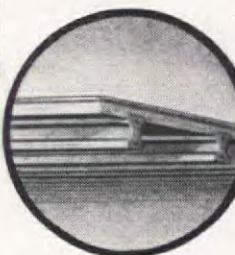
PORTLAND CEMENT ASSOCIATION

Dept. A10-5, 33 W. Grand Avenue, Chicago 10, Illinois

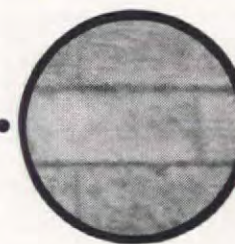
National organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work



A FIRESAFE CONCRETE TILE ROOF (or one of asbestos-cement shingles) affords protection against sparks and flames, resists weathering of sun, rain and snow.



A CONCRETE SUBFLOOR keeps fire from spreading within the house. It is rigid and won't warp, creak, sag or vibrate. It makes a perfect base for any floor covering—terrazzo, hardwood, rugs, linoleum or tile.



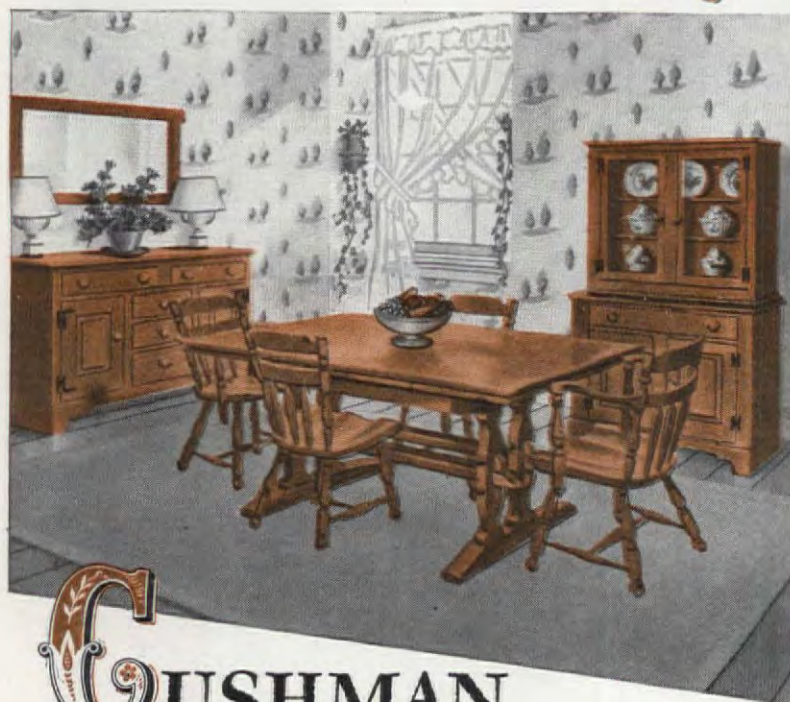
CONCRETE WALLS are durable and firesafe. They can be finished beautifully many ways: in patterned masonry, in textured portland cement stucco or painted with white or colored portland cement paint.

CONCRETE FOOTINGS AND FOUNDATIONS placed on firm earth below the frost line help prevent uneven settling and cracking of walls and plaster. And you'll derive real pleasure and utility from a basement that provides space for a laundry, workshop, storeroom, playroom or darkroom.



You can build a charming concrete house in any architectural style or size on any floor plan

AS
Traditional
AS HOSPITALITY ITSELF
...AND AS CHARMING



CUSHMAN Colonial CREATIONS



SPECIAL OFFER
colonial footstool **\$3.95**



YOURS—a beautifully finished, hand-pegged 13" x 9" x 8" footstool for just \$3.95 (retail value \$6.00) by parcel post prepaid. Offer includes—FREE—a valuable 32-page illustrated book, "Suggestions for Decorating a Colonial Home."

Illustrated Booklet Only - 25¢

A specially important dinner party, a simple luncheon, perhaps a few friends dropping in unexpectedly...whatever the occasion, you'll do it justice with a Brandywine Manor Group, the perfect setting for entertaining and a lifetime of happy living.

Based on furniture used in Colonial Pennsylvania, this group has the warm friendliness of those Early American pieces which inspired its styling...plus the sturdiness, the serviceability, the character marking *all* Cushman Colonial Creations.

Mortise and tenon construction throughout, the Brandywine Manor Group reveals true craftsmanship in every detail, its antique appearance enhanced by well-worn edges and rounded corners. And, guarantee of lasting satisfaction is the famous Cushman high-lighted maple finish which defies heat, water, and alcohol. You can add pieces over the years, too, confident that each addition will match the original rich mellow tone.

MAIL COUPON TODAY — GOOD FOR LIMITED TIME ONLY

H. T. CUSHMAN MFG. CO., Box 411
North Bennington, Vermont

☐ Enclosed is \$3.95 for footstool (add 25¢ if West of Mississippi), including—FREE—"Suggestions for Decorating a Colonial Home."

☐ Please send me "Suggestions for Decorating a Colonial Home." Enclosed find 25¢ in coin.

PLEASE PRINT

NAME.....

ADDRESS.....

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

No House Is Hopeless (Begins on page 32)



New high sash give privacy and more counter space in modernized kitchen. Dining group formed by pine-top circular table, three white drugstore wire chairs

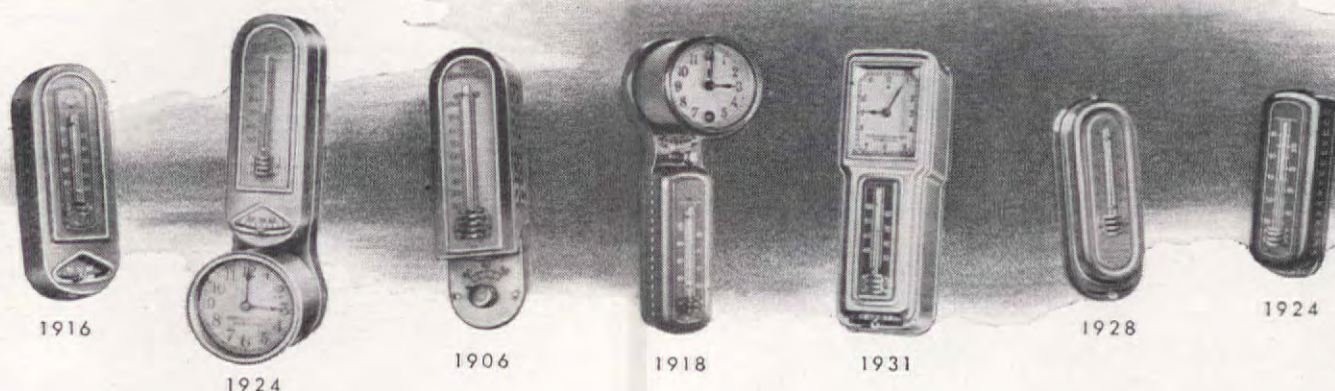


In master room bright red taffeta curtains flank new built-in closets. Same material used on piano-stool skirt in front of dressing table, once Victorian whatnot stand



Red and white medallion wallpaper with sheer white sheeting curtains, eyelet embroidered valances, complement white tufted bedspread, family heirlooms in guest room

If you own one of these PRE-WAR THERMOSTATS

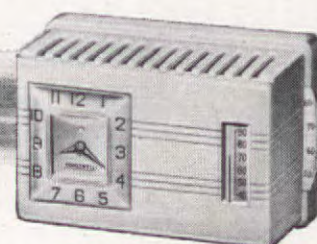


Change the Old Timer For a NEW '49er!

THESE old Honeywell Thermostats date back to the "horse and buggy" days when girls wore bloomer bathing suits. And, believe it or not, many otherwise modern homes are still using one of these old timers to regulate the heating system. You wouldn't think of going back to the days of the coal stove in the parlor or the cast-iron bath tub, or drive a 1915 model automobile. Yet the thermostat that controls your heating system—the most important comfort-maker in your home—may be just as much out of date.

Honeywell thermostats, like the automobile, have made great advances in the past 30 years. With their modern styling and smaller, compact design, the new 1949 thermostats have beauty that will harmonize with any interior. They are precision built to hold temperatures accurately within a fraction of a degree. Honeywell's new "Comfort" principle enables them to sense and correct temperature changes approximately five times faster than the older thermostats. Some models have electronic hook-ups that give them almost unbelievable sensitivity and speed of action. The result is a steadier flow of heat that eliminates wasteful overheating or unhealthful, cold floors.

Get your Chronotherm today from your heating, service or appliance dealer. Or write to any of the 73 Minneapolis-Honeywell branch offices for dealer information.



THE Chronotherm
ELECTRIC CLOCK THERMOSTAT

The leader of the 1949 Honeywell line is CHRONOTHERM, the completely automatic electric clock thermostat. Chronotherm lowers house temperatures at bedtime to save fuel. Then in the morning, before the family arises, it restores daytime comfort and keeps temperature right on the beam from morning to night. You never have to give it a thought.

The PLUG-IN model Chronotherm costs only \$39.50. You can install it yourself in just a few minutes, or have your dealer install it at a slight additional cost. It will pay for itself in one or two heating seasons.

You can't afford to use an old thermostat any more than you could afford to drive a twenty-year old car. So replace your "old timer" with the new 1949 Chronotherm.

MODERNIZE YOUR HEATING PLANT, TOO

If your heating system has seen long service, it will pay you to have your heating contractor or dealer look it over and bring it up to date. It will give you much better service—and may save you money.

FREE Booklet, "Ali Baba and the 20 Thieves"—tells 20 ways you may be robbed of fuel and what you can do about it.



MINNEAPOLIS
Honeywell
CONTROL SYSTEMS

MAIL
COUPON
TODAY!

MINNEAPOLIS-HONEYWELL REGULATOR COMPANY
2709 Fourth Avenue South • Minneapolis 8, Minn.

Please send my free copy of "Ali Baba and the 20 Thieves"

Name _____

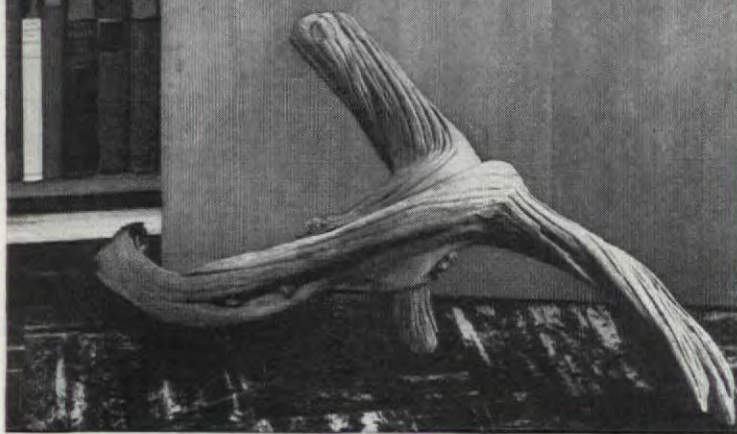
Address _____

City _____

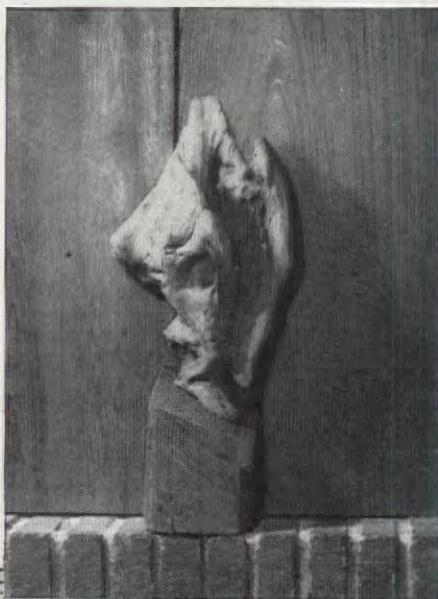
State _____

MINNEAPOLIS-HONEYWELL REGULATOR COMPANY • MINNEAPOLIS 8, MINNESOTA • IN CANADA • LEASIDE, TORONTO 17, ONTARIO

Decorate with Driftwood



Piece of hardened salt-water beach driftwood stands like tripod; used as doorstop in modern house whose interiors are finished in natural wood



Gnarled piece of driftwood found by Bruce Johnson on beach of one of San Juan islands, mounted on block of wood, used as piece of sculpture



Soaring piece of driftwood mounted on delicate pin has powerful line and movement of piece of sculpture. Found in Puget Sound near Straits of San Juan de Fuca

Photographs and data by Dearborn-Massar

TURN TO PAGE 90

See the Open-Stock HAMPTON COURT COLLECTION by Drexel

And be thrilled by the moderate price tags, at these and other fine stores:

ALABAMA		NEW MEXICO	
Alexander City	Graves Furniture & Appliance	Clovis	Denton's Furn. Dept. (All)
Annisson	George Cater Furniture Co.	NEW YORK	
Dothan	Rimmon Furniture Co.	Albany	Mayfair
Gadsden	Moss Furniture, Inc.	Albany	Whitney & Clark
Montgomery	Bishop-Parker Furniture Co.	Binghamton	The Fair Store
CALIFORNIA		Boonville	Clark La
Bakersfield	McCart & Bultman	Buffalo	Hens & Kelly
El Cajon	Bentley's of El Cajon	Dunkirk	H. C. Enlers
El Centro	Imperial Hardware Co.	Elmira	Edgecomb's Furniture Co.
Glendale	Leo Gingery Furniture Co.	Geneva	Lynch Furniture
Long Beach	George Seeley Furniture Co.	Jamestown	Field & Wright
Los Angeles	Davis Furniture Co.	Lockport	Ples Furniture
Northern California	Barker Brothers	Newburgh	Kreisel Furniture
Pasadena	J. H. Biggar Furniture Co.	Niagara Falls	Herman Elpert
Pomona	The Home Furniture Co.	Olean	Bradner's
Redlands	Nelson-Hales	Port Chester	J. Tunick & S.
San Bernardino	Fooshee Furniture Co.	Rochester	E. W. Edwards &
San Diego	Lear & Kuerbis	Syracuse	E. W. Edwards &
San Francisco	Henry Levy Furniture	Utica	Stanley Furniture Ho
San Francisco	Stanley Furniture Co.	NORTH CAROLINA	
San Francisco	J. H. Wiley	Albemarle	P. J. Huneycutt
Santa Barbara	Henry Levy, Inc.	Benson	Rose &
Santa Maria	Mesquit's	Conway	Garriss Furniture Co.
Southgate	Moonaw Furniture Co.	Forest City	Forest City Furniture
Stockton	Burnham Brothers	Greenville	Taft Furniture
COLORADO		Hickory	Yount Furniture
Denver	Del-Teet Furniture Co.	Mooresville	Colvard Furniture
Denver	John Harvey	Mt. Olive	Patterson Brothers Furniture
Englewood	Graham Furniture Co.	Rocky Mount	Bulluck Furniture
Greeley	Chlanda-Harris Furniture, Inc.	Shelby	Baird Furniture
CONNECTICUT		NORTH DAKOTA	
Norwich	Reid & Hughes Co.	Dickinson	Home Furniture Store
DELAWARE		Fargo	Bergstrom & Co.
Wilmington	H. Feinberg Furniture Co.	OHIO	
DISTRICT OF COLUMBIA		Akron	Best Furniture
Washington	Colony House	Cincinnati	The John Shillito
Washington	Mayer & Co.	Springfield	Peoples Outfitting
FLORIDA		Staubenville	L. & A. Furniture
Jacksonville	Rhodes, Inc.	Youngstown	Penner Furniture
GEORGIA		OREGON	
Augusta	Bowen Brothers	Oregon City	Busch Furniture
Jackson	Coggins Furniture Co.	Portland	Tarlow's of Hollyw
La Grange	Hinson's Colonial House	PENNSYLVANIA	
Moultrie	M. W. Myers Furniture Co.	Allentown	C. A. Dorney Furniture
Rome	Bob Knowles Furniture Barn	Bethlehem	Brachbill Furniture St
ILLINOIS		Butler	Davis Furniture
Herrin	B. F. J. Furniture Co.	Clairton	Glenn's Furnit
Morris	Allan Furniture Co.	Du Bois	Hahn Furniture
Murphysboro	Chapman-Ballo Furniture Co.	East Liberty	William Laubach & S
Ottawa	Allan Furniture Co.	Easton	Shenson Furniture
INDIANA		Ellwood City	Erie Dry Go
Evansville	R. & G. Furniture Co.	Geneseo	Chapman-Burr
Indianapolis	L. S. Ayres & Co.	Gettysburg	R. W. Wentz & S
Lafayette	Reifer's Furniture Co.	Hazleton	Hazleton Furniture
IOWA		McKees Rocks	McKees Rocks Furniture
Cedar Rapids	The Killian Co.	New Bethlehem	R. M. S. Furniture
Davenport	M. L. Parker Co.	New Castle	Hann
Iowa City	McNamara's Homemaker Store	Philadelphia	Gimble
Sioux City	Yunker-Davidson Co.	Pittsburgh	Boggs & B
KENTUCKY		Pottsville	Reese's Furnit
Louisville	Kaufman-Straus Co.	Scranton	Cleland-Simpson
LOUISIANA		Tamaqua	Seligman & Co., I
Baton Rouge	Joy's of Baton Rouge	Uniontown	Cohen Furniture
Lake Charles	The Muller Co.	West Reading	B. J. Smith Furniture Show Ro
Monroe	Durrett Furniture Co.	Wilkes-Barre	United Furnit
Shreveport	Bewley Furniture Co.	Wilkesburg	Faller's Furniture
MAINE		York	H. Westley
Portland	Lancaster Furniture Co.	RHODE ISLAND	
MARYLAND		Newport	Standard Furniture, I
Cumberland	Beneman & Sons	Pascoag	Hurst Furniture Co
Hagerstown	Shockey's	SOUTH CAROLINA	
MASSACHUSETTS		Abbeville	Cooper Furniture
Fall River	Standard Furniture, Inc.	Greenwood	Simmons Furniture
Haverhill	Jordan-Bonin Furniture Co.	Lake City	Lake City Furniture
Lowell	Middlesex Supply Co.	Orangeburg	M. T. Siffy Sons, I
New Bedford	Standard Furniture, Inc.	Rock Hill	T. E. Jones & So
Springfield	Forbes & Wallace	Union	Cooper Furniture
Worcester	Northridge Furniture Co.	Walterboro	Easterlin Furniture
MICHIGAN		SOUTH DAKOTA	
Flint	Reed's	Aberdeen	Aberdeen Furniture Stu
Grand Rapids	Klingman Furniture Co.	TENNESSEE	
Jackson	Shaw's Furniture, Inc.	Knoxville	Fowler Brothers
Port Huron	Vining-Thompson Furniture Shops	TEXAS	
MINNESOTA		Abilene	Waldrop Furniture
Minneapolis	L. S. Donaldson Co.	Austin	Bridges Furniture Co., I
St. Paul	Weyand Furniture Co.	Waco	Stratton Stricker Furniture
MISSOURI		UTAH	
Clayton	Famous-Barr Co.	Salt Lake City	Axelrad's Furniture
St. Louis	Famous-Barr Co.	VIRGINIA	
MONTANA		Charlottesville	M. C. Thomas Furniture
Butte	Shiner's	Chase City	Chase City Dept. Sto
Missoula	J. M. Lucy & Sons	Fredericksburg	White & Weeks Furniture
NEBRASKA		Galax	Pless Electric & Furn. Co., I
Chadron	Midwest Furniture Co.	Norfolk	Center Sho
Lincoln	Hardy Furniture Co.	Norfolk	Lewis Legum Furniture
Norfolk	Ballantyne's Furniture	Richmond	Paul H. Rose Cor
Omaha	J. L. Brandeis & Sons	South Boston	Hawkes Furniture
NEW HAMPSHIRE		South Hill	South Side Home Furnishings Co., I
Concord	Hamel's	Wytheville	Pless Furniture & Supply Co., I
Manchester	A. A. Mooney Furniture	WASHINGTON	
NEW JERSEY		Richland	Richland Electric & Furn., I
Glassboro	Robert I. Weir Furniture	Shelton	Lumbermen's Mercantile
Hackensack	Denton's	Spokane	Burgan's Furniture
Jersey City	Goodman Furniture Co.	Tacoma	Rhodes Brothers
Madison	Burroughs Furniture Co.	Yakima	Fleming's, I
Ocean City	Brownlee's	WEST VIRGINIA	
Orange	Cold Furniture Co.	Huntington	Butler Furniture
Paterson	Quackenbush Co.	WISCONSIN	
Trenton	Swern & Co.	Marinette	The Globe House Furniture
NEW YORK		Wausau	Radandt Furniture
NEW YORK		WYOMING	
NEW YORK		Cheyenne	Harris Furniture
NEW YORK		Sheridan	Brouillette's, I

Value and versatility



Pieces from the open-stock Hampton Court Collection.

Now you can have truly fine craftsmanship, coupled with careful, rich design, all at a remarkably moderate cost. The open-stock Hampton Court dining room group by Drexel gives you all these features, plus your choice of twenty-three pieces, in sizes and prices to fit your own needs. There's an unusual server, with a **PACIFIC** Silver Cloth lined drawer, that makes an ideal starting point.

You get beautifully figured mahogany on selected cabinet hardwoods, beautifully hand-rubbed to a satiny glow, and high-lighted with drop-husk carving at the tops of many of the posts. The hardware is solid brass, authentically styled. All drawers are dust-proofed and center-guided, and the construction is carefully planned to give you long years of service.

For as little as \$145.00, you can start your dining room with a table and four chairs. Look for the "by Drexel" brand-mark—your proof of fine craftsmanship.

Just right for compact dining rooms is this efficient grouping. The drop-leaf table seats eight when fully extended.



Write today for booklets: "Travis Court" in full color and "Traditional"—15c in coin for the pair; "Precedent" and "Alone or Combined," two booklets in full color illustrating Drexel's contemporary furniture—25c in coin for the pair. Address: 1472 Huffman Road, Drexel, N. C.



▲ The oval Sheraton extension table sets a theme of elegance for you, and the mood is captured, too, by the china with its bowed drawer, the buffet, and the chairs. These pieces also available in sunny Rexwood finish.

▲ Richly curving lines—in the bow-front buffet, the corner china, in the Duncan-Phyfe extension table, and in the pierced ladder-back chairs—add dignity to this setting.

by
Drexel

Drexel
FURNITURE
COMPANY
DREXEL, NORTH CAROLINA

WORLD'S LARGEST MANUFACTURER OF QUALITY BEDROOM AND DINING ROOM FURNITURE



imagine!
lace curtains that launder
without stretchers...



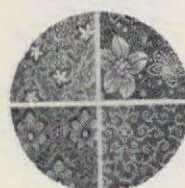
No More Tedious Wash Days

Now you can have lovely Bromley Duralace curtains that launder as easily as a handkerchief. Simply suds, dry and iron. You don't need starch... you don't have to use those old-fashioned curtain stretchers.



New Duralace Finish Keeps Lace Fresh

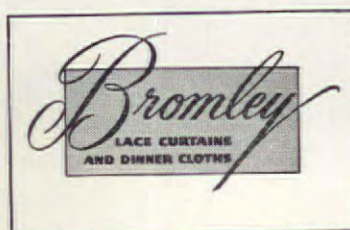
Duralace, new wonder finish, keeps Bromley laces from stretching, shrinking out of size thru repeated washings. It also helps prevent soiling, keeps the patterns from sagging and drooping.



Now Available in Multiple Lengths, Wide Pattern Choice

Duralace comes in a variety of patterns designed to harmonize with either traditional or modern decor. Varied widths... lengths from 54" to 108". Colors: White and Ecru. Priced from \$3.95 to \$7.95. At your favorite store — or write for nearest dealer.

Bromley *Duralace*® gives you
lovely lace
that stays lovely...



Bromley Manufacturing Co. • Lehigh Avenue, A to B Streets, Philadelphia 25, Pa.

Decorate with Driftwood (Begins on page 38)



Small piece of tree, some bark remaining, hollowed out slightly, has been filled with peat moss, philodendron, hen-and-chicken, ivy planting to make a living centerpiece. Table accessories are plain, modern



Small gray driftwood stump conceals pot behind it which actually contains the philodendron. Organic shape of plant are pleasingly carried out by apparent container instead of having mechanical shape intrude

Only Wallace Sterling...like Sculpture...is lovely from every angle



FIGURINE, CONTEMPORARY AMERICAN

Only Wallace Sterling...like Sculpture...has
Third Dimension Beauty

Brides are making Wallace Sterling the most sought-after silver in America. All over the country they're asking to see the sterling that has the "Third Dimension Beauty" of sculpture... beauty in front, beauty in profile, beauty in back. Only Wallace Sterling... created by William S. Warren, famous designer... fits that description. Before you select your sterling, be sure to see the five Wallace "Third Dimension Beauty" designs. Left to right: Grande Baroque, Sir Christopher, Grand Colonial, Stradivari, Rose Point. Six-piece place settings from \$27 to \$35, according to pattern.



**WALLACE
STERLING**

Double Take—for \$32.50

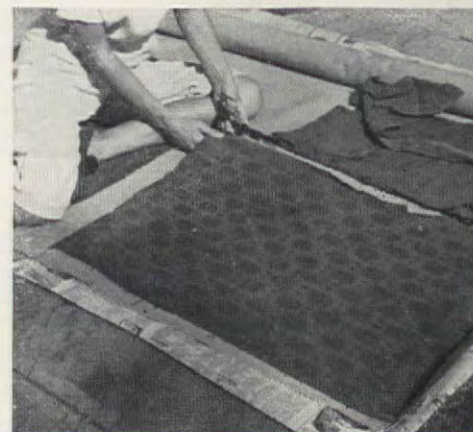
Gowlands inspect secondhand store "find." De-possible if re-covered. Buy themselves an upholstery



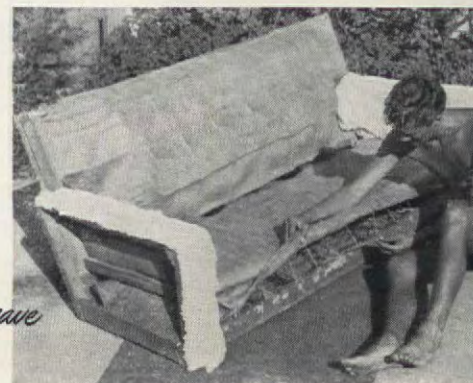
Avoiding irritation from dust, flying cotton, Alice removes old cover in yard. Tacks go into handy pan. She's careful not to tear material, marks location of each piece with chalk



Alice finds it a good idea to get acquainted with each piece and its destination before cutting. Each labeled section is placed on new fabric, pinned into position



Peter loosens burlap undercover along sofa frame to begin search for broken or loosened cords. Decides best way is to replace them in small area



DO IT YOURSELF / and save

PLEASE TURN TO PAGE



GLOSHEEN*
is right for your room...
in character and color

So you want a feminine bedroom! What could be more appropriate than "Document Floral" with a soft shade of plain Glosheen for a color scheme you plan yourself... at surprisingly low cost! See these and many more beauties in the American Home Selection, the Glosheen group chosen by American Home editors. They're at your favorite store, and, naturally, guaranteed by the Waverly Bond.

*Reg. Trademark

WAVERLY *Bonded* **FABRICS**

Waverly Fabrics Division, F. Schumacher & Co., 60 West 40th St., New York 18, N. Y.
I enclose 10¢. Please send me the new booklet, "Decorator's Tricks With Fabrics."

Name _____
Address _____
City _____ State _____

FREE NEW DECORATING SERVICE TO

Glorify Your Home with Color-Harmonized Wallpapers!



NANCY WARREN
noted home stylist

AT ALL OF MY *Nancy Warren* DISTRIBUTORS

"Now, at last, you can choose wallpaper with the assured artistic touch of a professional decorator! For your Nancy Warren wallpaper dealer now has my exciting new color-related Style Selector, in which I put right at your fingertips the key secret of gloriously successful home decorating!

Reveals All Most Popular Color Themes

"First, my revolutionary new Style Selector helps you decide your basic color theme. Then—almost as if by magic—it will place before you a wide range of exquisite, yet modest-priced, Nancy Warren Wallpapers, each of which you'll find perfectly tuned to the color theme of your choice!

Never a Chance of Failure

"You can't possibly fail to achieve complete color coordination, whether you are decorating a single room or your entire home. For my Style Selector shows you color-related papers for each room side by side, all in one easy-to-use book. So make up your mind never again to buy wallpaper the old-fashioned, hit-and-miss way . . . never again to tussle with a lot of cumbersome sample books. Instead, find your local Nancy Warren dealer in your classified phone book under "Wallpaper" and visit him soon for this valuable free personalized home decorating service!"



Color Harmony is a must for glamorous interiors—so take advantage of Nancy Warren's can't-fail way to achieve it!



Friends will envy your unerring good taste once your home is color-harmonized the amazingly easy Style Selector way!

IT'S EASY TO PICK WALLPAPER
WITH THIS WONDERFUL
— STYLE SELECTOR!



Nancy Warren
WALLPAPERS

WASHABLE • FADEPROOF

For dealer's name, see Classified Phone Book under "Wallpaper"



SPECIAL! This beautiful GUARANTEED KENTILE FLOOR

costs only \$44⁵⁰*
INSTALLED



Create your own exclusive floor design with low-cost Kentile

• Now you can have really distinctive floors...at amazingly low cost. Kentile gives you a choice of 23 lovely colors...and is laid tile by tile...you can have exactly the floor design you wish in any room. And because Kentile resists stains and soil, it cleans quickly in mild soap and water...gleams like new with occasional waxings.



*Price quoted is for a 9'x9' room. Your Kentile Floor may cost even less...or slightly more...depending on its design, the size, type and condition of your floor...and the freight rates to your city. Get a FREE estimate from your Kentile dealer.

KENTILE®

The Permanently Beautiful
Asphalt Tile



Resilient Tile Flooring for 50 Years

DAVID E. KENNEDY, INC., Brooklyn 15, New York

GUARANTEED for the life of your home

Although resiliently quiet and comfortable underfoot, Kentile is outstandingly durable. Colors can't wear off...scuffs and nicks don't show with this long-lasting guaranteed floor. See your Kentile dealer. Look under FLOORING in your Classified Directory or phone Western Union by number and ask Operator 25 for his name and address.



Double Take (Begins on page 92)

In professional way, upholsterer's slip-knot is applied to spring, cord pulled taut, wrapped around projecting nail, tied again. Nailhead is then hammered over at angle to secure cord



Old seat cover, in good condition, is stitched to front flap. Extra large seam is allowed so flap can be sewn with curved upholsterer's needle to rolled edge originally provided for this purpose



Cotton filling goes back into position as required. All materials are pulled tight as possible over it to insure smooth finish. Peter tugs down seat cover ends after top and inside arm covers are tacked in place



Ready-made welt cord sewn into seams forms three-section inside back cover which is tacked top and bottom. Cut-to-size narrow piece with cord sewn to it covers top of frame, raw edges of back cover



TURN TO PAGE 96

Something *Really* new
in walls and ceilings



NEW
LAMINATED
SHEETROCK

a double wall system
that means:



added fire protection
Gypsum fights fire—it will not burn. Think of the protection two layers provide!



added sound resistance
Transmission of noise between rooms is greatly reduced. Extra privacy is yours.



added strength
Walls and ceilings are more rigid, more resistant to normal framework movement.



added beauty
Laminated SHEETROCK interiors are smooth, remain practically crack-free.

Now two layers of this famous SHEETROCK gypsum wallboard are laminated to produce the ultimate in fine interiors. You get all the outstanding features of regular SHEETROCK — reduced building time, any decoration, quick occupancy—plus, the *added* advantages at right.

Investigate Laminated SHEETROCK—it's something *really* new, *really* modern in walls and ceilings. Your building material dealer handling SHEETROCK has all the facts. Let him help you when you build.

There is only ONE...

SHEETROCK

T. M. Reg. U.S. Pat. Off.

The Fireproof Gypsum Wallboard



United States Gypsum

Chicago



Look for Briggs exclusive Safety Bottom bathtub first—
It's another reason why Briggs gives you more for less!

These daisies do tell!

They tell . . . that even the most modest "cottage size" bathroom can be smart when you start with *Briggs Beautyware*! For these lustrous, easy-to-clean plumbing fixtures are both *important-looking* and space-saving . . . expensive-looking yet give you *more for your money* than any other fixtures made. Even give you stainproof porcelain enamel and tarnish-proof chromium-plated fittings without the usual hike in cost. What's more, you can buy Briggs Beautyware in *color* for as little as 10% more than in white. Check on it yourself at any progressive plumbing dealer's. Or if you want more bathroom ideas first—send for this Briggs Beautyware bathroom planning booklet. It's free! Briggs Manufacturing Company, 3009-j Miller Ave., Detroit 11, Mich.

COPYRIGHT, 1949 BRIGGS MANUFACTURING CO.

BRIGGS
Beautyware
PLUMBING FIXTURES



Double Take (Begins on page 92)

Gowlands found the dismantling job had taught them a lot.

Following the procedure exactly, they tack welt cord to outside edge of arms. Get straighter line this way



Another upholsterer's trick is put to work.

Narrow strips of cardboard tacked over fabric edges insure smooth fit of outer cover when fabric is stretched taut and tacked underneath the frame



Hand-blocked print in gray, yellow and brown used for chair, durable gray sailcloth and yellow welt cord for sofa cost the Gowlands \$12.50



Final touch and only structural change was removal of back legs to give pieces more comfortable pitch

Data: Alice Gowland





You Can Have a Wood-Paneled Room Like This

... for less than you think!

Craftsman Grade Weldwood Plywood gives your home the Warmth and Beauty of genuine Wood Paneling ... at a material cost 30% lower than previously possible!

Find out how easy ... how inexpensive ... how quick and convenient it is to remodel your living room with the new Craftsman Grade Weldwood Hardwood Plywood.

You see, United States Plywood Corporation has just completed a new mill, especially designed for highly efficient, straight-line production of popular decorative hardwood plywoods, such as walnut, birch, oak and Korina.

The economies made possible by the very latest production methods and equipment enable you to buy Craftsman Grade Weldwood at up to 1/3 less than previously possible.

Take advantage of this important saving. That strikingly beautiful wood-paneled room you've always wanted is truly a low-cost

luxury now. And the new Craftsman Grade Weldwood is so easy to install you can do the job yourself.

So modernize your home with the soft, warm, glowing beauty of these fine decorative hardwoods.

Enjoy the ease and economy of maintaining wood-paneled walls at their beautiful best.

Gain permanent freedom from periodic redecorating expense.

Relax in the peace of mind that comes with knowing you've made a good investment. (Interior Grade Weldwood Plywood is guaranteed for the life of any building in which it is installed.)

These and many other advantages are yours at a new low price you

It's easy and inexpensive to attain the sleek, sophisticated beauty in the room above. Craftsman Grade panels in two different Weldwoods...walnut and birch...form a warmly contrasting background that sets the pace for the rest of the decor.

never dreamed possible. It's a real bargain in beauty. And, with an FHA Home Improvement Loan, you can take 3 years to pay!

Get in touch with your local lumber dealer or contractor today. He'll be glad to help you estimate. And mail the coupon and 10 cents for your copy of our booklet, "Beautiful Woods for Beautiful Homes." It's packed with ideas to help you plan.

Weldwood Plywood is also made in the superb ALGOMA Grade for the finest type of architectural or cabinet installation.



Look for this label on every Craftsman Grade Weldwood panel

UNITED STATES PLYWOOD CORPORATION

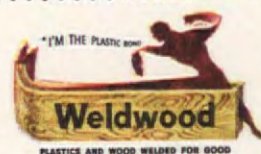
Box 61, New York 8, N. Y.

Enclosed please find 10¢ for copy of booklet, "Beautiful Woods for Beautiful Homes," showing many ideas in full color for beautiful low-cost paneled rooms.

NAME _____

ADDRESS _____

CITY _____ STATE _____



WELDWOOD PLYWOOD

AH-10-49



Heywood-Wakefield Company, Gardner, Mass.



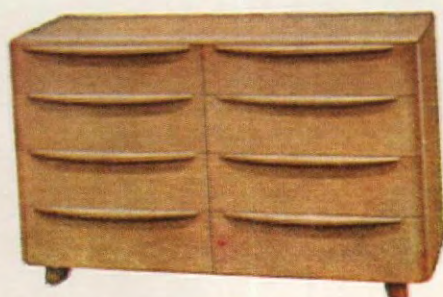
modern

...so sensible
because it's
"Home-Planned"

THERE'S more, much more to the popularity of Heywood-Wakefield Modern than its sleek good looks and practical utility! You'll find its functional lines tempered with graceful, friendly curves to make it livable through the years. And its "Home-Planned" designs are such a sensible basis for planning ahead. You buy now for present needs—secure in the knowledge that later purchases for living room, dining room and bedrooms will carry out a basic harmony for your home as a whole. Do see Heywood-Wakefield Modern now—in sunny "Wheat" or mellow "Champagne." The Heywood-Wakefield emblem on each piece is your assurance of the quality which has made Heywood-Wakefield furniture famous for over a century. Ask for Heywood-Wakefield Modern at better furniture and department stores everywhere.



Heywood-Wakefield brings you modern as modern should be—for dining room and bedrooms as well as your living room.



Make a scabbard to protect the teeth of your good saw. Cut a piece of discarded garden hose to length and then slit it

How-To Tricks

Tighten loose screw holes in furniture, cabinets, toys, and in woodwork. Fill the holes with wood putty, replace screws after putty has hardened



Eliminate persistent door-hinge squeaks. A flat line filed on hinge pin will let oil flow full length of the pin, reach squeaking spot



Keep sapling trunks straight. Set a 2 x 2 post clear of the roots, about 1 foot from the tree, on the prevailing windward side. 1/8 inch copper or aluminum wire will keep the sapling in line with the post. A short piece of old hose will protect trunk from wire



Add these to your own bag of
tricks for home maintenance



Cure for mislaid keys:
Ordinary cup hooks
in a living-room desk
drawer can hold letter
box, door, car and
safe-deposit box keys.
Garage and cellar
keys can be in a
kitchen-cabinet drawer



Empty paint cans
set under feet of a
ladder will spread
the weight over a
comparatively large
area, like snowshoes,
and keep it from
sinking in soft earth.
This reduces danger
of ladder shifting
while you're on it



Save work on putting
up storm windows.
When storing them for
the season, apply a
thin coat of window
cleaner that leaves a
frosted film. When
it's time to put the
windows up again, you
can quickly wipe off
the film and grime
gathered in storage



Start small nails or
tacks without mashing
your fingers. Use a
thin piece of wood
with a slot sawed in
the end to hold the
brad or tack when
you are starting it



Give Warmth to your Walls

WITH IMPERIAL WASHABLE WALLPAPERS

Grace your walls with the enduring warmth of Imperial Washable Wallpapers. Their delightful colors and authentic patterns will help make rooms lovelier to look at, and lovelier to live in. And Imperial's Silver Label that says the finest in wallpapers guides you to full value for every wallpaper dollar. Be sure to look for this mark of quality. It means that each paper is "Color-Locked"—guaranteed for three years to withstand room exposure without fading, and to clean satisfactorily in accordance with instructions in every roll, or it will be replaced without charge.

Jean McLain's "Color Harmonizer" has helped thousands of women plan lovelier homes. Send only 25¢ for your copy of this inspiring decorating manual to Imperial Paper and Color Corporation, Dept. A-54, Glens Falls, N. Y.



Magnificent Mirador by Holmes

gives you combining colors - accenting texture



Holmes Mirador is lovely for living rooms . . . beautiful for bedrooms . . . with every style or period of decoration. Woven 9, 12 and 15 feet wide —any length to fit your room. Also 27" width.



Mirador's luxurious high cut and low looped pile captures highlights and shadows in a captivating pattern that points-up and accents your furniture. And Mirador's luscious, combinable colors let you take your imagination in hand and run wild. They'll pull your decorative scheme together . . . soften, blend and combine with major and contrast colors to give your room the all-of-a-piece

look that's so comfortable to live with.

Then too, Mirador is smart for the budget wise.

Fine Wilton weave of springy, long lived,

wool yarn, dyed and loomed into a deep

resilient pile . . . gives you lots of

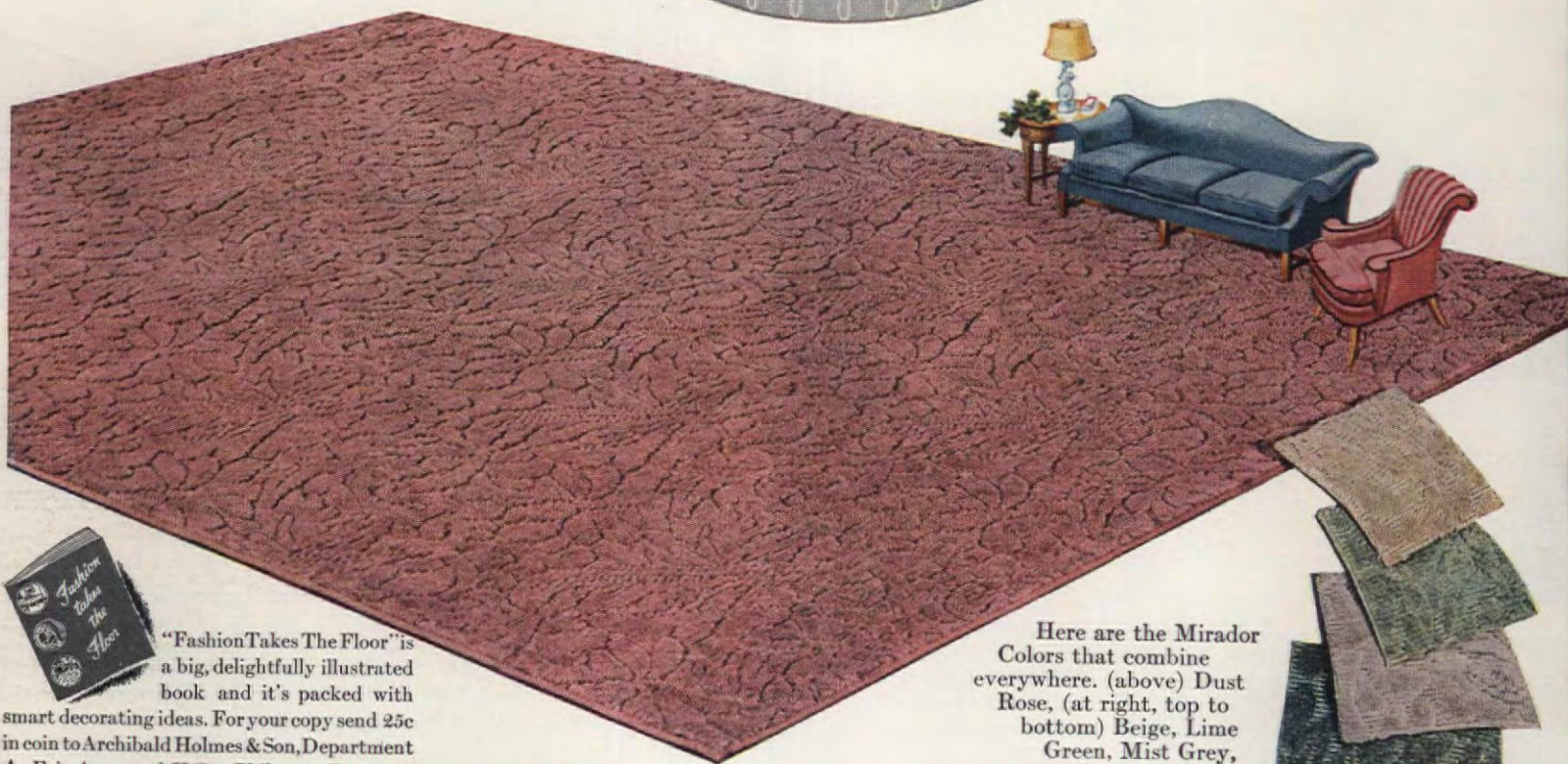
value for your money. For richly

decorative good looks and style, you'll

find Holmes Mirador your finest

investment in living. Archibald Holmes

& Son, Philadelphia, Penna.



"Fashion Takes The Floor" is a big, delightfully illustrated book and it's packed with smart decorating ideas. For your copy send 25c in coin to Archibald Holmes & Son, Department A, Erie Ave., and K St., Phila. 24, Pa.

Here are the Mirador Colors that combine everywhere. (above) Dust Rose, (at right, top to bottom) Beige, Lime Green, Mist Grey, Sage Green.



HOLMES Mirador CARPET

If You Care Enough . . .

A little money can make a big difference !

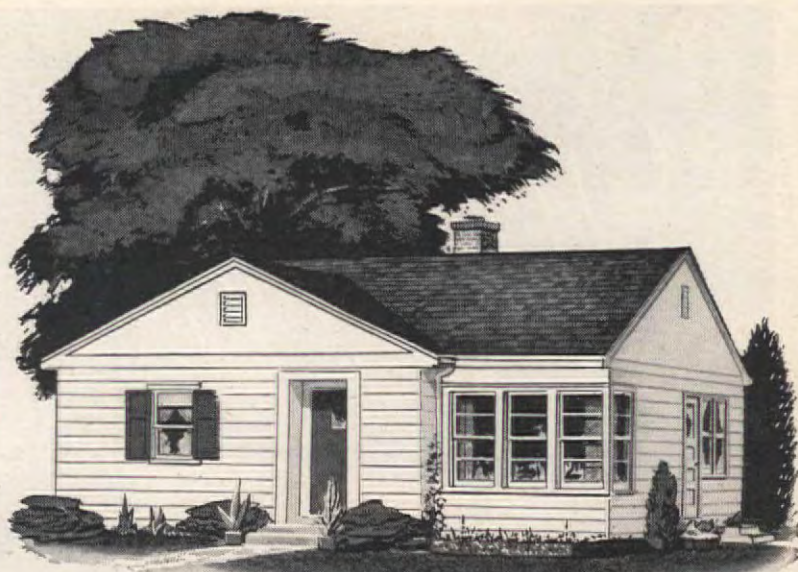
Rooms like this exist in all their dreariness only because no one cares enough. A little money buys well-styled slip covers to fit all types of furniture and matching, ready-to-hang draperies. Do care enough to banish drabness



Slip covers, draperies, Sure-Fit Products Co. Picture, Associated American Artists



Less than five dollars a month for one year made the transformation here. Leaf-splashed sofa slip cover can be bought ready-made of durable, washable material for about \$18.00; solid color one on chair is around \$11.00. Newly available matching draperies cost \$7.00 pr. We also included a carefully chosen picture, proper lamp shade



DESIGN NO. 4141

A sparkling small home!

VALUE THAT ENDURES

from the
WEYERHAEUSER 4-SQUARE
HOME BUILDING SERVICE



This home, designed by a leading architect and engineered by Weyerhaeuser, is the newest design in the Weyerhaeuser 4-Square Home Building Service. It joins scores of other designs in the Service, which are ready for your study at your

retail lumber dealer's office.

As you browse through the large, beautiful book in which all these plans are illustrated, you'll find valuable assistance in selecting a fine, modern, satisfying home. Exterior views portray artful, harmonious design. Interior sketches suggest how each home is planned to accommodate furniture and equipment attractively and efficiently. Complete blueprints and material lists show how skillful engineering creates a strong, rigid frame . . . and weather-tight, economical construction . . . a durable home of high resale value.

Ten or twenty years from now, your architect-designed, Weyerhaeuser-engineered home will still have the grace, the dignity and soundness that are assured by good design and good construction.

See the Weyerhaeuser 4-Square Home Building Service at the office of your retail lumber dealer. For an illustrated folder showing the above home, and a book showing more than 50 other modern designs, mail the coupon.

WEYERHAEUSER 4-SQUARE LUMBER AND SERVICES

WEYERHAEUSER SALES COMPANY

4141 First National Bank Bldg., St. Paul 1, Minnesota

I am enclosing 10¢. Please send me the folder describing Home No. 4141 and the book "Helping Today's Home Builders Get Their Money's Worth," which illustrates over fifty other designs and floor plans.

Name _____

Address _____

City _____ Zone _____ State _____

White magic



Lovely transformation,
whether seen from indoors or out
... your windows freshly dressed
for fall in curtains of Hathaway Dots* ... so
crisp and fluffy! They wear
beautifully, cost surprisingly little.

Available in many styles and
sizes. Look for the Hathaway
label. Write today for our useful
booklet, "How To Buy Curtains."

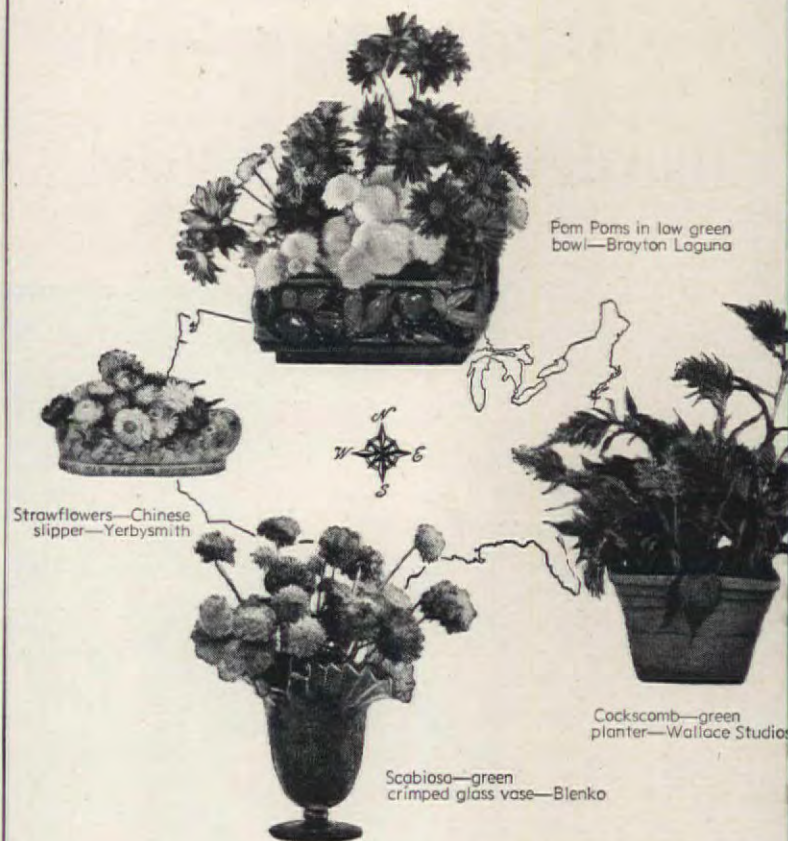
Address: Dept. A10,
Hathaway Manufacturing Company,
New Bedford, Mass.



*Woven by the makers of Hathaway Nylon Marquisette

Negligee by Odette Barso

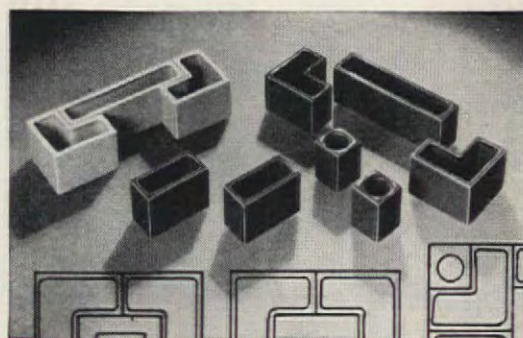
Arranged—to cut costs



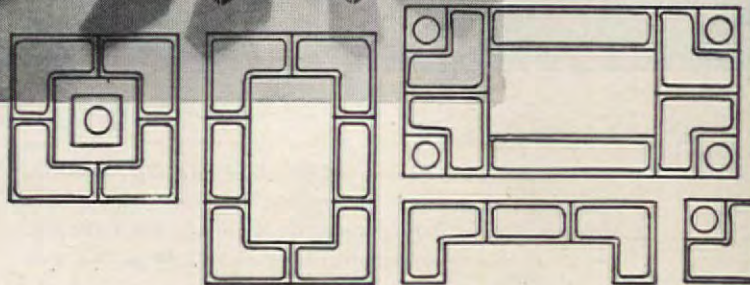
Cut your own, cut your flower costs—save on florists' bills. A neighbor, a friend in the hospital, or your own house will appreciate your home-grown bouquets and the care that goes with them far more than they will a potted plant. After all, the latter requires only a lazy telephone call to the florist. And bills have a way of coming in long after your impulse has passed.

One of the most popular flowers in almost every locality is the chrysanthemum—now glowing in a mellow rainbow of tawny colors. Chrysanthemums look well in tall or low containers such as the green square bowl shown above. For your daintiest table, cut scabiosa and arrange it in a glass vase. When serving light refreshments after bridge, a Chinese slipper ash tray can be filled with strawflowers. Because both cockscomb and strawflowers last almost indefinitely, use them to add fresh autumn beauty to your home.

The sectional, reversible and interchangeable container set shown below will add variety to your table and living rooms as well. Made of translucent china, it will not leak or sweat. Pieces sold separately or in two to fourteen piece sets in nine colors.



Sections two inches high, one and a half inch wide, six inches long—Campo del Ma



**STARCH
NO
MORE!**

buy

**ORGANDIE
CURTAINS**

with that lasting crisp

Bellmanized
STARCHLESS
FINISH

... the permanent beauty
in all quality organdies.

FREE: swatched leaflet—write:

LLMAN BROOK BLEACHERY CO.

Fairview, New Jersey



New! MORE "LIFE" TO RUGS

Walking-on-air-cells luxury.

Wear is cushioned, absorbed.

No slipping, no lumping or matting.

Hygienic—dust-free, non-allergic.

Moth-proof, washable.

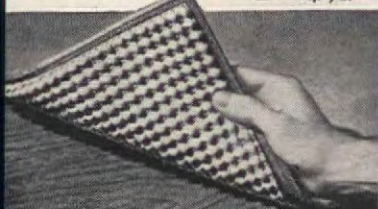
Cuts to exact rug size.

**Air Filled
Sponge Rubber**

AT RUG AND
FURNITURE STORES



295 sq. yd.



Also ask to see U. S. Non-Slip that anchors skiddy
rugs flat and neat. Inexpensive by the yard.

UNITED STATES RUBBER COMPANY

The Monkey Spoon

(Begins on page 34)

specimens, the figure on the handle is not a monkey, but a boy, faun, bird, hippogryph, lion, or squirrel. Second, this figure rises not from the end of the handle, but from the bend of the stem where it turns backward in a crook or curl. And third, the boy or faun holds, not a goblet, but usually a pair of disks or cymbals, a lyre or an armful of clouds.

The monkey spoon with straight stem terminating in an upright simian figure is most likely a lineal descendant of the famed Apostle spoon. Perhaps it is to this second straight-handled variety that Anya Seton refers in her novel, *Dragonwyck*, writing, "Nicholas presented to each of the pallbearers a 'monkey spoon,' a small trinket of carved silver with a tiny figure on the handle, supposed to represent one of the twelve Apostles." Here the memento is presumably an uncharacterized Apostle spoon. In the decadence of the Apostle-spoon cult these funeral souvenirs for pallbearers were sometimes of inferior design and make, uniform in outline and undistinguished by any identifying emblems. Among the uninitiated these were known as monk spoons. Because both types were used as *memento morii* (funeral souvenirs), the monk spoon became confused with the aberrant, Dutch-conceived monkey spoon.

Yet why have both these types of monkey spoons drifted so far into oblivion? What is known of their mysterious background?

Mrs. Ferris, who in 1890 was still able to query Knickerbockers having second- or third-hand knowledge of early Dutch customs, pursued her research with commendable zeal, yet was able to uncover but a few vague clues. She sadly reported:

"A thorough Dutch student, and one familiar with the early days of this country, can find nothing about monkey spoons in any cyclopedia.

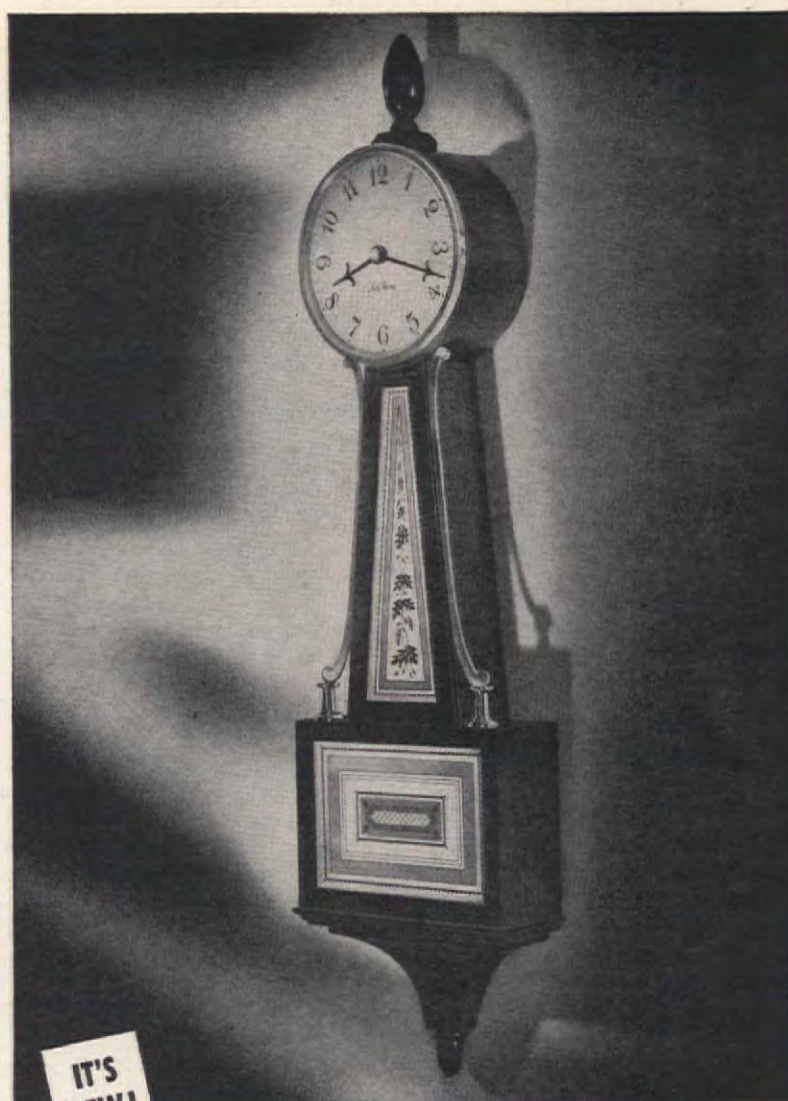
"The oldest and most reliable jeweler in Albany tells me he has never seen or even heard the name.

"The eldest living scion of a family of Dutch settlers in Albany 'knew that such things once existed and had some relation to funerals.'

"A descendant of the chivalrous DeLancy of olden times writes, 'As to monkey spoons they are simply spoons which have their handles terminating in little figures of monkeys, just as another variety of the old spoons of two or three centuries ago had terminal figures of Apostles on the handles. . . !'

"'As to monkey spoons,' still another informant writes, 'I saw them in early days in old Dutch families. There was a monkey carved on the handle, but I could never ascertain the meaning of the emblem.'"

PLEASE TURN TO PAGE 104



**IT'S
NEW!**

A clock for today—the Homestead, authentic Seth Thomas* interpretation of the finest in Early American banjo clocks. Rich mahogany cabinet with color-blended panels of burgundy and gold. Highly polished brass decorations. Height, 24¾ inches. It's an electric! \$29.95.†

SETH THOMAS Clocks to treasure... Clocks to trust



**IT'S
NEW!**

Every living room deserves a fine Seth Thomas clock! The versatile Lynton is especially right for narrow mantels, cabinets and bookcases. Friendly toned strike tells hours and half-hours. Ht., 8¼ ins. Wdt., 16¼ ins. It's an electric! \$27.50.†



**IT'S
NEW!**

Debut in blond mahogany—the new Seth Thomas Baxter is sleekly at home in a modern setting or on an office desk. If you prefer, it's yours in brown mahogany. Ht., 4¼ ins. Wdt., 8½ ins. They're both electric! Choice, \$19.95.†

SETH THOMAS...THE FINEST NAME IN CLOCKS

Seth Thomas Clocks, Thomaston, Conn. Division of GENERAL TIME Corporation.

*REG. U. S. PAT. OFF.

†Prices subject to change—tax extra



For Enduring Young Charms

Choose a PLYWOOD Exterior

YOUR HOME with plywood siding has a youthful *modern* air. Select almost any architectural treatment . . . wide siding, lap siding, board and batten, flush surface. Big, construction-speeding plywood panels give you the touch of charm you like—plus beauty that *endures*. Ask your architect or builder about plywood's advantages for every building and remodeling job . . . for sheathing, sub-flooring, interior paneling, cabinets, built-in furniture. Inside or out, you'll build faster, stronger, better, with Douglas fir plywood.

Is Cabinet Space Your Crying Need?

Then Plywood is
a Friend Indeed!

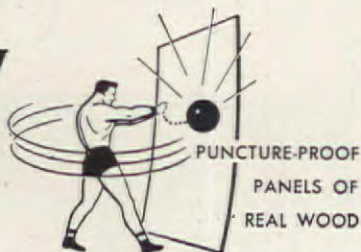
Needed cabinets are easy to build, easy to finish, with split-proof, kick-proof plywood panels. All you need are ordinary, every-day tools. Your lumber dealer features the type, size and thickness of this "modern miracle wood" for every around-the-house job. See him today!



Prices Sharply Reduced!

—and now, every lumber dealer has it again

Douglas Fir Plywood



Large, Light, Strong
Panels — America's
Busiest Building Material

SEND FOR THIS FOLDER — TODAY!

Douglas Fir Plywood Association
301 Tacoma Bldg., Tacoma 2, Wash.

Please send me your free folder which tells how to make my home more attractive and durable with Douglas fir plywood exterior siding.

Name _____

Address _____

City _____ Zone _____ State _____

IT'S FREE!



Strange Case of the Monkey Spoon

These and other equally unsatisfactory suggestions baffled Mrs. Ferris in her quest. Strangely enough to the later inquirer who searched for three years before finding a monkey spoon enriched with a true simian creature, Mrs. Ferris' sources again state that the significant figure on these spoons was that of a monkey. Yet the spoons that can be seen and handled today show a crouching image or knop that is usually a boy or faun. In one frequently encountered pattern, a bit of scrollwork is employed to lend stability to the stooping faun and does, actually, bear some resemblance to a tail, but to a leonine rather than a simian appendage. Most figures, however, lack this reinforcement.

A rough description of the curvicaudate monkey spoon as found today might run as follows: It is about six inches in length and has a disproportionately large bowl, sometimes circular, sometimes ovoid, of stamped or repoussé work, about two inches wide and from two to three inches in length. A slender, sinuous stem terminates in an easy flexure which can be hooked over the edge of the bowl. The handle, ending in the aforementioned hook or crook, sometimes spends its last fraction of an inch in a tiny, gargoyle-like

head. About two-thirds of the distance up the handle there is welded a flattened, embossed seal or coat-of-arms in the form of an oval lozenge surmounted by a crown. On silver intended as a wedding or betrothal gift, this boss often takes the form of a heart. Beyond the boss the handle bends sharply backward and on the summit, parallel with the shaft, appears the protruding figure called the "monkey." It may be seated, crouching, or skipping—yes, may we repeat again, it is rarely simian in shape. It is most often Greek-like boy or faun. The edge of the bowl is often scalloped or fluted.

The scene depicted in the bowl is appropriate to the occasion on which the token is to be presented. In funeral spoons the subject is often that of the rider described by Mrs. Ferris, ready to deliver invitation to the wake, with the church in the background. Sometimes the subject is St. Michael in his role of Weigher of Souls, with the Scales of Judgment in his hand. Occasionally the scene to be conveyed is evidenced by the boss rather than the bowl. Such is the case of the spoon illustrated where the boss displays a mourning weeping over a cinerary urn.

In spoons intended as souvenir



Hungerford combines
Beauty, Economy
in solid HONDURAS mahogany

Style conscious homemakers with an eye on their budget find the answer to luxurious living with Hungerford 18th Century in solid HONDURAS mahogany. Beauty to last a lifetime—at a price far below what you might expect! Open stock, see it at finer stores everywhere. Write today for free booklet, Dept. G-10

Solid Mahogany by **Hungerford, Memphis**

(Begins on page 34)

such joyful events as betrothals, weddings and christenings, the bowl often enlivened with scenes of dancing couples and wedding parties. In the early Dutch colonies, spoons presented to pallbearers, officiating ergymen, near friends and relatives of the deceased at the funeral banquet of a well-to-do citizen, sometimes carried a memorial inscription with the name as well as the date of birth and death of the deceased. The ever mysterious question remains, however. Why, if these spoons do not display a monkey, are they called monkey spoons? A fair question and a puzzling one, but for many a day it has brought no convincing answer. The first suggestion was that the crouching figure of the faun, especially when reinforced by scrollwork which might be mistaken for a tail, had been assumed to be a monkey and was so-called until the name "stuck." Another tentative answer was offered by Mrs. Ferris. "Among the Dutch," she speculated, "drinking is called 'zuiging de monkey' (sucking the monkey), and a drunkard is known as a 'sucker of the monkey' . . . When the worthy burgher was ready for his morning meal, he went to the old side-board . . . and took

his morning tonic of Santa Cruz rum, following it with a pinch of salt. This morning dram was to serve only as an appetizer, and must be a small one, hence the use of the *monkey lepel* (monkey spoon) or liquor spoon with its shallow bowl. And as the flowing bowl played a most prominent part in the weddings and funerals of our worthy Dutch ancestors, it will be readily seen that a monkey spoon was a most significant token of esteem, and hence an appropriate gift." The importance of the *Dood Feest* (Dead Feast) in the social life of the community is indicated by the elaborate preparations made by the bereaved family. Mrs. Ferris preserves an old bill that lists the following lavish outlay of provisions: "40 gallons good wine, 40 gallons spirits, 3 large loaves lump sugar, 2 dozen nutmegs, 2 gross long pipes, 30 pounds tobacco, 2 dozen black silk handkerchiefs, 15 monkey spoons, 30 yards linen for scarfs, 7 mourning rings, 6 loaves bread." A student of early American history looks back to this feast for the answer. Monkey spoons, bizarre in shape and endowed with a function foreign to the conventional spoon, that of swinging from the rim of the punch bowl, could not fail in con-



now . . . a rug with wool woven in at a low, low price!

WOOLCRAFT by Deltex! You'd never dream that a rug so good-looking, so serviceable, could cost so little. The fabric is sturdy kraft fibre and wool intertwined . . . soft and springy underfoot. The smart jacquard patterns have a sculptured effect . . . are woven right into the fabric, to wear and wear. Like every Deltex, Woolcraft has a "napless" surface that's a cinch to keep clean. Look up the store that sells the Deltex Woolcraft—it's one place to go to beat high prices.



*America's smart low price rug
295 FIFTH AVENUE, NEW YORK 16



Ready-made draw curtains with a custom workroom look... in CELANESE* CELALOOM*



Beautify your windows easily, inexpensively and in the best decorator-approved tradition with colorful draw curtains of Celaloom, richly textured fabric of acetate rayon. A mere pull of the cord lets in the sun; shuts out the night! You'll find them at the drapery department nearest you, in either sill or floor lengths, in sizes to fit any window. Also by the yard. Celanese Corporation of America, N. Y. 16.

Ready-made curtains in Celanese decorative fabrics are manufactured by the following firms: Ardsley Curtain Co., New York City; Angwell Curtain Co., Chicago; L. R. Moulton Co., Melrose, Mass.; O'Brien Curtain Co., Los Angeles; Stone-Cline Curtain Co., Boston; Robertson Factories, Inc., New York City; Empire Curtain Co., Boston.

Celanese DECORATIVE FABRICS
*Reg. U. S. Pat. Off.

4 WAYS TO WORK MAGIC...

with Curtis Woodwork!



1 START WITH THE ENTRANCE!

Make it really charming—truly hospitable—by choosing one of the many beautiful Curtis entrances. Your Curtis entrance can be simple or formal—there's a wide variety of styles. Illustrated is Curtis entrance C-1761.



2 CHOOSE A HEART-WARMING MANTEL!

Home is where the hearth fire burns—and a Curtis mantel adds greater beauty to hearth-side comfort! Illustrated is one of the fifteen Curtis styles—Design C-6040. Your Curtis dealer will show you other types.



3 ADD A "JEWEL BOX" CHINA CLOSET!

You don't have to use it for china unless you wish—this charming little cabinet adds storage space in any room. It's Curtis design C-6520. There are many other styles for both corner and wall use.



4 NEW BEAUTY WITH PRESPINE PANEL DOORS!

Prespine is a wonderful new wood product which Curtis has developed for use in doors and other woodwork. Prespine, made of natural wood, has a surface that adds amazing charm to paint or other finishes. And it gives you extra sturdiness and durability in your doors.

1866
CURTIS
WOODWORK



YOU'LL WANT THIS
CURTIS WOODWORK
IDEA BOOK!

Curtis Companies Service Bureau
270 Curtis Building
Clinton, Iowa

Please send your Curtis Woodwork Idea Book. I enclose 10 cents.

Name.....
Address.....
City.....State.....

Strange Case of the Monkey Spoon

juring monkeyish fancies for guests at a wake. For, according to early New Amsterdam chroniclers, often the mourners at great funerals became so well-liquored that they sang and shouted, broke pipes by the gross, smashed crockery, made bonfires of their scarfs and sometimes had to be hauled back to their homes on logging sleds en masse. In these befuddled gentlemen's eyes, tear-dimmed and rum-blurred, the big bellied spoons hanging from the flowing bowl, strongly resembled monkeys swinging from a jungle tree.

Three conjectures, all failing to satisfy the collector's curiosity merely prodded further investigation. Inquiry was pushed farther, indeed, to the proper source of information on Dutch silver, the Rijksmuseum in Amsterdam, Holland. But the Silverware Department of the Rijksmuseum in 1948 was as barren of information as had been Mrs. Ferris' silversmiths and first families of New York in 1890. The items asked about were "not only not represented here and elsewhere in this country, but are also absolutely unknown to us," wrote the courteous curator. And this reply might have left the elusive monkey spoon forever unidentified had not private channels brought

happy evidence that, though now recognized in his place of origin, the Netherlands was, indeed, the monkey spoon's native habitat.

A monkey spoon! A monkey spoon surmounted by an unmistakable monkey, of genuine simian form, feathery tail "half crouching, half hanging, drinking from a goblet in solid had been run to earth in an antique shop in Sittard, Holland. He was shipped across the Atlantic in the wake of his seventeenth and eighteenth century brethren and is shown among the monkey spoons illustrated.

Here then is the prototype of the later monkey spoons with faun, cup lion, squirrel, cock or bird knob. He is indisputable evidence that originally, in Holland, monkey spoons were actually monkey mounted, and that the name was not haphazardly given nor unthinkingly perpetuated.

In the early Colonial days, then, when Dutch pioneers were settling New Amsterdam, monkey spoons must have been monkey mounted. From this early root stemmed all the fauns, birds, lions and other creatures still laying claim to the name of monkey spoon.

So much for the evasive caudate monkey; but what of the straight-handled monkey spoon?

Colonial Heirloom Reproductions

In the TRUE AMERICAN SPIRIT

CREDENZA

COLONIAL MANUFACTURING CO. 120 Colonial Ave. Zeeland, Mich.

Our own native pine has inspired Colonial's peerless craftsmen to the creation of this honey-toned masterpiece—a breakfront credenza in the manner of 1790.

Send 25c for the Colonial Treasure Book, 80 illustrated pages showing all Colonial Hall Clocks and Heirloom Furniture with chapters on the history and proper care of fine furniture.

Send 10c for booklet, "Colonial Reproductions and Other Masterpieces", describing selected examples of Colonial's craftsmanship.

EASY WAY FOR YOU AND YOUR HUSBAND TO ...

Start BIG-PAY Business of Your Own!

METALIZE BABY SHOES AT HOME Full or Spare Time

Make your home your headquarters. Start now, full or part time. Famous **WARNER Success Plan** backed by an old-established company tells everything. Facts cost nothing—now or ever. Time is precious. Big money waiting for serious minded men and women. Rush name on penny postcard to

Warner Electric Co., Dept. 16510 1512 Jarvis, Chicago 26, Ill.

FREE Facts About Complete Money Making Plan **SEND NAME**

GIFT JUGS with delicious **MAPLE SYRUP**

A perfect pair of lovely ceramic jugs, 5 1/2 inches high, filled with our own superb 100% pure Fancy Vermont Maple Syrup. Containers make stunning bud vases. Choice of blue or green... Postpaid in U.S. ... Only \$3.95

Also packed as follows:

8-Oz. Bottles	Fancy	Grade A	Grade B
3	\$3.25	\$2.60	\$2.00
6	\$6.25	\$4.95	\$3.95
12	\$12.00	\$9.60	\$7.90

Send check or money order to
DEER RIDGE FARM
R. F. D. No. 4, Brattleboro, Vt. Sugar House N.

(Begins on page 34)

Here, the searcher turns in his back and gropes his way back into the caverns of uncertainty. For besides the curvicaudate monkey spoon, there exists the straight-backed monkey, also Holland-born, also an enigma. However, unlike the first, its second variety is devoted exclusively to wakes and interments. Mrs. Avery in her *Collection of Spoons Made by Mrs. S. P. Avery*, exhibited by the Metropolitan Museum, makes a casual comment on the subject of this cabinet curio. "Some of the very early New York funeral spoons (intended for presentation to friends as memorials of the deceased) contain the figure of a skeleton in relief on the inside of the bowl." And the skeleton also appears on the panel above the bowl. This macabre spoon is represented today in the New World by a mere handful of specimens. In fact, hardly if a dozen such mementos are known to the writer. Among these are the tiny, diminutive pair illustrated. They were manufactured in Holland and reached America by way of Great Britain. The panels above the bowls are morbidly beckoned with loose-jointed skeletons. At the figures at the top of the handles, although lacking tails, are

undoubtedly simian in form. From funerary monkey spoons to coffin spoons, claimed to be of purely American origin, is but a step. This last remote offshoot of the Apostle spoon has a coffin-shaped handle. It is less elaborate than the Apostle or monkey but is equally appropriate as a token to a pallbearer. Indeed, the coffin spoon was known in Albany, New York as early as 1740. The demand for these wares continued fairly steadily during the early decades of the nineteenth century. Later, when the custom of making presents to pallbearers and friends at funerals fell into disuse, coffin spoons continued to be manufactured for ordinary domestic purposes. However, as public sensibilities sharpened, the coffin with its dismal connotations gradually slipped from favor. By the mid-nineteenth century the macabre picture had been supplanted by the merry fiddleback, the sheaf-of-wheat and the bouquet-of-flowers. So, worn thin with time, elbowed into oblivion, they vanish into the dust of obscurity, the venerable Apostles, the lugubrious coffins, and the ever evasive monkeys, wily, inexplicable, curling their mysterious tails behind them. Such is the strange case of the monkey spoon.



THE GRACEFUL WAY TO WINTER COMFORT

BASE-RAY has no "false front" or grille to stop passage of true radiant heat.

BURNHAM BASE-RAY RADIANT BASEBOARD

Just imagine your rooms free of all heating obstructions! Yet heated better than ever before! In new or old homes this dream comes true when you install Burnham BASE-RAY® Radiant Baseboards. They are hollow, lifetime heating units of durable cast-iron which replace ordinary baseboards on exposed walls — look exactly the same — and deliver Radiant Heat. They're supplied with hot water or steam from your regular boiler. Mail coupon TODAY.

Member of the Institute of Boiler and Radiator Manufacturers

BURNHAM CORPORATION,
Irvington, New York Dept. AH-109

Please send folder telling how BASE-RAY Radiant Baseboards can add comfort and beauty to my home.

Name _____
Street _____
City _____ State _____

Reg. U.S. Pat. Off.

Something New

IN OAK FLOORS



Bruce Ranch Plank Floor gives style and distinction at moderate cost

With alternate widths and walnut pegs, the new Ranch Plank Floor has the informal charm of an expensive random-width floor. Yet it costs about the same as an ordinary floor. It is a beautiful, durable, solid oak floor with an inviting, luxurious appearance. Ranch Plank Floor is completely finished, requires no sanding or finishing in the home. The finish is the famous Bruce "Scratch Test" Finish in a new, mellow "Decorator" shade (medium dark). Everyone likes it!

Interior Decorators Praise New Floor

Elizabeth Whitney of Chicago says: "Decoratively speaking, the Bruce Ranch Plank Floor is a real 'find.' It goes with both traditional and modern interiors. The random widths are ideal for Colonial and Provincial styles. In modern rooms, the oak grain and walnut pegs contrast delightfully with plain-textured fabrics and contemporary furniture."



Ask your architect, contractor or lumber dealer about this beautiful new oak floor for your home. Mail the coupon below for colorful literature on Bruce Ranch Plank Floor.

BRUCE Ranch Plank Floor

Product of E. L. Bruce Co., Memphis, Tenn.
World's Largest in Hardwood Floors



Free booklet with color photos
E. L. Bruce Co.,
Box 397-P, Memphis 1, Tenn.
Send me literature on Ranch Plank Floor.

Name _____
Address _____
City & State _____

"I found my Color Scheme Idea in a magazine...matched the paint colors this easy Color Recipe Way!"

I found a perfect room color scheme in one of the magazines. 'That's for me,' I said, 'but how to match the paint colors?' Then I read about wonderful Kyanize Color Recipes: That was my answer! As it said in the advertisement, I went to the Kyanize dealer and asked for a free Color Recipe packet. In it were easy directions for mixing Kyanize paints to match the paint colors of the various rooms featured in practically all the current month's magazines. (And there are new packets issued for each month's magazines.)

So..., with the Kyanize Color Recipe and Kyanize paints, I did a marvelous job. Why, Kyanize paint literally flowed on without any brush marks. It really is self-smoothing. You, too, will find Kyanize Color Recipes are a wonderful decorating help!"



Ask your Kyanize paint dealer for free Color Recipes. If he is out of them, send 10¢ in coin or stamps and your name and address (please print) to Boston Varnish Company, Dept. A-10, Everett Station, Boston 49, Massachusetts.

DECORATING'S EASIER WITH

Kyanize
Self-Smoothing
PAINTS

...from Color Schemes to Finished Rooms!

© 1949 Boston Varnish Company



Enjoy the difference
Gardner
Radiator Enclosures make-

in increased beauty, comfort, and healthful humidity for your home

You'll feel like Mrs. Alladin when you discover the magic of Gardner enclosures that make rooms bloom with new charm and beauty. But attractive appearance is only a small part of the positive values these lifetime covers provide. Soundly engineered for efficiency, they make rooms more comfortable while they check radiator "smudge," adding

years to the life of your decorating investment. A non-mechanical, trouble-free humidity booster helps keep dry air more healthful, aids in protecting your family against winter coughs and colds. Gardner enclosures in any color to match your rooms will pay for themselves time and again—as they have for thousands of installation owners everywhere. America's foremost manufacturer has an inspiring booklet of room scenes. You are invited to send for it.

Some desirable territory still open for distributors.



Gardner Mfg. Co.

2109 Kansas Street
Horicon, Wisconsin

A Good House

the public auditorium or night club.

Let's consider the "Nylon Suite" in the Hotel DuPont, Wilmington, Delaware. This suite of rooms is especially pleasing to guests who are allergic to fire. Except for the wood in the furniture, everything in this set of rooms is made of nylon: carpets, window curtains and draperies, sheets and pillow cases, bed blankets, furniture upholstery, lamp shades, bath towels, bath mats, and shower curtains. The outstanding attribute of the materials used is that they won't flash into flame on the slightest provocation. This was proved recently when a guest, with the typical stupidity of hotel transients, draped one of the sheer window curtains over a floor lamp containing a 300-watt bulb, then left the room. Later a maid found a hole melted through the curtain where it had touched the bulb—but no other damage.

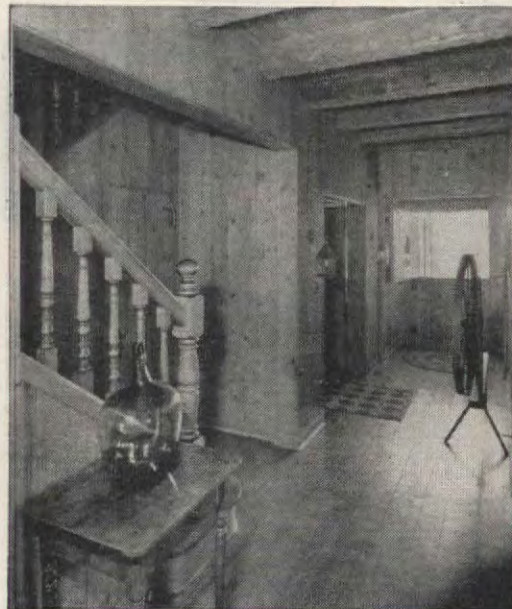
Truly, all fires start small. The important thing is how they end. One of the most vital factors in the Hotel LaSalle fire was the use of an extremely combustible wood paneling for redecorating the lobby. Experts later figured that this decorating job was tantamount to building a two-story frame barn inside an otherwise fire-retardant structure. Once

ignited, this flimsy veneer burned so fast that even the cashiers, who conscientiously tried to salvage the money in the cash registers, were overcome before they could turn around and run.

Front-page conflagrations account for only about one-fifth of our fire deaths. Between these startling headlines runs the prosaic stream of stories of dwelling outbreaks responsible for 70 per cent of our annual fire fatalities, more than half involving women and children. Here, as in front-page fires, combustible contents are of far greater significance than combustible structures.

Lots of modern dwellings have gone in for swank new decorative materials without the slightest regard for the burnability or their possible toxic effects in fire. In the average home as shown by repeated tests, conventional furnishings and decorations can produce high concentrations of such deadly gases as hydrogen sulfide, hydrocyanic acid gas, ammonia and, of course, carbon monoxide. Actually the fumes from burning wood will knock you out quicker than the fumes from burning gasoline! And herein lies the story of a large number of our dwelling fire deaths.

In places of public assembly, leth-



hall
of
fame



Yours for the asking...

A mine of decorating hints beautifully illustrated. Send for FREE booklet, "Enchanting Homes of Western Pines." Western Pine Association, Dept. 206-F, Yeon Bldg., Portland 4, Oregon.

A lovely home is a famous home—friends and neighbors talk it up!

Planning to build or remodel? Why not use the glamorous Western Pines* that breathe charm from every pore! Tone up halls and walls. Transform whole rooms, attic to basement, into settings of rugged appeal or lush beauty.

Ask your retail lumber dealer about this prize wood. It's economical, easy to paint, stain, wax—or is lovely left natural. Whether you're planning to remodel or build—build in charm with the Western Pines.*

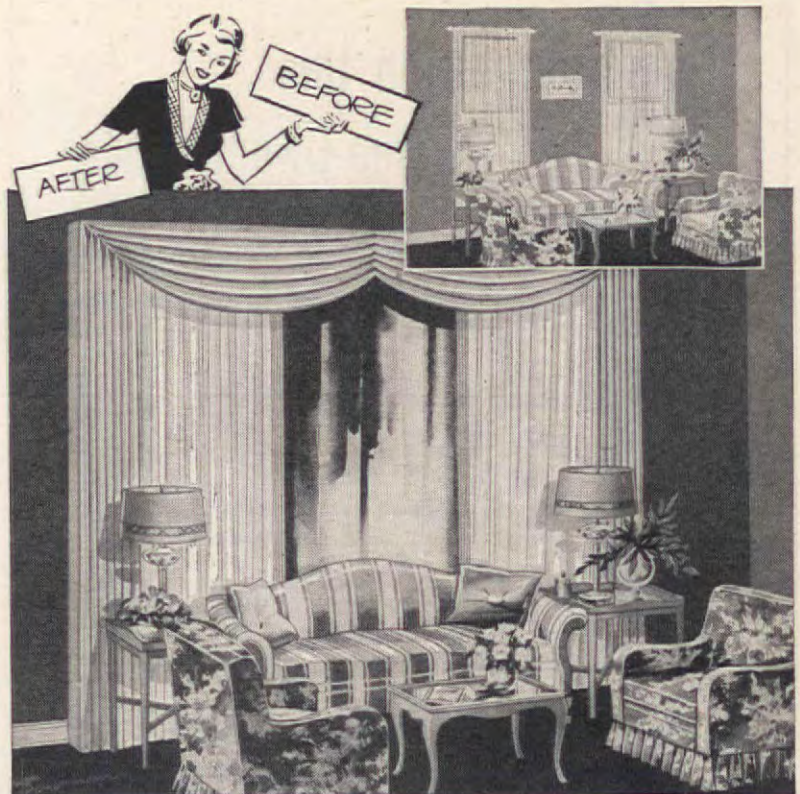
THESE ARE THE WESTERN PINES

*IDAHO WHITE PINE
*PONDEROSA PINE
*SUGAR PINE

(Begins on page 44)

decorations are generally prohibited. You can take a blowtorch into the public rooms of the Waldorf-Astoria in New York or into the Fox Theatre in Philadelphia and hold it against the attractive draperies until you're black in the face without starting a fire—because these hangings, as in hundreds of other buildings from coast to coast, are made of spun glass which can't ignite. Why shouldn't we take the same precaution in our homes where the life loss is greater? Ironically enough, one of the finest pieces of evidence along this line occurred in the Hotel Winecoff fire. For experimental purposes, two of the rooms in that ill-fated hotel had window curtains of spun glass. Both rooms were completely gutted, the latter being intense enough to crack porcelain bath tubs and bowls. Yet the spun-glass curtains, slightly discolored, were the only things in those rooms that were left intact. Acceptance of progress in flameproofing and fireproofing techniques is slow. One of the oldest developments in this field, which still does not receive the attention it deserves from architects, manufacturers, or homeowners, is the impregnation treatment for rendering any wood for interior use permanently fire-

resistant. A kiln treatment (the only one approved by Underwriters' Laboratories, Inc., for all types of woods) is also very effective on the fibreboards and plywoods which are introducing such extraordinary hazards into our modern homes. Hundreds of thousands of feet of this fireproofed plywood are being used by both the United States and the British Navies (because of its light weight), and large quantities of this and other fireproofed woods were used in New York's Rockefeller Center and in housing projects like Stuyvesant Town, Peter Cooper Village, and Knickerbocker Village. Yet if the average householder ever heard of it, he probably dismissed it as too expensive. Actually, in the Knickerbocker Village project, the use of this wood in strategic points increased costs only 2.28%. In a typical 2-story, 9-room frame house, the judicious application of this protection added only \$485 to construction costs. Furniture can also be made of impregnated wood. There are also available fireproofed wood doors which will withstand temperatures up to 1,800° for 90 minutes without transmitting more than about 230° of heat through to the other side. Incidentally, an ordinary metal door will



Redecorate nowthis inexpensive way!

Would you believe it?
This room has been given a new look, without spending a cent on repainting or wallpapering . . . without putting a penny into furniture or floor coverings! Draw curtains, on an inexpensive Kirsch traverse (draw cord) rod, plus a combination swag valance and side drapery treatment on Kirsch Valance Pleaters, have replaced the former drab window treatment, bringing a touch of luxury to the entire interior!
Countless women have decided that the smart way to brighten a home is to start at the windows with Kirsch drapery hardware. It's by far the least expensive way to redecorate!

Any room in the house!

The Kirsch line is complete. There's a Kirsch rod or fixture for every kind of window treatment: Drapery Extender Rods, for example, which make it possible to make a window appear larger than it actually is; or the smooth-working Kirsch Traverse Rod (operation shown at right). There's no window in your home that's a problem window when you use inexpensive, efficient Kirsch drapery hardware!



Kirsch

DRAPERY HARDWARE AND VENETIAN BLINDS

Beauty in the room begins at the windows
Start right with Kirsch Drapery Hardware



Send for booklet, *Smart Window Styling*, with 85 window ideas. Enclose 25c, coin or stamps. Kirsch Co., 385 Prospect St., Sturgis, Mich.

Quality is true economy...

Tausend CEL-O-SHEEN* is actually more economical than ordinary cloths . . . it keeps its loveliness and lustre after each washing! Woven entirely of serviceable Celanese* yarn, for every day use, as well as for special occasions. In blue, silver gray, peach, gold and green . . . also other patterns in silvery white.

Proudly featured in
dinettes to dinner
sizes by leading
stores.



"A Tausend
CREATION"

LOOMED BY *Fredcrest*

Cel-o-sheen
A DAMASK OF ALL CELANESE
ACETATE RAYON YARN

*REG. U.S. PAT. OFF

FREE STYLE BOOKLET...
ask for the asking!
includes fabric swatch so
you can make your own wash test.
ELIX TAUSEND & SONS
Dept. A, 114 Franklin St., New York 13
THE AMERICAN HOME, OCTOBER, 1949

Rate yourself on this Home-Owners Quiz



The right answers can
mean money in your pocket

Q. How soon does insulation pay for itself?

- ☐ About 4 years ☐ Never, actually ☐ Depends on price

A. KIMSUL* insulation, installed throughout a new home, cuts yearly fuel bills possibly as much as 44%, and therefore pays for itself within a few years (usually about 4). KIMSUL quickly pays for itself when installed in the attic of an existing home, too, by cutting fuel bills up to 33%.

Q. How does insulation protect your health?

- ☐ Reduces drafts ☐ Keeps temperatures even ☐ Increases radiant warmth

A. All three answers are correct. The exclusive many-layer stitched design of KIMSUL provides uniform insulating efficiency. No wasted thick spots, no thin spots where heat can leak out. That's why KIMSUL makes for even temperatures throughout your whole house. KIMSUL also keeps the inside surfaces of walls, floors and ceilings warmer, thereby contributing to radiant warmth. And with KIMSUL forming a continuous layer of protection against heat loss, drafts are virtually eliminated.



Q. Why should a house be insulated at the time it's built?

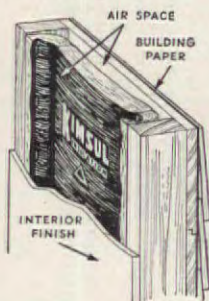
- ☐ To save work ☐ To assure proper installation ☐ To save money

A. You'll save 1/3 to 2/3 on cost of insulation if you insulate your house at the time it's built. And in the average 6-room house, insulation costs less than a new refrigerator—adds but a few cents to mortgage payments.

Q. How should insulation be installed in walls?

- ☐ With air space on both sides ☐ With air space on one side ☐ With no air space

A. Builders will tell you the most efficient way to insulate walls is with air space on both sides of the insulation. This reduces heat lag and condensation—one of the many advantages of using KIMSUL insulation. Because of its flexibility, KIMSUL is easily installed around obstructions. And KIMSUL can be used effectively for caulking around door and window frames to stop infiltration of cold air and sound.



*Trademark Reg. U. S. & Can. Pat. Off.

FREE INSULATION BOOKLET

KIMBERLY-CLARK CORPORATION
KIMSUL Division, Neenah, Wisconsin

Please send me the 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

AH-1049



Name _____

Address _____

City _____ Zone _____ State _____

A Good House

allow as much as 1,700° of heat to pass through, enough to ignite any combustible material on the opposite side. The value of fireproofed doors in hotels and office buildings has been graphically demonstrated in a number of actual fires. The advantage of using fireproofed doors in the home, at the head of the cellar stairs and in bedrooms, kitchen, or attached garages, is equally obvious.

Naturally, the use of fireproofed wood is chiefly a matter of new construction. For a house already in existence, probably the next best bet is fire-retardant coating (Underwriters' Laboratories, Inc., approves only one surface coating for this purpose). This material, for interior use only, can be applied with a spray gun or a brush and compares favorably in price with any good grade paint. Logical home applications would be in the basement and kitchen, especially around stoves, heaters and furnaces, in the garage and the attic. It is perfectly feasible for other rooms, too, and can be used as an undercoat for a more decorative paint if desired.

This coating is also particularly useful on the aforementioned fibreboards and plywoods. In a standard Bunsen burner test, for example, un-

protected plywood ignites in about 11 minutes. When painted with 1 coat of this preparation, a comparable piece of plywood will withstand a 1,650° temperature for two hours.

This paint, of course, does not render any material "fireproof," it definitely retards fire spread, reduces the amount of fuel available and adds no toxic properties to smoke. All these are vital aids in keeping small fires small.

In the important field of upholstery materials, draperies, etc., most of emphasis to date has been on equipment for hotels, restaurants, schools, etc., but some of these things are gradually appearing on the domestic market. As a consequence, it will be the alert shopper to watch for and ask for these safe materials.

Another way of reducing fire risk is the application of flameproof compounds to flammable materials. This practice is widely accepted in places of public assembly where periodic inspections can be made—essential detail since most solutions are not permanent and will not survive laundering. Indeed, the whole subject of making textiles fire-resistant is a vexatious one. A solution which works perfectly on, say, cotton goods may not work at all on rayon. The

Lovely TO LOOK AT...

...EASY TO HAVE

You'll get lasting enjoyment from beautiful new draperies and slip covers made of Fincastle Fabrics, and you'll find them so easy to own because of their reasonable cost!

Ask to see them, you'll love them!

Send 25c in stamps or coin for your copy of this helpful book.



Fincastle FABRICS



Louisville Textiles, Inc.
1320 McHenry St. Louisville 4, Ky.

WHEN YOU BUY...

MATTRESSES
BOX SPRINGS
UPHOLSTERED FURNITURE

LOOK FOR THE PERM-A-LATOR
PADDING SUPPORT 79¢

PERM-A-LATOR
Separate Padding From Springs

- ★ Prevent "Coil Feel"
- ★ Keep Padding from lumping or sagging
- ★ Add More comfort, longer life

Guaranteed by Good Housekeeping

PERM-A-LATOR
PADDING SUPPORTS
"Never Let You Down"

Send for FREE Booklet

FLEX-O-LATORS, Inc.
NEW CASTLE, PA. CARTHAGE, MO.

(Begins on page 44)

which withstand washing will often change appearance, feel, or quality of fabric. Others have to be renewed frequently, and so on. The American Hotel Association, for example, made an exhaustive series of tests of every fireproofing agent on the market and finally approved eleven as acceptable for general use. None of the eleven, however, are recommended for velours or for celanese-type fabrics which are extremely difficult to flameproof. Considerable work has also been done of late in the field of permanent fireproofing compounds, but these treatments are applied to the fabrics before they are processed and cannot be used by the consumer. However, the more often consumers demand this type of protection in house furnishings, decorations, and even certain types of wearing apparel, the easier it will be to get it. Significantly enough, many advances have come through legislative action, invariably based on some ghastly holocaust which stirred up public opinion. Not infrequently, such hasty legislation is extreme and almost punitive, making the interests involved wish they had policed themselves in time. On the other hand, we have cases where industries have gone beyond

the stringent requirements of the law, as is true of many American ship operators. As a consequence, one of the best examples of just how far we can go with incombustible interior construction that is economically feasible is offered by the United States Liner *America*. This ship, virtually a floating village, is 90 per cent incombustible. The only material aboard that could burn is the bedding and the clothing of passengers and crew, a trifling factor because of the automatic protection provided. Many ships of other lines are in the same category: "nothing to burn but the fuel." This is a radical change from the days of the *Morro Castle* era, when most ships were outrageous fire traps, as many foreign vessels still are. Marine architects have certainly blazed a trail for their landlubber colleagues to follow in designing and equipping our homes as well as our public buildings. When the latter catch up with the parade—as they will when we consumers acquire the sense to demand it—we will have fewer small fires flashing into big ones. As that day approaches, we come closer to carrying out another formula of the firemen: "A good house is one you can get out of!"

every room
has a view
with a
Nurre
"living picture" mirror

Even the smallest room seems larger, livelier, more livable when there's a Nurre "Living Picture" Mirror on the wall. It captures every subtle shading of light and color... enhances the beauty of every decor... reflects all your personal charm and good taste. Give every room a view—a brighter, lighter vista.

*The mirror illustrated is Model 1252, 37" x 46", with metal frame—another Nurre "original."

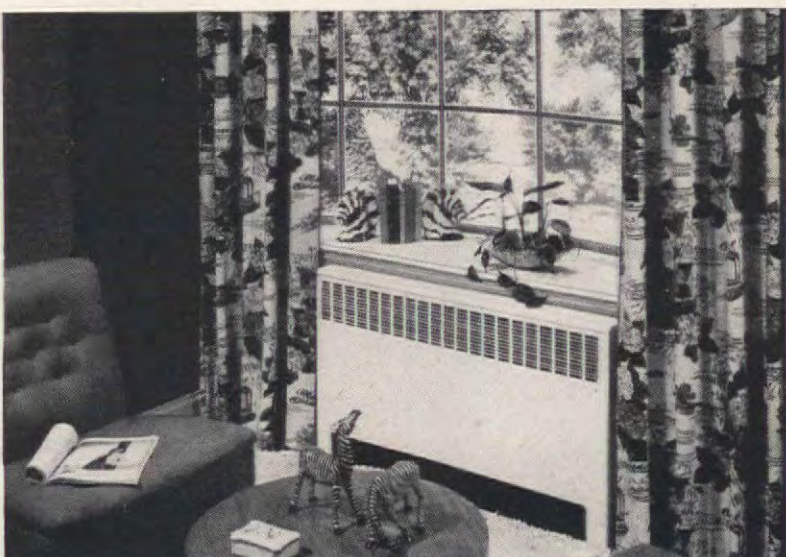


This name identifies genuine plate glass Nurre Mirrors. It is your assurance of the finest in quality, styling and craftsmanship. Always look for it when you buy.

Choose from the complete line of originally styled and designed Nurre "Living Picture" Mirrors... framed or Venetian, plain or decorated, modern or period... for every budget. Ask for Nurre Mirrors—at better department and furniture stores everywhere.

THE NURRE COMPANIES, INC. • BLOOMINGTON, INDIANA

More room in every room with Modern Trane Convectors



These slim, sleek Trane Convectors do a wonderful job of spreading *healthful warmth* throughout the room. A far cry from bulky old-fashioned radiators, these modern units *hide in the walls*, and may be painted to match any decorating scheme.

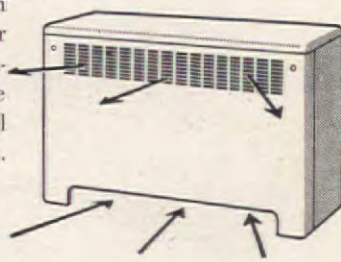


Here's heat you can live with! Dependable, low cost Convectors make the most of any steam or hot water system. You're always sure of *constant, steady* heat—warmth that "coasts" instead of off-again-on-again blasts of hot air. Easy and inexpensive to install.

Perfect for new homes or remodeling! Here's ideal heat for your ideal home! Each room has its own unit—its own heat control. Even spread of warmth between floor and ceiling. Comfort-temperature air from Convector is safe for hands, furniture, drapes.



"Active Air" is the secret! Air is drawn into the opening beneath the Convector—is instantly warmed by a series of aluminum fins and copper tubes. Then Trane Convectors diffuse this warmed air all over the room—evenly, healthfully, gently.



FREE! Full color booklet. Write for "How to Live in June All Winter." The Trane Company, Dept. B-109, La Crosse, Wisconsin—or Trane Company of Canada, Ltd., Toronto.

SUCCESSOR TO RADIATORS
TRANE
"ACTIVE AIR" CONVECTORS

YOU SAVE
up to 1/2

RUG
Magic!
BY
OLSON

New
Low
Prices!

Send
Your
Old Rugs
Clothing

to the **OLSON FACTORY**

It's All So Easy! Write today for the Free Olson Rug Catalog (28 model rooms in color) that tells how your materials are picked up at your door and shipped at our expense to the Olson Factory, where...

By the Scientific Olson Process we sterilize, shred, merge materials of all kinds—reclaim and separate the valuable wools, etc., then bleach, picker, card, spin, redye and weave lovely, deep-wool-textured new **Two-Sided Broadloom...**

OLSON RUGS

—in sizes for all needs up to 16 feet seamless, and any length, in all the newest:

Solid Colors	Floral, Leaf	Embossed
Two-tone	Early American	Effects
Tweed Blends	Oriental Designs	Ovals

SAVE! FACTORY-TO-YOU!

Orders Completed in One Week.

We Guarantee to please, or pay for your material. 3 million customers. We do not have Agents or sell thru stores.

Chicago New York San Francisco

Celebrating Our 75th Year

Mail Coupon or
a 1c Postcard
for Catalog

FREE
CATALOG
IN COLORS

OLSON RUG CO. K-45, CHICAGO 41, ILL.
Please mail Olson Rug Catalog Free to—

Name _____
Address _____
Town _____ State _____
City _____

State 

By Popular Request

(Continued from page 40)

You save nearly \$225 on store-bought price if you build our wizard wardrobes yourself



GENTLEMAN'S WARDROBE

Tray drawers fit shirts as they come from laundry. Outer case requires 42 sq. ft. one side mahogany veneer plywood. At 60¢ sq. ft., \$25.20. Same amount of pine should cost about \$15



Right side holds 3 prs. shoes, 24-plus neckties. It takes an experienced cabinetmaker about 50 hours to make one wardrobe. Solid oak, pine, birch or red gum are all cheaper than the mahogany veneered plywood



LADY'S WARDROBE

Right side accommodates 9 prs. shoes, several handbags. Check lumber specifications in our pattern with several dealers for price. As we go to press, lumber prices are declining in most states



Shallow facing on drawers makes contents easily visible: no plunging to bottom of stacks in deep drawers. Materials to build one wardrobe currently cost about \$75 in Los Angeles area, figured in mahogany plywood

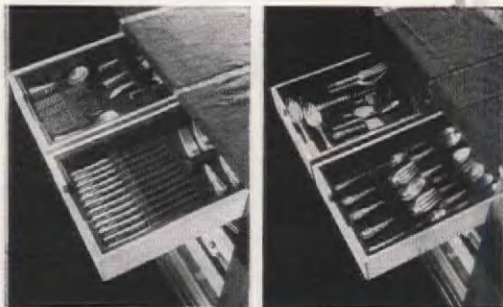
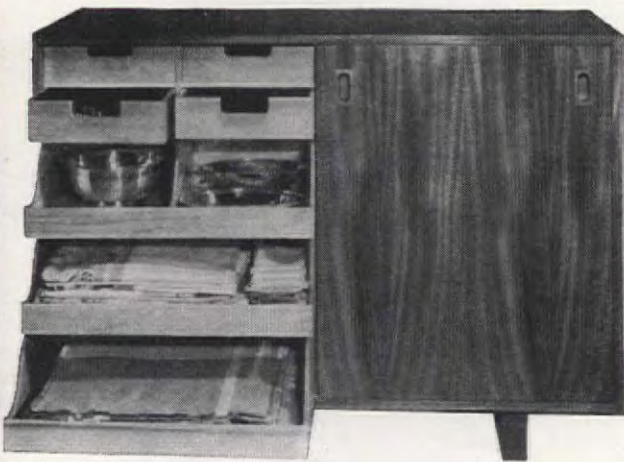


1197 Bertram Brownold
1198 Dorothy Faul

DINING-ROOM BUFFET



Buffet has same length, depth as wardrobes, shorter legs. Left side stores napkins, mats, cloths, silver



Small drawers are fitted to store table silver. We lined ours with Pacific silver cloth, which keeps silver from tarnishing

Serving trays are stored vertically in deep slot. Drawers on right hold candles, paper napkins, bowls, compotes, any miscellany



PATTERN ORDER FORM

Please allow 2 to 3 weeks for handling and mailing

- ☐ 1194 Gentleman's Wardrobe: 51½ inches wide, 40½ inches high, 18¾ inches deep\$1.00
- ☐ 1195 Lady's Wardrobe: 51½ inches wide, 40½ inches high, 18¾ inches deep 1.00
- ☐ 1196 Dining Room Buffet: 51½ inches wide, 37¼ inches high, 18¾ inches deep 1.00
- ☐ 1197 Modern wood lamp base 15 inches high, 6 inches wide20
- ☐ 1198 "Mayan Bird" block-printing design for draperies20

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, check patterns desired and send money order or personal check to: (Please do not send stamps) American Home Pattern Dept., 55 Fifth Ave., New York 3, N. Y.

"You Washed Those Venetians in Only 3 Minutes?"



AND YOU'VE HAD THEM SEVEN YEARS? WHY, THEY LOOK LIKE NEW!

THEY'RE **PLASTICIZED** VENETIANS! NO WOOD TO WARP OR SPLIT, NO PAINT TO CHIP OR PEEL!

Mrs. Dudley Brown of Leawood, Kansas says: "My Suncek Venetian blinds are seven years old, yet look like new. The slats are easily cleaned; they resist dirt and fading due to washing or sunshine."

New Kind of Plasticized Venetians...Successors to Heavy, Noisy, Hard-to-Clean Old-Style Blinds!

A patented new slat material is the secret! It combines a fabric as strong, yet fine as linen with new plastic. Gives amazing new strength, lightness, costly appearance, "cleanability."

You can wash all the Suncek Venetians in your house more easily than taking down and washing curtains! Slip them out of header—wash in lukewarm suds in sink or tub—spray with bathtub hose. They're color-fast, fade-resistant, and even working parts are weather-proof.

A "Beauty Bonus!" Sunceks give you full privacy. But they also transmit light—with soft glow of a real parchment lampshade.

Sunceks weigh only ⅓ as much as heavy old-style blinds. They're easy to raise and lower. That's why the mechanism, cords and tapes wear up to ten years. Silent, too!—no clatter and rattle!

No Costly Installation. So simple, light, and easy to handle you could install them yourself!

Only Sunceks Have 4-way Slat Adjustment. Patented Sun-E-Clipe hold Sunceks open at top for air and light, close them at bottom for privacy. Or close Sunceks at top; open at bottom.

"Dunked" in Water 38,385 Times! Yes—at the 1949 Kansas City Homes Show a Suncek Venetian was plunged up and down in a tank 38,385 times; yet slats were still good! Water can't damage Sunceks' plasticized finish.

Guaranteed Three Times As Long as any other nationally-advertised Venetian blind: Money back if Sunceks' mechanism, cords, tapes or slats fade or fail, any time inside 3 years, due to water, weather or wear! Guaranteed even for bathroom use!

Suncek
Plasticized
Venetian Blinds

Mail Coupon Today!—Find out how you, too, can use **SUNCHEK** Venetians, to make your home more attractive!

Wm. Volker & Co., Dept. AH-909,
3rd & Main Sts., Kansas City 6, Mo.

Yes, send me your interesting illustrated folders that tell how **SUNCHEK** Venetians can help me make my home more attractive!

Name _____

Address _____

Town _____ State _____

Write to: Wm. Volker & Co., Dept. AH-909, 3rd & Main, Kansas City 6, Mo.



This Type 100-209 Winter Air Conditioner (for gas or oil) — easily convertible.

Mueller Climatrol fuel-thrifty Furnaces

for economical, carefree
comfort in your home

Why not make your entire home a haven of comfort next winter? Now is the time to start! And to make it easy on your budget, choose a fuel-thrifty Mueller Climatrol Furnace.

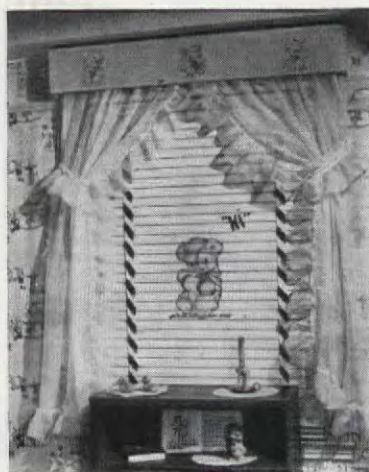
Yes, that's the right choice for any size home, for any fuel, and for any type of heat — gravity or forced-air, or gas-fired boilers for steam or hot water heat.

Mueller Climatrol heating equipment is sturdily built, compact and beautiful in appearance. See for yourself how each unit is engineered to give you years of economical heating.

All Mueller Climatrol equipment is backed by the company's 92 years of outstanding leadership — and supported by the experience of thousands of happy home owners who enjoy healthful, economical Mueller Climatrol comfort.

Start your next winter's comfort program today — by calling your Mueller Climatrol dealer. L. J. Mueller Furnace Company, 2086 W. Oklahoma Ave., Milwaukee 7, Wisconsin.

MUELLER
Climatrol



This teddy bear decalcomania adds decorator look to venetian blind in child's room. Cut into 1½-inch strips, segments are applied in sequence to slats. "Hi" is made with ordinary fingernail polish

For Children



Motifs taken from wallpaper fixed to slats of blind in boy's room. Clipped from paper, cut into strips, are glued on with rubber cement. Clear varnish protects from dust



Slats of blinds in this nursery are covered with waterproof fabric in tiny chintz design, can be cleaned with damp cloth. Wooden toys for tie-backs. Harold Grieve, decorator

Wait'll Dad sees
how ***SWELL***
it looks with
ALUMINUM PAINT



You get beauty and protection with aluminum paint. Use it to keep metal from rusting, to guard masonry, to seal wood against rot and dampness. One coat primes or finishes. It's the all-purpose home paint. Write for Booklet A-10.

Keep a **BIG** can handy

Quart or gallon is best economy. Buy a good brand. Leading paint manufacturers use Reynolds Aluminum Pigment, the quality pigment that makes it possible to say: "It's more than paint, it's 'Liquid Aluminum'!"

REYNOLDS ALUMINUM PIGMENT
for America's Finest
Aluminum Paints



REYNOLDS METALS COMPANY
Pigment Division,
19 E. 47th St., New York 17

AMAZING OFFER—\$4.00 IS YOURS FREE
For Selling Only 50 Boxes Xmas Cards. FREE
Also 50 and 25 for \$1.00 with or without name. SAMPLE
Free samples. Other boxes on approval, including entirely new, different designs assortment with feature television card. Cute plastic assortment. Write today. It costs nothing to try.
Cheerful Card Co., Dept. W-8, White Plains, N.Y.

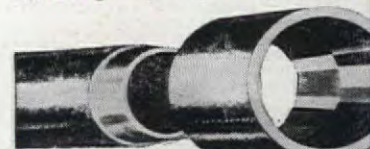


INSTALL
FORGET IT

It's Root-Proof

● Once installed, ORANGEBURG® P gives lifetime service in House-Sewer or Septic Tank Connections and other underground non-pressure use. The record of 40 years underground proves that ORANGEBURG's time-decaying material withstands corrosion, cracking, chipping or breaking due to soil settlement or temperature change. TAPERWELD® COUPLINGS prevent leaks, keep out roots.

Use ORANGEBURG PERFORATED PIPE for septic tank disposal, foundation drains, field drainage. ORANGEBURG saves money, time, work. Illustration folder on request. Orangeburg Manufacturing Co., Inc., Orangeburg, N.Y.



ORANGEBURG
THE ROOT-PROOF PIPE

Home Study Plan (Begins on page 36)

traditional in flavor, is upholstered in aqua and gold to match the background and carry out a uniform effect. Contrasting in atmosphere is the pine-paneled den with a definite masculine look to its red-leather chair and bench cushions. This is a room for quiet relaxation or, when the mood dictates, a family musical evening for the combination radio-phonograph is located here. Since there's direct access to the dining room, the den comes in handy during large buffet dinner parties. Its nearness to the kitchen also makes it an ideal spot for those late after-movie snacks.

Brightness is the keynote of the kitchen with walls of jonquil yellow, its cupboards white with red trim. In a more quiet vein are the two bedrooms, the larger papered in yellow and gray stripes, the smaller in a floral pattern. Each has its quota of closets and plenty of wall space for proper furniture arrangement.

Actually the house has grown since it was first built. A two-car garage added at one end made room for the present kitchen in the space originally occupied by a single-car garage. What is now a den was the first kitchen, the layout identical with its larger successor. A new exterior door makes access from the new garage a simple matter. The addition was a most happy one due largely to the still unbroken roof line and the new longer horizontal sweep of the design.



A man's world is the pine-paneled den with rugged blond matching furniture, comfortable couch bench and indestructible red-leather upholstery. Handy to kitchen, too, for quiet snack



Though rooms are average in size, omission of partition between living and dining rooms adds not only to spacious air, but to practical usefulness of both rooms

For Your Convenience

Home Study Plans include architect's scale plans, elevations and details, outline specifications and re-print of our editorial on each house



• Home Study Plan No. 1

Red and white Colonial design. One bedroom on first floor, two on second. Large garage



• Home Study Plan No. 2

Split-level frame house; compact plan has three bedrooms, ideal for narrow plot. Heater in cellar



• Home Study Plan No. 3

One-story brick. Extra-large windows face living terrace. Modern interiors, two bedrooms



• Home Study Plan No. 4

Modern wood, two-bedroom house, combination living-dining room, good closets, attached garage



• Home Study Plan No. 5

All wood ranch house with flexible two-bedroom plan, view windows and large open living porch



• Home Study Plan No. 6

Picturesque one-floor budget rambler with living-dining room, two bedrooms, attached garage



• Home Study Plan No. 7

Cape Cod expansive house. Three bedrooms plus garage easily converted into extra room



AMERICAN HOME STUDY PLAN ORDER FORM

Please allow two weeks for handling and mailing

Print name and address in this coupon, which will be used as label for mailing plan. Cut out, check plans desired, and send with M.O. or personal check (please do not send stamps). Allow 50c for each plan wanted.

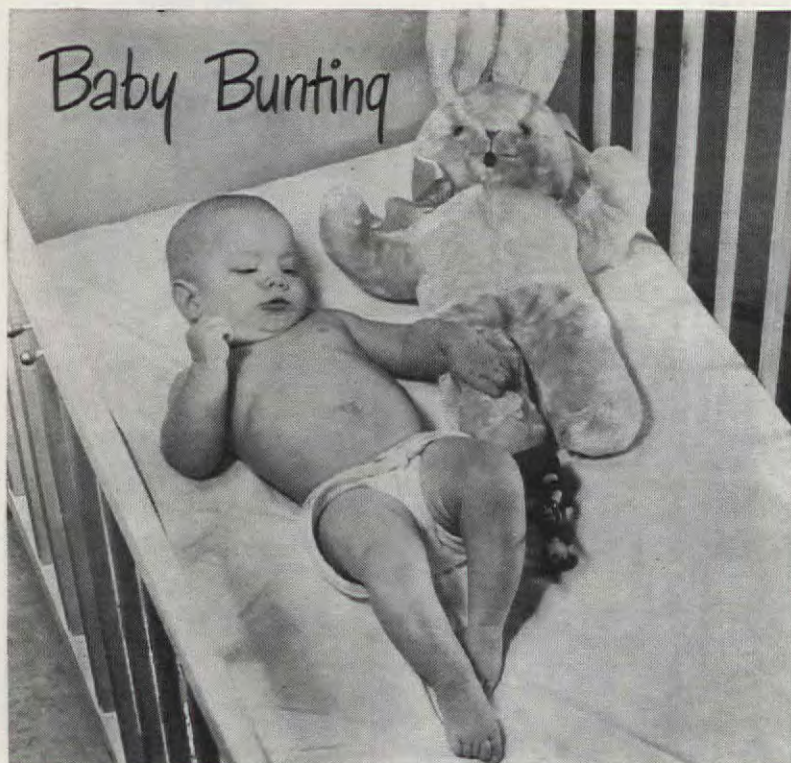
American Home, Department HSP, 55 Fifth Ave., New York 3, N. Y.

1. ☐ 50c 3. ☐ 50c 5. ☐ 50c 7. ☐ 50c
2. ☐ 50c 4. ☐ 50c 6. ☐ 50c 8. ☐ 50c (See page 36)

Name _____

Street Address _____

City _____ Zone No. _____ State _____



Doesn't Need a Rabbit Skin— In Cotton-Insulated Homes

Daddy doesn't need to go a-huntin' . . . and Mother doesn't need to hunt for more blankets in the middle of the night when Baby goes to sleep in a cotton-insulated home. Light as a feather . . . warm as down . . . clean, soft, fluffy-white Cotton Insulation is Baby's silent sentry, fending off the winter chill . . . standing guard against cold and discomfort.

No other home investment gives you such smooth, unfailing service year after year . . . with no upkeep, no repairs, no replacements . . . ever. Cotton Insulation pays for itself again and again in fuel savings alone.

Cotton Insulation and ONLY Cotton
Insulation Gives You ALL These Desirable Features:

Permanently flameproof . . . Most efficient, by Government test . . . Non-irritating . . . Easiest to install . . . Lightest in weight . . . Insect- and rodent-repellent . . . Sound retardant . . . Greater comfort in any climate . . . Pays for itself in fuel savings.

Write to any of the following manufacturers for complete information on how to put low-cost, high-comfort cotton insulation in your home. No obligation.

Gilman Brothers Company
"Cellulite" Insulation Gilman, Conn.

Barnhardt Manufacturing Co.
"Natur-Temp" Insulation Charlotte, N. C.

Lockport Cotton Batting Co.
"Lo-K" Insulation Lockport, N. Y.

Standard Cotton Products Co.
"Standard" Insulation Flint, Michigan

Insulation Industries, Inc.
"Triple-I" Insulation Jonesville, Wis.

NATIONAL COTTON COUNCIL OF AMERICA

Clean those chimneys for SAFETY

KENNETH DUNCAN

Okay, Daddy, Junior probably has something there! Santa wouldn't come down that chimney, even if it were built for his girth. Would you, a self-respecting guy all dressed up in red and white, venture a descent through a black channel that leaves your hands smudged when you carelessly touch its lower environs in the chore of tossing another log on the fire of a winter evening?

Seriously, Father, do you realize that in 1948, 6.51% of the country's fires originated in chimneys?

And, do you realize that the larger part of these were the most easily preventable of all fires?

We will assume that your chimney is properly constructed, that is, has a good tile flue from fireplace to chimney top, and that it is in good repair. If it doesn't or isn't, or if in an old house you're not sure of these facts, we have only one bit of sage advice to offer: "Don't use the fireplace until you are sure that it is right or you have had it repaired." Obviously, in a loosely tossed-up chimney without a flue lining, there is danger from fireplace sparks that can creep past broken-out mortar and ignite wooden studs and girders. But, fortunately, that is not our subject. We are speaking chiefly of the sort of plain soot fire that Santa might meet.

Those logs that burn so cheerily in the open grate, Daddy, are going through a simple chemical reaction that is explained to us all in the eighth grade of school. Carbon in the log combines with oxygen of the air and results in the beautiful flames.

If the reaction took place in a test tube, combustion might be complete, and all the carbon in the log would be used in forming carbon dioxide gas. But fireplaces are not laboratory-efficient. The result is that a lot of raw carbon in dust form goes up the chimney as soot. It sticks in every crevice and to open surfaces, too. It builds up a great fire hazard under the nest of last spring's picturesque chimney swallows. Carbon soot, this waste product of open fires, is almost as flammable as the more commonly respected gasoline.

In the country, where such things were understood a generation or two ago, there was a regular fall ritual that had to take place before the autumnal hearths were lighted. Junior was sent to cut a quantity of hawthorn. As everyone knows, hawthorn is a disagreeable shrub, tough, with a lot of even tougher spines.

Back Supporter MATTRESS

Everything the
Name
Implies



Backache? The extra coil density of a Back Supporter mattress and box spring provides the back support that brings relaxed sleep comfort.

Use Bedboards? Get rid of "bed-board numbness" that spoils sleep. Firm flat surface of Back Supporter mattress is cushioned but sturdy.

Overweight? Then you need not just "firm" mattress, but the added cushioned support of a Back Supporter. Back Supporter may help you. Investigate!

Write for free Back Supporter folder, name of nearest dealer, or order direct. Mattress or box spring, \$69.50, FOB nearest plant.

BACK SUPPORTER®
ROCHESTER, NEW YORK

*t. m. reg. Quality Mattress Co., Rochester, N. Y.

Need a Chimney?

You Yourself Can
install it . . .
The VAN-PACKER
Packaged Chimney

SAFER . . . Underwriters and FHA accepted. any fuel.
ECONOMICAL . . . Save 50% over brick.
ENTIRE CHIMNEY SHIPPED COMPLETE (convenient 2 ft. sections: base, housing, roof flashing, chimney cap). Nothing else to buy.
PERMANENT . . . a lifetime chimney. **MORE DRAFT** . . . less soot, better heat.
Van-Packer Corp., 106 West Adams Street Chicago 3

Extra HEAT

where and when you need it



Listed by
Underwriters
Laboratories
Inc.

Portable heat-makers that really make cold rooms comfortable. Just plug into electric outlet. Completely automatic, with trouble-free thermostatic control. Made of cast iron just like a stationary radiator. Will last a lifetime. Gives steady heat just where you need it! And only when you need it! Clear odorless. Three sizes, AC or DC, \$57 to \$79. FOB factory. It will pay for itself in comfort, safety and convenience. Learn the whole story of this efficient heater—use the coupon below.

Ideal for Bedrooms • Bathrooms • Nurseries • Sick Rooms • Rumpus Rooms • Work Shops • Sun Porches • Camps and Office

BURNHAM Portable ELECTRIC STEAM RADIATOR

Burnham Corporation, Electric Radiator Div.
Irrington, N. Y. Dept. AH109

Please send folder telling more about the Burnham Portable Electric Steam Radiator.

Name _____
Address _____
City _____ State _____

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



THRIFT UNIT
LOW PRESSURE (only 1 to 2 lbs.) with EXCLUSIVE SEALED



The New all New
Fifty-Ten
MODEL
WILLIAMS OIL-O-MATIC OIL BURNER

"BURNS ANY...YES ANY DOMESTIC FUEL OIL"
...including new, better...HOTTER,
but harder-to-burn *catalytic oils
*(Pittsburgh Testing Laboratory File No. 27414.11)



JOHN B. KENNEDY

tells all about the amazing new Oil-O-Matic burner in his "Report to Home Owners." Ask your dealer for a free copy.

Clean Chimneys

(Begins on page 116)

A bunch of the hawthorn branches were tied together, and the middle of a stout rope was tied to the bunch. The length of the rope was at least twice the height from the fireplace hearth to the chimney top. A brick or other small weight was tied to one end of the rope. Next the most agile member of the family was sent to the roof with the rope, weight, and bunch of hawthorn. The weighted end of the rope was lowered through the flue to the hearth, and the clump of hawthorn was inserted in the flue with the main stems down.

Then with someone at each end of the chimney, pulling and keeping the rope taut, the hawthorn bunch was seasawed back and forth along the sides of the flue as it was gradually lowered to the hearth. The hawthorn was taken out of the chimney at the hearth, not pulled back to the roof. Of course the furniture and hearth were protected with paper or cloths.

There has never been a more thorough method for removing soot from fireplace chimneys. If hawthorn isn't available, black locust or wild cherry is a good substitute. But lack of the most suitable flora is no excuse for keeping a chimney fire hazard. Almost any freshly cut shrub, used while green and resilient will serve satisfactorily.

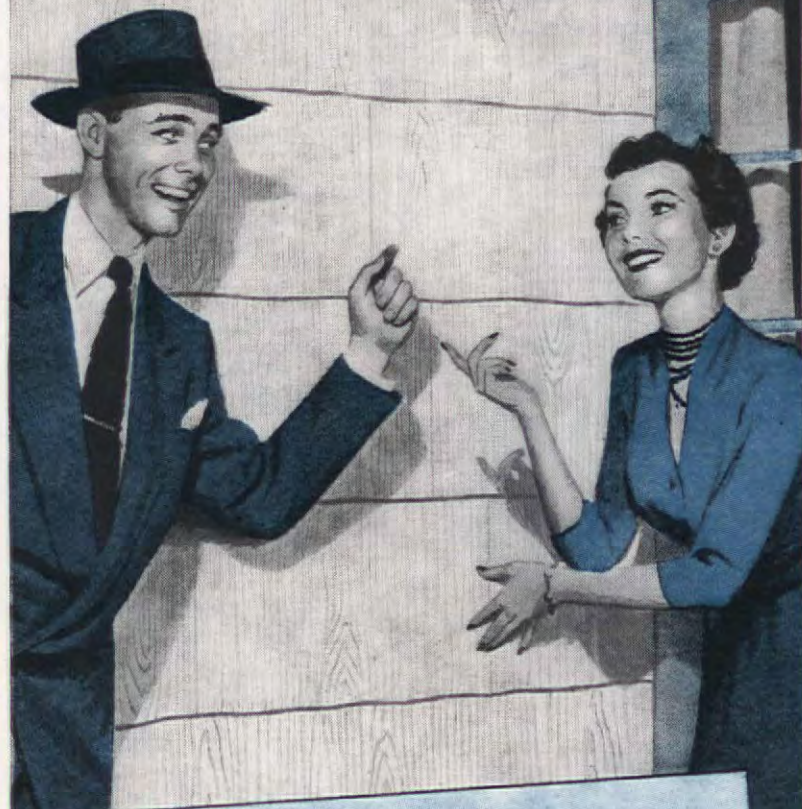
For those who have no extension ladders, or who lack the agility or courage to climb roofs, there are a couple of alternatives. One that is foolproof is to have a professional chimney cleaner come to do the job with his special equipment and vacuum cleaner to pick up the soot before it gets out of the fireplace. The other method, not tried or guaranteed by the writer, is in the form of chemicals which are tossed on the fire by the cupful or in brick form to burn soot out of the flue.

The latter alternative may be 100% effective, but all the writer knows is that it makes the fire dance and sparkle prettily. He, being fire conscious, as well as old-fashioned, will cut some hawthorn each fall.

EDITORIAL NOTE: Mr. Duncan has discussed the cleaning of fireplace chimneys, but furnace and stove flues also need cleaning, since all fuels leave a certain amount of soot that could cause a chimney fire. There is also an accumulation of ash that should be removed in order to insure efficient operation of the flue and the heating system.

Furnace and stove flues can't be cleaned by the hawthorn method described above because the flue is apt to be rather small when compared with that for a fireplace. The cleanout opening at the bottom of the flue may be even smaller than the flue, so that the clump of shrubs could not be removed if they did get

"...and it's
fireproof!"



Scene: Young Mr. & Mrs. inspect neighbor's new home.

She: See, Tom—it's got that lovely cypress texture—

He: Honey—this is *asbestos-cement* siding. Never wears out!

She: Mmm—it would be a shame to cover this lovely weathered look with fresh paint—

He: Listen—you don't *have* to paint it! The weather can't ever hurt it! And best of all, it's *fireproof*!

She: Oh well—it must be much too expensive to—

He: It isn't, Honey. They can put this Ruberoid Asbestos-Cement Siding *right over* our present walls! No mess, no expense of ripping off the old siding!

She: They can! Tom—how grand! *When?*

RUBEROID

Asbestos-Cement Siding

Building Materials for Home, Farm and Industry

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

Please send illustrated booklet on Ruberoid Asbestos-Cement Siding; also name and address of nearest Ruberoid dealer.

Name _____

Address _____

I am interested in siding for new house.

City _____ State _____

I am interested in re-siding over existing outside walls.

SAVE TWO CENTS—PASTE COUPON ON PENNY POSTCARD!

AH-10

New
exclusive "Extras"
at no
extra cost
with
TEMCO
Gas Space Heaters

FUNCTIONAL STYLING

... Designed with the beauty of fine furniture ... Finished in Lifetime Porcelain Enamel, the glass fused-on steel process that never wears out.

FLAME-PROOF PYREX FRONT

... A shield of crystal clear Pyrex is a Temco feature.

MASTER ENGINEERING

... Mechanical perfection with automatic controls available on all models.



LOW COST

... Mass production makes superior Temco heaters actually cost less! Room sizes as low as \$9.95.



Remember
The Name
TEMCO



FOR COMPLETE INFORMATION—MAIL THIS COUPON

TENNESSEE ENAMEL MFG. CO., DIV. 8-127
4104 PARK AVE., NASHVILLE 9, TENN.

I would like to know how I can save money while getting more efficient heat with a Temco Gas Space Heater.

Name.....
Address.....
City..... State.....

Keep Brushes like New



At Paint, Hardware, Dept., and 5 & 10c Stores

*Patent Cereals Co.

Geneva, N.Y.

INNER-SEAL
WEATHER-STRIPPING



**KEEPS HEAT OR
COLD IN OR OUT**

...better!

Every home, old and new, needs the savings and protection provided by INNER-SEAL, the weatherstripping with the exclusive spring wire and rubber construction that lasts and lasts and lasts —no matter how gruelling the wear! What's more, INNER-SEAL is waterproof, won't stain sills or side walls and anyone can install it!

So check your house from cellar to attic right now! Then assure yourself of the added comfort, the savings on fuel bills, the longer lasting protection of INNER-SEAL, the Live Rubber weatherstripping that does the job better in homes, on the farm, in industry.

INNER-SEAL
WEATHERSTRIPPING



- ★ Resilient ★ Takes punishment
- ★ Waterproof ★ Lasts Longer
- ★ Low in cost
- ★ Easy to install

See your hardware dealer, or write—

Bridgeport Fabrics, Inc., Bridgeport 1, Conn.

**NO MORE
OF THIS!**



when you install a
Majestic
INDOOR INCINERATOR

**Both Trash and Garbage
Disappear Like Magic!**

Your wastebasket trash can now be useful. While burning it, you quickly, easily dispose of all your garbage—wet and dry. Right in your basement or utility room! No bad-weather backyard trips! Does away with two daily chores you don't like! Unique down-draft operation makes waste accumulation serve as its own fuel—no other fuel needed! Operation guaranteed. Unit low cost. Easily installed to furnace flue. Write for details. The Majestic Company, 144 Erie Street, Huntington, Ind.

**LIGHT IT—
LEAVE IT**

**NO MUSS!
NO FUSS!
NO ODORS!**



Another Majestic Product

Clean Chimneys

(Begins on page 116)

as far as the bottom of the fire. A much easier scheme can be used in this type of chimney flue.

Tie a brick or other heavy object on the end of a rope that is long enough to reach from the top of the flue to the bottom. Wrap the brick in excelsior or wood shavings and burlap or an old piece of rug, and lower it into the flue. Work the bundle up and down as it is lowered, to dislodge soot, ash, bird nests and other obstructions that may have collected. After clearing the whole length of the flue in this manner, pull the weighted wad back out through the top of the chimney. Then remove the debris by way of the cleanout door or a flue pipe opening at the bottom of the chimney.

Of course, it is still necessary to get up on the roof for this job, and a professional chimney cleaner will do the work and relieve you of the risk of the climb, if you wish.

General condition of the flue can be checked by looking into it from the top, using a flashlight or extension light to pierce the darkness from the top or the bottom at the cleanout opening. You can also get a view from the bottom, using daylight, with a mirror in the cleanout opening.

To check for leaks between the tile flue sections or in the chimney masonry, use a smoke test. Build a fire in the furnace or stove, and throw on some tar paper to make it smoke heavily. Then cover the top of the flue. The smoke will work its way through any leaking or dangerous joints in the flue tile or masonry.

Mark and repair all leaks thus detected. Bad masonry mortar can be scraped out and new mortar packed in the joints. In some cases it may be necessary to tear out some of the masonry, or start at the top and take the chimney apart down as far as the bad spots, and then rebuild it with good flue tile and tight masonry joints.

This may seem like a lot of work for a small crack, but it is nothing compared to rebuilding the house. It only takes a small crack in the masonry to collect soot, start a soot fire, and ignite the wood framing of the house. So be sure to take care of such apparently insignificant details.

FOR FALL PARTIES

- ☐ Witches Whirl #18620c
- ☐ Hobby Horse Centerpiece #184 6c
- ☐ Game Packet #18510c
- ☐ Shower The Bride #4050c
- ☐ Straight From Heaven #3950c
- ☐ Alice In Wonderland #17450c

• Order booklets by name and number and send remittance to:

The American Home
55 Fifth Avenue, New York 3, N. Y.



your **KNITTING**
WON'T SHRINK
out of size!

Wonderized
anti-shrink • permanent fi
yarns

Exclusive in
BEAR BRAND YARNS
and **Fleisher's Yarn**

FREE! 8 new knitting instructions for men's, women's, children's sweaters and men's socks. Send 3¢ stamp for postage to Wonderized: 30-20 Thomson Ave. Long Island City 1, N. Y. Dept. A-109.

REPAIR TOILET SEATS
WITH PLASTIC WOOD

EASY! No skill required. Handles like putty ... and hardens into wood.



HELP YOURSELF TO EXTRA SPARE-TIME INCOME WITH

"Making Money at Home"
7"x10"—64 Pages, 100 Illustrations
63 SUCCESSFUL money-making plans and suggestions, fully detailed ... what to do, how to do it, where and when to sell it, where to get materials, supplies, etc. ... to sell it, where to get materials, supplies, etc. ... to sell it, where to get materials, supplies, etc. ...
Send check, M. O., dollar bill ... 5¢ return privilege.
EARL B. SHIELDS, Author-Publisher
107-A W. Wacker Dr., Chicago 1, Ill.

BETTER KNITTING
WITH QUALITY **YARN**

Knitting becomes a pleasure with fine Botany and Spinnerin top-quality yarn. Softer, fluffier, easier to handle. Better suits in knitting dresses, sweaters, afghans, socks, baby sets, etc. Reasonably priced. Send 25¢ for samples of worsteds, zephyr sport yarns, dressy yarns, etc.

LESTRA KNITTERS SEND 25¢
10236 Dexter, Detroit 6, Mich. **SAMPLE**

WEAVERS Write for low price carpet warp, rug fill. Looms, parts, inexpensive beam counter. you have a loom, give make and width please. **OR. RUG COMPANY, Dept. 0953, Lima, O.**

SEW FOR GIFTS OR PROFIT
WOOL FELT BABY BOOTIES
Cut, with directions for sewing, 65¢ pr. 2 pr. \$1.25 ppd. Satisfaction guaranteed. White, pink or blue. Send check or M. O. to M. A. Sales, Livermore, Iowa.

Tired of Scrimping?
Sell Christmas Cards and BOOST YOUR INCOME!

"Best Line for '49" Christmas Cards bring you the extra dollars! It's enjoyable, and so easy, to sell LEADER Assortment 21 stunning Christmas Folders for just \$1. Friends, others buy quickly at this amazing low price. You make up to 100% CLEAR, CASH PROFIT per box. **BIG LINE OF FAST-SELLERS** Includes Religious, Humorous, Gift Wraps, Everyday, 27 others, Name-Imprinted Christmas Cards low as 50¢ for \$1. Send for FREE Imprint Samples and LEADER Box on approval. Do it NOW!

FRIENDSHIP STUDIOS, INC.
743 ADAMS STREET, ELMIRA, N.Y.

Name.....
Address.....
City..... State.....

Window-gardening equipment is simple, inexpensive, easy to get. More is shown here than the text mentions, and, of course, each gardener will have ideas of his own



Window gardening can—and often does—become a real family hobby, as this view of the Herseys at home attests. Such a garden can also be a haven for odd pets, which gives it added attraction for youngsters



JEAN HERSEY

In the still, blue air of autumn, all outdoors stops growing and window gardening begins. The rhythm of growth moves indoors. A window garden will thrive in practically any room in the house. A sunny, southern exposure is best of all, but an eastern or western window with partial sun but plenty of light is almost as good; and certain plants flourish in, if not actually prefer, a north window.

If the sill is narrow, let the handy member of the family widen it with a board laid on a couple of shelf brackets. Glass shelves part way up also expand the growing area to take trailing plants that will droop to meet those growing up from the lower level. If there is a radiator in front of the window that you cannot keep turned off, a layer of asbestos between it and the plants is a solution. But don't let any branches hang over into the heat zone.

In window gardening, your staunchest ally is each plant's natural lust for life; its determination to grow if it can. Do all you can to satisfy and encourage it. The first and most

Winter Window Garden

One secret of success is a tray to hold water and an inch or so of pebbles on which the plants stand. This insures humidity without root rot

Photographs, courtesy of author



important item is moisture in the air. In your house, "It isn't the heat, but the [lack of] humidity" that discourages many of your plants. It was the humidity that made Grandma's kitchen such a choice place for winter gardening. The modern solution is to keep your plants in trays in which an inch or two of pebbles (some people use peat moss or sifted coal ashes) supports the

The Best Time...

to Beautify your Lawn

The Best Plant Food

ARMOUR
Vertagreen

Don't fail your lawn this fall. Feed Vertagreen, the *complete* better balanced nourishment grass needs to stay green till frost—hardy and deep rooted through winter—green and velvety again at spring's first touch. Vertagreen is economical, easy to apply—a product of Armour backed by more than half a century's experience in making fine plant foods. Get Vertagreen and feed your lawn now.

Armour Fertilizer Works
General Office—Atlanta, Ga.

FEEDS 3 ways



ROOTS



STEMS



BLADES



Extra Comfort for your home
at little or no extra cost...



Build this FIREPLACE that actually Circulates Heat!

Now you can enjoy the extra comfort of a fireplace that actually circulates heat . . . that warms all the room and even adjoining rooms . . . The Heatilator* Fireplace works on the principle of a warm-air furnace. It draws cool air from the room, heats it, and circulates it gently by natural air movement. Banishes chilly floors and drafty corners.

The Heatilator Fireplace is ideal for warming the house on cool spring and fall evenings. It augments furnace heat in extreme weather. Owners say it is the only heating equipment needed by most homes in mild climates.

Adds Little to Cost Most important, the Heatilator unit adds little, if any, to the cost of your fireplace, due to savings in labor and materials. It comes complete from floor to flue—ready to install. The damper, downdraft shelf and smoke dome are built-in parts; less masonry is needed; and the mason saves time and labor in building your fireplace.

Assures Correct Design The Heatilator unit is a scientifically-designed steel form around which the masonry for any style of fireplace is easily built. It assures correct construction, eliminates all guess-work, as well as the common faults that cause smoking.

Insist upon this unit that has been used and proved all over America. Look for the Heatilator name on the dome and damper handle—*refuse substitutes!* Sold by leading building material dealers. Mail coupon now for free illustrated folder.



*Heatilator is the registered trade mark of Heatilator, Inc.

HEATILATOR FIREPLACE

HEATILATOR, INC.
127 E. Brighton Ave.
Syracuse 5, N. Y.

Please send free illustrated booklet containing pictures, description and advantages of the proved Heatilator Fireplace.

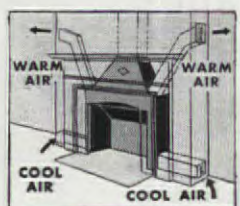
Name
Street
City Zone State



FOR CAMPS The Heatilator Fireplace makes camps and summer homes livable weeks longer every year—earlier in spring, later in fall and for winter weekends.



FOR BASEMENT ROOMS The Heatilator Fireplace solves the difficult problem of heating basement rooms. Its circulated heat warms recreation and play rooms quickly and thoroughly.



Window Garden

(Begins on page 119)

pots above a maintained supply of water that is continually evaporating. You can use aluminum baking dishes, or have a tinsmith (or someone) make galvanized iron pans up to 4 inches deep to fit the window space; paint them to match the woodwork.

The upkeep of a window garden requires but a few minutes a day and is a perfect way to start the morning. It has three stages or steps:

First, let in some fresh outdoor air—not to blow directly on the plants, but into the same or an adjoining room. Whether for herb or human, this breath of the outdoors is invigorating and beneficial.

Second, supply water as circumstances require, having it at room temperature. In hot weather, healthy plants in 5-inch pots may need a daily watering; in cool, cloudy, damp weather, every second, third, or, maybe, fourth day is usually sufficient. In general, give each pot a thorough soaking, then let the earth dry out before repeating. The more a plant grows, the more water (and food carried by the water) it can use; as its growth rate slows up in dull weather, so do its thirst and appetite. But the roots also need air, so a plant in perpetually wet soil (unless it be an aquatic) soon becomes yellow and dispirited. Of course, excess or prolonged dryness is also harmful, so the objective is a balance between enough and not too much water. This comes with experience, and not much difficulty.

Third, syringe the leaves with clear water—but only if the sun is not shining on them. If the pebble tray doesn't protect floor and rugs, you may prefer to carry the plants now and then to sink or tub and, literally, give them a shower, using a bulb sprayer or one of the atomizer type which spreads a fine mist through the greenery. If your window garden includes orchids or other tropical subjects that especially relish a moist atmosphere, and you can conveniently spray them more than once a day, the results will be even better.

However, never feel tied to your window garden. Don't let it become a burdensome chore. If you do forget to water it for a day or two, the plants will go right on growing, just as they would outdoors. If, on the other hand, you want to take off for a week, that's different, but not impossible. Get some cotton wicking and a dish pan. Set the pan, full of water, on a chair with the plants, in saucers, in a circle around it. Cut pieces of wicking long enough to reach from pan to each pot and a little more, soak them, and weight one end of each piece so it will stay in the pan. Take the other end to a pot and lay it on the soil around the plant. A slow, gentle siphon (or perhaps it

PETER HENDERSON'S

Highest Quality
French Northern-Grown

Madonna Lilies

(L. Candidum)



Plant in October for best results
Three for \$1.65—Six for \$3.20
Twelve for \$6.00

(Postpaid east of Mississippi.
For points west add 10% of order.)

The lovely "Madonna Lily" is the best known and loved of the garden lilies. Their sweet scent, pure white trumpet-like blooms will brighten your garden next June and early July. The blooms in beautiful clusters are borne on sturdy stems 3½ to 4 feet high. The large bulbs are Henderson's top quality, imported from northern France where the finest in the world are produced.

Mail Orders handled quickly and expertly

PETER HENDERSON & CO.
35 Henderson Bldg., 35 Cortlandt St., N. Y. 7

DAZZLING RAINBOW TULIPS

100 BULBS \$1.98
FOR ONLY

Now, this sensational offer brings you beautiful tulips at less than 2¢ each! You get healthy, young tulip bulbs in a dazzling rainbow mixture of colors—ranging from pastels to bold, vivid hues . . . 100 bulbs for only \$1.98. Years of blooming life ahead! Average 2½" in circumference. Sent in plenty of time for Fall planting. Order now while supply lasts. Satisfaction guaranteed or money back.

12 DUTCH IRIS BULBS GIVEN

SEND NO MONEY! Order now, pay later. Bulbs reach you in time for Fall planting at only \$1.98 plus C. O. D. postage. Cash orders prepaid. Prompt action brings 12 genuine first year Dutch Iris Bulbs, gorgeous new purples and blues, without extra cost. Send order to

MICHIGAN BULB CO. Dept. MC-1806
Grand Rapids 2, Mich.

FREE "GLORIES of the GARDEN"

NEW FALL EDITION READY
—AMERICA'S HELPFUL GARDEN BOOK—
Shows you, in color, the Newest and Best in Imported Holland Tulip and other Bulbs, Perennials, Roses, Evergreens, Shrubs, Trees and Fruits. SENT FREE ON REQUEST. WRITE TODAY.

KRIDER NURSERIES
Box 11 Middlebury, Indiana

PLANT PEONIES

NOW is time. Special offer by nationally known World's Fair landscape gardener. Finest selection reds, whites, pinks. Assorted, 5 plants \$1.00; 10 for \$1.75. Cash orders prepaid, or sent C.O.D. plus charges. Return at once for refund if not satisfied. Free planting instructions included. **GIVEN** with \$1.75 orders, "Million Dollar" Mystery Bloom Peony, \$1 value. **OWEN NURSERY, Dept. 125, Bloomington, Illinois.** Clip this.

RAISE HAMSTERS

The new wonder animals from Syria. Often called Toy Bears. Delightful pets. Everyone wants them. Laboratories need thousands. Clean, odorless. Raise anywhere. Profitable and interesting. Send name and address for big, free picture book.

GULF HAMSTERY
1604 Basil St. Mobile, Ala.



UTCH BULBS

Buy direct and save!

QUALITY • SIZE • SATISFACTION
are yours with
HOLLAND BULB IMPORTERS
direct from growing fields
TO YOU!

IMPORTED

1. **TULIPS**—First size bulbs in choice mixture of many colors. Guaranteed to bloom 1st Spring.
25 for \$1.00
2. **HYACINTHS**—Large bedding size in blue, white, pink mixture. Also grow in water.
10 for \$1.00
3. **DAFFODILS**—Finest mixture ever offered. Extra blooming size. From original Dutch stock.
25 for \$1.00
4. **DUTCH IRIS**—in Spring mixtures of blue, white, yellow. No special care or planting needed.
50 for \$1.00
5. **CROCUS**—Glorious mixture of all colors. Grows anywhere. Pot them for indoors.
50 for \$1.00

SPECIAL!—Complete Spring Garden mixtures! 25 tulips, 25 daffodils, 50 crocus, 50 Dutch iris, 10 hyacinths. 10 bulbs for \$4.50.
Add 25c Postage on this Offer!

HOLLAND BULB GROWERS, INC.
SASSENHEIM, HOLLAND
BULB FIELDS

Save
ORDER FROM
U. S. OFFICE

MAIL ORDER BLANK
HOLLAND BULB GROWERS, INC.
Box 1109, Chicago 90, Illinois
10c postage to each ORDER. Send check, cash,
money order or C. O. D. Dept. A-1
Gentlemen, please send me

2. _____ 3. _____
5. _____ 6. _____

NAME (PLEASE PRINT) _____

STREET _____

CITY _____ STATE _____

GROW Big FLOWER SHOW
PLANT EMBLON'S BIG
TULIP, NARCISSUS and
HYACINTH BULBS
Fine Imported Dutch Bulbs.
Same quality used in park
and estate plantings. Free
catalog sent by return mail.
Write for yours today.
EMBLON'S Box 8, Stevensville, Mich.

RARE CACTI
OUR BEAUTIFUL 1949 CATALOG
36 fascinating colored pages NOW READY.
Lavishly illustrated Hundreds pictured
and described with full cultural
direction. A handbook of Cactus
the Largest Collection. If wanted for
reference 10c is appreciated to cover mailing costs. A real
hobby. For your copy WRITE NOW! P. O. Box 29
HUNSON CACTUS GARDENS, Paramount, Calif.

SOMETHING NEW AND SENSATIONAL IN
CHRISTMAS CARDS
Gorgeous Satin Vellor and Plastic
Show Rich New Cards. Self-FAST!
Christmas Cards with Name GO
for \$1 up. Stationery, Charms, etc.
Naphkins, 50 other boxes, 50c to
\$1.25. Samples on approval.
PURO CO., 2801 Locust, Dept. 928M, St. Louis, Mo.

Window Garden

(Begins on page 119)

should be called a capillary) action will keep the soil from drying out as long as water remains in the central reservoir, that is, the pan.

Of course, everyone has little extra "green thumb" tricks and secrets of success. I pass along some that we have learned over the years, knowing that the results will more than compensate you for the extra trouble and time they require.

From time to time, turn each pot a little to promote balanced growth and poise. Try to prevent the leaves of different kinds of plants from touching or obstructing one another. Promptly trim off all faded flowers, dead leaves, and surplus scraggle. Never hesitate to prune a plant to keep it trim and neat. A small, robust, compact specimen is far more appealing—and more healthy—than a tall, straggling, ungainly one.

Scrub the outside of the pots occasionally to keep them porous and ward off mold. Now and again give pot, plant, foliage and all a quick dip in a pail or tub of room temperature water. If zero weather comes and stays, sheets of cellophane, heavy paper, or cardboard placed each night between window pane and plants will prove valuable protection.

Every fortnight or so give the plants some food to supplement that provided by the soil and taken up with the soil solution. You can use fertilizer tablets, other complete plant foods (preferably in solution), or, best of all—if you can get or make it—manure water. In applying any fertilizer, keep it off the foliage. To be on the safe side, syringe the leaves with clear water immediately after each feeding.

Two more points: Instead of depending on tap water, collect and use rain water or melted snow for your window garden. Second, in winter, use a bridge lamp or extension cord and let a 100-watt electric bulb shine on the plants for three or four hours when it gets dusk every day or two, or as often as convenient.

Sooner or later a plant will outgrow its container, show its discomfort by languishing, and call for repotting. To make sure, moisten the soil, put your hand across the top of the pot with the plant stem between your first and second fingers, invert the pot, tap the rim on a firm surface, and tip the plant out into your hand. If there is a thick mat of roots around the ball of soil, repot. (Geraniums are an exception; they refuse to bloom unless their roots are cramped.) As a general rule, all the plants will need repotting once a year, in the spring, in good potting soil.

Such a soil must feel right, look right, and smell right; not strong or sour, but fresh and vibrant, like the earth in May after a shower. A good

Have A Cleaner House—No Ashes No Fuel-dirt

You Get Real Warm-Floor Comfort—In Up To 5 Rooms

No Fire-Tending—No Fuel Or Ashes To Carry

Look! Coleman Oil Heater GUARANTEES Warmer Floors In More Rooms

Than Your Old Oil Heater Of Equal Size or YOUR MONEY BACK

It Heats Like A Furnace! Coleman burner and furnace-type heat-units get more heat out of fuel than old-style burners; Coleman design gives extra circulation and pulls heat down to the floor to warm you! Power blower, optional; speeds up circulation—saves fuel. Here's our guarantee: Install a new Coleman Oil Heater, the same size as your old oil heater. Use it 15 days. If you're not satisfied you get warmer floors in more rooms, we remove the heater and refund your money!



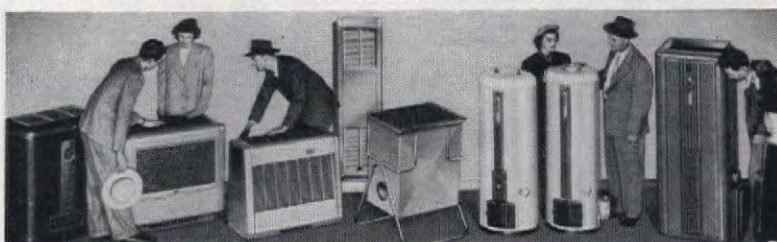
New Streamlined Styling For Coleman's Famous Oil Circulator

Fits in with finest furniture—and brings you all famous Coleman features (including oil-saving Coleman burner, exclusive Draft Meter, furnace-type heat unit) "warm-floor" circulation principle, and work-saving, dirt-stopping automatic features.



No Work!—No Fire-Building! You get more heat—and you get it without work, and without fuel-grime or ashy dirt. See your Coleman dealer—or send coupon for complete literature, today.

THOUSANDS SWITCH TO COLEMAN HEATING EVERY YEAR



Coleman's nine types of heating assure you the right equipment!—oil space heaters; oil, gas and LP gas floor furnaces; oil, gas and LP gas water heaters, oil warm air furnaces; gas wall heaters.

THE COLEMAN COMPANY, INC., DEPT. AH-913, WICHITA 1, KANS.

Coleman

Automatic Oil Heaters

The Coleman Company, Inc.
Dep't. AH-913, Wichita 1, Kan.
Without obligation to me, send interesting
FREE book: "How To Get The Right Heating
For Your Home."

Name _____
Address _____
Town _____ State _____

HEAVY MALLET BLOWS will not crack or chip the diamond-tough glass surface of the bottom head of a Permaglas Electric Water Heater.



HOT WATER MIRACLE

This automatic electric water heater cannot rust—because glass cannot rust

It is a modern "miracle" to have all the hot water you want . . . instantly ready for bathing, shaving, dishes, laundry. And it's even more so to have built-in rust protection, so you won't have to replace your water heater every few years.

That's the wonderful extra advantage you get in an A. O. Smith Permaglas Water Heater—the special tank of glass-surfaced steel that cannot rust because GLASS cannot rust.

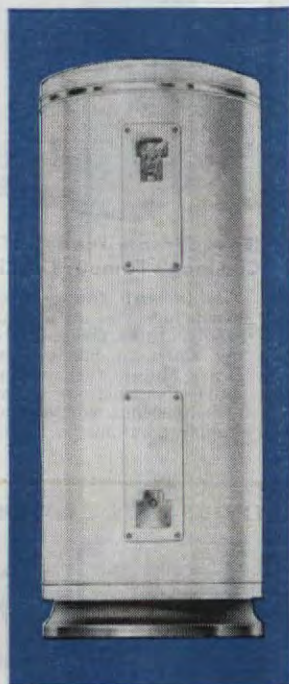
FOR DRAMATIC PROOF, see your A. O. Smith dealer: merchant plumber, appliance dealer, or electric company. Or write us for your dealer's name and illustrated folder. A. O. Smith Corporation, Water Heater Division, Kankakee, Illinois. International Division: Milwaukee 1, Wisconsin. Licensee in Canada: John Inglis Co., Ltd.



EVEN 2 MILLION BENDS have not harmed this flexible thin ring of glass-surfaced steel developed by A. O. Smith.



SHOCKPROOF! Neither icy cold nor scalding water affects this glass-surfaced steel section of a "Permaglas" tank.



WARRANTY OF A RETURN OF MONEY
Guaranteed by
Good Housekeeping
NOT AS ADVERTISED THEREIN

SIZES FOR ALL HOMES, including new TABLE-TOP model for kitchen, laundry, utility room.

A.O. Smith

AUTOMATIC WATER HEATERS

Permaglas • Duraclad • Milwaukee

Window Garden

(Begins on page 119)

mixture consists of 2 parts new top soil, 1 part coarse building (not beach) sand, 1 part compost, leaf mold, or well-rotted cow manure. To half a peck of this, add a handful of peat moss, a little charcoal, and some tobacco dust. Then mix well and sift. That is an ideal to aim at, but anything approaching it will do.

House plants that can spend their summers outdoors in a sheltered part of the garden free from tree drip, where drainage is good and there is not too much sun, are lucky. When frost danger is past, sink each pot to its rim in the earth and, except for watering during real dry spells, leave the plants alone until early in the fall, at least two weeks before a frost can be expected or the furnace is turned on. If possible, move them back to the window garden by two stages: First, lift the pots, clean them off, and place them on a porch or somewhere out of the sun and wind for several days, watering them frequently; second, take them in to their window setting and give them a week or two to become acclimated before the central heat goes on and the house is "closed up" for winter.

The limited and easy-to-come-by equipment needed for a window garden consists of—

A bulb sprayer or atomizer type spray . . . a watering can with a long spout to reach in among the plants . . . a small trowel and pencil-like sticks for potting and repotting . . . pots of various sizes, and some saucers for setting them in when not in the pebble tray. Optional additions include an unused aquarium or other glass-covered box for rooting cuttings and other propagation work; a keg or crock for rain water; a 100-watt bulb, and a bridge lamp to use it in.

Such are the when, where, and how of window gardening. The why has been touched on, but this will become more apparent as you begin to enjoy the excitement and rewards that will be yours. There remains the "what" of window gardening, that is, the materials that offer themselves. Among the wealth of vegetation available for the gracing of the house from Halloween to Easter and longer are plants that contribute color, both in masses and as highlights, and others that provide a cool, green background for them . . . But that, to paraphrase Kipling, is a couple of other stories.

(The foregoing article is the basis for, or a summary of, the opening chapter in Mrs. Hersey's new book—"Garden in Your Window"—which is being published by Prentice-Hall, Inc., almost simultaneously with the appearance of this issue of AMERICAN HOME. Watch for further discussion by her of window garden plants for background effects and for color emphasis.—Horticultural Editor)

A Garden Full of Darwin's Tulips

50 TOP SIZE BULBS
Guaranteed to Bloom

Stump & Walter

132 Church Street, Dept. A., N. Y.



Not peanut size bulbs but our finest mixed GIANT Dwins—famous Stump & Walter Exhibition Tulips—200 varieties of brilliant Tulips. Prepaid East of the Mississippi (Fall Bulb Catalogue on request)

40 VIOLETS ONLY \$1.00

BIGGEST FLOWERS BARGAIN IN AMERICA

A thrilling Violet collection at an unheard of price—40 strong blooming size plants for an astonishingly low price of only \$1.00. Collection includes: assorted colors in purples, yellows, and soft whites. Remember how you loved Violets in grandmother's garden—so sweet-scented and gay. These 40 beauties will give arm-loads of flowers year after year perfect for bedding or border plants. SEND NO MONEY—WE SHIP C.O.D.—Pay postage only \$1.00 plus small postal charges. SATISFACTION GUARANTEED.

Naughton Farms, Inc. Dept. TV-516 Waxahatchie, Tex.

FRENCH LILACS

HIGH GRADE PEONIES FINE IRISES HARDY FLOWERING CRABS

Our splendid New French Lilac Catalog, the best we have ever issued, is FREE. Send for it today. It describes the Very Best of Own Rooted French Lilacs and other Choice Ornamentals.

BRAND PEONY FARMS

127 East Division Street Fairbault, Minn.

1950 AAR WINNER

NEW COLORFUL FREE CATALOG

TY-TEX SOUTH'S LARGEST GROWER OF PATENTED ROSES

DEPT. AH-10 BOX 532 TYLER, TEX.

LEARN AT HOME LANDSCAPE GARDENING

Thorough training by Internationally known Landscape Architect to start your own business, improve your home or advance in this well paid field. Many opportunities. Approved for Veterans. Send for FREE BOOK.

NATIONAL LANDSCAPE INSTITUTE Dept. H-10, 310 So. Robertson, Los Angeles 36, Cal.

"Black" Tulip

Special importation . . . blackest tulip ever developed. Earliest! Beautiful! By mail offer, bulbs, \$1; 12 for \$1.75. GIVEN 2 new Giant "Red-red" tulip redder yet. Longest stem. Money-back guarantee. Cash or C.O.D.

Order Blank Cash, Check or M.O. OWEN NURSERY C.O.D. Bloomington, Ill. Dept. 126

Name _____
Address _____
Street _____
City _____ State _____
No. Tulips Wanted _____

Cellarway into Greenhouse

FLOYD W. MORRIS

The cellarway of my house has become a greenhouse which, for two winters, has successfully sheltered plants from the rigors of our cold New York State climate. One year ago I read in a book about winter gardening that "the pleasure of gardening under glass is worth small outlay of time and money demands," but I never imagined for a total construction cost of \$20.54 I could have a greenhouse, even for one. But of course something more than money is needed. As a young man remarked one winter morning as he paused to look down the cellarway: "Now I could have a greenhouse like that, but"—and he sighed, "I haven't the energy."

Building my greenhouse did take energy, but it meant real enjoyment. As it was my first attempt at winter work, I called in an old plumber who gave just enough of the right touch. Actually, my oldest boy did the heavy mixing and tamped and tamped the cement to build the foundation, and laid the cement-block walls for the glass sides. The neighbor scaled the wooden pieces they would fit tightly against the siding, and later I caulked this to make it waterproof. I used a hard-size storm sash for the door, the local hardware store cut the pieces to go at either side of it. Surprisingly soon the house was ready. The 4-foot long benches, one on each side of the narrow aisle.

In late September the first seeds were planted and a few plants brought in from the garden to supply winter blooms. Thus, we were able to enjoy Flash marigolds all year, nasturtiums the latter part of the year and snapdragons in late March. Depending for heat upon the hot-air furnace in the cellar, the little house was either cool for tomato plants or piping hot requiring a night temperature of 60 degrees F. or more. When there is an extra cold north wind, I use a ventilating fan to send more air out of the cellar into the greenhouse, and sometimes I supplement with an infra-red bulb screwed into a socket just under the peak. On cold winter nights I always spread a piece of old carpet over the roof. As a result, I have never had any freezing, even though at times the temperature in the house has dropped to 35 degrees and had me worried.

Here, then, are the actual construction costs, but without details, for you would have to be worked out any particular greenhouse:



See also picture on page 33

Fir lumber (I could not get the recommended cedar)	\$ 1.32
Storm sash (for door) ..	3.12
Cement and cinder blocks (2 sacks cement left over)	7.74
Glass, glazing compound, hardware, etc.	8.36
	\$20.54

Sand I had on hand, and the benches were made of boards salvaged from the old cellarway. Orange crates supply good material for flats to start seeds in; also discarded crates in which glass is shipped.

I have great fun with this little greenhouse and try all kinds of experiments in it, such as one I borrowed from Prof. Kenneth Post of Cornell University. He calls it "wick-watering," and it is as nearly an automatic system for the small grower as I have found.

A greenhouse like this needs an open southern exposure and daily attention. Plants will not do well in such an environment unless there is someone around who really enjoys looking after them. They must have the proper soil, amount of water, air, and sunlight. Ventilation is necessary, especially when bright sunlight sends the temperature up; and some shade at times. In my case a desirable moist atmosphere is maintained by two large cisterns in the cellar.

I have often wondered why there are not more little greenhouses. Perhaps it is because greenhouses are so often pictured and referred to as of private-estate proportions demanding the attention of a paid gardener. A little greenhouse is no more exacting a hobby than a woodworking shop in the basement—and I've had that, too. In our family, gardening doesn't wait for spring and the seed catalogues. It's an all-year-round project.

REPLACE OLD SCREEN NOW...WITH *Long Lasting-Non Staining* **ALUMINUM SCREENING**



YOUR BEST SCREENING BUY

Now you can have strong screening of Alcoa Alclad Aluminum. Woven by leading manufacturers, this new, better aluminum screening can't stain light surfaces. The low cost will surprise you. Available now at leading hardware and building supply dealers. **FREE FOLDER** gives facts on aluminum screening, easy rules for replacing old, rusty screen in your present frames. Write for folder "Aluminum Screening". **ALUMINUM COMPANY OF AMERICA**, 815K Gulf Building, Pittsburgh 19, Pennsylvania.



Can your home pass this SCREEN TEST?



ARE YOUR SCREENS —

- ✓ Tough, long-lasting? ✓ Non-staining? ✓ Good looking?
- ✓ Rust and corrosion resistant? ✓ Resistant to fire and sparks?

YOU GET ALL THESE ADVANTAGES IN SCREENING OF ALCOA ALCLAD ALUMINUM



This tag identifies screening made of Alcoa Alclad Aluminum. Available from leading hardware and building supply dealers.

WORRIED about
your
children



or
SURE
they are
safe?

CYCLONE FENCE
around your yard
makes the difference!



A CYCLONE CHAIN LINK FENCE converts your yard into a *protected* playground—into a place where your children can play with safety.

Safe from passing traffic. Safe from fulfilling the natural urge to wander away. Safe from stray animals that may be dangerous.

In peace of mind alone—in knowing where your children are and how they are—a Cyclone Fence pays for itself. And, of course, it also protects your pets, lawn, flowers and shrubbery. Send for our free book; there's a handy coupon below.

FREE 32-Page Book on Fence

This book will help you choose the right fence for your home. Chockfull of pictures, showing many types. Whether you need a few feet of fence or miles of it, you'll find this book helpful. Send for your free copy today.



CYCLONE FENCE DIVISION
(AMERICAN STEEL & WIRE COMPANY)

Waukegan, Ill., Branches in Principal Cities
United States Steel Export Company, New York

Cyclone Fence, Waukegan, Ill., Dept. 1109
Please mail me, without obligation, a copy of "Your Fence."

Name

Address

City State

I am interested in fencing:

☐ Residence; ☐ Estate; ☐ Play-
ground; ☐ Industrial; ☐ School.
Approximately feet.



**CYCLONE
FENCE**

UNITED STATES STEEL

Brilliant red seed
pods from which
burst orange seeds
feature *E. europaeus*,
a species from the
Old World, commonly
called spindle-tree

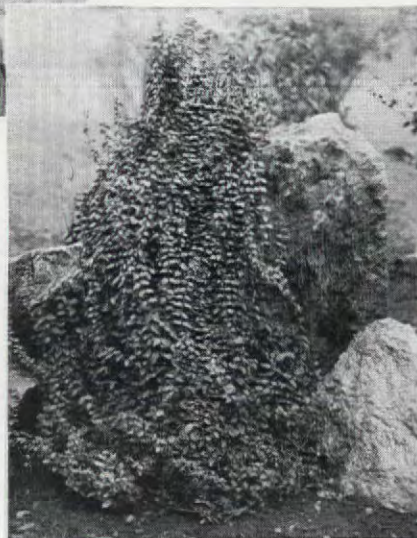


The Useful Euonymus

A plant of many forms
and charms; tolerant,
hardy, and easy to
grow—do you know it?



Here are three of
many forms of the
evergreen winter-
creeper (*E. fortunei*).
Above, var. *vegetus*
hardest of all; right,
the useful *radicans*;
far right, tiny leaved,
non-fruiting *minus*



If late October and the passing of the summer flowers leave your garden drab and colorless, one or more of the many forms of euonymus may be just what you need to fill the gap—and provide interest at other times, too. The various types do nicely as hedges, shrub borders, single specimens, vines, or ground covers. Some kinds are most valuable for their bright, clean leaves; others for their vivid, sometimes two-toned, fruits. Most of them have interesting descriptive names, such as burning-bush, winged euonymus, skewerwood, brook euonymus, wintercreeper, wahoo, and spindle-tree, which last is also applied to the genus as a whole. All of them are hardy, pleasingly free from insects and diseases, require little attention, stand pruning well, and are not especially fussy as to location or soil. So consult a reliable nurseryman who can both supply the plants and advise you as to the best type for your particular purpose; and as to how and when to plant it. In general, early spring, before the leaves appear, is the easiest time to move them, though fall may be just as satisfactory and less rushed.

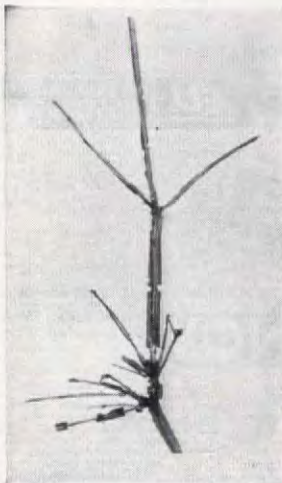
Of the two dozen species listed in Bailey's "Hortus II,"

M. R. WHITE

Photographs from De La Mare, McFarland



Small, neat, glossy leaves mark all the wintercreepers. A spray of variety *radicans*



The winged euonymus develops odd fins of corky bark along its branches. Below, spray of its dwarf variety, *compactus*



only four are native to this country, the others coming from China, Japan, the Himalayas, and Europe. The winged burning-bush (*E. alatus*) is one of the most interesting and useful of the natives. The purplish berries are not as abundant or conspicuous as in some other species, but the plant's flat-topped, rectangular shape, regular outline, and distinctive rose color in the fall all give it value. The corky ridges or "wings" of bark that stand out from its branches make them effective both on the plant and for use in flower arrangements. In spring the bush looks soft and fine, but by winter it takes on a stiff, rather coarse appearance. Standing considerable neglect, it can be planted in sun or partial shade. It can be sheared for a hedge or left informal for a border or screen.

If profuse, brilliantly colored fruits appeal to you, the spindle-tree (*E. europaeus*) is a good choice. Deep rose pods or capsules (resembling those of false-bittersweet) split open to reveal orange seeds. The bush may grow to 30 feet if not restrained; otherwise, it requires little care.

Gardeners with limited shrubbery space will welcome the little pink-fruited brook euonymus (*E. americanus*) also called strawberry-bush, which rarely exceeds 8 feet in height. A hardy shrub, it is native to the eastern, central and southern parts of the country. Given a place in moist soil and partial or complete shade, it makes a good, dense, low undergrowth. Purple flowers and scarlet fruits are borne by the wahoo, skewerwood, or burning-bush (*E. atropurpureus*), a native of more northern localities, it grows to 20 feet and changes from bright green in spring to deep green in midsummer, and later to purplish-red.

Philadelphia is about the northern limit for *E. japonicus*, an evergreen form from Japan. Somewhat subject to mildew, it may need to be dusted with sulphur; but it stands salt air, is bright and pleasing at all times, but especially in winter.

If you want to cover a wall, fence, boulder, or even the ground with dense, dark green foliage, some form of wintercreeper should serve your purpose. This is a Chinese species (*E. fortunei*), with numerous varieties, all evergreen, but some trailing or climbing and others of low, shrubby form. One of the best known varieties is *radicans*, a low, procumbent shrub with fine-textured, dark foliage. The somewhat coarser bigleaf wintercreeper (var. *vegetus*) is also shrubby but will climb if given support. Var. *carrieri*, with definitely glossy leaves, sometimes white-margined, is of non-climbing habit. Var. *minimus* is a true creeper with leaves only half an inch long.

If you collect unusual plants, you may want to try the Japanese *E. yedoensis*, a coarse, stiff, deciduous shrub to 10 feet, with pink fruit. But you don't have to experiment with the rarer forms to find how useful a plant euonymus really is.

Say Goodbye TO THESE 6 WINDOW CHORES

1. Putting up and taking down screens
2. Painting and repairing screens
3. Storing screens
4. Putting up and taking down "storms"
5. Painting and repairing "storms"
6. Storing "storms"



PELLA CASEMENT WINDOWS with famous ROLSCREENS and DUAL GLAZING give you complete freedom from many tiresome, annual window chores. Take advantage of the full ventilation only casement-type windows provide. Enjoy the draft-free comfort and fuel-saving advantages of Pella Dual Glazing and Weather Stripping. Pella Casement Windows are 100% pre-fitted and assembled at factory—your assurance of better performance and longer window life. Saves labor cost on installation, too! Special hinge design allows either side to be washed from the inside.

Whether you're planning to build or remodel, take advantage of the 300 custom-like window combinations stock-size Pella Casement Windows give you. Pella Casements cost no more than ordinary windows when you consider their many advantages and lower installation costs.

SEND FOR FREE FOLDER of Window Ideas. Tells about all those time, labor and money saving features you'll want in the windows of your home. Mail coupon today!



ROLSREENS—the original inside screen that rolls up and down like a window shade. No putting up, no taking down. No painting, no storing. Inconspicuous. Guaranteed for 10 years.



DUAL GLAZING—protects against winter cold and summer heat—the year-round "storm" window. Inconspicuously recessed into inside of wood sash.

Pella CASEMENT WINDOWS

Mail this Coupon Today!

ROLSCREEN COMPANY, Dept. A-33, Pella, Iowa.

Gentlemen: Please send me your Free Folder on Window Ideas and information on Pella Casement Windows with ROLSCREENS and DUAL GLAZING features. I am building ☐ I am remodeling ☐.

Name

Address

City & Zone State

Made by the Manufacturers of Famous PELLA VENETIAN BLINDS AND ROLSCREENS



First Time Offered! AFRICAN VIOLET

Sent to you by guaranteed mail. Very special get-acquainted price—America's best violet buy. Sturdy Blooming size 6 months old plants. "Pink Sensation," "White Queen" or "Wisconsin Blue Wonder." Enclose 25c stamps or coins, plus 10c for postage and handling. Money back guarantee. If ordering 3 send us only \$1. Orders for 3 also sent C.O.D. plus postage. No C.O.D.'s on single orders. Use easy order blank below.

EASY ORDER BLANK

I enclose Send C.O.D.

To OWEN NURSERY, Dept. 120, Bloomington, Ill.

NAME

St. or R. F. D. P. O. State

Number Violets Wanted

PEACH APPLE TREES LOW AS 20¢

Pears, plums, cherries, nuts, berries, etc. Grapes 10c. Shrubs, evergreens, shade trees 25c up. High grade quality stock cannot be sold lower. Free 40 page color catalog. TENN. NURSERY CO., Box 18, CLEVELAND, TENN.

PRUNING IMPROVES fruit & flowers

Manual by E. L. D. Seymour, Ed., New Garden Encyclopedia; tells why, how, when to prune... a short course on pruning! Sent ppd. for 25c or given without charge with purchase of any Seymour Smith tool. At your dealer's.

40 PAGE PRUNING MANUAL 25¢

SEYMOUR SMITH GRASS AND HEDGE SHEARS

Circular Free

SEYMOUR SMITH & SON, Inc. 900V Main Street Oakville, Conn.

DWARF FRUIT TREES

FOR SMALL SPACES & BIG EARLY YIELD Also full line standard Fruit Trees, Shrubs, Ornamentals, Small Fruits, etc. Write today! WESTHAUSER NURSERIES, Box 1310, Sawyer, Mich.

Plant Burpee GIANT SWEET PEAS this Fall 25¢

SPECIAL—for the biggest, best, earliest Sweet Peas next summer, plant this fall. To try it yourself, send for this Special Offer, with easy planting directions: \$1.00 Value for 25¢! The six finest colors—scarlet-crimson, rose, lavender, blue, white, cream-pink—all 6 Pkts. seeds postpaid for 25¢. Or send \$2. for 6 Half-Ounces, 1/2 oz. of each color. Order Today! W. Atlee Burpee Co. 250 Burpee Bldg. Philadelphia 32, Pa. 250 Burpee Bldg. Clinton, Iowa

"Nice to have a handy man around!"



"So that's all I mean to you—just a handy man! Hmml!"

"Now, Frank, you like to putter around the house. But I often wonder how I'd manage if you weren't around."

"No need to wonder any longer, Hon; that's all fixed now."

"Really? . . . how?"

"Well, you see, I'd been wondering about the same thing for some time. So yesterday I saw a chap from The Mutual Life and we worked out an *Insured Income* program to give you a monthly check—if I'm not here to support

you. And if I am around, we'll enjoy a retirement income someday."

"You are a Mr. Fixit!"

* * *

Mutual Life's *Insured Income* Service helps you match your present financial situation with the future security you want for yourself and your family. Not only can *Insured Income* increase the value of your present protection, but it also makes the most of every life insurance dollar you invest by building on what you already own—Social Security, present life insurance, pension rights.

Let the Mutual Life career Field Underwriter in your community explain how *Insured Income* can help you.



THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

34 NASSAU STREET

NEW YORK 5, N. Y.

Your Social Security—WORTH \$3,000 OR \$13,000?

SEND FOR FREE BOOKLET—Learn the facts of Social Security . . . how it teams with your life insurance. If you live in the U. S., mail the coupon below. You'll also receive a handy filing envelope to keep official records you, or your wife, may need later to collect benefits without costly delay.

Yes, I would like your FREE Social Security Booklet—A-57.

NAME BIRTH DATE
HOME ADDRESS
CITY COUNTY
STATE OCCUPATION



OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA

Greenhouse

(Begins on page 32)

while, we ran 100 feet of pipe in a ditch from the well to the greenhouse and, to prevent it freezing in winter, installed an underground stop-and-waste shut-off which drains the system when the water is turned off.

We usually start in January with an annual clean-up and fresh coat of aluminum paint, then plant seeds for late winter flowers and spring vegetable plants in the sifted compost which is replenished every year. We water only on sunny days and when the soil looks dry, not by schedule; and when the plants have a pair or two of true leaves, we shift them to flats which are put on a shelf hung from wires. We keep the night temperature about 55 to 60 degrees F., but daytimes, even with the stove off, it may go to 80. It's grand to work there bare-armed when snow whirls outside where the thermometer shows 10 or 15. The original cost of our greenhouse, about \$300, has already been wiped out by the value of the winter vegetables and seedlings it has produced, not to mention many a brood of chicks and ducklings raised in its friendly warmth.

But to get back to our trip, a bit higher up the price scale was the lean-to attached to the lovely home of the Don Kilbys. Built at the same time as the house and heated from the main hot-water system, it cost about \$400 and is a gardener's delight. But already Mrs. Kilby, like most greenhouse enthusiasts, is finding herself cramped for room. Greenhouses do grow on you, and your activities grow faster than your space.

Finally, we looked in on the splendid, complete greenhouse set-up on the Arthur Eustace estate, with boiler room, workshop, adjustable shades, and a wealth of flowers and fruits. This, we agreed, is how it *should* be done, but, of course, it is beyond the reach of the small homeowner.

Back home, on the basis of what we had seen, we discussed the best sort of greenhouse for John and the ABC's of operating it. Gladys would like it right by the kitchen, but this would mean the north side where the low winter sun would not provide light and heat when most needed. As John has no time to build his own, a ready-made, portable type in the \$300 range seemed best, the matter of heating to be considered later. Benches should be of cypress, for durability and economy, and high and narrow enough to prevent back strain. They should hold four to six inches of soil (equal parts of loam, compost, and sand), except for a small section of clean, sharp sand for propagating.

We agreed that he, like ourselves, wants a greenhouse first to help cut down the family food bills, and then for pleasure. Perhaps that's the way a lot of you folks feel about it, too.

FIRST AID

HEADACHES
COLD DISCOMFORT
MUSCULAR PAINS
ACID INDIGESTION

Alka-Seltzer

ALL DRUG STORES
U.S. & CANADA

Nubrest

ARTIFICIAL BREAST FOR AFTER SURGE

Made in nine sizes—Recreating contour
VENTILATED • SOFT • WASHABLE
Ideal for Swimming • Defies Detection
Request Circular

SELL

LOW COST—HIGH PROFIT
FREE CHRISTMAS CARD

Up to 100% profit, cash bonus for you. Fascinating new type. Plastic, Metallic, 3-Dimensional Christmas card assortments. Gift Wrappings, Special Gift Items, Floral and Pottery Stationery. Send at once for 48-page catalog, feature sample approval and Free Name printed Christmas card and portfolios. Special offers.

NEW ENGLAND ART PUBLISHERS, North Abington 90, MA

SNOW

AGENTS WANTED
Amazing Profits!

No experience needed. BIG money spare time. Now till Xmas. Your own business. Every store, home, ripe prospect. Thousands made last year. \$1 deposit (refunded on first order) brings you free trial sales kit—giant pig. snow, one small snow, arrangements, stars, holly, berries, leaves, cones, ornaments. Money back if not thrilled! Order NOW!

FREE Trial Demonstrator Sales Kit
O. E. LINCK CO., Clifton 335, N.J.

FREE SAMPLES • 100% VIRGIN WOOL KNITTING YARN

Finely spun. Baby-soft. New mill-to-you prices. Write for samples of 114 vibrant colors. Christmas idea booklet. Friendship House, 14 Church St., Winchester, MA

PATENTS

Write for information on how to secure a Patent. Patrick D. Beavers, 903 Columbian Bldg., Wash., D.C.

POLLY "PLANTER"

LIFESIZE—ARIOT OF COLOR

Brighten up your home with this 18 inch Lifesize Polly—complete with perch, mounting bracket and bright finish. Plant bowl. Brilliantly colored. Glazed porcelain-like finish. Gives an added touch of color to any room. You'll want one for yourself—one for a friend. Safe delivery guaranteed. See check or money order. Sent prepaid in U.S.A. Two for \$9.25.

POSTPAID \$4.95
EA. ONLY

HADDON HART
DEERFIELD 2, ILL.

FREE GIFT CATALOG—SEND FOR A COPY

My "peewee" greenhouse



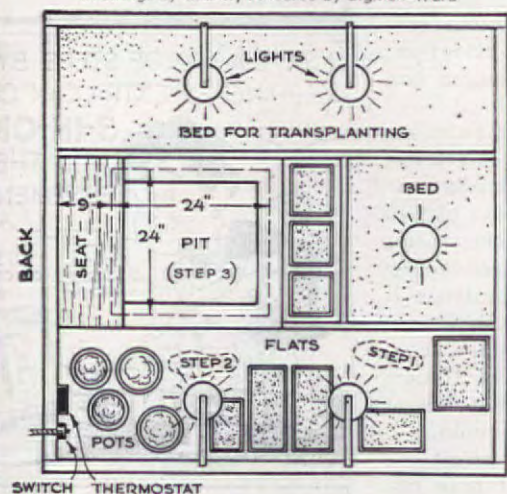
ORVILLE CRISIER

See also picture page 32

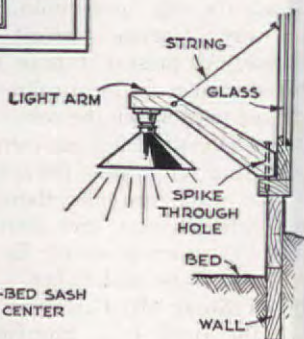
Of course, it isn't really a greenhouse at all, but rather a "step-in" hotbed. However, when I talk about it, "greenhouse" sounds better! For years I used a 6 by 6 foot electrically heated hotbed to start my tomatoes, peppers, egg-plants, flowers, and other garden crops, but it had one drawback—what it did to my own back and knees! Then I decided to stop wearing them out and to stop standing on my head to garden; I would depend on commercial sources for my plants. But that didn't work, either. Rarely could I get just the plants I wanted just at the time I wanted them.

So after a year of that, I reluctantly eyed once more the neglected hotbed. Some of the glass was gone and the cats had been using it for a sun-parlor despite the grime on the rest of the panes. I thought how nice it would be if one could stand or sit while working with his seedlings. Then I remembered pictures I had seen of sub-surface greenhouses and thought, why not put that idea to work, elevate the sash of my hotbed, and dig a pit inside deep enough to stand up in? The more I thought, the more fun, and practical, the idea seemed . . . that's how

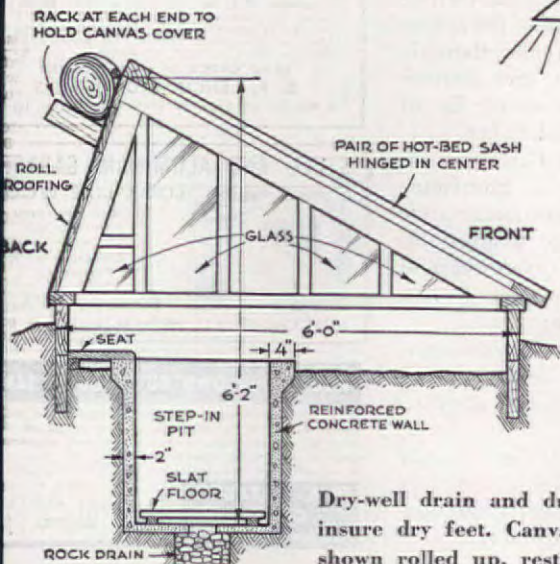
Drawings by author, rendered by Sigman-Ward



Talk about compact convenience! Every corner within reach. Numbered steps show how pit is entered. Center light is fastened to dividing bar between the sash



Four side lights are mounted on simple swinging brackets. Wire connects lights, switch, thermostat



Dry-well drain and duck-board floor insure dry feet. Canvas cover is shown rolled up, resting on brackets

TWICE as effective...



...Yes, twice as effective*

One million homeowners will tell you your best step to save fuel is **JOHNS-MANVILLE "BLOWN" HOME INSULATION**

Why let HOLLOW walls and plaster-thin ceilings rob you of precious fuel and comfort? Insulate those hollow spaces. Nothing you can do to your home will give you as much comfort as *inexpensively*. Home insulation not only pays for itself but eventually pays yearly dividends from fuel savings.

You save up to 30% on fuel a year when your house is completely insulated with Johns-Manville "Blown" Rock Wool Home Insulation. In addition to fuel savings, you have added fire protection, a warmer home in winter, up to 15° cooler in summer.

Ask your Approved Johns-Manville "Blown" Home Insulation Contractor about *easy monthly payments—FHA approved terms.*



*Government figures, published in U. S. Bureau of Mines pamphlet, show that full, thick wall-and-ceiling insulation saves fuel *twice as effectively* as other treatments used in protecting the average house against heat losses.

Send for **FREE** book.

JOHNS-MANVILLE, Dept. AH-10, Box 290, New York 16, N. Y.

Please send me **FREE** copy of your 24-page book, "Comfort that Pays for Itself."

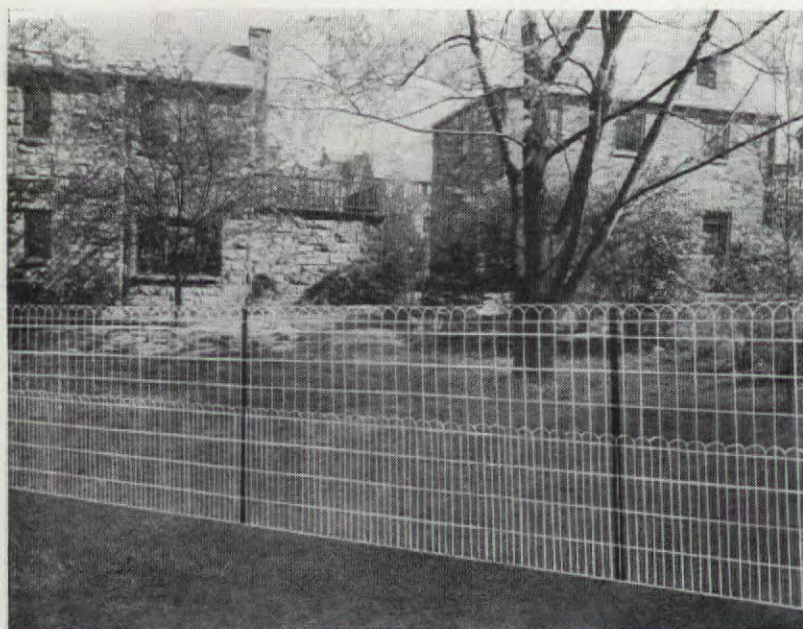
Name _____

Address _____

City _____ State _____



Johns-Manville
"BLOWN" HOME INSULATION



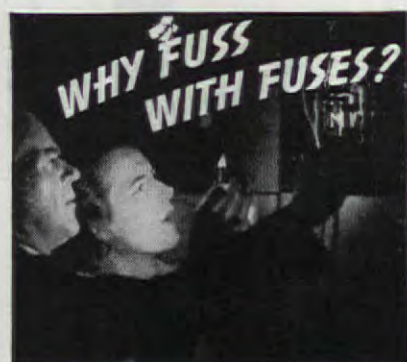
Real Protection at a Saving

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

Pittsburgh Steel Company
Grant Building, Pittsburgh 30, Pa.



Save time, trouble and expense with a Cutler-Hammer Multi-Breaker

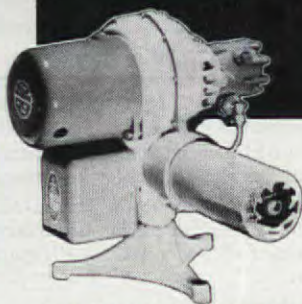
Why tolerate the blown fuse nuisance any longer? Why hunt fuses in the dark... or break off in the midst of preparing a meal to go to the store for the new fuses you forgot to buy? Why stumble down dark cellar stairs and fumble in the old fuse-box wondering what to do? The Cutler-Hammer Multi-Breaker ends this annoyance forever. It is installed in the kitchen or any other convenient place. And when service goes off, all you do is reset a tiny lever that has snapped out of position. Nothing to buy... nothing to replace! Service is restored in the twinkling of an eye... even by a child! The average new home can have this modern and safe protection for less than \$5.00 additional. Also easily installed in old homes. How much will it cost you? What are all the facts? Write today for our free booklet "Goodbye to Fuses." CUTLER-HAMMER, Inc., Pioneer Electrical Manufacturers, 1395 St. Paul Ave., Milwaukee, Wis.



FREE BOOKLET—Tells facts about new, better home electrical protection. Write TODAY for your copy.



THE Nu-Way



REAL CONVENIENCE AND HEATING COMFORT WITH NU-WAY OIL BURNERS

You can be dressed in your dressiest-best to "fix the furnace" when you convert to a Nu-Way Oil Burner! No work... no mess... no trouble... just a flick of the finger sets the thermostat at the desired temperature... your Nu-Way Oil Burner does the rest quietly and economically. Patented Air Control assures maximum heating efficiency. Patented Shielded Nozzle holds fuel consumption at low level all seasons. Sold through your local heating contractor!

THE NU-WAY CORPORATION
ROCK ISLAND, ILLINOIS

"Automatic Oil Heat Exclusively Since 1921"

"Peewee" Greenhouse

(Begins on page 127)

my "peewee" greenhouse was born!

I made a frame of 2 by 4's, nailed a board wall on the north side, and covered it with roofing. With some upright greenhouse dividers obtained at a lumber yard, I glazed in the sides, butting the glass end to end instead of lapping it as in the sash, which I cleaned, reglazed, and hinged to the center roof bar of the frame. Then I dug a 2 by 2-foot pit in the center at the back deep enough so I could stand up in it without bumping my head on the sash, and lined it with a 2-inch concrete wall widened at the top to a 4-inch ledge. I left a 9-inch space behind the pit for a board seat—very comfortable.

The door problem worried me for a time, but the solution (when it came) was simple—I didn't need any! All I had to do was lift a sash, step in, take a second step, and then one into the pit, letting the sash down behind me. (See sketch on page 127.)

To protect the little house against rapid temperature changes, I made a canvas cover with two triangular flaps or flies sewn to the edges so they could be hooked down to cover the ends. This is tacked to the top of the back wall and, during the day, or when not needed, is rolled up on a pole fastened to the bottom edge (after the end flaps are folded in) and rested on two supporting brackets attached to the back wall.

Up to now I have been heating the greenhouse with five 50-watt lamps in sockets attached to brackets as shown in the sketches. But I plan to use larger lamps this coming winter and re-install my electric soil-heating cable in the benches. Ventilation is secured by lifting the sash on the side away from the wind and propping it up as high as desired. If more is needed, I can remove panes of glass from the side (end) walls.

Well, my "peewee" greenhouse works fine. At present I have two bench-beds and room for a collection of flats and pots. When the cold wind is blowing outside and I sit cultivating, watering, etc. within, the atmosphere and smell are like those in an honest-to-goodness greenhouse—which, by the way, is on my list of projects still to be undertaken.

Editor's Note: Mr. Grisier's mention of the smell of a greenhouse reminds us of four lines from an old poem about an unhappy livery stable keeper quoted on the Queries page of the *New York Times* Book Review Section. The lines are:

"My love works in a greenhouse,
and there's always a lovely smell
Of roses and of violets upon his
coat lapel."

Don't think I do not love you, for
such is not my plaint—

But a greenhouse has a perfume
which a livery stable ain't!"



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—money back. Insist on Rex Oil—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.

Rex Wheat Germ Oil



Kill mice the clean, easy way. *Mouse Seed* consists of tiny, chemically treated grain, the kernels of which mice eat—then they die. Just put in saucer and place where mice appear. No baits, traps, or poisons. Excellent results for over 5 years. Insist on *Mouse Seed*—made only by Reardon. At drug and other dealers. If dealer hasn't it, he can get it from wholesaler or we will ship you 4 packages, prepaid, upon receipt of \$1.00. W. G. Reardon Laboratories, Inc., 22 Mill St., Port Chester, N. Y. *Reg. U. S. Pat. Off.

I SAVE A LOT OF STEPS BY KEEPING AN EXTRA CAN OF 3-IN-ONE IN THE BASEMENT



BEDECK IT...

In the Early American Manner!
Helpful, Fascinating, Authoritative Books!
"Basic Instructions for Home Painting in the Early American Manner" by Brazier \$1.00
"American Decorated Chairs" by Devos \$1.00
"How to Paint a Tray" by Krape \$1.00
SEND CHECK OR MONEY ORDER
E. P. LYNCH, INC., Dept. 5
92 Weybosset St., Providence 3, Rhode Island

STEEL AND ALUMINUM GARAGE

LOOK LIKE WOOD
Shipped Anywhere
Easily Erected
Steel Buildings for All Purposes
Write for Folder
JOHN COOPER CO. 295 2nd St., Hackensack, N.J.

ROOT YOUR OWN CUTTINGS IN SAND

in a box, greenhouse or hotbed. Scientific instructions, copyrighted, including culture, \$1.00. easy to root cuttings, quickly, of Camellias, Azaleas, Gardenias, Roses, Evergreens, and all plants, time, with our simple instructions.
FREE CATALOG On Gardenias
NATIONAL NURSERIES Dept. 2 BLOXI, M
Azaleas • Camellias

First remove awnings carefully. Leave on pipe frames and tag for identification. Then clean and repair them before storing for winter



How to prepare awnings for storage

You'll need awning canvas, rope, canvas cement, carpet thread, wax, wrapping paper, twine, soap powder, broom, hose, scissors, needle, and putty knife



Spread awning flat on lawn or driveway. Use broom to wash with soap powder and water. Rinse well with hose, and allow to dry thoroughly



For tears: cut patch piece of canvas; mark patch area with pencil; spread cement (rubber-latex) on patch and marked area



When cement is dry, place patch over tear and press firmly in against awning. The patch shown extends under a ripped hem to be sewed later



TURN TO PAGE 130

**SAVE \$60
ON HEAT BILLS
THIS WINTER?**

**EASY!
CALL THE
FACTORY-TRAINED
Gold Bond
ROCK WOOL
APPLICATOR**

THAT'S right! Save up to \$60, \$70, or even more every year depending on the size of your house. Amounts to as much as 40%. Just call in your local Gold Bond Rock Wool Applicator today. He's factory-trained in Gold Bond's tested methods of application to give you the very best insulation job without muss or fuss. And he uses only Fireproof Gold Bond Rock Wool made by the National Gypsum Company, the finest insulation money can buy. Every year thousands of thrifty home owners enjoy complete winter comfort and lower their heating bills with Gold Bond Insulation. Fuel savings soon pay the cost of insulation and continue for the life of the house. Besides, homes insulated the Gold

Bond way have three more big advantages:

- Rooms up to 15° cooler in summer.
- They are more firesafe. Fireproof Gold Bond Rock Wool in the walls and roof provides a permanent fire barrier.
- They have a higher resale value.

Does this sound good to you? Then phone your local Gold Bond Rock Wool Applicator today. He'll give you a cost estimate without charge or obligation. He's listed in the classified section of your phone book under "Insulation". Remember, it's the one home improvement that actually pays for itself.

NATIONAL GYPSUM COMPANY

MAIL COUPON FOR FREE BOOKLET ➔

National Gypsum Company, A-10-9
Buffalo 2, New York.

Please send me your "Better Living" booklet. I am interested in insulation for: ☐ Present Home ☐ Future Home ☐ Student

NAME.....
Please PRINT name and address clearly

ADDRESS.....

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



Keep your home clean *with* this BON AMI team



**THIS NEW, BETTER
WAX-LIKE CLEANER
SAVES UP TO 20¢**

No wonder women everywhere are switching to GLASS GLOSS from other wax-like cleaners. It not only costs less—it *cleans much better!* No streaks. No smears. No hazy after-cloudiness. Glass and silver sparkle as never before. Buy GLASS GLOSS today. Look for the Bon Ami chick on the can. You'll get the best—for less!

**THE HOUSEHOLD
CLEANSER THAT'S
FAST, EASY, SAFE!**

Want a *real* shine on your bathtubs and sinks? Then try Bon Ami—the grit-free cleanser that does two jobs at once. 1. Cleans. 2. Polishes. It lifts dirt off quickly, without hard rubbing. Leaves surfaces sparkling and scratch-free. Get Bon Ami today. It's the fast, easy cleanser that "hasn't scratched yet!"



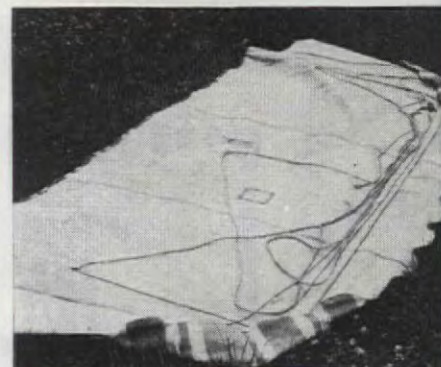
**LOOK FOR THE
BON AMI CHICK AND
GET THE BEST!**

Awnings for Storage (Begins on page 129)

For ripped seams and hems: sew with large needle and heavy cotton thread that has been waxed with paraffin. Replace worn and broken ropes



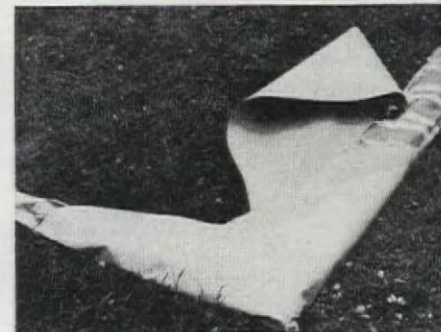
With all repairs completed, lay awning out flat and gather ropes neatly along line of pipe frame



Wrap the awning tightly and smoothly around the support pipes, and lash in place with twine to keep it neat while handling



Wrap entire awning with heavy wrapping paper or old cotton sheeting. Then bind it with heavy twine. Be sure awning is completely dry before wrapping it



And now, off to a clean, dry storage place for the winter. It's all set to put up again quickly when it's needed in the spring



Data: James A. Oest

Photographs by Wendell Kilmer

NOW anyone can STOP FAUCET DRIP!

O'Malley FAUCET REPAIR KIT (All-Purpose Family Set)

EASY TO USE
Stops faucet leaks—refinishes seats, inserts new seats. A new all-purpose family kit to end annoying water drip and to repair worn-out faucets... Saves water, saves water-heating expense... Family set includes "Nu-Seater" tools, "Drip-Stopper" tools, brass faucet-seats, washers and illustrated, simple directions.

ASK YOUR DEALER
For the O'MALLEY FAUCET REPAIR KIT—the new ALL-PURPOSE FAMILY SET. If no dealer, remit direct to...
\$2.95
No C.O.D.'s please

EDW. O'MALLEY VALVE CO.
061 East 76th Street • Chicago 19, Illinois

Jobbers, Dealers, Write!

Mortite KEEPS THE COLD OUT

SAVES FUEL AND MONEY

birdlike and pliable, Mortite is the perfect weatherstripping. Goes on in a flash without tools or tacks. Keeps out cold, dust, dirt. Anyone can use it around windows, doors, transoms, baseboards, weatherstrips a whole window for 29c.—costs even less if you use the larger package. Get Mortite at stores or write for circular. J. W. Mortell Co., 318 Burch St., Kankakee, Ill.

29c and \$1.25
Higher cost of Rockwell and Canada

Lovely, new ceilings right over unsightly cracks



—without patching or re-plastering!

No seeping, floating gritty white dust to cause housecleaning drudgery! No fuss or muss when you re-cover unsightly ceilings with Upson Panels.

No irritating delays! No patch work! Takes only a matter of hours! Then—you have a modern crackproof ceiling with beauty that endures. And at so little cost! Send for helpful fascinating booklet. 32 pages in full color. Upson ceilings in room arrangements by leading decorators. Scores of grand ideas. Sent postpaid—25c. Mail coupon!

UPSON PANELS

THE UPSON COMPANY
160 Upson Point, Lockport, New York
I enclose 25c (stamps or coin). Send me your booklet, "New Interiors For Old." I am interested in a new home ☐ re-covering cracked plaster ☐ remodeling ☐.

Name _____
Street _____
City _____ State _____

Behavior Problems

(Begins on page 48)

Deafness is sometimes not recognized for many months after birth, sometimes not for several years. Frequently, deafness is not noticed until parents realize that the child's speech has been delayed. Then investigation shows that the child has really been deaf all along. Training in lip reading and guidance should be started during the pre-school years—at two or three years of age. In some cases, relief of deafness can be accomplished by medical means.

Thousands of children in the United States have been crippled by rheumatic heart disease. Programs for the care of such children are still in their infancy. Public health authorities, working with physicians and social and educational agencies, are attempting to provide a better way of life for those youngsters who are heart cripples. The outlook for rheumatic fever patients who are under the regular care of competent medical experts is very encouraging.

Another major cause of disability among children is cerebral palsy. The opportunity to help these children along the road to normality has been greatly neglected until the last few years, but tremendous strides have been made recently in providing ways to help them develop into happy, responsible, useful persons. It is now recognized that competent medical guidance is essential to guide each individual child with cerebral palsy. The combined efforts of the physician, teacher, social worker, and psychiatrist are necessary to determine the child's emotional status, his developmental and physical potentialities. When these are determined, a program for the child's education, his medical treatment and later vocational placement has to be worked out on an individual basis. As with many of the physical handicaps, help for children with cerebral palsy can be obtained through State Health Departments.

More and more we recognize the need for children with handicaps to live in as normal situations as possible within the limits of their capabilities. In the more dramatic instances of a physically handicapping disease, such as infantile paralysis, we have all learned to accept the child, to sympathize with him, and thereby help him to a healthy social adjustment. Parents do not expect a child who has a weak leg following infantile paralysis to be a star on the track team. They can understand that he may fatigue more readily than his playmates. However, even though parents have an understanding of the limitations placed upon the child by this handicap, or by any other, he still has to be prepared to face and handle hurts which may be inflicted by other children or adults.

For Indoor Sunshine all Winter Long...



B & G Hydro-Flo Heating with concealed radiant panels

The same sunny warmth so enjoyable on the beach can now be built into your home. B & G Hydro-Flo Radiant Panel Heating offers an utterly new kind of comfort... unbelievable cleanliness... and new decorative freedom.

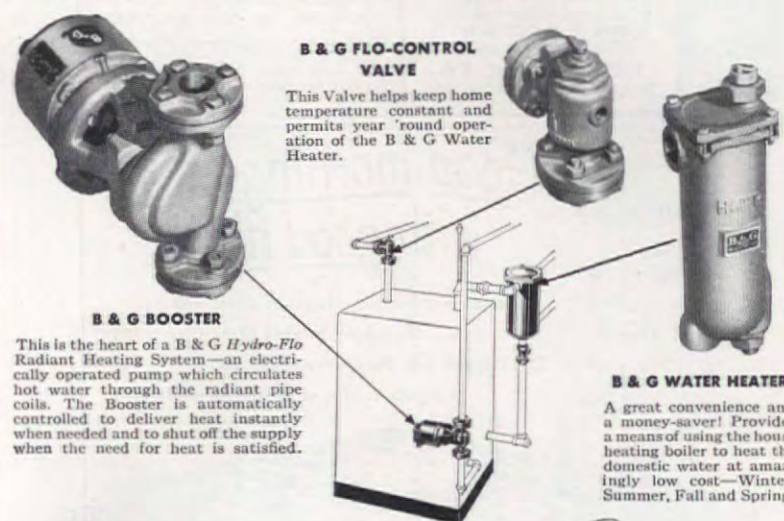
Hydro-Flo Radiant Panel Heating is *hidden heating*! Radiant panels concealed in the floor or ceiling spread a blanket of cheerful warmth, smoothly and automatically modulated to meet every change in the weather. That's why B & G Hydro-Flo Radiant Panel Heating is so economical—just enough fuel is burned and no more!

Plus all the hot water you can use!

Modern living revolves around the hot water faucet. You need plenty for automatic washers and showers... and B & G Hydro-Flo Heating provides it the low cost way, every month of the year.

Ideal for modernizing old hot water systems

The same equipment used for B & G Hydro-Flo Radiant Panel Heating can be used to greatly improve comfort and cut fuel expense in homes now heated with radiators or convectors. Ask your heating contractor.



BELL & GOSSETT

Company

Dept. BE-29, Morton Grove, Ill.
Send your free booklet, "Capture the Sun with B & G Hydro-Flo Heating."

Name _____
Address _____
City _____ Zone _____ State _____ *REG. U.S. PAT. OFF.



MILDEW is MURDER!

DANGER!

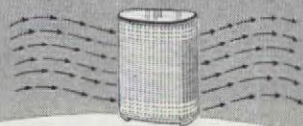
SHEETS, SHIRTS, ALL LAUNDRY
CAN BE WEAKENED OVER 30%
...but NOT in a PEARL-WICK!



ONLY PEARL-WICK DUROWEVE self-ventilating hampers have over 15,000 air vents for ventilation!

ONLY PEARL-WICK DUROWEVE is woven with STEEL RIBS for lasting service! That's why under tests, there was NO mildew-damage to laundry in PEARL-WICK; but up to 31.8% in other hampers, where mildew can start the very first day! That's why PEARL-WICK DUROWEVE hampers save you money! Lightweight, beautiful, no-bulge, rust-proof, snag-proof to linens! Yet they cost no more! Remember, it's not a PEARL-WICK without the PEARL-WICK label!

air goes in everywhere, every minute
—bars mildew and odors



PEARL-WICK®

DUROWEVE®
SELF-VENTILATING HAMPERS



\$3.98 to \$10.98—at your favorite store, or write PEARL-WICK, Long Island City 2, N. Y.

ONLY THE

BADGER



TRAVERSE ROD

has these EXCLUSIVE FEATURES

- SMOOTH... SILENT Action
- EXTENDS over wall space for "PICTURE WINDOWS"
- NO BRACKETS in Plaster
- Rust proof ALUMINUM
- Looks like WOOD TRIM

Send for FREE Literature

THE GRABER CO.
Dept. A MIDDLETON, WIS.

Lifetime
WARE



As Beautiful as it is Practical

Gives you the weight, feel and luster of fine china but, of practically unbreakable plastic, good for a Lifetime of Mealtime Pleasure. Two lovely colors, Coral and Blue. Complete service. At leading department stores. Write for FREE folder.

NATIONAL DISTRIBUTOR, GEORGE E. WEIGL CO.
DEPT. 600, 230 FIFTH AVE., NEW YORK 1, N. Y.

Guaranteed by Good Housekeeping
WATERTOWN MFG. CO.
600 Porter St., Watertown, Conn.



*Good mornings start
with good nights...*

...and sleep-inviting relaxation starts with
the lullaby comfort of an Ostermoor.
Quality-built with the craftsmanship you
rightly expect of its famous name.



OSTERMOOR

AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS

Dealers in Principal Cities—or write OSTERMOOR & CO., Chicago 16, Ill., or Bridgeport, Conn.

Behavior Problems

Photographs courtesy National Foundation for Infantile Paralysis



Social events like this birthday party help youngsters learn how to get along with others—an important factor in growing up well-adjusted and outgoing

Very often a friend or teacher gets upset by the child who has a convulsive epileptic seizure. Teachers have been known to insist that an epileptic child who has been deemed medically fit for normal classwork in a regular schoolroom be removed from the class. Such an attitude is in contradiction with what is now considered the proper way of handling the child with epilepsy, or with any other physically handicapping disease or condition. He needs extra protection to develop emotional normality and to escape the development of psychological difficulties.

School authorities can be very helpful in providing an atmosphere of normality for children with handicaps. The child who fatigues easily because of heart disease, the child with a weak leg whose balance is poor can be helped by relatively simple devices, such as allowing him to leave the classroom a few minutes before dismissal time so that he isn't banged about in the rush which inevitably follows. It is important for such a child to be placed in a classroom on the ground floor to eliminate the exhaustion of climbing a number of flights and starting the school day all worn out. His recreation should be supervised so that he need



Young Joan takes enormous pride in her "work," at the same time exercises arms and hands. All handicapped children should receive adequate medical supervision

Begins on page 48)

not compete with his classmates on exactly the same physical level if he is unable to do so. At the same time, he should be allowed to take part in all possible activities which do not jeopardize his health. He should never be placed in a position where it is obvious that he will fail in achieving either educational or physical goals expected of the other children. His classmates should be taught to accept him as he is and to avoid hurting him either physically or psychologically, as they may very well do in their ignorance and lack of understanding of his handicap.

Parents must recognize that a continuous display of sympathy and a constant dwelling on the child's disability can also be damaging to him. Parents and adults must learn to strike a happy medium so that the child recognizes the limitations which nature has placed upon him without at the same time being made to feel that he is completely different from other children and a social outcast.

For one reason or another, many parents of handicapped children go from doctor to doctor, seeking for a non-existent magic cure. It's better for the child and the parents if he is placed under competent supervision as soon as the handicapping condition is suspected or discovered, and kept there. The doctor will suggest consultations when they are necessary, send the child to another doctor, or to a hospital, or medical center. When no local facilities are available, the U.S. Children's Bureau in Washington, D.C., or a local or State Health Department can be consulted.



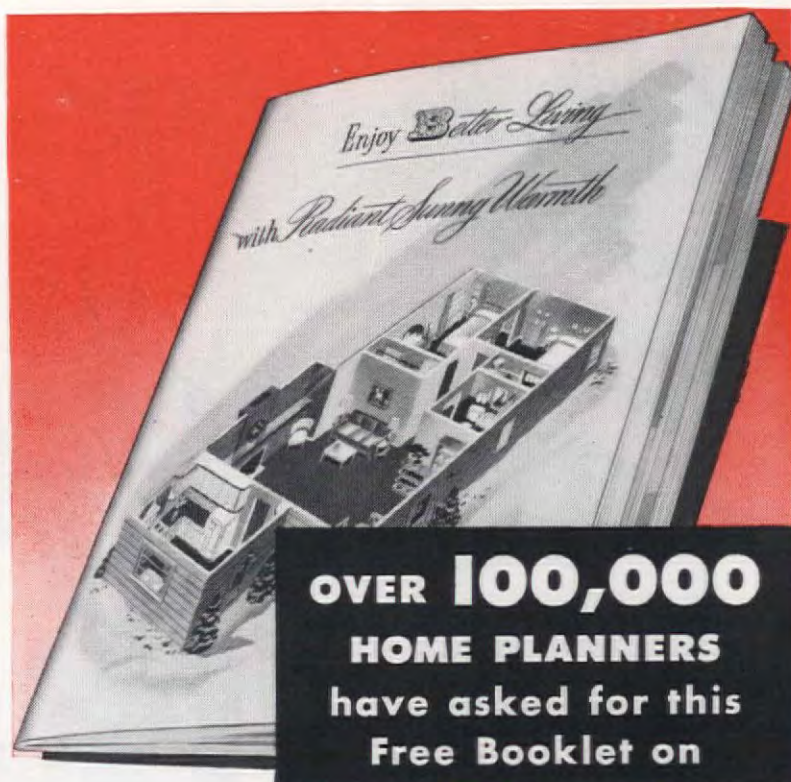
Five-year-old Linda, a victim of infantile paralysis, keenly enjoys crayoning. Creative activities of all kinds should be encouraged—at home or in the institution



Periods of convalescence must not be completely blank. Educational activities should be carried on so that child does not fall behind well classmates

Social agencies, family agencies, and community service societies also stand ready to help.

Every child with a physical handicap needs the love and comfort of his parents and his family. He should have early medical supervision, ample educational and social opportunities in normal surroundings whenever possible. With all these provided, as is every child's right, he can be a happy person in a happy family.



Radiant Ray^{*} Heating

Send for YOUR copy today!

Here's a wealth of information on modern heating every home owner should have . . . interesting to read, easy to understand . . . completely illustrated in full color . . . based on facts revealed by I=B=R heating research at the University of Illinois.

Remember that there is little satisfaction in building a home of charm and distinction if it is lacking in winter comfort. So think well before deciding upon a heating system . . . your choice has a most important bearing on the pleasure you'll get from your home in all the years to come.

You'll be better able to make a satisfactory selection after reading, "Enjoy Better Living with Radiant Sunny Warmth". This booklet shows you how to equip your home with the kind of heating which economically and dependably maintains cheery warmth from Fall to Spring.

*The warmth you get with radiators, baseboards, panels or convectors.

Be sure you get all the essentials of good heating!

1. Radiant Warmth
2. Correct Heat Distribution
3. Flexibility



4. Durability
5. Fuel Economy
6. Domestic Hot Water

The Institute of Boiler and Radiator Manufacturers



REG.
U. S.
PAT.
OFF.

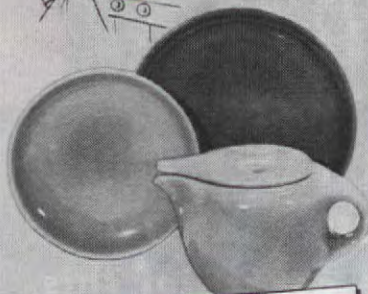
The Institute of Boiler and Radiator Manufacturers
60 E. 42nd St., Dept B-16, New York 17, N. Y.

Please send your FREE Booklet, "Enjoy Better Living with Radiant Sunny Warmth".

Name.....
Address.....
City.....Zone.....State.....

Cook and Serve

in
CASUAL CHINA



Russel Wright
by IROQUOIS

IS TRUE CHINA NOT EARTHENWARE

RUSSELL WRIGHT, the most popular design in American table-ware, is now available to you as a multi-purpose casual china.

Think of it—colorful, beautiful in its simplicity, but so strong and sturdy in its construction that it defies not only rough everyday handling but extreme heat and cold as well.

RUSSELL WRIGHT Casual China by IROQUOIS is made to cook in and to store in as well as beautify your table.

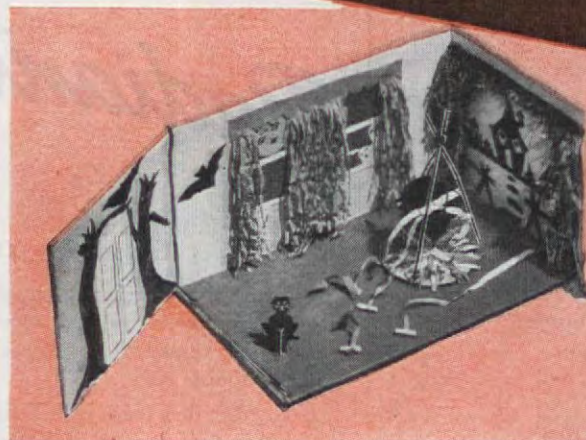
It is the least expensive casual china available but surpasses all others in its all purpose abilities. RUSSELL WRIGHT Casual China is available in Oyster Grey, Parsley Green, Ice Blue, Nutmeg Brown, and in the Avocado Yellow and Sugar White Raindrop glazes.

RUSSELL WRIGHT by IROQUOIS is TRUE CHINA NOT EARTHENWARE—handmade from fine English China Clay.

Russel Wright
by IROQUOIS

Made by the IROQUOIS CHINA CO.
Syracuse 9, N. Y.

Nut favors by Jane Wright
All ideas executed by Dennisons
Drawings by Paul Crowley



WITCH ROOM DECORATIONS

TREES AND BATS: Draw network of squares on brown wrapping paper, enlarging each small square as indicated on sketch. Draw and cut outlines of trees. Color features and shade with show-card paint or crayons. Cut bats from black Mat Stock and fasten to wall.

WINDOW FRINGE: Divide a fold of gray crepe paper into two five-foot pieces. Leaving 2 in. at top, fringe across grain. Shake, stretch and crush fringe between hands. Shake out again. Attach pieces, one on top of other, to side of window. Repeat for other side.

VALANCE: Cut fold of green crepe paper in half across grain. Measure window. Cut paper to desired length. Stretch. Cut one long edge in scallops. Tack in place.

WALL PANEL FRINGE: Using green crepe, make same as window fringe. Add fringed valance.

MOON: Cut 20-in. circle of orange Mat Stock. Ink in features. Attach to window.

GHOSTS: Enlarge pattern squares to 6 in. Cut ghosts from white Mat Stock. Paste in window.

CAT: Enlarge squares to 6 in. Cut in two sections from black Mat Stock. Paste together to form easel.

HOUSE, FENCE, and STEPPING STONES: Enlarge squares to 6 in. Use Mat Stock. Cut house in sections, then paste. Repeat fence pattern as required.

KETTLE: Cover hat box with black crepe. Leaving 3 in. of paper extending above top edge, gather and paste black crepe to both bottom and top edges. Puff out paper for roundness. Hang by black cord. Wrap 3 heavy dowel sticks in black crepe. Fasten as tripod.

FLAME: Fringe red and yellow crepe paper. Paste to cardboard. Put under kettle which holds fortunes.

Cut black Mat Stock $\frac{3}{4}$ by $12\frac{1}{2}$ inches. Leaving one straight roll into ring $1\frac{3}{4}$ in. in diameter. Paste. For tail, cut crepe 1 by 10 in. across grain. Fringe long edge. Wrap around wire $3\frac{1}{2}$ in. long. Paste tail to bottom of ring. For head, cut $1\frac{1}{2}$ by 15 in. across grain. Fold with grain 4 times. Fringe. Open, gather in center, fasten with as pompon. Add eyes, mouth. Paste

CAT NAPKIN

Night

When gh



Moon



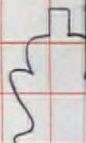
Kettle



One square equals one inch



Front



Back



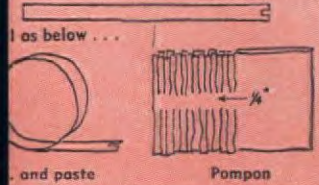
Door trim



Window g

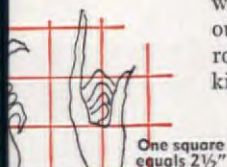


One square equals one foot



HOUSE NAPKIN RING

Enlarge above pattern so house is about $4\frac{1}{4}$ in. high, $4\frac{1}{4}$ in. wide. Place pattern on fold of black Mat Stock and cut double. Open up and fold on dotted lines. Paste narrow white paper strips around window frames. Cut out lower part of window as shown. Paste roofs together. Insert cigarettes or yellow napkin so color shows through windows



or Black Magic!

and witches ride high . . .

Party ideas for halloween fun



STONE-WALL ROOM DECORATIONS

DOOR: Make same as witch-room window fringe. VALANCE: Fringe paper 24 in. long. Trim lower edge on slant. Drape with orange streamers.

OWLS: Enlarge squares to 3 in. Cut from black Mat Stock. Draw lines with white paint.

STONE WALL: Measure room. Cut roll of stone-wall paper to fit. Or use wrapping paper, indicating stones with black paint or crayon.

CATS and WITCH: Enlarge cat pattern squares to 3 in., witch and cauldron squares to 6 in. Cut both from black Mat Stock. Put on wall.

FLAMES: Cut yellow and flame crepe with grain into pointed fringe. Fasten to cauldron.

GHOSTS: Enlarge squares to 3 in. Cut shelving paper in string of ghosts like paper dolls.

WITCH IN WINDOW: Attach 24 in. length wire to each side of clothes hanger. Wrap wire with strip of black crepe. Bend wires to fit window. Attach witch mask to hanger hook. Fringe gray paper for hair. For hat, cut black crepe across grain 15 in. wide, long enough to fit around mask. Fold back 3 in. on one long edge. Gather opposite edge. Paste ends as seam. Stretch folded edge as hat brim. Cut strips black crepe 4 ft. long, double, cut fringe, leaving folded edge uncut. Drape over hanger.

STANDING GHOST: For head stuff tube of white crepe. Tie to top of clothes rack. Leaving painted face showing, put white crepe hood over head. Wrap two wires with crepe, attach to hanger suspended from rack. Fringe and attach white crepe 8 ft. long, trim sides, see sketch above. Paste on white Mat Stock hands.



Handmade Reproductions by WESTMORELAND

The Lazy Susan breakfast reflecting all the cheerfulness and informality of yesteryear. A truly American setting complimented by the charm and loveliness of Westmoreland's handmade early American milk glass reproductions. Unrivalled for authenticity many Westmoreland reproductions are made from molds over half a century old.

GET INFORMATIVE BOOKLET
Informal Table Settings
Send twenty-five cents
in coin for your copy



WESTMORELAND GLASS CO.
GRAPEVILLE, PENNSYLVANIA



Enjoy the modern beauty of lustrous chrome and fine handmade glass combined in practical Krome-Kraft table accessories of distinctive design! Shown are relish dish, and oil and vinegar set . . . so perfect for your table, and for gifts! At gift, jewelry and department stores. Moderately priced.



A TIP FOR THE Thrifty!



If you're planning to stain your house, use the best . . . use Cabot's Creosote Stains! These stains bring out the natural beauty of the wood . . . give deep, rich, permanent color. Cabot's Stains cost $\frac{1}{2}$ as much as good paint . . . are much less expensive to apply . . . give years of protection against decay and termites. Yes, you actually get longer protection at lower cost with Cabot's Creosote Stains.

WRITE TODAY FOR FREE BOOKLET!

SAMUEL CABOT, INC.
1014 OLIVER BLDG., BOSTON 9, MASS.
Please send me my free copy of "Stained Houses" and complete information about Cabot's Creosote Stains . . . plus color card showing 18 different shades.

NAME _____
STREET _____
CITY _____ ZONE _____ STATE _____

Vanity Mirrors by Syroco Wood



For Elegant Living and Gracious Living

A charming addition to your dressing table. This handsomely carved "Pembroke" Mirror comes in gold or cream-white. 17½" high. At better stores about \$6.95. Send 10¢ for new Decorating booklet showing other SyrocoWood mirrors and accessories.

© SYRACUSE ORNAMENTAL CO. INC.
567-1 S. Clinton St., Syracuse, N.Y.



THE FINE ENGLISH DINNERWARE

Spode COWSLIP

Although there will be a wait for your Spode, your order will be filled in its turn. Decide now which pattern is to be yours. Booklet 18 will help. Send for it today.

Wholesale Distributors

COPELAND & THOMPSON, INC.
206 FIFTH AVENUE, NEW YORK 10, N.Y.

COWSLIP

Flowers for you from the English fields

RECOMMENDED WITHOUT QUALIFICATION
BY OVER 4000 LEADING FURNITURE STORES

Guardaman CLEANING POLISH

Beautifies the finish, dramatizes the grain. Easy to use . . . just wipe on and wipe off. Amazing in results . . . does not have the oily, dust-catching qualities of ordinary polishes. Guardaman wipes dry, stays that way.



More furniture craftsmen know and use Guardaman!

. . . yes, more than all other polishes combined. Why? Because Guardaman alone meets their exacting requirements. Made by furniture men, made for furniture men, brought to you exclusively through furniture men.

If your dealer cannot supply USE COUPON

Send \$1.00 to Grand Rapids Varnish Corp., Grand Rapids, Mich., and we will mail you, ppd., a large 16-oz. bottle of Guardaman Cleaning Polish.

NAME.....
ADDRESS.....
CITY.....STATE.....

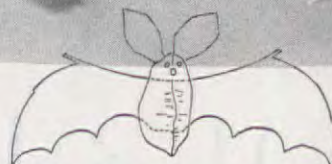
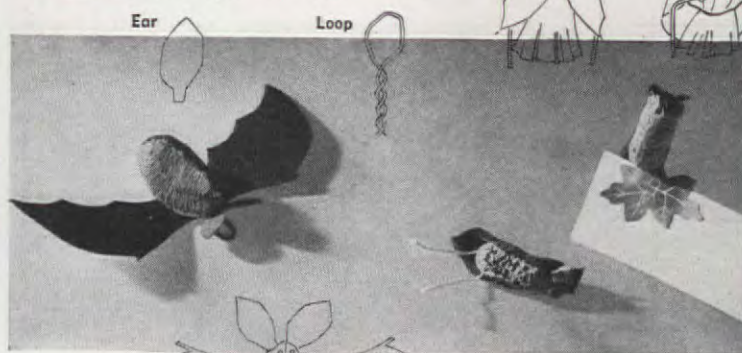
THE
BEAUTY LOTION
FOR YOUR
FURNITURE



Black Magic (Begins on page 134)

PEANUT OWL

Select average-sized peanut. Cut brown crepe paper wings, tail and hood to fit size of nut. Paste tail on nut, then wings. Paste hood so point of beak comes to center front. Do not paste other two points which are ears. Remaining paper covers back of neck. Make two yellow circles for eyes. Ink in pupils. Tint beak black, mark chest with black dots. For twig, run needle through bottom of nut, insert wire.

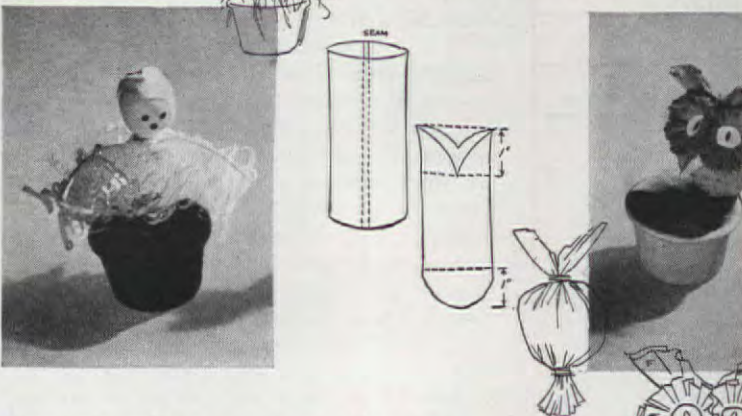


BAT FAVOR

Enlarge pattern shown so that wings are about 5 in. long and wide. Cut wings from black Mat Stock. Paste flat side of Brazil wings. Cut ears from Mat Stock and glue to top of nut. Paint. To hang make loop of spool wire and slip end under center of

GHOST CUP

Cut strip black crepe 1¾ in. wide across. Pull paper around cup keeping it flush with bottom. Trim, paste. For ghost, wrap wire 5½ in. with white crepe. Wrap cotton ¾ in. wide at end of wire until circumference is 3 in. Cut crepe 2 by 4 in. with grain. Stretch. Wrap around cotton. Fasten with spool wire at top bottom. Trim top. Leaving face stretch white crepe 3 by 5 in. a head. Tie at neck. Wrap 5 in. wire crepe. Fold square of white crepe in. Slash fine fringe on long, open. Paste to covered wire. Twist middle wire around neck. Attach ghost to cup.



OWL CUP

Wrap cup with orange crepe. Cut gray crepe 4½ in. square. Paste in tube shape, grain up and down. Cut edges as shown. Gather top, fasten with wire. Stuff tube with cotton. Tie bottom with wire. Leave wire ends long enough to attach owl to cup. For each eye, cut two pieces orange crepe 1 by 6 in. Fold in half lengthwise, gather through center, draw together. Paste to owl as shown. Paste tiny yellow circle in center of eye. Cut triangle for beak. Ink chest dots and pupils.



ALVIN
STERLING

and get what
you've always wanted
in table fashion ...
style and quality ...
to meet your fondest dreams ...
fashioned with all the skill
of the age-old art of
silversmithing ... to live ...
and to serve graciously
through all of your years.

SEE IT ... BUY IT ... AT YOUR JEWELER'S
Write us for illustrated price folder of these
and other ALVIN patterns.

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

YARN
FREE SAMPLES—Knitting &
Rug Yarns, Rug Patterns &
Frames, Directions sent with
orders. Splendid values.
Economy prices.
Buy Direct—Save Money
BARTLETT YARN MILLS
Box 13, Harmony, Maine

Gift, Party, Decorative CANDLES

You'll find a gold mine of
decorative ideas in the new
Emkay Candle catalog—
hundreds of cute figurines,
graceful tapers, stately pil-
lars, old-salt ropes, holiday
symbols—for decoration,
entertainment and gifts for
every season, every occa-
sion—the year round.

Write for **FREE Copy**
of Catalog 79

Emkay Candles
Dept. A-9
Syracuse 1, N. Y.

Emkay
Candles

Black Magic

(Begins on page 134)



BROOM CUP: Wrap cup with emerald
green crepe paper. Cut strip of sand
crepe $\frac{1}{2}$ in. wide across grain. Wind
around 4 in. length of wire. Cut
across grain 2 in. deep and 10 in.
long, one piece of sand, one of orange
crepe. Cutting both pieces together,
slash one long edge into fringe $1\frac{1}{4}$
in. deep. Fringe opposite edge $\frac{1}{2}$ in.
deep, leaving $\frac{1}{4}$ in. uncut between.
Wrap fringe around handle 1 in. from
bottom. Fasten with wire; leave ends
to attach to cup. Cover broom handle
with strip of orange crepe. Tie green
ribbon bow and place card to handle.



Hot brim

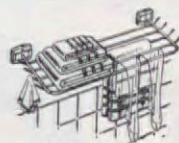
**WALNUT
WITCH**

HEAD and HAT: Carve nose on walnut
ridge. Paint features. Cut black crepe
across grain 2 in. wide, long enough
to go around nut. Paste one edge
around nut top. Gather opposite edge,
tie with wire. Cut 3 in. circle from
black Mat Stock. Cut out center.
Make notches $\frac{1}{2}$ in. deep. Slip brim
over crown. Paste. Add orange band.
DRESS: Cut black crepe across grain
5 by 10 in. Gather one long edge,
fasten with wire at neck and waist.
CAPE: Cut orange crepe across grain
4 by 6 in. Gather one long edge, tie
around neck. Paste head to ruffle.
BROOM: Wrap wire 6 in. long with
black crepe. Cut orange crepe across
grain 3 by 20 in. Fringe one long
edge $\frac{1}{2}$ in. deep, opposite edge 2 in.
deep. Tie around broom handle. Cover
tie wire with strip of black crepe.

HERE'S HOW TO RE-DO YOUR

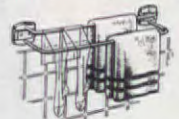
bathroom in Sparkling Beauty

—AND ECONOMICALLY



**Towel Shelf and
Drying Rack, about \$1.50**

5 towel bars—8 feet of
drying space—8 utility
hooks—all in one handy
fixture! Holds loads of
things in bathroom,
kitchen, closet, nursery!



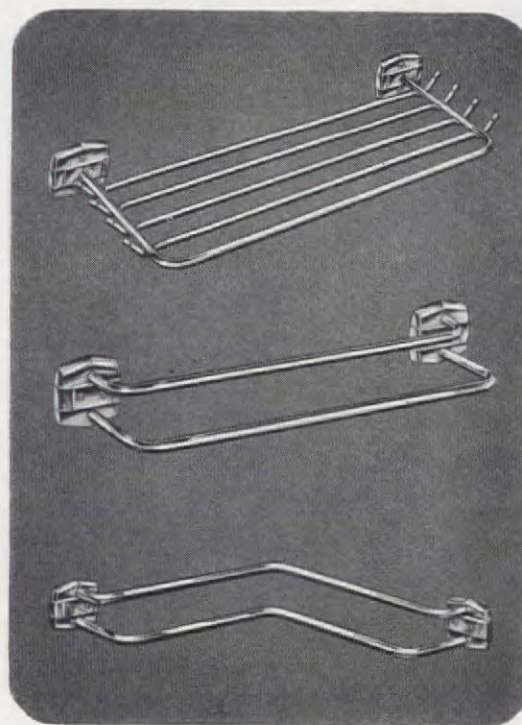
**Twin Towel Bar,
about \$1.25**

Your "show towels" will
show up beautifully on
this smart two-in-one
towel bar. Serves a
host of other needs all
around the house.



**Twin Corner Towel Bar,
about \$1.25**

Cleverly designed to
make smart use of those
idle corners! Holds your
towels in decorative
array. Also ideal for
overnight laundering.



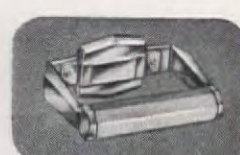
TOWEL BAR two sizes: 18 and 24 inches about \$1.00, \$1.25



WALL SOAP DISH
about \$1.00



**TUMBLER AND TOOTHBRUSH
HOLDER about \$1.00**



TOILET TISSUE HOLDER
about \$1.00

YOU'LL love these newest of
bathroom accessories for their
sleek beauty—elegant fluted bars
—brilliant chrome finish! So easy
to keep sparkling clean! The
unique, many-purpose fixtures
offer more convenience than you
ever imagined. And they're spec-

tacular values! Choose your own
assortment and just see how
"Fairfield" accessories transform
your bathrooms, kitchen, closets.
For that smart, new, up-to-the-
minute look—for that luxurious,
enduring chrome, be sure to ask for
"Fairfield" by Autoyre.

Wherever bathroom accessories are sold.



Every "Fairfield" Accessory Carries the Autoyre Guarantee

AUTOYRE *Fairfield*
say "auto-wire"

MATCHLESS VALUES IN MATCHED ACCESSORIES

THE AUTOYRE COMPANY • Oakville, Connecticut

FREE

Send us a
postcard
today for
"51 Ways to
Make Small
Space Useful and
Attractive." Filled
with sparkling ideas
to help brighten your
home—lighten your
housekeeping!



ARE OLD WIVES' TALES Wrecking your Married Life?



If only every woman would learn these INTIMATE PHYSICAL FACTS before she marries...

Too many married women still don't have proper, scientific knowledge they can trust about intimate feminine hygiene.

They follow ignorant misinformation passed on down through the years. And all too often this is the cause of marital unhappiness.

If only women would realize how important vaginal douching two or three times weekly often is to intimate cleanliness, health, married happiness, and to combat unpardonable vaginal odor. And certainly once they learn the truth about ZONITE—they'll always want to use it in the douche.

No other type liquid antiseptic-germicide tested is **SO POWERFUL** yet **SO HARMLESS**

Scientists tested every known germicide they could find on sale

for the douche. And NO OTHER type proved SO POWERFUL yet SO SAFE to tissues as ZONITE.

So why be old-fashioned and continue to use weak or dangerous products?

ZONITE is POSITIVELY non-poisonous, non-irritating. You can use ZONITE as directed as often as desired without the slightest risk of injury.

ZONITE'S Miracle-Action

ZONITE eliminates odor, removes waste substances and discharge. You feel so dainty and refreshed after your ZONITE douche. Helps guard against infection. It kills every germ it touches. 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.



Black Magic

(Begins on page 134)



LOLLIPOP WITCH

HEAD: Using peach crepe paper, cut piece 4 in. deep and 6 in. long. Stretch and wrap twice around lollipop. Fasten with spool wire at top and bottom of candy. Make paper features and paste in place. Pencil in additional facial lines. Tint cheeks with rouge.

HAIR and HAT: Cut gray crepe with grain 3 by 9 in. Cut into fine fringe (across grain) leaving $\frac{1}{2}$ in. uncut at top. Paste uncut edge around back of lollipop. Paste several rows from neck up. For hat, cut black crepe paper 5 in. square. Turn up bottom edge (across grain) $1\frac{1}{2}$ in. Paste sides together in tube shape. Gather top of crepe, fasten with wire. Trim with band of orange crepe. Stretch lower double edge to form brim. Paste to lollipop.

BODY and CAPE: Cut 16 in. square of orange crepe. Stretch, then trim down to 16 in. again. Cover popcorn ball with wax paper. Place in center of crepe paper. Draw ends up around lollipop stem. Fasten with wire. Wrap lollipop stick several times with orange crepe cut across grain $\frac{1}{2}$ in. wide. For cape, cut black crepe 8 by 30 in. across grain. Gather one long edge about $1\frac{1}{2}$ in. from top and fasten around witch's neck. Decorate with green ribbon.

BROOM: Wrap 7 in. length wire with yellow crepe. Cut gray crepe across grain 3 by 30 in. Fringe one long edge $\frac{1}{2}$ in. deep, opposite edge 2 in. deep. Gather around wire about 1 in. from end. Fasten with wire. Cover wire with orange crepe. Make hand of white writing paper. Paste wrist inside cape, fingers around broom.

HOW TO GIVE QUICK REST TO TIRED EYES

• Eyes tired? Feel as if you can't work, can't enjoy yourself? Then give them a quick rest—



• Put two drops of gentle Murine in each eye. It cleanses and soothes.



• In seconds, your eyes feel rested. Murine's seven ingredients help your eyes feel fine.



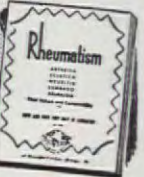
MURINE FOR YOUR EYES



DO YOU SUFFER FROM RHEUMATISM ARTHRITIS, NEURITIS, SCIATICA OR LUMBAGO?

SEND FOR FREE BOOK

describing the proven, specialized treatment that has been amazingly successful in combating rheumatism, arthritis and similar painful disorders. This illustrated book "RHEUMATISM" fully explains causes and effects... tells you WHY drugs and medicines afford but temporary relief. Delay may be dangerous. Learn about specialized treatment. Send for FREE Book today—a postcard will do. No obligation. Write today.



BALL CLINIC, Dept. 608, Excelsior Springs, Mo.

Soft Corns Between Toes



Instantly Relieved, Quickly Removed
Soft Corns occur only between the toes. To quickly relieve and remove them, get soft, soothing, cushioning Dr. Scholl's Zino-pads (Soft Corn Size). Be sure to ask for them by that name. Cost but a trifle.

Dr. Scholl's Zino-pads

FALSE TEETH KLUTCH holds them tighter

KLUTCH forms a comfort cushion; holds dental plates so much firmer and snugger that one can eat and talk with greater comfort and security; in many cases almost as well as with natural teeth. Klutch lessens the constant fear of a dropping, rocking, chafing plate. 25¢ and 50¢ at drugists. ... If your drugist hasn't it, don't waste money on substitutes, but send us 10¢ and we will mail you a generous trial box. © I. P. Inc.

KLUTCH CO., Box 4959-J, ELMIRA, 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

TEEN PAGE

Singing the Quarantine Blues? Sorry you're sick, but here are some ideas for making the time move fast



Do Not Disturb" is the ominous warning posted on your sick-room door. Thanks to your trying to take part in a rugged round of bicycle polo, you've ended up with a busted ankle. But cheer up, things aren't as tough as all that, and besides we mean to make the long road to recovery pretty soft with some time-eating ideas. We know how boring things can get, and so let us play doctor and pass along some ways to keep your idle mind happy.

A round-robin scrapbook is a good time consumer. It requires imagination on your part, but if your two arms are free, you should be able to turn out a colorful job to pass on to future patients in your crowd. Gather up big sheets of paper (which your mother might get at local printing office); punch holes and tie together with knitting yarn. Cover with heavy cardboard, also hand decorated, and fill pages with anything humorous or unusual.



Write a lengthy letter to your grandmother, who loves to hear from you. Or start correspondence with another teen-ager abroad



Learn how to play an instrument, perhaps the flute, violin, or banjo. You will be in demand and a musical asset at future parties



Dig up old costume jewelry. Re-string and refurbish it into the fads of today. If you're future-minded, give results at Christmas



Plan a Halloween party for your back-in-circulation announcement. Make spook masks now and hand them out to Halloween guests later

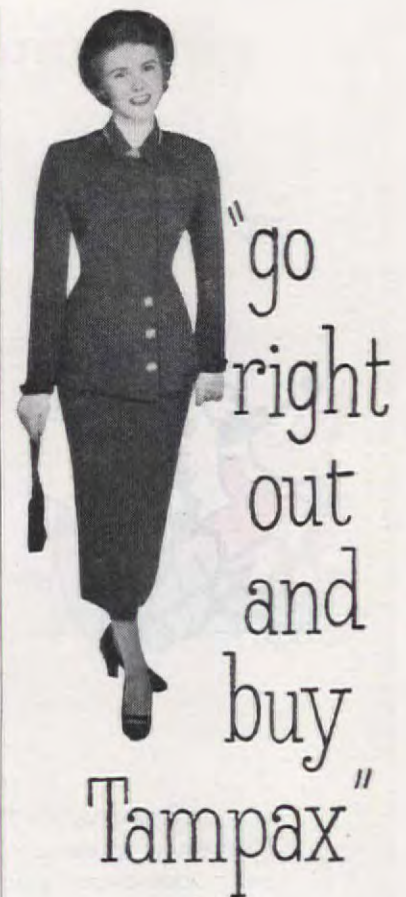


Roll interesting magazine covers up to width of pencil. Stick ends together with Scotch Tape, and string together for window shades



Annex Mother's old lids and clip off feather, veils, and flowers to retrim your own. Budget boosting!

Margy & Abby



Don't hesitate any longer about Tampax or hold back from using it. You are sure to go modern *some day* in your choice of monthly sanitary protection—so why not do it now? ... Tampax will save you much worry and self-consciousness on those "you-know days"—no belts or pins to adjust, no external pads to twist or chafe, no ridges to show through your dress.

Most important of all (on *those days*), Tampax causes no odor because it was designed by a physician to be worn internally. Made of pure absorbent cotton contained in one-time-use applicators, Tampax is very tiny and you need not remove it when tubbing or showering. Naturally, it solves the disposal problem also.

Women by the thousands are flocking to the use of Tampax—college girls, office girls, housewives, travelers, dancers, athletes, everyone who wants to do a better job or have an easier life at *that time-of-month*. ... Buy Tampax at drug or notion counters in 3 absorbency-sizes: Regular, Super, Junior. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

LITTLE LULU

Got hay fever?

Nose reliever!



A BLOWHARD, EH? LEAVE IT TO SOFT, STRONG KLEENEX® TISSUES TO CATCH THAT "KER-CHOO," SOOTHE THOSE SNIFFLES DURING COLDS... HAY FEVER!

© INTERNATIONAL CELLUCOTTON PRODUCTS CO.

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

Watch Your Figure

(Begins on page 38)

"Watch Your Figure!" which begins on Page 38, has been selected for the October AMERICAN HOME SPOTLIGHT OF THE MONTH promotion for department stores. Below is a partial list of the stores that are planning to use this SPOTLIGHT. These stores will bring to life the ideas you've read about in the article, showing their customers how to tastefully mix a variety of figured fabrics, floor coverings, and wallpapers. If any of the stores is located in your vicinity, visit it during October—you can identify the promotion by its theme-line: "WATCH YOUR FIGURE WHEN YOU FURNISH YOUR HOME."

Allentown, Pa.—Hess Brothers
Appleton, Wis.—H. C. Prange Company
Atlantic City, N. J.—M. E. Blatt Company
Buffalo, N. Y.—Adam, Meldrum & Anderson Co.
Cedar Rapids, Iowa—The Killian Company
Chicago, Illinois—The Fair
Charleston, W. Va.—Coyle & Richardson, Inc.
Charlotte, N. C.—J. B. Ivey & Company
Chattanooga, Tenn.—Miller Brothers Company
Cincinnati, O.—John Shillito Co.
Columbia, S. C.—The James L. Tapp Company
Columbus, Ga.—J. A. Kirven Company
Columbus, Ohio.—F. & R. Lazarus Company
Connellsville, Pa.—The Troutman Company
Crenshaw, Cal.—Broadway Dept. Store
Dallas, Texas—Sanger Brothers, Inc.
Detroit, Michigan—Crowley, Milner & Company
El Paso, Texas—Popular Dry Goods Company
Hollywood, Cal.—Broadway Dept. Store
Lancaster, Pa.—Hager & Brother, Inc.
Latrobe, Pa.—S. R. Reed Company
Long Beach, Cal.—Buffum's
Los Angeles, Cal.—Broadway Dept. Store
Miami, Florida—Burdine's, Inc.
Minneapolis, Minn.—Dayton Company
Nashville, Tenn.—The Harvey Company
New Orleans, La.—D. H. Holmes Co., Ltd.
Omaha, Nebraska—J. L. Brandeis & Sons
Pasadena, Cal.—Broadway Dept. Store
Pittsburgh, Pa.—Kaufmann Dept. Stores, Inc.
Portland, Oregon—Meier & Frank Company
Poughkeepsie, N. Y.—Luckey, Platt & Company
St. Paul, Minn.—Schuneman's, Inc.
Salt Lake City, Utah—ZCMI
San Diego, Cal.—Walker-Scott Corp.
San Francisco, Cal.—The Emporium
Tacoma, Wash.—Rhodes Brothers
Trenton, N. J.—H. M. Voorhees & Bro.
Wheeling, W. Va.—Stone and Thomas

Furnishings shown on pp. 38 & 39

CARPETS

Bigelow-Sanford Carpet Co., Inc.; Magee Carpet Co.; James Lees & Sons Co.; Alexander Smith & Sons Carpet Co.; M. J. Whittall Associates, Ltd.; Mohawk Carpet Mills, Inc.; Klearflax Linen Looms, Inc.; Archibald Holmes & Son; Gullistan Carpet

WALLPAPERS

United Wallpaper, Inc.; Imperial Paper & Color Corp.; Bassett & Vollum; Trimz Ready-Pasted Wallpaper

FURNITURE

Drexel Furniture Company; Heywood-Wakefield Co.; Tomlinson of High Point, Inc.; James McCreery & Co.

FABRICS

Textron, Inc.; Waverly Fabrics; Greeff Fabrics; Shulman Abrash, Inc.; F. Schumacher & Co.

ACCESSORIES

Raymor Mfg. Division, Inc.; Westmoreland Glass Co.; Dick Knox Displays; Decoramic Kilns; The Bennetts; Mary Ryan, Inc.; James McCreery & Co.; Catalda Fine Arts, Inc.; New York Graphic Society

AMAZING SELF-POLISHING SIMONIZ FOR FLOORS

OUTSHINES THEM ALL!



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

THE SIMONIZ COMPANY, CHICAGO 16, ILL.

Free! VITAMIN GUIDE BOOK

No longer need you pay \$4, \$5, \$6, up to \$15 per 100 capsules for the same vitamins your Doctor advises. After 20 minutes reading of this Guide Book you will understand vitamins as you never have before. You will not be fooled again by confusing, mysterious labels; you will be able to pick up any vitamin product and know if you are getting your money's worth. Stop buying blindly. This free book shows how to save up to 40% on vitamins, including the sensational new wonder vitamin Folic Acid, now prescribed for blood building and many anemias. Send postcard today to VITAMIN-QUOTA, Dept. 500, 880 Broadway, New York 3, N. Y.

IN-SINK-ERATOR



Fits your kitchen sink!
SEE YOUR PLUMBER - OR WRITE
IN-SINK-ERATOR MFG. CO. - RACINE, WIS.

WASHES DISHES IN JIFFY!

BRAND NEW... Nothing else like it. Amazing "Sponge" Dish Cloth washes dishes lightning fast. Replaces messy dishrags. Suction action works like magic. Dishes gleam like a mirror. Tube orders from friends! **SEND FOR TRIAL** Sample offer sent immediately to all who send name at once. A penny postal will do. SEND NO MONEY - JUST YOUR NAME. Kistee Co., 1331 Bar St., Akron, Ohio



THE NEW *Hearth Glo*

A Beauty
of a
GAS HEATER
that's a Joy
to Own
and Use

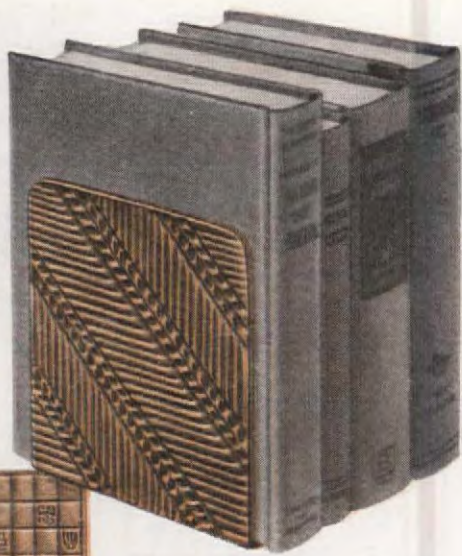


Hearth Glo
GAS HEATERS

See this *Hearth Glo* at your hardware, house furnishings, or appliance store. Isn't it a beauty? Its smart lines make it as lovely as a piece of fine furniture—for any room in your home. And its scientific engineering features give you highest heating efficiency at greatest fuel savings.

There are several *Hearth Glo* Gas Heater models to choose from—all attractive in appearance and economical in price. See them—select one for every room.

35 Gifts
for Christmas
(Begins on page 49)



1190
Copper book ends beautifully "tooled" to hold favorite reading. Pattern includes two designs. 20¢



Woven top on this utility box adds to its appeal. Complete instructions will make it possible for even an amateur to do professional job. 20¢



1191

Designs by: Sylva McCown 1176; Meredith Bowman 1177; Marian McClanahan 1178; Joe Watson 1179, 1180; Louise Nelson and Eveline D. Johnson 1181; Lietta 1189; Dorothy Trumm 1172; Hortense Price 1182, 1186, 1187, 1190; Carl Korte 1183; Ruth Thompson 1184; Virginia Sutton 1188; Edna Perk 1171; Bertram Brownold 1191.

AMERICAN HOME PATTERN ORDER FORM

Please allow 2 to 3 weeks for handling and mailing

(Patterns contain complete instructions, color guide, tracings, construction drawings, list of materials, as needed.)

1171	Noah's Ark sampler, cross-stitch hot-iron transfer, 11"x13"	45c
1172	Cross-stitch shell design for towel—4 hot-iron transfers	35c
1173	6 mottoes to paint on martini glasses and on cocktail shaker	25c
1174	6 mottoes to paint on old-fashioned glasses	25c
1175	6 mottoes to paint on highball glasses	25c
1176	Antique Penna, Dutch figures on horses to decorate toy chest	40c
1177	Modern Chinese design, in two colors, for painted place mats	25c
1178	Three fruit and floral motifs to decorate small canape trays	25c
1179	Ascension balloon design, 9 1/4"x10", 2 borders, for round box	25c
1180	Dancers and musician design 9" in diameter for round box	25c
1181	Chrysanthemum design for painted tablecloth 69"x103", napkins	40c
1182	2 designs for copper planter, directions for making container	30c
1183	Pencil tray, stationery holder, napkin holder—to build and paint	30c
1184	Cherry and blossom design to decorate doll-carriage planter	25c
1186	Penna, Dutch bird & leaf; modern horse head—for painted towels	25c
1187	4 circus designs for painted cocktail napkins	30c
1188	Stenciled floral design for tea cloth and napkins	40c
1189	2 stylized floral repeat borders for casseroles	25c
1190	2 designs for making copper book ends	20c
1191	Wooden utility box with woven top; 11 1/4" long x 5 1/4" wide x 3 3/4" high	20c

Complete list 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.

Camera-eye proves amazing convenience!

EAGLE-PICHER COMBINATION STORM WINDOWS AND SCREENS



Compare the motions it takes—

The unretouched "guide-light" photos show it's less trouble to put up a storm window—than to put on galoshes! You change Eagle-Picher Storm Windows

and Screens from *inside*, no tools needed. Durable, all-aluminum construction gives years of trouble-free service—they never need repainting, repairing, replacement!

Compare the beauty, comfort, fuel savings



Eagle-Picher Combination Windows have trim, narrow aluminum frames, a soft gray finish that *beautifies* your home. Permanent weather-tight fit eliminates drafts around windows, *adds* to your

comfort, *subtracts* up to 30% from fuel bills! There's no down payment—36 months to pay. Why not get a free estimate from your local dealer? Or just send in the coupon below for full particulars.

There are Eagle-Picher Storm Enclosures for regular windows, casement windows, picture windows, porches, and doors.

Qualified Contractors: some franchised territories still available—write today!

THE EAGLE-PICHER COMPANY

Cincinnati (1), Ohio

Makers of Eagle-Picher Insulation for Homes



THE EAGLE-PICHER COMPANY, Dept. AH-109
Cincinnati (1), Ohio

Gentlemen: Without obligating me, please send particulars about Eagle-Picher Storm Windows and Screens. (Please check only one.)

☐ For present home ☐ Students: check for special information

☐ For future home

Name _____

Address _____ Zone _____

City _____ County _____ State _____

BOTH these extras are yours with Clorox!



1. GENTLER bleaching action

...longer life for linens!

YOUR costly white and color-fast cottons and linens last longer when laundered with Clorox because it's extra-gentle. Yes, Clorox is extra-gentle because it is free from caustic and other harsh substances...made by an exclusive formula protected by U. S. patent. Let the gentler bleaching action of Clorox prolong the life of your linens!



2. GREATER disinfecting efficiency

...added health protection!

BESIDES bleaching extra-gently, Clorox does a better job of disinfecting, too! Because Clorox is caustic-free, it works faster...kills germs quicker than any other product of its kind! You give your family extra health protection when you use Clorox in regular kitchen and bathroom cleaning!

To Conserve Linens... to Protect Health...
LET CLOROX GO TO WORK FOR YOU!

IN LAUNDRY!



IN KITCHEN!



IN BATHROOM!



Directions on Label

CLOROX IS AMERICA'S FAVORITE... IT BLEACHES • REMOVES STAINS • DEODORIZES • DISINFECTS



Attractive new Aeropel Kitchen Fan keeps kitchens fresh as a daisy... removes bad air and odors quickly and easily. Only \$43.75, plus small installation charge. Thousands of satisfied users say Aeropel is the finest kitchen fan they've seen. See your electrical or home supply dealer or write American Blower, Detroit 32, Mich., or Canadian Sirocco Co., Ltd., Windsor, Ont., for FREE booklet giving complete details.

Division of AMERICAN RADIATOR & Standard Sanitary CORPORATION

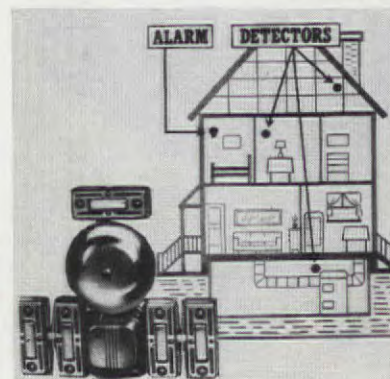
Serving home and industry—AMERICAN STANDARD • AMERICAN BLOWER
CHURCH SEATS • DETROIT LUBRICATOR • KEWANEE BOILER • ROSS HEATER • TONAWANDA IRON



READI-ROD



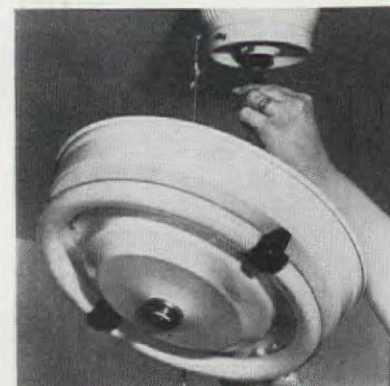
BRUSH-FLUSH



WAK-EM



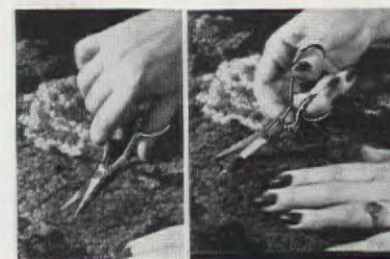
TEXTILE LACQUER



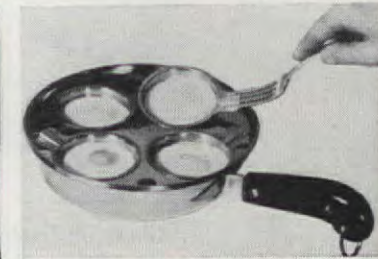
CIRCLARC



ROX



RUG SCISSORS



NEW BREAKFAST UNIT

LOOK, IT'S NEW!

Ideal for closets, shower curtains, and draperies, **READI-ROD** non-rust aluminum hanger expands to desired size. Just extend rod until ends touch wall, twist one section and tighten in place. Has non-mar ends. Three sizes. About \$2.95, \$3.50, and \$5.95. Andrew Co., Jones Bldg., Findlay, Ohio. **BRUSH-FLUSH**, new liquid paintbrush cleaner, enables quick change of color without change of brush. Just dip into fluid, stir, and wipe off excess cleaner. Use for oil paints, enamels, and varnishes. About 55¢ per pint, 89¢ a quart, \$2.79 a gallon. Elgin Plastic Products Co., 4011 W. Harrison St., Chicago 24, Ill. **WAK-EM** fire alarm kit protects entire house with four-inch gong and five heat detectors, each able to guard 225 square feet of floor space and to sound alarm at dangerous 140° F. Complete kit about \$11.95. Davis Mfg. Co., Plano, Ill. **TEXTILE LACQUER**, a new easy-to-brush (or spray) paint for textiles, metal, leather, wood, glass, ceramics or



DELCO-HEAT UNIT WAS BLESSING LAST WINTER SAYS J. WALTER McLEAN

The worst winter in Spokane's history didn't faze the J. W. McLean family, whose Spokane, Washington, home was equipped with a Delco-Heat Oil-fired Conditionair. "I have had five different homes in Spokane," writes Mr. McLean, "and our present Delco-Heat unit gives the cleanest, most economical heating in my experience—and that covers all types of hand-fired and automatic equipment."

Experience has taught Mr. McLean, as it has many thousands of others, that General Motors has the "know-how" to build the best—and that Delco-Heat dealers are factory-trained to install the units right. Munyon Bros. Sheet Metal Co., Spokane, made the McLean installation.

The Delco-Heat Oil-fired Conditionair—an automatic forced warm-air furnace—heats, cleans and humidifies the air in your home. Has exclusive "Roto-



power" unit that combines all moving parts in one assembly. 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.

Look It's New!

(Begins on page 142)

paper. Dries quickly, requires no setting, is resistant to fading, washing, and dry cleaning. About \$3.95. Formulabs, Los Angeles 54, Calif. **CIR-CLARC**, to improve kitchen lighting, is new fluorescent ceiling fixture that can be mounted on existing overhead outlet. Equipped with two white, semi-circular fluorescent tubes. National Lighting Products, Inc., 4217 Harrison St., Chicago 24, Ill. **ROXY**, the four-in-one handy man, wheelbarrows garden loads, reels your garden hose, burns charcoal as portable steel barbecue grill, and serves as attractive "silent butler." Solid steel frame with rubber tired wheel and four attachments that simply hook on to center bar and are quickly interchanged. Rocklin Mfg. Co., Grand Ave. at Jennings St., Sioux City 7, Iowa. **RUG SCISSORS**, for rug hooking enthusiasts, have bent handles so that blades lie flat while clipping. Useful for cutting loops or sculpturing. About \$2.95. John Dritz & Sons, 1115 Broadway, New York 10, N. Y. **NEW BREAKFAST UNIT** of stainless steel combines 4-cup egg poacher with 8-inch skillet and cover. Revere Copper and Brass Co., Rome, N. Y. **ADJUSTABED**, placed under mattress, transforms regular bed into modified hospital bed. Of plywood, it's notched and hinged for quick change of position. The Mengel Co., Louisville 1, Ky. **DINETTE FURNITURE** includes steel-frame table and two double-duty benches—one with ironing board that swings up, the other containing extra storage space. Both upholstered in vinyl plastic. Table top finished in baked enamel. Set, about \$34.95. Doehler Metal Products Corp., 192 Lexington Ave., New York, N. Y.

ADJUSTABED



DINETTE FURNITURE



HOT WATER IS A FAMILY AFFAIR



"Thank goodness for our Heatmaster"



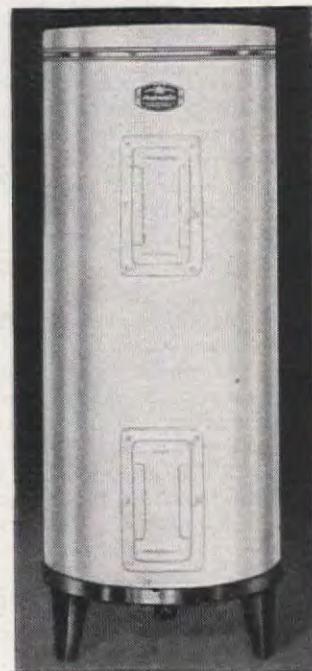
"... at last there's plenty of hot water for the children's bath and lots left for the dishes, wash and all other needs since we bought a HEATMASTER®."

HEATMASTER families have no hot water problems. They can depend on an abundant supply—economically and automatically—year after year and highest quality construction means dependable performance.

With HEATMASTER you get: accurate thermostat control—keeps the water at the temperature you want it... thick heat-retaining insulation—holds water hot for long hours when hot water is not used... new magnesium protection—resists rust and corrosion, adding extra years to the life of your heater!

HEATMASTER Automatic Water Heaters come in models and sizes to meet every family's requirements—round or table top, using electricity, gas or LP (bottled) gas. All carry the C-E 10-year Protection Plan, backed by one of the world's largest manufacturers of boilers and related equipment.

This time, get a reliable, automatic heater that your family can enjoy for years. See the new HEATMASTER at your C-E Master Plumber-Dealer. Ask him for a copy of the interesting booklet: "Hot Water is a Family Affair"... or write us direct.



Heatmaster

AUTOMATIC WATER HEATER

Water Heater, Range Boiler & Soil Pipe Dept.

COMBUSTION ENGINEERING-SUPERHEATER, INC.

P. O. Box 1729, Chattanooga 1, Tennessee

EASY TO MAKE BEAUTIFUL RUGS from Old Clothing



WITH THE NEW TEXTING NEEDLE

No frame nor equipment required; the needle and a spool of warp are all you need. An adjustable spring gauge measures the stitch and the smooth plastic handle is easy to hold.

DEEP-NAPPED REVERSIBLE RUGS

Your torn or bias-cut strips of cotton, woolen or rayon material can be woven into countless patterns. No need to sew ends together. The result is a richly thick, soft-napped reversible rug.

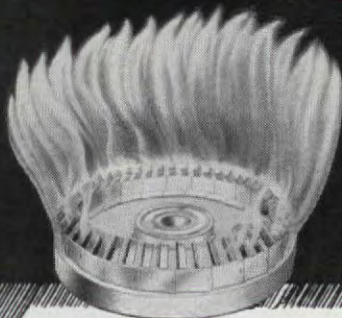
\$1.00 ONLY including full instructions, a book of lovely patterns and some sample stitches.

SEND ONE DOLLAR TODAY TO—
GRAFTEX NEEDLECRAFT
Box 55-F, Pacific Palisades, California

Your **COMFORT'S**
complete
The **SAVINGS**
are sweet!



WITH
TORIDHEET
Automatic Heating



THRIFT IS EASY... with TORIDHEET... the automatic heating that automatically saves at least 25% (some owners say as much as 50%) on the season's fuel bill. And with these savings you get the very *tops* in comfort, every room uniformly and healthfully warm.

This high efficiency and low cost operation result from a unique burner design that assures flame placement for greatest effectiveness.

In the TORIDHEET line of oil and gas Automatic Air Conditioning Furnaces, Boilers and Water Heaters, there is exactly the right equipment to meet your specific needs. For complete information ask your local TORIDHEET dealer — listed in the classified telephone book under "Oil Burners" — or write us direct.

TORIDHEET DIVISION

CLEVELAND STEEL PRODUCTS
CORPORATION
CLEVELAND 2, OHIO

"Your Home's Complete with Toridheet"

CLEVELAND
Toridheet

AUTOMATIC HEATING EQUIPMENT

What's going on?

OCTOBER, 1949



Red Feather

• Red Feather unites 14,000 appeals, signifies "many campaigns in one" through a Community Chest. Four out of ten families in Community Chest areas benefit directly in health, welfare, and recreation. Support your local Red Feather drive now!

Home Building

• According to F. W. Dodge Corp., first half of this year showed significant 3% increase in construction of single-family houses built to owner's order over same period 1948. Total volume is record \$448,204,000. Same period showed general decline in overall picture of residential construction. Sharpest drop in single-family houses built by operative builders for sale or rent.

Turkey Talk



• Good news from the U.S. Department of Agriculture: Thanksgiving and Christmas turkeys will be much more plentiful than last year. Growers have increased production by considerably more than the anticipated 25%, and prices are likely to be lower than last year. . . . Hen's egg production will be large, continuing to provide more than an egg a day for consumers.

National "Weeks"

• Weeks of national significance in October: Fire Prevention Week, October 9-15; United Nations Week, October 17-24; Flower Week, October 30-November 6; Apple Week, October 30-November 6. . . . Fourth International Congress of United Horticulture will be held in New York City (Essex House), October 30-November 1.

Rose Winners

• New roses available for 1950 gardens will include four winners of "All-America" recognition, meaning that they have come through two years' nationwide tests with flying colors in 18 trial gardens. They are Fashion, luminous pink floribunda originated in New York State, and three hybrid tea varieties from California — Mission Bells, Capistrano, and Sutter's Gold.



Fraudulent Canvassing

• Dollar volume of fraudulent door-to-door canvassing now running into millions, on the increase, reports Hugh R. Jackson, Better Business Bureau, New York City. Campaign under way to protect housewives and to insure rights of legitimate salesmen. Housewives should co-operate by reporting deceptive sales methods to local Better Business Bureau.

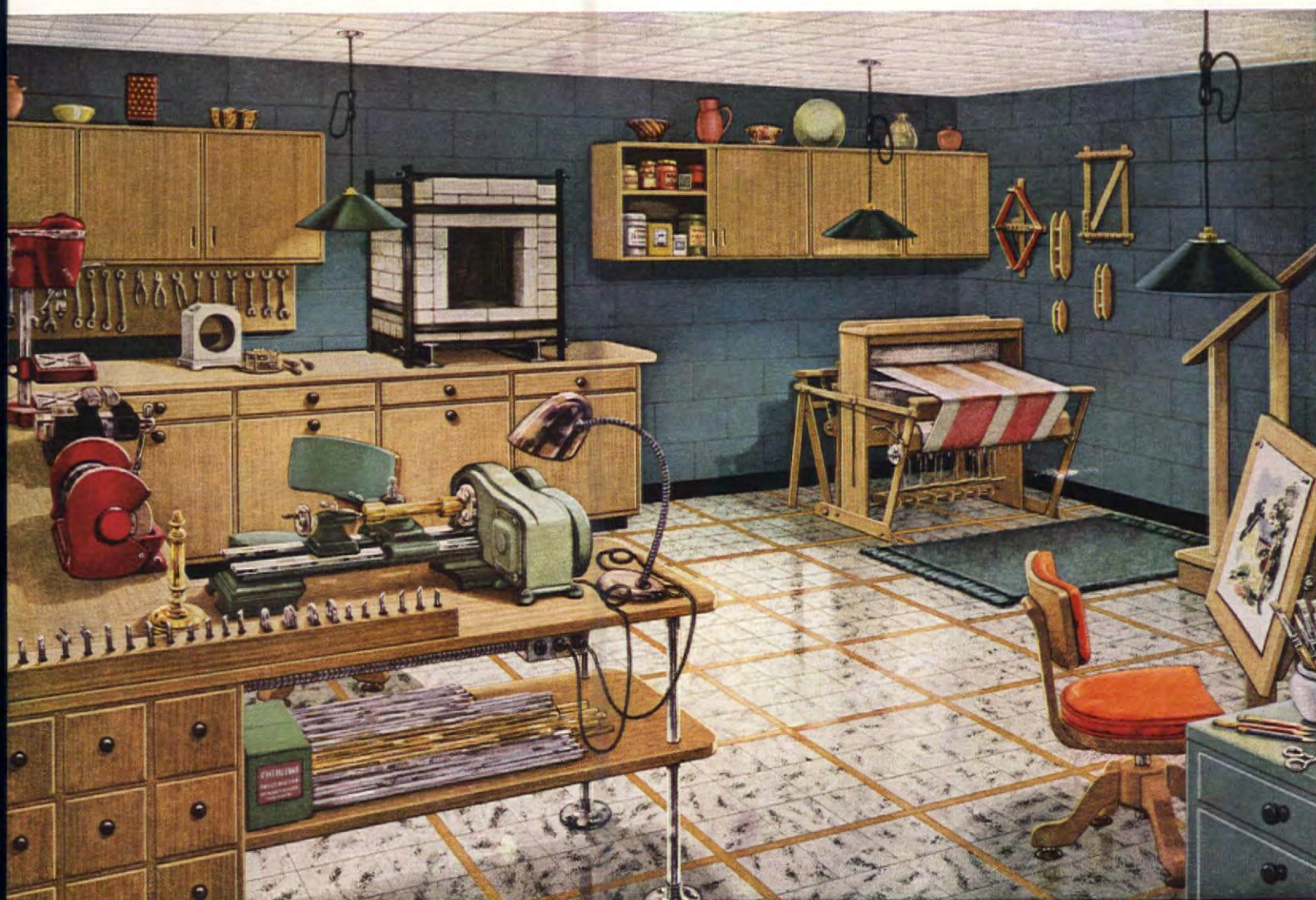
Teen-Ager's Money

• Parents of teen-agers take note of new booklet: "A Miss and Her Money," just issued by Women's Division of the Institute of Life Insurance. Helps teen-ager to manage her own money and to become active voting member in family financial councils. Free. Address: 60 East 42nd Street, N.Y. 17, N.Y.

Book Program

• "Food for the Mind" is CARE's newest program to help rebuild war-wrecked libraries abroad by supplying new technical and scientific books for educational purposes. Endorsed by U.S. Commission for UNESCO. Send money contributions to CARE who will purchase new books according to needs. Address 20 Broad Street, New York, New York.





Now your basement can be a practical hobby room

YOU'VE probably discovered that the space you need for family hobbies is in the basement. But if your basement is as drab and dusty as most, it's robbing you of the real enjoyment hobbies can bring.

Until Armstrong's Asphalt Tile came along, it wasn't practical to have a neat, attractive basement. The floor was a problem. Most flooring materials are unsatisfactory when used over concrete in direct contact with the ground. They're affected by alkaline moisture that comes up through the concrete. But Armstrong's Asphalt Tile is not harmed by this moisture. It can be put right down on concrete without expensive preparation.

You don't have to pamper this floor. It's a sturdy material that can take hard use. Armstrong's Asphalt Tile is easy to keep clean, too. Dust and dirt can be quickly swept away. Occasional washing and waxing are all the care it needs to keep its beauty.

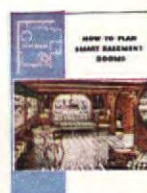
There's almost no limit to the design possibilities with a floor of Armstrong's Asphalt Tile. Since it goes down block by block, any of the handsome plain and marbled colors can be combined to suit your design ideas. Colors will last for the long life of the floor because they go all the way through each tile. With a clean and colorful floor, your basement can be made as pleasant as any other room in the house.

Even with so many practical advantages and so much beauty, an Armstrong's Asphalt Tile Floor is low in cost. Your Armstrong flooring merchant can prove how inexpensive it is with an estimate on an installation in your own basement. He will also be glad to help you work out a floor design to fit your ideas for a basement room. Whether it's for hobby, laundry, or recreation, your basement needs a practical floor of Armstrong's Asphalt Tile to make it livable.

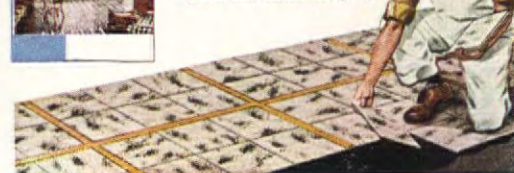


JUST A DREARY CATCHALL BEFORE, this basement has been made a pleasant room where family hobbies can be enjoyed. Basement rooms such as this are most practical when you can plan them around a durable, easy-to-clean floor of Armstrong's Asphalt Tile. This simple, attractive design combines Ivory Marble with Plain Yellow feature strips. Floor plan and details of furnishings sent free on request.

Free! New Twenty-Four-Page Book—
"How to Plan Smart Basement Rooms."



Contains many beautiful full-color illustrations, diagram drawings, and decorating ideas for basement rooms. Write to Armstrong Cork Co., Floor Division, 4910 Plum St., Lancaster, Pa.



ARMSTRONG'S ASPHALT TILE

The low-cost floor  with the luxury look

MADE BY THE MAKERS OF ARMSTRONG'S LINOLEUM AND ARMSTRONG'S QUAKER RUGS



Gulistan Renaissance in Parakeet Green, about \$14.50 per sq. yd., higher in the West and South. Other Gulistan weaves—all styled for long-lasting beauty—as low as \$5.50. Widths 9 ft., 12 ft. and 15 ft.—or you may find it more satisfactory to use 27" widths, smoothly fitted together.

Photography, Tony Ven

THE DECORATOR: SVEND BOESEN



THE THEME: ROCKY MOUNTAIN MODERN

"East or West," declares Svend Boesen, member of the American Institute of Decorators, "textured, single-color carpet sets the fashion for the smartest rooms."

And this stunning Colorado ranch house, based on Gulistan Renaissance carpet, has new ideas for that room of yours! Yes, *you* can achieve a feeling of great spaciousness and luxury. How?

With deep-piled Renaissance wall to wall in one vibrant color. Gulistan Renaissance is always in perfect taste, with period *or* modern.

You keep *yourself* in style—but how about your home? Be *sure* it's in style. Be *sure* to see Gulistan! For name and address of your Gulistan dealer, simply call Western Union by number and ask for Operator 25.

Majolica Rose

THE KEYNOTE

GULISTAN CARPET

Barley Beige

Parakeet Green

Cloud Grey

Cinnamon

Fernmist Green

Venetian Red

WOVEN ON POWER LOOMS IN THE U. S. A. • A. & M. KARAGHEUSIAN, INC., FIFTH AVENUE, NEW YORK